

last of the right whales

Impact Report 2022

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North Atlantic right whales are dying faster than they can reproduce.

With fewer than 350 remaining, these great whales rarely die of natural causes. Instead, they are run over by ships or suffer lethal injuries from fishing gear. If we don't stop killing them, in 20 years they could be extinct. With unprecedented access to film the whale migration from the only known calving grounds to the shifting feeding grounds, *Last of the Right Whales* follows the right whale migration and the people committed to saving a species still struggling to recover from centuries of hunting. Now climate change is forcing these great whales further north in search of food, putting them on a collision course with deadly ships and fishing gear. Featuring breathtaking footage of the majestic but rarely seen North Atlantic right whale—as observed through the eyes of scientists, photographers, rescuers and fishermen—we bear witness to their struggle and bring hope for their survival.

"Last of the Right Whales is a visually stunning, emotionally engaging and unexpectedly intense ride for a documentary about marine life.

Featuring some truly spectacular footage, Nadine Pequenezza's film serves as a reminder of the majesty of the right whales and the importance of reviving the species."

Steve Norton
ScreenFish

Supporting the critically endangered North Atlantic right whale

“My colleagues and I have spent 30 years being talking heads in documentaries, lots of them, and this was a different kind of documentary. This wasn’t about some scientific study, or some research project, or some habitat area, this was very much about an animal that’s going extinct.”

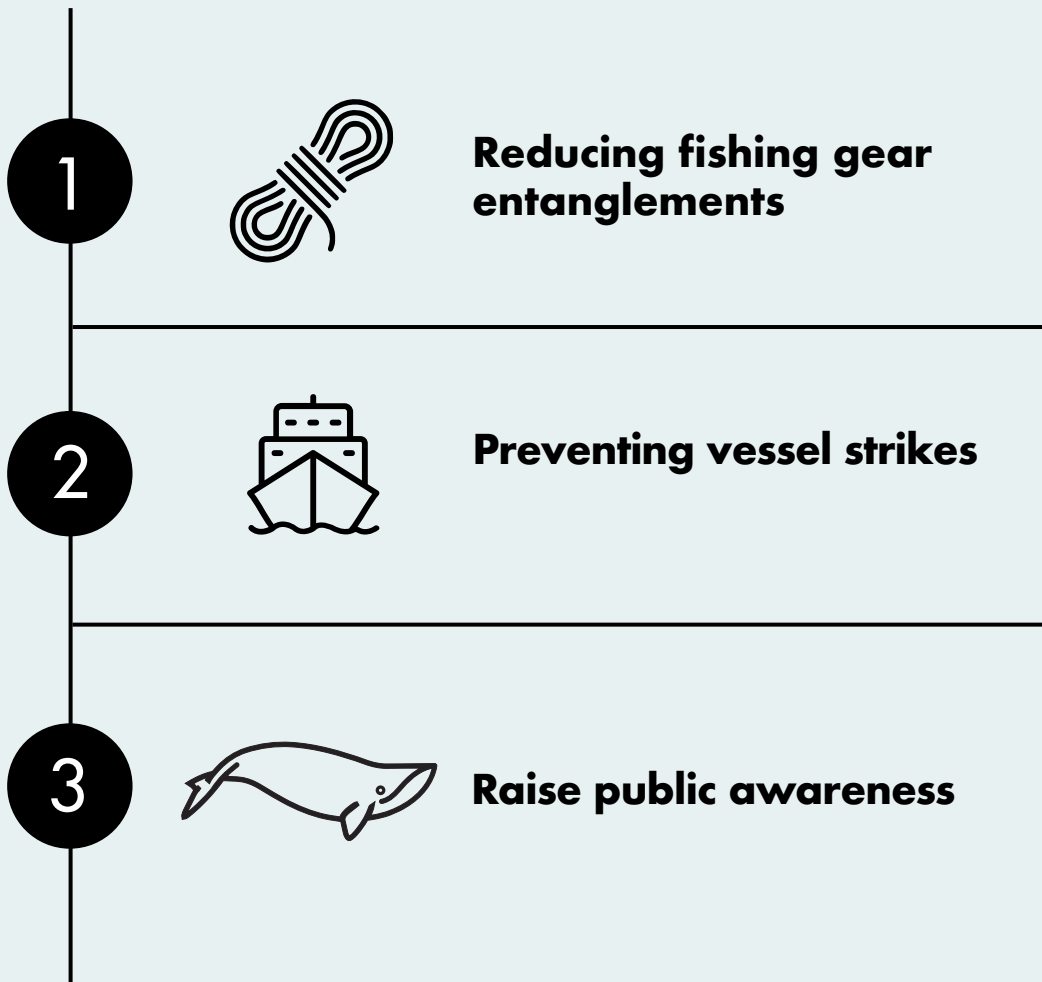
Moira Brown

Senior Scientist, Canadian Whale Institute

The *Last of the Right Whales*’ year-long impact campaign centered around supporting the critically endangered North Atlantic right whale (NARW), with a focus on reducing fishing gear entanglements; preventing vessel strikes; and increasing public awareness about efforts to save the species.

While most films that completed production during the Covid-19 pandemic made a strategic decision to delay release, the drastic decline in the number of right whales in recent years, 30% in just a decade, meant holding the film back was not an option. Recurring outbreaks and changing Covid measures forced HitPlay Productions to adapt its marketing plan and release schedule. Ultimately, the film launched one month later than originally planned, but despite the hurdles managed to successfully execute the campaign initiatives at a time most critical to the whales.

Campaign Goals for the protection of the North Atlantic right whale



IMPACT STRATEGY

Working closely with our NGO impact partners: the Canadian Whale Institute, Canadian Wildlife Federation, International Fund for Animal Welfare (IFAW), Sierra Club Canada Foundation, The Pew Charitable Trusts and Oceans North, the impact campaign promoted actionable outcomes and 'whale friendly' objectives for industries and audiences alike while also taking into consideration how to connect with audiences during lockdowns and restrictions.

The campaign reached beyond the marine mammal and conservation community to promote discussion with general audiences while inviting key stakeholders such as local marine mammal experts, fishers, industry, and citizens to be part of post-screening Q&A sessions. Screenings included film festivals, theatrical, private, conferences, community, as well as a multi-city coastal screening tour along the whales' migration route from Florida to the Gulf of St. Lawrence.

This spectrum of events meant some audiences were very knowledgeable while others knew very little about NARW. Audiences were invited to take part in an online survey which allowed us to gather data on knowledge about and attitudes toward NARW.

The campaign had a robust digital footprint as well. An advocacy letter-writing campaign was launched online that encouraged people to send an e-letter to either Prime Minister Justin Trudeau or President Joe Biden to ask governments to protect NARW. Other online engagements included posting images, videos, graphics and information that helped to educate and build awareness across a number of social media platforms; connecting with various target demographics including film lovers, conservationists, scientists, journalists and those with a general interest in wildlife. Our monthly newsletter grew to over 8,000 subscribers giving the campaign an effective tool to share news about the campaign and promote upcoming events.

Another way the campaign was able to interact with audiences was by inviting them to submit names for NARW #4615 featured in the film, after receiving special permission from the organization which oversees the North Atlantic Right Whale Catalog and the naming process. A 5-year-old male, NARW #4615, is seen in the film struggling to break free of a fresh entanglement; while scientists mount a rescue. Dozens of names were submitted by *Last of the Right Whales* followers and many more voted to select four candidates for submission to the North Atlantic Right Whale Consortium.



“The highlight was really just seeing people react to the film because we have never had the ability to be able to convey both the magnitude of what these animals look like, or the magnitude of the atrocities that are being committed. No matter how much talking, how many published papers, how many blogs or posts, none of it could be as effective as what the film did.”

Sean Brilliant, Senior Conservation Biologist, Canadian Wildlife Federation

By the Numbers

No.1

OPENING WEEKEND

The film was the top Canadian film at the box office when it hit theatres the weekend of **February 20, 2022.**



5-7 Million

VIEWERS

Since *Last of the Right Whales'* world premiere at the Calgary International Film Festival on Sept. 26, 2021, it has been seen by over 9,000 people at **140 screenings.** It will also be seen by **5-7 million** television viewers in **4 countries.**



5

LANGUAGES

The film is available to watch in five languages: **English, French, German, Spanish,** and **Mi'kmaw.**



4,400

FOLLOWERS

Last of the Right Whales has amassed **4,400** engaged and enthusiastic fans and followers across 5 social platforms: **Twitter, Instagram, Facebook, YouTube** and **TikTok.**
#LOTRW



By the Numbers

6

IMPACT PARTNERS

The **Canadian Wildlife Federation, Canadian Whale Institute, IFAW, The Pew Charitable Trusts, Sierra Club Canada Foundation** and **Oceans North** have all joined us for a multi-faceted outreach campaign that increased awareness of and action around the survival of the North Atlantic right whale.



18,015

TRAILER VIEWS

After an exclusive debut on **Deadline.com**, the *Last of the Right Whales* trailer (in both French and English) has been streamed **18,015** times across multiple online platforms.

330

FEATURES

From **USA Today** and **The National Post** to **ABC NEWS** and **CBC**, *Last of the Right Whales* was featured in 330 articles, television broadcasts, radio interviews and podcast episodes across North America.



81

PANELISTS

Many *Last of the Right Whales* screenings included Q&A discussion panels; over **12 months** 81 scientists, researchers, filmmakers, partners and other stakeholders spoke to audiences.

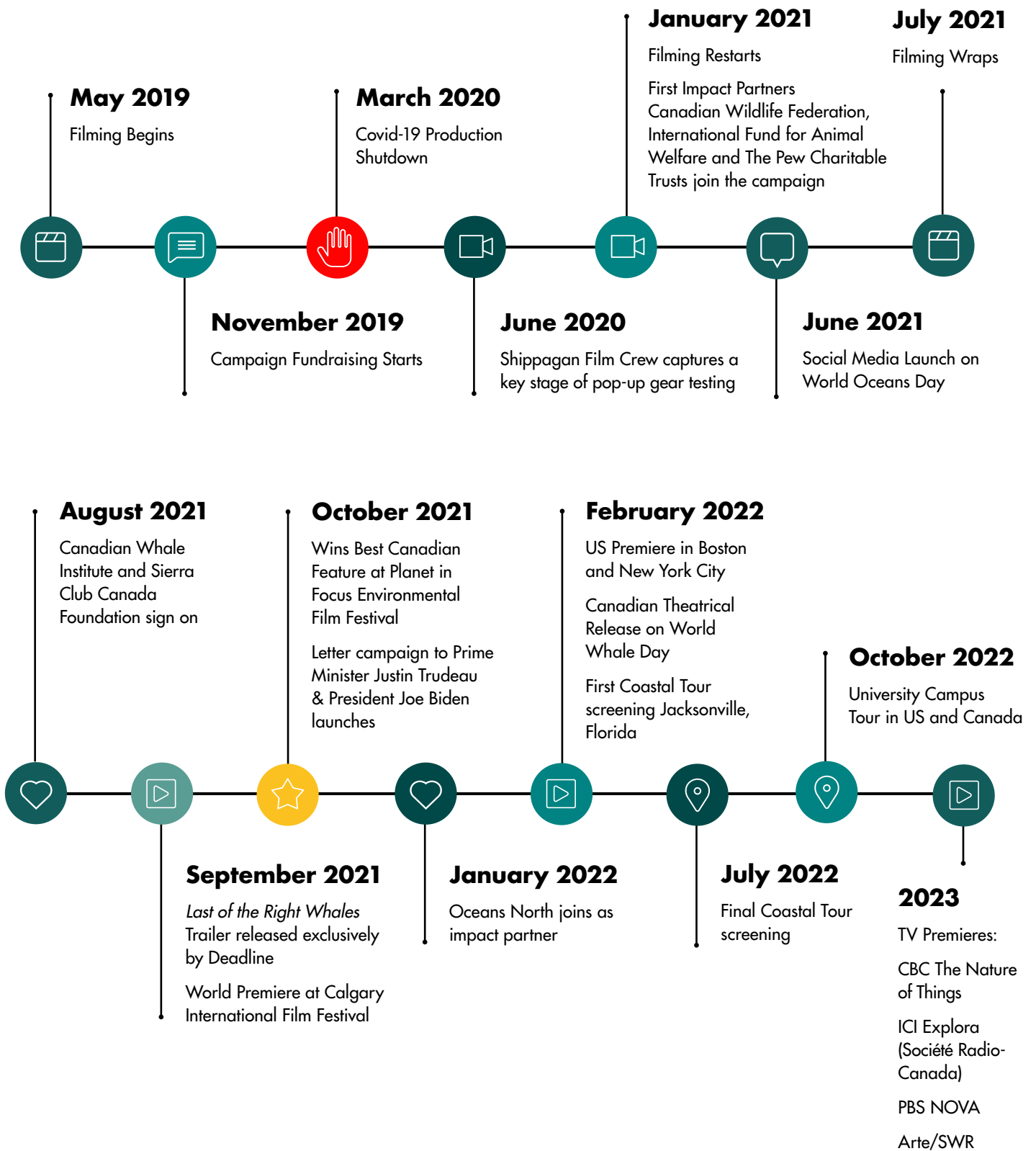




“An important story of hope, impact and action.”

