



**WILDLIFE CARE
& CONSERVATION**

Case Studies



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CASE STUDY

Increasing National Awareness and Donations for Retired Chimps

Chimp Haven, the world's largest chimpanzee sanctuary, is a nonprofit organization that is home to more than 300 chimpanzees formerly used in biomedical research, but many dozen more remain in research facilities awaiting sanctuary retirement, and Chimp Haven needed to expand to support their retirement to sanctuary.

To meet its objective of providing sanctuary retirement to those chimpanzees, Chimp Haven needed to raise \$20 million in private donations to expand the facility. In addition, it requires an increase annual fund contributions to care for the increasing number of chimps in sanctuary.

Unfortunately, Chimp Haven's existing donor base was limited. For long-term continued growth and stability, it needed to increase both the number of donors and the amount of donations provided. PCI was engaged to provide communications counsel, develop strategy, and support the execution of a new and refined communications approach across owned and shared channels, donor communications and traditional media relations. The core goals were to increase the volume and amount of donations for the annual fund, and influence and secure major gifts in support of the capital campaign.

THE CHALLENGE

Chimp Haven's donor base was limited. For long-term continued growth and stability, it had to expand national awareness of the organization to influence both an increase in the number of donors and the amount of donations provided. PCI was engaged to provide communications counsel, develop strategy, and support the activation of a new and refined communications approach across owned and shared channels, donor communications and traditional media relations.

THE OBJECTIVE

To grow the sanctuary's audience, with limited marketing budget, we emphasized earned media strategy. National media relations were central to our strategy. Our goal was to secure major national media placements in highly targeted outlets to attract more people to the sanctuary's channels and influence donation.

MEASURE OF SUCCESS

Securing national media placements in prioritized outlets and seeing a measurable increase in donations to the sanctuary.

RESULTS AND OUTCOMES

Media Placements: Chimp Haven secured multiple high-profile placements in the national media outlets identified as most important, including NPR, *New York Times*, BBC, NBC National News and *Chronicle of Philanthropy*. In 2020, an entire docu-series about Chimp Haven premiered on Disney+ as a result of our work.

DONATIONS

Annual Fund

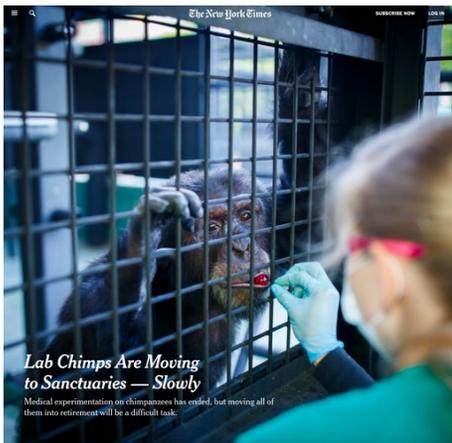
To grow the sanctuary's audience, with limited marketing budget, we emphasized earned media strategy. National media relations were central to our strategy. Our goal was to secure major national media placements in highly targeted outlets to attract more people to the sanctuary's channels and influence donation.

Major Gifts

An anonymous donor with no prior history with the organization made a \$2 million donation, directly citing media stories – the NPR placement was specifically mentioned, as was a *Chronicle of Philanthropy* story about another major donor's gift, as the impetus for her gift.

Chimp Haven Sample Work:

Media Placements Result in Significant Donations



The New York Times

How to Decide Whether Ailing Chimps Get Moved to a Sanctuary



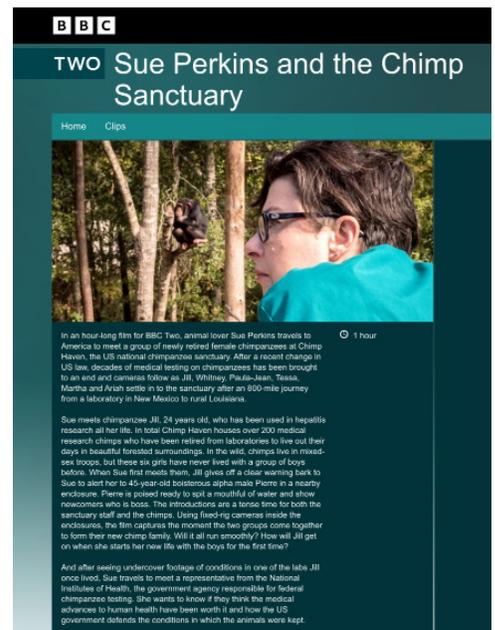
Sandy was a lab chimp, now retired at Chimp Haven in Keithville, La. The N.I.H. is deciding whether old, ill chimps formerly used in research should be moved to sanctuaries like Chimp Haven, or retire in place. Melanie Stetson Freeman/The Christian Science Monitor, via Getty Images

By James Gorman
May 29, 2018

Faylene is a 35-year-old chimpanzee now housed at the Alamogordo Primate Facility in New Mexico.

She is owned by the National Institutes of Health, along with 50 or so other chimpanzees there, most of whom have been used in biomedical research.

The N.I.H. decided in 2015 that all federally-owned or supported chimps would be transported to sanctuaries, which would seem to make pretty clear the future of about 270 chimps (as of March) it still owns or supports outside of sanctuaries.



BBC

two Sue Perkins and the Chimp Sanctuary



In an hour-long film for BBC Two, animal lover Sue Perkins travels to America to meet a group of newly retired female chimpanzees at Chimp Haven, the US national chimpanzee sanctuary. After a recent change in US law, decades of medical testing on chimpanzees has been brought to an end and cameras follow as Jill, Whitney, Paula-Jean, Tessa, Martha and Leah settle in to the sanctuary after an 800-mile journey from a laboratory in New Mexico to rural Louisiana.

Sue meets chimpanzee Jill, 24 years old, who has been used in hepatitis research all her life. In total Chimp Haven houses over 200 medical research chimps who have been retired from laboratories to live out their days in beautiful forested surroundings. In the wild, chimps live in mixed-sex troops, but these six girls have never lived with a group of boys before. When Sue first meets them, Jill gives off a clear warning bark to Sue to alert her 14.5-year-old boldness alpha mate Pierre in a nearby enclosure. Pierre is poised ready to spit a mouthful of water and show newcomers who is boss. The introductions are a tense time for both the sanctuary staff and the chimps. Using fixed-rig cameras inside the enclosures, the film captures the moment the two groups come together to form their new chimp family. Will it all run smoothly? How will Jill get on when she starts her new life with the boys for the first time?

And after seeing undercover footage of conditions in one of the labs Jill once lived, Sue travels to meet a representative from the National Institutes of Health, the government agency responsible for federal chimpanzee testing. She wants to know if they think the medical advances to human health have been worth it and how the US government defends the conditions in which the animals were kept.

Chimp Haven Receives Largest Gift in Sanctuary History

Press Releases

Lead donation accelerates expansion at the national chimpanzee sanctuary

KEITHVILLE, La., Aug. 31, 2018—Chimp Haven, the largest chimpanzee sanctuary in the world, has received a \$10 million gift from philanthropists and conservationists Kimbra and Mark Walter for an expansion of the refuge.

It is the largest gift in the nonprofit's history and one of the largest single philanthropic gifts to any animal welfare cause nationally.

The gift from the Walter Family Foundation leads the sanctuary's "Welcome Them Home" campaign, a \$20 million fundraising effort to offer retirement to the more than 200 chimpanzees living in research facilities awaiting a spot in a sanctuary.

Chimp Haven Sample Work:

National Media Placements

PCI earned multiple national media placements for Chimp Haven, including National Geographic, People, and three major placements on NPR including this story on NPR Morning Edition.



SCIENCE

The NIH is 'largely finished' moving its former research chimps to a sanctuary

January 27, 2022 · 5:00 AM ET
Heard on Morning Edition

 NELL GREENFIELDBOYCE



Two chimpanzees roam the grounds of Chimp Haven in Louisiana. Many former research chimpanzees have been sent to retire at the sanctuary.
Images provided by Chimp Haven

For two chimpanzees named Huey and Pancake, both in their mid-30s, this week has been unexpectedly dramatic.

