

This month:

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Hello fellow ocean lovers!

🌀 Shark Week

One of the most watched and talked about series on television begins its 2011 season today. Three years ago, Shark Week was promoted as taking a different approach to help promote shark conservation, but Discovery continues to malign sharks and instill fear in its viewers. This year's program includes titles such *Great White Invasion*, *How Sharks Hunt*, *Killer Sharks*, *Top Five Eaten Alive*, and *10 Deadliest Sharks* (repeating for the fifth year) — so it's clear that Discovery Channel will continue to contribute to the image of sharks as monsters.

With such sensationalized and fear inspiring segments, messages, and ideology, sharks will continue to receive an undeserved reputation, and they will continue to be hated and hunted.

We have mixed feelings about Shark Week; while the programming and messaging presented go against our grain, Shark Week definitely gets people thinking about and talking about sharks, and that makes for fantastic teaching opportunities. We encourage you to butt into those conversations, and help set the facts straight.

Remember, you can always send people to our Shark Myths page at:

<http://coare.org/know/sharkmyths.php>

We also now have a new website shortcut to redirect to our "save sharks" page. This page includes information about current shark conservation efforts, how you can

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🌀 Shark Fin Bans

Last month, we reported on the status of Assembly Bill (AB) 376 — California's proposed legislation to ban the sale, trade, and distribution of shark fins. The opposition is still lobbying with gusto, and we're doing our best to dispel the mistruths they're propagating.

The Senate Appropriations Hearing was set to be held earlier this month, but that was postponed until after the Legislative summer recess. The new date for the hearing is set for Monday, 15 August 2011. Again, we'd like to call upon our California residents (and NGO representatives with California constituents) to contact the members of the Senate Appropriations Committee urging them to pass this bill:

<http://www.coare.org/act/ab376/#sencomm>



AB 376 could end the sight of shark fins for sale in California shops forever.

☺ Sacramento Shark Day

We'll be in Sacramento at the Capitol that day (Monday, 15 August) not just to take part in the Senate Hearing, but also as part of *Shark Day — A Celebration of the Ocean's Top Boss*.

Along with other shark fans and conservation organizations, we'll be taking over the lawn of the Capitol from 8:00am to 1:30pm. If you're in or near Sacramento, come out and join the fun, which will include refreshments, entertainment, and celebrity appearances.

☺ Portland Bans the Bag

On Thursday, 21 July, the City Council of Portland, Oregon's largest city, voted unanimously to enact a ban on single-use plastic bag. This ban would take effect as early as October of this year, and the City has declared this situation an emergency "because the on-going use of single-use plastic shopping bags is harmful to the public welfare."

The City Council considered a similar ban last year, but held off pursuing a municipal ban, hoping that the State Legislature would enact a statewide measure. Unfortunately, Oregon Senate Bill (SB) 536 was stalled in committee as a result of pressure from industry. With this unanimous vote, the Commissioners and Portland Mayor Sam Adams hope that their action facilitates other municipalities and the State to take similar action.



Plastic bags clog the sorting equipment at a Portland recycling facility.

☺ High Court Upholds Bag Ban

Three years ago, on 15 July 2008, the City of Manhattan Beach, California, adopted an ordinance banning single-use plastic bags, but that move was challenged by powerful plastic interests. The *Save the Plastic Bag Coalition*, a coalition of plastic bag manufacturers and distributors, sued the City of Manhattan Beach on technical grounds, which were upheld by both the Trial Court and the Court of Appeals.



The Supreme Court of California, where the bag ordinance was affirmed.

However, on 14 July 2011, nearly three years after Manhattan Beach initially approved the ban, the California State Supreme Court disagreed with the lower courts, and found that the City

acted appropriately. In the Court's unanimous opinion, Justice Carol Corrigan referred to "substantial evidence and common sense" in support of the City's ordinance.

Justice is served — without a plastic bag.

☺ Shark Week

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help, and it includes a link to the aforementioned Shark Myths page.

The URL for our new easy-to-remember shark conservation landing page is:
<http://coare.org/sharks>