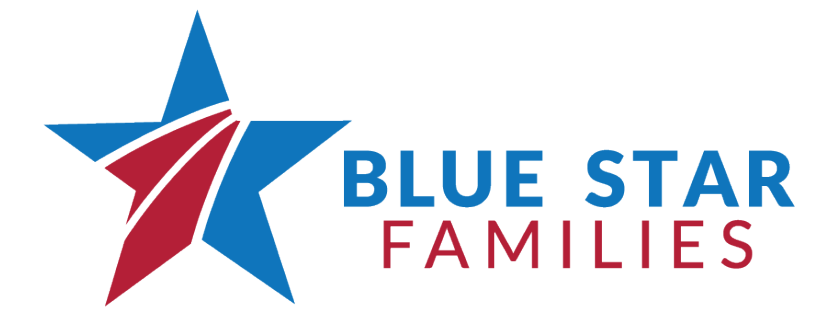


# BLUE STAR FAMILIES



**“STEP UP” 2019 SURVEY/BRANDED VIDEO”**  
**(V3 STORYBOARDS)**

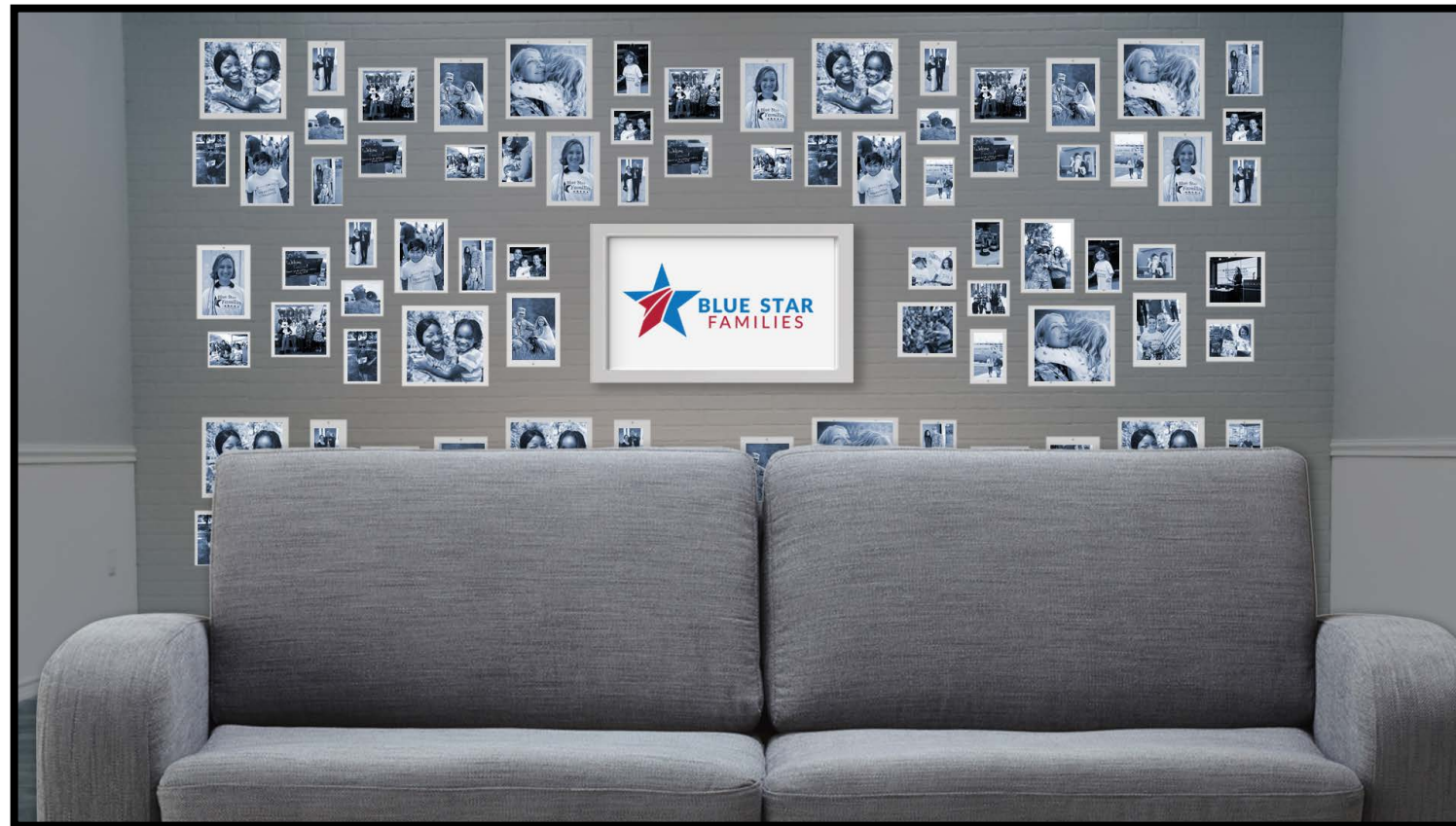
1/3/20

presented by go west creative





# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.1)



Video: Camera dramatically pans through picture frames. Opening Section  
Audio: (Kathy Roth-Douquet voiced underneath shots of military families): There are so many of us, so many millions of us who are part of, believe in, and support military families - and this support grows daily. The challenge is not in growing the community, but in bringing the community together.



Video: Pull focus and lens flat effects into pictures. Opening Section  
Audio: (Kathy continues) We need to embrace the fact that the individual living next door could be a part of a military family that is stressed about a recent deployment, relocation, employment...



Video: Kathy Roth-Douquet on-camera. Opening Section  
Audio: (Kathy continues) or they could be uncertain about what the future may bring, the financial hardships that often come with active duty military families, or a myriad of other concerns.



Video: Cutaway of 2019 Survey cover. Opening Section  
Audio: (Ross Cohen off camera) Our team at Blue Star Families have identified these as some of the top issues in our annual Military Family Lifestyle Survey, where we listen to stories to build a greater civilian-military understanding among leaders and decision makers who can make the lives of those who serve better for many years to come.



Video: Ross Cohen on-camera. Opening Section  
Audio: (Ross continues) Of course, anyone could download this information and use the data to make more informed decisions, but I can tell you what's behind the survey numbers...



Video: Camera dramatically pans through picture frames. Opening Section  
Audio: (Ross continues) I can tell you the key to success in bettering the lives of military families... is bringing the community of supporters together, because we are stronger together. Individually we can all help make a difference, but together we can truly thrive.