Huey, a male, and Pancake, a female, have been devoted to each other for over two decades. Together, they got loaded onto a truck at a research facility in Texas, where they've lived since they were young. They traveled for hours to a place in Louisiana where the hoots of hundreds of chimpanzees echo over pine trees.

The two chimps are now hanging out in a building that serves as the welcome center for Chimp Haven, the largest chimpanzee sanctuary in the world and the official retirement home for research chimps owned or supported by the federal government.

A co-founder of Chimp Haven, [Amy Fultz](#), actually knew Huey and Pancake back in the 1990s, when she was working at that Texas research facility and dreaming of someday creating a sanctuary for retired research chimps.

4-Minute Listen + PLAYLIST   



Chimpanzees lounge on a structure at Chimp Haven. The sanctuary is home to hundreds of the primates.

Images provided by Chimp Haven



A chimpanzee climbs a tree at Chimp Haven in Louisiana.

Images provided by Chimp Haven



CASE STUDY

Emergency Rescue Effort for 42 Chimpanzees Stranded at Closed Refuge

The Wildlife Waystation, located outside of Los Angeles, unexpectedly closed in 2019 due to financial difficulties. At the time of closure, more than 40 chimpanzees, most of them formerly used in medical research, were living there, along with more than 430 other wild and domestic animals. The California Department of Fish and Wildlife took over operations and successfully rehomed most of the animals, except the chimpanzees. There are only a handful of accredited zoos and sanctuaries able to care for chimpanzees, and nearly all are at capacity. The North American Primate Sanctuary Alliance (NAPSA) was brought in to help locate new homes and lead an emergency fundraising campaign to support construction at sanctuaries willing to take the chimps and needed to build additional housing. The campaign is estimated to require \$4.8 million in donations. PCI was engaged to help NAPSA brand, market and communicate its emergency fundraiser called Chimpanzees in Need to gain national attention to the situation that results in donations to save these chimps. This is an ongoing campaign, with the remaining chimps slated to move to sanctuary by the end of 2022.

KEY TACTICS
Engage chimpanzee and animal wellbeing influencers; Roll out marketing campaign for premiere of a resulting documentary-short
Develop a website landing page, case for support and media kit
Support newsletter materials, social media content, and secure national and regional earned news media stories
Develop and activate a digital marketing advertising campaign on Google and Facebook

RESULTS AND OUTCOMES	
Influencers	Secured Jane Goodall endorsement and video; Supported Director Shaun Monson who filmed, produced, edited and donated to the campaign a documentary short with Joaquin Phoenix and Rooney Mara to increase public awareness and donations
Earned Media	Secured major National Geographic feature, two NPR stories, People Magazine, LA Times and many regional features in California and local and regional markets of receiving sanctuaries
Donations	More than \$3.9 Million secured, and 30 chimpanzees rescued as of Aug. 2022

Chimpanzees in Need Sample Work:

Media Placements

People

8 Rescue Chimps Take 2,600-Mile Trip to Reach the Safety of Their New Florida Sanctuary Home

The Chimpanzees in Need campaign, supported by Dr. Jane Goodall, is working to find homes for all of the chimpanzees residing at the now-closed Wildlife Waystation in Los Angeles

By **Kalli Bender** | November 30, 2021 05:26 PM



CREDIT: CHIMPANZEES IN NEED/CENTER FOR GREAT APES

After spending years in limbo, eight rescue chimps have a forever home.

According to a release from the North American Primate Sanctuary Alliance's (NAPSA), Chimpanzees in Need campaign, before moving into Florida's Center for Great Apes, the primates resided at a wildlife refuge in California called Wildlife Waystation. Unfortunately, the refuge closed unexpectedly over two years ago due to financial difficulties.

The eight chimps stayed at the shutdown refuge until, with help from **Dr. Jane Goodall**, Chimpanzees in Need's fundraising effort received enough donations to cover the eight primates' 2,600-mile trip to the Center for Great Apes.

NATIONAL GEOGRAPHIC

'RETIRED' CHIMPS CAN'T FIND A HOME

Friday, June 17, 2022

In today's newsletter, we investigate what happens to these 'retired' chimps, what's behind the Yellowstone floods, find a legendary treasure ship, see rare wildcats around the world ... and discover one father's fishing lessons.



PHOTOGRAPHS BY ANNIE MARIE RUSSELLMAN

Most of these chimps "worked" in U.S. research labs. In 2015, rising opposition forced U.S. labs to stop invasive research on chimps. What has happened to these "retired" chimps since?

Jane Goodall Emergency Rescue Digital Advertising



Finding new homes for Chimpanzees in Need

"On their behalf, I thank everyone involved in working to save them."
— Dr. Jane Goodall

Their lives have been tragic; let's change that. Donate today!

All donations will be accepted and administered by 7th Generation Advisors.

Photo Credit: Stuart Clarke



"On their behalf, I thank everyone involved in working to save them."
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Chimpanzees in Need Sample Work:



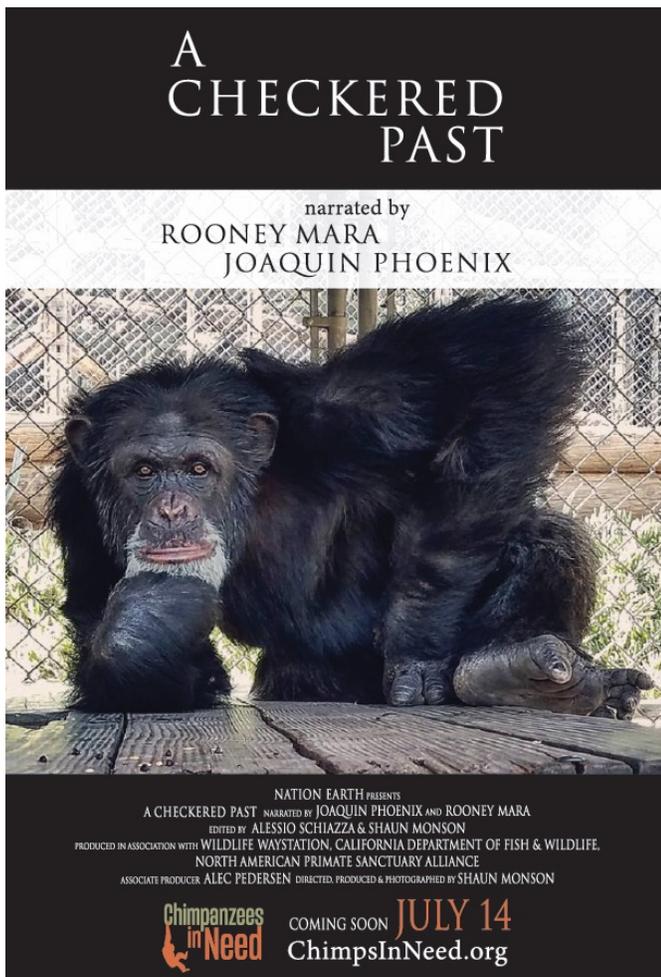
Organization Mission and Purpose

PCI helped promote the Chimpanzees in Need 7-minute documentary that shows how chimpanzees came to live at the Wildlife Waystation and the urgency to rescue them.

Poster design and social media campaign was created to promote the movie.

145 people watched the movie live on Facebook when it was released, and it has been viewed more than 3,650 times.

Updated August 2022





CASE STUDY

Why Mollusks Matter: Reshaping the Story of Seashells

In 2019, after being closed for eight months to undergo a \$6 million capital campaign to renovate and add permanent live animal exhibits featuring dozens of mollusks species, the Bailey-Matthews National Shell Museum in Sanibel, Florida, turned to PCI to reshape its storytelling.

