

Oceanic Preservation Society

Impact Report

2022



From Louie...

OPS is a small organization, but don't let that fool you. We punch above our weight and create huge impact on the world stage.

And we have come a long way since our inception in 2005.

In 1980, I was the first new photographer National Geographic hired in more than a decade. Over an 18-year span, I worked for them on about a dozen articles. I loved taking photographs, but not in the traditional way most people think when they think of National Geographic.

I was interested in using thought-provoking images to create social change.

The first story I proposed for them was on garbage and recycling. At the time in 1981, there was only one mandatory community recycling program in America. To me, it was outrageous that our culture was throwing away aluminum cans, paper, and other resources without a second thought.

At the time, there was a lot of momentum to the novel idea that there was value in what Americans regarded as trash, but nothing had been seen in the likes of the popular press at that point. I thought that we could use the magazine's platform to put jumper cables on the issue.

The magazine had one of the highest circulation magazines in the world with more than 11 million people subscribed. But the pass-around rate was 4 people per issue, which means about 44 million Americans saw each issue—equating to about 15 percent of the country.

The story on trash featured on the magazine's cover and by a National Geographic's readership survey, became the most popular of the year. Shortly after, recycling began to take off in mainstream consciousness.

Peer-reviewed studies which have looked at social movements such as the suffragette and civil rights movements note that to change the beliefs of an entire community, only 10 percent of the population needs to become convinced of a new or different opinion. At that tipping point, an idea can spread through social networks and alter behaviors on a grand scale.

From these earliest of beginnings, we have confirmed the belief that film and imagery can be the most powerful tool at our disposal for changing culture and scaling social change.

None of our films have made more money than it cost to make them, but they have changed the world for the better and that is a wealth that can't be measured.

Thank you for believing in us and supporting our mission.

For the planet,



Impact is in our DNA.

When it comes to tipping the scales on the side of nature, we all want to have impact and channel our energies where they can make a difference.

Providing the motivation, or the inspiration, is what OPS is all about. It is true that a picture speaks a thousand words, and sometimes it is an image that leaves such an indelible mark that you are compelled to act and required to care.

Sometimes, it is a film that serves as a catalyst for action by turning your world upside down, forcing you to reimagine what a kinder, more humane, and more sustainable world might look like.

And sometimes, it is the gentle nudge of your conscience that is ignited by information delivered by a campaign that challenges you to be better, do better, and choose better.

As the Campaign Director at OPS, I believe that our films and impact campaigns do all of the above—serving to inspire, motivate, and begin a lifelong journey.

Having worked in the conservation and animal welfare field for well over 30 years, I have seen the depths of humankind's depravity in how we treat the natural world—and I have witnessed the heroic sacrifices of frontline defenders who just will not give up the fight.

We are asking you not to give up the fight.

But as our friend Jane Goodall has said: *There's still a lot left that's worth fighting for.* And it depends on each one of us.

In my case, it was the images of the harp seals being clubbed on the ice floes of Canada as a young child that propelled me on my lifelong path of being an advocate for nature and a defender of wildlife. That is how I know the power of imagery and film—even in its most rudimentary of forms. That imagery has compelled me to act from childhood into adulthood.

Belief that each one of us has the power to change the world for the better is the only hope for the future of our planet.

I hope that you will stick with OPS as we produce more documentary films that will shine a light on the most critical issues facing our planet, and by illuminating solutions, identify a positive pathway toward hope.

In the meantime, enjoy a glimpse into just some of our impact for 2022.

Courtney S. Vail
OPS Campaign Director



Who is OPS?

Our Films

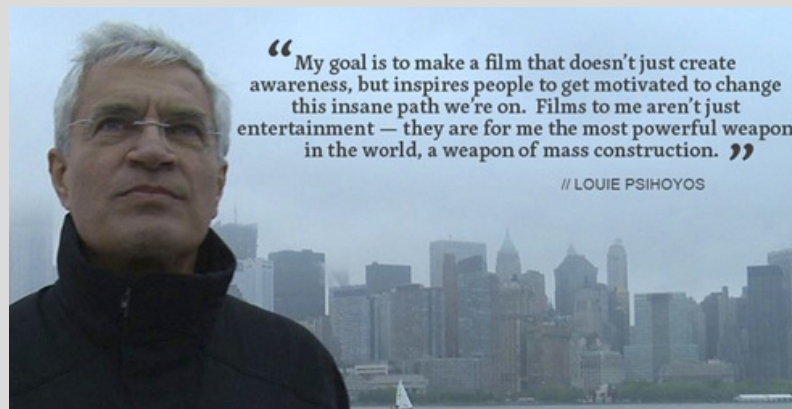
You might know us best from our insightful and inspiring documentaries that have literally changed the world. Our first film, *The Cove* (2009), became the first documentary to sweep all the film guilds, and won over 70 awards from Sundance to The Academy Award. More importantly, because of the activism around the film, the killing of small cetaceans has been reduced around the coastlines of Japan since the film was released.

