

Script – Fall 2011 – NJIT Open House :60 promo

**BRAND MESSAGE SEGMENT – FEMALE VOICE**

AT NJIT, WE'RE PUSHING THE EDGE IN SCIENCE AND TECHNOLOGY. WHAT YOU DREAM, OUR GRADUATES DESIGN AND DEVELOP. WHAT YOU HOPE FOR, OUR RESEARCH IS MAKING HAPPEN. AT NJIT, WE'RE SHARPENING NEW JERSEY'S COMPETITIVE EDGE AND EDUCATING HER BEST AND BRIGHTEST. NJIT . . . NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY. THE EDGE IN KNOWLEDGE

**UNDERGRADUATE OPEN HOUSE SEGMENT – MALE VOICE**

SHARPEN YOUR COMPETITIVE EDGE – ATTEND THE UNDERGRADUATE OPEN HOUSE AT NEW JERSEY INSTITUTE OF TECHNOLOGY SUNDAY, OCTOBER TWENTY-THIRD, FROM ELEVEN A.M. TO FOUR P.M. YOU'LL MEET N-J-I-T STUDENTS, TALK TO PROFESSORS, TOUR THE CAMPUS AND LEARN WHY MORE HIGH SCHOOL GRADUATES AND THEIR FAMILIES ARE MAKING N-J-I-T THEIR FIRST CHOICE FOR COLLEGE. N-J-I-T IS NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY AND NATIONALLY RECOGNIZED FOR ENGINEERING, ARCHITECTURE, DESIGN, COMPUTING AND HIGH-TECH MANAGEMENT. REGISTER NOW AT N-J-I-T DOT E-D-U FOR THE N-J-I-T OPEN HOUSE SUNDAY OCTOBER TWENTY-THIRD IN NEWARK.

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SCRIPT — FALL 2011 — HAIM GREBEL :60

OBJECTIVE: BRANDING

STRATEGY: DIRECT MESSAGE + IMPRESSIVE PROFESSOR

TARGET AUDIENCE: ADULTS 34-54

SUBJECT: **HAIM GREBEL**, ELECTRICAL & COMPUTER ENGINEERING

**(BRAND MESSAGE SEGMENT :30 SEC — FEMALE VOICE**

AS A LEADING SCIENCE AND TECHNOLOGY UNIVERSITY, NJIT IS PUSHING THE EDGE IN KNOWLEDGE. OUR FOCUS — AND THE FOCUS OF OUR STUDENTS — IS ON REAL-WORLD LEARNING AND APPLIED RESEARCH. WE MEASURE SUCCESS BY REAL-WORLD RESULTS. FROM ENGINEERING, DESIGN AND ARCHITECTURE TO COMPUTING SCIENCE AND HIGH-TECH MANAGEMENT, NJIT OFFERS YOU THE KNOW-HOW TO SUCCEED. NJIT. NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY. THE EDGE IN KNOWLEDGE.

**(PROFILE SEGMENT, PROF HAIM GREBEL :30 SEC — MALE VOICE**

IMAGINE MACHINES A MILLION TIMES SMALLER THAN A SPECK OF DUST ... MICROCHIPS THAT HELP THE BRAIN COMBAT ALZHEIMER'S ... NANOSENSORS THAT DETECT DEADLY VIRUSES IN THE BLINK OF AN EYE. THIS ISN'T FICTION. IT'S SCIENCE. AND IT'S ALL PART OF THE VISION OF DR.HAIM GREBEL AT NEW JERSEY INSTITUTE OF TECHNOLOGY. DR. GREBEL, A NATIONALLY ACCLAIMED EXPERT IN NANOTECHNOLOGY, IS PUSHING THE EDGE IN APPLIED RESEARCH TO MAKE SMALL THINGS DELIVER BIG RESULTS. HAIM GREBEL. SCIENTIST. ENGINEER. INVENTOR. AND A PROFESSOR AT NJIT. THE EDGE IN KNOWLEDGE. TO LEARN MORE, GO TO NJIT.EDU.

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SCRIPT – FALL 2011 – TOP RANK :60

OBJECTIVE: BRANDING

STRATEGY: BRAND VALUE MESSAGE(S)

TARGET AUDIENCE: ADULTS 34-54

SUBJECT: NJIT IS **FIRST CHOICE + AFFORDABLE + BEST ROI**

**NJIT GREAT INVESTMENT + FIRST CHOICE — :30 FEMALE VOICE**

COLLEGE IS ONE OF THE MOST IMPORTANT INVESTMENTS YOU'LL EVER MAKE. THAT'S WHY MORE STUDENTS AND THEIR FAMILIES ARE MAKING NJIT THEIR FIRST CHOICE FOR COLLEGE. WITH SIX SPECIALIZED SCHOOLS – INCLUDING OUR SCHOOL OF MANAGEMENT AND COLLEGE OF ARCHITECTURE AND DESIGN – NJIT IS THE MOST COMPREHENSIVE ENGINEERING, SCIENCE AND TECHNOLOGY UNIVERSITY IN THE REGION. NJIT. WHERE YOU DON'T HAVE TO CHOOSE BETWEEN AFFORDABLE AND WORLD CLASS.

