**Tips for making a short video**

**There are different approaches to telling a story, here are a few ideas –**

* **An old-fashioned 60-second video of someone talking** – Simple and direct, just hit record and speak.
* **A series of snapshot photos** – Show a sequence of pictures that, when viewed together, tell a story. Alicia or another team members can help put it together
* **A person flipping through a series of large cue cards** – Engaging and easy, no speaking required.
* **A slideshow with voice narration** – Use a phone or basic slideshow app to display photos while telling the story in your own words. One can use a selection of old photos.
* **A recorded conversation** – Film two people having a short, natural chat about the story, making it feel conversational and authentic.
* Other ideas?

**Elements of a Storyboard - remember MOST people don’t have even the basic info about Medicaid.**

### **1. Define the Goal (Message & Impact)**

* What do you want people to feel, think, or do after watching?
* Example: **"Medicaid is a Lifeline for People with Disabilities” “Cuts to Medicaid = Quitting My Full-time Job”**
* This phrase should appear as text, be spoken aloud, or be reinforced visually.

### **2. Hook (Opening Scene)**

* Grab attention within the first few seconds.
* Examples:
  + A stark, bold message on a sign:
  + **More Medicaid = More Jobs, More Stability, More Security!**
  + **When Medicaid Grows, NH Thrives!"**
  + **More Medicaid, Not Less;**
  + **Medicaid Matters,**
  + **Why Medicaid matters,**
  + **Medicaid matters to me**
  + **“Medicaid made this possible**
  + A short statement: “I love my job, but I won’t be able to work if Medicaid cuts my son’s care.”

### **3. The Story (Middle Section)**

* Show the **real-life impact** of Medicaid cuts in a simple way.
* Could be done with:
  + **A person speaking**: “Without Medicaid, my adult child can’t live on their own and work part-time.”
  + **A series of photos**:
  + **Cue cards**: A person flipping through messages like **"Medicaid = Independence"**, **"Medicaid Cuts Harm the Economy"**, **"We need your voice!"**

### **4. Punchline (Big Moment)**

* A strong visual or phrase that drives the point home.
* Examples:
  + A sign that says: **"Hands Off Medicaid – Our Lives Depend On It!"**
  + A final spoken message: **"Hands Off Medicaid, Tell them: Protect Medicaid!"**
  + A final powerful image with a text overlay: **"NH Can’t Afford to Underfund Care**

### **5. Call to Action (What Should Viewers Do?)**

* Be **very clear** about what action to take.
* Examples:
  + **"Call your legislator today – [insert number]"**
  + **"Share this video to spread the word!"**
  + **"Join the movement: #HandsOffMedicaid"**

### **6. Closing Scene**

* Reinforce the message with one last powerful shot.
* Examples:
  + A protest sign reading **"Medicaid = Strong Communities!"**
  + A person pointing at the camera and saying: **"We need you. Speak up!"**
  + A black screen with simple white text: **"Act Now – Before It’s Too Late."**

### **Final Thoughts**

* Keep it **short (30-60 seconds)**
* Use **natural, emotional moments**—people connect with **faces, voices, and real stories**
* Even **one person with a phone** can create a powerful story!