The Museum, the only one in the U.S. focused on mollusks and the shells they create, needed to emphasize the importance of conserving and protecting these key species, while driving increased visitation to see the new hands-on experience. More than 80 percent of the Museum’s guests are tourists, rather than residents of Sanibel. And most guests, called by the siren song of the beaches, don’t visit the Museum until their second or third visit to the island. PCI focused on showing those tourists that the Museum is a riveting “must-do,” not a second choice saved for stormy days. PCI developed a strategic marketing and communications plan that included a new message framework, creative design, supported the new exhibit naming, a social media playbook and digital advertising strategy. Unfortunately, the COVID-19 pandemic impacted the museum’s reopening. Two weeks after a grand reopening, they shut down due to the pandemic. PCI helped shift tactics to reach new audiences digitally and launch a safe re-opening campaign amid the pandemic.

KEY TACTICS

PCI analyzed visitor demographics to create personas for each key target audience and developed a strategic marketing plan to reach them, as well as a refined message framework to persuasively engage them

Designed marketing collateral to promote the new experience

Activated social media content and strategy to increase engagement and spark increased visitation

Engaged news media in the regional market to cover the opening of the new experience

RESULTS AND OUTCOMES

Social Media

Facebook 11% increase in Facebook followers with 54% average post reach

Instagram 15% growth in followers, and 40% increase in engagement

Earned Media

Placements 23 positive media placements regionally promoting the Aquarium’s reopening in 2020

Reach Estimated reach of 1,355,479

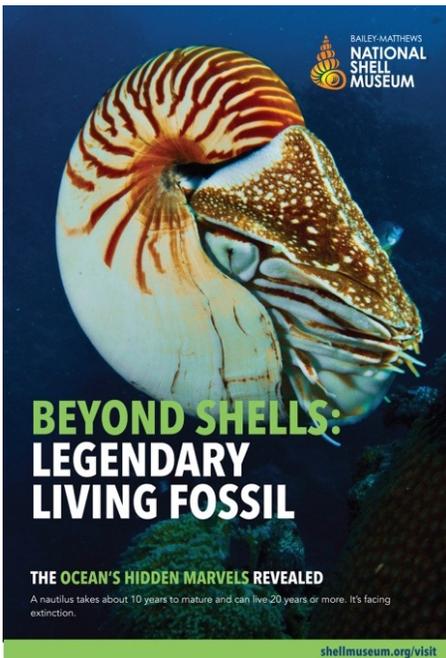
Ad Equivalency Estimated exposure ad equivalency of \$17,895.74



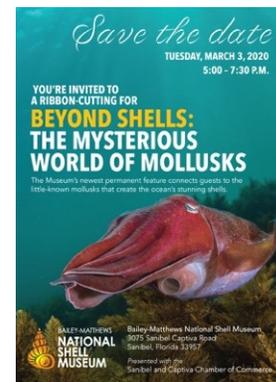
Bailey-Matthews National Shell Museum Sample Work:

Multi-Platform Marketing Campaign

Poster Campaign



Naming, Branding & Collateral



Bailey-Matthews National Shell Museum Sample Work:

Earned Media

Media Placements



Naples Daily News | MONDAY, JUNE 26, 2020 | 10 USA TODAY LIFE

NEAPOLITAN + LIFESTYLE & CLASSIFIED



Original Broadway cast members David Dingo (left), Christopher Crossman, Anthony Bonito and Lin-Manuel Miranda star in the filmed version of "Hamilton" coming to Disney Plus this summer. [usatoday.com](#)

Conservation mission drives shell museum's new live exhibits

March 11, 2020
BY CHELLE KOSTER WALTON
Florida Weekly Correspondent



A giant Pacific octopus occupies its own aquarium. NICK ADAMS / COURTESY PHOTO

In the staff's vocabulary at the Bailey-Matthews National Shell Museum, they are called "living exhibits, because the word 'aquarium' makes people think of something entirely different," executive director Dorrie Hipschman told a group gathered late last month for a sneak preview of the Sanibel Island museum's final expansion-renovation phase.

TOP ATTRACTIONS for social distancing from Marco to Sanibel

Shirley Howard Hamilton
Naples Daily News

There's just one thing. Overnight stay plans for the "Hamlet" fans are on hold. Social distancing is a reality. A number of local attractions have been closed for social distancing reasons. And many others are still closed for social distancing reasons. They are not open for social distancing.



Marco residents, Katy Almeida, and her parents Flavio Almeida and Jazmyne Almeida, spend time at the Marco Island Historical Museum on June 17. [naplesdailynews.com](#) sees the culture scene. [naples.com](#)



The octopus at Bailey-Matthews Shell Museum.



A scene from "The Sandlot," part of the "Film for Film Lovers Series" in Sanibel.

Bailey-Matthews National Shell Museum Sample Work:

Digital Marketing

Print Advertising



Social Posts



Digital Advertising



Digital Advertising: COVID Response





CASE STUDY

Conservation Storytelling: Making Science Approachable and Engaging

San Diego Zoo Wildlife Alliance (SDZWA) has an extensive team of scientists working in conservation hubs around the world and is publishing new scientific findings in peer-review journals regularly, yet the Alliance's internal media team has had limited success effectively communicating scientific work to the public or earning traditional media coverage. SDZWA engaged PCI in September 2021 to help them refine how they communicate science and amplify the organization's earned media presence for conservation science storytelling.

Our team interviewed SDZWA's scientists, conducted research and discovery, reviewed new scientific papers pending publication in journals and developed a comprehensive conservation storytelling plan for SDZWA, identifying the stories with the greatest potential for media interest and the reporters most likely to cover them.

Within the first few months of engagement, our team was able to turn complex scientific publications, into engaging media content, spanning the topics of conservation genetics and parthenogenesis documented in California condors and the threats posed by DDT contamination off the coast, to innovative approaches to save burrowing owls being displaced from their homes because of urban development in Southern California, to the complex issues of traditional medicine in Vietnam and community engagement to reduce the use of bear bile, and the challenges of recovering an endangered frog species.

We coordinated dozens of interviews, performed fact-checking and provided visual assets to support the stories. Our efforts resulted in hundreds of media placements, including high-value media targets such as The New York Times, The Atlantic, Associated Press, The Economist, National Geographic, NPR, BBC, CNN, NBC, ABC, CBS, WIRED, Slate, Al Jazeera and dozens of other media outlets nationally and internationally.

The stories also received considerable amplification across social media channels, resulting in billions of impressions and more than \$1 million in publicity value.

RESULTS	
Placements	>700
Audience reach	1 billion
Publicity value	>\$1 million



San Diego Zoo Wildlife Alliance Sample Work:

Media Placements

BBC

NEWS

California condors: Virgin births discovered in critically endangered birds

© 29 October 2021



GETTY IMAGES

The study's co-author said it is "truly an amazing discovery"

US wildlife researchers have discovered that two California condors, a critically endangered bird, gave birth without any male genetic DNA.

The discovery that condors are capable of virgin births - formally called parthenogenesis or asexual reproduction - surprised scientists.

Virgin births have been recorded in other bird species, as well as lizards, snakes, sharks, rays and other fish.

Only about 500 California condors remain in the US south-west and Mexico.

In the 1980s, fewer than two dozen birds remained in the wild, but conservation efforts have boosted their numbers in recent years.

The peer-reviewed findings from San Diego Zoo Wildlife Alliance were published this week in the *American Genetic Association's Journal of Heredity*.

The researchers describe how routine genetic screenings of captive birds led to the discovery that two male chicks hatched in 2001 and 2009 were related to their mothers and had not inherited DNA from any father bird.

The New York Times



TRILOBITES

Two Simple Tricks That Help Owls Stay in Their New Homes

A study shows that there is a way to successfully transplant burrowing owls to new habitats when developers build over their homes.

Los Angeles Times

CLIMATE & ENVIRONMENT

Scientists find new and mysterious DDT chemicals accumulating in California condors



With a 9 1/2-foot wingspan, the California condor is a sight to behold in the wild. (San Diego Zoo Wildlife Alliance)

BY ROSANNA XIA | STAFF WRITER
MAY 12, 2022 5 AM PT

When Christopher Tubbs joined an ambitious multinational effort to save California condors from the brink of extinction, he knew the odds of success were long.