**NJIT TOP RANKINGS — :30 MALE VOICE)**

A BLOOMBERG BUSINESSWEEK SURVEY RANKS NEW JERSEY INSTITUTE OF TECHNOLOGY IN THE TOP TEN PERCENT NATIONALLY FOR BEST RETURN ON INVESTMENT. THE PRINCETON REVIEW CALLS NJIT ONE OF THE BEST FOUR-YEAR COLLEGES IN THE COUNTRY. AND FOR THE **SIXTH** STRAIGHT YEAR U.S. NEWS RANKS NJIT A TOP-TIER NATIONAL UNIVERSITY. THAT'S WHY GRADUATES BOAST THAT NJIT GIVES THEM A COMPETITIVE EDGE IN HIGH INCOME CAREERS. NJIT. NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY. THE EDGE IN KNOWLEDGE. LEARN MORE AT NJIT DOT EDU.

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SCRIPT – FALL 2011 – NATIONAL AGENDA :60

New Jersey Institute of Technology

**Brand Message Segment – Female Voice/Core Brand Message**

AT NJIT, WE'RE PUSHING THE EDGE IN SCIENCE AND TECHNOLOGY.  
WHAT YOU DREAM, OUR GRADUATES DESIGN AND DEVELOP.  
WHAT YOU HOPE FOR, OUR RESEARCH IS MAKING HAPPEN.  
AT NJIT, WE'RE SHARPENING NEW JERSEY'S COMPETITIVE EDGE AND  
EDUCATING HER BEST AND BRIGHTEST.  
NJIT . . . NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY.  
THE EDGE IN KNOWLEDGE

**NJIT: Meeting National Agenda – Male Voice/National Agenda**

TODAY, EDUCATION IS AT THE TOP OF THE NATIONAL AGENDA – AND  
SHARPENING MATH, SCIENCE AND TECHNOLOGY SKILLS IS JOB ONE.  
THAT'S WHY MORE STUDENTS ARE MAKING NEW JERSEY INSTITUTE OF  
TECHNOLOGY THEIR FIRST CHOICE FOR COLLEGE. IT'S ALSO WHY  
WORKING PROFESSIONALS ARE TAPPING NJIT'S CONTINUING STUDIES  
PROGRAMS – AND GOING ONLINE WITH NJIT TO EARN A BACHELOR'S OR  
MASTER'S DEGREE. BECAUSE EMPLOYERS ARE LOOKING TO HIRE THE BEST  
. . . AND NJIT GIVES YOU THE EDGE YOU NEED. NJIT. THE EDGE IN  
KNOWLEDGE. LEARN MORE AT NJIT.EDU.

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SCRIPT – FALL 2011 – NOT STANDING STILL :60

New Jersey Institute of Technology :60 promo

**Brand Message Segment – Female Voice/Core Brand Message**

AT NJIT, WE'RE PUSHING THE EDGE IN SCIENCE AND TECHNOLOGY.  
WHAT YOU DREAM, OUR GRADUATES DESIGN AND DEVELOP.  
WHAT YOU HOPE FOR, OUR RESEARCH IS MAKING HAPPEN.  
AT NJIT, WE'RE SHARPENING NEW JERSEY'S COMPETITIVE EDGE AND  
EDUCATING HER BEST AND BRIGHTEST.  
NJIT . . . NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY.  
THE EDGE IN KNOWLEDGE

**NJIT: Growing and On the Move – Male Voice/Not Standing Still**

NEW JERSEY INSTITUTE OF TECHNOLOGY IS THE MOST  
COMPREHENSIVE ENGINEERING, SCIENCE AND TECHNOLOGY  
UNIVERSITY IN THE REGION. AND WE'RE NOT STANDING STILL.  
PH.D GRADUATES HAVE DOUBLED IN TEN YEARS. ENROLLMENT HAS  
SURGED AT NJIT'S HIGHLY COMPETITIVE ALBERT DORMAN HONORS  
COLLEGE. OUR NATIONALLY RECOGNIZED ARCHITECTURE SCHOOL HAS  
GIVEN RISE TO A NEW COLLEGE OF ARCHITECTURE AND DESIGN.  
BUSINESS MINDS THRIVE AT THE SCHOOL OF MANAGEMENT. AND A  
STEADY STREAM OF PATENT APPLICATIONS IS FLOWING FROM  
NJIT'S ENGINEERING AND COMPUTING SCIENCE LABS.  
NJIT. THE EDGE IN KNOWLEDGE. LEARN MORE AT NJIT.EDU.