Tom Grater, Deadline

Timeline



Impact Partners, Funding Partners, Fiscal Sponsors, and Advisors

Prior to *Last of the Right Whales'* world premiere, the campaign was already working to secure NGO partners to support the impact campaign. The filmmakers attended conferences and festivals in person where they pitched the film and impact campaign. They reached out to dozens of organizations and individuals working in the marine mammal and ocean conservation space to present the film and impact strategy. From those efforts, they were able to secure both impact partners, who would help define the goals and outcomes of the campaign, as well as financial supporters and arms-length advisors. The team raised over \$331,000 CAD (\$241,000 US) to implement the campaign, one of the largest ever in Canada. The filmmakers also worked with local groups to customize the grassroots outreach and messaging for each campaign screening featuring a panel and Q&A.

“Collaborating with the other NGOs helped us shape the campaign which helped people feel empowered after watching the film. Getting the public involved is helpful for our conservation efforts, and attending a screening is an effective way to get people to care and support right whale conservation.”

Leah Baumwell

Principal Associate
The Pew Charitable Trusts

IMPACT PARTNERS AND FUNDERS



FUNDING PARTNERS



Fisheries and Oceans Canada Pêches et Océans Canada



FISCAL SPONSOR

THE **REDFORD** CENTER

ADVISOR



LOCAL COMMUNITY SCREENING PARTNERS



PARTNERSHIPS

Three months before the film debuted, our social channels launched on June 8th, 2021, World Ocean Day. This included Twitter, Instagram, Facebook, TikTok and YouTube. Launching on #WorldOceanDay allowed the campaign to tap into increased interest in content connected to the marine world. Our partners shared and commented on the content to expand the campaign's reach, using popular hashtags to drive interest. The campaign also capitalized on the North Atlantic Right Whale Catalog's data, statistics and images of every known whale. Our 'Meet the North Atlantic right whale' series allowed followers and audiences to get to know these whales on a first-name basis, resonating with both the general public and NARW researchers and conservationists.

"I think the scene of the entanglement and seeing the whale trying to shed those ropes is really powerful and it doesn't matter what the words are on a page, once you see an image like that, you can't forget it. I think it will always be a tool that we can use to bring people together."

Patricia Zaat
Director, Canada, IFAW





Supporting Entanglement Research and Gear Development

The only time people typically see an image of an entangled NARW is days, weeks or months after the animal was initially ensnared in fishing gear. In *Last of the Right Whales*, audiences are privy to something that has rarely been witnessed and never-before-filmed, a fresh NARW entanglement. As the film depicts, NARW #4615 had been photographed about four hours earlier gear free, before the crew came upon the whale wrapped in fishing rope fighting violently to break free. The scene has audiences holding their breath hoping that #4615 will free himself, while listening intently to the Campobello Whale Rescue Team devise a rescue plan.

Audiences were not the only ones impacted by this unique footage; commercial fishers, government agencies, and engineers working to make whale friendlier fishing gear have screened the footage to increase their knowledge of 'entangled' marine mammal behaviour:

"It is very rare to witness an entanglement soon after it happened. The behaviours and how the entanglement evolved offered insight into what happens. Any information we obtain on entanglements expands our experience on how we approach disentanglement, how gear behaves, how the whale behaves and is impacted. Extremely useful."

David Morin

Large Whale Entanglement Coordinator
National Marine Fisheries Service, NOAA

“It is helpful to many of us at DFO [Oceans and Fisheries Canada] to understand the effects and impacts of the actual threats to North Atlantic right whales, including entanglement, one of the two leading threats. Being able to see direct footage of an entangled whale is not pleasant, but it certainly helps provide perspective, especially to those of us who don’t work in the field to experience this directly. It is also helpful to demonstrate to our colleagues the help and value that professional filming operations can bring to species at risk recovery, both in the collection of data and information via images and videos, and through increasing the general public’s awareness and education through final documentary products. The footage helps show both the situation that right whales face, as well as the work being done to help them recover....It is rare that we see this footage.”

Isabelle J. Thériault

Aquatic Species at Risk Biologist / Biologiste des espèces aquatiques en péril
Fisheries and Oceans Canada

“We shared the footage with fisherman and with alternative gear developers working on potential solutions to entanglements. Their working theory was that newly entangled whales would deep dive or “sink” as a response to the line. We were able to show little to no evidence of that behavior, which we are hopeful will guide them toward gear development that doesn’t rely on the animal coming in contact with the line itself.

It was also very impactful to share with the team how quickly surface wounds accumulated on the animal from the line that was present and how vigorously the animal worked to free itself over many hours.”

Kim Sawicki

School for Marine Science and Technology
University of Massachusetts Dartmouth

Wins Best Canadian Feature



FILM FESTIVALS

“We have worked for years protecting endangered right whales and the quality of the film convinced us this would be a great way to reach more people and get them to understand and act to protect them.”

Gretchen Fitzgerald

National and Atlantic Chapter Director
Sierra Club Canada Foundation

On September 26, 2021, *Last of the Right Whales* had its world premiere at the Calgary International Film Festival which included a lively filmmaker Q&A. With Covid restrictions in place, the festival required proof of vaccination and social distancing, but the audiences still turned out and many

signed up for our campaign newsletter. The following month the international environmental film festival, Planet in Focus, had an entirely virtual festival including an online, post-film Q&A with Director/Producer Nadine Pequenezza and Composer Deanna H. Choi. *Last of the Right Whales* won **Best Canadian Feature** at Planet in Focus and closed out the festival. Choi was nominated for a Canadian Composers Guild of Canada Canadian Screen Music Award and was named one of the SOCAN Foundation’s Emerging Screen Composers of 2022 for her work on the film.

Last of the Right Whales screened at film festivals across the spectrum from narrative and documentary festivals, to wildlife and environment-focused fests. The subject matter was of particular interest to North American festival programmers and audiences, given the NARW’s habitat, but the film also premiered in Argentina and Spain.



The film made a splash at the box office

After delaying the Canadian theatrical release of the film by one month due to Covid-19 shutdowns, *Last of the Right Whales* had its cinema opening on Feb 20, 2022—World Whale Day. Despite theatre capacity restrictions, a national convoy protest and major snowstorms, the film was able to make a splash at the box office. *Last of the Right Whales* landed in the #1 spot for Canadian films on opening weekend—a rarity for both documentaries and English language movies. The film's theatrical run lasted six months with encore screenings at select theatres across Canada.

Hot Sheet: Top 5 Canadian films for Feb. 18 to 24, 2022

BY PLAYBACK STAFF



Nadine Pequeneza's documentary *Last of the Right Whales* debuts at No. 1, followed by *L'Arracheuse de temps*.

"The latest from filmmaker Nadine Pequeneza is also a vital and important call to action. The North Atlantic right whale is so close to extinction that what we do over the next several years might seal its fate, or give it a fighting chance."

Chris Knight, National Post

THEATRICAL RELEASE - CANADA

In the lead up to theatrical release in Canada, *Last of the Right Whales* secured 294 interviews and reviews across TV, radio, digital and print outlets; including the National Post, The Toronto Star, CTV Your Morning, and CBC Radio.



The Last of the Right Whales is a call to action on behalf of the endangered species. *INDIECAR ENTERTAINMENT*

RIGHT VERSUS WRONG

Well-meaning and affecting doc tries to rally support for endangered whales

CHRIS KNIGHT
In many ways, Last of the Right Whales is a pretty standard endangered-species doc. Well-meaning scientists, conservationists and citizen advocates

LAST OF THE RIGHT WHALES
★★★ 1/4 out of 5
Cast: Whales and researchers
Director: Nadine Pequezeza
Duration: 1 h 32 m
Available: In theatres

entangled whale with grappling hooks, not unlike 19th-century whalers, except that the goal this time is not to kill the animal but to free it from fishing lines. (Hard not to recall the rumour that the species was so named because it was deemed the "right" whale to kill for its oil.)
The other features photographer Nick Hawkins and writer Tom Chenev, who have rizzed un



Le Devoir

La baleine qui ne voulait pas mourir

Après avoir frôé l'extinction en raison de la chasse dont elles ont été victimes pendant des siècles, les baleines noires de l'Atlantique sont aujourd'hui

Alexandre Shields
21 février 2022
Environnement



CTV MORNING New Film "Last Of The Right Whales" **CTV**

last of the right whales

How will you
the whale



lastoftherightwhales.com

#LOTRW
@LastRightWhales
@HitPlayProductions



“The film creates a narrative arc with the whales, endearingly given names like Snow Cone and Punctuation by a consortium of researchers and scientists, setting *Last of the Right Whales* apart from other similar documentaries.”

Rachel Ho, That Shelf

THEATRICAL RELEASE - CANADA



In the first week of release, there were 88 screenings and the film played in all 10 provinces. In eight cities across Canada, local journalists moderated post-screening discussion panels featuring film participants, whale experts, fishers and conservationists. French versions of the film played in Montreal, Sherbrooke and Quebec City.

Measuring Impact

After the film premiered in Canada and the U.S., our audience survey revealed that 67% of people who saw *Last of the Right Whales* had little or no knowledge of right whales prior to watching, but after 81% said they understood the challenges facing NARW very well.

Over the course of the year, the survey also asked audiences to share their thoughts on the film and the challenges facing right whales and what, if any, actions they would take after seeing the film.

99%

would recommend the film

67%

had little or no knowledge of NARW

81%

say they understand the challenges facing NARW 'very well' after watching the film.

67%

did not know there were speed limits for vessels.

90%

said they would support gov't measures to help fishers transition to whale-friendly gear.

73%

would shop at retailers who ask their shipping carriers to obey voluntary slowdowns.

60%

would choose a cruise line that slows down in whale habitats.

59%

would donate money to organizations that protect NARW.

83%

would encourage their gov't to protect NARW by sending an email to leaders.

47%

of survey participants are from Canada

48%

of survey participants are from U.S.