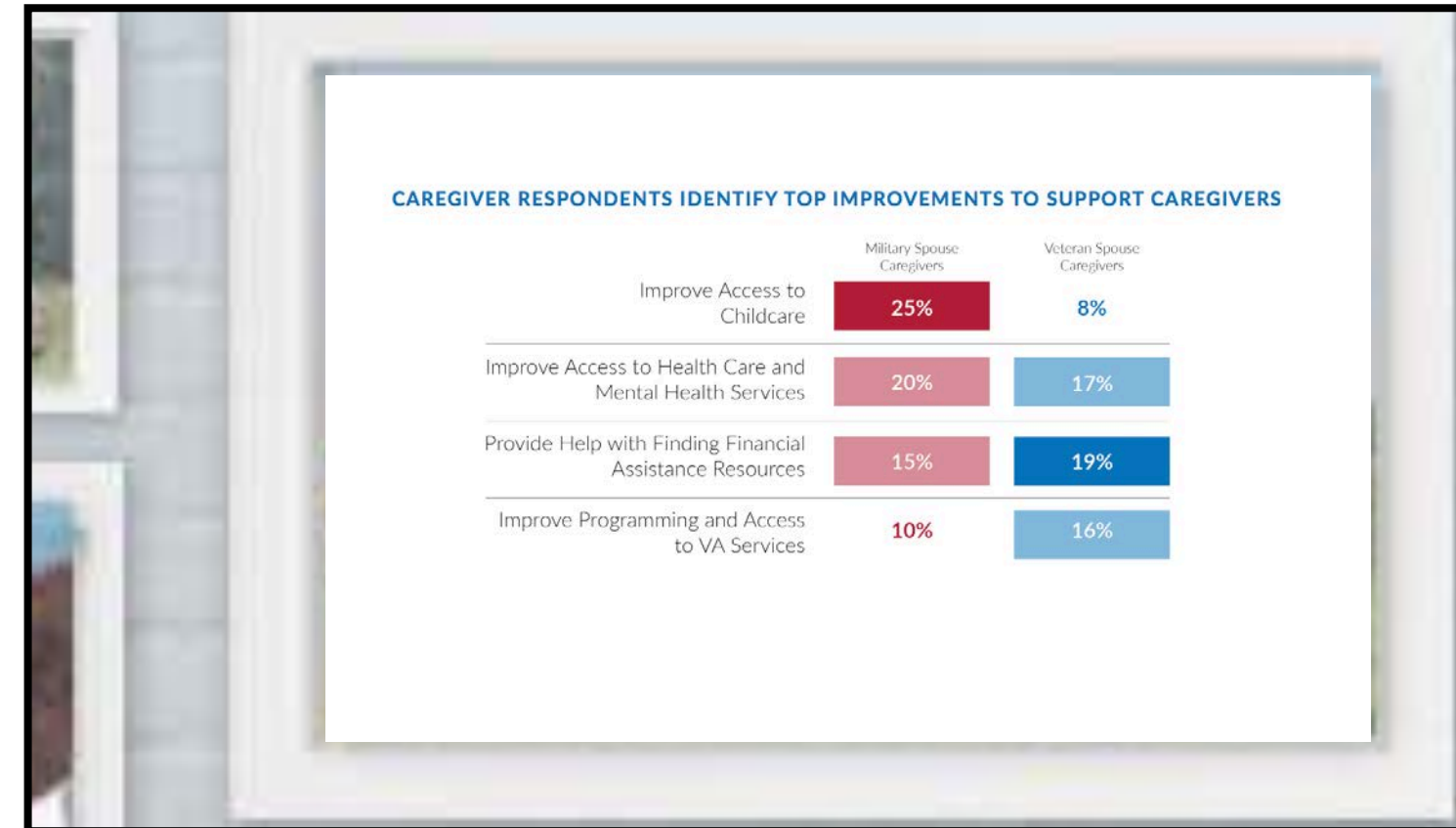


# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.2)



Video: Kathy Roth-Douquet on-camera

Audio: (Kathy Roth-Douquet in her own words) But before we can inspire others to work together, it's critical to know what we're working with, which is why the survey is so important.



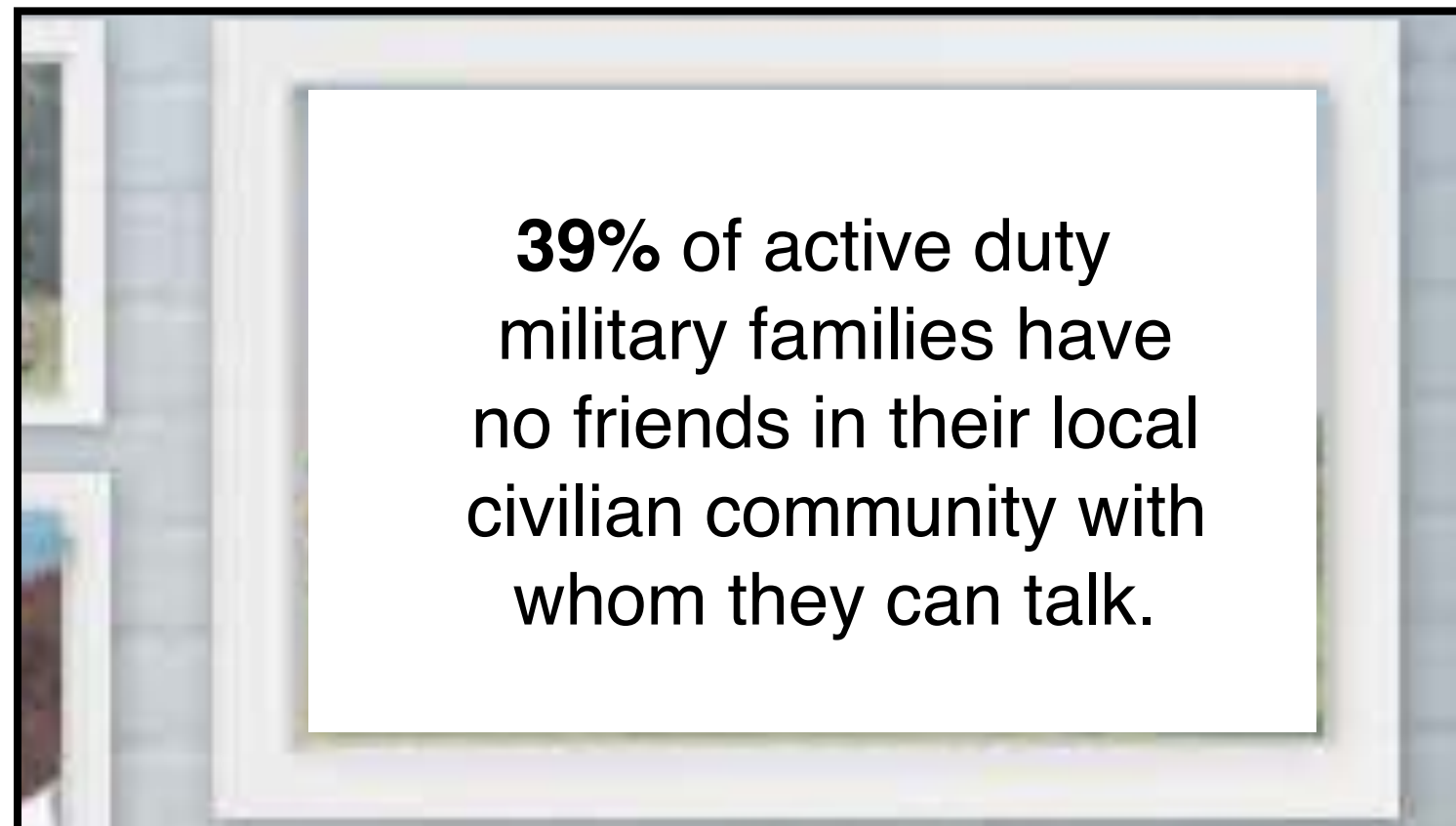
Video: Cutaway of 2019 Survey.

Audio: (Kathy Roth-Douquet) We received over 11,000 responses from service members, veterans, and their families, all with very unique stories and challenges. So, while it's easy to look through the survey and see statistics,



Video: Kathy Roth-Douquet on-camera

Audio: (Kathy Roth-Douquet) I see the faces behind the data, and identify with their struggles.



