



Save Philippine Seas
Because our seas save us.



**MARINE
WILDLIFE
WATCH
OF THE
PHILIPPINES**

Fintastic, not fearsome

Facts vs. Fears:
Tips for talking about sharks



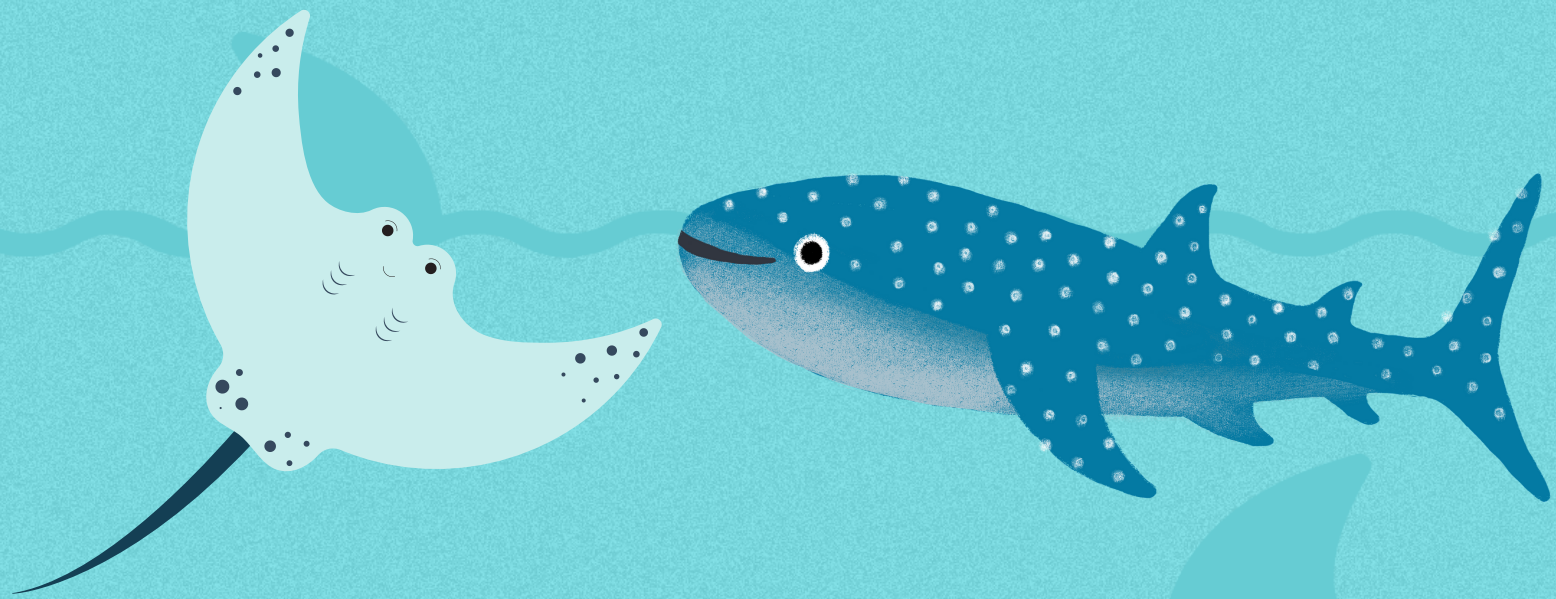
Sources: Wildlife Conservation Society's "5 Tips for Media on Covering Sharks and Shark Sightings" and WWF's "Shark Facts vs. Shark Myths"

X FEAR

ALL SHARKS ARE BIG WITH LOTS OF SHARP TEETH THAT WILL RIP ME APART.

FACT ✓

THERE ARE OVER 1,000 SPECIES OF SHARKS AND THEY COME IN DIFFERENT SHAPES AND SIZES.



The term "shark" includes rays, skates, and dogfish. There's an eight-inch deep water dogfish and 30-foot whale shark.

