



Sea Save  
Foundation  
2012



Sea Save Foundation made amazing strides in 2012. We made great progress in local as well as global campaigns and have positioned ourselves to build upon our current momentum. In Costa Rica, we worked successfully with high-level government officials as well as grassroots efforts to raise awareness about Cocos Island protection, finning cessation, and building a plan for xenarthran animal release.

We made strong inroads developing local California educational programs and developing advocacy partnerships. We continue to build our youth outreach and volunteer programs, yet when we look at the current state of the oceans, we realize this is not enough. We must not only continue our efforts, we must escalate current efforts and establish new strategies.

The Costa Rican government has been restructured in a way that promises to support our on the ground efforts in Cocos Island. We continue to wage anti-finning campaigns and are working to insure that hammerhead sharks are placed on the CITES Appendix II, which will extend international pressure to protect this species.

Our current successes were made possible by the generosity of our corporate and private supporters. As we look toward the growing challenges facing our oceans, we need to increase our supporter base. We commit to continuing our tradition of maintaining a low overhead as we get the job done.

As we look toward 2013, we realize we are facing a possible tipping point. Using education and persuasive campaigning we will succeed. With your help we will make a difference.

Georgienne Bradley

Director



(c) Karen Nadalin

**Impact Statement:** *Sea Save Foundation strives to protect our oceans by raising awareness, supporting an ownership attitude, and advocating change to resolve current challenges.*



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# AB 376

**Need:** Shark finning is a wasteful and inhumane practice. Shark fin soup creates a lucrative market; poaching and finning will continue as long as people will pay top price. Marine mega-fauna are disappearing at an alarming rate and this threatens the collapse of our ocean fisheries. Making it illegal to possess shark fins in the state of California removes a key market, directly impacting shark finning.

**Description:** Sea Save Foundation worked closely with California Assemblyman Paul Fong's office during the development of this bill. We launched a 20,000 signature strong petition that was presented to Governor Brown. We partnered with key scientists and held many meetings in Sacramento to convince members of the legislature that this bill was a good idea for sharks, our oceans, our future and our children's future.

Sea Save Foundation collected signatures across the state and elected leaders were able to sway key votes at the final hour to support this bill. AB 376 passed without detrimental amendments and when it goes into effect in 2014, it will make it illegal to possess shark fins of any species.

**Audience:** This campaign was focused on two key participants: members of the California legislature and California voters. The petition was exceptionally strong, because signers were limited to California residents.

**Evaluation /Impact:** The bill has become law; our efforts to promote AB 376 were successful. The impact will be vast because California serves as a clearinghouse for fins being shipped to the Pacific Rim. Alternative routes that will now be necessary may prove to be too costly to support the shark fin trade. The work put in place for this campaign has created global momentum and is now being used as a template for similar campaigns around the world.

**Status:** Complete.





# Big Blue Town

**Need:** In 1975 the movie “Jaws” premiered. This film shifted public opinion and created international hysteria about sharks and oceans. Our challenge is to reach a general audience using an entertaining production. We will introduce an alternative perspective regarding sharks and reveal misconceptions still remnant from that movie.

**Description:** Nashville based, country singer, Stephanie Quayle created a song, *Big Blue Town* which uses metaphor to explain the importance and the plight of her finned cowboy. He keeps the *Big Blue Town* safe and one night “puts his life on the line” after which the fish schools and other life disappear. This creative approach to explaining the critical importance of sharks as an apex predator will be used to drive home the point that sharks have an essential role in our ocean ecosystems. After she spent time with Sea Save learning about ocean conservation and how to SCUBA dive, she composed, and recorded, *Big Blue Town*, donating the rights to the foundation. This is a hip country song with a very serious message. By describing the tale of a shark exploring his *Big Blue Town*, the song promotes shark conservation, painting sharks in a more favorable light than they usually are portrayed in the media.

The song has been professionally recorded and will soon be released on iTunes. We are currently searching for finishing funds that will help us shoot Stephanie on location and then edit together this footage with underwater footage before release.

In addition to the final shoot and edit, funds will be used to promote the film and to expand the viewer base.

