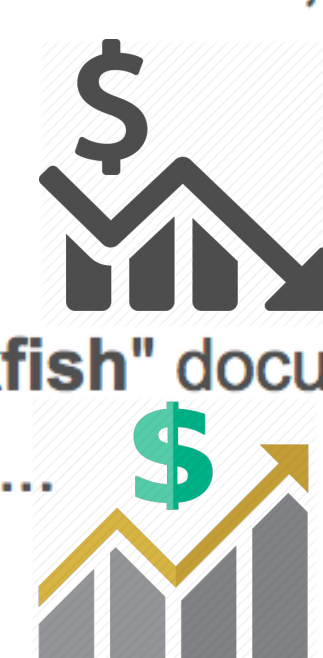


# Never gonna let you drown: SeaWorld Orlando's post-crises organizational redefinition through collaboration



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**Seaworld's Profits Drop 84% After Blackfish Documentary**  
**TIME** - Aug 6, 2015  
Consumers are still turning their backs on **SeaWorld**. The embattled marine life theme park company reported steep drops in **profits** and ...  
**SeaWorld Is Spending \$10 Million To Make You Forget About "Blackfish"**  
**Fast Company** - Aug 5, 2015  
In response, **SeaWorld** is doubling down on its message and ... **Blackfish**, which initially screened at Sundance in **2013**, focused on the killing ...  
**Attendance is up at SeaWorld. Is the worst over?**  
**CNNMoney** - May 8, 2018  
**SeaWorld** has struggled for the past few years after the "**Blackfish**" documentary aired in theaters and on CNN in 2013. "**Blackfish**" showed the ...



## Research Question & Procedure

How has SeaWorld Orlando redefined themselves as an organization, post-crises through collaboration and partnerships with local organizations?



Semi-structured interviews with representatives from SeaWorld Orlando's partner organizations & a market analysis of SeaWorld Orlando's business metrics from February 2010 to December 2018.

## Evaluate & Update



## Acknowledge & Account

Where can SeaWorld Orlando grow a favorable corporate reputation?

How important has SeaWorld's role been in rescuing & rehabilitating animals?

"Stay on mission and do what they are doing right now. People do not realize how much they are doing."

