

SHOUT OUT FOR SHARKS


FirstNews
EDUCATION

Why do people fear sharks?

SHARKS are often presented in films, newspapers and books as “terrifying killing-machines”. But sharks are so important to our oceans and the planet, and they need our help. That’s why we are asking you to get involved with our campaign and Shout Out For Sharks!

First News has teamed up with Bite-Back Shark & Marine Conservation, a UK charity to launch *Shout Out for Sharks*. We are on a mission to change the image of sharks and highlight the urgent need for shark and marine conservation.

Right now, around 73 million sharks are killed every year. That’s roughly around two every second, and scientists predict that key shark species could be wiped out forever.

Sharks are often shown in the media to be scary creatures. *Jaws*, a film that was made in the 1970s, helped to create this fear with its mythical monster shark. And, over the years, newspapers have continued to show sharks as terrifying creatures.

A Bite-Back survey of adults found that nearly half (46%) of all British people think sharks are more terrifying than spiders, snakes and rodents combined. A total of 64% of people said they would “prefer sharks not to exist”.

First News wants your help to change that. So, we are asking you to Shout Our For Sharks to show people how important sharks are and why they need protecting.

Why do sharks need our help?

We spoke to legendary wildlife presenter and Bite-Back patron Steve Backshall to find out.

● **Sharks often have a bad image. What can we do to change that?**

Sharks are an animal that have been demonised and yet there are so few people actually harmed by sharks around the world. It’s a balance that needs to be redressed and it’s something that we all can play a part in doing. So, every single time you see a newspaper print “Demon shark spotted in British waters!” and it’s a harmless basking shark, then it’s up to us to say to that newspaper: “No, that’s factually incorrect. You can’t say things like that.” Every time they talk about a “Man-eating great white shark spotted in the middle of the North Atlantic!” well, there are no people in the North Atlantic, so how can it possibly be a man-eating shark? It’s about the type of language that’s used.

● **What can First News readers do to help sharks and make a difference?**

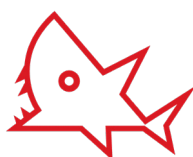
The first thing I would say would be to connect to Bite-Back. They’re really good at putting the right information in the hands of kids and helping them



Steve Backshall with the sharks at Sea Life London Aquarium for an event to show that their fearsome reputation is often wrong

to get involved in projects. Also, as I’ve said, I think that one of the biggest things we can all do is to try to change the image of the shark and that’s something that any youngster can do. The moment your teacher talks about “demon monster sharks” you can say: “Hang on a second! Have you heard of the tasselled wobbegong? Or the Port Jackson shark or the epaulette shark that walks across dry land to get to different tide pools? Did you know there are baby sharks that live in the mangroves, only as big as my palm, that are hiding there because they’re so nervous and shy?” All of a sudden, you start to set things right.

Education pack



IT'S COMPETITION TIME!

First News is launching the SOS: Shout Out For Sharks campaign!

Your challenge is to change people’s thinking about sharks. We want you to create a campaign poster, artwork, poem or something else to show why sharks need protecting. It must do ONE or more of the following:

- Enthral and educate
- Talk about the threats
- Ask for action



Posters and artwork will be shared in the campaign gallery on Bite-Back’s website to show your message to a wider audience. Bite-Back will work with First News and other media to get the message of this campaign picked up and talked about. The winner will get a video call with Steve Backshall for their whole class!

Win a video call with Steve Backshall for your whole class!

Scan the QR code to enter the competition:



Teachers – head to first.news/sosresources for the education pack
Kids – get an adult to head to first.news/soscomp to get involved

Bite-Back is a shark and marine conservation charity that aims to ‘defend the high seas on the high street’. Find out more about Bite-Back at bite-back.com