

**A thesis submitted to the Department of Environmental Sciences and Policy of
Central European University in part fulfilment of the
Degree of Master of Science**

**Trophy Hunting in the U.S. Media:
A macro- and micro-level frame analysis**

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ABSTRACT OF THESIS submitted by:

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Hunting as a conservation tool is highly debated, even amongst hunters. Morals, emotion, and personal opinions drive the debate; with media sometimes picking up and exploiting the controversial nature of the topic—trophy hunting in particular. This research investigates how trophy hunting is framed in the media and public comments. The relationship between the macro-level frame of an article and the micro-level frame(s) of the comments on it is explored for three different articles. Online news articles, from U.S. news sources posted online between January 2013 and December 2014, were collected from the *NexisLexis Academic* database by searching for “trophy hunting/hunter/hunt”. Using the *Atlas.ti* software, the macro- and micro-level frames of the articles and comments, respectively, were identified using a set of key words and determining their frequency within the text. Interestingly enough, it was determined that of 68 articles, 76% had the information frame indicating that the article accurately spoke about some aspects of the principles and best practices of sustainable use through trophy hunting. On the other hand, of 202 comments analyzed, the majority (30%) were framed with demonization, using derogatory words to describe trophy hunting and trophy hunters. The public reaction to the articles was overwhelmingly anti-trophy hunting, which has far-reaching consequences for sustainable use-based conservation worldwide. This thesis provides insight into the current state of media reporting on trophy hunting, obstacles to the widespread acceptance of trophy hunting as a conservation tool, and potential solutions to increase global acceptance.

Keywords: hunting, conservation, framing, news media, macro-level frame, micro-level frame, community-based natural resource management, trophy hunting, wildlife management

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Table of Contents

CHAPTER 1—Introduction	- 1 -
1.1 Problem statement	- 3 -
1.2 Research questions	- 8 -
1.3 Thesis objective and outline	- 9 -
1.4 Scope and limitations	- 10 -
CHAPTER 2—Theoretical framework	- 12 -
2.1 Hunting: An alternative conservation tool	- 13 -
2.2 Trophy hunting: The best practices	- 16 -
2.2.1 Addis Ababa Principles and Guidelines for the Sustainable Use of Biodiversity.....	- 17 -
2.2.2 Best practices in sustainable hunting: A guide to best practices from around the world	- 24 -
2.3 Trophy hunting in the media	- 27 -
CHAPTER 3—Methodology	- 30 -
3.1 Framing theory	- 30 -
3.1.1 What is a frame?	- 30 -
3.1.2 Macro-level and micro-level frames	- 31 -
3.1.3 Frame identification	- 33 -
3.2 Framing and the media	- 33 -
3.2.1 The media: Online news sources	- 33 -
3.2.2 The media: Comments	- 34 -
3.3 Analytical methodology	- 35 -
3.3.1 Online article selection.....	- 35 -
CHAPTER 4—Results	- 40 -
4.1 Macro-level frame analysis	- 40 -
4.2 Micro-level frame analysis	- 44 -
CHAPTER 5—Discussion	- 49 -
5.1 Information macro-level frame	- 49 -
5.2 Demonization macro-level frame	- 53 -
5.3 Exclusivity macro-level frame	- 57 -
5.4 Animal welfare macro-level frame	- 61 -
5.5 Summary of macro- and micro-level frame relationships	- 63 -
CHAPTER 6—Conclusion	- 65 -
References	- 73 -
Personal communications	- 76 -
Appendix A: “About” sections	- 77 -
Appendix B: Articles analyzed	- 78 -
Appendix C: Comments analyzed	- 82 -

List of Abbreviations

CBD.....	Convention on Biological Diversity
CBNM.....	Community-based natural resource management
CIC.....	International Council for Game and Wildlife Conservation
CITES.....	Convention on International Trade in Endangered Species of Wild Fauna and Flora
DSC.....	Dallas Safari Club
FBI.....	Federal Bureau of Investigation
HP.....	Huffington Post
HWC.....	human-wildlife conflict
IUCN.....	International Union for the Conservation of Nature
NAMC.....	North American Model of Conservation
NRA.....	National Rifle Association
NYT.....	New York Times
OS.....	other sources
PCI.....	Principles, Criteria, and Indicators
USFWS.....	United States Fish and Wildlife Service
WP.....	Washington Post
WWF.....	World Wildlife Fund

CHAPTER 1—Introduction

Sitting at dinner in a restaurant with a friend, I was discussing my thesis, as I often do to anyone willing to listen. As a non-hunter, I find these discussions useful as I attempt to work out my thoughts on the topic as well as work up the motivation and determination it takes to finish such a big task I had set out for myself earlier in the year. “So, the hunter tracks and hunts the lion and after, he said it was the *experience* of being out in the savannah for so many long, hot days in sometimes treacherous conditions that his trophy reminded him of. Sure, the fun is part of it, but he said it is more the excitement of the hunt than the pleasure of killing something,” I say as I continue to eat. Silence from my friend. I looked up and saw that she had tears in her eyes. I immediately ask her if everything is okay and all she can manage to say is: “They kill lions, for *fun*?” I quickly try to reassure her by telling her the hunt was actually good for the lions but with such an emotional reaction to what was an innocent statement, I knew she wouldn’t accept an explanation of the situation easily. “Why do they have to kill lions?” was the next thing she said to me.



As the human population increases, competition with wildlife for resources—space in particular—is also on the rise. Biodiversity loss is one of the biggest environmental problems we are facing today. Though experts don’t always agree on whether we are living in the Sixth Extinction or if it will be coming soon, one thing they all agree on is that *we* have caused it. There are several groups dedicated to the conservation of wildlife and increasing biodiversity including the Convention on Biological Diversity (CBD), the World Wildlife Fund (WWF), and the International Union for the Conservation of Nature (IUCN). These organizations are typically what people think of when conservation is discussed, but they cannot ensure the sustainability of wildlife for future generations on their own. There is not enough time. There is not enough money. There is too much space to cover. Is there a solution to this problem?