**Audience:** Stephanie Quayle’s work appeals to country western fans. This song has a Caribbean element woven through and has a very catchy melody. This will broaden the appeal and expand the audience beyond a country western base. People of all ages will enjoy the song, story, and the music video.

**Evaluation /Impact:** This campaign will be evaluated based upon: 1. the number of views it receives on YouTube, 2. the number of successful iTunes downloads and, 3. by careful examination of Google analytics. The song will also be used to capture attention for lectures, shark seminars, and other educational venues.

**Status:** In Progress.





# E-Awareness – Leverage Social Media to build awareness and foster advocacy

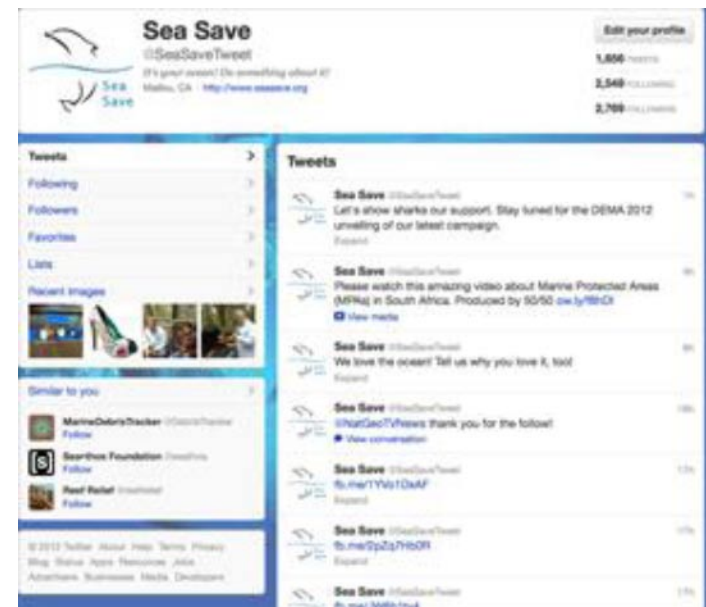
**Need:** We need better global and local education about the importance of ocean biomes and how to take action to help reverse current challenges and threats.

**Description:** Our extensive social media includes a wide variety of platforms and tools. We publish original content articles, weekly departments, marine focused tidbits and whimsical and inspirational images and reflections. Our writers contribute to “Ocean Awareness” and the “Voice of Cocos” Island blog. We use photography, painting, poems as well as news updates and interviews to add insight into life at Cocos Island, poaching issues, law changes, new discoveries and much more. Collectively we had over 1.2 million impressions on our social media over the past 18 months.

**Audience:** The social media population is morphing. Facebook participation, once solely an Ivy League demographic, has now expanded to include virtually all ages, religions and socio-economic states. Our on-line presence also includes LinkedIn, Google+, YouTube, Twitter and others. Social media provides a fast way to reach constituents, evoke reaction, and invite participation.

**Evaluation /Impact:** We are able to monitor members, followers, and subscribers in social media. Additionally, by incorporating Google Analytics, we can further monitor visitors to our pages and analyze their interests and participation.

**Status:** Ongoing





**Sea Save**  
3,740 likes · 22 were here

Add Your Place Topics  
It's YOUR Ocean. Do Something About It! Whales, dolphins, sharks, and all sea life need our attention now. Help us raise awareness and protect our oceans.

About Photos Likes 3,740 Donate Twitter

Highlights

Post Photo / Video  
Write something...

Sea Save shared Lynda Whitbread's status.  
17 hours ago · Public

Countdown to our super amazing auction in aid of Sea Save Foundation is underway. Stay tuned!

Unlike · Comment · Share  
You and 2 others like this.  
Write a comment...  
107 people saw this post

Sea Save shared Lynda Whitbread's status.  
17 hours ago · Public

Keep watching... Sea Save Foundation is launching our new exciting campaign to support sharks next week at DEMA 2012

766 Friends  
Connected to Sea Save

766 friends like this.

1 friend was here.

Recent Posts by Others on Sea Save

Kris Katsuko Oster  
I'm elated to announce that I'm partnering with Sea...  
6 hours ago

Sinay Community  
Dear all, you can support our ongoing project for t...  
21 hours ago

Jen Smith  
Timeline Photos  
1 · 22 hours ago

Jen Smith  
Image description: A goosefish (Sladenia remiger).....  
1 · 22 hours ago

Jen Smith  
Coral Reef 911: Corals Attacked by Seaweed Use Ch...




