



SeaWorld's Killer Whales:
The Middle-Aged Generation's Influence
Since 1965

Daniel Razum



Abstract

SeaWorld, a growing company in The United States, opened in 1964, in which they received their first killer whale in 1965. This orca program has been their most efficient draw to society but also their greatest downfall yet. In the last decade SeaWorld has had hardships in protecting itself from the criticism from society. These slides will describe the correlation of certain events that have affected SeaWorld compared to the way people feel about those events. It will also research how, overall, the middle aged generation has affected SeaWorld to how they will continue to affect SeaWorld for generations to come.

Historical Aspect



Specific events Since 1964

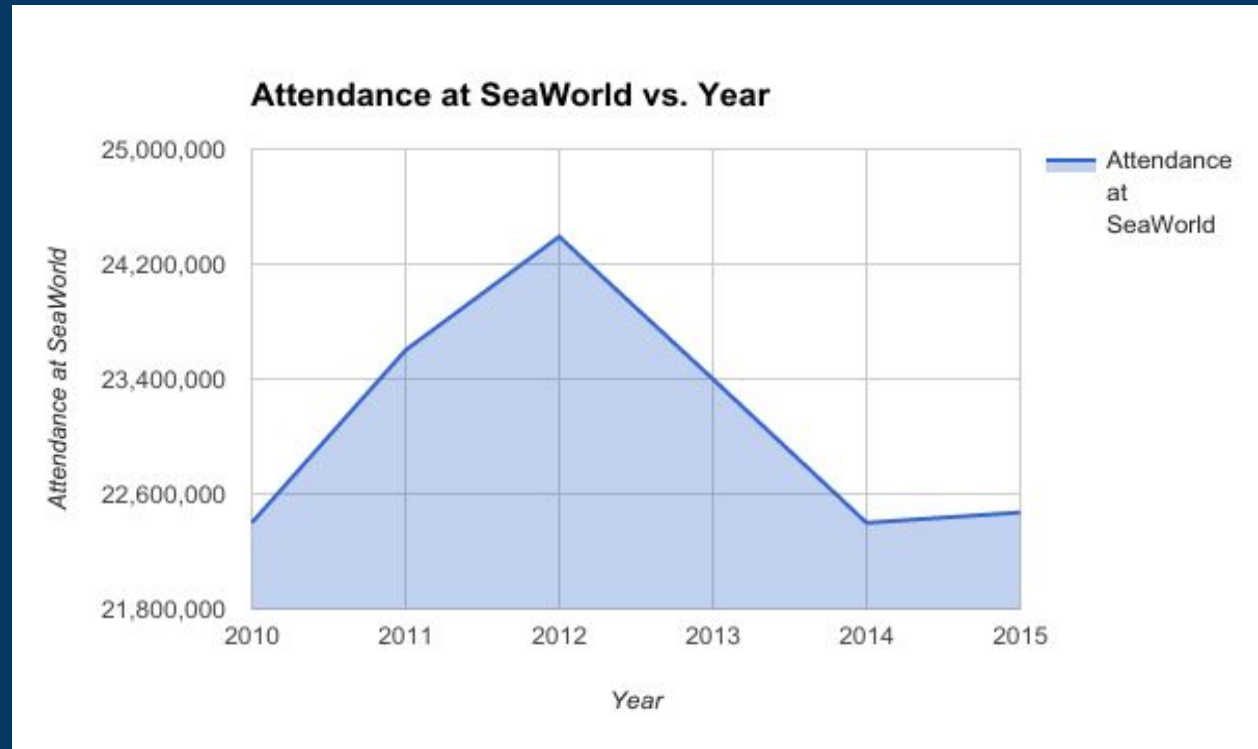
- The park opened in 1964
 - Made to be a place of learning
 - Animals not seen in the wild.
 - First killer whale in 1965
 - A large draw from the public
- In 1989 Kandu died during a show
 - Bled to death in front of thousands
 - Led to the suspicion of the public
 - Question SeaWorld's treatment of orcas

Specific events Since 1964 cont.

- In 2010 Dawn Brancheau was killed
 - Major backlash from public
 - Also led to questioning of SeaWorld's ethics
- In 2013 Blackfish was released
 - The movie focused on Brancheau's death
 - Changed many people's perspective
- In 2016 SeaWorld ended their killer whale program
 - Response of the public throughout years
 - Was mostly accepted by 45-60 year old

Results From Research

- Decrease due to the death of Brancheau and the movie Blackfish¹



1. Au, T. Y., & Chang, B. (1991). *TEA/AECOM 2015 Theme Index and Museum Index: The Global Attractions Attendance Report* (pp. 1-82, Publication) (J. Rubin, Ed.). Burbank, CA: Themed Entertainment Association (TEA).