There were wind turbines that could strike the giant birds and lead bullet fragments in hunted animals that could sicken and kill.

But Tubbs, who studies hormone-disrupting chemicals, suspected there was yet another threat to condor survival — a particularly problematic pesticide dumped decades ago off California's coast.

Now, after years of study, Tubbs and a team of environmental health scientists have identified more than 40 DDT-related compounds — along with a number of unknown chemicals — that have been circulating through the marine ecosystem and accumulating in this iconic bird at the very top of the food chain.

In a sophisticated chemical analysis published Tuesday in *Environmental Science & Technology*, the team found that DDT-related chemicals were seven times more abundant in coastal condors than condors that fed farther inland. Looking at the birds' coastal food sources, researchers found that dolphin and sea lion carcasses that washed ashore in Southern California were also seven times more contaminated with DDT than the marine mammals they analyzed along the Gulf of California in Mexico.

One mysterious chemical that is likely connected to the DDT dumping in California was 56 times more abundant in coastal condors and 148 times more abundant in California dolphins.



California condors, a critically endangered species, live at the top of the food chain in the coastal ecosystem. (Sam Behr / San Diego Zoo Wildlife Alliance)

"This DDT story, and contaminants interfering with reproduction, is what we call a sublethal exposure," said Tubbs, a reproductive sciences expert at the San Diego Zoo Wildlife Alliance. "They don't kill a bird outright, but... they could interfere with estrogen receptors or any other endocrine pathway."

This latest study builds on much-needed research into DDT's toxic — and insidious — legacy in California. Public calls for action have intensified since The Times reported that the nation's largest manufacturer of this pesticide once dumped its waste into the deep ocean. As many as half a million barrels could still be underwater today, according to old records and a UC Santa Barbara study that provided the first real glimpse of this pollution bubbling 3,000 feet under the sea near Catalina Island.

The Economist

Science & technology

The Economist June 03 2023

Conserving amphibians

Froggie went a sportin'

How to toughen up zoo-bred animals for release into the Big Bad World

CAPTIVITY IS A cushy number compared with the rigours of the wild. No predators. Little risk of disease. And a guaranteed food supply that you don't have to work for. But that makes you soft. And if the purpose of your captivity is eventual reintroduction into a natural habitat, because you are a member of a rare species that human beings would rather did not become extinct, then having to make your own way in the world when that moment arrives can come as a rude awakening.

This is a problem faced by the mountain yellow-legged frogs which are part of a captive-breeding programme run by San Diego Zoo that is intended to boost that species' numbers in the mountain streams of California. But, as she reports in the *Journal of Applied Ecology*, Talisin Hammond, of the San Diego Zoo Wildlife Alliance, the arm of the zoo in charge of the programme, has a plan to do something about it. She is limbering up her charges prior to their release by putting them on the aqueous equivalent of a treadmill.

Ecologists have long understood that animals raised in captivity can be confused and disoriented when liberated. Breeding programmes therefore go out of their way to provide artificial habitats that are as naturalistic as possible. Amphibian vivaria intended for this purpose are thus supplied with plants, branches, soil and water similar to those found in the wild. Yet Dr Hammond and her colleagues suspected they



Hiding in plain sight

might need something more: a Jacuzzi.

In the wild, yellow-legged frogs live in streams that, in the summer at least, have powerful currents. So presumably they have to develop the strength to swim against these. She therefore set about introducing such currents in captivity. She took 146 one-year-old (ie, juvenile) captive-bred frogs and 10 two-year-olds (ie, sub-adults), divided each group in two, and put half into enclosures equipped with a Jacuzzi jet that acted as a sort of aquatic treadmill while the others, which served as controls, had a conventional filtration pump.

Five weeks later, she and her colleagues measured the amphibians and gave them a 30-second swimming test, which they filmed. The resulting videos recorded how far each frog travelled per stroke of its limbs, and also the total distance it moved in the half minute available. Shortly thereafter, the researchers tagged all of the animals that they had tested, released them into the wild and monitored them for four subsequent months.

The results were striking. Though the two-year-olds gained no noticeable benefit from an aquatic treadmill in their enclosure, the one-year-olds definitely did. After just five weeks in the Jacuzzi-jet enclosures, their legs were proportionally longer, compared with the sizes of their bodies, than the limbs of one-year-olds raised in the control enclosures. The one-year-olds from the Jacuzzi-jet enclosures also became better swimmers, travelling more per stroke in the test, relative to their overall body size, than the control frogs.

Crucially, one-year-olds that had had access to the aquatic treadmill also survived better in the wild. Monthly attrition rates were 65% for the control juveniles but only 49% for the Jacuzzi-jet juveniles. Though the two-year-olds had a better overall prognosis after release than the one-year-olds, which was expected, because they were bigger, and so better able to look after themselves, there was no significant difference between the attrition rates of the Jacuzzi-jet animals (38% per month) and the controls (40%).

These findings lead Dr Hammond and her colleagues to suggest that there is a critical developmental window, closed by the time an animal is two years old, when frogs' anatomies can change in response to their circumstances, and that this knowledge can be used to toughen them up for release at an appropriate moment.

Strictly speaking, the researchers would, to prove the point, need to repeat the experiment, having first allowed both sets of one-year-olds to mature into sub-adults, to see if the survival difference persisted. But, on the face of things, it looks as if a regular workout in a Jacuzzi does indeed improve a yellow-legged frog's prospects of making it in the real world. ■

NATIONAL GEOGRAPHIC



As bear farms close in Vietnam, many consumers of bear bile for traditional medicine say they're "apathetic" about the product's continued availability, according to a new study. PHOTOGRAPH BY MARK LEONG, NAT GEO IMAGE COLLECTION

ANIMALS | WILDLIFE WATCH

As times and tastes change, Vietnam's bear bile industry is fading away

For what was once considered an essential medicine, farmers spent decades extracting bile from captive bears. Now, farms are closing down—and consumers have mostly moved on.

BY RACHEL FOBAR

PUBLISHED NOVEMBER 13, 2021 • 8 MIN READ

As bear bile farms close throughout Vietnam, consumers say they're "apathetic" about continued use of the substance in traditional medicine, according to a new study published in *Conservation and Society*.

In Vietnam, bile traditionally was obtained from the gallbladders of wild bears. The practice of farming Asiatic black bears and sun bears—both considered vulnerable to extinction—started in the 1990s to meet a growing demand for bile. Used to treat ailments including colds and



CASE STUDY

International Giraffe Rescue Awareness

Save Giraffes Now, a Texas-based nonprofit, is committed to saving giraffe from extinction by supporting action-oriented work with immediate impact for the rapidly declining populars across Africa.

In a remarkable ongoing rescue, SGN joined forces with Kenya Wildlife Service (KWS) and an African non-government organization to float a group of Rothschild’s giraffe to safety from their flooded Kenyan rangeland.

This story deserved to be told, and told well – both to highlight the dedication and creativity needed for successful conservation today, and to inspire people to financially support this important work.

First, two giraffes were floated to the Ruko Community Wildlife Conservancy in a smooth and successful operation. A month later, they were joined by the rest of the herd. All are now on the mainland, away from the floodwaters, and doing well.

KEY TACTICS

Highlight the dedication and creativity needed for successful conservation today, and to inspire people to financially support this important work

Due to the remoteness of the area and COVID-19 restrictions, media were unable to attend the rescues. Develop a vivid news release to set the scene, updating the release in real time as the moves occurred. A professional photographer/videographer also were hired to provide stunning visuals.