**Sea Save Foundation - Its Your Ocean!**

WEDNESDAY, OCTOBER 31, 2012

Studies from a Biogeochemist. Great White Shark Diet

"My research spans across biogeochemistry, paleontology, and ecology. I ask questions to better understand ecological & evolutionary responses to environmental change on a variety of time scales."

- Dr. Sora Lee Kim

We were extremely interested in Dr. Kim's research and insight into the feeding behavior of Great White Sharks along the California coast. Below are a few questions posed to her by Adam Hecht.

**Q. What is your primary special area of marine biology expertise?**

A: I'm an interdisciplinary researcher. I'm a hybrid marine biologist bio-geochemist.

... currently engaged in elasmobranch field research? Bench

... any recent publications? What are they?

... research has to do with

... is primarily

# El Frente

**Need:** Efforts to stop poaching around Cocos Island and to protect this World Heritage Site are frustrating. Weak Costa Rican protection laws and structural challenges in government made it impossible to convict poachers. Patrolling is very expensive and a lack of offender ramifications guaranteed an endless cycle of “capture to unsuccessful prosecution to release to back to poaching”. Cocos Island could not be adequately protected under this cyclical, broken system.

**Description:** A coalition of small ocean conservation organizations banded together, in Costa Rica, to form “El Frente” or in English “The Front”. Sea Save Foundation representatives worked closely with other team members and, through a series of meetings with both the Costa Rican President and Minister of Natural Resources, were able to make significant headway in transforming government structure and strengthening existing, but infirmed, public policy.

In response to pressure exerted by El Frente, President Laura Chinchilla convened a special commission to review Costa Rican government infrastructure relating to oceans and marine issues. The findings resulted in President Chinchilla designating the commission a permanent watchdog structure. Furthermore, the sub ministry of “Aguas y Mares” (Waters and Oceans) was created. This new umbrella sub ministry will organize all maritime and ocean committees in one place, increasing effectiveness, communication, and mandating a new transparency.

Our hopes are that Cocos Island will be better protected under this new structure. It will be easier to document poachers, enforce the law, and the resulting penalties will be more severe.

**Audience:** Costa Rica policy makers, Minister of Natural Resources Rene Castro, Costa Rican President Laura Chinchilla

**Evaluation /Impact:** The new structure is in place. We have been successful by influencing the restructuring of the government. The next test is whether this new structure will pass meaningful and enforceable laws that will allow for effective and timely prosecution of poachers at Cocos Island and throughout Costa Rica.

**Status:** Ongoing.



# Save Malibu Lagoon

**Need:** Two federally endangered species live and breed in the Malibu Lagoon. The area was a fully mature wetlands supporting a rich variety of flora and fauna, and was particularly rich in avian species. Based upon antiquated data, California State Parks developed a plan to dredge the lagoon during nesting season. Sea Save Foundation urged the State Park system to modify the lagoon in a less radical way, in an effort to protect the endangered animals and to allow the nesting season to be uninterrupted.

**Description:** California State Parks commissioned an expensive and destructive project to remove all animals and vegetation from the Malibu Lagoon area. They wanted to redirect the lagoon flow, remove pedestrian bridges and reintroduce “native” flora to the area. The plan did not take into consideration many concerning factors. This effort was planned for the spring, the height of the nesting and brooding season. Bulldozers were scheduled to come in and remove the existing lagoon structure.

After consulting with key scientists and medical doctors, we found the plan to be destructive to wildlife and dangerous to humans utilizing the adjacent beaches. We created a cited white paper and sent this to leaders in Sacramento. We spoke at all Malibu City Council meetings, organized leadership discussions, and attended community rallies to address key concerns. We leveraged our newsletter and published daily updates, which united and informed the community. The local and national media published our news articles. We leveraged social media where we communicated our concerns. We circulated a local petition that collected over 15,000 signatures and flew to Sacramento to present our materials to Governor Brown, the California Department of Parks and Recreation, and the California Natural Resources Agency.