Hunters. Hunters are a force to be reckoned with. There are millions of hunters spending hundreds of thousands of hours in the field. Hunters pay for the permits they use to hunt wildlife. Hunters often travel to have different hunting experiences; eating at local restaurants, staying in local accommodations, and participating in local tourist activities all contribute to the local economy. Some hunters even travel worldwide to hunt. Whether a hunter is at home or abroad, their reasons for participating in the activity vary.

Hunters hunt for subsistence (food), as a livelihood (selling bushmeat), as part of traditions, as a recreational activity, or for the ‘sport’ of it. The use of the term ‘sport hunt’, and actually the classifying of hunters into specific groups, is highly contested within the hunting community, however. Damm (2008) defines sport (as it is used in the context of hunting) as “fair play, style, dash and moderation”. Sport hunters are often interchangeably referred to as “trophy hunters” by the general public since their intention for the hunt is typically to procure a trophy, or rather a memento, from the hunt.¹ The trophy can be the antlers or horns of the animal, but it can also be the skull, paws, hide, fur, teeth, or any number of body parts. For the hunter, this trophy serves as a memory of that hunt which often takes days of tracking, sometimes in unforgiving conditions, to find the correct animal to take.

Trophy hunters often pay a higher price for the chance to hunt species that are rare or unique. Prices of trophies range from a couple hundred U.S. dollars to tens of thousands of dollars, with some of the rarest permits being sold for hundreds of thousands. The proceeds from the sale of most hunting permits go back to the issuing state forest agency or conservancy. The idea behind this is that hunters wouldn’t be able to hunt without wildlife; therefore, conservation is in their best interest to ensure future hunts are viable.

¹ For ease of identifying the end goal of the hunt, and because these terms are generally applied, I will use the term “trophy hunting” and “trophy hunter” to describe the hunts I refer to in this thesis. I am not using the term to refer to a completely distinct hunter group.

As an example, a desirable place to go for trophy hunting is Africa. While numerous species are hunted in Africa, one of the top achievements among those who go trophy hunting is to complete the “Big Five” challenge. The Big Five includes African elephant (*Loxodonta Africana*), either African rhino species (*Diceros bicornis* & *Ceratotherium simum*), African leopard (*Panthera pardus*), African lion (*Panthera leo*), and Cape buffalo (*Syncerus caffer*). The term “Big Five” was coined by big game trophy hunters based on the difficulty of hunting all five species. Among animal rights activists and anti-hunters, hunting these species is particularly controversial as several of these species, if not all, could be considered as flagship species of Africa.

A flagship species is one whose image is chiefly used as a symbol in campaigns for conservation and other environmental issues. Flagship species are also what conservation biologists call “charismatic species”, or those which the general public considers to be particularly important because of their looks and/or symbolic character. The use of these species as symbols of organizations (either pro- or anti-hunting) allows them to leverage more support for their cause. Animal rights activists, anti-hunters, and the media (which while labeled here as three different players can often overlap) often use these animals to attract public attention and stir up emotions of people to promote their anti-hunting campaigns which are frequently successful due to the way in which they frame the situation. Right now, due to poor practices and misinformation or confusion about current regulations, this is particularly easy to do with trophy hunting. The topic can easily be turned into a battle of emotions and values with a strong divide between those who are for and those who are against trophy hunting.

1.1 Problem statement

The central aim of this research is to investigate how trophy hunting is framed in the media, and how people process and respond to the information presented. Furthermore, this research

aims to draw conclusions on what extent, public perception is influenced by macro-level frames of the media related to trophy hunting. Though media framing and the influence of media on public perception has been widely studied, there is almost no research done on how trophy hunting is framed in the media and no research on its influence on the public perception of hunting. Despite the lack of research, it has often been claimed that the media depicts trophy hunting in a negative way, which is said to influence the public's perception of it. Public acceptance of hunting as a conservation tool may make or break the success of conservation efforts to protect species which are being threatened with extinction.

Hunting as a conservation tool is highly debated, even amongst hunters. Morals, emotion, and personal opinions drive the debate; scientific reasoning is often disregarded in this matter due to the emotional charge it receives. A cookie-cutter example of this debate is the controversy that surrounded the events of the January 2014 Dallas Safari Club (DSC) auction of a black rhino hunting permit. The permit was for an out-of-breeding male black rhinoceros in Namibia. The black rhino is listed as being critically endangered on the IUCN Red List of Threatened Species, which was what much of the debate over the auctioning of this permit was about (Emslie 2012).

The permit, purchased by Mr. Corey Knowlton, had a winning bid of \$250,000. Media has reported that the winning bid was \$350,000; however, it was an anonymous donor present at the auction who contributed the additional \$100,000 to "help the rhinos" (Evans, pers. comm.). The DSC had hoped that they would raise between a quarter of a million and a million U.S. dollars for the permit, with the proceeds going to the Conservation Trust Fund for Namibia's Black Rhino (Evans, pers. comm.). At the conclusion of the auction, once Knowlton had made the winning bid, a Namibian minister was visibly elated with the amount of money that had been raised for conservation efforts in the country, which is known worldwide for its superb accomplishments in conservation. Once the media got ahold of the story, however, the

happiness surrounding the successful auction was quickly replaced by fear as Mr. Knowlton, and those affiliated with the DSC, began to receive death threats from animal activists because of the purchase of the permit. The FBI had to be put on high alert due to the severity of some of the threats received via e-mail prior to the hunt—including one which described the senders intentions to kill a member of the Club for “each rhino you kill” (Howard 2014).

The permit was the first of its kind sold outside of Namibia. In total, five hunting permits are allowed to be sold for black rhino in Namibia each year, which target those that are counterproductive to conservation efforts. These individuals are often no longer breeding and instead pose a risk to others due to increased aggression. The number of permits is often dictated by the countries’ needs for population control as well as CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) limits for export. There were five permits offered that year, with an estimated 1,795 animals left in the wild of Namibia (Howard 2014). The auctioning of this permit in the U.S. created a huge controversy that was fueled by the media with such story headlines as:

“This hunter wants an endangered rhino’s head as a trophy.

