

# Concept for Bay 101 Video in Coordination with CBP Video Products

**Target audience:** Local officials and general public  
**Length:** TBD appropriate for major media outlets

Bay 101 Video

CBP  
vignette

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vignette

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## Story Board Ideas

- Narrative, a story, to connect fundamentals of restoring the Bay and local waters
- Why local governments/elected officials should care and implement programs to help using their limited political capital
- What is wrong; what we are doing to fix it; what is the role of local governments; how Bay restoration efforts can advance other important local goals
- Feature interviews highlighting local success stories, potentially with a focus on how Bay restoration has led to a positive economic impact

## Story Board Ideas

- Accompaniment to the larger video
- Sector and topic-specific; stormwater, agriculture, etc.
- Intermediate level technical content
- Available on [chesapeakebay.net](http://chesapeakebay.net)