



Awareness Inspires Conservation

Mission

- Support White Shark Research
- Improve Public Safety
- Educate the Public to Inspire Shark Conservation



Telemetry data is used in all three areas of our mission

White Sharks: Protection in the 1990s



Grey Seals: Protection in the 1970s



Atlantic White Shark Conservancy ©Wayne Davis

Predator and Prey Populations Rebound Conservation Success Story!



Image by Wayne Davis

White Sharks Close to Shore

Opportunities and Challenges



W.DAVIS/WWW.OCEANAERIALS.COM

Opportunity: Research

September 7, 2009

(CNN) -- The Massachusetts Division of Marine Fisheries has tagged two great white sharks off Cape Cod in an area where shark sightings have been reported, state officials said Sunday.

The tagging Saturday marked the first time a great white shark had been successfully tagged in the Atlantic Ocean off the U.S. coast, the division said in a statement.



White Shark Research

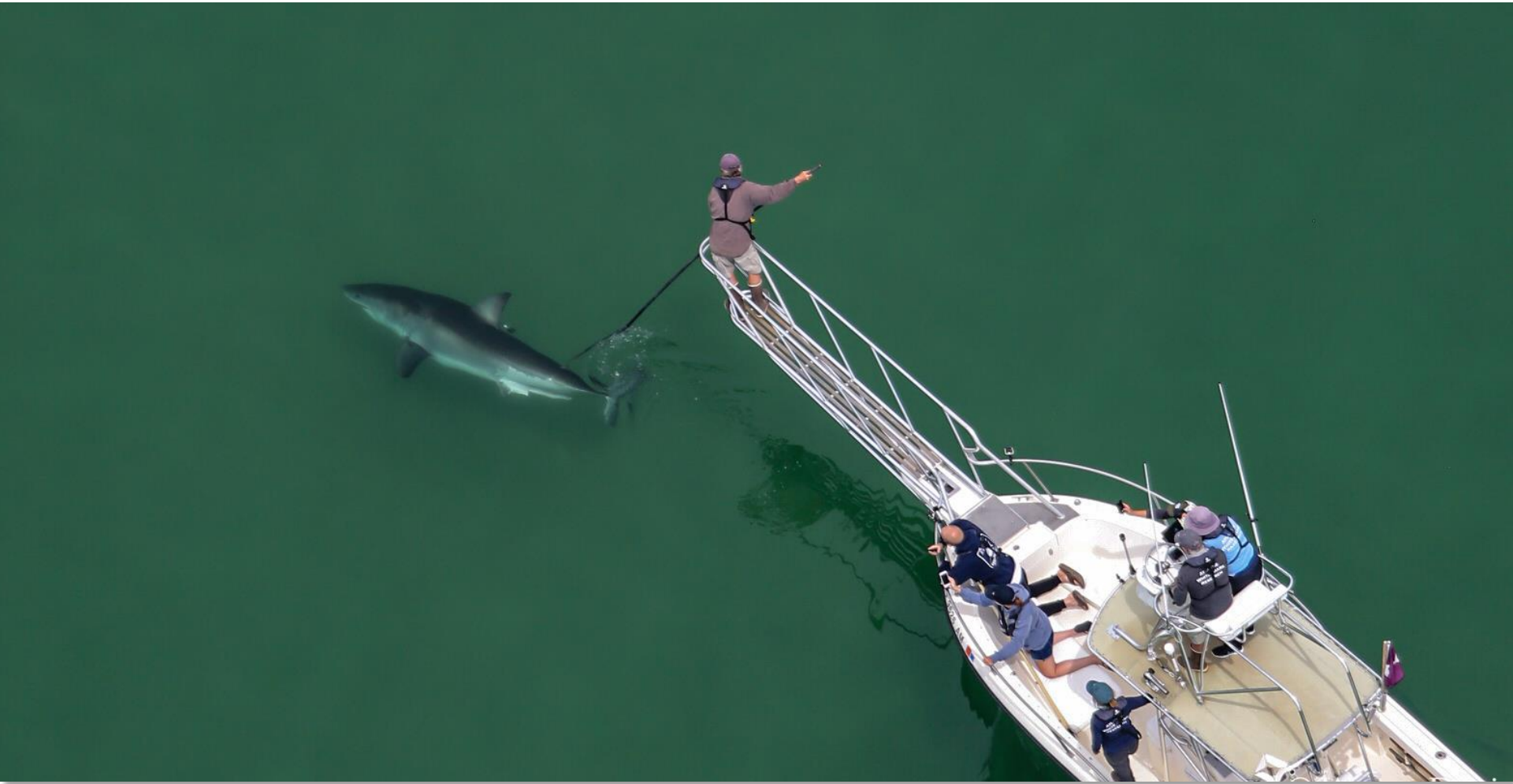


Image by Wayne Davis

Opportunity: Shark Eco-Tourism



Citizen Science



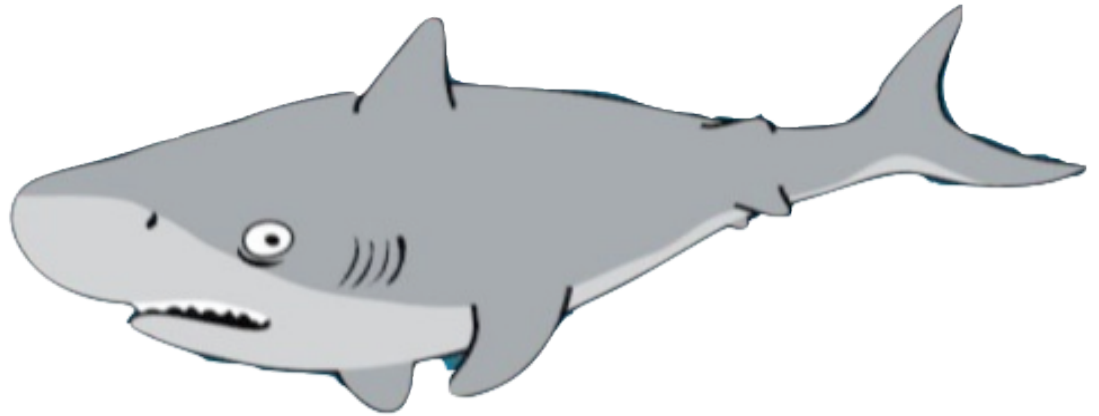
Wayne Davis/Atlantic White Shark Conservancy

Challenge: Public Perception

Advocating for **JAWS** ?



