



# LET'S TALK SHARKS!

Conservations about effectively communicating shark conservation with diverse audiences

12:06:05 From Chris Phillips to Everyone:

Shark conservation is like a fork because they both have teeth :)

12:06:11 From Danni Logue to Everyone:

iceberg because they're disappearing

12:06:12 From Paul Cox to Everyone:

Shark conservation is like a recipe because there are lots of different elements but when the come together right, bam!, its awesome.

12:06:19 From Kathy Fournier to Everyone:

Banana....some elasmaobranchs can be slippery

12:06:19 From Megan White to Everyone:

Shark conservation is like an iceburg because a lot is still unseen

12:06:23 From Evy Ganfield to Everyone:

Shark conservation is like a recipe because many of the ingredients confuse me.

12:06:34 From Katie McMahon to Everyone:

shark conservation is like an iceberg, because there is so much hidden beneath the surface

12:06:29 From Jessica Kontney to Everyone:

Shark conservation is like a recipe, because even following the same steps different people/groups may get slightly different outcomes.

12:06:41 From Sophie Puchalski to Everyone:

shark conservation is like a UFO because it tends to hypnotize

12:06:47 From Chris Phillips to Everyone:

Shark conservation is like a parrot because we should all be yelling it from the rooftops (parrots be loud)

12:06:55 From Jessica Ries to Everyone:

like an aspirin, because its part of ocean health

12:06:58 From Lisa Shimatzki Miller to Everyone:

Shark conservation is like an iceburg because there is much more below the surface

12:06:58 From Margot Lester to Everyone:

Shark conservation is like a UFO because you know we're out

12:07:01 From Brent Fish to Everyone:

Shark conservation is like a fork because there are several points

12:07:04 From William Simmons to Everyone:

banana because it can be slippery

12:07:10 From Colleen Searcy to Everyone:

Shark conservation is like an aspirin because for some, caring about sharks is a hard pill to swallow

12:07:07 From Margot Lester to Everyone:

Replying to "Shark conservation is like a UFO because you know ...":  
out there

12:07:08 From Paul Cox to Everyone:

Like a UFO because no-one is really sure whether it really exists or not

12:07:25 From Brandi Carpenter to Everyone:

Shark conservation is like aspirin because people will need it after we talk to them about it

12:07:27 From Carolyn Bigott to Everyone:

Shark conservation is like an iceberg because you have to start at the tip of the iceberg and then go in depth/more complex with the various species.

12:07:51 From Georgia Eckett to Everyone:

Shark conservation is like an Aspirin because it makes you feel better!

12:08:06 From Jessica Ries to Everyone:

like a parrot because we shouldn't stop talking about it

12:08:31 From Kristin Holloman-Noe to Everyone:

shark conservation is like a parrot because it's gotta be repeated

12:08:57 From Alicia Longo to Everyone:

like a printer because you can feed it the info to be shared :)

12:10:04 From C S Wurzberger to Everyone:

Shark conservation is like a wave because it starts with raising awareness about iconic species, but as it grows, it builds momentum to tackle larger issues like habitat loss, overfishing, and ocean pollution.

12:10:45 From Colleen Shytle to Everyone:

Love these ideas!

12:12:28 From Margot Lester to Everyone:

RESOURCE: National Network for Ocean and Climate Change Interpretation (NNOCCI) guidance on metaphor: <https://nnocci.org/metaphors-can-counter-misinformation-about-climate-change-2/>

12:13:15 From Margot Lester to Everyone:

RESOURCE: Frameworks Institute Reframing the Ocean:

<https://www.frameworksinstitute.org/app/uploads/2020/06/FRAJ7735-UK-Oceans-Impact-Brief-191119.pdf>

12:16:22 From Chris Phillips to Everyone:

Sharks are like the clean up crew/garbage men/vultures in the ocean acting as scavengers and eating sick/dead/injured animals

12:16:55 From Danni Logue to Everyone:

Replying to "Sharks are like the clean up crew/garbage men/vult...":

we use that too!

12:16:55 From Margot Lester to Everyone:

Replying to "Sharks are like the clean up crew/garbage men/vult...":

vultures are my favorite!

12:16:52 From Jessica Kontney to Everyone:

I use a very similar comparison as well!

12:18:35 From Patricia McBride to Everyone:

Poorly Managed Fisheries:

· Like trying to play a game of soccer but no one knows or is listening to the rules – likewise, if only some players listen to and follow the rules of the game but others just do what they want on the field, it will overall not be a well-run, fair game.

antly chomping for no reason)

12:18:41 From Jessica Kontney to Everyone:

The concept of "keystone species" also has a built-in metaphor that some of our public-facing teams use to explain how losing a species can have cascading effects on an ecosystem. I sometimes also use a Jenga metaphor to convey that idea.

12:19:16 From Patricia McBride to Everyone:

Sharks in general

· I've definitely seen/heard/used phrasing along the lines of "If you didn't have hands or good eyesight, you might find other ways to explore the world. For sharks, that means using their mouths! (this helps folks realize that sharks are using what they have to navigate their surroundings, and that they aren't just constantly chomping for no reason)

12:19:58 From Ethan Simmons to Everyone:

Replying to "Sharks are like the clean up crew/garbage men/vult...":

This is a good one. I also like to point out that they are very capable of catching and eating healthy prey as well, so the focus is not solely that they are opportunistic.