Develop extensive list of national and international media to share the news

RESULTS AND OUTCOMES

Secured international coverage – from CNN and the BBC to PEOPLE.com and *The Independent*

Since Dec. 1, 2020, more than 300 articles have been published, with a potential audience of more than 1 billion and a likely reach to at least 1.6 million of them, primarily in the United States, Germany, the United Kingdom and Italy. The estimated publicity value is \$800,000

Save Giraffes Now Sample Work:

Media Placements



People

Rescuers Working to Save 8 Giraffes Stranded on Flooded Island By Floating them to Safety

So far, two of the eight stranded giraffes have made the 4-mile barge trek from the flooded island to their new sanctuary home on the mainland

By **Kelli Bender** | December 03, 2020 04:17 PM



CREDIT: AMI VITALE/SAVE GIRAFFES NOW

It's two down six to go for the Kenya Wildlife Service (KWS), Save Giraffes Now, and the Northern Rangelands Trust (NRT).

The three conservation groups — a Kenyan state wildlife organization, a U.S.

INDEPENDENT

News > World > Africa

Rescue barge saves two giraffes from flooded island - but six are still stranded there

Two of eight giraffes have been rescued with the remaining animals due to be moved from flooded island in coming months.

Joe Middleton | Saturday 05 December 2020 19:02 | comments



An endangered Rothschild's giraffe, blindfolded to keep it calm, is floated on a custom-built rectangular barge from Longicharo island to the eastern shores of Lake Baringo, Kenya (AP)

Conservationists have started a daring rescue of eight giraffes trapped on a flooded island in Kenya.

Footage released by charity Save Giraffes Now showed a female giraffe named Asiwa being loaded onto a steel barge and transported four miles down river to a nature reserve.

The NGO said that two of eight giraffes stuck on the island had now been rescued



CASE STUDY

Seal-Approved Meals: Earth Day Eats Campaign

PCI partnered with The Marine Mammal Center on several communications initiatives, including brand perception research, strategic communications planning and message framework development, social media and SMS strategy development and media relations support.

One of the key goals of the Center is to increase its share of voice and grow its brand perception as being more than just a local rescue and rehabilitation hospital for seals and sea lions. Its goal is to be recognized as a conservation leader that works globally to advance ocean health.

Our client recognizes the importance of sustainable fishing and farming for ocean health and wanted to increase its share of voice in the sustainable seafood space. For Earth Day 2020, we developed a mini-campaign that ran from April 15-22 to draw attention to the topic, and reframe what people might think about the Center and can come to expect from their social feeds.

Working in partnership with Bravo's Top Chef finalist Eric Adjepong, PCI developed and activated a week-long sustainable seafood campaign.

KEY TACTICS

Logo development and brand creative

Developed message points, fact sheets, sustainable choice tip sheets for select species, and worked with Chef Adjepong to develop recipes and film cooking videos for each seafood selection

Edited videos, drafted social media content, coordinated Facebook Live sessions, which included a star-studded lineup of other Top Chefs, and developed corporate and NGO partner toolkits so that a variety of the Center's partners could engage with the campaign on their own channels. The campaign also incorporated a text-to-give SMS component.

RESULTS AND OUTCOMES

8,615 audience engagements across Facebook, Instagram, Twitter and YouTube

Average engagement rates (total interactions – likes, comments, retweets/shares, clicks or views per post per follower) above nonprofit benchmarks:

Facebook	.16% (compared to the nonprofit industry average of .12%)
Instagram	5.18% (compared to the nonprofit industry average of 1.75%)
Twitter	.16% (compared to the nonprofit industry average of 0.063%)
YouTube	.30% (industry average for nonprofits not available)

More than 2,800-page views on campaign landing page with 977 total clicks on the page

Donations generated via SMS: More than \$2,000 from new donors to the organization



The Marine Mammal Center Sample Work:

Influencers Featured Campaign



GOOD FOR THE OCEAN.
GOOD FOR YOU.



Top Chefs talk sustainability LIVE Saturday, April 18

#EarthDayEATS
Featuring Top Chef Eric Adjepong




“I can’t begin to tell you all how thankful I am for the great work PCI did for Earth Day Eats. It was truly a heroic effort in a short amount of time! We made progress and impact...we achieved more than originally planned.”

— John Warner, Chief Marketing and Development Officer, The Marine Mammal Center





CASE STUDY

Environmental Storytelling with the Nature Conservancy in Illinois

The Nature Conservancy in Illinois (TNC) engages PCI to elevate its thought leadership through strategic story cultivation, traditional media relations and visual storytelling on climate change, environmental issues, land and wildlife conservation.

When COVID-19 began to dominate media attention in March 2020, TNC sought ways to find its voice, and how to continue to tell a climate crisis story without appearing tone-deaf to the global pandemic. PCI helped TNC identify areas of greatest opportunity, how to craft a solution-based narrative, and provided strategy for the best timing and outlets to share their perspective. Our team deftly crafted and secured placements for OpEds and newsworthy conservation efforts across Illinois. Our work with TNC covers writing media materials, crafting pitches and securing placements for a range of environmental topics from storm water management, to green infrastructure, wind energy, conservation easements, prairie restoration and much more.

KEY TACTICS

Wrote and placed Op-Eds related to green infrastructure and climate change

Developed marketing campaign, creative assets and earned traditional media coverage for prairie and wetland restoration and wildlife recovery efforts

Publicly launched TNC’s massive Illinois Climate Assessment report, a major scientific initiative involving more than a dozen authors and partners. Our team worked collaboratively with key partners, developing a media toolkit, talking points, and facilitating a virtual press conference that earned top tier, front-page media coverage

Partnered with TNC and Chicago Park District Natural Areas to develop and activate a marketing campaign to celebrate the 20-year anniversary of natural areas, with a goal of increasing public awareness, appreciation and visitation to the natural areas

Designed the 20-year anniversary logo, marketing collateral, developed a social media kit for community partners and activated digital advertising and media relations



The Nature Conservancy in Illinois Sample Work:

Media Placements

CRAIN'S CHICAGO BUSINESS

A new tool to fight flooding

In this week's letters: Applauding MWRD for a new tool to fight flooding, taking Pritzker to task over reopening plans, and praise for real estate attorneys.



FOX 32 CHICAGO PREHISTORIC FISH REINTRODUCED IN ILLINOIS

9:39 70° - CLOUDY 82 FOX 32 WESTERN SUBURBS : 10AM - SUNNY 79: 2PM WEATHER UATV.COM

Endangered Blanding's turtles released into wild by Nature Conservancy

Friday, June 19, 2020



THE NATURE CONSERVANCY

EMBED <> MORE VIDEOS >

More than 70 endangered turtles were released into the wild Friday by the Nature Conservancy.

CHICAGO (WLS) -- More than 70 endangered turtles were released into the wild Friday by the Nature Conservancy.

Daily Herald

Coronavirus Measures Benefit the Planet

Michelle Carr, State Director, Illinois, The Nature Conservancy

Individuals and communities across the globe are taking drastic measures to protect themselves and slow the spread of coronavirus. Sheltering at home, significantly reducing air travel, removing cars from the road, and working remotely on a global scale are not only helping contain the spread of the virus, but also healing the planet by significantly reducing carbon emissions that contribute to climate change.

The threat of coronavirus is immediate and deadly and, as we have seen, climate change has also caused loss of life, homes, businesses and much more. Some scientific models predict climate change-related deaths of up to 250,000 per year globally within the next couple of decades if climate change continues on its current trajectory.



Farmers in Dogtooth Bend area affected by repeated flooding can soon apply for assistance



DOGTOOTH BEND COUNTY FLOODING (Source: Mike Muzumski/KFVS) (KFVS)

By Amber Smith

Updated: Jun. 26, 2020 at 4:35 PM CDT

TAMMEL, Ill. (KFVS) - Farmers and landowners in Dogtooth Bend who have repeatedly been affected by flooding will soon be eligible to apply for financial assistance.