I'm not so bad
once you get to
know me



Education



Shark Center



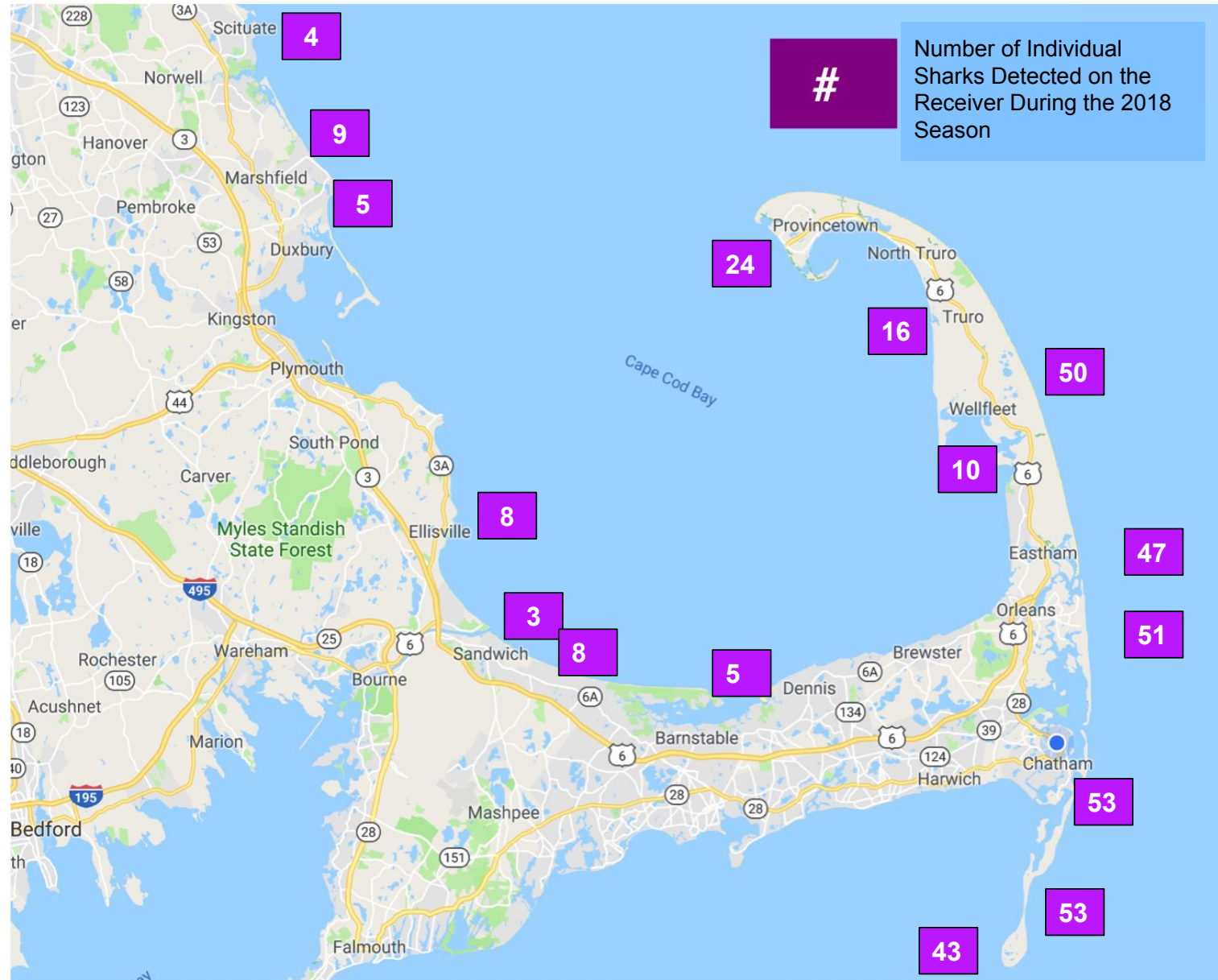
Exhibits



School Programs



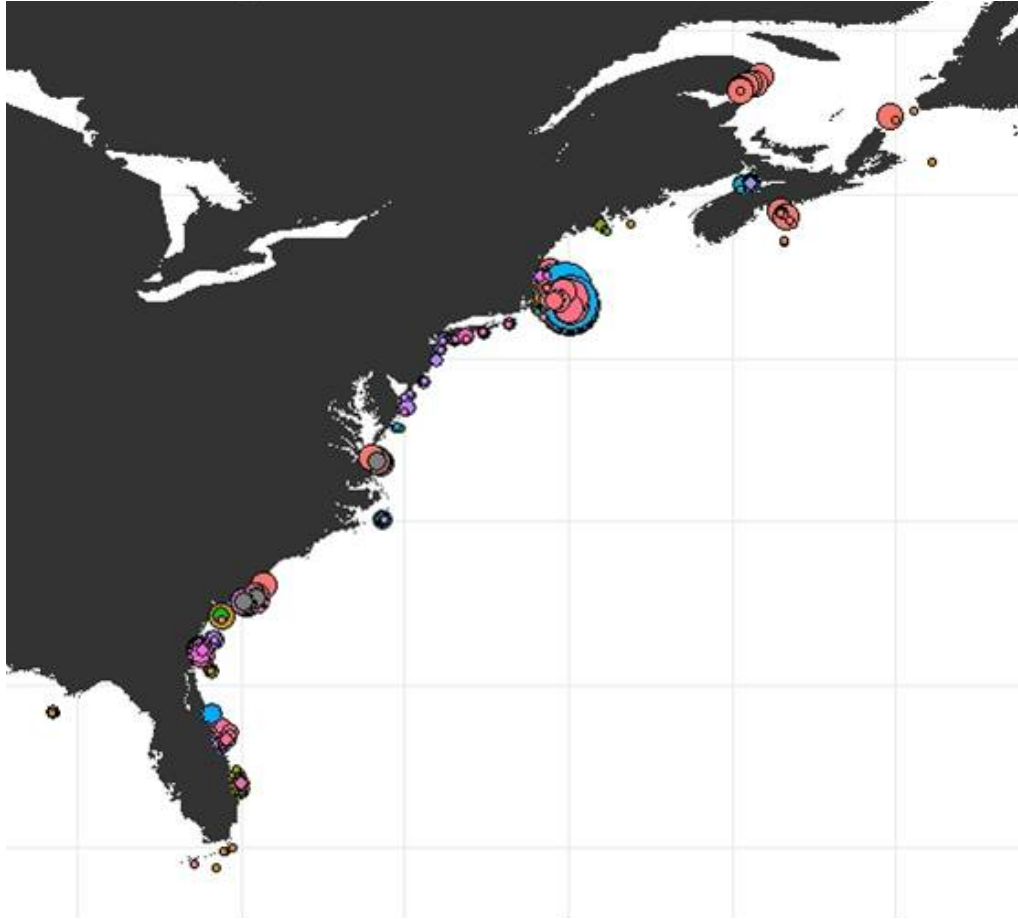
Curriculum



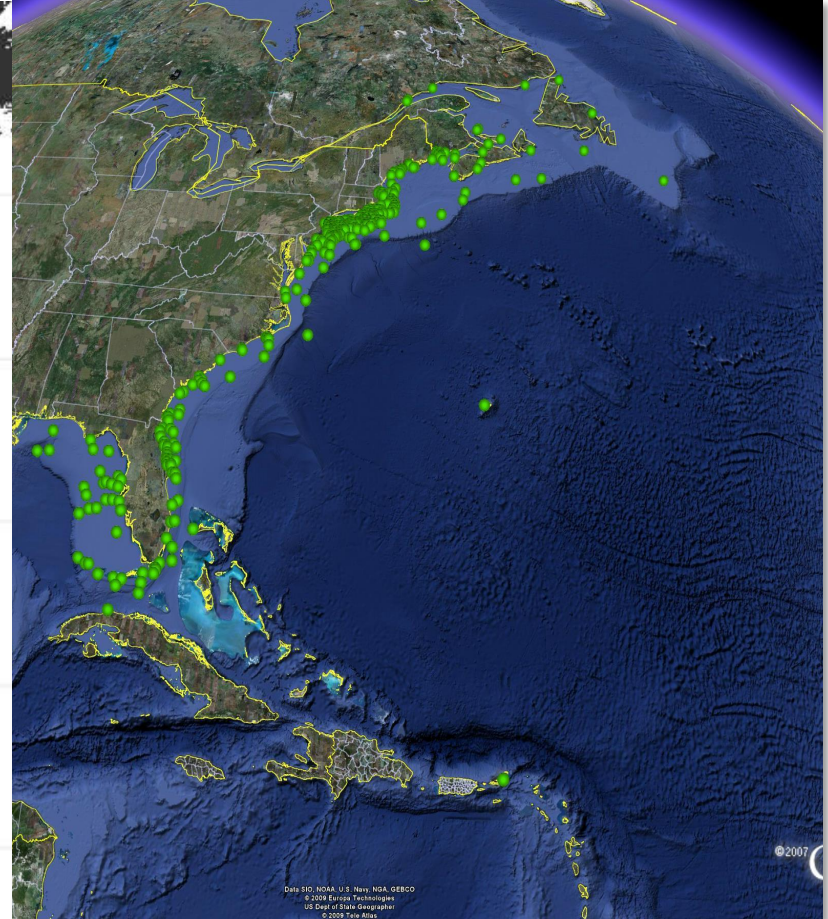
Community Outreach



Distribution: Western North Atlantic



Massachusetts Division of Marine Fisheries



Casey and Pratt, 1985 Curtis et al.

Challenge: Public Safety



@WDavis/Atlantic White Shark Conservancy

Peaceful Shark/Human Encounters



©Cody DeGroff

Negative Shark Encounters



2012



2014



2017



2018

First Fatality in Over 80 Years



CAPE COD, MASSACHUSETTS

DEADLY SHARK ATTACK

Conservation - Vulnerable

Idea of killing sharks or seals gains some support around Cape Cod

WELLFLEET — In the wake of bodyboarder Arthur Medici's death after being attacked by a great white shark, County Commissioner Ron Beaty recently renewed his call for a cull of white sharks, requesting the formation of a task force to “fully and completely address the Cape Cod shark problem.”

