The Value of Interpretation at Zoos and Aquariums

Sarena Gill, Kevin Wright and André Copeland
Welcome

- Sarena
- Kevin
- André
What’s the Plan?

- Discuss examples of controversy faced at your site
- Small group discussions around strategies to address controversy
- Large group share
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- Interpreters face challenges regarding controversial issues at our organizations.
- Do you feel over the years these challenges have evolved or remained the same?
Our Visitors are Exposed More Opinions Than Ever Before

- People’s cultural models and perceptions are often influenced by information delivered through an array of media platforms.
  - https://www.youtube.com/watch?v=8PZBV8O5pfl

- Are interpreters equipped to deal with varying cultural models based on such influences?
Controversy

- Examples of controversy at your sites
  - How does it make you feel?
  - Do you think there is a need for an evolution of our interpretive practice?
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- But we also have stories of dealing with controversy successfully.

- What are some of your success stories?
Small Group Discussion

- Take one of the “main” controversy types and
  - Plan a strategy to address it using a multi-layered interpretive approach
  - Offer other strategies or ideas
  - Pinpoint perceived barriers to success
  - Identify support needed from NAI and/or ZWPA
And now for some cute animals from our sites...

Sarena’s are the ones with the logos!
Thank-You!

Sarena Gill - Phoenix Zoo - SGill@phoenixzoo.org

Kevin Wright - Monterey Bay Aquarium - kwright@mbayaq.org

André Copeland - Brookfield Zoo - andre.copeland@czs.org