Looks like he’ll get it.”

-The Washington Post

“Texas hunting club’s controversial \$350,000 trip to Namibia to shoot endangered black rhino hangs in balance over permit to bring dead animal back as a trophy”

- Mail Online

“Texas hunters auction permit to kill endangered black rhino”

-Huffington Post

While the USFWS (United States Fish and Wildlife Service) usually receives up to ten comments from the public on hunters' applications for hunting trophy importation permits, this highly emotive debate prompted an influx of comments. Mr. Knowlton's application for trophy import, along with another application for a black rhino trophy import that was negotiated directly with the Namibian government. These applications received 15,000 e-mails and over 135,000 petition signatures for the USFWS to deny the application.

This event, and the associated media attention it received, initiated the formation of Facebook pages such as "Stop Corey Knowlton From Killing Black Rhino" and "Corey Knowlton: The Face of a Zoosadist" (see Appendix A for the pages' description) to rally against the auction winner. Numerous petitions were also created, amassing thousands of signatures and comments from animal rightists, animal welfarists, and anti-hunters. Some are directed towards Corey Knowlton himself with a plea to not hunt (though the petitions use "shoot" and/or "kill") the black rhino, though recently most are directed at the USFWS to cancel the permit for import, which was recently granted. Comments on articles about the auction were threatening, again to the extent that the FBI had to get involved to investigate the threats and Mr. Knowlton had to hire a private security service to protect the lives of himself and his family. A sample of the comments (in a very rudimentary search) on an online article from The Guardian, titled "Texas man who won hunting auction to be allowed to import black rhino trophy," include such sentiments as:

"I hope the Rhino runs over the bastard and shits on his twat head. Texas can fuck off."

"I would question the sincerity of the Namibian government if this is how they raise funds to protect the Black Rhino. It's

kinda like selling munitions to Syria to raise money for Syrian refugees.”

“The concept of 'trophy hunting' is so bizarre and depraved that it almost literally defies understanding. How could anyone think that they are more of a person because of their ability to kill an innocent, wild animal (and an endangered one at that)? It makes me wonder what kind of human they aspire to be.

And the whole notion of auctioning off a space to kill an endangered animal in the name of its conservation is so backward that it literally makes no sense. None. I cannot work out what sort of world these people live in. It certainly isn't the same one as mine.”

“What next? They'll let him rape a 10 year old in order to raise awareness of child abuse?”

While these comments represent only a small sample of the 869 on the article, these were amongst the top, and reflect the majority that were skimmed through in the comments section. It is important to underline the fact that these comments are not rare. This article was not deliberately chosen, and yet it was still not difficult to find these emotionally charged comments. From name calling to discrediting the Namibian government and questioning the hunter's and organizer's morals, the comments from those who came across the article were largely negative despite the short article not appearing to be particularly demonizing towards the event.

The DSC actually expected this explosive reaction from the public and were counting on social media to be the biggest culprit of misinformation due to the anonymity the Internet allows (Evans, pers. comm.). In a personal communication with Karl Evans, President of the Dallas Safari Club, he gave an example of poor media communication when it was reported that “hundreds of protesters” were lining the street across from the convention center where the auction was being held. In fact, Mr. Evans was standing on a balcony overlooking the crowd and counted less than 40 people. The DSC does still look to the media to deliver accurate information regarding hunting as a conservation tool and has a public relations firm on hand to provide press releases when an issue comes up to avoid as much conflict between the hunters and anti-hunters as possible (Evans, pers. comm.).

If these public movements (to stop Corey Knowlton from hunting the rhino and to prevent the USFWS from granting an import permit) had been successful, the DSC would have canceled the permit and refunded the money raised at the auction to Mr. Knowlton. This would have been devastating for Namibia’s conservation programs that would have received the profits from the sale (Evans, pers. comm.). Not only would the present funds be withdrawn, but similar auctions in the future would have probably been stopped (Evans, pers. comm.).

1.2 Research questions

To address the problem in the above statement, this research aims to answer the following questions:

How is trophy hunting framed in U.S. media? Is this reflected in the public’s reaction to articles on trophy hunting?

To answer the above questions, the following sub-questions must also be explored:

1. What are the best practices for sustainable use, in particular trophy hunting?
2. What macro-level frames are present in media articles on trophy hunting?
3. What micro-level frames are the public using in their reactions to the articles?

4. Do the macro-level and micro-level frames differ, and if so, how?

By answering these questions, this research will provide policy makers and conservation organizations a better idea of how to tackle the issue of widespread public acceptance of trophy hunting. By identifying the macro-level frames of news articles, and their associated micro-level frames, those involved in trophy hunting, from the hunters to the guides, will be able to disseminate information about the conservation goals of their practices more clearly. Ultimately, this improved communication should help to decrease the amount of emotional charge associated with trophy hunting.

1.3 Thesis objective and outline

This thesis identifies the macro-level frames associated with trophy hunting in the U.S. media over the time period from January 1, 2013 to December 31, 2014. Macro-level frames were identified and analyzed in relation to the widely accepted best practices of trophy hunting of well-known conservation organizations. This thesis also aims to assess the extent of reflection of macro-level frames in the micro-level frames of the comments on a selection of articles.

Chapter 1 [Introduction] describes the purpose of this research including a short introduction to the topic, problem statement, research questions, and list of objectives. This section provides the motivation for this research including why it is important and how the thesis will raise the importance of the topic. This section also includes a brief case study to introduce how this research applies to real-world recent events that have an impact on conservation.

Chapter 2 [Theoretical Framework] looks into peer-reviewed literature on the topic of trophy hunting to provide an overview of where this thesis fits into the big picture. This chapter explores a brief history of trophy hunting, the public's interactions with trophy hunting, how

trophy hunting can be used as a conservation tool, and how agenda-setting theory affects the media.