This was a battle that we did not win. We gained many valuable lessons from this experience and have put steps into motion that will contribute to educating the local community about California marine flora and fauna. By better understanding the community wildlife, residents will be more inclined and better prepared to protect it in the future.

**Audience:** Malibu community residents of all ages, city and state policy makers, scientists and state park officials

**Evaluation /Impact:** We were not able to abort what we saw as a very destructive project. However but we were able to identify that apathy was a huge problem and have set an outreach plan in motion that will better position us to advocate community park protection.

**Status:** Complete.

# MALIBU *Surfside* NEWS



**WHAT'S GOING ON HERE?**—A tidepool goby appears to look around in amazement and disbelief as kinkfolk are rounded up for forced relocation and internment in undisclosed locations as if they are extraterrestrial terrorists. "Who says only five of us will be killed?" Opponents of the massive Malibu Lagoon construction project say they are trying to monitor the numbers of marine and land critters that may not survive trapping and relocation. by Trish/MalibuNews.org

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care2  
petitionsite

Care2 | petitionsite | browse petitions | start a petition | my petitionsite | help

## Don't Harm Malibu Lagoon to "Save" It

f SHARE 3119

tweet 235

reddit 0

SEND EMAIL



signatures: 13,691

deadline: ongoing

signature goal: 20,000

overview

letter

**Target:** California Governor Jerry Brown; Senator Fran Pavley; Assemblywoman Julia Brownley; LA County Supervisor Zev Yaroslavy; Natural Resources Secretary John Laird; Director of Dept of Parks and Recreation Ruth Coleman

**Sponsored by:** Sea Save Foundation

The Malibu Lagoon, the wetlands at the mouth of the Malibu Creek, is an ecosystem home to many rare plants, mammals and a place where the California State and federal governments and the private sector have been working to protect and restore.

share this & help

post

face



seasave.org

# Sloth Rehabilitation and Release

**Need:** Currently in Costa Rica, many sloths are maintained in small enclosures. It is falsely believed, and is being taught, that sloths cannot be released. Juvenile sloths brought to these rescue centers will never be released. Untrained curators claim that if the mother sloth does not teach its young how to forage in the rainforest canopy, that it cannot be re-introduced.

**Description:** Sea Save Foundation leaders invested an intense amount of time and resources to prepare the sloth rehabilitation and release program. SSF leaders travelled to an international Sloth, Anteater and Armadillo symposium held in Medellin, Colombia, organized by world-renowned Xenarthran expert Tinka Plese. Sea Save Foundation representatives learned that there are many well-vetted ways to acclimatize captive sloths and to eventually, successfully release them into the wild. There is also a strong network of scientists, veterinarians, and animal husbandry experts throughout the Americas available to any institution interested in developing a release protocol.

This currently prescribed release program has now been brought to Costa Rica and leaders in the study of sloths are now assisting with this program. In the future, orphaned or injured sloths can be brought to the Animal Rescue Center in Alajuela, Costa Rican where they will be treated by a veterinarian and then released whenever possible.

Additional education and outreach programs are currently being developed that will dissuade Costa Ricans from taking sloths as pets or trying to sell sloths to tourists.

**Audience:** Costa Rica government officials responsible for wild animal policy, rescue center leaders and veterinarians, and Costa Rica general public.

**Evaluation /Impact:** Currently being evaluated

**Status:** Ongoing.



**CURSO INTERNACIONAL TEORICO - PRÁCTICO**

**REHABILITACION DE XENARTHRA**

Biología, Medicina, Rehabilitación,  
Medicinas Alternativas en Fauna Silvestre – Xenarthra, Manejo de neonatos

**19 – 20 DE JUNIO DE 2012, MEDELLIN, COLOMBIA**

Dirigido a profesionales y estudiantes con interés de contribuir a la conservación y bienestar de los perezosos, armadillos y hormigueros

Costo del Curso: 150 000 pesos colombianos (85 US\$) hasta el 15 de abril de 2012.  
Después, el costo será de 180 000 (100 US\$).

Consiguar a la cuenta de ahorro de Bancolombia, Fundación AIUNAU, Numero 029 681 41069.  
Enviar el comprobante escaneado con el nombre y la cedula de ciudadanía (pasaporte) del participante.

