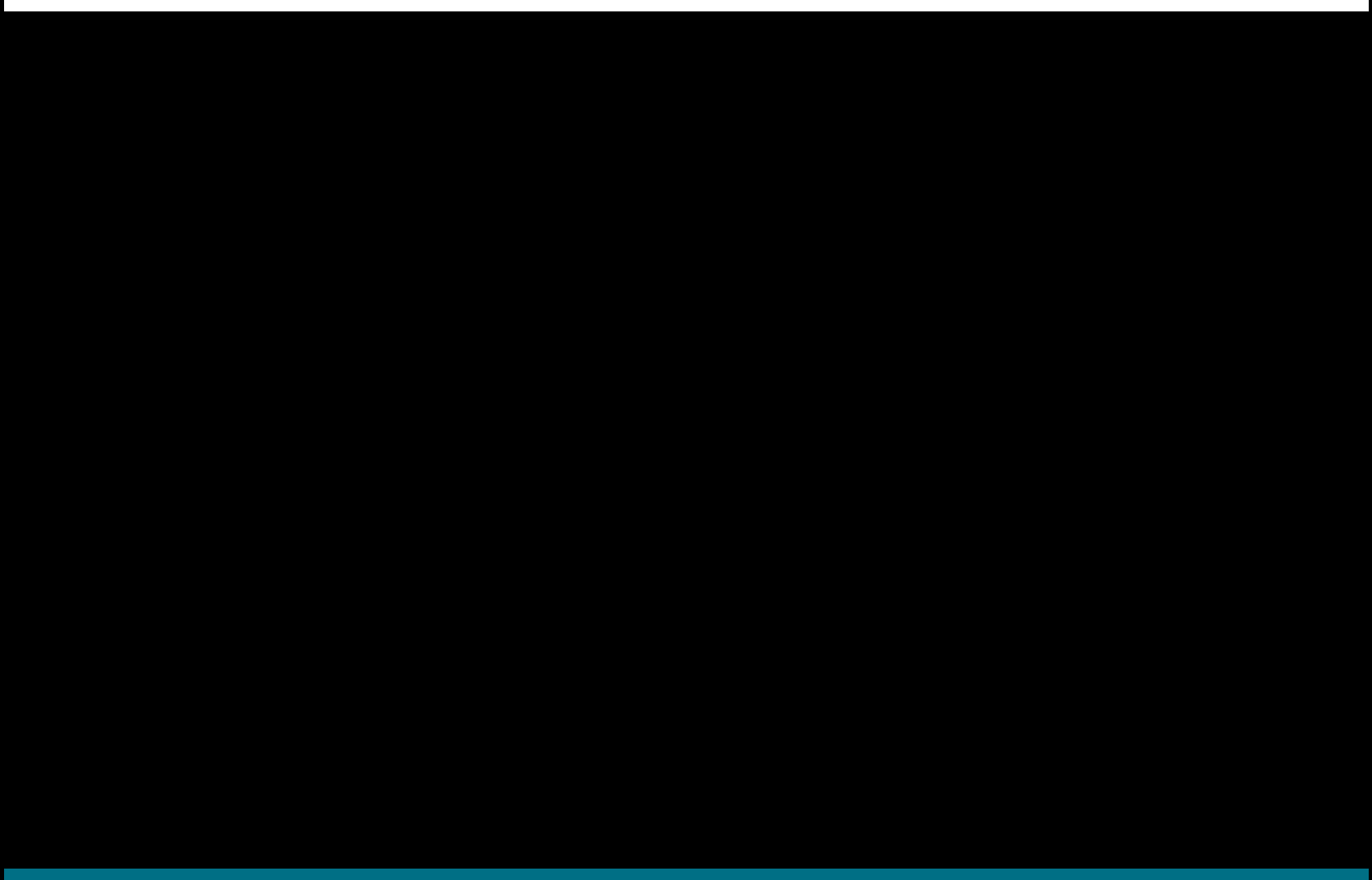


# Seaworld: Ending Captive Breeding & Theatrical Shows of Orcas

Presentation By: Kayla Keefner



# Overview

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- 5 W's
- SeaWorld controversy
- Interesting interview with John Hargrove
- Propaganda techniques used
- Target audience
- Commercial success

# The New Future of SeaWorld Commercial



# 5 W's

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**Who** - SeaWorld® Parks & Entertainment

**What** - The New Future of SeaWorld®

**When** - March 16, 2016

**Where** - National television, YouTube channel & social media accounts

**Why** - Years of controversy



# Background

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- **Public dishonesty**
  - Exploits research data for PR
- **Employee safety**
  - 2 deaths of trainers, 100+ incidents have been documented
- **Animal treatment**
  - 40 ft. deep cement tanks are >1% of natural habitat



# John Hargrove Interview

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- What it was like to work at SeaWorld
  - “I didn’t understand what was healthy or unhealthy, normal or abnormal.”
- What led to his resignation
  - 2010 death of Dawn Brancheau
- Why he’s cautiously optimistic about the future
  - May be another possible PR stunt



# Propaganda Techniques

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- Cherry-picking
  - All of SeaWorld's PR known to man
- Faulty analogy
  - Made the false analogy that by looking at the outcome of Keiko that “nothing could be worse for the whales”
  - “Sending them into the wild wouldn't be noble”