Our second film, ***Racing Extinction*** (2015), was a documentary about the Anthropocene and the worldwide extinction crisis. Alongside the release of this film, we projected incredible images of endangered species and the natural world onto the Empire State Building, United Nations, and The Vatican, reaching billions of people worldwide as these events were livestreamed.

Our 3rd film, ***The Game Changers*** (2019), is about the virtues of a plant-based diet for athletic performance. In the first 30-days the documentary was on Netflix, Google searches for “plant-based diet” went up 350% worldwide. A recent survey by Merrill Lynch found that over 75% of the recent interest in plant-based diets were attributed to our film.

Our next film, ***Mission: Joy*** (2021), which explores the friendship and wisdom of two of our generation's greatest spiritual leaders, Archbishop Desmond Tutu and His Holiness the Dalai Lama, has been seen by tens of millions of people and has been shown to over 40,000 prisoners. In June, OPS participated in the public release of *Mission: Joy* simulcast for free viewing across the globe. **Over 2.2 Million people viewed the film in less than 24 hours.**

In 2024, OPS will release its next film, ***The Last Place on Earth***. The film crew spent much of 2022 working tirelessly in the field in Indonesia to collect footage that will resonate around the world once it is released.



This film is about the incredible activists and Indigenous leaders who are fighting to defend and restore the 2.6-million-hectare ecosystem called The Leuser Ecosystem in northwestern Sumatra. These warriors are fighting for the people who rely on it for survival.

The backbone of the film is an investigation into Indonesia's palm oil trade to expose the endemic corruption that leads to the exploitation of many of its workers. Because of the deforestation associated with palm oil production, this trade also threatens Leuser's critically endangered species, including tigers, orangutans, elephants, and rhinos.

Indonesia is the largest producer of this ubiquitous commodity found in 50% of all packaged goods. In 2020, it exported 40 billion metric tons of palm oil worth approximately US \$5.7 billion.

Stay tuned for its release in early 2024!



Impact matters.

A close-up, artistic photograph of a whale's eye, showing the intricate details of the eyelid and the deep, dark eye itself. The image is in a cool, blue-toned color palette, giving it a somber and contemplative feel. The whale's skin appears textured and slightly wrinkled around the eye.

While our documentary films inspire and motivate, it matters what happens next.

If not directed or sustained by action, inspiration can quickly fade.

Watching a documentary might be the result of curiosity, interest, or deep concern for an issue.

And it is often the best place to start.

Our Impact Campaigns, collaborations, and partnerships connect a global network of changemakers and frontline defenders—all working to turn hope and inspiration into action for the planet.

The following pages detail just a snapshot of the many campaigns and outcomes that we celebrated in 2022, and representing some of the most critical challenges facing our planet.

Our Impact Campaigns

Wildlife Trafficking



1 Wildlife Enforcement Networks

OPS continued its support for increasing funding for enforcement and interdiction for the global wildlife trade, and specifically worked to advance the development of a regional wildlife enforcement network in the Caribbean region under the SPAW Protocol of the Cartagena Convention, the only binding biodiversity protection agreement in the region. The 4th Meeting of Global Wildlife Enforcement networks met in Panama in November 2022.

2 Preventing Future Pandemics

As part of the Endpandemics.Earth coalition, OPS continued its work to expose the root cause of all zoonotic outbreaks—rampant wildlife trade and destruction of wild habitat. The OPS-endorsed Preventing Future Pandemics Act of 2022 was passed, increasing support for international wildlife trafficking measures and global cooperation.

3 Legislation to Protect Species

OPS supported the introduction of new legislation to address wildlife crime and reduce the risk of future pandemics, including the Animal Cruelty Enforcement Act, Bear Poaching Elimination Act, Wildlife Conservation and Anti-Trafficking Act, and the MINKS Act that would ban mink farming in the U.S. This legislation, while still in motion, raised awareness and challenged the congress to prioritize attention to animal welfare, One Health, and the wildlife trade. On a positive note, the OPS-endorsed Big Cat Public Safety Act was signed into law and prohibits the private possession of big cats, like tigers, that often end up in illegal trade or exploited for public contact experiences.

4 Frontline Defenders

During the course of field investigations and filming for our forthcoming documentary, *The Last Place on Earth*, OPS documented the wildlife trade in the Leuser Ecosystem and assisted in the confiscation and rescue of wildlife, including orangutans, that had been illegally collected and harbored by wildlife traders.

Global Trade in Sharks and Rays

1 Fly Without Fins

In collaboration with Shark Guardians, our ongoing social media campaign has targeted airlines over Twitter, seeking commitments to not fly shark fins in their cargo. Banning the transportation of shark fins in air cargo is an important step in shark conservation because shipments perpetuate the deadly trade in shark fins. Over 25 new airlines have committed to a shark fin-free carriage policy since the launch of the campaign and in response to our tweets. In 2022, 5 new airlines committed to not carrying shark fins in their cargo, including Royal Air Maroc, TAP Portugal, Azores Airlines, SATA International, and Avianca Airlines.