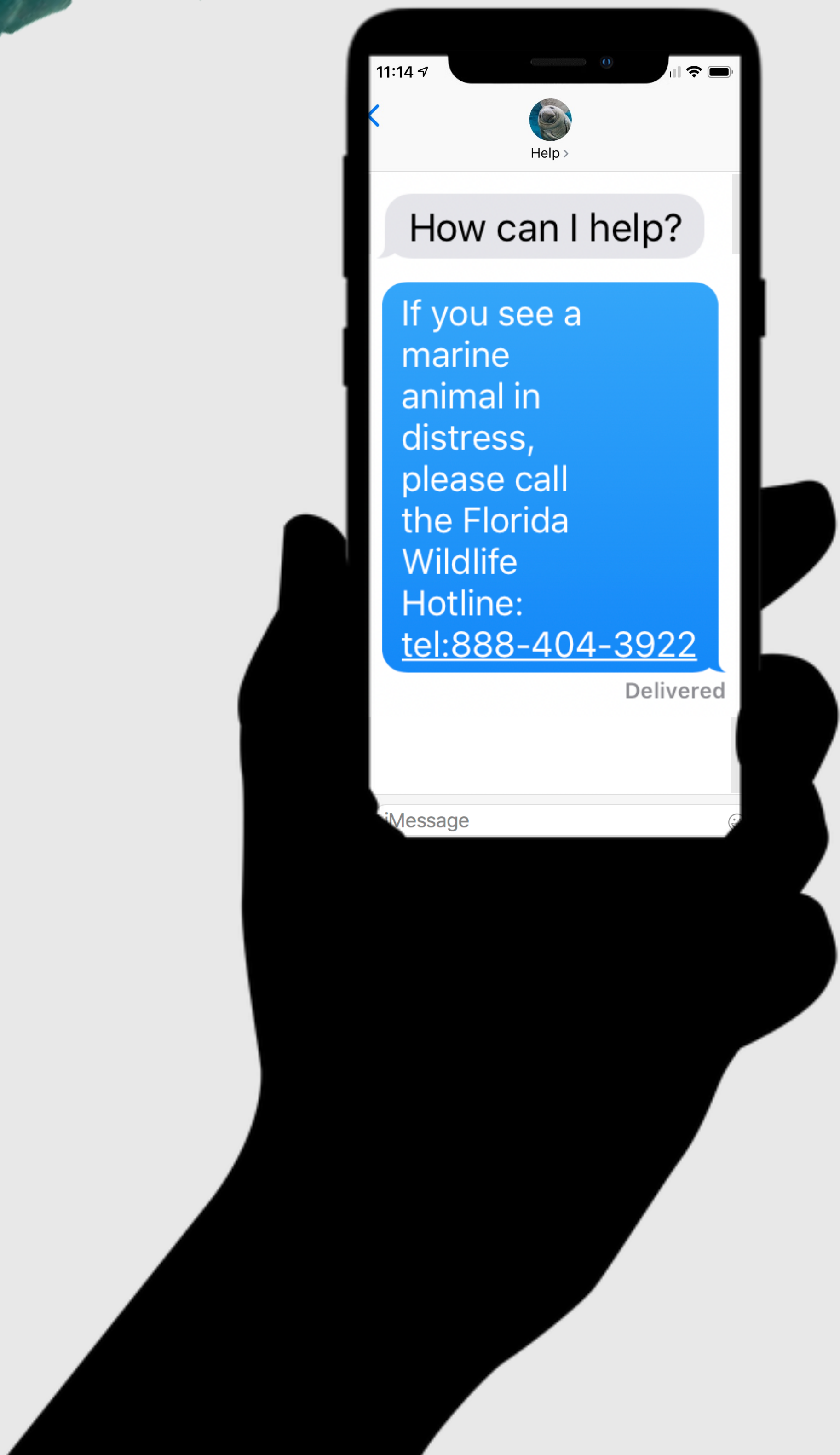
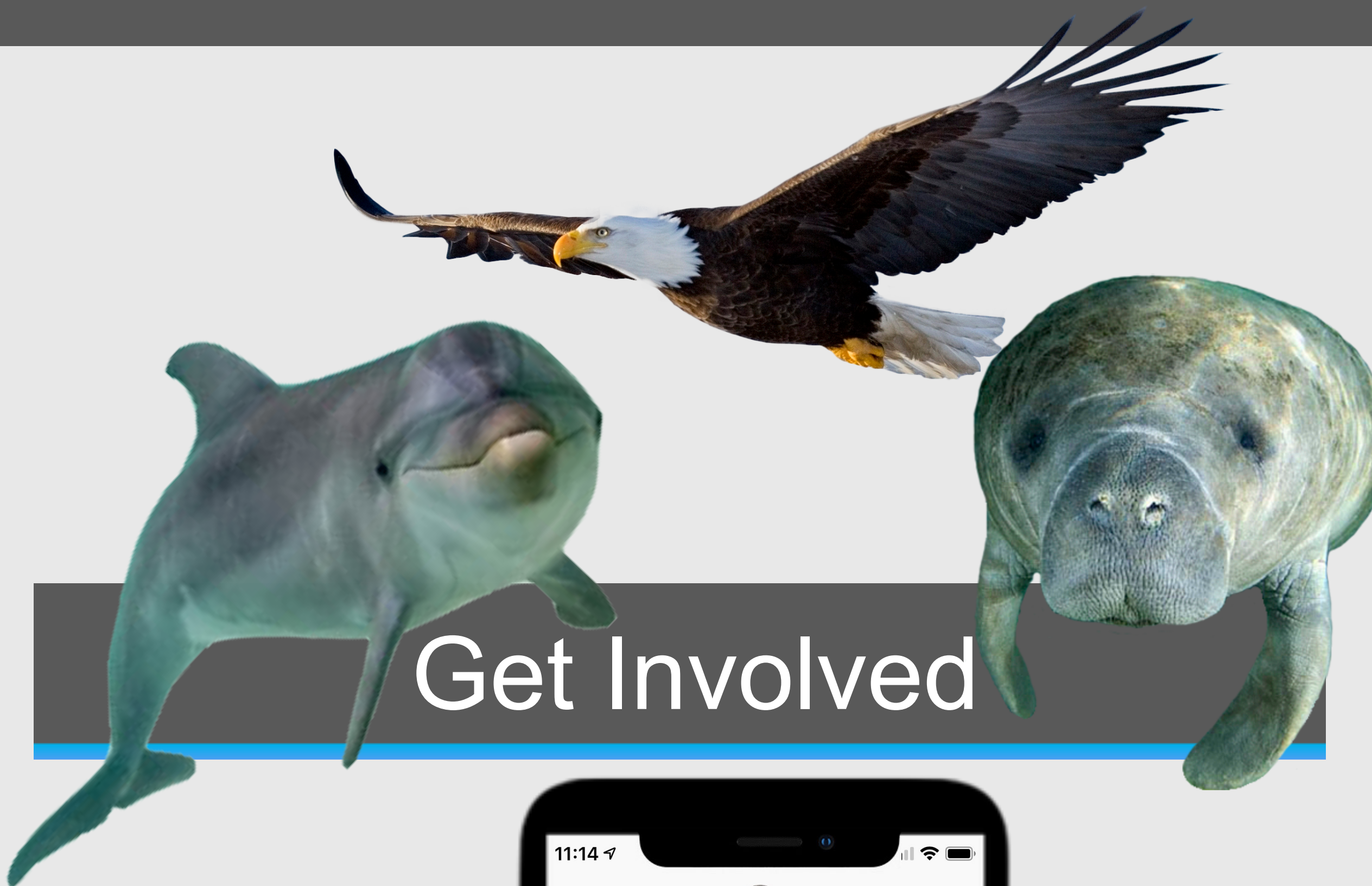
"SeaWorld Orlando is an organizational leader. They have always been on the front line."

"SeaWorld Orlando is doing what they should be doing."

"SeaWorld Orlando is committed... It is honestly unapparelled. We need them."

"SeaWorld Orlando should highlight their work with organizations more."

"Without SeaWorld Orlando, our rehabilitation efforts would have failed by now."



## Acknowledgements

Special thanks to Timothy Sellnow, PhD  
References available upon request



**Nicholson School of Communication and Media**

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