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### **MEDIALAB WINS 2017 NATIONAL BROADCASTING SOCIETY AWARD**

**TACOMA, Wash.** - MediaLab, the applied research and multimedia program at Pacific Lutheran University, has won a 2017 Grand Prize Award from the National Broadcasting Society – Alpha Epsilon Rho, for the documentary film *Changing Currents: Protecting North America's Rivers*.

*Changing Currents*, which publicly premiered in Tacoma in November 2016, won in the “Video Documentary” category at the 2017 Annual National Broadcasting Society Electronic Media Competition Awards Ceremony in New York City on March 26, 2017.

**Joshua Wiersma '18**, who served as assistant editor and video journalist on the film, said the award is extremely gratifying.

“Winning a National Broadcasting Society Award is great news for us,” said Wiersma. “My fellow filmmakers and I worked hard to make the documentary thought-provoking and influential. So, it’s a great feeling to be acknowledged with such a prestigious national award.”

*Changing Currents* was produced by a team that included Wiersma, a Communication major, Communication major **Christopher Boettcher '17**, Art and Design major **Kelly Lavelle '18**, Business major **John Struzenberg '16**, and Digital Media major **Rachel Lovrovich '18**. The film’s original soundtrack was composed by Music major **Melody Coleman, '17** and was narrated by Communication major **Terran Warden '18**.



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*Changing Currents* explores the many challenges facing waterways across North America, more than half of which are contaminated and unfit for drinking, fishing or swimming.

During production of the film, the researchers conducted dozens of interviews, meeting with average citizens, officials from the U.S. Environmental Protection Agency, water utility experts, members of Native American and Canadian First Nations tribes, and many other public and private organizations.

This National Broadcasting Society award adds to several other recognitions received so far by *Changing Currents*, including six Accolade Awards of Merit and a Mercury Design Award for the graphics and branding associated with the film.

Since its establishment in 2006, MediaLab has received more than three dozen other national and international recognitions, including five Emmy nominations and one Emmy win.

The National Broadcasting Society – Alpha Epsilon Rho, is a student and professional society of more than 85 chapters on college, university, and community college campuses.

For more information about *Changing Currents*, or other MediaLab projects and productions, please visit: [www.changingcurrentsdoc.com](http://www.changingcurrentsdoc.com) or <https://medialab.plu.edu/>, or call Rachel Lovrovich at 253-459-9229, or email [lovrovrp@plu.edu](mailto:lovrovrp@plu.edu).

**About MediaLab at PLU:**

*MediaLab is an award-winning, student-run media and applied research organization located within the Center for Media Studies in Pacific Lutheran University's School of Arts and Communication. MediaLab students work on projects across the media spectrum, including market research, photography, graphic design, web design, writing, video, public relations, event planning, filmmaking, and more.*