Regional Shark Working Group

BE SHARK SMART

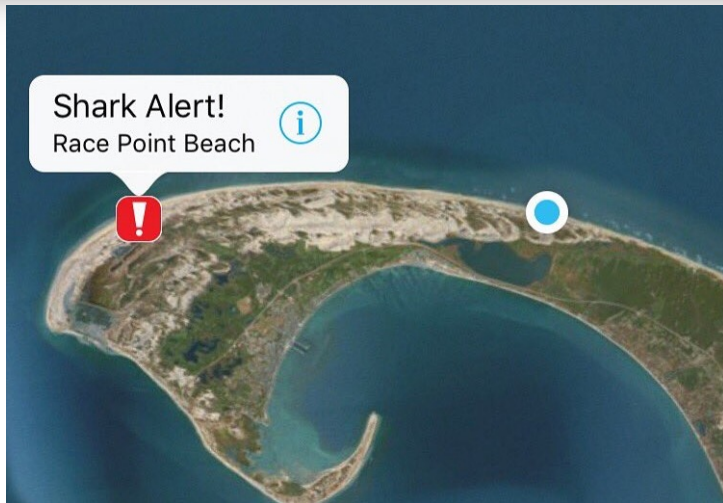
The inshore waters off Nauset Beach are a preferred feeding ground for Great White Sharks. They come to this area to feed on seals. Great White Sharks are predators and should be considered dangerous. Encounters with sharks are rare, but please remain alert.



