Shark Messaging Audit

Collector’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Start time: \_\_\_\_\_\_\_\_\_\_\_\_ Stop Time: \_\_\_\_\_\_\_\_\_\_\_\_\_ Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other notes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Use this instrument to collect data during live presentations, writing the topics and using tally marks for each mentioned topic. It can be coded into the data spreadsheet after collection.*

| Category | Topic |
| --- | --- |
| **Sharks and Rays are Amazing**  *(ex: adaptations, senses, role in habitat, diversity, etc.)* |  |
| **Sustainable Shark and Rays**  *(ex: overfishing, finning, endangered, sustainable seafood, policy, etc.)* |  |
| **Sharks and Rays Need Love & Attention**  (ex: misunderstood, bad reputations, learn about sharks, share with friends) |  |
| **Working Together**  *(ex: research, AZA, SAFE, animal care, community science, etc.)* |  |
| **Exhibit Logistics**  *(ex: welcome/intro, rule enforcement, 2 finger touch, hand washing, viewing areas, etc.)* |  |
| **Other** |  |

Messaging Categories:

# Sharks and Rays are Amazing

Sharks and rays are marvels of natural selection. Over the course of 400 million years, a staggering array of 1,200 species have evolved diverse physical and behavioral adaptations that have afforded them a critical role in marine food webs and ocean health. Our understanding of sharks and rays is ever-evolving, with new species being discovered and described all the time. However, there is still much to be learned to properly support effective, science-based conservation for all species.

# Sustainable Shark and Rays

Insufficient limits on fishing and trade in the face of strong demand for shark and ray products (including fins) and limited biological resiliency have resulted in serious declines in many wild populations around the world, requiring immediate action. Overfishing and bycatch issues can be addressed by purchasing sustainable seafood and participating in advocacy efforts supporting strong, science-based management.

# Sharks and Rays Need Love and Attention

With over 1,200 diverse species, sharks and rays range from commonly misunderstood to entirely unknown. This may leave them near the bottom of the list of species popularly considered to be deserving protection. One effective way to address this image problem is by learning all you can about sharks, skates, and rays, and sharing your enthusiasm with others. You can also choose to support only media that portrays a positive image of these misunderstood animals.

# Working Together

AZA institutions are working with conservation partners and stakeholders to save sharks and rays. Shark conservation is making progress, with finning bans in many places and science-based management in the US and Australia moving fisheries towards sustainability. You can help by joining, donating, or volunteering to science-based conservation organizations in support of their work, and communicating their conservation efforts.