Informes e inscripción: Fundación AIUNAU, [unau@une.net.co](mailto:unau@une.net.co)

**Conferencistas:**

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<b>Claudia Brieva R., MSc</b> MSc en Salud de Animales Silvestres Directora URRAS	<b>Mariella Superina, MV, PhD</b> Presidenta del Grupo de Especialistas en Hormigueros, Perezosos y Armadillos de la UICN/SSC
<b>Flavia Miranda, DVM, MSc</b> Global Health Program WildlifeConservationSociety - Brasil Vicepresidenta del Grupo de Especialistas en Hormigueros, Perezosos y Armadillos de la UICN/SSC	

Organiza: Corantioquia, Universidad CES, Fundación AIUNAU



# Voice of Cocos

**Need:** Cocos Island is a Costa Rican National Park and a UNESCO World Heritage Site of established importance to all humanity. It is one of the few places where healthy populations of sharks and other marine mega-fauna are thriving. It is pristine, and serves as a natural laboratory for un-impacted ecosystems and endemic species. This island has served as the inspiration for both Robert Louis Stevenson's *Treasure Island* and Michael Creighton's *Jurassic Park*.

**Description:** Sea Save Foundation leaders have been working at Cocos Island since the early 1990's when they first documented shark finning in 1992. Working closely with then President Jose Maria Figueres, they advocated and received increased protection for the island. They contributed to the third and final petition, which won World Heritage status for the island and accompanied the UNESCO team at Cocos Island during the site visit. Today, Sea Save Foundation continues to work closely with Cocos Island leadership to raise awareness, and to curtail illegal poaching and shark finning.

Cocos Island has maintained its pristine environment largely due to its distance from coastal Costa Rica and the fact that its sheer cliffs are unfriendly to building and any possible development. Yet, this same remoteness muffles Cocos Island's call for help when poaching and other issues strike. We want to change that by developing our *Voice of Cocos Island* blog.

**Audience:** General public. We are developing a voice for Cocos Island that can be heard around the world, while maintaining a small tourism footprint at the island.

**Evaluation /Impact:** Google Analytics will be our metric for blog readership. We will continue to apprise an international audience about Cocos Island research, creativity, threats, laws, and funding opportunities that will help this island continue to resist development.

**Status:** ongoing.





# Wave Rave

**Need:** Ocean health impacts the entire world. We must work together as an international community to insure a healthy future for our oceans and fisheries. Failure to do so could result in the collapse of international fisheries resulting in global hunger.

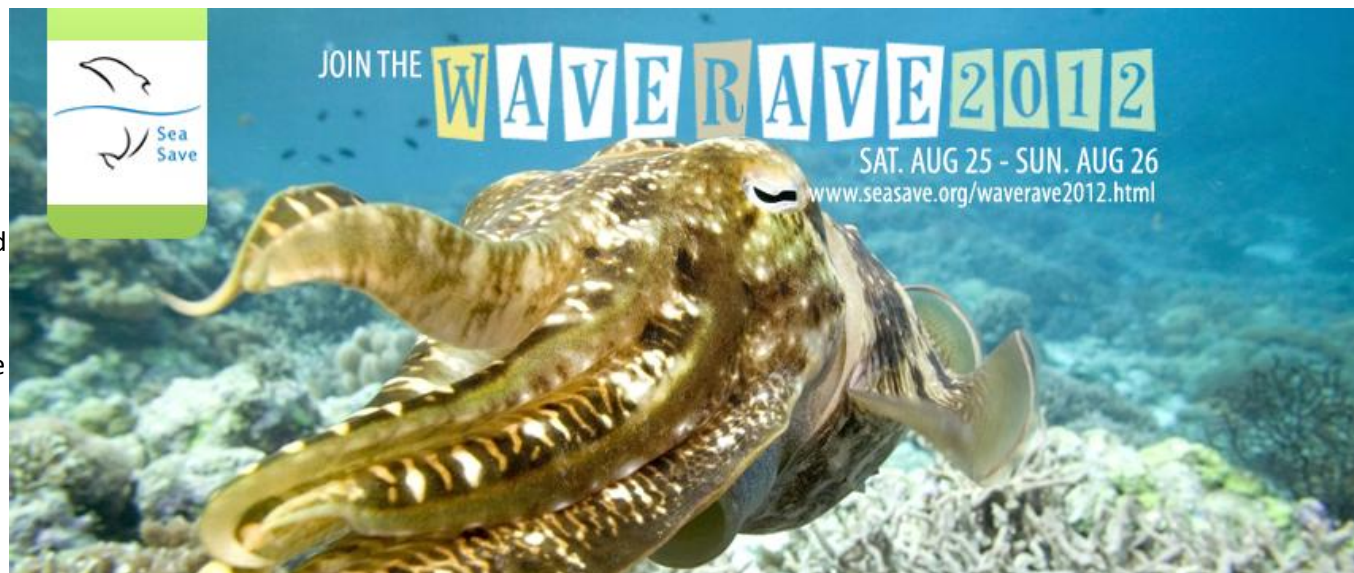
**Description:** Wave Rave 2012 was our second Wave Rave event. This is a Sea Save sponsored event that encourages people around the world to celebrate the oceans. We provide ideas and an information packet to Wave Rave hosts. While donations are welcome, the event is an opportunity for communities, families, and friends to come together to learn more about the oceans, discover ways to make a difference, and to have fun.