Chapter 3 [Research Methodology] delves into the analytical framework which was used in this thesis including a short background of framing, how frames are identified, macro- vs. micro-level framing, and framing in the media. This chapter also describes the steps taken in this thesis to choose articles, determine the main frames, assign the frames, and analyze the macro-level frames. It also details how comments were selected for micro-level frame analysis and how the prevailing micro-level frames were selected, assigned, and analyzed.

Chapter 4 [Results] provides a detailed description of the recognized principles of sustainable use, the best practices of sustainable trophy hunting, and a sample code of hunter ethics. This section also contains an overview of the results of the macro- and micro-level frame identification of the selected articles.

Chapter 5 [Discussion] looks at the results of the media analysis from both the view of macro-level frame identification and of micro-level frame identification. These results are compared to the best practices and principles outlined in Chapter 4.

Chapter 6 [Conclusion] draws appropriate conclusions based on the results in relation to the theoretical framework discussed in Chapter 2 and the analytical framework described in Chapter 3. The conclusions are extremely important for all involved stakeholders of trophy hunting including policy makers, community developers, the hunting community, and conservationists. These conclusions provide a base from which further research could be conducted on the extent of influence these frames have over each other on topics such as trophy hunting. This section also outlines further research possibilities to substantiate this research.

1.4 Scope and limitations

This thesis explores online news articles to identify the main macro-level frames used by the media in relation to trophy hunting and uses the associated comments of one article per

main macro-level frame to assess the micro-level frames used by the public. Online news articles, published by U.S. news sources, are the only form of media used in this assessment. The time frame was limited to articles that were published between January 1, 2013 and December 31, 2014. This time frame was selected as a snapshot of the current state of affairs in the media related to trophy hunting. A longer time frame could have possibly skewed the results as media use is constantly evolving and growing, reaching more people and becoming more of a mainstream way of relating information and providing forums for discussion. In addition, over the past two years, many “cases” of negative reactions to trophy hunting (Melissa Bachman, Kendall Jones, and Corey Knowlton, to name a few) have appeared on social media.

The key words used to select articles were “trophy” and “hunting”. This returned results with “trophy hunting”, “trophy hunt”, “trophy hunter”, and other associated word arrangements. A total of 68 articles were assessed from various news sources, but with the majority coming from three news sources: The New York Times (NYT), The Washington Post (WP), and The Huffington Post (HP). The selection of articles was limited by article availability and database search limitations.

The comments analyzed were selected based on availability. From the four macro-level frames identified, only three covered articles that had comments. One potential limitation of this part of the study is that both the anonymity of the comment section of an article and the “protection of the screen” (feeling less inhibitions behind the safety of the computer screen) could allow “internet trolls” to insert some irrational comments which may not really represent their true feelings. I believe, however, that it is not necessary to attempt to identify those comments. They may hold just as much value as others because they are visible to everyone else. Often, these comments receive a lot of replies indicating that they may have an impact on other readers of the article.

CHAPTER 2—Theoretical framework

A study done by Hooper *et al.* in 2012 suggested that biodiversity loss is a major driver of ecosystem change. While many of these anthropogenically induced changes cannot be reversed entirely, steps can be taken to slow and possibly even halt them. Conservation programs are one important way of promoting biodiversity, though they are not always accepted by the public. Oxford Dictionary defines conservation as the action of conserving something, in particular: the preservation, protection, or restoration of the natural environment and of wildlife (OUP 2015). In order to avoid confusion, it is important to note this definition because in the field of environmental science, conservation and preservation are two different methods of nature and wildlife management (though they both have the same end goal of ensuring the availability of these resources in the future). Here, conservation refers to the “wise use” of resources, as was set out by Theodore Roosevelt in his quest to manage the rate at which the United States was consuming its natural capital (Sheffield 2010). Today, “wise use” is more often referred to as “sustainable use”. Preservation, on the other hand, is the protection of nature and wildlife from any human disturbances or interventions (Sheffield 2010).

In the philosophical debate of environmental management, conservation is seen as an anthropocentric action whereas preservation is non-anthropocentric (Norton 1986). While nature likely would do best under preservation (with a complete absence of humans interference), the growing demand for natural resources that comes with the exponentially increasing global population does not allow for this to be a reality. People need food, shelter, and water, all of which can come from renewable natural resources that are abundant—when conserved under sustainable use principles.

The *laissez-faire* method of resource management for the majority of our time here on Earth has put immense pressures on ecosystems. These pressures increase as resources become limited forcing communities to battle with nature and wildlife. In these cases, communities

must face the risk of devastation due to natural disasters and human-wildlife conflict (HWC) (Rai *et al.* 2013). Land-use change for agriculture or development increases tensions between wild animal populations and humans, particularly on the borders of protected areas (Rai *et al.* 2013). HWC often results in retaliation by communities, in which they search for and kill the animals which have caused them harm, damaged their property, or destroyed their crops/livestock (Rai *et al.* 2013). Sometimes, conservation efforts exacerbate these issues since communities living in and around protected areas are not typically included as primary stakeholders when conservation programs are developed (Rai *et al.* 2013; CIC 2008). HWC coupled with historical overhunting and poaching have greatly threatened biodiversity worldwide. Classic conservation methods are no longer working to sustain nature and wildlife; the implementation of alternative conservation methods is inevitable.

2.1 Hunting: An alternative conservation tool

In the United States, modern hunting began in the late 15th century with Europeans exploiting wildlife resources near Newfoundland, Canada (Mahoney and Jackson 2013). The dominant attitude at that time was that nature was to be exploited by man and quickly Europeans swept across North America leaving behind lands that were largely devoid of their once abundant wildlife (Mahoney and Jackson 2013). The continued decline of the cultural significance of wildlife largely occurred due to urbanization and the mass movement of people to urban areas, increasing the gap between people and wildlife (Bauer and Giles 2002).