2 Shark Fishing Tournaments

OPS joined grassroots organizers to amplify opposition to a shark fishing tournament that took place in southern Florida in July. We launched an Action Center protest that resulted in over 1900 unique letters being sent to state and federal authorities. OPS was mentioned in local media outlets in Florida covering the controversy. We continue our work to actively oppose shark fishing tournaments wherever they occur.

3 U.S. Shark Fin Trade Ban

In motion for several years, this important piece of federal legislation finally passed as part of omnibus legislation in December 2022. OPS endorsed and supported The Shark Fin Sales Elimination Act which prohibits the commercial trade in shark fins and products containing shark fins, ensuring that shark fins do not transit U.S. ports and markets as part of international trade.

4 Fins Naturally Attached

OPS continued its support for the development of a FNA (Fins Naturally Attached) Policy within the Marine Stewardship Council. The policy was adopted in June 2022 after two years of deliberation under the years-long Standard Fisheries Review process, ensuring tighter regulation of fisheries operations certified under the MSC and implementing a zero tolerance for shark finning in MSC-certified fisheries.

Plant-based Diets

1 Los Angeles Plant-based Treaty

Residents of Los Angeles endorsed the Plant Based Treaty in October 2022. Launched as a companion to the Paris Agreement, the aim of the treaty is to center food systems in the fight against the climate crisis. LA is the first large city in the United States to introduce a Plant Based Treaty Resolution that endorsed the Plant Based Treaty to encourage a plant-based approach to food as a centerpiece of its greenhouse gas emissions policy. OPS submitted detailed comments to the LA City Council supporting their resolution to adopt the Plant Based Treaty.

2 Divest Factory Farming

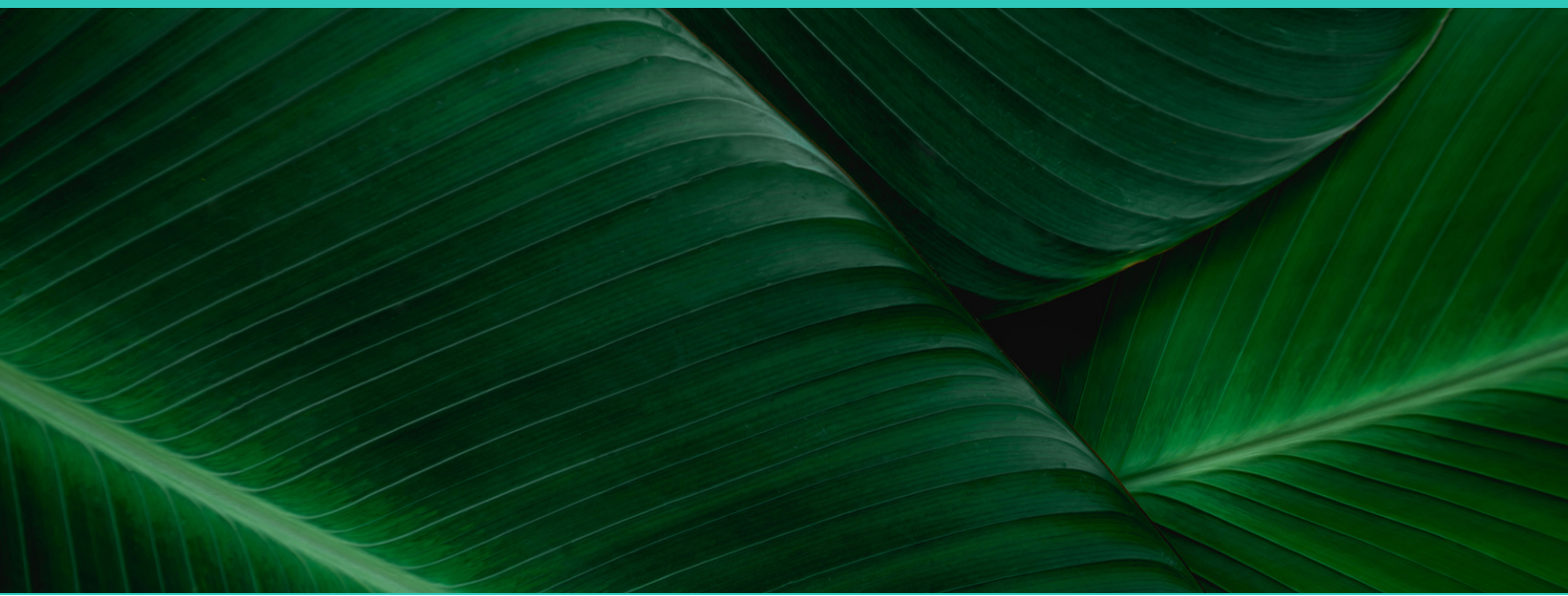
OPS joined this new coalition as a participating organization to end public financing of industrial livestock operations. The coalition's mission is in line with the results of an OPS supporter survey disseminated in March 2022 that noted the overwhelming feedback from OPS supporters who want to see more engagement from OPS on animal welfare issues.