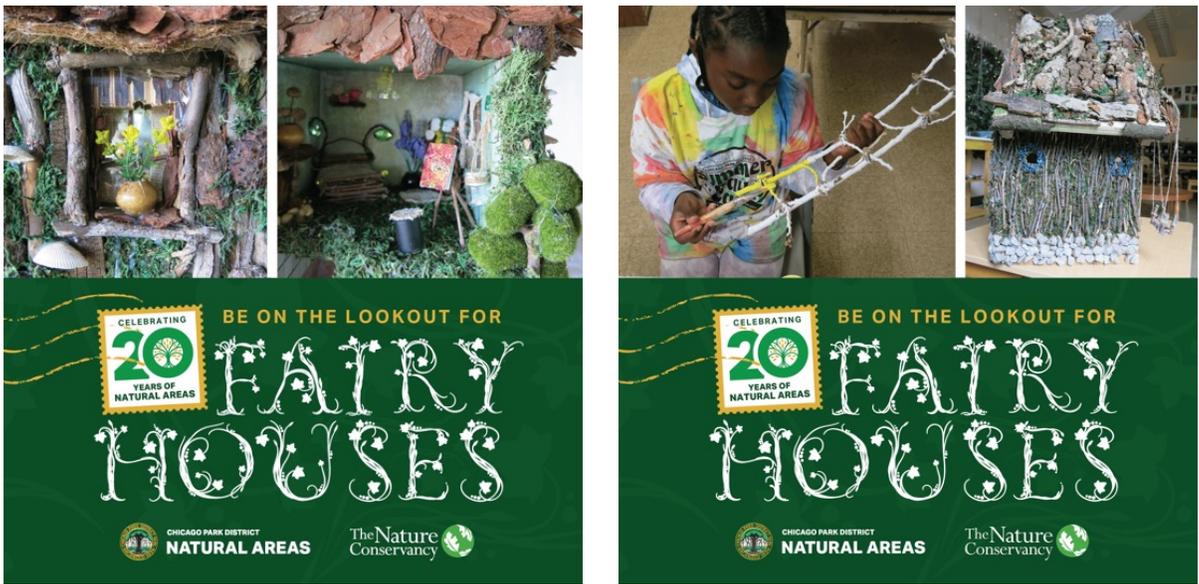
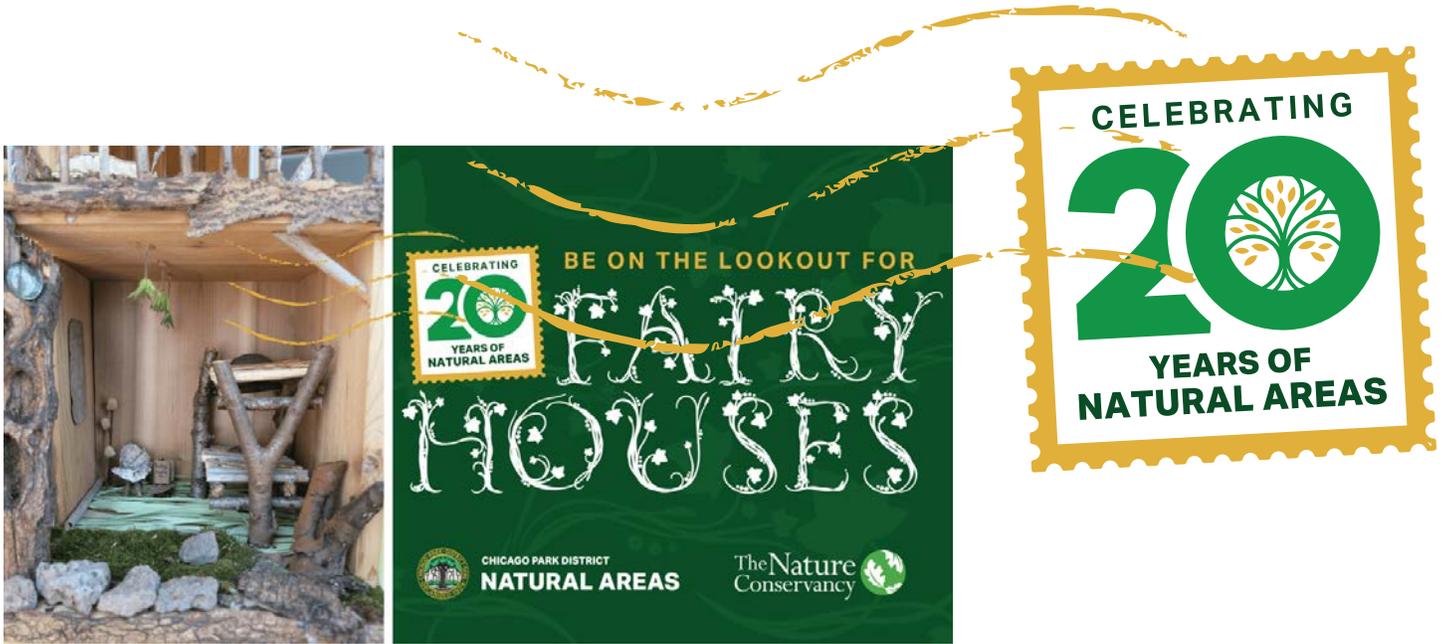
Through a federal farm bill program offered by the United States Department of Agriculture's Natural Resources Conservation Service, a new public-private partnership will enable landowners to voluntarily enroll in wetland reserve easements while also keeping their lands.

NRCS's Wetland Reserve Enhancement Program allocated \$14.36 million to enroll easement acres into its wetland easements, supporting landowners and farmers who want to phase out of crop production after repeated flooding.

The Nature Conservancy, a profit non-profit partner, contributed \$583,000 to enable this program. A portion of the TNC contribution will create a new, full-time job through the Pulaaki-Alexander Soil and Water Conservation District as it hires a staff person to help with the enrollment process.

The Nature Conservancy in Illinois Sample Work:

20-Year Anniversary Campaign





**Western Reserve
Land Conservancy**

land • people • community

CASE STUDY

Strategy for a Record-Breaking Capital Campaign

The Western Reserve Land Conservancy is the largest land protection organization in Ohio. It works to address the root causes of land loss through a holistic approach, preventing development of vital natural areas, permanently protecting family farms, and making cities healthier places to live. In 2017, the Land Conservancy's Board of Trustees recognized the need to take an integrated approach to communications in support of its ambitious \$35 million campaign and engaged PCI to provide communications counsel and design a compelling case statement.

KEY TACTICS

Developed a communications plan and messaging framework to make the organization's impact clear to prospective donors

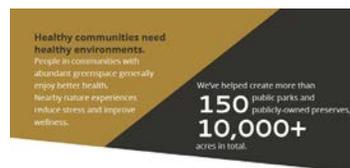
Led discussion with organization leadership and some 30 stakeholders to refresh the theme and honor the board's original vision, while providing a compelling throughline

Developed all-new copy focused on inspiring action by linking the campaign's three pillars: "Conserve" to their heritage, "Connect" to the present and "Sustain" to the future

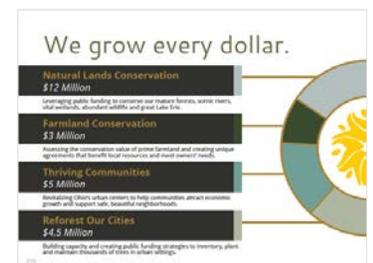
Developed a 26-page printed following-along piece, used when soliciting high net-worth donors. All design and illustration was done in-house at PCI to ensure coherent, integrated messaging

RESULTS AND OUTCOMES

The final Case for Support helped secure **more seven-figure gifts than had been given at any time in the organization's history.**



Cleveland's tree canopy cover is in decline. Western Reserve Land Conservancy continues to play a leading role in urban reforestation efforts, with **12,000+ trees** planted and distributed to date.





CASE STUDY

Deepen Understanding of Conservation Efforts

Atlanta’s Georgia Aquarium partnered with PCI to elevate national awareness of its conservation efforts supporting South African penguins, whale sharks and bottlenose dolphins. From successfully positioning the aquarium as a leader in conservation science to designing creative infographics and ghostwriting bylined articles for a marine biologist, PCI helped the aquarium increase its recognition as a significant investor in the crucial conservation work that deepens our understanding of the relationship between people and the protection of marine wildlife.

