



Great Lakes Fishery Commission

ESTABLISHED BY CONVENTION BETWEEN CANADA AND THE UNITED STATES TO IMPROVE AND PERPETUATE FISHERY RESOURCES

May 15, 2008

To Whom it May Concern,

The Great Lakes Fishery Commission was pleased to learn of Outdoor Wild TV's plans to produce a video about Asian carp and its impact on the environment. The commission is deeply concerned about invasive species, and Asian carp is one of the more insidious examples of why prevention must be foremost in our minds. Outdoor Wild TV's plans for a video will significantly boost awareness about the Asian carp and will have a real affect on the policy debate.

Producer Dean Romano is well known to the commission's communications program and is respected in the field. He has produced pieces ranging from sportfishing to hunting to fish and wildlife conservation. His productions are technically and substantively solid and enjoyable to watch. He presents information in lively way.

The commission believes that much needs to be done to educate people about the risks of the spread of invasive species, particularly the Asian carp. As an organization, the commission has devoted significant time and resources to developing policies about the transportation of live Asian carp and about preventing their migration into the Great Lakes via the Chicago Sanitary and Ship Canal. Educating the public and policymakers is a difficult task, particularly given the many other important issues being discussed and the many things vying for people's attention. Given this challenge, I am particularly pleased that Outdoor Wild TV has chosen to focus on the Asian carp. I believe that any professionally produced video about this subject, particularly one produced with the explicit intent of airing on television, would be a great benefit to our collective educational efforts.

As the communications director for the commission, I strongly support Mr. Romano's efforts and wish him much success in his production.

Sincerely,

Dr. Marc Gaden
Communications Officer