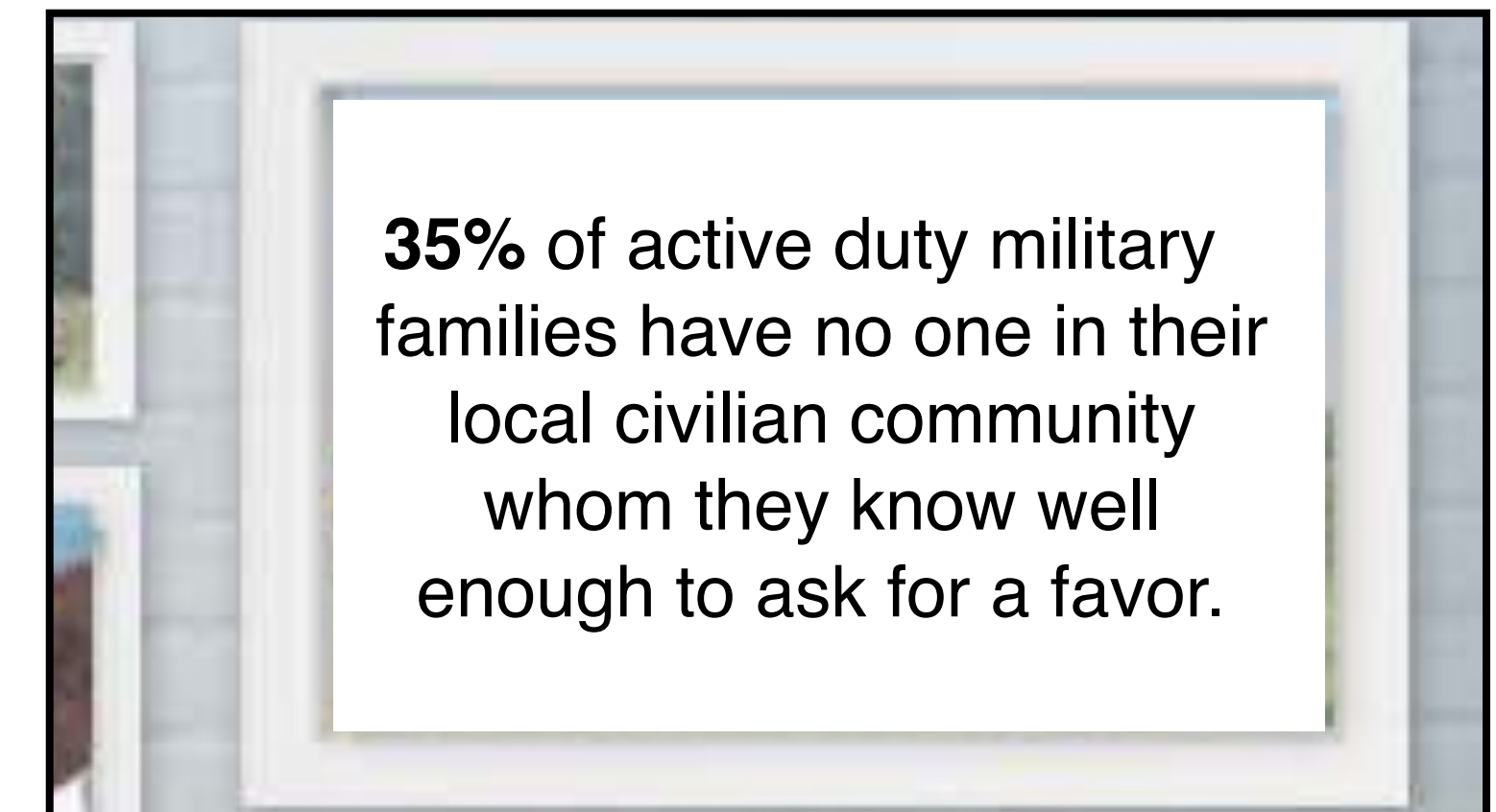
Video: Camera reveals a statistic within a picture frame from Key Finding #5 – Sense of belonging

Audio: (Music only)



Video: Tai Kimes on-camera - Testimonial section #1

Audio: (Tai Kimes in her own words- From her interview, we pull a compelling :20 soundbite supporting the need for Key Finding #5 – Sense of belonging)



Video: In between interviews/soundbites, we see another camera move with a second statistic from Key Finding #5 – Sense of belonging

Audio: (Music swell)



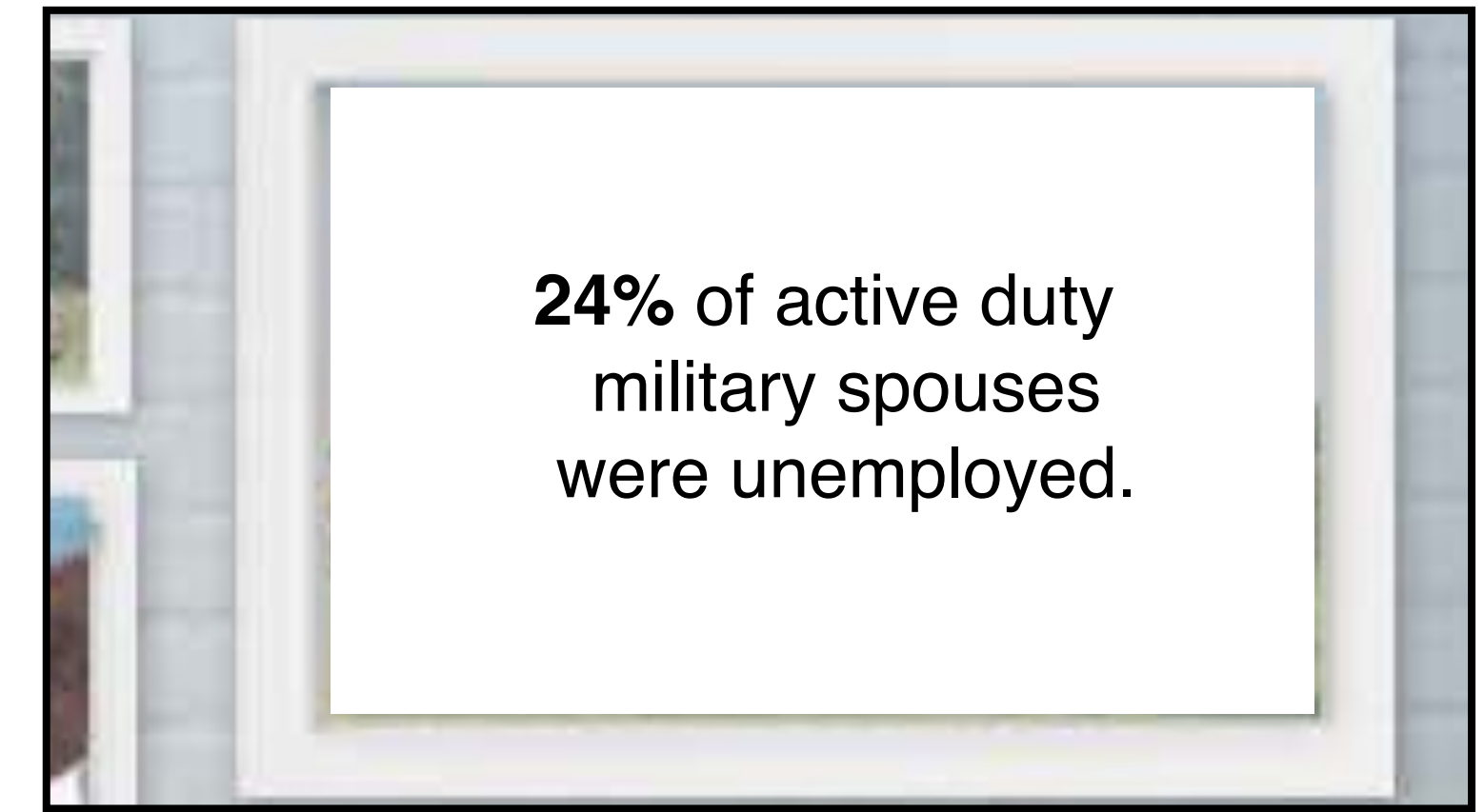
# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.3)



