

Why don't people fall in love with right whales?

Collins, M.¹, Tully, B.², Asmutis-Silvia, R.¹, Braunlich, S.¹, Pepe, M.¹

¹*Whale and Dolphin Conservation, 7 Nelson Street, Plymouth, MA 02360 USA (michelle.collins@whales.org)*

²*BrookeTully.com*

Since 2017, right whales have made the news more than ever, increasing the profile of the species with the public. Yet Whale and Dolphin Conservation (WDC) found that, while recognition of the species may have increased, the public's affinity for right whales continued to lag behind species such as humpbacks, orcas, and dolphins. But why? Psychologists have determined that emotional storytelling triggers our brains to look for patterns, increases our attention to a subject, and creates stronger emotional connections, which is why storytelling is an underlying concept used in marketing. In the past year, WDC has embarked on a conservation marketing project dedicated to looking at how we communicate with different audiences about North Atlantic right whales and what can be improved. We examined our message frames, the language used, and the tone of our right whale communications to find out why people have a hard time connecting with right whales and how we can strategically increase the public's affinity for them as a step toward public action to protect them. By taking what we have learned, we can conserve right whales by telling their story better.

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Michelle Collins - michelle.collins@whales.org

Brooke Tully

Regina Asmutis-Silvia

Sabrina Braunlich

Monica Pepe



PEW

WHALE AND
DOLPHIN
CONSERVATION



**Many people don't know what
a right whale is**

**Doom and gloom messages
don't inspire people to take
action**

We could have less than 5 years to save the North Atlantic right whale

6 Deaths Bring Right Whales Closer To Extinction

Conservationists are calling for a moratorium on whaling

North Atlantic right whales may be on edge of extinction. There's been zero births this year

Extinction Looms for North Atlantic Right Whales

**WE HAVE NEW RIGHT WHALE CALVES THIS YEAR
AND WE NEED YOUR HELP KEEPING THEM SAFE**



Together,

WE CAN PROTECT OUR RIGHT WHALE MOMS

**Many people don't know what
a right whale is**

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**Doom and gloom messages
don't inspire people to take
action**

Tell their story.

**Not with facts and information,
but using emotions.**

Regina and the Terrible, Horrible, No Good, Very Bad Day

By Regina Asmutis-silvia | 06/26/2019



Yesterday was not a good day.

Where do we go from here?

Names - Delilah vs. #1223

Pictures of healthy whales

Celebrate wins.

Break down the third wall.

**We aren't asking right whales
to change their behavior, but
asking people to change theirs.**