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## Basketball Video Script with Coach Hawkins

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## Basketball Video Script “Feel the Horsepower!”

### OPENING

Dunn: Hi, I’m John Dunn, President of Western Michigan University and an avid Bronco basketball fan.

Hawkins: And I’m Steve Hawkins, basketball coach of the Broncos since [2003]. We’d like to encourage you to consider joining the distinguished list of Bronco scholar athletes.

Dunn: Our University has a proud tradition of being a leader in higher education, dating back to 1903.

Hawkins: And a leader on the basketball court as well, with four Mid American Conference West championships, and eight straight top-three MAC West finishes . . . better than any other MAC West team.

Dunn: Besides appearances this decade in the NCAA and NIT post-season tournaments, our athletes excel in the classroom, too. We’ve been recognized by the NCAA as being in the top 10 percent of teams in academic progress rate.

Providing a welcoming and supportive environment to nurture success is our story, and our legacy.

### CLOSING

Hawkins: As you can see, the players we recruit are top-notch individuals. We have focused on you because of your basketball skills, and your character. Your experience as a Bronco will be exciting, and yes, challenging. Success does not come without hard work. You’ll find as a team, and as a University, we are a supportive family.

Dunn: Parents . . . Mentors . . . Guardians. We assure you that your son will find Western Michigan University and Kalamazoo a safe environment to learn, to grow, to play . . . to succeed in whatever direction life may take him. It’s always a great day to be a Bronco and to “feel the horsepower”!

Dunn & Hawkins: Go Broncos!

