

Wallace State Community College

Student Success/Graduation Feature Video: Enrique Castro

CONCEPT: Dynamic cuts between interview footage (even “meta-footage” showing the cameras, boom mics, etc.) and lively campus footage emphasizing Castro in and out of the Wally costume. Titles throughout, with some acting as “section headings” (fading to black screen with title only). V.O. is student interview quotes only, no narration.

[Open on black screen bearing text only (no music). “One Door.” appears first, with “One Roar.” fading in right below]

One Door.

One *Roar*.

[Music bed kicks in as we cut to interview/b-roll footage]

Interview/ADR

“I was an introvert in high school... I didn’t have much confidence.”

[Footage: Enrique walking on campus alone]

“Who knew I’d end up with such a big head.”

[Cut to footage of Enrique putting on the Lion head]

[Fade back to black screen for quick “section” title.]

[Title]

Meet *Wally*.

aka Enrique Castro

[Continue with b-roll including mascot stuff as the following titles fade in and out]

[Title]

- Student of the Year, 2021
- Phi Theta Kappa
- President’s/Dean’s List

- *Pride of the Lions*

Interview/ADR

"I wasn't used to having that independence... It feels like it's a new start at the beginning, but it doesn't feel overwhelming."

"It's a very close community, a friendly community ... and an inviting environment."
["Candid" footage featuring Enrique in environments evoking campus life connections]

[Fade back to black screen for "section" title.]

[Title]

In 2019, Wallace State retired former mascot "Roary" ...

[Title]

...casting Enrique as "Wally" in a mascot program "re-boot."

Interview/ADR

"My college needed me... and I really liked the idea of representing something that means so much to you..."

"So, I just kept going with it!"

[Title]

#LionLife

Interview/ADR

"I feel like that's the most impactful thing ... is that set of communication skills, and that idea of coming out of my shell more."

"Wally... and *Wallace State*... gave me the confidence to graduate and go on to my dream career.

[Footage: Enrique in graduation gear]

[Fade back to black screen for "section" title.]

[Title]

A Lion's Legacy.

Interview/ADR

"I always say, 'I'm leaving this semester, but you'll have a hard time getting rid of me!'"

[Footage: Montage (or tableau) of campus signage and publications featuring Wally]

"I'll *always* be a Wallace State Lion."

[Footage: More dynamic b-roll culminating in a "signature" shot, showing Enrique removing the Lion head and smiling directly at the camera]

[Closing Title]

Wallace State Community College.

Explore your *roar*.

wallacestate.edu

Interview questions:

1. Can you talk about your "origin story" as a school mascot?
2. What effect did that experience have on your confidence?
3. How did you discover Wallace State, and what was that first experience like?
4. How different is "mascotting" at the college level, and what was your favorite part of being Wally?
5. Can you talk about your experience outside of the costume at Wallace State (i.e. academics and campus life)?
6. What was your initial reaction to seeing your likeness all over campus, and how do you feel knowing that you'll be part of campus life here long after you've graduated?
7. Wallace State's branding emphasizes the idea of "One Door" – what does that mean to you, and how did the College open doors for you?
8. What advice would you have for other "introverts" considering college?