Strategic media relations efforts were coupled with enhanced social media and owned media strategies to amplify new, sharply focused conservation storytelling. Our team crafts timely media pitches and press releases, pitches to highly targeted reporters and outlets, and relentlessly secures interviews and placements.

KEY TACTICS

Elevate national awareness of its conservation efforts supporting South African penguins, whale sharks and bottlenose dolphins

Position the aquarium as a leader in conservation science

Timely media pitches and press releases, pitches to highly targeted reporters and outlets, and relentlessly secures interviews and placements

Social media strategies to elevate conservation storytelling across the Aquarium’s owned channels

Facilitated working sessions with staff and executives to integrate conservation stories into all communications

Communications strategy to support expansion plans for a new gallery featuring sharks – one of the most misunderstood species in the ocean — help guests develop “deeper appreciation for the important role sharks serve in the oceans and inspire them to join conservation efforts to protect our oceans.”

The Georgia Aquarium Sample Work:



“ We have been fortunate enough to work with PCI on countless projects. We have a vast amount of content that can easily become overwhelming or oversaturated in today’s world.

But PCI has been able to tell so many of our stories with the proper insight, tone and to the right audiences.

PCI has generated national media interest on several topics we have struggled to gain media amplification from in the past.”

— Paige Hale, Senior Manager of Communications, Georgia Aquarium

RESULTS AND OUTCOMES

Our team has secured major positive feature placements in the New York Times, Newsweek, The Atlantic, Scientific American, Reuters, CNN and many more. Our client credits this enhanced conservation-focused storytelling to increasing the Aquarium’s visibility and attractiveness to new partners and sponsors, resulting in even more national media opportunities.



A whale shark breathes a star test in the Philippines. Researchers are monitoring human encounters with the endangered animal in a photo-identification library. [Source: ScienceDirect/Reuters via Getty Images](#)

By Anne Mearns

They're the largest fish in the sea, lumbering quietly in open ocean waters where little has been known about them.

The big-eyed whale sharks — docile creatures with a gaping mouth — have recently become endangered, as researchers have been realizing tourists to help track and identify them.

A study published Wednesday in the journal *BioScience* catalogs human encounters with the whale shark in the last quarter-century. Scientists and tourists have recorded 30,000 encounters with 6,000 individual sharks in 54 countries around the world.

The research "has really advanced what we know about how whale sharks work and how they divide up the ocean," said Alister Dove, a co-author of the paper and vice president of research and conservation at the Georgia Aquarium in Atlanta, which has four whale sharks.

Researchers used a photo-identification library called *WhaleShark* for Whale Sharks to catalog 20 fish spots around the world, including part of the coast of Ningde in Hainan, Australia's Cairns, Mexico's Mucubajque, the Philippines and the Maldives, a group of atolls south of India.

The study is a collaboration of three dozen of the world's top whale shark experts and thousands of citizen scientists — mostly snorkeling enthusiasts who snap photographs and video as they swim alongside the behemoths.

"The fact that we can all be citizen scientists is a really important and special thing," said Dr. Bradley, who was not involved in the paper, but gets regular e-mailed updates when whale sharks she's submitted to the database get spotted again. "We need more snorkelers for the environment."

The animals that have been spotted are mostly juvenile males, measuring about 12 to 21 feet, although a site in the Galapagos recorded mostly females. It's not clear where the adults live, though it is presumed that they are in the open ocean, said Dr. Brad Norman, the paper's first author.

Whale sharks are covered with spots and can be individually identified by the pattern of spots on their sides, just behind the gills, above the pectoral fins, said Dr. Norman, also founder and principal research scientist with EcoViva, a nonprofit based in Western Australia.



TECH & SCIENCE

NASA Star-Tracking Technology Will Help Save Whale Sharks Because Their Skin Looks Like the Night Sky

BY ANA RANEY ON 12/15/17 AT 11:08 AM EST

SCOTT TRANKLE/GETTY IMAGES

Despite its size, the whale shark is a gentle giant that feeds on plankton.

We are all made of star stuff but some creatures show their celestial origins more clearly than others. The spots on the backs of whale sharks resemble star constellations so much that now ocean researchers are enlisting the help of NASA technology to keep better record of this vulnerable species and perhaps save them from the threat of extinction.

A new study published online in *BioScience*, appropriately named the Undersea Constellations study, aims to use a NASA algorithm originally designed to help identify star patterns to better analyze the speckled backs of whale sharks, *SBS News* reported. The project will use more than 30,000 photos of the gentle ocean giant, mostly taken by tourists, to help identify and track individual sharks. The NASA program takes a scan of the shark's spots and then pairs it up with other other matching images in its archives.

Related: Prehistoric, dinosaur-era shark with insane teeth found swimming off coast of Portugal

"That pattern is like a fingerprint, it's unique to each individual, so we're actually tagging the whale sharks without touching them," said lead study author Bradley Norman, a marine conservation biologist and founder of EOCOAN, a non-profit marine conservation group, *ABC News* reported.

The project has even led to a new terminology to refer to a group of whale sharks: a constellation.

Already, the Undersea Constellations project has helped reveal new information about this mysterious sea animal. For example, scientists have learned that these spots are permanent for each fish—the animals neither gain nor lose them throughout their long lifetimes of up to 100 years. In addition, the project revealed that male whale sharks outnumbered females by a ratio of two to one.



SCIENTIFIC AMERICAN

Observations

Revealing the Mysteries of the Magnificent, Elusive Whale Shark

Imagine trying to collect a blood sample from a fish the size of a school bus, with skin like sandpaper four inches thick

Credit: Zee Works/Wikimedia (CC BY-SA 2.0)

Being in the presence of the largest fish in the world is a wonderful feeling. Your eyes can't help but gaze at its intricate patterns of spots and lines and the way they reflect in a mosaic fashion against the rippling sunshine from the sea surface. There's a soft sway to its massive caudal fin as it serenely propels the animal forward through the endless blue. I imagine it feels similar for the entourage of tuna, remoras and other hangers-on that seem to admire its underbelly and innocently chase a free ride from its slipstream. Yes, a whale shark is a thing of wonder. But more so, it's a thing of mystery.

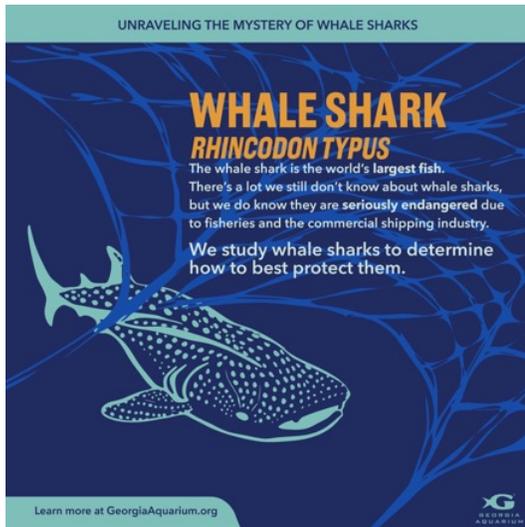
We don't know much about the whale shark, and what we do know was difficult to uncover. I know, because that's my job. As a marine biologist, my focus lies in the diversity and health of aquatic animals and their environment, at study sites from the Yucatan peninsula of Mexico and the Galapagos Islands of Ecuador, to the remote South Atlantic island of St. Helena. On our most recent expedition, to Conderawash Bay, in Indonesia's West Papua area of New Guinea, a team of researchers from Georgia Aquarium, Conservation International, Indonesian partners and I have been opening up a new frontier in this quest for whale shark knowledge.

Gathering useful research data about this elusive and mysterious species is difficult for many of the same reasons that make it so spectacular: size, speed and a habitat that spans two thirds of the globe. Sure, you can observe the grandeur of its external characteristics; a juvenile male whale shark can be up to eight meters in length. We can track their movements across the globe using satellite tags to better understand their migratory patterns, and we can count the number of whale sharks to make estimates about the health of a population's numbers. But simply counting animals as a measure of health is a blunt and imperfect instrument. What we really want is to understand what happens inside the animals.