Wildlife management was not a concept practiced in North America until the bison massacre that ultimately led to the demise of the Great Plains Indians (Mahoney and Jackson 2013). This event gained attention from the public resulting in a “conservation awakening” in which a sense of the limitations of wildlife as a perfectly renewable resource was starting to form (Mahoney and Jackson 2013). The environmental movement changed the significance of wildlife in a major way, leading to a dominant attitude of spiritual and/or recreational

significance of wildlife rather than an inherently cultural significance (Bauer and Giles 2002). People began to see wildlife as a resource that must be managed in a way that ensures their survival for future generations.

Madson (1999) identified two types of hunters in America: the “classic frontiersman” and the “gentry sport hunters”. Classic frontiersman participate in subsistence hunting whereas gentry sport hunters are a part of an elite group that have disposable time and financial resources to participate in hunting activities (Madson 1999). The ‘sport’ hunters make up the group of hunters that are increasing the cultural significance of wildlife through recreation (Madson 1999; Peterson 2000). This classification of hunters, however, is very rudimentary and ignores other significant types of hunting that occur worldwide.

Bauer and Giles (2002) identified four groups of hunters: indigenous, traditional, market, and sport/recreational. Indigenous hunting is defined as communities hunting based on generations of living in one area; traditional hunting is based on the cultural significance of hunting based on traditions; market hunting involves the sale of game meat for profit; and sport/recreational hunting involves skill, waterfowl, experiential, group, and trophy hunting (Bauer and Giles 2002; Marin and Berkes 2013). As discussed in Chapter 1, however, defining types of hunting into specific groups is presumptuous. These terms are used by the public to identify what a hunter is doing, but hunters themselves don’t necessarily identify with just one of these groups (i.e. if one were to ask a hunter what type of hunter he/she is, they would likely not say “I am a trophy hunter,” or “I am a traditional hunter”).

Trophy hunting is a sport dominated by North Americans and Europeans who often travel to Africa and Asia to experience different hunts, hunting traditions, cultures, and attempt to accomplish their hunting goals (Bauer and Giles 2002). Often these goals include having a successful hunt from which a memento, or trophy, can be procured. These trophies can include antlers or other head protuberances, claws, teeth, hides, and the like (Hofer 2002). Trophy

hunting can be thought of as exclusive or inclusive; the former referring to selecting a trophy for a specific characteristic (size, color, etc.) and the latter to not discriminating between animals (Bauer and Giles 2002). Trophies are often entered into competitions where they are evaluated based on criteria set by organizations like the International Council for Game and Wildlife Conservation (CIC) or the Boone & Crockett Club (Bauer and Giles 2002; CICDAS 2012; Wright and Nesbitt 2003).

Trophy hunting is considered to be more sustainable, triple bottom line (socially, environmentally, and economically), than eco-tourism (Cunliffe; McGranahan 2011). The benefits of trophy hunting over eco-tourism include higher income generation per client, decreased fossil fuel use per client, creation of incentives for conservation, low environmental disturbance, conservation of non-target species, and decreased land use change (Lindsey *et al.* 2006; Grimm 2008; McGranahan 2011). Furthermore, if the best practices of the industry are followed, trophy hunting can be a highly productive way to promote human-wildlife coexistence, protect habitats, manage wildlife, develop local communities, and dissuade poaching activity particularly in areas in which an alternative form of conservation is not possible or is inappropriate for the local ecosystem and culture (Grimm 2008; THL).

There are several threats to the continuation of trophy hunting which could have severe impacts on the development of rural communities in Africa and Asia that rely on low-impact tourism for income generation (McGranahan 2011). These threats include poaching, corruption, hunting operator mismanagement, hunter misbehavior, arbitrary setting of hunting quotas, and a lack of community involvement (Cunliffe; Lindsey *et al.* 2006; CIC 2008). In addition, trophy hunting and poaching are often confused in the public eye which only deepens the skepticism and misrepresentations of hunting in the media. A well-established, legal trophy hunt is likely not going to be heavily influenced by these threats, though there is currently not a widely practiced sustainable wildlife management program as such due to the highly sensitive

nature of local environmental conditions in relation to conservation (Hofer 2002; CIC 2008).

2.2 Trophy hunting: The best practices

Trophy hunters often consider themselves to be conservationists before hunters (Duda and Jones 2006; Knezevic 2009). Theodore Roosevelt, John James Audubon, and Jack Miner, for example, were avid hunter-conservationists and early pioneers of the North American conservation movement (Knezevic 2009). The North American Model of Conservation (NAMC) is one that is highly regarded and is often used as a model for developing conservation programs in other areas of the world (Mahoney and Jackson 2013).² Despite the well-established model that North America has developed to allow for the sustainable and ethical use of wildlife, hunting is facing its biggest crisis in history (Bauer and Giles 2002). This crisis has prompted the development of stronger sustainable use principles and more flexibility in conservation programs based on the best practices learned from successful programs.

It is first and foremost necessary to understand the best practices of the sustainable use of wildlife in order to follow the discussion on the implications of the results described in Chapter 4 and begin to overcome this crisis. This section aims to answer the first sub-question listed in Chapter 1: What are the best practices for sustainable use, trophy hunting in particular? This is done by looking at two of the leading documents that provide guidelines on sustainable use of wildlife and sustainable trophy hunting: *Addis Ababa Principles and Guidelines for the Sustainable Use of Biodiversity* (SCBD 2004) and *Best practices in sustainable hunting: A guide to best practices from around the world* (CIC 2008). The former source relates more to

² The NAMC has seven principles: 1) “Maintaining wildlife as a public trust resource,” 2) “Prohibit deleterious commerce in dead wildlife products,” 3) “Allocate wildlife democratically and by law,” 4) “Ensure that wildlife use is for legitimate purpose,” 5) “Preserve hunting opportunity for all,” 6) “Recognize and manage wildlife as an international resource,” and 7) “Ensure that science is the basis for conservation policy” (Mahoney and Jackson 2013). These principles are missing two major components: regulation alignment and community empowerment. This is very likely the reason for the current hunting crisis.

considerations for policy and law development and the latter to trophy hunting practices that have proven to be successful based on case studies from around the world. Trophy hunting can promote habitat and species conservation when using the best practices outlined by these organizations (Cunliffe; Bauer and Giles 2002; Lindsey *et al.* 2006; CIC 2008; SCBD 2004).

