**Chesapeake Bay Program PSA**

The Bay Program is working on a short video PSA about the partnership and bay restoration in general. The PSA will serve as a general public outreach tool and covers the following:

1. “Who/what is the Bay Program?” (Regional partnership)  
2. “What does the Bay Program do?” (Goals)  
3. “Why is our work important?” (Human health, sustainable future)  
4. “Will you (watershed citizen) help us (CBP and partners) by getting involved at home and in your community?”

Each GIT will be represented in PSA Goal #2: “What does the Bay Program do?” This will be achieved by filming one representative from each GIT reading a condensed, one-sentence mission statement that summarizes their team’s particular contribution to the partnership. Accordingly, each GIT statement will be filmed on-location during a field activity that visually represents the GIT’s area of focus.  
  
DRAFT STATEMENT FOR SFGIT:

* DRAFT STATEMENT: “*We’re working to create a sustainable future for the Bay’s fish and fishermen by using science and technology to study the Bay’s ecosystem and inform management.”*

LOCATION IDEAS:

* Oyster Reef Ecosystem Services work in the Choptank complex – film the fish trapping from the work
* Include images in the video of the blue crab WDS, yellow perch, blue catfish, oyster reefs, striped bass