The Georgia Aquarium Sample Work:

Whale Sharks Infographics

UNRAVELING THE MYSTERY OF WHALE SHARKS



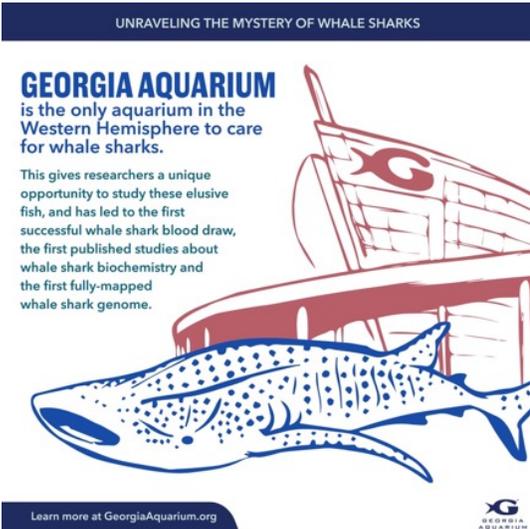
WHALE SHARK RHINCODON TYPUS

The whale shark is the world's largest fish. There's a lot we still don't know about whale sharks, but we do know they are **seriously endangered** due to fisheries and the commercial shipping industry. We study whale sharks to determine how to best protect them.

Learn more at GeorgiaAquarium.org



UNRAVELING THE MYSTERY OF WHALE SHARKS



GEORGIA AQUARIUM

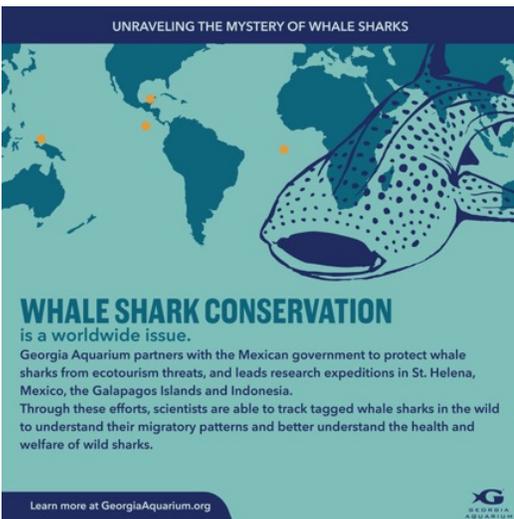
is the only aquarium in the Western Hemisphere to care for whale sharks.

This gives researchers a unique opportunity to study these elusive fish, and has led to the first successful whale shark blood draw, the first published studies about whale shark biochemistry and the first fully-mapped whale shark genome.

Learn more at GeorgiaAquarium.org



UNRAVELING THE MYSTERY OF WHALE SHARKS



WHALE SHARK CONSERVATION

is a worldwide issue. Georgia Aquarium partners with the Mexican government to protect whale sharks from ecotourism threats, and leads research expeditions in St. Helena, Mexico, the Galapagos Islands and Indonesia. Through these efforts, scientists are able to track tagged whale sharks in the wild to understand their migratory patterns and better understand the health and welfare of wild sharks.

Learn more at GeorgiaAquarium.org



Bottlenose Dolphins "One Ocean. One Health." Campaign



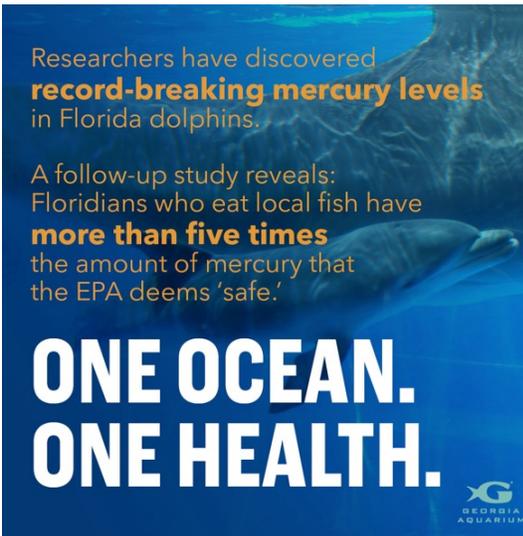
"When we look at more than a decade of research, we see a number of red flags about the health of our oceans and what it could mean for human health."
-Dr. Gregory Bossart
Chief Veterinary Officer and Senior VP at Georgia Aquarium.

ONE OCEAN. ONE HEALTH.




A twelve-year study of Atlantic bottlenose dolphins reveals alarming levels of **antibiotic resistant bacteria**. This research contributed to a recent FDA ban on the antibiotic triclosan from antibacterial soaps.

ONE OCEAN. ONE HEALTH.

Researchers have discovered **record-breaking mercury levels** in Florida dolphins. A follow-up study reveals: Floridians who eat local fish have **more than five times** the amount of mercury that the EPA deems 'safe.'

ONE OCEAN. ONE HEALTH.





An Exelon Company

CASE STUDY

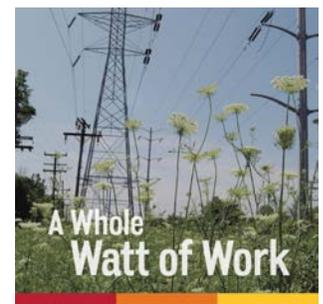
Creating the ComEd Conserves Identity

PCI partnered with ComEd's Environmental Services division on a creative brand identity strategy for ComEd's Prairie/Pollinator Program to increase awareness and engagement. The integrated strategy included developing a program rename, a fresh visual identity and tagline, and strategic storytelling recommendations across owned, shared and earned channels using a variety of techniques to engage audiences.

PCI developed a message framework for ComEd that highlights the value of its prairie restoration protection work and proof points. This framework served as the blueprint to ensure consistent communications and messaging.

PCI examined previous content about ComEd's prairie program successes and commitment and developed updated and fresh story ideas that were turned into engaging content for social media, including downloadable content such as branded coloring pages with fun facts about pollinators and prairie restoration.

Our team also earned several earned media placements highlighting ComEd's conservation commitment.





CRISIS COMMUNICATIONS SUPPORT

CASE STUDY 

Wildlife Park Reputation Safe After Deadly Fire

On Thanksgiving Day 2020, the holiday-shift keepers working at African Safari Wildlife Park in Port Clinton, Ohio, discovered a fire in one of the park’s animal barns shortly after 6:20 p.m., shortly after the property lost power due to high winds. Flames engulfed the barn so quickly that 10 exotic animals inside – including three giraffe – perished. Park owner Holly Hunt learned about crisis communication two weeks earlier during a workshop at the national Zoo and Aquarium Association (ZAA) conference. She called the workshop presenter from Public Communications Inc. (PCI) for help in managing communications and for guiding the park’s post-crisis, reputation recovery plan.

KEY TACTICS

Prepared written statement for Holly Hunt to read on camera for that night’s news coverage
Established a social media strategy and developed content to inform, engage and assure audiences
Developed communication strategies and gathered and shared accurate and timely information for media at the scene on Thanksgiving night
Created and distributed a media alert about the fire and provided contact information for follow up
Developed messages and talking points that continued to evolve as the fire story moved from crisis to post-crisis recovery and reputation management

RESULTS AND OUTCOMES

<i>100% of the media coverage of the fire included the wildlife park’s messaging</i>
Strategic crisis communications strengthened the park’s relationship with its publics
On-line public sentiment regained a positive and neutral level after a brief dip when park critics launched a social media attack the morning after the fire
The park experienced stronger year-over-year membership sales prior to opening
The team also implemented proactive post-crisis strategies to strategically address sensitive issues



Publicity Club of Chicago Golden Trumpet Award
Marketing-Crisis Communications

News Releases



Memorial Fund Page



National Media Coverage

