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**Aquaculture Association of Nova Scotia  
Scotian Pride Conference 2011  
Halifax, NS**

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**Gavin Gibbons  
National Fisheries Institute  
Dir Media Relations**

**Aquaculture Association of Nova Scotia  
Scotian Pride Conference 2011  
Halifax, NS**

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**No Longer Agreeing to  
Disagree;  
A perspective on media  
relations and seafood  
reporting**

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 CNNhealth

How to buy the best fish

VICTORIA **ADVOCATE**

Some fish contain more mercury than others

**The New York Times**

More Testing of Seafood to Address Mercury Concerns



**OTTAWA  
CITIZEN**

Time to cut bait on fish diet: Study

**globeandmail.com** 

Give up seafood, save the planet?

**From their hometown papers to the *New York Times* consumers are bombarded by confusing and often erroneous messages about seafood**

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•Late 2007  
decision  
made to  
begin  
tactical sea  
change in  
how we deal  
with the  
media &  
adversaries

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## **Challenge:**

- **Agreeing to disagree is not enough**
- **Trust the science, it is on your side**
- **Take the fight to editors and producers not just reporters and writers**

## **Tenets of Journalism:**

- **Fairness**
- **Balance**
- **Objectivity**

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- Taking it a step further
- Going from defense to offence



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Reputation

REPUTATION

What They're Not Telling You  
Her Agenda

HER AGENDA

Telling You

natural Resources  
Hightower talks about  
mercury  
others

**Dr. Jane Hightower**

What They Tell You About:

**MERCURY IN FISH**



Hightower portrays  
tuna, as a dangerous  
that American con-

What

**Dr. Jane Hightower**

What They Tell You About:

**SCIENCE**



Hightower has published a survey of her  
patients in the Journal Environmental Health  
Perspectives and she often speaks about her

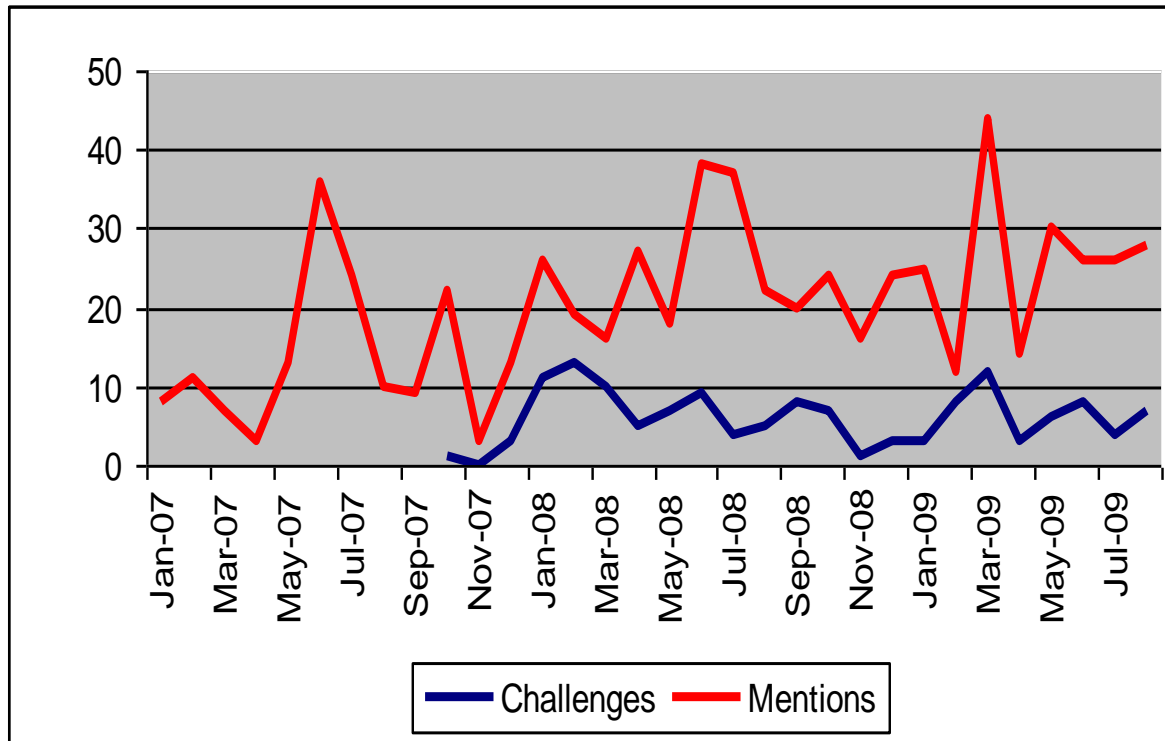
**SCIENCE**

What They're Not Telling

Her most often referred to published,  
peer-reviewed piece of work fails to establish  
the very connection between eating fish and  
the health problems she lectures about.

**The Tough Questions:**  
Why would the news media rely heavily on a physician so far outside the  
mainstream of medical thought?

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**The more  
we  
challenge  
the media  
the more  
they look  
to us as a  
resource.**

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## Sustainability and Health



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## Sustainability and Health



In the media we must tell our sustainability story, don't let the media tell it for us.

The independent, peer-reviewed science is on our side. Challenge reporters to look it up themselves—*don't' believe me believe Harvard.*





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