LESSONS LEARNED: SURVEYS

The campaign fell short of attaining its goal of getting over 1,000 responses. To engage audiences a survey QR code was on display at campaign-organized screenings and follow-up emails were sent to audiences when possible, but when the film screened at festivals or community-hosted events this take-action message was often not delivered. Our ability to email the survey following screenings was often delayed, which also negatively impacted engagement. Better cooperation with local partners and screening hosts, as well as more on-the-ground resources at screenings, would help overcome these challenges.



“The panelists were fabulous. They fielded all tough questions brilliantly! I recognized a fisherman on his way in with his wife and friends... I chased him down and had a good conversation with him before and after the film. He was angry initially, but came away willing to test ropeless and wants to get disentanglement training. He had a good question about ship strikes. Great evening and event. The film is so beautiful and powerful.”

Zack Klyver, Moderator, Portland, Maine, (Blue Planet Strategies)

Q: What actions are you willing to take after seeing *Last of the Right Whales*?



I think spreading awareness is most important. People can't make changes if they don't know how their actions are having an impact.

The two most important ways to protect them is to promote the ropeless traps and impress upon the boaters/shippers the need to comply with speed limits. Also, reducing speed limits on the smaller boats.

I think solving the issue in multiple ways is necessary, and working towards protection from both government and consumer perspectives is incredibly important.

Donating money to organizations because I believe that supporting those doing good work is the most effective way towards change.

A mes yeux, les équipements de pêches et la vitesse des navires représentent les problématiques les plus importantes. Elles représentent l'impact direct de l'Homme sur les baleines et il est nécessaire de les limiter.

What Audiences Said...



Really informative, and I love how you engaged fishers and recreational boaters to get them onside and understanding the situation. Really moving.

On connaît peu de chose ces baleines. Il est important que la population soit au courant des dangers qui menacent ces baleines pour faire leur effort où ils sont en mesure de le faire.

I would recommend it for friends, family (some are commercial lobster fishers) and my kids (I really want them to get the opportunity to see this).

Education and awareness are key to promoting better policies for the future of all marine life. Films like this need to be accessible, viewed and shared as widely as possible.

Great balance between depressing and hopeful, and the viewpoints of both fishermen and scientists.

I didn't even know about Right Whales until coming to Cape Cod. In order to save them and drive the message home we need to use this media to spread the word and engage the public so we can best make a difference towards their conservation.

I learned a lot and I feel more of a personal connection to whales and the impact we have on them.



It was a subject I didn't know about so I assume many others do not + we need to alert others, especially those in a position to make changes.



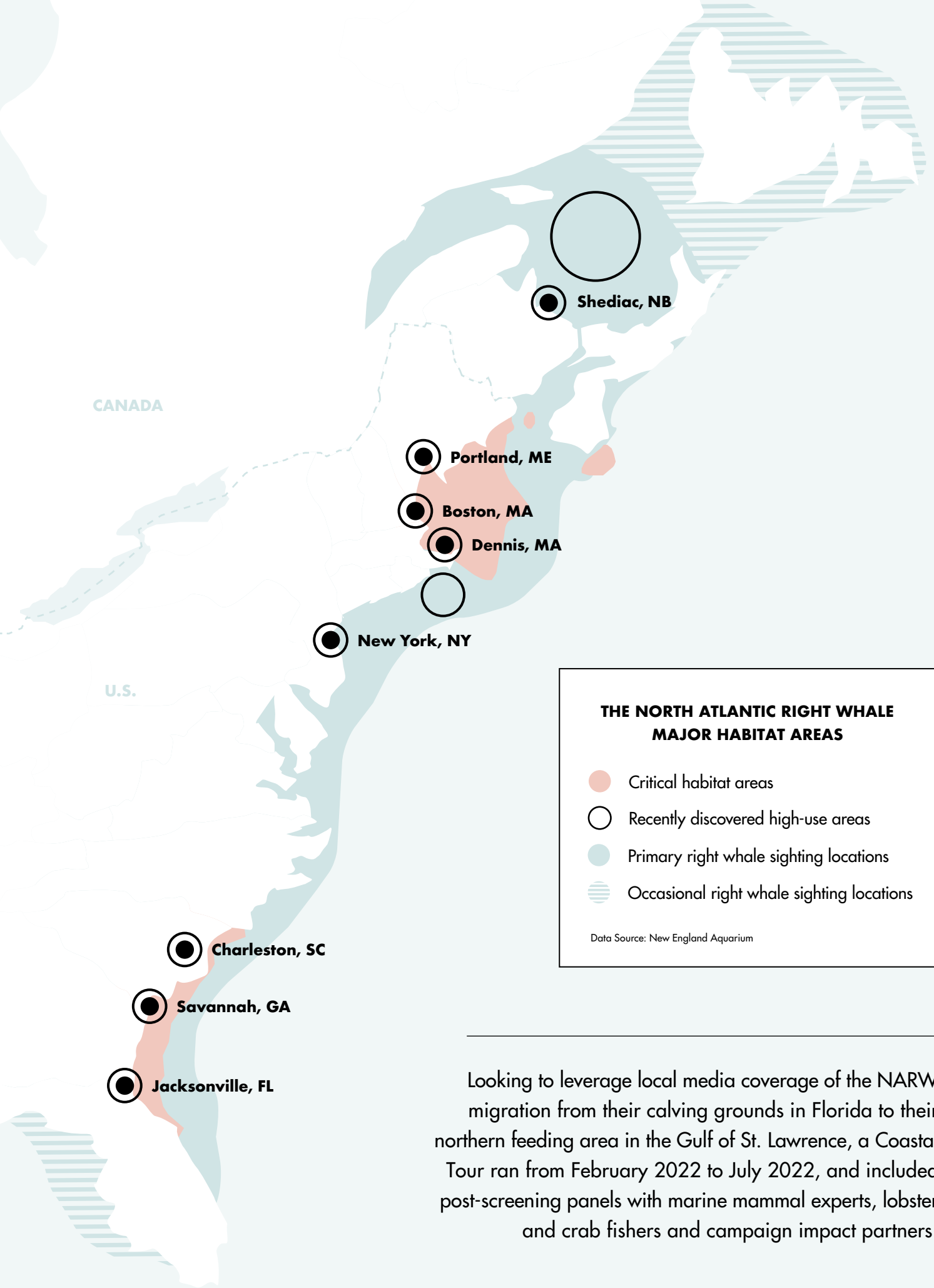
While it is hard to watch at times, we need to see and understand that our needs and wants can affect the natural world. Education is essential!

Thank you for the privilege to view this very well made film. I hope the film's successful distribution will help save these majestic giants of the oceans. It's hard not to share the pain of the dedicated researchers and volunteers. Yet you did present optimism for their future survival.

Already have recommended it because it was poignant, moving, scientifically supported, memorable & the videography was beautiful.

Coastal Tour





Looking to leverage local media coverage of the NARW migration from their calving grounds in Florida to their northern feeding area in the Gulf of St. Lawrence, a Coastal Tour ran from February 2022 to July 2022, and included post-screening panels with marine mammal experts, lobster and crab fishers and campaign impact partners.

“A gigantic Thumbs Up to right whale enthusiasts, who continue to do all they can to ensure the public is aware of the right whales’ plight.”

Editorial Board

Fernandina News-Leader

Throughout the Coastal Tour, the campaign teamed up with local organizations working on marine mammal conservation to help design and implement an outreach strategy. Messaging was tailored depending on the greatest risk factors facing right whales in each location. To raise awareness about the film in the US ahead of the Coastal Tour, two US premieres were organized in major cities to attract media attention. The Simons Theatre at the New England Aquarium in Boston hosted the US premiere of *Last of the Right Whales* on February 16, 2022. Tickets to the ‘giant screen’ and post-film discussion sold out early and attracted coverage from the Boston Globe. It was the first ‘in-person’ event hosted at the Aquarium since the Covid-19 pandemic and restarted NEAQ’s popular Lowell Lecture Series. The following night the film debuted at the famed New York City Quad Cinema. The full house included some of our impact

partners’ local board members and potential donors for their North Atlantic right whale conservation efforts. In Jacksonville, Florida, Savannah, Georgia and Charleston South Carolina where calves are susceptible to ship collision, speed restrictions were top of mind. In Dennis, Massachusetts and Portland, Maine where lobster fishing is prevalent, entanglement took center stage.

The screenings gave local groups an opportunity to connect with members, welcome new supporters and increase their visibility in the community. Local artists brought a right whale sculpture to Portland and one of our partners created a mosaic poster of all known living NARW for the Shediac screening. In Charleston, gubernatorial candidate Joe Cunningham introduced the film. This type of local involvement helped generate interest and buzz throughout the tour.

There were 28 stories published by digital, radio and TV outlets throughout the tour. Over 1,800 people in coastal communities in close proximity to right whales saw the film and learned how they can help protect this critically endangered great whale.



Hot Discussion Topics

At campaign-organized screenings, audience questions were noted to track trends.

During the **Canadian Theatrical** panels the most common topics that were discussed were:

During the **Coastal Tour**, which primarily took place in the United States, the most common topics discussed were:



Ropeless gear & fishery adaptation



Entanglement & rescue efforts



Speed restrictions



Advancements in ropeless technology

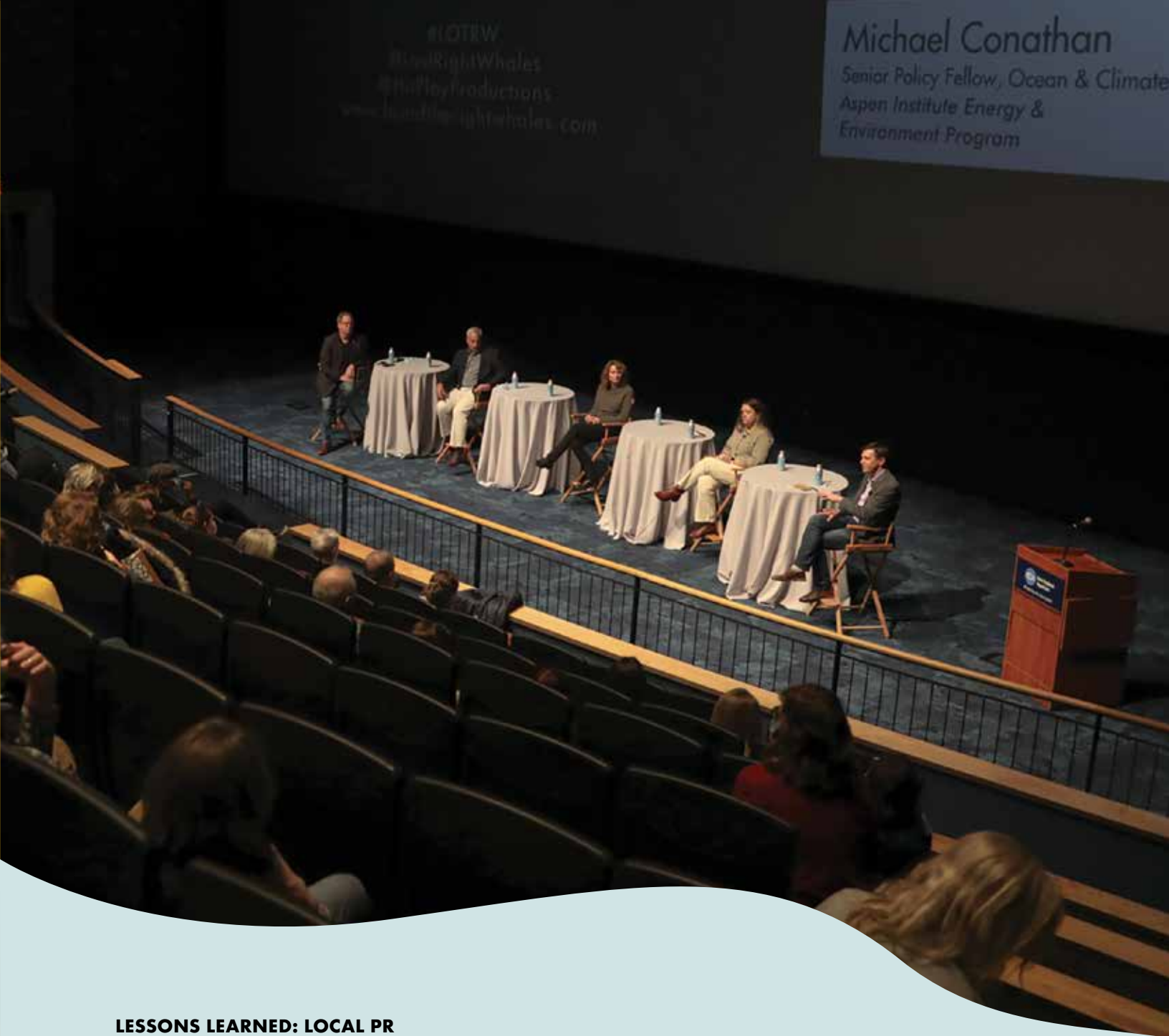


Local area updates and insights



Reducing recreational & ship vessel speeds

It's interesting to note that those topics are all in line with the goals of the campaign which include reducing entanglements, preventing vessel strikes, and increasing public awareness about this critically endangered species. Audiences were also keen to get updates on the status of the two entangled whales featured in the film, Snow Cone #3560 and #4615.



LESSONS LEARNED: LOCAL PR

Having local outreach and grassroots involvement in the Coastal Tour definitely helped attract audiences. Securing local press – print, radio and television – was also key to getting on the public’s radar. While there was a suitable budget allocated for a Canadian publicist to help promote theatrical and broadcast release, the budget for US publicity was more limited. Having more local publicists on the team could have supplemented US publicity efforts and would have garnered even more attention for the film.

@lastrightwhales

#LOTRW

Throughout the year-long campaign, a comprehensive digital strategy engaged a range of audiences on multiple platforms including Twitter, Facebook, Instagram, TikTok and YouTube.

The goal of the digital campaign was to distill statistics and information in a way that would engage both people being introduced to North Atlantic right whales for the first time, as well as those already aware of their plight; such as researchers, conservationists and journalists. The campaign adopted an informative and fun tone to keep engagement high.

SOCIAL OVERVIEW (JUNE 2021 - OCTOBER 2022)

Total Organic Impressions

744,048

Most impressions:
134,461 in January 2022

Total New Followers

2130

Instagram saw the greatest growth with 1,010 new followers

Average Engagement Rate

7.19%

Benchmark rate average between 1-6% across platforms

Total Engagements

39,232

Most organic engagement:
6,280 in March 2022

Total Organic Reach

710,276

Most impressions:
130,114 in January 2022

Total Organic Video Views

82,039

Majority of views on IG (35%) and YT (20%)

Total Trailer Views

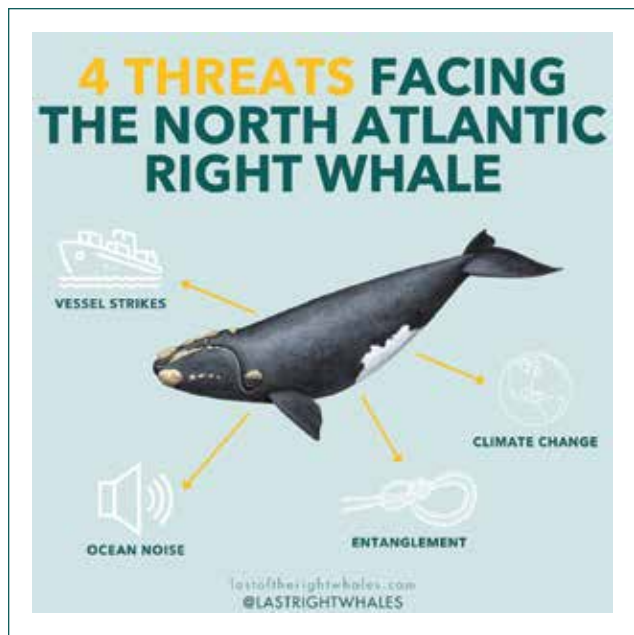
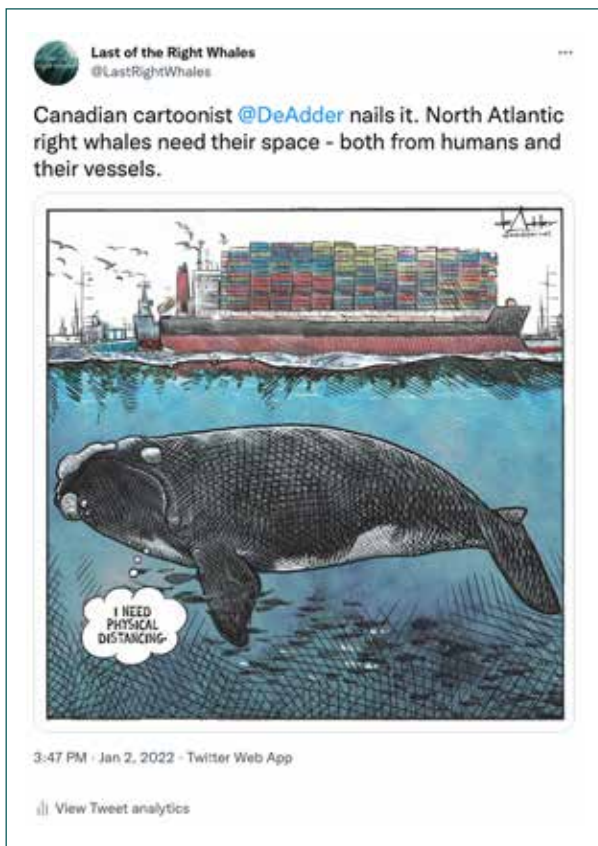
18,015

The English trailer was viewed 13,400 and the French trailer 4615 times

Most Engaged Platform

Instagram

Content averaged 14.7% engagement rate per month



On Twitter, Instagram and TikTok there were no built in followers so the campaign used topical hashtags to organically join online conversations and connect with targeted accounts. On Facebook and YouTube, HitPlay Productions' accounts were focused on *Last of the Right Whales* specific content.

Some of the best engagement came from:

- Sharing an editorial cartoon by DeAdder about whales and social distancing (21,725 impressions)
- Four social videos and graphics announcing the newly born calves of the 2021-22 season (67,320 impressions, 9152 video views)
- A video created for social on the species' socializing behaviors (7,117 views)
- Screening event information



DIGITAL

Gina Lonati @eubalaonagina

What better way to spend #WorldWhaleDay than thinking and talking about whales at the @LastRightWhales documentary premiere in Moncton!

It was an honor to sit next to @CanWhaleInst's Dr. Moe Brown & @chcotv's @Vicki_Hogarth for the Q&A panel after the film. #RightWhales

Last of the Right Whales @LastRightWhales · Feb 20
 Today's the day: Last of the Right Whales opens in theatres! Find a #LOTRW Cineplex screening near you and see it today or tomorrow! #WorldWhaleDay #FamilyDayWeekend lastoftherightwhales.com/screenings/ Show this thread

patrick_oconnor4 · 16h

QUAD CINEMA

So excited to see this!!

Add This to Your Story >

@LASTRIGHTWHALES

jillianarany ByTowne Cinema

32 likes

jillianarany Happy World Whale Day! 🐳🐳🐳

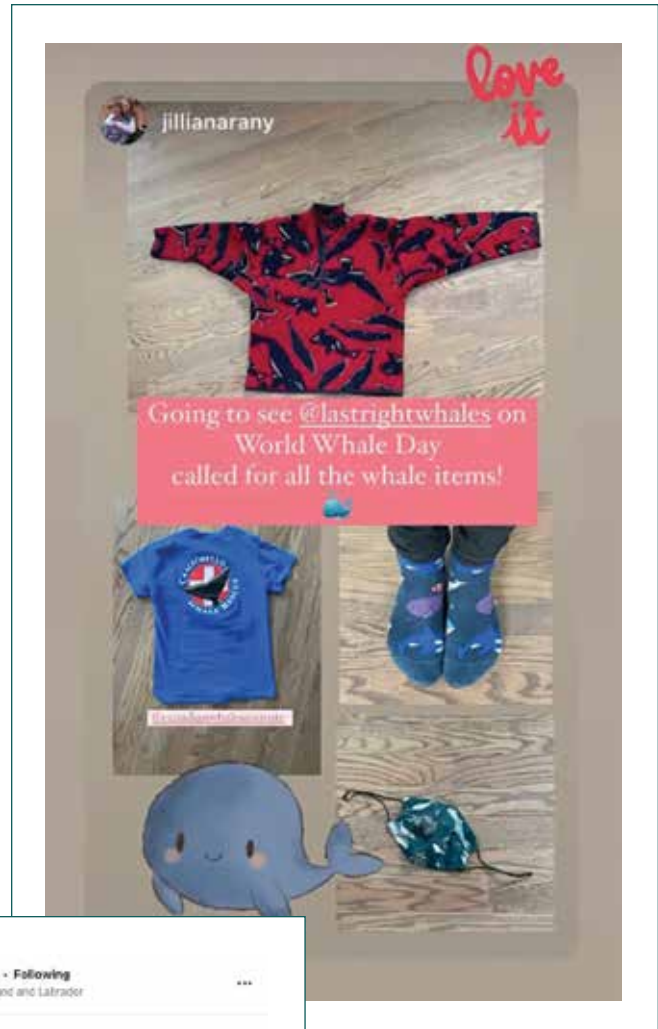
To celebrate, I sported my whale sweater and attended the screening of the documentary "Last of the Right Whales", which was very well done.