SCRIPT — FALL 2011 — PHIL GOODE :60

OBJECTIVE: BRANDING  
STRATEGY: (DIRECT MESSAGE + IMPRESSIVE PROFESSOR)  
TARGET AUDIENCE: ADULTS 34-54  
SUBJECT: PHIL GOODE, PROF, SOLAR PHYSICS

**BRAND MESSAGE SEGMENT — FEMALE VOICE-OVER**

ACTION-BASED LEARNING AND APPLIED RESEARCH HAVE ALWAYS SEPARATED NJIT FROM OTHER UNIVERSITIES. WHAT HAPPENS IN NJIT'S LABS, DESIGN STUDIOS, AND IN THE FIELD IS JUST AS IMPORTANT AS WHAT HAPPENS IN THE CLASSROOM. THIS REAL-WORLD FOCUS GIVES NJIT GRADUATES THEIR EDGE AS TOP ENGINEERS, ARCHITECTS, COMPUTER SCIENTISTS AND BUSINESS LEADERS. NJIT. NEW JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY. THE EDGE IN KNOWLEDGE.

**PROF PHIL GOODE: SOLAR PHYSICS — MALE VOICE**

SOLAR STORMS MAY SOUND LIKE SCIENCE FICTION. BUT THE THREATS ARE REAL. THAT'S WHY THE WORK OF NJIT PROFESSOR PHIL GOODE IS SO IMPORTANT. DR. GOODE — A PRIZE-WINNING PHYSICIST — HAS BUILT THE WORLD'S MOST POWERFUL GROUND-BASED SOLAR TELESCOPE. AND HIS TEAM'S RESEARCH COULD HELP PROTECT SATELLITES, POWER GRIDS, AND GLOBAL TELECOM SYSTEMS FROM HIGH ENERGY BLASTS FROM THE SUN. DR. PHIL GOODE. PHYSICIST. SOLAR RESEARCHER. AND A PROFESSOR AT NJIT. THE EDGE IN KNOWLEDGE. TO LEARN MORE, GO TO NJIT.EDU.

SCRIPT — FALL 2011 — DAVID ROTHENBERG :60

OBJECTIVE: BRANDING  
STRATEGY: DIRECT MESSAGE + IMPRESSIVE PROFESSOR  
TARGET AUDIENCE: ADULTS 34-54  
SUBJECT: DAVID ROTHENBERG, PHILOSOPHY

**(BRAND MESSAGE SEGMENT — :30 FEMALE VOICE-OVER)**

AS ONE OF THE COUNTRY'S LEADING SCIENCE AND TECHNOLOGY  
UNIVERSITIES, NJIT IS PUSHING THE EDGE IN KNOWLEDGE. U.S. NEWS  
AND WORLD REPORT RANKS NJIT A TOP NATIONAL RESEARCH UNIVERSITY.  
THE PRINCETON REVIEW CALLS NJIT ONE OF THE BEST FOUR-YEAR  
COLLEGES IN THE COUNTRY. AND GRADUATES BOAST THAT NJIT GIVES  
THEM THE EDGE THEY NEED TO EXCEL AS ENGINEERS, DESIGNERS,  
ARCHITECTS, SCIENTISTS AND HIGH TECH MANAGERS. NJIT. NEW  
JERSEY'S SCIENCE AND TECHNOLOGY UNIVERSITY. THE EDGE IN  
KNOWLEDGE.

**(PROFILE SEGMENT, PROF DAVID ROTHENBERG :30 MALE VOICE-OVER)**

IMAGINE PLAYING A DUET WITH A BLUEBIRD. OR COLLABORATING  
ON A JAZZ PIECE WITH A HUMPBACK WHALE. UNCONVENTIONAL? YES.  
AND ALL PART OF THE PRIZE-WINNING RESEARCH OF NJIT PROFESSOR  
DAVID ROTHENBERG. IN BOOKS, CDS AND FILMS, DR. ROTHENBERG  
DOCUMENTS HIS EXPLORATION OF INTERSPECIES COMMUNICATION . . .  
AND ASKS: IS IT POSSIBLE FOR HUMANS TO UNDERSTAND OR  
COMMUNICATE WITH NONHUMAN MINDS? DAVID ROTHENBERG. PHILOSOPHER.  
AUTHOR. MUSICIAN. AND A PROFESSOR AT NJIT. THE EDGE IN  
KNOWLEDGE. TO LEARN MORE, GO TO NJIT.EDU.