Anti-hunters often share the belief that the biggest threat to wildlife is not habitat loss but rather hunting activities, though there aren't sufficient studies to back up the notion (LACS 2004; Bennett *et al.* 2002). For the purposes of simplicity, the phrase "anti-hunters" refers to the social group that is opposed to legal hunting in any capacity (i.e. completely against it to against it sometimes). When considering trophy hunting as a tool of conservation, however, it is important to realize that it is just that—a tool. Trophy hunting should not be considered to be conservation in and of itself as it takes interdisciplinary efforts for sustainable use to be achieved. Wildlife is a renewable resource, however with anthropogenic pressures on nature and wildlife today it is essential that clear principles and best practices are outlined, followed, and adjusted based on the local conditions to preserve this resource for future generations.

2.2.1 Addis Ababa Principles and Guidelines for the Sustainable Use of Biodiversity

The Secretariat of the Convention on Biological Diversity released the *Addis Ababa Principles and Guidelines for the Sustainable Use of Biodiversity* (from here on referred to as the 'Principles') in 2004 as an initiative to raise awareness and provide guidance for governments, local communities, policy makers, decision makers, and other relevant stakeholders in the establishment of sustainable use programs to both promote conservation as well as alleviate poverty (SCBD 2004). The Principles were created with the idea that ecosystem services and biological products play an important role in the creation, development, and maintenance of cultures and communities; and their demise could lead to the demise of those cultures and communities. Steps must be taken to protect these natural resources because

“progress towards sustainability will require the political will to bring about changes to create the necessary enabling environment at all levels of government and society” (SCBD 2004).

There are 14 Principles that guide the sustainable use of biodiversity that are based on seven “underlying conditions for sustainable use” (SCBD 2004):

1. The use of nature and wildlife must be below the thresholds at which they are viable in the long-term.
2. Change must be accommodated for since ecosystems (including the ecological processes and species and genetic variation) are constantly changing.
3. In cases where there is a high risk for land-use change, sustainable use should be encouraged through providing incentives to promote habitat preservation. This works particularly well when incentives are provided for communities that experience human-wildlife conflict, with dangerous species in particular (i.e. crocodiles, lions, elephant, etc.).
4. All uses of nature and wildlife must be sustainable (food, shelter, pharmaceuticals, livelihoods, etc.).
5. It must be recognized that while ecosystem services and products are renewable they do have intrinsic limitations on the rate at which they can renew based on the type of ecosystem and the species within it.
6. Precautions must be taken in all areas of sustainable use management to ensure that management strategies and policies “favor uses that provide increased sustainable benefits while not adversely affecting biodiversity”.
7. When considering the 14 Principles, it is important to refer to and apply provisions of Article 8 (j) (stakeholder engagement), Article 10 (c) (business engagement), and any other provisions of the Conference of the Parties that are related to engaging the local communities.

These seven conditions should be satisfied before developing sustainable use programs, including those which include trophy hunting. From a more technical point of view, the 14 Principles are as follows (SCBD 2004):

- **Principle 1: “Supportive policies, laws, and institutions are in place at all levels of governance and there are effective linkages between these levels.”** *Laws must be streamlined between international and national agreements. The reporting of infractions of laws should be done quickly which is only possible if connections between the two levels of governance are congruent.*
- **Principle 2: “Recognizing the need for a governing framework consistent with international and national laws, local users of biodiversity components should be sufficiently empowered and supported by rights to be responsible and accountable for use of the resources concerned.”** *Involving the local or indigenous community is the key to a successful sustainable use program. Rights should be given to those who are directly connected to the resource to have a say in how the resource is managed. A lack of management will lead to the over-exploitation of the resource.*
- **Principle 3: “ International, national policies, laws, and regulations that distort markets which contribute to habitat degradation or otherwise generate perverse incentives that undermine conservation and sustainable use of biodiversity, should be identified and removed or mitigated”.** *Current policies, laws, and regulations at all levels should be examined to ensure they do not encourage perverse incentives that lead to criminal activities such as corruption, fraud, a lack of enforcement, etc.*
- **Principle 4: “Adaptive management should be practiced, based on: (a) science and traditional and local knowledge; (b) Iterative, timely, and transparent feedback derived from monitoring the use, environmental, socio-economic impacts, and the status of the resource being used; and (c) Adjusting management based on timely**

feedback from the monitoring procedures.” *Whenever humans interfere with any natural process, it is important to monitor the activities closely and have a system in place which allows for the prompt adjustment of the practices that are not working in the way they were intended to.*

- **Principle 5: “Sustainable use management goals and practices should avoid or minimize adverse impacts on ecosystem services, structure, and functions as well as other components of ecosystems.”** *Thinking about all aspects of the future consequences of a management plan is essential in trying to avoid the unintended consequences discussed in Principles 3 and 4.*
- **Principle 6: “Interdisciplinary research into all aspects of the use and conservation of biological diversity should be promoted and supported.”** *Local conditions of an area where a sustainable use program is being implemented should be researched across multiple disciplines to enhance incentives and opportunities for all stakeholders involved, most importantly the local community.*
- **Principle 7: “The spatial and temporal scale of management should be compatible with the ecological and socio-economic scales of the use and its impact.”** *Accountability should be a part of the management system, with the owners of a source being responsible for the management of the resource. This is another precaution to prevent over-exploitation of the resource.*
- **Principle 8: “There should be arrangements for international cooperation where multinational decision-making and coordination are needed.”** *Transboundary resources require special attention as they are at risk for over-exploitation in one region, decreasing the availability of the resource across the border. Bi- or multi-lateral agreements should be settled to ensure sustainable use across borders, giving equal opportunity to all those involved.*