3 OPS Veg Pledge

Our campaign to raise awareness about the benefits of a plant-based diet for planetary and human health is in its 3rd year. The OPS Veg Pledge asks supporters to fill their plate with more plant-based choices like vegetables, grains, legumes, fruits and fewer animal products, explore delicious plant-based recipes for inspiration, and encourage friends to join.

4 Plant-based School Lunches

OPS supported state legislation encouraging allocation of funds to support plant-based meals in California school systems. In August 2022, Governor Newsom approved a \$308 billion state budget, with \$100 million to be used to support schools in procuring plant-based foods, as well as sustainably produced foods, California-grown foods, and foods to accommodate the dietary needs of students. An additional \$600 million will be invested in upgrading school kitchen infrastructure and in training and compensating food service workers.



Unsustainable Fishing

1

Federal Driftnet Ban

OPS joined efforts to successfully petition congressional allies to pass the Driftnet Modernization and Bycatch Reduction Act. The Act finally passed in December 2022. This important legislation will end the shark and swordfish fishery off California and the Pacific Coast, the last drift gillnet fishery in the U.S. The mile-long nets, in addition to depleting sharks, also catch whales, dolphins, seals and sea lions, and must be eliminated from U.S. fisheries.

2

Don't Cage Our Oceans (DCO2)

OPS took over the DCO2 social media channels for Capitol Hill Oceans Week in June to share strategic content relating to the harms of offshore finfish farming. OPS is an active member of the DCO2 coalition where we are working to oppose offshore finfish farming which entangles marine life and threatens local marine ecosystems.

3

Harmful Aquaculture

OPS actively opposed ongoing efforts by the federal government to fast track industrial fish farming in U.S. coastal waters, including through letters and public comment regarding the AQUAA Act and Aquaculture Opportunity Areas off the California coast. Offshore Finfish Farming is the mass cultivation of finfish in marine waters, in underwater or floating net pens or cages. Offshore operations, exacerbate the pressures that marine ecosystems and fisheries already experience, and expose the public to health dangers.

4

Fish Free Friday

Launched as a complementary campaign to our ongoing collaboration with Fish Free February, our Fish Free Friday campaign is on its second year of encouraging supporters to reduce their seafood consumption for personal and planetary health. Overfishing is the biggest immediate threat to marine life with nearly 90% of the world's marine stocks overexploited or depleted.



Protecting Whales and Dolphins

1 Icelandic Whaling

OPS launched its *If Only* Campaign in October 2022, coinciding with the 68th meeting of the International Whaling Commission, and targeting the Icelandic Fisheries Minister. The Minister is evaluating whether to extend another block of whaling quotas, or end this horrible practice for good. *'If Only'* is a unique OPS campaign developed in collaboration with filmmaker Shreyans Zevari. The campaign is ongoing, but has thus far resulted in nearly 1,000 personal emails being sent directly to the Icelandic authorities demanding an end to commercial whaling in Iceland.

2 End Captivity

OPS supported Derechos Animales Marinos' efforts to advance national legislation to ban the captivity of marine mammals in Argentina. OPS helped secure more than 618,000 signatures collected in support of the bill, and sent video testimony and a letter to the Argentinean congress in support of S. 1577. Over 150 press and media reports covered the proposed legislation and event. In the United States, OPS supporters sent over 1,100 letters to the U.S. Congress in support of the newly-introduced SWIMS Act, seeking an end to whale and dolphin captivity in the U.S.

3 Marine Mammal Legislation

OPS continued its support for the MMPA Coalition, working to secure legislative protections for marine mammals, including the drafting of legislative language to address loopholes in the U.S. MMPA related to whale and dolphin captivity, and provisions to prohibit capture from U.S. waters and import of wild-caught whales and dolphins. As part of the Coalition and in recognition of the 50th anniversary of the U.S. MMPA, we amplified a months' long campaign to profile marine mammal conservation successes over social media.

4 Whale and Dolphin Hunts

OPS continued its work to confront the dolphin drive hunts in the Faroe Islands, sending a letter to fish retailers asking for audits of their supply chains to check for Faroese fish and asking them to express their opposition to the hunts. OPS supporters sent over 2,300 emails to the Faroese authorities urging them to end whale and dolphins hunts. We also collaborated with artist and free-diver Leina Sato to support her Project Anima campaign, an initiative to raise awareness to whales and dolphins in Japan. Leina launched 563 boats in the killing cove in April 2022 in remembrance of the dolphins who lost their lives there the prior season. Project Anima is exploring the creation of the first sanctuary in Japan for cetaceans previously held in captivity.

Habitat Protection

1 Offshore Oil Drilling

OPS joined collaborators calling for no new leases in the Biden Administration's Five-Year Program for offshore drilling, and joined an emergency legal petition to the Department of the Interior to halt all new drilling in the Gulf of Mexico. The D.C. District Court invalidated the Department of the Interior's decision to offer 80 million acres in the Gulf of Mexico for oil and gas leasing, marking a pivotal victory in the fight to defend the planet from the worsening climate crisis. The petition demands that Interior stop permitting new exploration, development plans, and drilling permits on existing leases unless and until it properly analyzes the climate impacts of oil and gas drilling.

