

MSA PSA

03-15-18

Cell	Event	Video	Audio	DUR	TRT
1	Opening	Mystic Aquarium Logo	music	:02	:02
2	Pro VO	B-Roll General Ocean Beauty shots	The ocean supports a tremendous diversity of creatures, big and small.	:05	:07
3	Pro VO	B-Roll	Some small fish, such as Atlantic herring, play a big role in maintaining healthy ocean ecosystems.	:05	:12
4	Interview - Auster	Dr. Peter Auster [CG: Dr. Peter Auster, Senior Research Scientist, Mystic Aquarium]	<i>Atlantic herring are an important prey species for a wide diversity of animals. Whales and dolphins, marine birds, a diversity of fishes, such as Atlantic Cod and Tuna.</i>	:10	:22
5	Pro VO	B-roll	These herring also support an important commercial fishery here in New England. But this fish has had some troubled times.	:07	:29
6	Interview	Dr. Peter Auster	<i>Atlantic herring was severely overfished in the 1950's, 60's and early 70's.</i>	:05	:34
7	Pro VO	B-Roll Still: Seafood Watch card	Then people just like you started making sustainable seafood choices. And researchers and fishermen worked with policymakers to create science-based national policy that has led to the recovery of Atlantic herring populations.	:18	:52

			<p>But there is still much work to be done.</p> <p>Now, Congress is reviewing how we manage our national fisheries</p>		
8			<p><i>It's our federal fisheries management policies that have moved to rebuild those populations to what they are today. We need to keep the policies strong, to have fish now and in the future, both for fueling the ecosystem, and for sustaining fisheries to put fish on our plates.</i></p>	:15	1:07
9		<p>Still: Comment card</p> <p>Video: kid by the ocean shore</p>	<p>If you agree, let your representatives know by signing a comment card before you leave the aquarium.</p> <p>Together we can ensure that we have healthy oceans and sustainable seafood for generations to come.</p>	:10	1:17
10	End slide	CG		:02	1:19
11	Credits	<p>DDR: Credit Roll</p> <p><i>Video and animation courtesy of xxxxxx</i></p> <p>-Mystic Aquarium logo</p>	DDR: Sync	:04	1:23

Alternate ending cell 9

9		<p>Video: kid by the ocean shore</p>	<p>If you agree, contact your representatives and let them know.</p> <p>Together we can ensure that we have healthy oceans and sustainable seafood for generations to come.</p>	:10	1:17
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