2. Chang, B. (2013). *TEA/AECOM 2013 Theme Index & Museum Index: The Global Attractions Attendance Report* (pp. 1-69, Publication) (J. Rubin, Ed.). Burbank, CA: Themed Entertainment Association (TEA).

3. Camp, D. (2011). *TEA/AECOM 2011 Theme Index and Museum Index: The Global Attractions Attendance Report* (pp. 1-51, Publication) (G. Jeffers & J. Rubin, Eds.). Burbank, CA: Themed Entertainment Association (TEA).

Places similar to SeaWorld

- MarineLand of the Pacific
 - Closed in 1987
 - From pressure of society¹
- MarineLand, Canada
 - Many want to shut it down
 - Petition to have it close²
 - Bill S-203 open for hearings²
- Ringling Brothers
 - Ending in May 2017
 - Decreased ticket sales³

1. Demers, P. (n.d.). Save Marineland's Animals. Retrieved March 26, 2017, from <https://www.change.org/p/save-marineland-s-animals>

2. Patryla, J. (2005). *A photographic journey back to Marineland of the Pacific*. Place of publication not identified: Jim Patryla.

3. Ringling Bros. Circus. (n.d.). Retrieved March 26, 2017, from <https://www.ringling.com/>

Today's Aspect



Today's Societal Debate

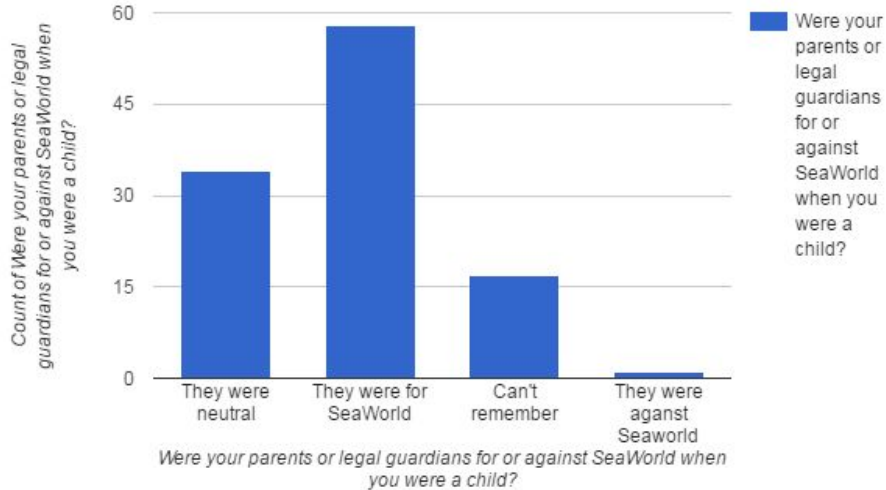
- Survey conducted with 189 respondents
 - 110 between the age of 45-60 (target)
 - SeaWorld evolved with age group
 - Remained anonymous
 - Responses obtained through
 - Email
 - Facebook
 - Friend and family sharing
 - Consisted of 19 questions
 - Ranged of questions
 - Goal: obtain statistics about past, present, and future influences

Today's Societal Debate Discussion

- Results from survey
 - 41% were against SeaWorld
 - 70% had not seen the movie Blackfish
 - 38% strongly agree that it affects their current perspective
 - 63% would have visited SeaWorld before
 - 54% would now visit SeaWorld after events
 - 56% did not care whether their child supported SeaWorld as an adult
 - 65% do not care because they are an adult