2 The Leuser Ecosystem

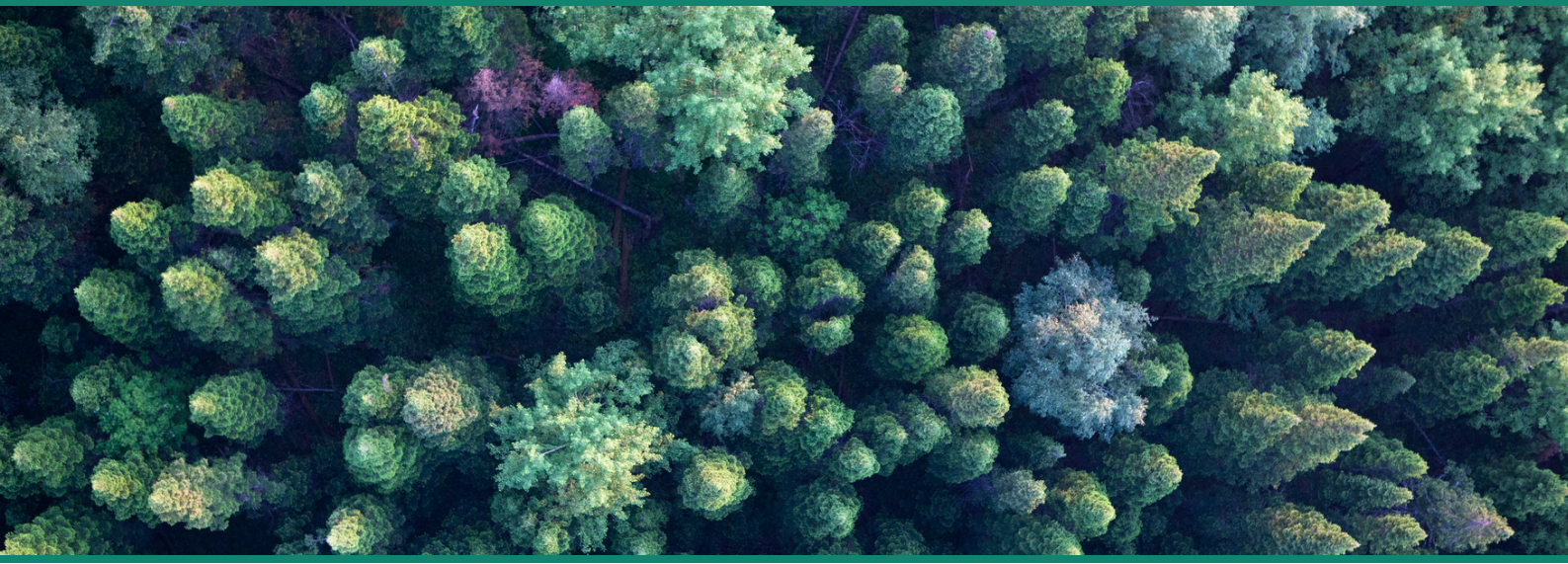
OPS is in production on its next documentary that will feature the efforts to protect the unique Leuser ecosystem in northwestern Sumatra where tigers, elephants, rhinos, and orangutans still exist together. This imperiled and fragile ecosystem is under threat from the expansion of palm oil plantations, and wildlife trade. The film will profile the dedicated activists who are risking their lives to save this critical habitat.

3 Protecting Wildlife Refuges

OPS and collaborators called upon the U.S. Fish and Wildlife to phase out of the use of toxic lead ammunition in National Wildlife Refuges to protect wildlife, human health, and the environment. Nationwide, millions of nontarget birds and other wildlife are poisoned, often fatally, each year from lead. In November, a federal judge ordered the U.S. Fish and Wildlife Service to phase out the use of poisonous lead ammunition and tackle at several refuges across the country.

4 Toxic Mining

OPS joined collaborators to petition the Environmental Protection Agency (EPA), urging them to permanently protect Bristol Bay under the Clean Water Act Section 404(c) process and prevent the storage of toxic mining waste from the Pebble Mine. If built, Pebble Mine would permanently poison Bristol Bay's waters and imperil the greatest wild salmon fishery left on Earth. In a significant step, the EPA denied the permit to construct the Pebble copper and goldmine in southwest Alaska using special powers under the Clean Water Act.



Climate and Oceans



1 Youth-led Climate Justice

As part of People vs Fossil Fuels coalition, OPS joined allies in supporting the courageous youth, including Black, Brown, and Indigenous youth, in *Juliana v. United States*. OPS is an original sponsor of the petition directed to the Department of Justice, calling for an end to the DOJ's opposition to the children's constitutional climate lawsuit proceeding to trial. In 2015, 21 young Americans filed a landmark constitutional climate lawsuit, *Juliana v. United States*, against the U.S. Government. *Juliana v. United States* is awaiting an imminent ruling from the U.S. District Court on a pending motion to amend their complaint, and several of other youth-led state and global cases made critical progress for achieving climate justice in our courts in 2022.

