

ALVERNIA UNIVERSITY
University Archives
Collection Inventory

Collection Name: Commercials
Reference Number: 5.4.2.5.1

Title: Alvernia "Image"
Producer: Unknown
Contents/Scope: Three 30-second run commercials with Pop style music background.
Date: n.d.
Running Time: 0:02:30
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College
Producer: Target Select
Contents/Scope: "Recruitment campaign" commercials, "Image" Ad plus TAGs commercials, "Meg" and "Dwayne" commercials.
Date: n.d.
Running Time: 0:11:00
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College
Producer: Time Warner Cable Productions
Contents/Scope: Commercials 1-4 "Everybody Knows Campaign", 5-6 "Continuing Ed. Campaign", 7 "Recruitment Video".
Date: n.d.
Running Time: 0:11:20
Extent: 1.0 lin. in.
Copies: 1

Title: AC-TV Spot 87-88
Producer: WLYH-TV
Contents/Scope: "A Better Life Within Reach" commercial.
Date: 1987-1988
Running Time: 0:00:30
Extent: 1.0 lin. in.
Copies: 1

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Title: Alvernia College Impressions TV Spots 1-4
Producer: Kruse Corporate Image
Contents/Scope: Cuts from recruitment video "Impressions". Thirty seconds of "Success", 30 seconds of "A Challenge", and some other cut parts of "Impressions".
Date: September 1990
Running Time: 0:05:21
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College
Producer: Kruse Corporate Image
Contents/Scope: "Education in the Franciscan Tradition" commercial (8 minutes), "Impressed", "Good Education", "Montage" commercial spots.
Date: September 2, 1992
Running Time: 0:11:00
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College: February 19 Open House
Producer: West Lawn Communications
Contents/Scope: Two open house versions, 30 seconds each.
Date: February 1, 1994
Running Time: 0:02:00
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College - Open House Versions
Producer: Berkscable Productions
Contents/Scope: Four 30-second run commercials for open house – "Dedication", "Friends", "Success", "Life Preparation" open house versions.
Date: December 19, 1994
Running Time: 0:04:00
Extent: 1.0 lin. in.
Copies: 1

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Title: Alvernia 3x:30: Time Warner Cable
Producer: Time Warner Cable
Contents/Scope: "Dedications", "Friends", "Life Preparation" commercials.
Date: 1996
Running Time: 0:02:15
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College: '98 Commercial Campaign
Producer: Time Warner Cable
Contents/Scope: Fifteen 30-second run commercials, 3 runs for "Rosemarie", "Mitch", "Christine", "Bruce Smith", and "Life Prep" commercials each.
Date: December 2, 1997
Running Time: 0:09:04
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College: 5 spots with basic tags
Producer: Time Warner Cable
Contents/Scope: Five 30-second run commercials namely "Rosemarie Basic Tag", "Mitch Basic Tag", "Chrissy Basic Tag", "Bruce Smith Basic Tag", "Life Prep Basic Tag". Focused on academics, leadership, and continuing education.
Date: December 3, 1997
Running Time: 0:03:59
Extent: 1.0 lin. in.
Copies: 1

Title: Alvernia College: "Meg"; "Dwayne"
Producer: VideoWorks Productions
Contents/Scope: Two 30-second run commercials entitled "Meg" and "Dwayne", "Skills for the workplace. Values for life." campaign.
Date: 1999
Running Time: 0:01:28
Extent: 1.0 lin. in.
Copies: 1

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Title: Communications 352 Spring 2000: Video Production Portfolio
Producer: Unknown
Contents/Scope: Two commercials of Alvernia.
Date: 2000
Running Time: 0:01:35
Extent: 1.0 lin. in.
Copies: 1