- **Principle 9:** “An interdisciplinary, participatory approach should be applied at the appropriate levels of management and governance related to the use.” *Again, sustainable use only works if all stakeholders are involved, most importantly the local communities around the resource. Stakeholders should be involved at all levels and in all aspects of the program.*
- **Principle 10:** “ International, national policies should take into account: (a) Current and potential values derived from the use of biological diversity; (b) Intrinsic and other non-economic values of biological diversity; and (c) Market forces affecting the values and use.” *Ecosystem services have a very high value and cannot be completely replaced with man-made alternatives. For this reason, it is important to consider the opportunity costs associated with any land-use changes that are proposed before the change is instituted.*
- **Principle 11:** “Users of biodiversity components should seek to minimize waste and adverse environmental impact and optimize benefits from uses.” *As this is fairly self-explanatory, let it just be underlined that sustainable use means maintaining the health and integrity of nature and wildlife and thus all waste should be minimized and benefits (to both the user and the used) should be maximized.*
- **Principle 12:** “The needs of indigenous and local communities who live with and are affected by the use and conservation of biological diversity, along with their contributions to its conservation and sustainable use should be reflected in the equitable distribution of the benefits from the use of those resources.” *Once again, local community involvement is key in sustainable use programs. When the local community is invested in protecting biodiversity it is less likely that the resource will be over-utilized since they will want to protect it to have a reliable source of income, food, shelter, livelihood, etc.*

- **Principle 13:** “The costs of management and conservation of biological diversity should be internalized within the area of management and reflected in the distribution of the benefits from the use.” *Conservation is not a cheap endeavor. Costs have to be covered, and in the case of trophy hunting this is through the permit fees. These funds are then distributed among all stakeholders involved in the program, but most importantly to the locals who are managing and governing the sustainable use to cover these costs.*
- **Principle 14:** “Education and public awareness programs on conservation and sustainable use should be implemented and more effective methods of communications should be developed between and among stakeholders and managers.” *Education is one of the most important—if not the most important— aspects of sustainable use. Education of the local communities and of the public in general keeps people engaged and informed of the latest practices in place to restore or maintain biodiversity. Communication between all stakeholders involved in sustainable use is essential to report both successes and failures. This communication should continue in a transparent way up to the global level to begin gaining public acceptance of modern sustainable use methods of biodiversity conservation.*

These 14 Principles, when followed and monitored in an iterative, flexible process, provide a strong foundation for the success of sustainable use programs. Community-based trophy hunting programs, like those that can be found in Namibia, can attribute their successes to following these guidelines and adapting to the situation as it evolves over time (Weaver and Petersen 2008).

A few major guiding themes for the success of sustainable use come from the Addis Ababa Principles. First and foremost, throughout the entire publication the empowerment of local communities is placed at the forefront of successful operations. Giving rights to, or often

actually giving the rights back to, the locals who interact with the resource can provide an incentive for the community to protect, restore, and maintain habitats and wildlife. These resources, which were at one time seen as a hindrance to their livelihoods, become the foundation upon which their livelihoods are built.

Following empowerment comes accountability. Empowered communities still have the ability to abuse resources since they are now given a say in how it is used; however, accountability makes an individual or community take responsibility for the control and management of the resource. This not only provides a further incentive to follow the sustainable use guidelines but also makes communication about situational changes (either positive or negative) faster and more direct. If no one is held accountable for a resource it is easy to continuously pass the blame of an infraction onto others, effectively never getting to the root of the problem to fix it. In return for fulfilling the responsibilities that come with accountability, the benefits of the sustainable use of the target resource should be distributed equitably amongst all stakeholders—but most importantly to the local community involved.

In the realm of governance, the elimination of perverse incentives that come with the international, national, and local laws, policies, and regulations is essential. The program is *not* sustainable once it falls in the trap of weak legislation. Weak legislation is also a problem when it comes to transboundary resources, which wildlife often are. The sustainable use of transboundary resources is difficult to manage unless there is a transparent, equitable agreement in place between the boundary sharers with an accountable party on each side of the boundary. A successful program must be able to be adaptively managed such that, should problems arise, the program can change to remove or mitigate the negative influences. Adaptive management is also very important for programs which are showing success in conservation as the management of larger populations of a target species and their associated ecosystem is likely handled different than the original population.

The end-users, which in the case of trophy hunting are the hunters, must be held accountable for the wise use of the target species. The minimization of waste is of utmost importance to maximize the benefits of the use for all stakeholders involved. This is a vital aspect of trophy hunting in which the hunter himself/herself is often engaging in the hunt with the intention of acquiring a memento from the event, not for sustenance. The hunter, however, can maximize the benefit of the life of the animal, who was living off of resources of the land, and the benefit of the community, which was allowing the animal to live off the land, by distributing the meat and other usable parts amongst the local communities.

Finally, the most important aspect of the sustainable use of biodiversity is education. The education of the local people, businesses, and governments on the significance of the sustainable use of wildlife in relation to ecosystem services, livelihoods, finances, biodiversity, and an overall improved quality of life should come first, before implementing a program. This will allow the stakeholders to make more informed decisions about the management of their resource from start to finish. The education cannot stop there—it must spread globally. Outreach programs are critical to inform those who are not in direct contact with the wildlife how sustainable use works to promote biodiversity, preserve habitats, and restore populations. Effective communication is the lifeblood of education and is therefore key to have developed at the outset of program development.

2.2.2 Best practices in sustainable hunting: A guide to best practices from around the world

Successful trophy hunting programs from around the world, which follow the above principles and underlying conditions, set an example for other sustainable trophy hunting operations. These successes and lessons learned from them are documented in the CIC (2008) technical publication: *Best practices in sustainable hunting: A guide to best practices from around the world*. This second group of guidelines further underlines the significant benefits trophy hunting can bring to promote conservation and community development around the

world (Table 1). The guidelines for best practices are separated into those that are acceptable and unacceptable to have in a sustainable trophy hunting system. A column has been included to list the relevant Principle(s) that the guideline is aligned with according to the previous section.