2 Break Free From Plastic

As part of the Break Free From Plastics Coalition, OPS engaged in a series of meetings with the Department of Interior and responded to the General Services Administration's call for public input regarding the elimination of single-use plastics in government purchasing. The Secretary of Interior issued Secretarial Order (No. 3407) on World Oceans Day in June, which will phase out the procurement, sale, and distribution of single-use plastic products and packaging across the U.S. Department of the Interior lands and offices by 2032. We are continuing our work to encourage a shorter timeline for implementation.

3 Ocean Protection Legislation

OPS and allies supported the passage of a suite of ocean-related legislation that are a win-win for our ocean, frontline communities, and our planet. These ocean-related bills included in the National Defense Authorization Act codified legislation to address the shark fin trade, illegal fishing, coral reef protection, marine mammal research and response, Coast Guard provisions to reduce vessel impacts on whales, and others.

4 World Oceans Day

True to our artistic roots, OPS hosted featured artist Kelly Quinn for a live drawing lesson over Instagram on World Oceans Day. Over 80 participants tuned in for the drawing lesson, where supporters learned about orcas and how to draw them!

Protecting California's Coastline



1 Deep Seabed Mining

OPS championed the call to ban seabed mining of hard minerals off California's coasts, testifying at State Lands Commission meetings in 2021 to integrate the issue into their 5-year strategic plan, and more recently, serving as one of the primary endorsers of Luce Rivas' (AB 1832) legislation to prohibit this activity in California's waters. OPS actively lent its support through virtual attendance at the bill's introduction and subsequent senate hearing. The California Seabed Mining Prevention Act was signed into state law in September 2022.

3 Responsible Aquaculture

OPS engaged with the Ocean Protection Council to offer guidance on the Draft Aquaculture Action Plan to highlight the shortcomings of the current plan which does not take into account the full range of ecological impacts of aquaculture, including cumulative impacts on the marine environment, habitats, wild fisheries, public health, and wildlife. These guidelines will shape the future of responsible aquaculture in California for the years to come.

2 Ocean Restoration

OPS endorsed new legislation that will establish clear restoration targets for acres of kelp forests, eelgrass meadows, and native oyster beds restored, and establish an Ocean Restoration and Recovery Fund to support large-scale marine resource restoration and enhancement projects. The Coastal Resources, Restoration and Recovery Act (AB 1407) is in motion and seeks to increase the resilience of California's coastal ecosystems.

4 Carbon Sequestration

OPS endorsed AB 1757, the Natural Climate Solutions Act, which would require state agencies to determine an ambitious range of targets for natural carbon sequestration and nature-based climate solutions by 2024 that reduce greenhouse gas emissions to achieve carbon neutrality and foster climate adaptation and resilience. AB 1757 was signed into law in September 2022. OPS penned an editorial that called on agencies to expand protections for tidal wetlands and to integrate natural lands into strategies to capture and store carbon under this new legislative mandate.

Protecting Native Carnivores



1 Community Dialogues

OPS, in collaboration with Rocky Mountain Wolf Project (RMWP), spearheaded and led a first-of-its-kind conflict reduction 'community dialogue' field event in Steamboat Springs, Colorado, in mid-September to bring ranchers and wolf advocates together for a weekend of learning and to foster tolerance before wolves are officially introduced in 2023. After this successful event in collaboration with Colorado State University (CSU) and CSU Extension, more community building events are planned for 2023. Honoring our Colorado roots, OPS is proud to be supporting one of the first publicly-mandated restoration of an endangered species.

2 Education and Outreach

As Colorado works to restore wolves to its landscape, OPS is working to help people, wolves and other carnivores peacefully coexist. OPS participated in four separate educational events to raise awareness about wolves, connect students inside and outside Colorado, and encourage peer-to-peer problem solving around conflict reduction. OPS also served as a judge and adjudicator for 2nd grade students presenting their solutions to minimize conflict between humans and wolves.

3 Social Media & Action

OPS engaged in various social media campaigns to lift up wolves and their protection. The Wolf Connection podcast hosted OPS Campaign Director, Courtney Vail, and fellow RMWP advisor Matt Barnes to discuss the draft wolf management plan in Colorado, and we testified at three separate Colorado Parks and Wildlife public meetings to share our views on wolf reintroduction and protection. We continued our support for, and our collaboration with, the #RelistWolves campaign seeking federal protection for all wolves, including those in the northern Rockies. Our Action Center channeled over 1,000 letters to Interior Secretary Haaland asking for protections for wolves.

4 Wildlife Killing Contests

As part of the National Coalition to End Wildlife Killing Contests, OPS continued to oppose wildlife killing contests that target coyotes, bobcats, and other native wildlife. We endorsed the "Prohibit Wildlife Killing Contests Act of 2022," which would ban these horrific contests on our nation's public lands, requiring federal land management agencies to enact regulations prohibiting these contests. The bill moved through committee but will need to be reintroduced in the new Congress in 2023.

Education and Outreach

Student Projects

OPS received over 20 requests for support from students on topics ranging from ocean protection to plastics.