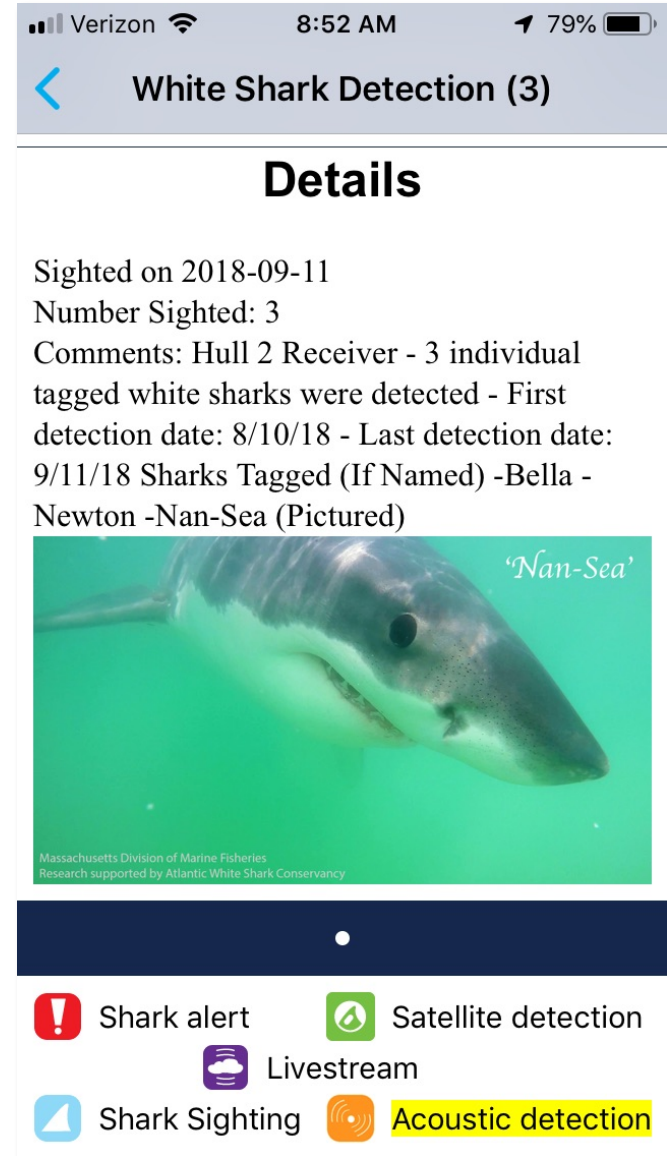
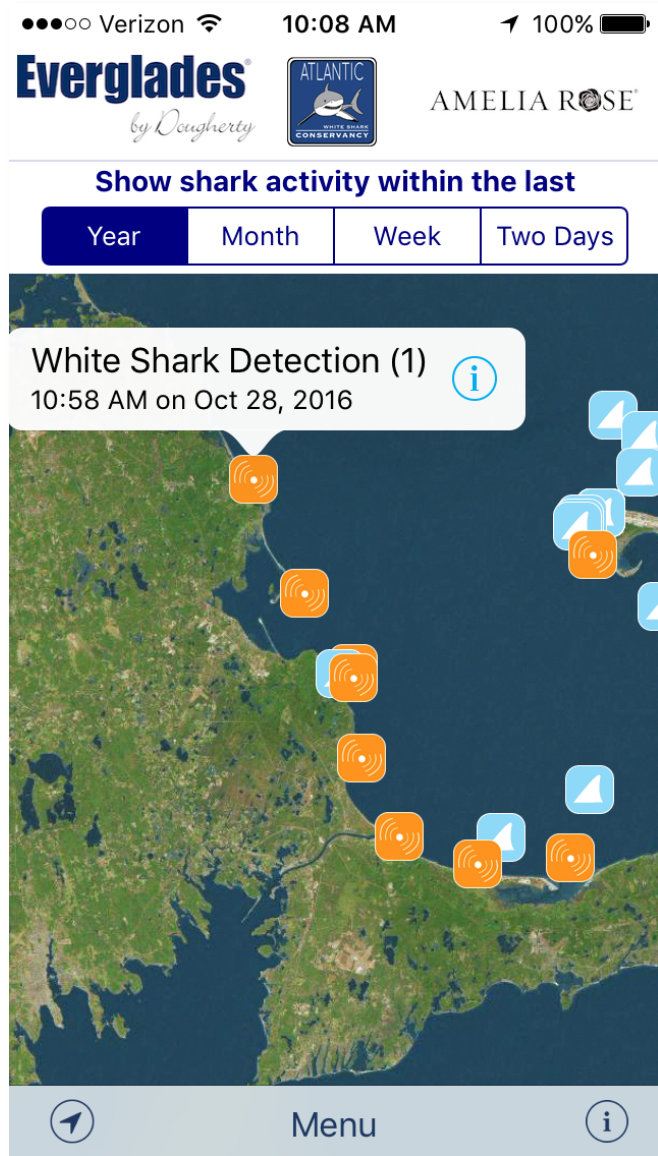
SAFETY TIPS

- Do not swim near seals
- Swim close to shore in waist deep water
- Avoid swimming at dawn and dusk
- Swim and surf in groups

Download the **Sharktivity App** to receive alerts and report sightings
For more info and to view the latest research visit www.atlanticwhiteshark.org



Sharktivity App – Raise Awareness



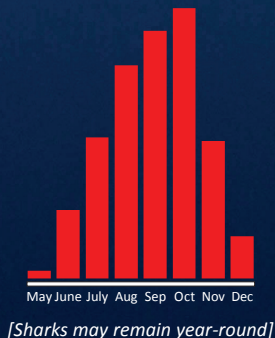
Messaging - Beach Management

WARNING

Great white sharks hunt seals in shallow water at this beach.
People have been seriously injured and killed by white sharks along this coastline.