12:20:43 From Megan White to Everyone:

Similar to the note about the anchovies and sharks, we have talked about reheating day-old pizza versus making pizza from scratch and which would people prefer for a quick and easy meal.

12:21:12 From Margot Lester to Everyone:

Replies to "Similar to the note about the anchovies and sharks...":  
now i want pizza for lunch!

12:21:57 From Colleen Shytle to Everyone:

Replies to "Similar to the note about the anchovies and sharks...":  
...hold the anchovies

12:21:57 From Chris Phillips to Everyone:

With benthic rays, we often compare them to vacuum cleaners to illustrate their feeding methods

12:22:03 From Megan White to Everyone:

We also compare sharks to toddlers, they explore the world with their mouths

12:22:25 From Margot Lester to Everyone:

Replies to "Similar to the note about the anchovies and sharks...":  
RESOURCE: [https://issuu.com/sharktrust/docs/st\\_toolkit\\_a5\\_press\\_version\\_april\\_2023](https://issuu.com/sharktrust/docs/st_toolkit_a5_press_version_april_2023)

12:22:44 From Jason Robertshaw to Everyone:

Our toddler program is called Shark Pups and Grownups

12:22:46 From Margot Lester to Everyone:

RESOURCE: Speaking Up for the Ocean Toolkit :  
[https://issuu.com/sharktrust/docs/st\\_toolkit\\_a5\\_press\\_version\\_april\\_2023](https://issuu.com/sharktrust/docs/st_toolkit_a5_press_version_april_2023)

12:23:19 From Georgia Eckett to Everyone:

We have also included docent staff

12:23:26 From Margot Lester to Everyone:

RESOURCE: Upcoming NNOCCI January Crash Course (January 14 – March 24, 2025):

<https://nnocci.org/event/nnocci-crash-course-winter-2025/>

12:24:53 From Margot Lester to Everyone:

RESOURCE repost: Frameworks Institute Reframing the Ocean:

<https://www.frameworksinstitute.org/app/uploads/2020/06/FRAJ7735-UK-Oceans-Impact-Brief-191119.pdf>

12:25:33 From Margot Lester to Everyone:

RESOURCE: Turning the Tide: <https://www.frameworksinstitute.org/resources/turning-the-tide-findings-from-reframing-research-on-ocean-health-marine-conservation-in-the-united-kingdom/>

12:26:32 From Colleen Shytle to Everyone:

For relevant species, I compare sharks to gardeners who weed out weaker plants (prey) so that the healthy ones can thrive, benefitting ocean health, including the species we like to eat and that are important for coastal economies.

12:52:56 From Margot Lester to Everyone:

RESOURCE: 2024 IUCN Global Status of Sharks and Rays Infographic:  
<https://portals.iucn.org/library/node/52102>

12:53:19 From Margot Lester to Everyone:

RESOURCE: Full report: [https://portals.iucn.org/library/sites/library/files/documents/2024-024-En\\_part\\_1.pdf](https://portals.iucn.org/library/sites/library/files/documents/2024-024-En_part_1.pdf)

12:55:15 From Maci Belcher to Everyone:

Where can I find these infographics?

12:55:28 From Margot Lester to Everyone:

Replying to "Where can I find these infographics?":

2024 IUCN Global Status of Sharks and Rays Infographics:

<https://portals.iucn.org/library/node/52102>

12:59:00 From Margot Lester to Everyone:

RESOURCE: Shark League homepage: <https://www.sharkleague.org/>

13:01:19 From Margot Lester to Everyone:

RESOURCE: ICCAT news release on the parties who blocked passage:

<https://www.sharkleague.org/2024/11/18/unprecedented-international-effort-to-prevent-shark-finning-blocked-by-japan-china/>

13:03:01 From Margot Lester to Everyone:

NNOCCI metaphor: <https://nnocci.org/metaphors-can-counter-misinformation-about-climate-change-2/>

NNOCCI January Crash Course (Weeks of January 14 – March 24, 2025)

<https://nnocci.org/event/nnocci-crash-course-winter-2025/>

Frameworks Institute Reframing the Ocean

<https://www.frameworksinstitute.org/app/uploads/2020/06/FRAJ7735-UK-Oceans-Impact-Brief-191119.pdf>

Turning the Tide: <https://www.frameworksinstitute.org/resources/turning-the-tide-findings-from-reframing-research-on-ocean-health-marine-conservation-in-the-united-kingdom/>

Speaking Up for the Ocean Toolkit

[https://issuu.com/sharktrust/docs/st\\_toolkit\\_a5\\_press\\_version\\_april\\_2023](https://issuu.com/sharktrust/docs/st_toolkit_a5_press_version_april_2023)

2024 IUCN Global Status of Sharks and Rays Report:

[https://portals.iucn.org/library/sites/library/files/documents/2024-024-En\\_part\\_1.pdf](https://portals.iucn.org/library/sites/library/files/documents/2024-024-En_part_1.pdf)

Shark League Homepage: <https://www.sharkleague.org/>

ICCAT news release on shark finning block:

<https://www.sharkleague.org/2024/11/18/unprecedented-international-effort-to-prevent-shark-finning-blocked-by-japan-china/>

13:03:11 From Margot Lester to Everyone:

Bonus link: AZA communication tips: <https://www.aza.org/communicating-climate-change>