Community Building

OPS joined activists and supporters on the ground to protect our oceans and native carnivores.

Mural Campaign

OPS launched its *Sea of Connections* interactive mural campaign with Canvas of the Wild.

Collaboration

OPS participated in 12 global coalitions reflecting our campaign pillars of shark and ray protection; plant-based diets; unsustainable fishing; whaling; deforestation; wildlife crime; and climate change.

Website

OPS launched its Action Center to connect supporters with decisionmakers for real-world impact. Supporters sent over 9,100 individual letters calling for change.

Curricula downloads

371 individuals and organizations downloaded our educational curricula.

Screening Requests

We received 100 requests to screen our films *Racing Extinction* and *The Cove*.



OPS Feature Artists

OPS' Feature Artist program profiles a new artist biannually. Artists donate a percentage of the proceeds from the sale of their artwork to benefit OPS. We thank these incredible artists for their support.

Melody Smith

Melody Smith was born and raised in Southern California. She currently calls Arizona home.

After graduating from college, Melody pursued her career as an art director and graphic designer in Los Angeles and Orange County. Her projects allowed her to travel and absorb various cultures, and her work reflects this with her use of vibrant colors and street art appeal.

Her series on critically endangered species portrays each amazing animal in its habitat with floral motifs and fabric patterns that are native to each animal's region.

Melody hopes to spread the message that change is needed to save our beautiful planet. She is a firm believer that every small step counts, and we can all spread awareness and compassion for the issues that are critical to future generations.



Ashley Habernal

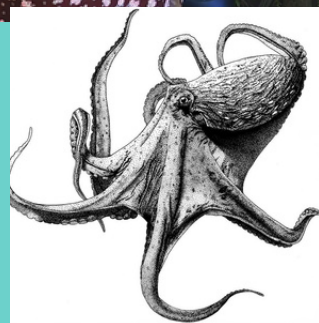
Ashley Habernal is a self-taught wildlife artist residing in Ontario, Canada.

She works in several mediums such as colored pencils, ink, watercolor, acrylic and pastels, but her favorite and signature method of creation is with fine liner pens.

She has a special interest in depicting marine megafauna, such as whales and sharks.

Ashley loves to use her work to connect the viewer to the wildlife with whom we share our planet and to promote conservation causes.

She is a proud member of Artists for Conservation and has donated work to conservation groups such as Lwiro Primates and Sea Shepherd Conservation Society.





Social Media

OPS reaches our supporters through eight social media channels, creating unique content and amplifying the calls to action of our collaborators.

Reaching over 1.6M followers, these channels are an important avenue for inspiration, education, and motivation.

Through social media, we are able to achieve our mission to inspire, empower and connect a global community.

MAKING WAVES ON
SOCIAL MEDIA



1,614,622

followers across our 8 different channels



19,124

TIKTOK
FOLLOWERS

221,120

OPS INSTAGRAM
FOLLOWERS

214,906

RACING EXTINCTION
INSTAGRAM
FOLLOWERS

52,315

OPS TWITTER
FOLLOWERS

40,056

RACING EXTINCTION
TWITTER FOLLOWERS

177,442

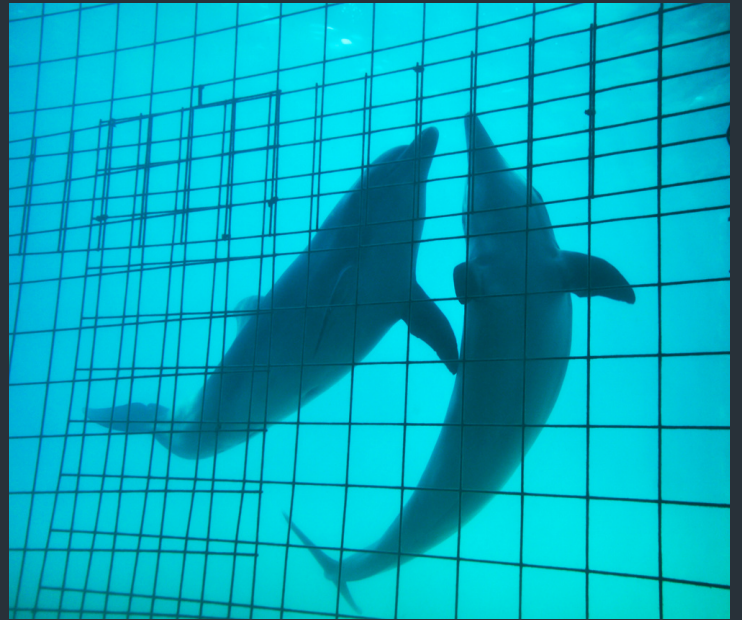
OPS FACEBOOK
FOLLOWERS

211,637

RACING EXTINCTION
FACEBOOK
FOLLOWERS

678,022

THE COVE
FACEBOOK FOLLOWERS



True to our films, cetacean captivity and shark activism received the most engagement across the OPS pages this year, while wolves and endangered species dominated the *Racing Extinction* pages. Educational content focusing on wildlife and the environment performed well across all channels.