In emergencies
CALL 911

Peak Activity
Based on tagging data

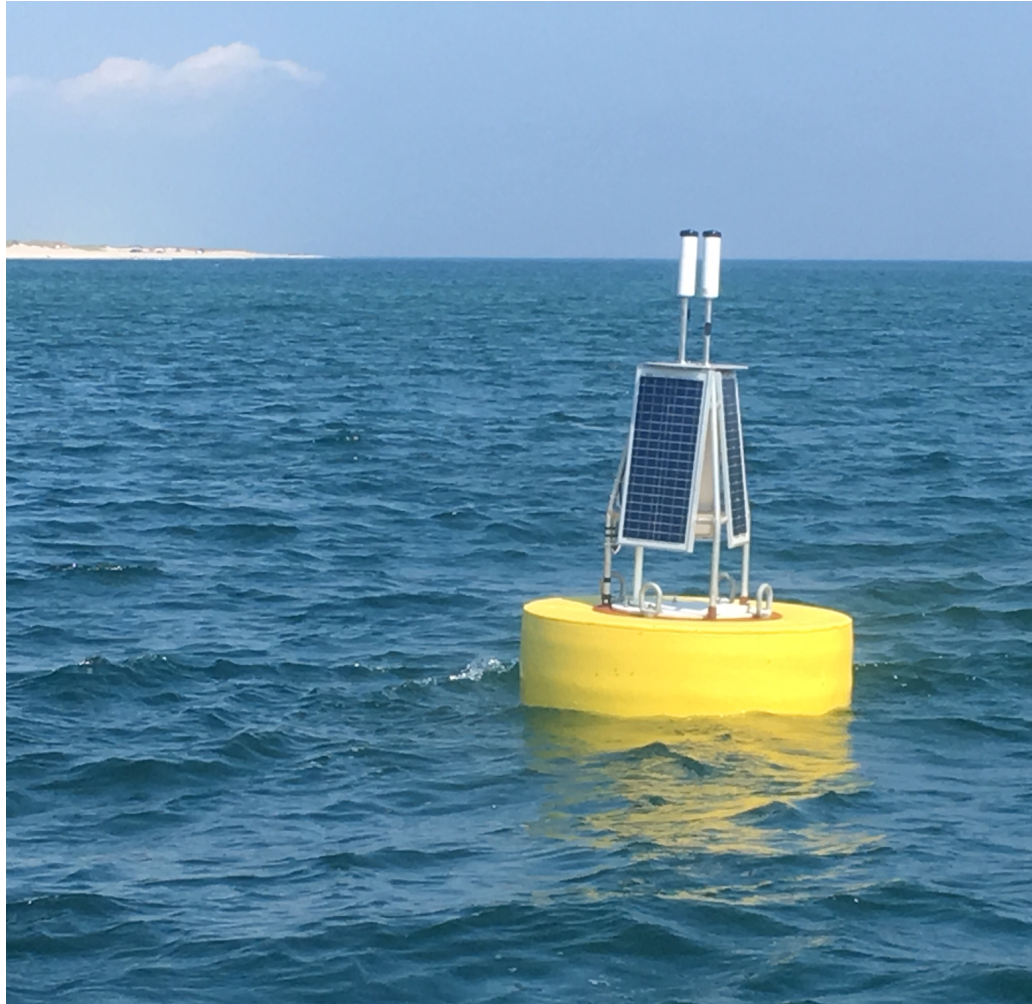


Know your risk when entering the water.

Download the Sharktivity App to receive alerts and report sightings.
For more info and to view the latest research, visit: www.atlanticwhiteshark.org

