



**STORMY WEATHER:
COMMUNICATING SCIENCE TO
THE MEDIA AMIDST
CONTROVERSY**

Lori Marino, Emory University and The
Kimmela Center for Animal Advocacy

Dolphins and whales are a lightning rod for controversy

Whaling

Captivity

Rehab & Release

**Human-dolphin
interaction**

“Lone sociables”

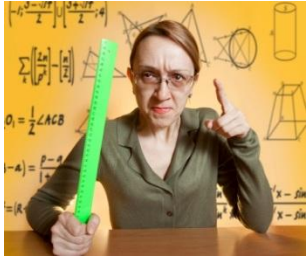
Ecotourism

Intelligence

**Healing
powers**

Altruism





The Old View: Scientists should not engage in advocacy.

The New Informed View: There is no inherent conflict between science and advocacy. *Scientists often are the most effective advocates* because they possess the credentials, knowledge, expertise, and critical thinking skills necessary to navigate controversial issues.

Scholar-advocacy is a professional model for animal advocacy bringing empirical findings and scholarship to on-the-ground advocacy efforts.

**For more info: The Kimmela Center for Animal Advocacy
www.kimmela.org**

Weathering the Storm

1. Be pro-active – not defensive
2. Be informed – know what the evidence says
3. Be empirical – let the data do the talking
4. Practice sound bites
5. Don't take the opposition's bait
6. Don't use the interview as a therapy session
7. Don't make *ad hominem* statements – take the high road!
8. Have a clear take-away message

Audience Participation Exercise

Isn't it true that you've been involved in some radical animal rights groups?

Don't take the bait!

**Don't you think it is hypocritical to be against dolphin slaughter when
Your own country slaughters cows and pigs?**

Don't take the bait!

I AM doing something about it.

Just because you cannot change everything doesn't mean you cannot
change some things.

**Lots of young people were inspired to become veterinarians
by going to "DolphinLand".**

If we really care for the animals it is our job as parents and
teachers to help them understand what is good for the animals.

This is all pie in the sky. The idea that you're going to take all the killer whales and dolphins and belugas from aquariums all over the country and drop them into your 'coastal sanctuaries' for the rest of their lives is the most absurd idea I've ever heard. It's simply laughable."

Let me just correct that. It's not WE who are going to do that. YOU'RE going to do it. Maybe not all at once. But i think you know that the writing is on the wall and that keeping these animals in tiny pools their entire lives is no longer acceptable. Now, we're happy to work with you, but with the billions of dollars you've made off of these animals, YOU'RE going to do it.