

Video	Audio
Little intro animation. Still not 100% on which logo we're using.	Background music
Stick figures in an academic setting with university buildings behind them. Buildings can read "healthcare institution, university, and community college."	"Are you a researcher looking to conduct studies that demonstrate clear impact on the health of local communities?"
Stick figures in a community setting with community buildings behind them. Buildings can read "county health department, community center/organization, and town hall."	"Or maybe you're part of a community organization fighting for better health for you and your neighbors?"
Split screen comes in and slowly fades out and the figures shake each other's hands.	"What you need is each other--A reliable partner in clinical and health research. Someone can go to for resources and expertise. An equitable relationship based on trust and mutual goals."
Wide shot with both groups and text animations in the middle highlighting community engaged research explanation.	"This is a key facet of what we call community-engaged research, where academic institutions and community organizations come together to make real and lasting change in the form of practices, programs, and ultimately policies that mobilize resources and influence systems."
Screenshots of MREACH website being displayed on phone in stick figure's hand.	"M-REACH is your hub for all your community-engaged research needs. Walk through the process, broaden your network, and get the support you need to ultimately improve the health of communities throughout Michigan. "
Animation of outro and also any call to action items that are needed (links or numbers or places to go). Basically what to do next.	M-REACH. Create an account today.  Background music