NPS/Bill Fisher

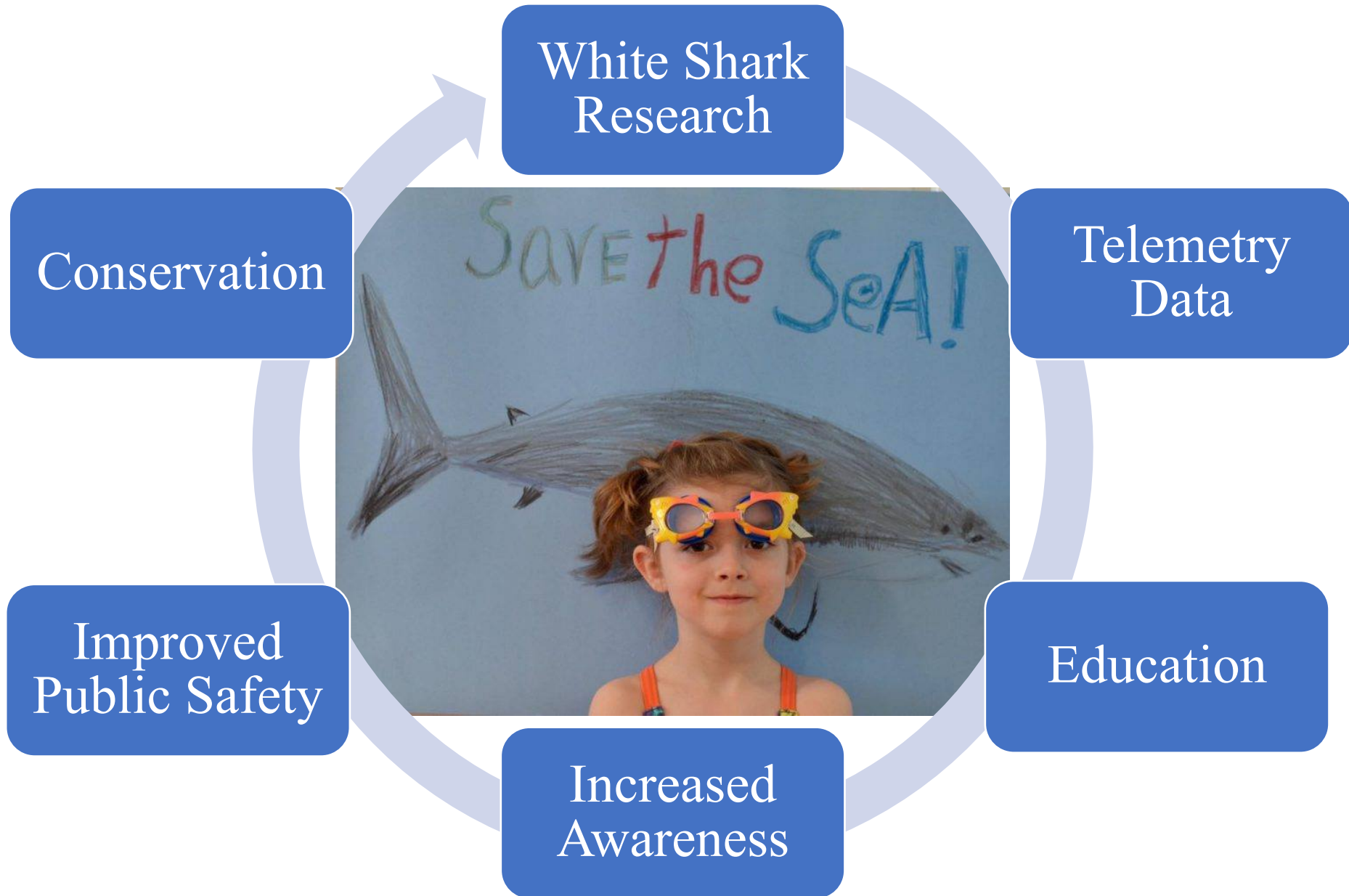
Real-time Acoustic Data



DETECTION MESSAGES

	Tag	Serial Number	Shark Name
2014-09-14 16:01:16	A69-9001	17821	WARRIOR
2014-09-14 15:07:54	A69-9001	26807	SPC BRIAN ARSENAULT
2014-09-14 15:06:47	A69-9001	26807	SPC BRIAN ARSENAULT
2014-09-14 15:05:20	A69-9001	26807	SPC BRIAN ARSENAULT
2014-09-14 15:03:45	A69-9001	26807	SPC BRIAN ARSENAULT
2014-09-14 13:15:04	A69-9001	17855	JAMES2
2013-09-13 18:36:26	A69-9001	21702	
2013-09-13 18:26:38	A69-9001	21702	
2013-09-13 17:47:19	A69-9001	21702	
2013-09-13 17:36:55	A69-9001	21702	
2013-09-13 17:30:32	A69-9001	21702	
2013-09-13 17:29:04	A69-9001	21702	
2013-09-13 17:26:44	A69-9001	21702	
2013-09-13 17:25:53	A69-9001	21702	
2013-09-13 17:23:46	A69-9001	21702	
2013-09-13 17:22:31	A69-9001	21702	
2013-09-13 17:21:06	A69-9001	21702	
2013-09-13 17:18:03	A69-9001	21702	
2013-09-13 17:12:28	A69-9001	21702	

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To learn more visit:
www.atlanticwhiteshark.org