

TITLE: App State GWS: The Change Starts Here

PAGE: 2

NAME: Evan Atkins

LENGTH: :45

CLIENT: Appalachian State University GWS Department

DATE: 10/29/25

| Video | Audio |
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| <p>1. FADE UP: VIBRANT SHOT OF APP STATE CAMPUS (CLOCK TOWER, MOUNTAINS IN BACKGROUND).</p> <p>CUT TO: - A DIVERSE GROUP OF STUDENTS LAUGHING AND IN DEEP DISCUSSION AT A GWS COMMUNITY EVENT (COUCHES, COLORFUL DECOR). - STUDENTS GRABBING SNACKS AND DRINKS.</p> | <p>1. MUSIC FADES UP: INSPIRING, MODERN INSTRUMENTAL TRACK (UPBEAT, WELCOMING TONE).</p> <p>VOICEOVER (WARM, WELCOMING): There's a place on campus where complex questions meet a supportive community.</p> <p>SFX: WARM, FRIENDLY CHATTER AND THE CRUNCHING OF FOOD PACKAGING.</p> |
| <p>2. TEXT FADES UP(WHITE ON BLACK SCREEN): GENDER, WOMEN'S AND SEXUALITY STUDIES TEXT FADES DOWN FADE UP QUICK CUTS: - A STUDENT HIGHLIGHTING A PASSAGE IN A BOOK. - THREE STUDENTS COLLABORATE ON A PAPER AT A TABLE.</p> | <p>2. VOICEOVER: Gender, Women's and Sexuality Studies, GWS: where you gain the skills to challenge injustice and build a better future.</p> <p>SFX: LIGHT TYPING AND THE THUMPING OF BOOKS.</p> |
| <p>3. MAYA, GWS STUDENT, STANDING IN FRONT OF THE LIVING LEARNING CENTER, LOOKING CONFIDENT. LOWER THIRD: MAYA, GWS STUDENT.</p> | <p>3. MAYA: This isn't just about reading, it's about understanding people. GWS made me feel like I finally belonged.</p> |

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| <p>4. SHOT OF DR. EMILY LUTENSKI SMILING WHILE ENGAGING WITH A SMALL GROUP OF STUDENTS IN A COMMUNITY SPACE. QUICK CUTS OF A BOOK EVENT AND A GWS FLYER ON A BULLETIN BOARD. LOWER THIRD: DR. EMILY LUTENSKI, DIRECTOR OF GWS</p> | <p>4. Dr. Emily Lutenski: We give our students the power to succeed in every field. Advocacy, law, education. You learn how to be a leader.</p> |
| <p>5. TEXT FADES UP AND OUT (BLACK ON WHITE BACKGROUND): LAW. ADVOCACY. POLICY. EDUCATION. HEALTHCARE. MAKING A DIFFERENCE.</p> <p>MONTAGE:</p> <ul style="list-style-type: none"> - MAYA IN BUSINESS ATTIRE IN A MOCK INTERVIEW - DJ GIVING A PRESENTATION ABOUT GWS THEIS - LEA IN FRONT OF CAMPUS BUILDING HOLDING DIPLOMA SMILING <p>FADE TO BLACK</p> | <p>5. VOICEOVER (MOTIVATIONAL):</p> <p>Ready to turn your passion for social justice into a thriving career? Ready to change the world?</p> <p>SFX: SINGLE, CLEAR CAMERA</p> <p>‘CLICK.’</p> |
| <p>6. FINAL SHOT, FADE IN: A GROUP OF DIVERSE STUDENTS WALKING TOGETHER TOWARD THE CAMERA, SMILING, WITH THE APP STATE MOUNTAIN BACKDROP.</p> <p>TITLE FADES UP AND HOLDS: GWS MAJOR OR MINOR. FIND YOUR PLACE. GWS.APPSTATE.EDU</p> | <p>6. MUSIC SWELLS TO A POWERFUL, POSITIVE CRESCENDO AND ENDS.</p> <p>VOICEOVER (WARM, HAPPY): Visit our site today at gws dot app state dot edu to learn more!</p> |

TITLE: GWS: Change in 10 Seconds

PAGE: 1

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| 1. SHOT OF A DIVERSE GROUP OF STUDENTS LAUGHING AND IN DEEP DISCUSSION AT A GWS COMMUNITY EVENT (COUCHES, COLORFUL DECOR). | 1. MUSIC FADES UP: THE MOST IMPACTFUL FEW SECONDS OF THE TRACK (UPBEAT). SFX: FAINT CHATTER AND TYPING. |
| 2. QUICK MONTAGE: CLOSE UP OF A STUDENT HIGHLIGHTING A PASSAGE IN A BOOK. CUT TO: THREE STUDENTS QUICKLY COLLABORATING, LEANING OVER A PAPER AT A TABLE. CUT TO: MAYA (BUSINESS ATTIRE) SHAKING HANDS FIRMLY WITH AN INTERVIEWER AT A SLEEK TABLE. | 2. VOICEOVER (WARM, WELCOMING): Gender, Women's and Sexuality Studies, GWS, where you gain the skills to challenge injustice and build a better future. |
| 3. TITLE FADES UP AND HOLDS (WHITE TYPE ON BLACK BACKGROUND): GWS MAJOR OR MINOR. FIND YOUR PLACE. GWS.APPSTATE.EDU | 3. VOICEOVER: Visit our site today at gws dot app state dot edu to learn more! MUSIC ENDS ABRUPTLY WITH A POWERFUL, MEMORABLE BEAT. |