# Target Audience? Families.

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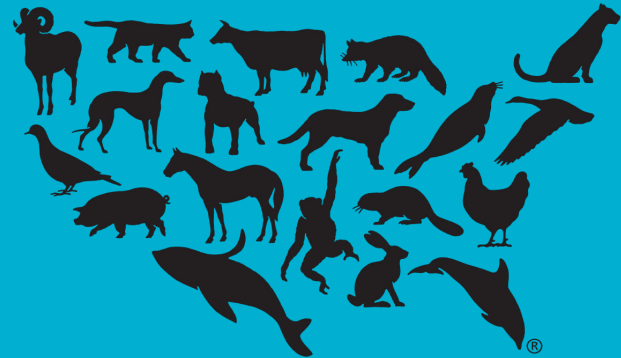
- SeaWorld targets the younger demographic
- Shows are “designed for both adults and children” to enjoy themselves
- Appeals to the educational aspect



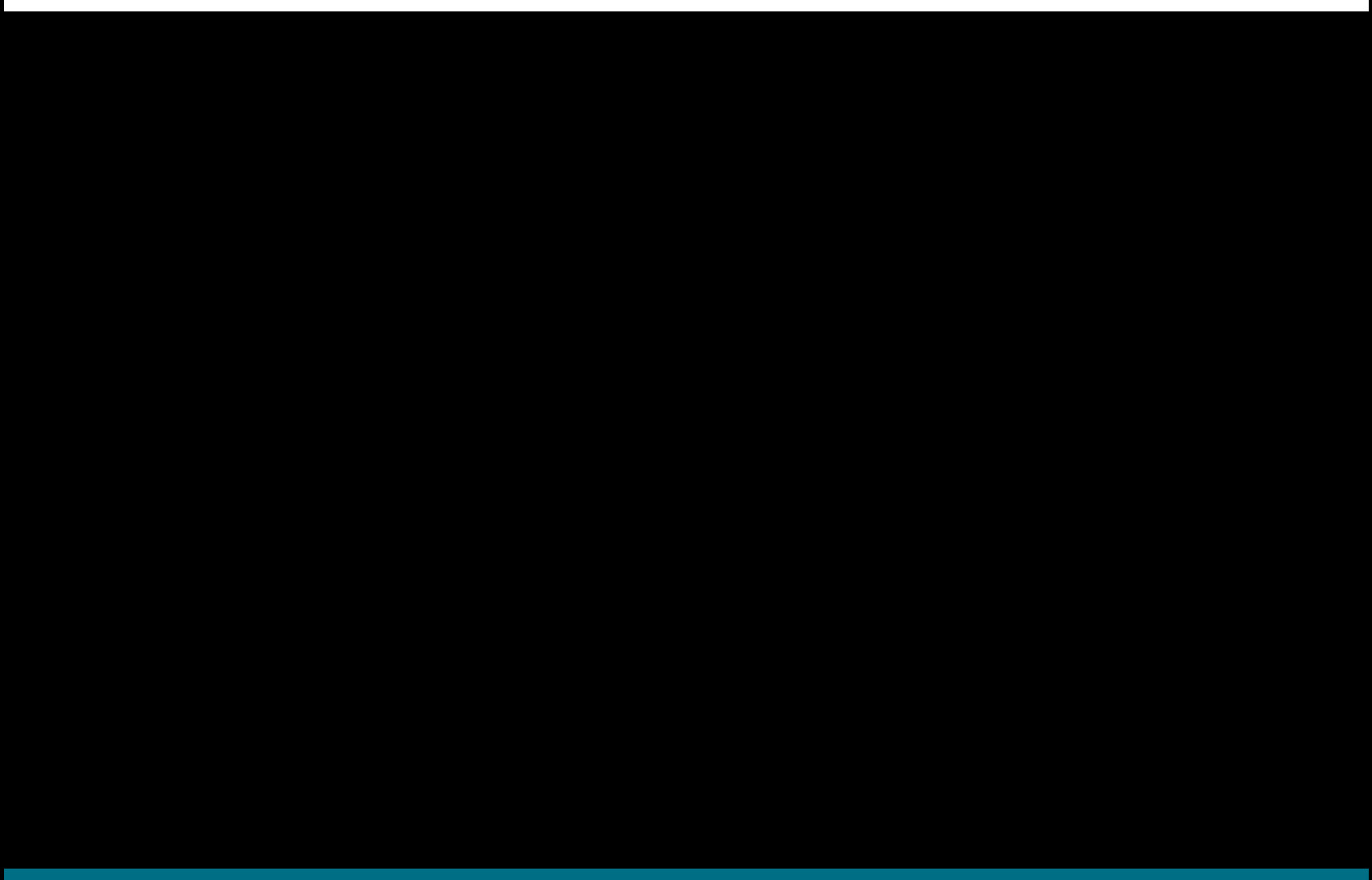
# Was it successful? Time will tell.

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- Within 1 hour of the announcement, SeaWorld stock was up by more than a point
- Repubilitiability of HSUS partnership
- Long road ahead...



**THE HUMANE SOCIETY**  
OF THE UNITED STATES



# Sources

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