This year's event was a great success, with over 250-hosted events from the United States to the Island of Tonga! There were parties, dinners, children's education, and even kite flying on a beach in New Zealand. This provided the opportunity for people to join in one voice to celebrate the oceans and spread ocean awareness.

**Audience:** International general audience. Teachers, students and members of the general public

**Evaluation /Impact:** We evaluated the success of this event by the number of people who committed to hosting an event. Many of the hosts chose to document their efforts and images were posted on our social media and permeated the Internet. We are thrilled with the Wave Rave momentum and look forward to next year's event.

**Status:** Ongoing.





# Give 'Em the Fin!

**Need:** Shark finning is a deplorable practice. We have made strong positive steps toward the abolition of this practice but we must continue to build global momentum and strive to better protect sharks. The Pew Foundation reported that over the last twenty years over 80% of ocean mega-fauna has disappeared. If we do not want a worldwide fisheries collapse, if we do not want our oceans to become desolate, we must cease wasteful practices.

**Description:** The “Give 'Em the Fin” campaign is designed to raise awareness and demonstrate global support for shark protection. People around the world will be encouraged to have a photograph taken of them giving the international sign of the shark, by placing their hand on their head. We hope to collect 10,000 images from people of all countries, ages, cultures, and walks of life etc. We want to break through cultural walls and make a point that ocean health is important to all of us. We are all stewards of the big blue.

**Audience:** International. General population, skewed to an under thirty year old demographic.

**Evaluation /Impact:** We will measure the traffic for this campaign through ‘retweets’ and Google Analytics. We will forward campaign images to policy makers.

**Status:** Ongoing.

Show Shark Support

Give 'Em the Fin!





# SHOW SHARK SUPPORT GIVE 'EM THE FIN

## Shark finning is a horrific practice.

Due to the value of their fins, fishermen often opt to dispose of the low value shark body and fill their holds with just the shark fins. The captured shark is hauled onboard, the fins are hacked off and the still living animal, unable to move is tossed overboard. It will sink to the bottom, unable to swim where it will slowly die.

Sea Save Foundation strives to protect our oceans by raising awareness and educating people about ocean beauty and advocating change to resolve current challenges.



## SEA SAVE FOUNDATION

Stay informed about Sea Save efforts by joining our newsletter at:

[SeaSave.org](http://SeaSave.org)

and "Like" us on Facebook  
[Facebook.com/SeaSave](https://www.facebook.com/SeaSave)

[Twitter.com/SeaSaveTweet](https://twitter.com/SeaSaveTweet)

check out our blogs at:

[cocoslandnews.seasave.org](http://cocoslandnews.seasave.org)

and

[its-your-ocean-news.seasave.org](http://its-your-ocean-news.seasave.org)

- Up to 75 million sharks are killed annually, mostly for their fins.
- 82% of sharks (51 species) are now considered threatened
- Shark fins are used as the principal ingredient in "shark fin" soup.



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Thanks for Making this Possible

