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## MSHSL video PSA earns national Telly Awards

A 60-second public service announcement promoting the Minnesota State High School League's Why We Play educational campaign was recently awarded two Telly Awards. The PSA was a collaborative effort between the Minnesota State High School League, independent producer and writer Gail Hudson Brown and producer and cinematographer Mark Anderson.

"I am proud of the work that went into creating this PSA," explained League Associate Director Jody Redman, "and even more proud of the response that the PSA has received from our member schools. Why We Play is an important campaign aimed at increasing awareness of the real reason the League offers education-based activities and that is to develop the inner lives of students, providing them with skills and knowledge that will sustain them for a lifetime."

The PSA earned a silver Telly Award, the organization's top award. It also earned a bronze Telly Award for its use of music, an original composition and recording by musician and composer John Hudson. The beat-style lyrics were co-written by John Hudson and Gail Brown Hudson.

"We loved 'pushing the edge of the envelope' with this creative project, by bringing the important message of the Minnesota State High School League through beat poetry," Gail Hudson said.

"Our goal was to create a youthful and hip vibe that younger kids could relate to," Anderson said. "Real moments captured on-camera brought this spot to life."

The PSA features students from Forest Lake High School, Minneapolis South High School and Northfield High School. It was broadcast on KSTC-TV, Channel 45 during the League's televised hockey and basketball tournaments, as well as shown on the scoreboard video screens in the arenas.

"The Telly Awards has a mission to honor the very best in film and video," explained Linda Day, executive director of the Telly Awards. "Gail Hudson and Mark Anderson's accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production."

The Why We Play public service announcement may be viewed on the League's Vimeo website page — <http://vimeo.com/91936932>. Broadcast outlets are encouraged to download the PSA and use it at their discretion.

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### About the Telly Awards

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Fewer than 10 percent of the nearly 12,000 entries from all 50 states and numerous countries are awarded the Telly's highest honor, the Silver Telly, for exceptional work in the video and film industry. Approximately one-fourth of nominees receive the Telly's bronze award. To find out more about the Telly Awards, go to [www.tellyawards.com](http://www.tellyawards.com)

#### **About Gail Brown Hudson**

Gail Brown Hudson is an 11-time Emmy winner for her creative work as a producer and writer, and winner of the prestigious NAPTE Iris and Sigma Delta Chi national awards. She is a former senior producer at KSTP-TV Channel 5, where she produced the "On the Road with Jason Davis" for five years, as well as many other in-depth reports, special projects, and documentaries for the station. She now owns her own freelance media business working with a variety of corporate and non-profit clients to produce high-end digital-video content for broadcast, web and internal audiences, as well as written media materials. She also writes for the Minneapolis *Star Tribune's* Home & Garden section.

#### **About MarkyMarkMedia**

Mark Anderson is the founder and president of Markymarkmedia, a Twin Cities-based video production and video marketing agency that produces high-end digital content to strategically support and promote the brands of his clients. Anderson is a former National Photographer of the Year when he worked at KARE 11 and is a winner of more than 20 Emmys for his work as a visual storyteller.