



“Give a Shuck” Video Script

Here’s a quick and easy way for you to connect with your lawmakers in Washington DC. In less than 5 minutes, you can record a 10-30 second video on your phone, introducing your farm, sharing why you support climate action, and urging Congress to “act like they give a shuck.”

We’ll help you share the message with your elected representatives – once we have video footage from you, we will compile clips from coalition members to post on social media, tagging lawmakers to make sure they see it. Here’s an [example of a similar video](#) that the coalition made last year for our fly-by.

We’ve included guidance on how to shoot your video as well as a sample script below. Please personalize it as much or as little as you’d like. Once you’ve recorded your video, simply email it to hannah.packman@tnc.org and we’ll take it from there!

Recording Tips:

- Shoot your video **horizontally** (landscape) rather than vertically.
- Try to stabilize the camera on a shelf, table, tripod, etc.
- Record your video at the farm, restaurant, or hatchery, to create a sense of place.
- Record with the sun or a light source in front of you to avoid shadows or silhouettes.
- Avoid strong wind, boats, loud equipment, or chatter in the background to keep the audio clear.
- Try and keep your video under 30 seconds. This will allow us to include a diverse set of perspectives in the final video.
- Don't feel like you have to record perfectly in one take! If you don't like something you said, you can simply ask our team to edit it out.

Sample Script:

- My name is [name] and I’m the [title] at [company] in [city, state].
- We joined the Shellfish Growers Climate Coalition... [see some ideas below]
 - because we’re concerned about the impacts of climate change on our businesses and communities – and we want to secure a livable future for all.
 - to speak up about the challenges we’re experiencing and motivate Congress to take action.
 - because it’s up to us to preserve our oceans and our planet for generations to come.

- From ocean acidification to more extreme storms, climate change is threatening the shellfish aquaculture industry – and the jobs, ecosystems, and food supply chains it supports. [feel free to add more details about the impacts you're personally experiencing]
- We can't wait any longer to address this crisis. (optional – shuck an oyster here) We're asking our lawmakers to act like the give a shuck and pass an economy-wide plan that would curb emissions and build coastal resilience.