Denise A. Lee (she/her) @DeniseALee2 · Feb 20

Such a gift to hear moderator @MrMichaelNewman and panel speak post Van screening @LastRightWhales. TY @StephenRaverty @omd_robbio @mdjasny for sharing actions to improve the survival of north atlantic right whale. also screening Monday cineplex.com/Movie/last-of-... #LOTRW

Stephen Raverty and 3 others

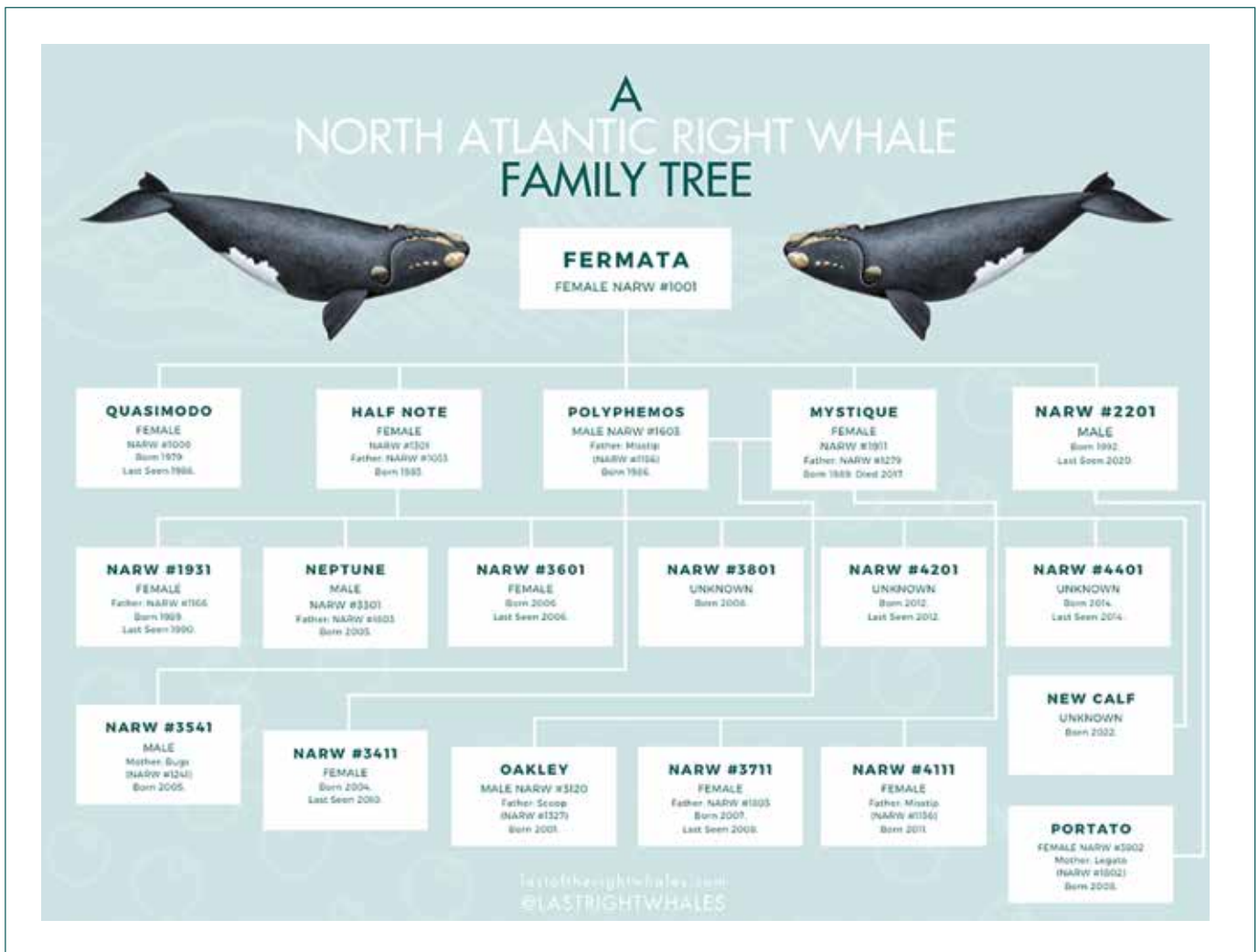
DIGITAL



DIGITAL

Dozens of infographics, quote boards, ‘meet a NARW’ cards, family trees and comparison charts were created to enhance the information being shared with followers and to present the stats and research available in a more easily digestible format for our whale-curious audience. Social media-specific assets including .gifs and videos were also created to help with video-centric algorithms on the platforms.

The team utilized some paid campaigns on social media to boost the profile of the film and campaign leading up to screening events. There was a total of 17 ad campaigns across Facebook, Instagram and Google Ads which ran during the theatrical release and the Coastal Tour. The best-performing ad campaign in terms of cost per result was the “LAST CHANCE TO SEE” during the Canadian theatrical run.



DIGITAL

LastoftheRightWhales.com provided information including screening details, take action links to the e-letter campaign, and naming NARW #4615 voting, which was updated throughout the film's rollout.

Other digital activities included a 3-week paid campaign with TorStar (newspapers) which saw a higher-than-average click rate, a monthly campaign newsletter which reached over 8,000 subscribers with a 30% open rate (compared to the average open rate of 21.3%) and a selection of 24 digital videos created for social media; which also serve as learning tools in the film's Curriculum Guides.

The film website had 13,000 first/unique views and over 26,000 page views. The most visited was the Screenings page (9.4K views), which linked to ticket sales for upcoming theatrical, coastal and community screenings.

"You've created stuff I didn't expect would be created, you pulled together a lot of that information. I thought the social media content and stuff that was being posted was great...It was all right on point."

Sean Brilliant

Senior Conservation Biologist
Canadian Wildlife Federation

LESSONS LEARNED: VIDEO SHARING

Access to *Last of the Right Whale's* footage was limited prior to the release of the film, which slowed the growth of online followers, as most social platforms favor video content. With the exception of Facebook which was hosted on HitPlay Production's page, there were no standing communities and so the campaign was building followers from scratch. Having access to more footage earlier could have helped build audiences before the film's release which in turn would have increased the film's online visibility.

Local Engagement

Community screenings are an opportunity for local groups with an interest in North Atlantic right whales to license the film and show it to their members, supporters and the general public. As word of mouth about the film spread, 80+ groups reached out to host a community screening. While many of the organizations were wildlife and environmental conservation groups, other types included: museums, aquariums, science centers, film societies, yacht clubs, government agencies and port authorities.

To support these community screenings, the campaign created a 'Host Screening Guide', with promotional materials, social media content and draft press releases.

The campaign also developed an in-depth 'Last of the Right Whales Discussion Guide' with information on the history of NARW, how to identify them and key threats to their survival. A list of post-screening questions to spark audience discussion is also included.

Both guides have been downloaded by hundreds of users and are available for free on the film's website in both French and English.

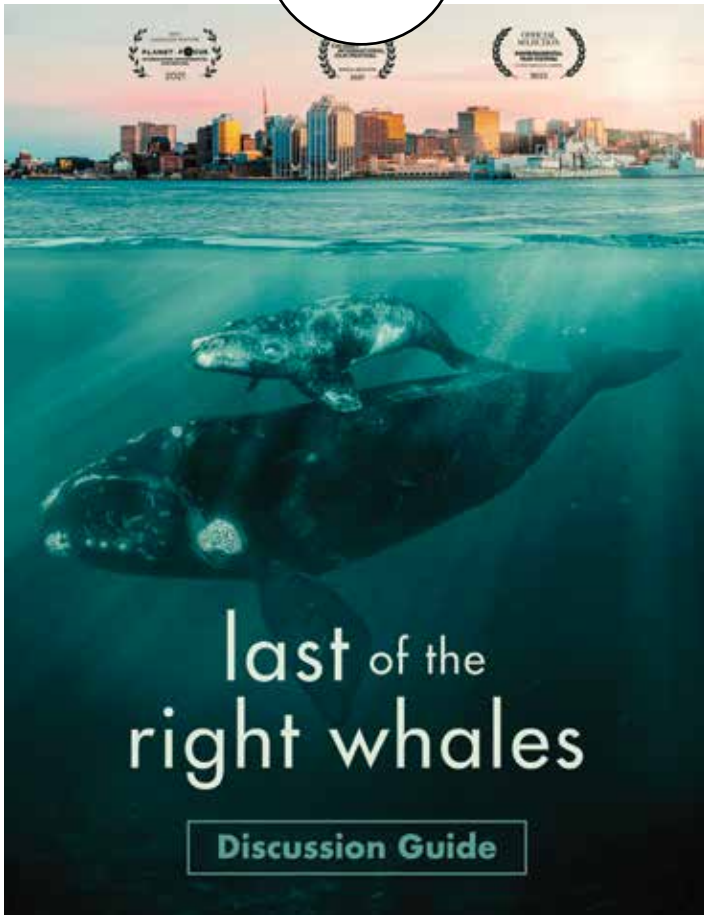
"Getting the message out in French was very, very, very important to me because it's a species that we now find in waters where French speaking people can go out and see them quite easily, easier than before. It's always easier to reach people in their language. It's important to have a bilingual project from the get go."

Annie Langlois

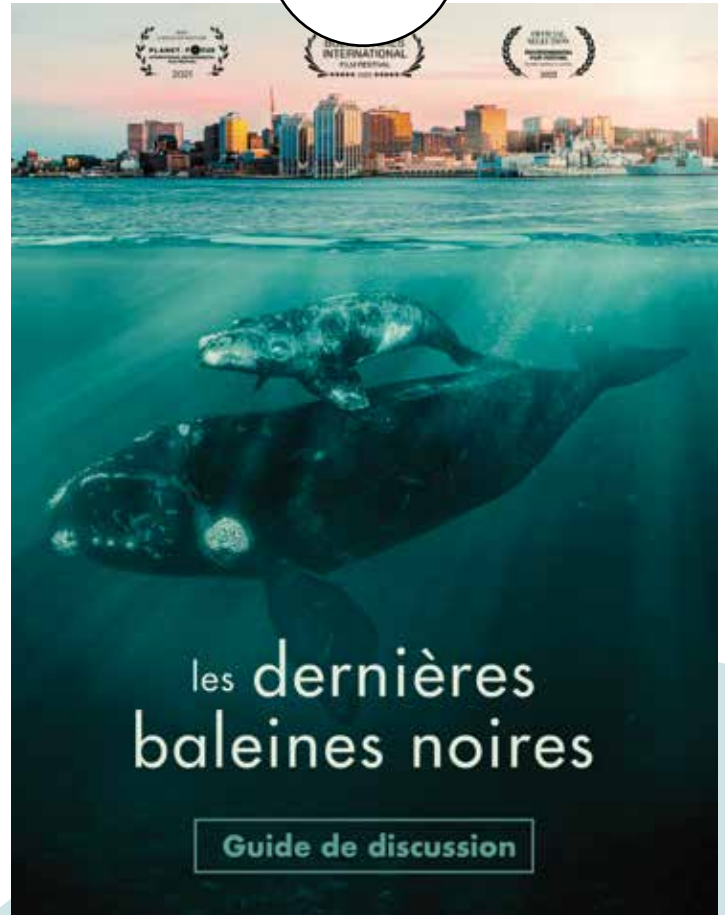
Hinterland Who's Who Coordinator
Canadian Wildlife Federation