Video: Jessica Strong and her husband on-camera Testimonial section #1  
Audio: (Jessica Strong and her husband From the interview, we pull a compelling :20 soundbite supporting the need for Key Finding #5 – Sense of belonging)



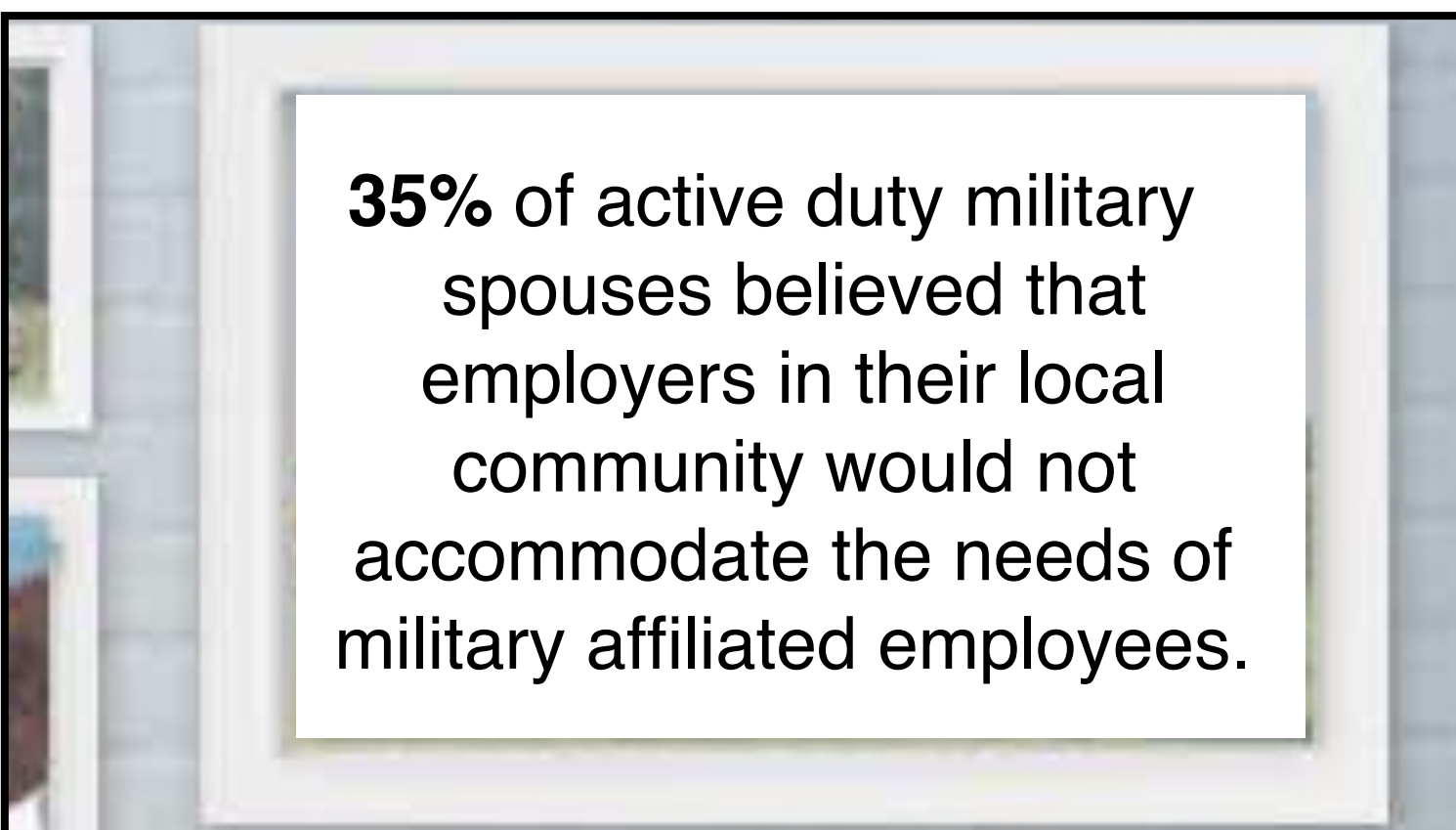
Video: Ross Cohen on-camera - Solution #1  
Audio: (Ross in his own words) Over the last decade, we've worked tirelessly with local community leaders to make sure Blue Star Family members know they are welcomed in their communities, but certainly there's more that can be done.



Video: Camera reveals a statistic within a picture frame from Key Finding #3 - Military Spouse Employment  
Audio: (Music only)



Video: Kathy Roth-Douquet on-camera Testimonial section #2  
Audio: (from the Kathy Roth-Douquet interview, we pull a compelling :20 soundbite supporting the need for Key Finding #3 – Military Spouse Employment)



Video: In between interviews/soundbites, we see another camera move with a second statistic from Key Finding #3 - Military Spouse Employment  
Audio: (Music only)



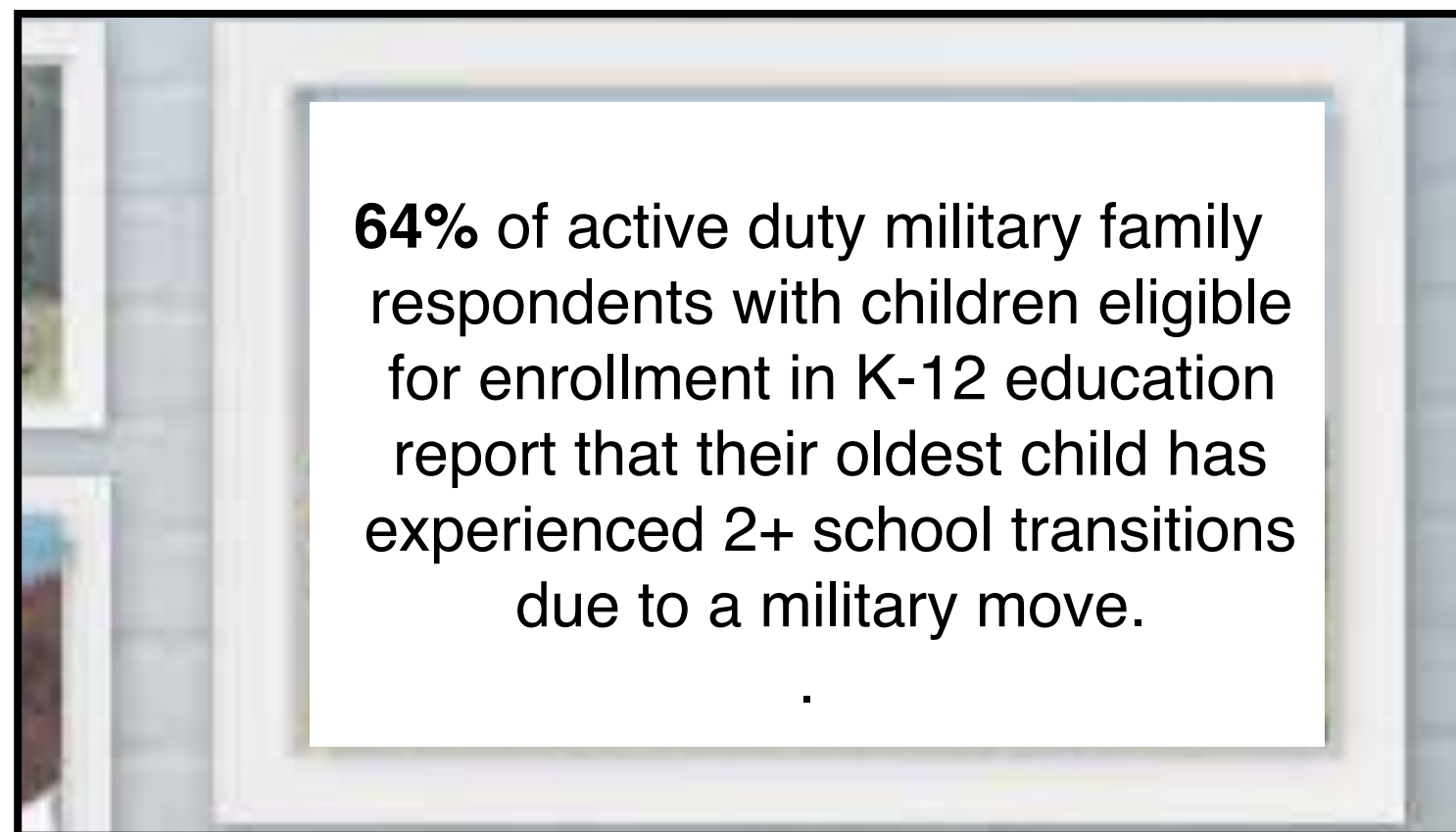
Video: Jessica Strong and her husband on-camera Testimonial section #2  
Audio: (Jessica Strong and her husband From the interview, we pull a compelling :20 soundbite supporting the need for Key Finding #3– Military Spouse Employment)



# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.4)



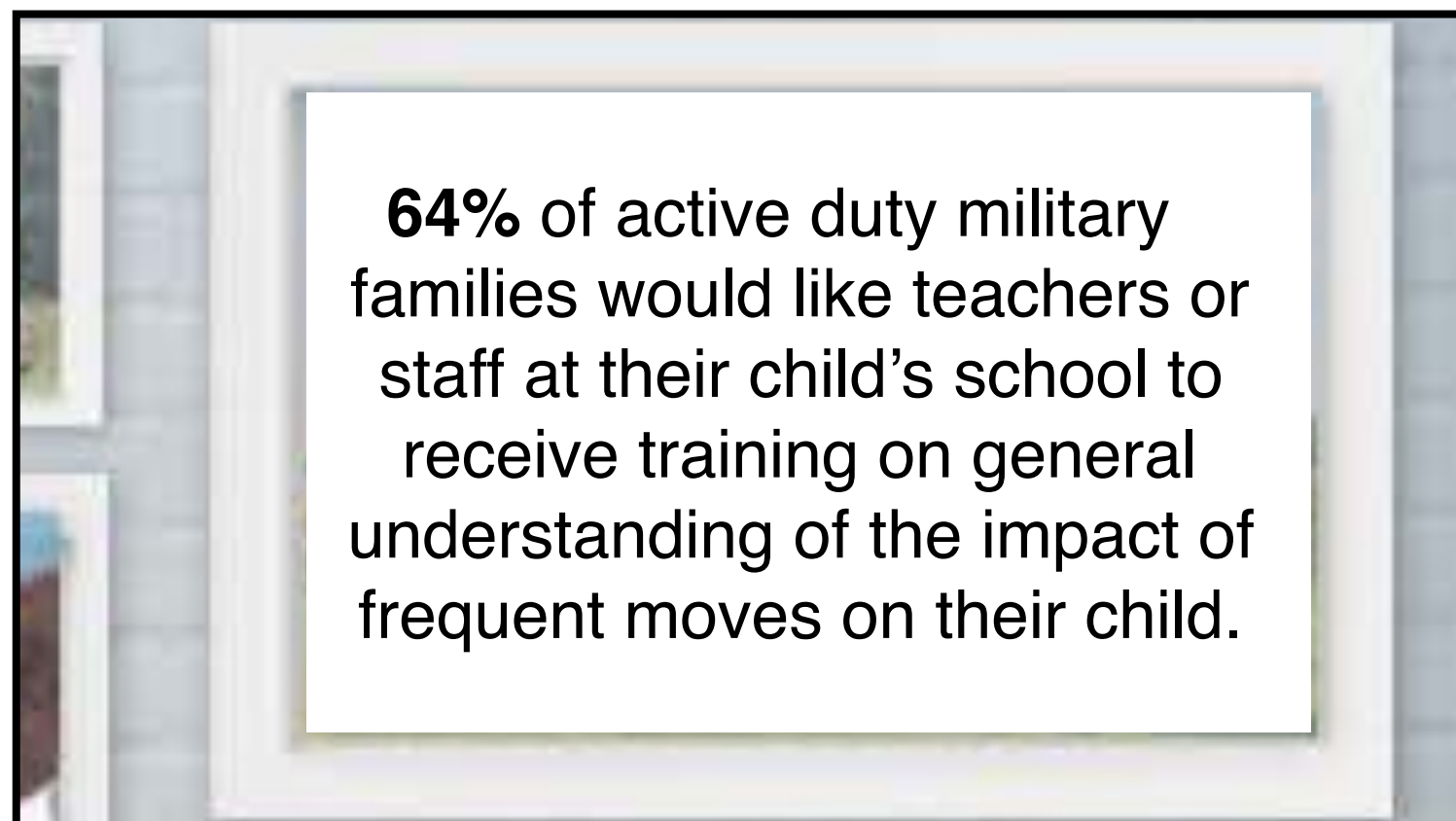
Video: Ross Cohen on-camera- Solution #2  
Audio: (Ross in his own words) Blue Star Families brought to military spouse unemployment issue to the forefront; we have contributed over \$55 million in aggregated income to military spouses since 2017 and connected 3,483 military spouses to training that prepares them for jobs of the future.



Video: Camera reveals a statistic within a picture frame from Key Finding #4 – Military Children Education  
Audio: (Music only)



Video: Kathy Roth-Douquet on-camera Testimonial section #3  
Audio: (from the Kathy Roth-Douquet interview, we pull a compelling :20 soundbite supporting the need for Key Finding #4 – Military Children Education)



Video: In between interviews/soundbites, we see another camera move with a second statistic from Key Finding #4 - Military Children Education)  
Audio: (Music only)



Video: Tai Kimes on-camera- Testimonial section #3  
Audio: (Tai Kimes in her own words- From her interview, we pull a compelling :20 soundbite supporting the need for Key Finding #4 – Military Children Education)



Video: Ross Cohen on-camera - Solution #3  
Audio: (Ross in his own words) Blue Star Families acts as a liaison to leaders in education, serving as an advocate for our members.