Parental perspective Vs. Child's perspective

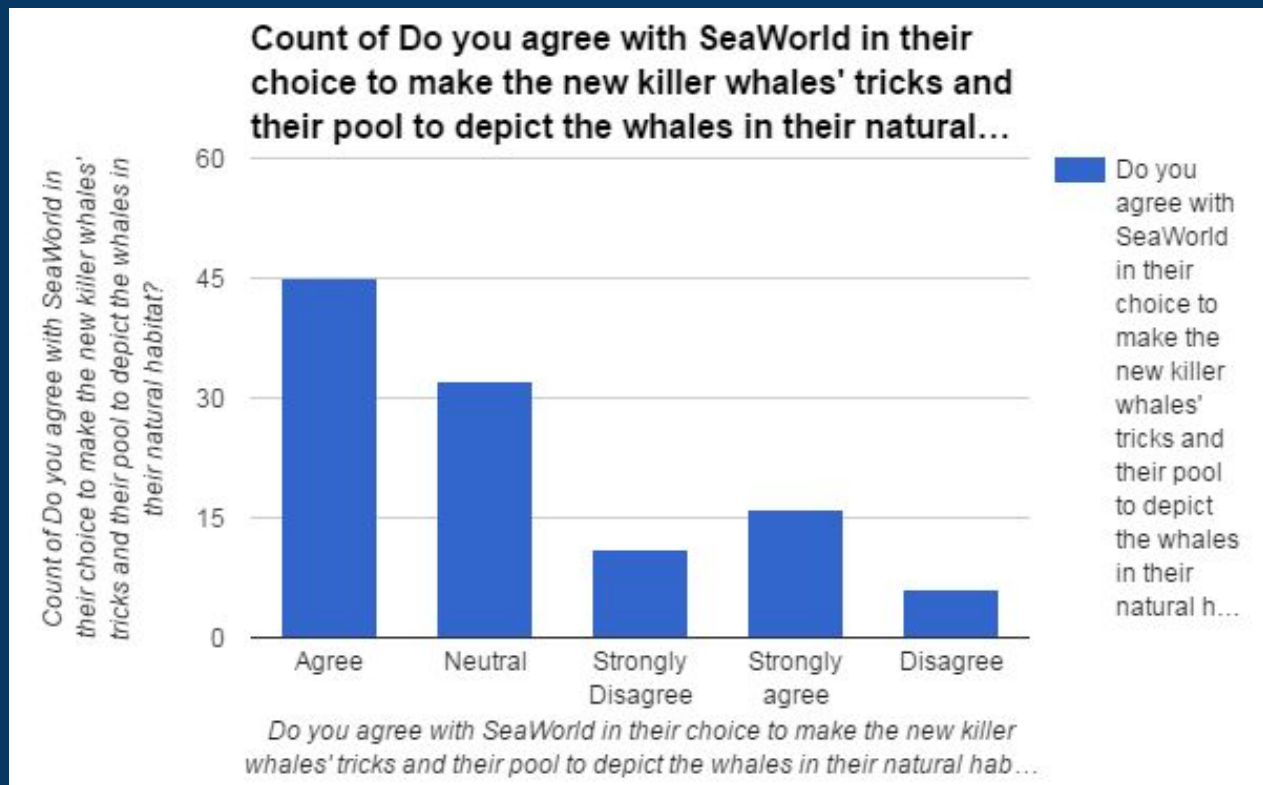
Count of Were your parents or legal guardians for or against SeaWorld when you were a child?