COMMUNITY SCREENINGS

English
Discussion
Guide



French
Discussion
Guide

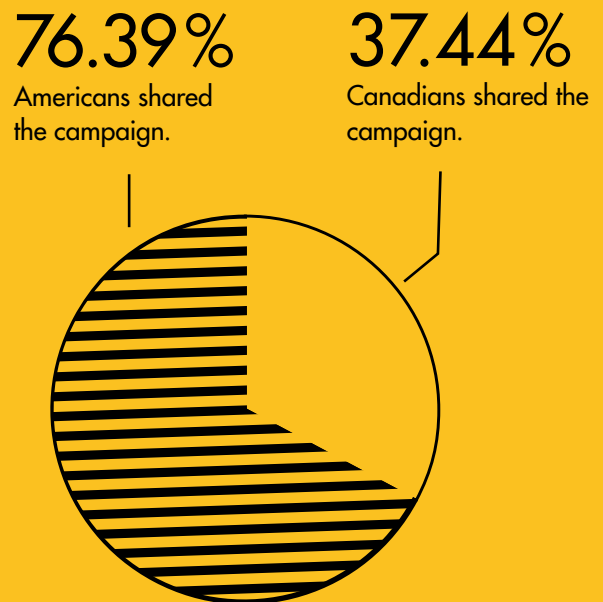
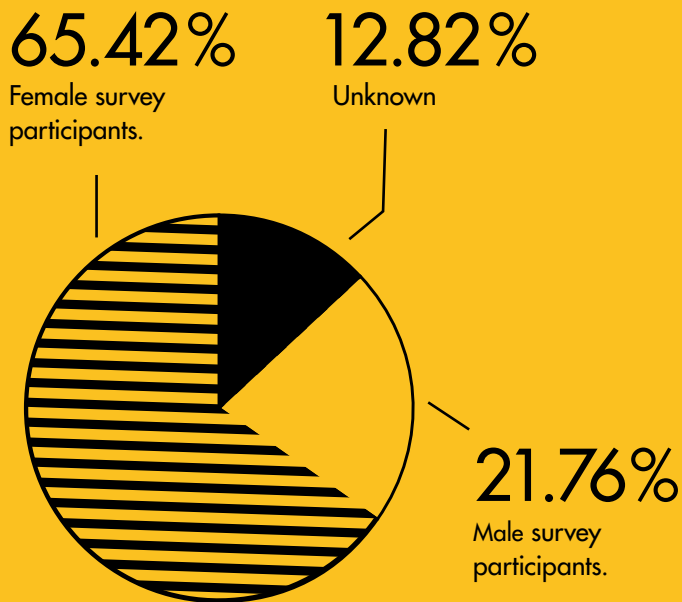
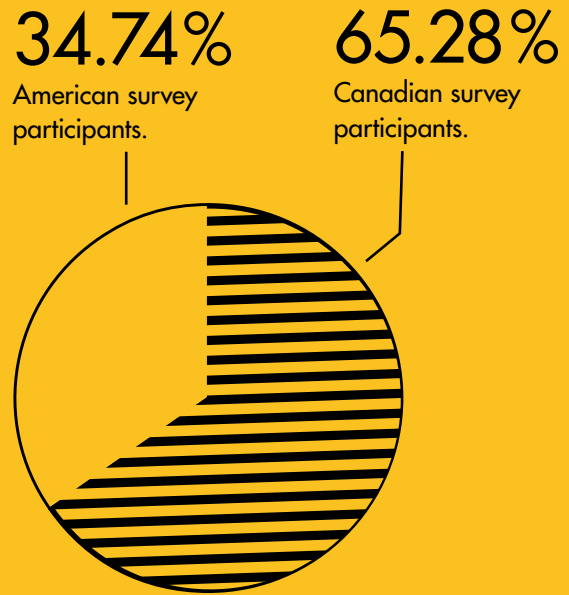


“At one of our screenings we ended up meeting the communications officer for an Indigenous group and, because of that meeting, we were able to line up a lot of ropeless gear testing. It was just because we created an event around this film. My crew were out fishing with them two weeks ago.”

Sean Brilliant, Senior Conservation Biologist, Canadian Wildlife Federation

e-Letter Campaign

Working closely with the *Last of the Right Whales* impact partners, we launched an e-letter campaign to coincide with the film's festival release. Audiences were invited to send a campaign letter to either Prime Minister Justin Trudeau in Canada (English or French) or President Joe Biden in the United States encouraging both leaders to continue to protect North Atlantic right whales. Audiences were alerted to the campaign via postcard handouts and during panel discussions at film screenings.







"As recently as last week, at a high stakes donor meeting, I was able to hand the foundation donor one of the postcards and talk about the film, of what she was aware, etc. It's old school, but those were really useful and gorgeous. With the action stuff and QR code on the back. I think we got a lot of mileage out of those from an IFAW perspective."

Patrick Ramage Senior Director, IFAW



Nearly 7% of audiences used the film's e-letter to advocate for NARW

-  **Canadians** primarily shared the campaign through **Facebook**
-  **Americans** primarily shared the campaign through **Twitter**

LESSONS LEARNED: CALL TO ACTION

The e-letter campaign was launched in time for the film's theatrical release; however, it lacked a coordinated push from our impact partners. Working with multiple impact partners that each have their own organizational priorities made it challenging to create strong support for a joint campaign initiative. While we were able to agree on the language of the e-letter, it was not heavily promoted by all partners. Having better buy-in would have increased promotion of the e-letter campaign and likely resulted in greater impact.

“I also thought it was really good that there was a kind of cohesive ask from people in both countries, to Trudeau and Biden to say, at the end of the day, regardless of where you sit along the coast, you are responsible for being able to impact and save these whales’ lives. ”

Patricia Zaat

Director, Canada, IFAW



Campus Tour

In fall 2022, the campaign selected 10 universities and colleges in the US and Canada to host student-focused screening events. These events were organized for the schools' biological science programs with the intention of inspiring future scientists and increasing interest in endangered species protection.

The Last of the Right Whales 'Curriculum Guide(s)' adapts the film for learning programs that can be used by secondary and post-secondary educators in Canada and the US. The Canadian Curriculum Guide is available in both French and English.

The guides take an intersectional approach allowing each lesson plan to connect to multiple subjects and strands, while providing a number of activities that appeal to a range of learning styles. Each lesson also relates to an evaluation rubric. For secondary learning, there are six distinct lesson plans and for higher education, those same six topics are explored through essential questions and big ideas. For educators who are not part of the 'official' campus tour, the guides are available for download on the film's website.

Campus Tour Locations

College of the Atlantic
(Bar Harbor, ME)

Duke University
(Durham, NC)

McGill University
(Montreal, QC)

Memorial University
(St. John's, NL)

Université de Moncton
(Shippagan, NB)

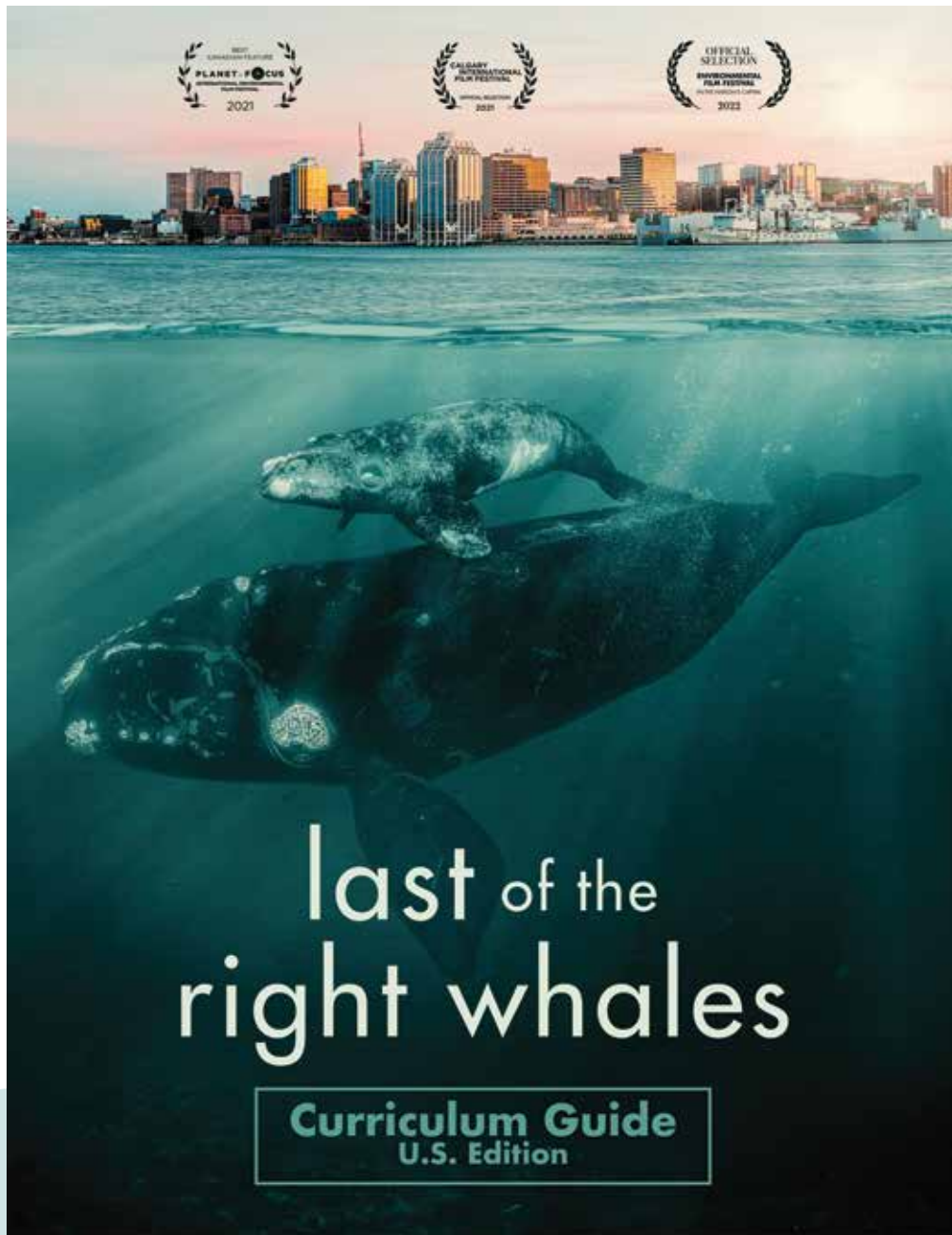
University of British Columbia
(Vancouver, BC)

University of Guelph
(Guelph, ON)

University of New Brunswick
(Saint John & Fredericton, NB)

University of Rhode Island
(Kingston, RI)

University of Toronto
(Mississauga, ON)



“The film was amazing to see on the big screen! It sure has a lot of impact so thank you and the team for all the hard work it took to make that come to be and to give right whales a voice. Here’s to us all continuing to do all that we can to make the world a better place for right whales!”

Amy Knowlton

Senior Scientist, The Anderson Cabot Center for Ocean Life

BROADCAST

Last of the Right Whales will broadcast on the following networks, starting in 2023.

The Nature of Things is CBC's flagship documentary program and the world's longest-running science series. It will launch its 62nd season with the world television premiere of *Last of the Right Whales* on January 6, 2023.

ICI Explora, a Canadian French language specialty channel owned by Société Radio-Canada, will broadcast the French dubbed version *Les Dernières Baleines Noires* on January 7, 2023. The channel reaches nearly 1 million French speakers across Canada.

ARTE is the home of documentaries in Europe, with more than half of its airtime dedicated to documentary programming. ARTE will broadcast the international premiere in Germany and France on its popular science series *Découverte* in February 2023. Foreign titles: *Die Letzten ihrer Art Nordatlantische Glattwale* and *Les Dernières Baleines Franches*.

NOVA on PBS, the most popular primetime science series on American television, will feature the U.S. premiere titled *Saving the Right Whale* in Spring 2023. The series reaches an average of 3.3 million viewers each week.

"I think in my experience, if there's someone making a credible and thoughtful documentary about a species or an animal or an issue that's of interest to you, you're a fool not to get on board with it because a documentary is going to get so much more attention than any campaign that I've ever worked on."

Sheryl Fink

Director, Canadian Wildlife Campaigns
IFAW



TERRACE

LAST OF THE RIGHT WHALES
SC PREMIERE

After the Campaign

While the impact campaign officially ended on October 31, 2022, the film will continue to inspire audiences. The broadcasts in Canada, the US, France and Germany in 2023, along with the international distribution of the film by Off The Fence will continue to raise awareness of the deadly threats facing North Atlantic right whales and other marine mammals impacted by entanglements and vessel strikes.

After broadcast, the film will be available on VOD and network platforms as well as for educational license for years to come. The film website www.lastoftherightwhales.com will continue to be an important resource, with links to the Host Screening and Discussion Guides (English & French) and Curriculum Guide (Canada & US).

Conservation groups and regulatory agencies will continue to use the film to work with fishers and engineers developing fishing technology that is safer for whales.