NOTABLE NUMBERS

19,133

ACTIONS TAKEN THROUGH OUR
INSTAGRAM ACCOUNTS

442,000+

USERS REACHED THROUGH THE
COVE'S FACEBOOK POSTS

25%+

INCREASE IN OUR OPS INSTAGRAM
REACH COMPARED TO LAST YEAR

4.2 MILLION

VIDEO VIEWS ON OUR RACING
EXTINCTION INSTAGRAM PAGE

OUR NEWEST CHANNEL: TIKTOK

15K NEW FOLLOWERS

458K VIDEO LIKES

Our top video has been watched over **1.5 million** times and brought in new followers who were previously unfamiliar with OPS and Racing Extinction.

TOP POSTS OF 2022



A call to action to stop a shark tournament in Florida.

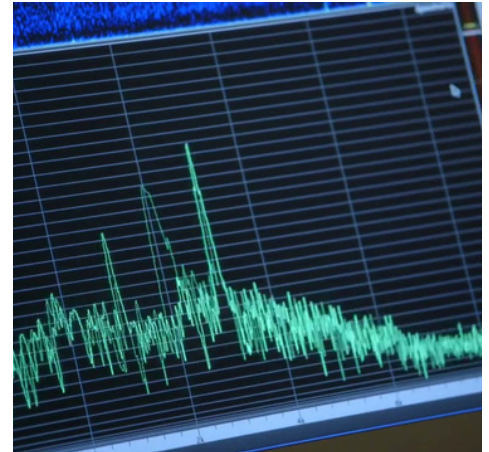
362,000 VIEWS
RACING EXTINCTION
INSTAGRAM



Photo: @ceta.cean via Inherently Wild

News of the death of captive orca Nakai.

217,000 VIEWS
OPS INSTAGRAM



The 'ō'ō bird clip from Racing Extinction

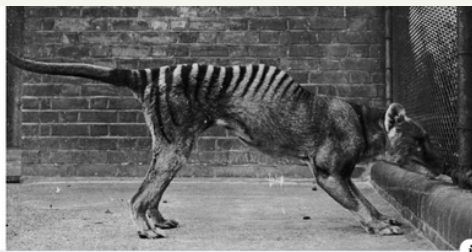
1.5 MILLION VIEWS
OPS TIKTOK



Racing Extinction ✓

December 7, 2022 · 🌐

After losing track of them for 85 years, researchers from the Tasmanian Museum and Art Gallery finally found the remains of the last known Tasmanian tiger in a cupboard at the museum.



NPR.ORG
The long-lost remains of the last known Tasmanian tiger have been found in a cupboard

REACHED 30K+ PEOPLE
RACING EXTINCTION
FACEBOOK

OPS: Oceanic Preservation Society (OPS)

June 30, 2022 · 🌐

On July 9th, a shark fishing tournament is being held throughout South Florida, encouraging the massacre of excessive amounts of coastal species, targeting the largest individuals during a vital migration period.



REACHED 79K+ PEOPLE
OPS FACEBOOK



The Cove ✓

April 11, 2022 · 🌐

After months of non-payment, the city of San Diego told SeaWorld that its lease was officially in default. They reportedly still owe an estimated \$10 million.



SANDIEGOREADER.COM
Will San Diego cancel SeaWorld lease?
SeaWorld Parks and Entertainment, currently welshing on paying \$10 million in back rent to...

REACHED 90K+ PEOPLE
THE COVE FACEBOOK



Racing Extinction ✓

@RacingXtinction

Montana Gov. Greg Gianforte shot and killed a mountain lion that was being tracked by the National Park Service, his second such hunt of a monitored animal that ventured outside the protected areas of Yellowstone National Park.



188,000+ IMPRESSIONS
RACING EXTINCTION TWITTER



Oceanic Preservation Society / OPS ✓

@OP_Society

Peru has demanded compensation from the Spanish oil giant Repsol after freak waves from a volcanic eruption near Tonga caused an oil spill described as the worst ecological disaster to hit the South American country in recent history.

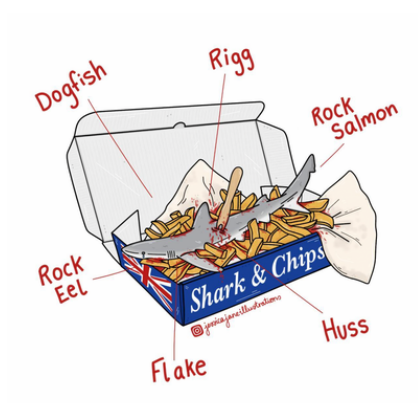


33,000+ IMPRESSIONS
OPS TWITTER



INSPIRED **THE MOST ACTION**

These Instagram posts led to the highest number of actions taken through the correlating action alerts linked in our profile.



Thank you

We can't do this without you. And that's the truth.

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Expose the Truth, Protect the Planet.



OPS inspires, empowers, and connects a global community using high impact films and visual storytelling to expose the most critical issues facing our planet.

