

## Student seeks web redemption in unique fashion

Written by Jacob Lambert, Daily Vidette Senior Staff  
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Sleeping past the alarm and missing class is a predicament that nearly all college students face, but while most are content to contact their professors via e-mail, one student decided to make up for her absence through song with the help of her ukulele.

After sleeping through three separate alarms and missing her music industry class, Alexandra Fisher, junior elementary education major and music minor, was inspired to explain her situation and make up for a missed current event assignment through a music video later entitled "ISU student incomplete assignment redemption attempt on Ukulele."

"I didn't want [my professor] to think I was a procrastinator ... so I thought, I'm not going to practice a song, I'm just going to get my ukulele out and post a video on her Facebook wall just the way I am," Fisher said.

Still in her work shirt after returning home from a shift as a caterer for Campus Dining Services, Fisher proceeded to sing an improvised song about the band Coldplay and their decision not to release their new album on Spotify along with an explanation for missing class.

Upon viewing her video, Rose Marshack, assistant professor of music and arts technology, was inspired by Fisher's creative confession and challenged her to get the video to go viral.

"[Music industry] is more of an experiential class ... my hopes are that my students will come up with projects on their own and just run with them," Marshack said. "This is a challenge for Alex and it would make a great story for her if the video does go viral."

After the initial posting on Facebook, Fisher's video spread from profile page to profile page, eventually making its way to YouTube where it was featured in a video by "Outback Zack," a

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popular YouTube personality who helps videos gain exposure.

With over 8,000 views, Fisher said she is continually amazed how one video has brought about such widespread support and encouragement from the ISU community.

“I felt like, in a way, it was bringing people from ISU together like a family ... we were actually becoming a community supporting ridiculousness from ISU,” Fisher said. “It’s strange how social networking really does work.”



Marshack said that while the chances of Fisher’s video going viral are slim, she hopes it is merely the beginning of continued learning and success both in and out of the classroom.

“This is only one case; I want her to work even harder. To have a video go viral, everything has to be in the right place at the right time ... Alex’s video shows that learning can exist outside of the textbooks,” Marshack said.

Although she has only three months experience with the ukulele, Fisher said sharing music with others through “such a happy instrument” has provided her with several unforeseen opportunities to meet new people and create lasting memories.

“I’m no Celine Dion, but playing the ukulele and making music makes me feel so filled with joy, and if there’s any way for me to transmit that happiness into someone else, then I feel like, at the end of the day, I’ve accomplished something,” Fisher said.

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Inspired by the creation of her recent music video, Fisher has begun a new series of videos on YouTube entitled "Ukulele Infiltrations" in which she plays her ukulele in places you typically wouldn't expect.

"The point of the series is to break social norms by playing music in places that are normally not acceptable, expected, or for someone who doesn't normally get the attention," Fisher said.

Future episodes will include a 4 a.m. serenade of a Wal-Mart stock boy and another for an unsuspecting drive-thru attendant.

"It's a way of appreciating people who don't normally get the appreciation they deserve," Fisher said. "My motto for it is breaking social barriers just to break a smile," she added.

Whether playing for a class or a total stranger, Fisher said the point of it all is to involve others in the music that brings her so much joy.

"If you feel happy doing something with music, you should just do it ... that's what I'm doing with all of this," Fisher said. "I truly believe that everyone has a voice with music."