Our impact partners have a variety of plans to use the film in their work:

- The Canadian Whale Institute is organizing to have the film shown on cruise lines and at boat shows.
- Sierra Club Canada Foundation plans to screen the film at upcoming conservation conferences.
- IFAW is working with HitPlay to create excerpts to share with policymakers in Ottawa and Washington, D.C.

The film is available in 5 languages, English, French, German, Mi'kmaw and Spanish. The Mi'kmaw version *Poqji Altuita'jik Putupaq* was made to connect with Indigenous fishers and communities with cultural ties to the North Atlantic right whale. The team worked with leading community language speakers to translate and record the dubbed version for Indigenous audiences.

Snow Cone Update

Snow Cone, North Atlantic right whale #3560, embodied the challenges facing NARW. During the film's 3-year production and release window, Snow Cone gave birth to her first calf and lost him at six months to a vessel strike. Nine months later she became entangled and then gave birth to a second

calf while still entangled. Sadly, there is no Hollywood ending for this young mother who was recently seen entangled again, on the verge of death and without her second calf (the calf's status remains unknown). Snow Cone's story will continue to touch the hearts of audiences long after her demise.

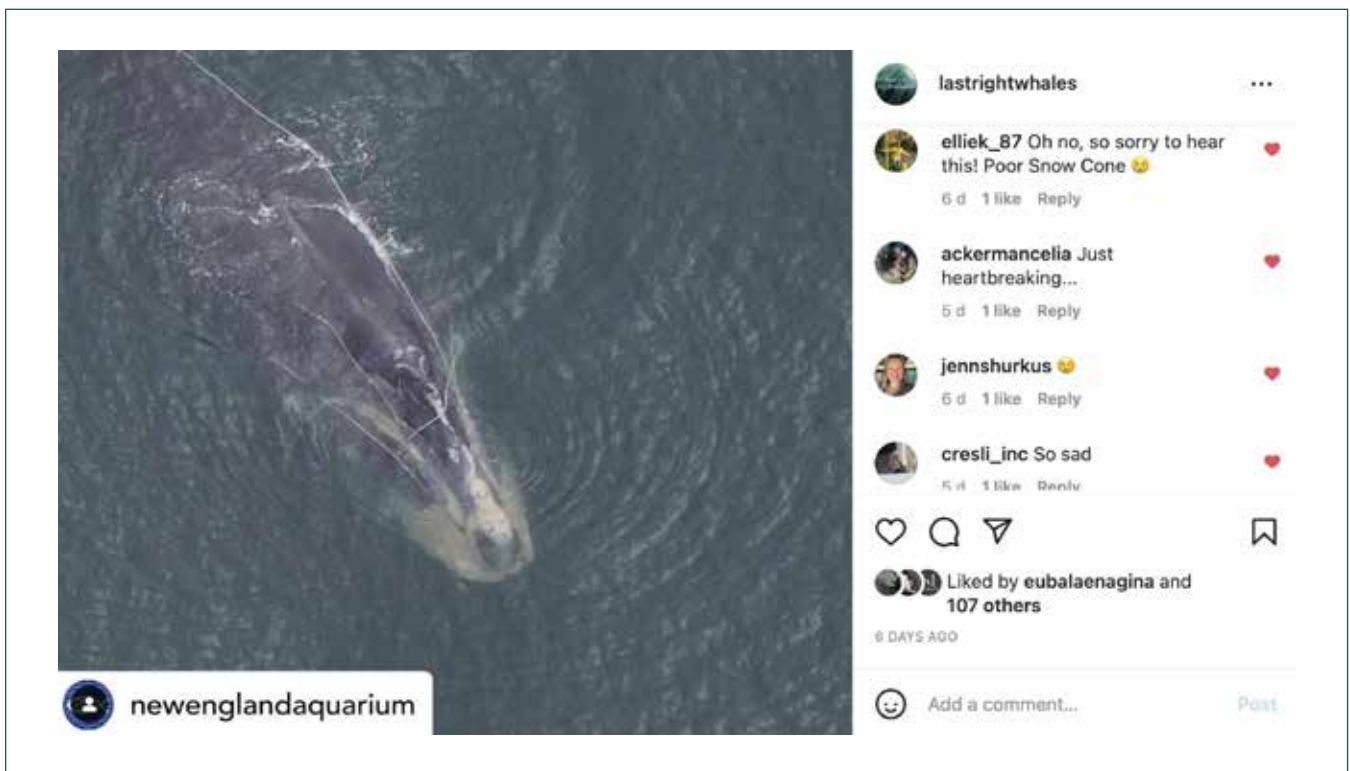


Photo Credit: New England Aquarium, taken under NOAA permit 25739

LEGACY

The *Last of the Right Whales*' year-long campaign focused on three main goals: reducing fixed-line fishing gear entanglements, preventing vessel strikes, and raising the profile of the critically endangered species. There is no doubt that the screenings, publicity and impact work that accompanied campaign events on both sides of the border have increased awareness. Sharing the images of a fresh entanglement with government agencies as well as fishers and gear manufacturers means that the ropes and tech being used to catch lobster and snow crab are being reevaluated to minimize risk to the whales while supporting an important industry. Witnessing the aftermath of Snow Cone's first calf being run over while promoting slower speeds throughout the campaign allowed audiences to rethink how vessels interact with marine mammals and their shifting habitats. The hope is that this additional dialogue and conversation will lead to increased efforts to protect this species from lethal human behaviours, which will help to ensure that we have not seen the last of the right whales.

"Once I have a copy of the DVD, I'll never hesitate to show it. We have a marine mammal summer camp here on the island that we do together with Saint Mary's University, it's high school kids, I would have loved to show that to them."

Moira Brown

Senior Scientist
Canadian Whale Institute



Appendices

Resources

[Last of the Right Whales Website](#)

[Last of the Right Whales Trailer](#)

[Discussion Guide \(English\)](#)

[Discussion Guide \(French\)](#)

[Hosting Tool Kit \(English\)](#)

[Hosting Tool Kit \(French\)](#)

[Canadian Curriculum \(English\)](#)

[Canadian Curriculum \(French\)](#)

[American Curriculum](#)

[HitPlay Productions YouTube](#)

Impact Campaign Partners & Advisors

Canadian Whale Institute

Canadian Wildlife Federation

International Fund for Animal Welfare

The Pew Charitable Trusts

Sierra Club Canada Foundation

Oceans North

Anderson Cabot Center for Ocean Life at the New England Aquarium

Government Agencies

Government of Canada

- Fisheries and Oceans Canada

- Transport Canada

United States

- NOAA

Non-Government Agencies

North Atlantic Right Whale Consortium (NARWC)

North Atlantic Right Whale Catalog

Ropeless Consortium

Appendices

Press Coverage

TV

CHCO-TV Southwest New Brunswick
CP24 Toronto
CTV Atlantic (CKLT)
CTV Kitchener (CKCO)
CTV Lloydminster (CITL)
CTV Montreal (CFCF)
CTV Morning Live Atlantic
CTV News Calgary at Noon
CTV News Sudbury
CTV Northern Ontario (CICI)
CTV Ottawa (CJOH)
CTV Thunder Bay (CKPR)
CTV Toronto
CTV Your Morning (CTV News)
Evening News at 6 (CHCH)
FOX 24 News Now
Global News Morning BC
Global News
Global News Morning Halifax
Minute at the Movies (Review) (Global Regina)
Newfoundland TV
News4Jax

Digital/Print

ABC News WJCL
ABC News 8 WMTW
Afro Toronto
Airdrie Today
Alaska Highway News
Alliance of Women Film Journalists
Boston Herald
Boston Globe
Brandon Sun
Brantford Expositor
Burnaby Now
Calgary Herald
Canada.com
Canadian Press
Canadian Wildlife Federation
Cape Breton Post
Cape Cod Sunday Journal
Cape Cod Times
CBC NB - The Shift
CBC News
CBC News New Brunswick
CBC Prince Edward Island
Chatham Daily News
CILQ-FM
Cinoche

City News
City News Halifax
Clinton News Record
Cochrane Eagle Delta Optimist
Cochrane Times-Post
Cold Lake Sun
Connect Savannah
Cornwall Standard Freeholder
CTV News
Daily Camera
Daily Herald-Tribune
Deadline
Dragoon Valley Western Review
EastBayRI
Edmonton Journal
Exclaim
Fairview Post
Fernandina Observer
Film Can
Firstshowing.net
Flin Flon Reminder, Coast Reporter
Global News
Goderich Signal Star
Gotham Whale
InfoTel News
Kenora Miner & News

Appendices

Digital/Print con't

Kinema	Orca Sound	St. Catharines Standard
Lakeland Today	Original-Cin	That Shelf The Belleville Community Press
La Nouvelle Beaumont News	Ottawa Citizen	The Belleville Intelligencer
La Presse	Patch	theBuzz
Le Devoir	Peace River Record - Gazette	The Chronicle-Journal
Leduc Rep	Pembroke Observer and News	The Cochrane Times
Lethbridge Herald	Peterborough Examiner	The Daily Courier
London Free Press	Pique News Magazine	The Edmonton Examiner
Medicine Hat News	Playback Online	The Gananoque Reporter
Mid-North Monitor	Portland Press Herald	The Globe and Mail
Moncton Telegraph-Journal	POV Magazine	The Hanna Herald
Monday Magazine	Radio Canada HERE Nova Scotia	The High River Times
Mongabay	Red Deer Advocate	The Kingston Whig-Standard
Mountain View Today	Regina Letter Post	The Lethbridge Herald
MSN Canada	RMO Today	The Mitchell Advocate
My McMurray	Salem Film Fest	The Nanton News
Napanee Guide	SaltWire/Chronicle Herald	The New Westminster Record
National Post	Saporta Report	The Nipawin Journal
NBC Affiliate WCBD	Sarnia and Lambton County This Week	The Owen Sound Sun Times
Newport Daily News	Sask Today	The Paris Star
News Leader	SEE Change	The Penticton Herald
Nexus	Seventh Row	The Picton County Weekly News
Niagara Falls Review	Sherwood Park-Strathcona County News	The Pincher Creek Echo
Norfolk and Tillsonburg News	Shoreline Beacon	The Post
Northern News	Southern Tides	The Powell River Peak
North Shore Magazine	St. Albert Today	The Prince George Citizen
North Shore News		The Province
OkotoksToday.ca		The Record

Appendices

Digital/Print con't

The Sarnia Observer
The Sault Star
The Simcoe Reformer
The Stony Plain Reporter
The Stratford Beacon Herald
The Strathroy Age Dispatch
The Sudbury Star
The Times Colonist
The Trentonian
The Warton Echo
The Windsor Star
The Woodstock Sentinel Review
Timmins Times
Today's Farmer
Toronto Film Critics Association
Toronto Star
Town and Country Today
Tribute
Tri-City News
USA Today
Vancouver is Awesome
Vancouver Movies
Vancouver Sun
Vancouver Province
Vermilion Standard
Wetaskiwin Times
Whitecourt Star
Yahoo! Canada

Radio/Podcasts

BOUNCE 93 (Bounce 93)
CapeCod.com
CBC Listen
CBC 93.5 FM (CBCL)
CBC 99.9 FM (CBCS)
CBC Radio One 88.3FM
(CBQT)
CBC Radio One 89.1FM
(CBLA-FM2)
CBC Radio One 90.5
(CBHA)
CBC Radio One 91.3FM
(CBD)
CBC Radio One 91.5FM
(CBO)
CBC Radio One 96.1FM
(CBCT)
CBC Radio One 97.5FM
(CBEW)
CBC Radio One 99.1FM
(CBLA)
CBC Radio One 104.7FM
(CBVE)
CBC Radio One 1140AM
(CBI)
CBC Radio One 1400AM
(CBG)