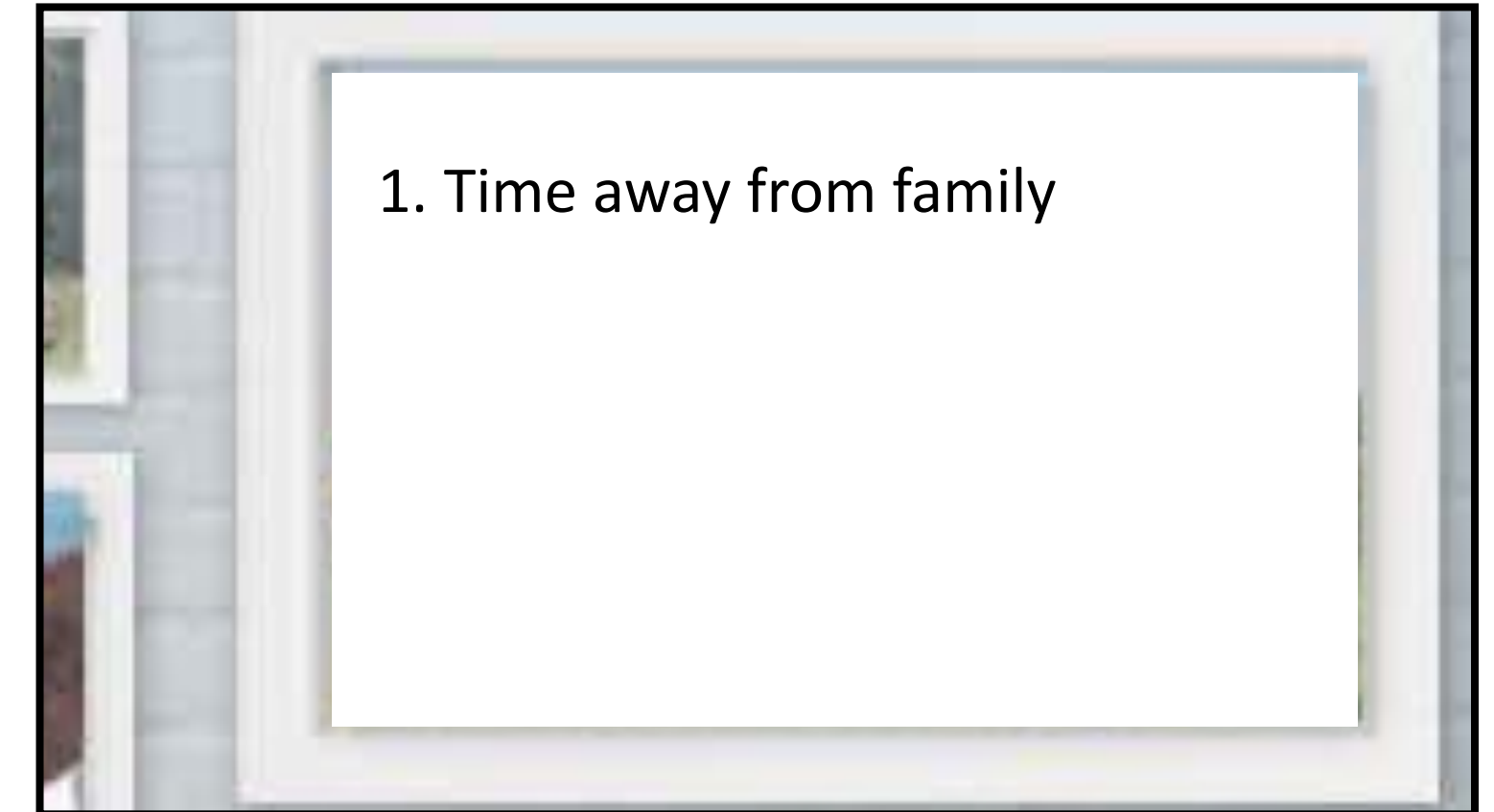
# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.5)



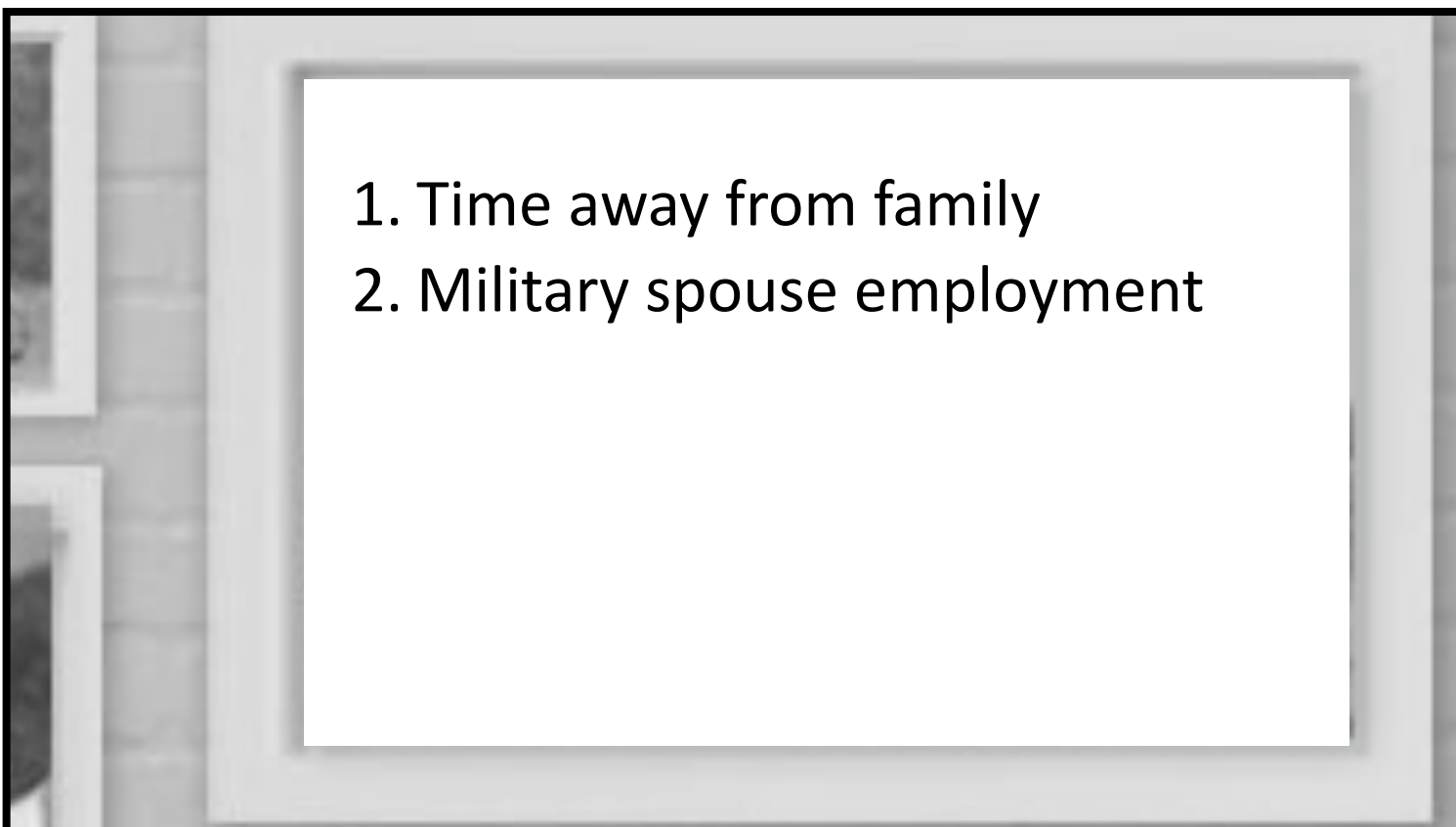
Video: Camera dramatically pans through picture frames.  
Audio: (Kathy Roth-Douquet voiced underneath shots of military families): These heart-wrenching stories are just the tip of the iceberg. In the survey,



