

TITLE: App State GWS: The Change Starts Here  
 NAME: Evan Atkins  
 CLIENT: Appalachian State University GWS Department

PAGE: 2  
 LENGTH: :45  
 DATE: 10/29/25

Video	Audio
<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>

<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"> <li>- MAYA IN BUSINESS ATTIRE IN A MOCK INTERVIEW</li> <li>- DJ GIVING A PRESENTATION ABOUT GWS THEIS</li> <li>- LEA IN FRONT OF CAMPUS BUILDING HOLDING DIPLOMA SMILING</li> </ul> <p>FADE TO BLACK</p>	<p>5. VOICEOVER (MOTIVATIONAL): Ready to turn your passion for social justice into a thriving career? Ready to change the world?</p> <p>SFX: SINGLE, CLEAR CAMERA '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>

## GWS Recruitment

TITLE: GWS: Change in 10 Seconds

PAGE: 1

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LENGTH: :10

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Video	Audio
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.