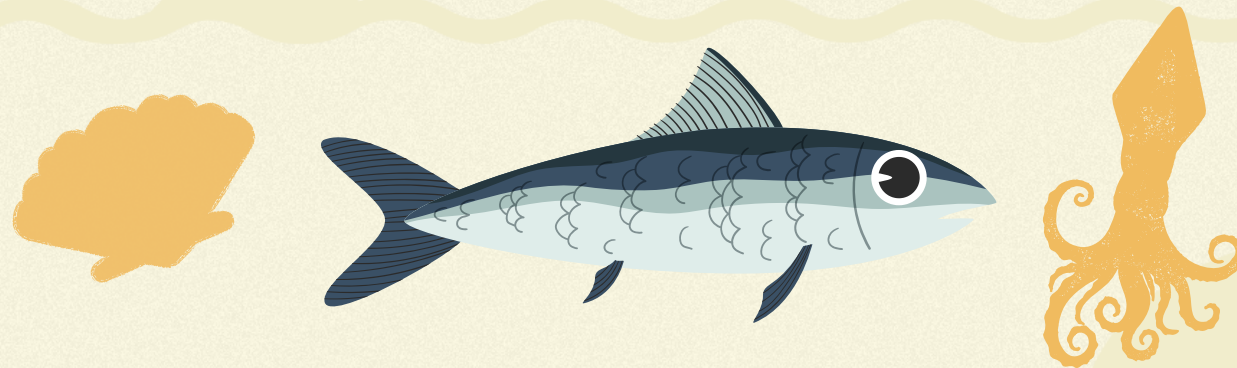
Basking sharks and whale sharks don't even use their teeth to eat!

X FEAR

*SHARKS WILL ATTACK AND EAT ME
WHEN THEY SEE ME.*

FACT ✓

*SHARK ATTACKS ARE EXTREMELY RARE,
AND THE VAST MAJORITY OF SHARK
SPECIES ARE HARMLESS TO HUMANS.*



Majority of shark species eat fish and invertebrates, like squids or clams. Humans are not part of any shark's daily diet.

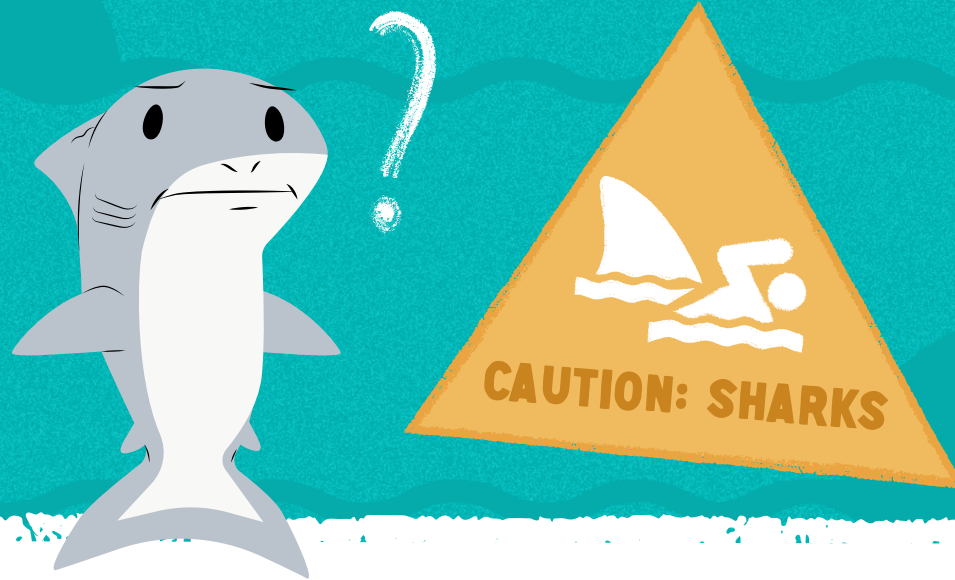
If a person is bitten by a shark, it is likely that the shark mistook the person for something else.