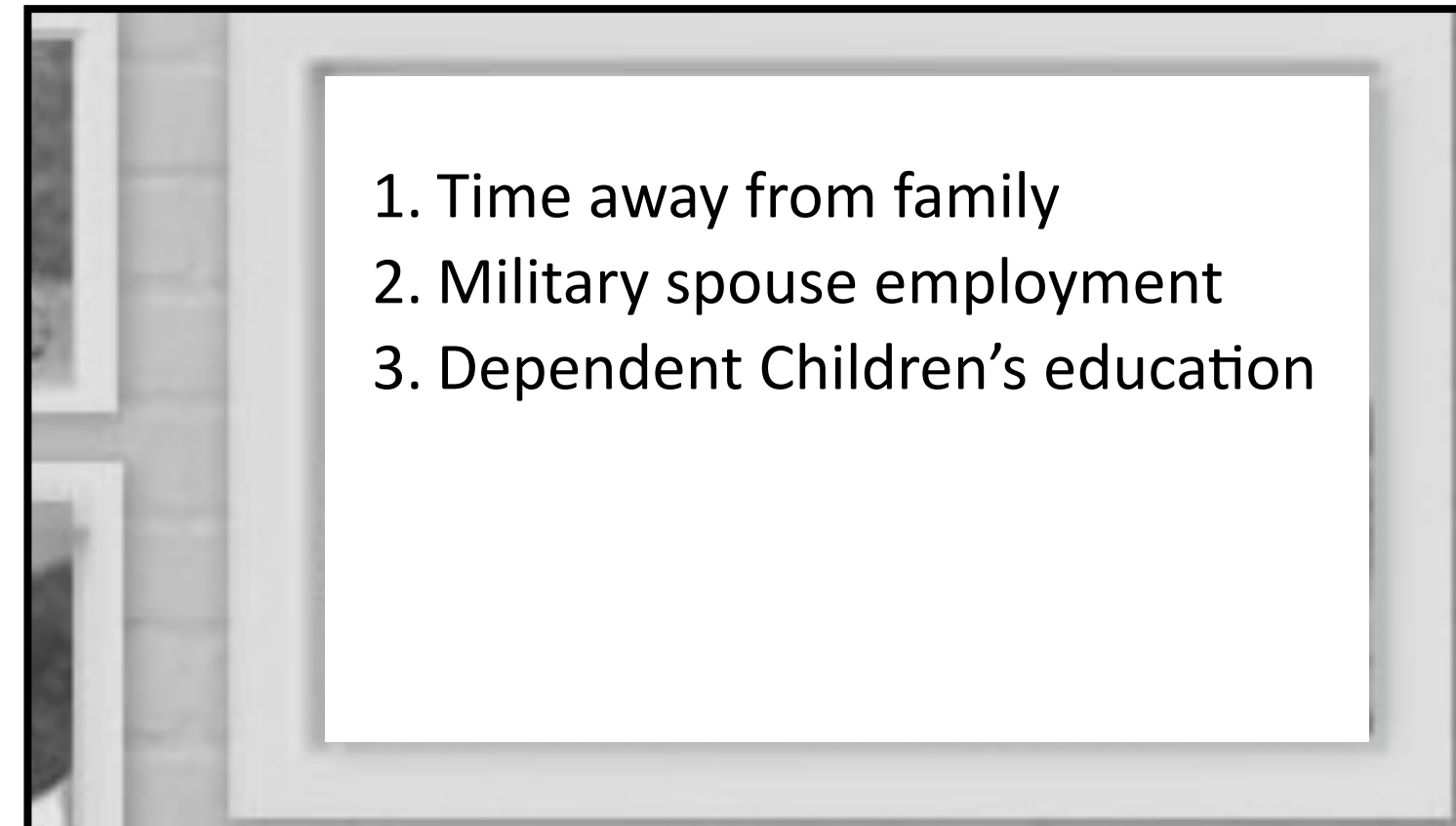
Video: Kathy Roth-Douquet on-camera..Data Finding #1 Section  
Audio: (Kathy Roth-Douquet) we asked military families to rank their top five issues of concern, and respondents said...



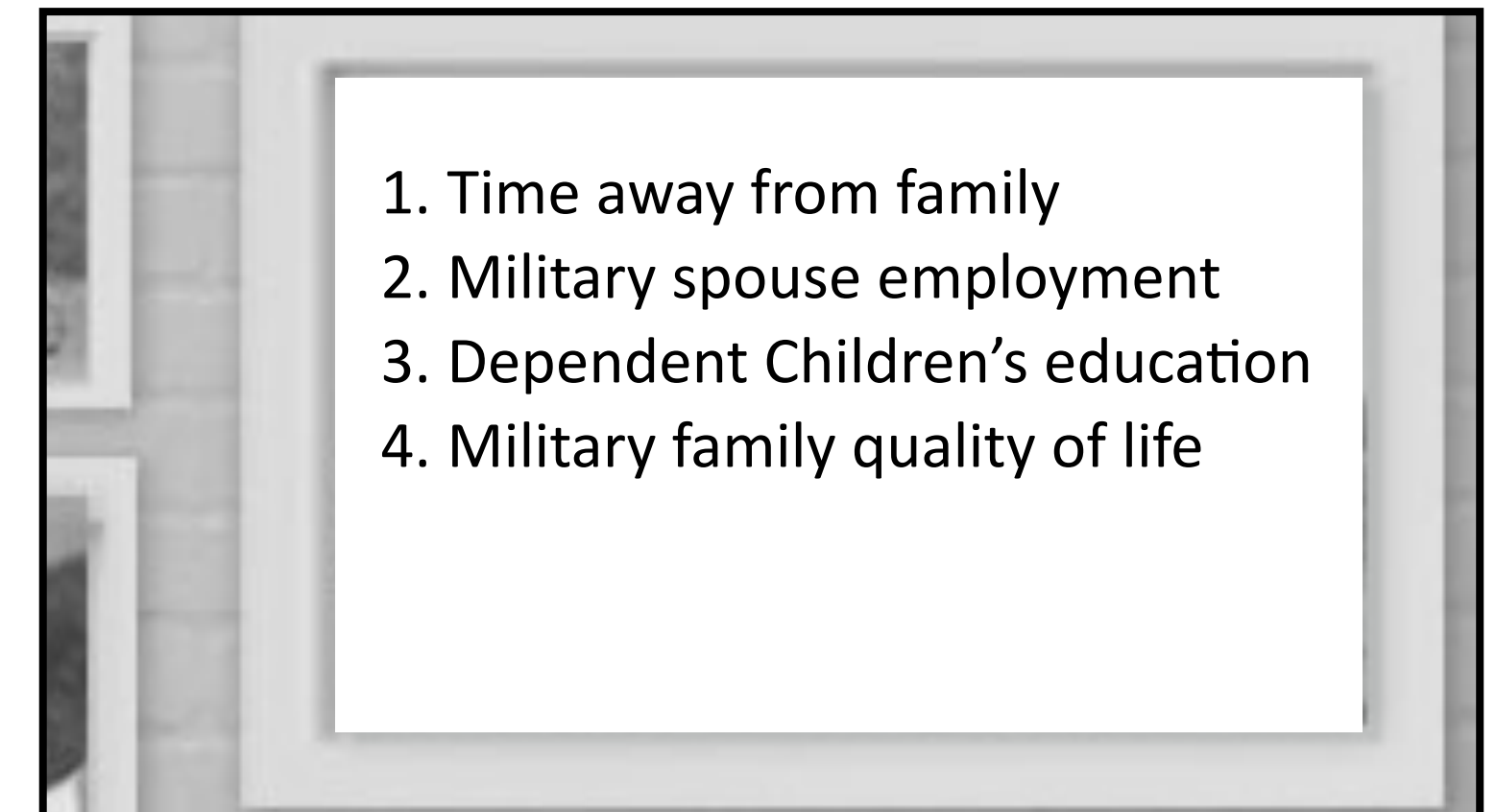
Video: Top Five Issues List - Data Finding #1 Section  
Audio: (Kathy continues) Time away from family – with training, schooling , and deployment, I’m not sure civilians comprehend the dedication required, and the toll it takes on the family.