CBC Radio One 640AM
(CBN)
CBC Radio One (CFGB)
(Happy Valley-Goose Bay, NL)
CBC Radio One (CBT)
(Gander, NL)
CBC Radio One Fredericton
(CBZF)
CFMI-FM
CJRU 1280 AM
CKBW 98.1 (CKBW 98.1)
Face2Face
Maine Public
Newstalk 770 (CHQR)
NPR Maine Radio
NPR Station WJCT
ScreenFish
Radio Canada - CBC Moncton
Real Talk Ryan Jespersen
Talkshow 649
The Breakdown with Allison Dore
(XM Radio)
The Public Verse Vikki and Grace
WCAI NPR
What She Said
Y95.5

Appendices

Screenings - Canada

Organisation Bleue

Montréal, QC

Canadian Whale Institute

St. Andrews, NB

Canadian Wildlife**Federation/Oceans Tracking Network**

Halifax, NS

Canadian Wildlife**Federation**

Halifax, NS

Festival Vues Sur Mer

Gaspé, QC

Canadian Wildlife**Federation**

Yarmouth, NS

Port Saint John

Saint John, NB

Ashbridges Bay Yacht Club

Toronto, ON

Princess Twin Cinemas

Waterloo, ON

The Loft Cinema

Cobourg, ON

Playhouse Cinema

Hamilton, ON

Cineplex Yonge and**Dundas**

Toronto, ON

Cineplex Cinemas**Winston Churchill**

Oakville, ON

Bytowne Cinema

Ottawa, ON

Galaxy Cinemas**Peterborough**

Peterborough, ON

Hyland Cinema

London, ON

BookShelf Cinema

Guelph, ON

Landmark Cinemas 24**Kanata**

Kanata, ON

Landmark Cinemas 10**Orleans**

Orleans, ON

Landmark Cinemas 10**Waterloo**

Waterloo, ON

Landmark Cinemas 24**Whitby**

Whitby, ON

Ted Rogers Hot Docs**Theatre**

Toronto, ON

Cinéma Cartier

Quebec City, QC

Maison du Cinéma du**Sherbrooke**

Sherbrooke, QC

Cinéma du Musée

Montreal, QC

Sudbury Indie Co-Op

Sudbury, ON

Rio Theatre

Vancouver, BC

Mayfair Theatre

Ottawa, ON

Rainbow Golden Mile

Regina, SK

Roxy Theatre

Saskatoon, SK

Cineplex Odeon**International Village**

Vancouver, BC

The Movie Mill

Lethbridge, AB

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Cineplex Odeon Eau Claire Market

Calgary, AB

Landmark Cinemas Country Hills

Calgary, AB

Metro Cinema

Edmonton, AB

Landmark Cinemas 9 Edmonton City Centre

Edmonton, AB

Landmark Cinemas Grand 10 Kelowna

Kelowna, BC

Landmark Avalon

Nanaimo, BC

Landmark Cinemas 10 New Westminster

New Westminster, BC

Landmark Cinemas 7 Penticton

Penticton, BC

Landmark Cinemas Towne Cinema 8

Winnipeg, MB

Cineplex Cinemas Park Lane

Halifax, NS

Cineplex Cinemas Yarmouth

Yarmouth, NS

Cineplex Cinemas Miramichi

Miramichi City, NB

Cineplex Cinemas Trinity Drive

Moncton, NB

Cineplex Cinemas Saint John

Saint John, NB

Scotiabank Theatre St. John's

St. John's, NL

City Cinema

Charlottetown, PE

Cineplex Cinemas Sydney

Sydney, NS

Cineplex Cinemas Saint John

Saint John, NB

Cineplex Cinemas Charlottetown

Charlottetown, PE

Halifax Wharf, Pop-up Cinema

Halifax, NS

Shediac Multipurpose Centre

Shediac, NB

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Screenings - United States

Simons Theater

Boston, MA

The Quad Cinema

New York City, NY

Sun-Ray Cinema

Jacksonville, FL

Terrace Theatre

Charleston, SC

Cape Cinema (Cape Cod)

Dennis, MA

Patriot Cinemas**Nickelodeon Theatre**

Portland, ME

Boy Scouts

Eastham, MA

Railroad Square Cinema

Waterville, ME

Cape Cinema

Dennis, MA

Lucas Theatre

Savannah, GA

Right Whale Ambassadors

Fernandina Beach, FL

Waters Edge Cinema

Provincetown, MA

Colonial Theatre

Belfast, ME

National Seashore Salt**Pond Visitor's Center**

Eastham, MA

**Wild Cumberland
co-sponsoring with****Sierra Club**

Atlanta, GA

**Public Employees
for Environmental
Responsibility**

Washington, DC

Oceana

Stuart, FL

**Audubon Society of Rhode
Island**

Bristol, RI

**Green Scene of Coastal
Georgia**

Brunswick, GA

Right Whale Festival

Fernandina Beach, FL

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Film Festivals

Calgary International Film Festival

Calgary, AB

Planet in Focus International Environmental Film Festival

Ontario, Live Virtual Event

Victoria Film Festival

Victoria, BC

Available Light Film Festival Festival

Yukon & Northwest Territories

Kingston Canadian Film Festival

Online in Canada

DC Environmental Film Festival

Washington, DC

Salem Film Festival

Salem, MA

San Francisco Green Film Festival

Online

Newport FILM

Newport Vineyards, RI

International Wildlife Film Festival

Missoula, MT

Environmental Film Festival

Martha's Vineyard, MA

BlueWater Film Festival

San Diego, CA

Boulder Environmental Nature Outdoors Film Festival

Boulder, Colorado

Hyannis Film Festival

Hyannis, MA

Buenos Aires, Buenos Aires International Film Festival

Argentina

Mars da Fin do Mundo

Galicia, Spain

Appendices

Panelists & Moderators

Alanna Mitchell

Journalist (Moderator)

Alyse Hand

Global News Morning (Moderator)

Amy Knowlton

New England Aquarium

Andrew Trites

University of British Columbia

Barb Zoodsma

Marine Mammal Biologist, NARW
calving grounds

Bill McWeeny

Local Activist

Brenna Stanford

University of Calgary

Brett Gilchrist

Fisheries and Oceans Canada

Cathy Merriman

Fisheries and Oceans Canada

Cathy Sakas

Tybee Island Marine Science Center

Charles "Stormy" Mayo

Center for Coastal Studies

Chris Zadra

Drone Operator,
Last of the Right Whales

Christine Kleckner

DOC Institute (Moderator)

Christy Hudak

Center for Coastal Studies (CCS)

Courtney Small

Film Critic (Moderator)

Cynthia Kane

Founder, GBGG Productions

Danielle Dion

Quoddy Link Marine

Deanna H. Choi

Composer, Last of the Right
Whales

Delphine Durette-Morin

Canadian Whale Institute

Dinah V. Pulver

USA Today (Moderator)

Edward Trippel

Fisheries and Oceans Canada

Farheen Kadwa

WWF Canada

Frederik Jones

Cameraman

Gina Lonati

University of New Brunswick,
Saint John

Gretchen Fitzgerald

Sierra Club Canada

Heather Pettis

New England Aquarium

Hermina Glass-Hill

Oceana Georgia

Jacqueline Miller

Royal Ontario Museum
(Moderator)

Jason Simms

Fisheries and Oceans Canada

Jenna Freeman

Communications Specialist
(Moderator)

Jennifer Hollett

The Walrus (Moderator)

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Executive Producer, Last of the
Right Whales

Joe Cultrera

Salem Film Fest

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Planet In Focus (Moderator)

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Appendices

Panelists & Moderators

Juliet Eilipren

Washington Post (Moderator)

Katharine Deuel

Pew Charitable Trusts

Katherine Bruce

Planet in Focus (Moderator)

Kim Sawicki

Sustainable Seas Technology

Kristy Long

National Marine Mammal Take Reduction Program at NOAA

Latif Nasser

RadioLab (Moderator)

Leah Baumwell

The Pew Charitable Trusts (Moderator)

Lia Colabello

Planet+Purpose Solutions (Moderator)

Marc Palombo

Lobster Fisher

Martin Noël

Crab Fisher

Mary Landers

The Current (Moderator)

Matt Abbott

Conservation Council, New Brunswick (Moderator)

Michael Conathan

Ocean and Climate, Aspen Inst. Energy & Environment (Moderator)

Michael Jasny

NRDC (National Resources Defense Council)

Michael J. Moore

Veterinary Scientist, Woods Hole Oceanographic Institution (WHOI)

Michael Newman

Global News (Moderator)

Mindy Todd

The Point, WCAI (Moderator)

Moira Brown

Canadian Whale Institute

Nadia Gordon

Florida Fish and Wildlife Conservation Commission

Nadine Pequenez

Director/Producer, Last of the Right Whales

Nancy Downes

Oceana

Orla Robinson

Vancouver Fraser Port Authority

Patricia Zaat

IFAW

Patrick Ramage

IFAW

Pierre Dupuis

Homarus Inc. (Maritime Fishermen Union)

Richard Duggan

VOCM News (Moderator)

Robert Kenney

University of Rhode Island Graduate School of Oceanography

Robert Martin

Commercial Fisherman

Rosey Edeh

CTV News (Moderator)

Samantha Siegel

Oceana South Carolina

Sandra Whitehouse

Ocean Conservancy

Sara Ellis

Marineland Right Whale Project

Appendices

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Center for Coastal Studies

Sarah Sharp

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Sean Brilliant

Canadian Wildlife Federation

Sebastian Teunissen

Canadian Whale Institute

Sholeh Alemi Fabbri

Impact Producer, *Last of the Right Whales*

Simone Cominelli

Memorial University

Stephane Ferron

Fisherman

Stephanie Ratelle

Fisheries and Oceans Canada

Stephen Raverty

Ministry of Agriculture, British Columbia

Sue Biely

Story Money Impact

Tonya Wimmer

Marine Animal Response Society

Verena Gill

Marine Mammal Conservation Branch 3, NOAA Fisheries

Vicki Hogarth

CHCO-TV (Moderator)

Wayne McFee

NOAA

Zack Klyver

Blue Planet Strategies

Appendices

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Robyn Mogil

Publicist,
TARO PR

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Curriculum Author (Canada)

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Curriculum Author (US),
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Kate Hall

Impact Report Designer,
Gravy Co. Design Studio

Joanne Howard

Graphic Designer,
Small Dog Design

Appendices

Special Thanks

**Anderson Cabot Center for Ocean Life
at the New England Aquarium**

Nick Bakish

Leah Baumwell

Annie Belair

Sean Brilliant

Moira Brown

Center for Coastal Studies

Michelle Cho

Katharine Deuel

Sheryl Fink

Gretchen Fitzgerald

Jamie Foulds

Simon L'Allier

Annie Langlois

Charles Littman

Pamela Logan

Anne Marie Marchand

Zachary May

Kevin Mercuri

Cheryl Munday

**Florida Fish and Wildlife
Conservation Commission**

Fisheries and Oceans Canada

Marine Animal Response Society

**National Oceanic and Atmospheric
Administration**

Chuck Oliva

Heather Pettis

Maria Procopio

Marie-Claude Gagnon

Nadine Robichaud

Patrick Ramage

Royal Ontario Museum

Karen Shopsowitz

Brenda Simpson & Family

Joanne Skryie

Patty Sullivan

Transport Canada

Patricia Zaat

Barb Zoodsma

Thank you to our Impact Campaign Partners



With funding support from



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