GRIND OUT HUNGER

Cabrillo students’ video garners an audience

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APTONS — What started as a homework assignment turned into a video that was viewed online nearly 1,000 times in four days.

Students in a Cabrillo College communications class were assigned to create a promotional video of a local organization. A group of seven chose to feature Grind Out Hunger, a Santa Cruz non-profit aimed at getting youth involved with food drives.

While the students must certainly got an A for their efforts, the video reached far beyond their education when Grind Out Hunger’s founder Danny Keith saw the video. Within two hours of watching the 11-minute film, Keith posted it on the organization’s website and Facebook page Friday.

The video had more than 800 views on Grind Out Hunger’s Facebook page and about 120 views on the organization’s YouTube channel as of Monday afternoon.

“We’re kind of like proud parents,” Keith said. “We’ll tack that up on the fridge and share it with the world. We want to encourage kids to take action.”

Keith contacted the students — David Levy, Ryan Corley, Kyle Plaskett, Will Martin, Zach Sauceda, Josh Olmeda and Miguel Garcia — after he watched the footage.

“Danny Keith contacted me saying he was speechless and super stoked with how it came out,” said Levy, who edited the film. “I was really blown away and super excited.”

The students viewed the project as more than an assignment, though. Since a few of the group’s members had donated food to the organization in high school, the students were especially passionate about the project, said Olmeda.

The group worked on the video for about three months, occasionally running into scheduling conflicts. Still, the group worked well as a team, regularly meeting and discussing the project.

“I knew most the people in our group of seven, and we all got along really well,” said Olmeda, 20. “It helped the project run smoothly.”

While each group created a compelling video, class professor Nita George said she was particularly impressed by this project.

“This group went above and beyond on the quality of the video,” George said. “It was the best possible outcome.”

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