X FEAR

*SHARKS HARM PEOPLE SO WE
SHOULD HARM THEM.*

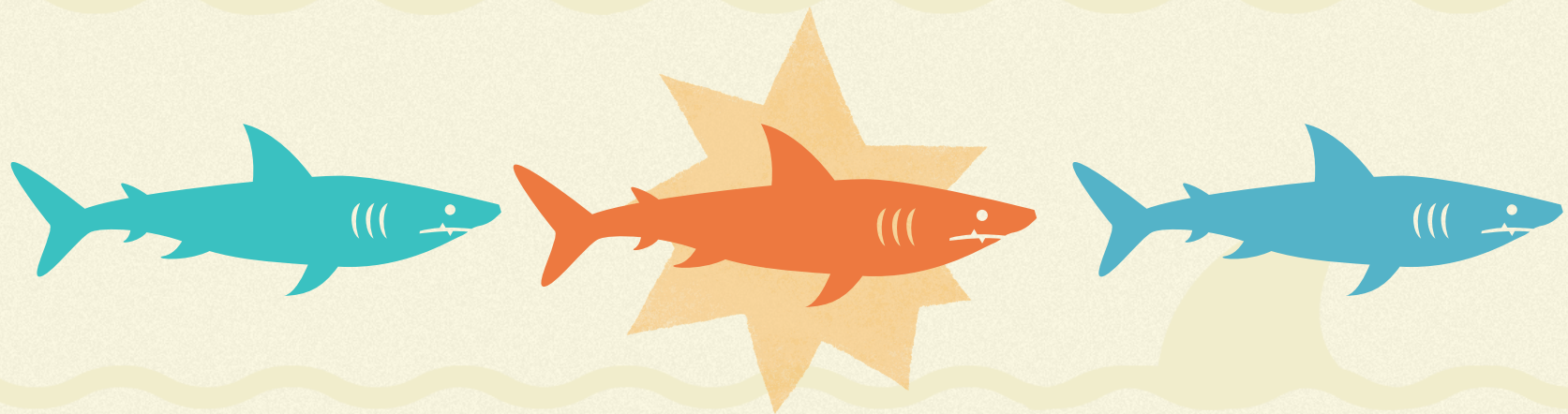
FACT ✓

*SHARKS NEED MORE
HELP THAN HARM.*



Sensational shark reports have resulted in people intentionally and unnecessarily killing sharks.

Sharks continue to be overfished for sport, shark fin soup, and other commercial uses. As many as 100,000+ sharks a day are taken from the ocean.



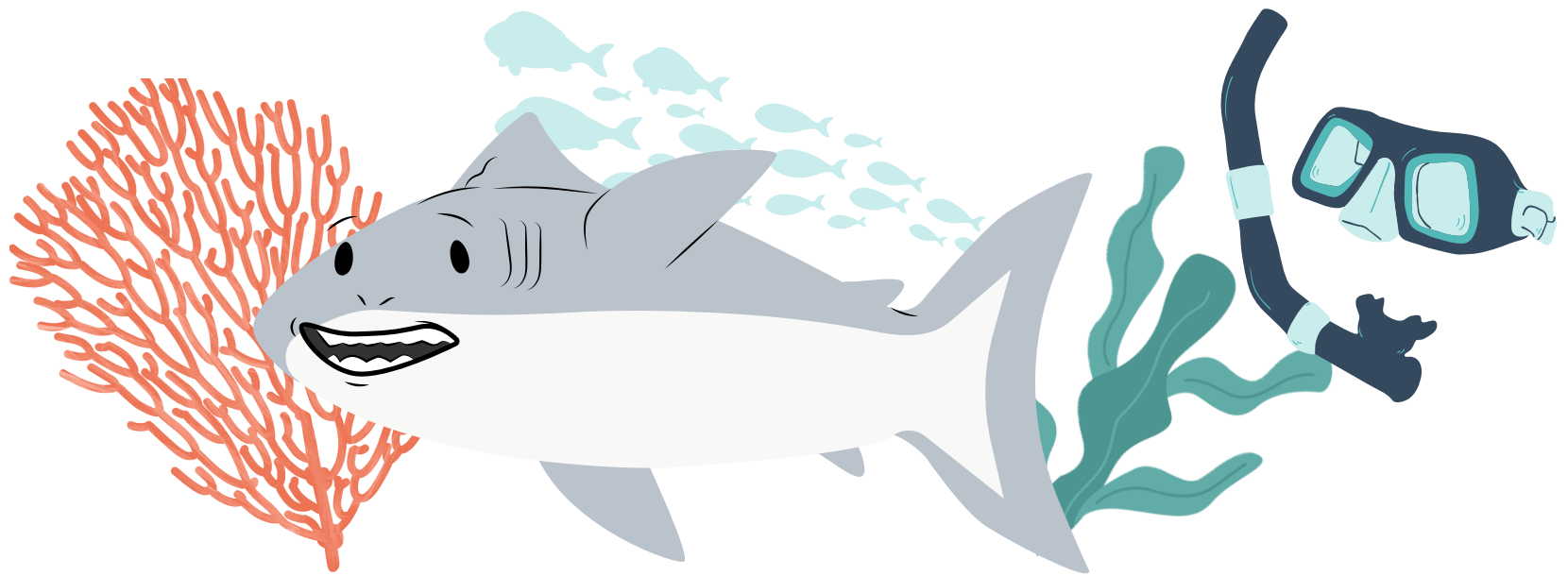
Now, about $\frac{1}{3}$ of shark species are threatened with extinction because their slow reproduction rates can't match the rates of targeted and accidental shark fishing and high market demand for shark products.

X FEAR

IF WE SEE ANY SHARK IN THE WATER, WE SHOULD SWIM AND RUN AWAY AND HAVE IT KILLED.

FACT✓

A SHARK IN THE WATER CALLS FOR A CELEBRATION. HEALTHY SHARKS MEAN HEALTHY SEAS.



An ocean with healthy shark populations provides opportunities for sustainable fisheries, food, and tourism.