Video: Top Five Issues List - Data Finding #1 Section  
Audio: (Kathy continues) Military spouse employment – Jessica and her husband talked about this. They need to find work to support their family, and It’s so important to their overall well-being.



Video: Top Five Issues List - Data Finding #1 Section  
Audio: (Kathy continues) Dependent Children’s education – There’s a constant concern about finding quality school system, not to mention, kids fitting in.



Video: Top Five Issues List - Data Finding #1 Section  
Audio: (Kathy continues) Military family stability and quality of life – I can’t tell you how difficult it is knowing things may quickly change.



# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.6)

1. Time away from family
2. Military spouse employment
3. Dependent Children's education
4. Military family quality of life
5. Lack of control over military career

Video: Top Five Issues List - Data Finding #1 Section

Audio: (Kathy continues) Lack of control over military career – Families want more choice in what their life looks like.



Video: Kathy Roth-Douquet on-camera

Audio: (Kathy continues) When asked about their top stressors, the survey results revealed all too familiar answers. 1) Financial stress, 2) Relocation stress, 3) Isolation from family & friends, 4) Deployment, 5) Civilian spouse employment challenges/inability to earn two incomes



Video: Camera dramatically pans through picture frames.

Audio: (Music swell).



Video: Tai Kimes on-camera

Audio: (Tai revealing an emotional side of the survey - In her own words) My takeaway? ... I'm not the only one who feels... mis-understood, a little lost, a little under-appreciated. I'm not alone in my struggles?



Video: Kathy Roth-Douquet on-camera

Audio: (Kathy revealing an emotional side of the survey - In her own words) Education. We can't continue to let the commitment our military families are making lead to less than ideal school options.



Video: Jessica Strong and her husband on-camera

Audio: (Jessica revealing an emotional side of the survey - In her own words) We are hopeful. We know there are millions of people out there who want to make a difference, and the survey goes a long way in identifying issues of military families.



# “STEP UP” 2019 SURVEY/BRANDING VIDEO” (V3 STORYBOARDS PG.7)



Video: (A set of picture frames with partner logos)  
Audio: (Ross Cohen underneath shot of the sponsor logos) Our partners made it possible to conduct comprehensive outreach



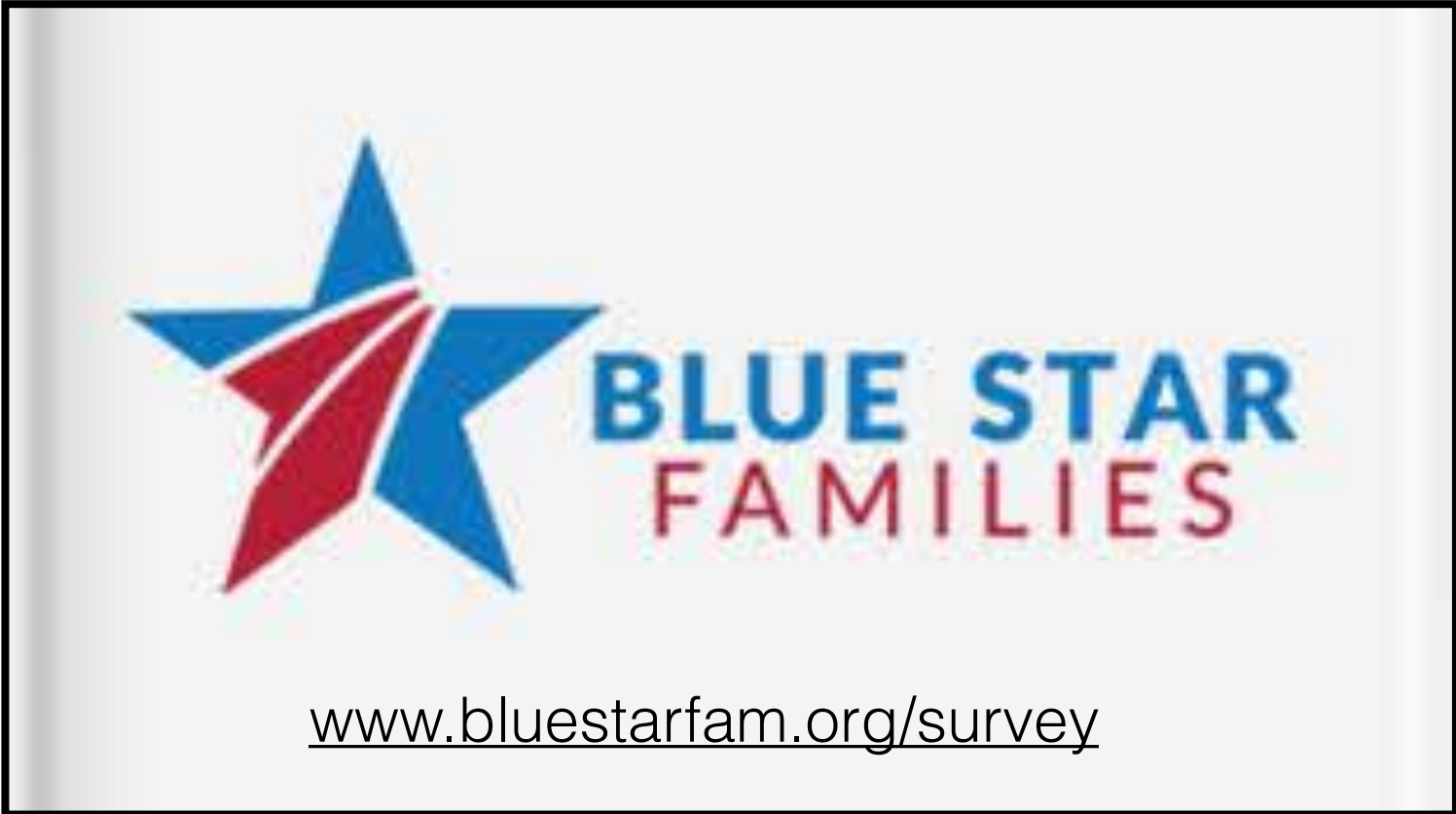
Video: Ross Cohen on-camera  
Audio: (Ross continues) ...in order to provide government influencers, military families, and thousands of civilians this critical information.



Video: Kathy Roth-Douquet on-camera.  
Audio: (Kathy Roth-Douquet) ): Together we can build and empower a strong and collaborative community.



Video: The camera pushes past Kathy to settle on the Blue Star Family logo.  
Audio: (Kathy continues) Together, we can thrive, so join us in creating the future that military families deserve.



Video: Blue Star Families frame  
Audio: (Kathy continues) Visit [www.bluestarfam.org/survey](http://www.bluestarfam.org/survey) to learn more and get involved.