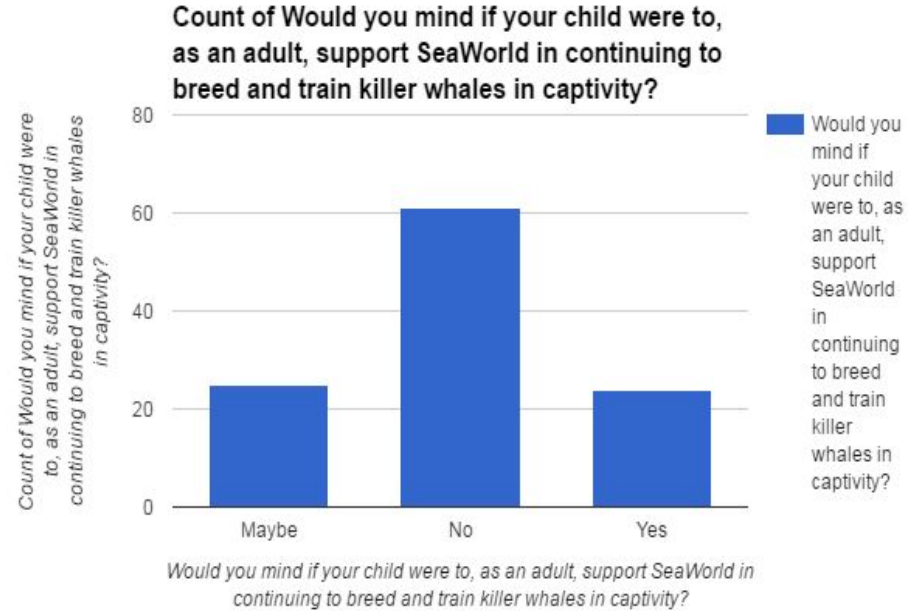
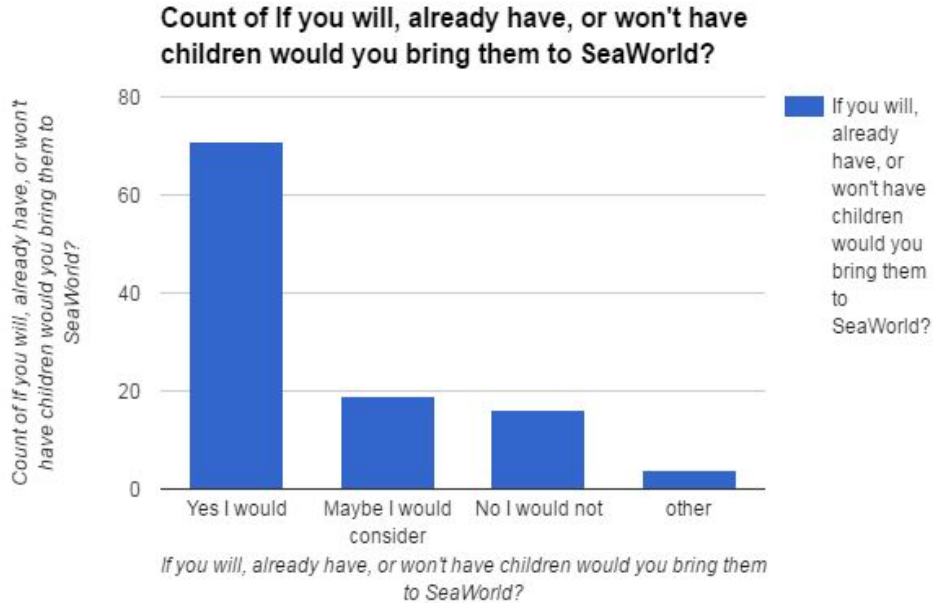
Count of What is your moral perspective toward SeaWorld training killer whales?



Advertisements Campaign



Future effects



Limitations

- Limited amount of research in my area
- More respondents to my survey
- Limited information and much variation in attendance records for SeaWorld

Three Main Takeaways

- Society has a large impact on companies and their reputation
- Due to the recent advertisements SeaWorld has been starting to achieve a better reputation
- Parents have little effect on their child's perceptions towards SeaWorld



SeaWorld's Killer Whales:
The Middle-Aged Generation's Influence
Since 1965

Daniel Razum



SeaWorld's Killer Whales: The Middle Aged Generations Impact Since 1965

Question

How Have the Polar Perspectives of 45-60 Year Olds Affected SeaWorld's Killer Whale Training Program Since 1965.

Hypothesis

I Predicted that the middle aged generation has and will continue to affect SeaWorld negatively through a reduction in attendance and support.

Method

Your text goes here.

Purpose

Your text goes here.

Abstract

SeaWorld, a growing company in The United States, opened in 1964, in which they received their first killer whale in 1965. This orca program has been their most efficient draw to society but also their greatest downfall yet. In the last decade SeaWorld has had hardships in protecting itself from the criticism from society. This paper will describe the correlation of certain events have affected SeaWorld compared to the way people feel about those events. It will also research how, overall, the middle aged generation has affected SeaWorld to how they will continue to affect SeaWorld for generations to come.

Literature Review

. When the movie *Blackfish* came out it drastically hurt SeaWorld and the animal training business in multiple different ways. The movie revolves around the harm that SeaWorld caused, and continues to cause, but mainly focuses on the death of Dawn Brancheau. They also focus on the whale that killed her and what his life in captivity was like. They illustrate how this killer whale, named Tilikum, was left in a pen at night with older whales who would abuse him and hurt him. They describe how he was involved with three different deaths during his life and how these events occurred and who allowed them occur. They explain how SeaWorld sometimes would withhold some of their information about the whales and the safety risks which were prevalent. This facade they created was said to put the trainers in danger even though they didn't know this at the time. When the public was made aware of the deaths that have occurred at SeaWorld many became shocked and frightened. More people started to question whether it was right or not for SeaWorld to be keeping these large intelligent creatures in captivity, which led to an uproar of people wanting SeaWorld to release their whales. SeaWorld denies this, however, because it could kill the whale due to their only knowledge of life being inside a tank and losing the natural predatory behavior to successfully live in the ocean.

Results

Discussion

Your text goes here.

Analysis

Your text goes here.