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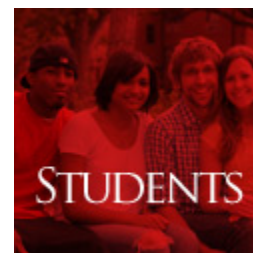
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Gardner-Webb Students Help Produce Promotional DVD for Eaton Corporation

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Office of University Communications

March 15, 2012



BOILING SPRINGS, N.C. – Members of a communication studies class at Gardner-Webb University had the unique opportunity to produce a promotional DVD for the Eaton Corporation’s Forest City, N.C., plant. The students are members of Dr. Jim Lawrence’s “Intro to Digital Video and Nonlinear Editing” class.

Students were given the chance to go on site at Eaton Corporation to work on the project, gaining hands-on experience with each aspect of the video’s production. According to Lawrence, “They got the chance to see how this works from start to finish: talking with the client, finding out their vision and receiving feedback, taking video, editing, and then design work.”

Headquartered in Ohio, Eaton Corporation is a diversified power management company with more than 100 years of experience providing customers with energy-efficient solutions that range from electrical to mechanical power. They have locations throughout the United States with more than 73,000 employees and currently conduct business with more than 150 countries.

It was an Eaton executive, who came up with the idea to approach the GWU communications studies department. “Clark Lamb contacted us last fall about doing the project,” said Lawrence. “He wanted something that would enable visitors to view the plant before taking a tour. This would help eliminate the need for a supervisor to explain every aspect of their operation.”

Lamb, who serves as quality manager, is a graduate of Gardner-Webb University’s Master of Business Administration (M.B.A.) program. “Dr. Lawrence did an incredible job helping organize,” said Lamb, “as all of the taping was done without causing a disruption to our

production operations.” Lamb said the “superb” video “demonstrates the level of professionalism and pride Dr. Lawrence instills into his personal effort and the high standard he expects from his students.”

Lamb said the video has received an excellent response so far. “I am sure we will be able to use this video to provide a consistent message about our facility to current and potential customers for years to come.”

More information about the Communications Studies Department is available at 704-406-4372.

Located in Boiling Springs, N.C., Gardner-Webb University was founded in 1905 and is home to over 4,300 students from 37 states and 21 foreign countries. Gardner-Webb seeks a higher ground in higher education – one that embraces faith and intellectual freedom, and inspires in students a love of learning, service, and leadership.