

## 60-Second Spot

Purpose: The intent of this institutional spot is to raise awareness of the existence and function of USAFA in the general American public. It is not intended to be an all-encompassing infomercial. It should simply create awareness, pique interest and provide an avenue through which further information can be attained.

Video	Audio
Graduation Hat toss CG: UNITED STATES AIR FORCE ACADEMY Next screen: TAKE THE CHALLENGE	Narrator: The United States Air Force Academy offers a 4 year education like no other.  Bring up sounds of graduation (Class of XXX, you are dismissed!!)
CG pillars, underneath show video to illustrate each pillar.  (academics segment) Astro Lab Engr Mech Lab Aero Lab  (military segment) Airmanship, Wing commander at Noon meal formation  (athletics segment) Male and female intercollegiate competitions  (character development segment) Honor wall Cadets taking oath (BCT) Cadets in chapel  Taking diploma, saluting and hugging next cadet	Narrator: The Academy focuses on four pillars of excellence: Academics, Military Training, Athletics, and Character Development  Female voice: All cadets receive full scholarships and a top rate education in over 30 academic majors.  Male voice: It's about opportunities... to discover your potential, to be challenged, to become a leader.  Female voice: The Academy is an NCAA Division One school with more than two dozen intercollegiate teams  Male voice: The Academy gives you everything you need to reach your highest potential...as a leader, an officer and an individual.  Narrator: Cadets graduate with a Bachelor of Science Degree and a commission as an Air Force officer
Letters across a blue screen: UNITED STATES AIR FORCE ACADEMY  Next screen: WHERE DREAMS COME TRUE  AFA seal with web site address	Fade out sounds of graduation celebrations  <a href="http://www.usafa.edu">www.usafa.edu</a>