Table 1: A guide to the best practices for trophy hunting CIC (2008).

	Guideline	Principle(s)	Citation
Acceptable	Individuals are selected for harvesting on the basis of an adaptive management system	4	Grimm 2008; Damm 2008
	Trophy hunting is used alongside other sustainable use and conservation efforts	6, 9	Damm 2008; Baldus 2008
	Direct conservation benefits are included, such as habitat preservation	5, 10	Grimm 2008
	Local communities are compensated financially	2, 12, 13	Grimm 2008
	Established program will eliminate poaching in the long-term	3, 5	Grimm 2008
	Effects of trophy hunting the target population (gene pool, behavior, reproduction rates, etc.) are monitored	5, 6	Grimm 2008
	Control area (i.e. an area not influenced by hunters) must be established as a comparison for research purposes	6	Grimm 2008
	Refuge area in which target species can inhabit, free from hunters, must be provided next to the hunting reserve	5	Grimm 2008
	Target species are selected based on scientific observation (breeding potential, population dynamics, etc.)	4, 5, 6	WWF 2008
	Strict adherence to humane methods of hunting are adhered to (i.e. one must “shoot to kill” and if not successful, wounded animals must be tracked down)	11	WWF 2008
	A precautionary approach to target selection must be followed to minimize the risk of unintended consequences	5, 9, 10	WWF 2008
Education must be provided for all stakeholders on trophy hunting as a conservation tool	1, 2, 14	Weaver and Petersen 2008	
Unacceptable	Artificial methods of increasing the target species’ population (i.e. predator control)	--	Grimm 2008
	Introduction of alien species for the purposes of trophy hunting them	5	Grimm 2008
	‘Canned’ hunting (hunting in enclosures)	--	WWF 2008
	Artificial feeding programs aimed at increasing horn growth	--	CSG 2008

	Selective hunting based solely on horn morphology	5	CSG 2008
	Hunting operations which overhunt the target species in one area before moving onto the next	5, 10	CSG 2008

For sustainable trophy hunting to truly be successful, however, the hunting operators, local communities, and governments are not the only stakeholders that have to adhere to guidelines: hunters do too. While all hunters should abide by a moral and ethical code, it becomes critical for trophy hunters to set the best example since the activity is the most controversial—even within the hunting community itself. The CIC Tropical Game Commission (2008) outlined the following as “Hunting Tourist Obligations”:

1. Hunters must follow all international, national, and local legislation related to hunting and conservation.
2. Hunters should familiarize themselves with the conditions of the country, hunting area, wildlife, and ecology.
3. Hunters must respect the culture of the host country.
4. Hunters should follow ethical hunting principles, whether they be written or unwritten, regardless of whether or not the host country follows them.
5. Hunters must adhere to the ‘fair chase’ principle which includes refusing to hunt ‘canned’, ‘put and take’, drugged, trapped, habituated, and/or tame animals.
6. Hunters must not hunt from motorized vehicles nor use artificial sources of light.
7. Hunters must track down wounded animals.
8. Hunters have the obligation to refuse participation in any unlawful and unethical practices and should take legal action against those promoting these practices should the situation arise.
9. Hunters should consider the local community’s needs with respect to game meat and other by-product distribution.

10. Hunters should use the appropriate weapon for the targeted species and ensure that the chosen tool has been properly tested prior to the hunt.

In an ideal world, all trophy hunters would observe the above “Hunting Tourist Obligations” outlined by the CIC Tropical Game Commission in 2008, however this does not happen. While these ethical guidelines are of utmost importance to a number of hunters, there are those that don’t uphold and honorable and ethical standard of conduct. Their actions have far-reaching consequences that can influence public opinion.

Trophy hunting is a highly debated topic due to its varying levels of significance in different cultures, environments, and political arenas (Bauer and Giles 2002). The role of hunting in conservation is also very misunderstood and likely improperly communicated increasing the controversy surrounding it and attracting negative publicity (Cunliffe). The image of trophy hunting is damaged by a minority of unprincipled or corrupt hunters and hunting operators (Cunliffe; Lindsey *et al.* 2006). Following the above outlined principles and guidelines, some examples of violations of hunting ethics include hunting from motorized transport, hunting young animals, the use of bait and other lures, and canned or ‘put-and-take’ hunting (SCBD 2004; CIC 2008; Lindsey *et al.* 2006). Furthermore, in the United States, the recognition of hunting as a sport by the National Rifle Association (NRA) was detrimental to the general public’s perception of American hunters (Knezevic 2009). Western attitudes about hunting have been particularly influential in this debate and have shaped the development of the global attitude about hunting (Bauer and Giles 2002).

2.3 Trophy hunting in the media

In their study on the public opinion of hunting in the United States, Duda and Jones (2006) demonstrated that Americans generally support hunting. The study concluded that opinions of individuals varied based on their personality characteristics, opinions on animal welfare, motivation for participating in the study, and the species being hunted. They also

found that while approximately 75% of Americans approve of hunting, there were several concerns raised about the actions of hunters themselves. Some common assumptions were that hunters are unskilled; illegally hunt some species if given the opportunity; or leave wounded animals behind, raising concerns about animal welfare (Duda and Jones 2006). The study also found that the approval rate of sport hunting (which in this study refers to both trophy and recreational hunting) was only 28%, compared with an average approval rating of 63% for the other legal types of hunting, despite these hunters making great contributions to raising the significance of wildlife today (Bauer and Giles 2002; Madson 1999; Peterson 2000).

Effective communication with the media is an essential component of furthering conservation goals, though it can prove to be a difficult task (Barua 2010). The current crisis hunting is facing emerged primarily because old-fashioned perceptions of hunting as an environmental abuse (in which man thinks it is his right to dominate nature) prevail in the media (Bauer and Giles 2002; Mahoney and Jackson 2013). These old-fashioned perceptions of hunting are reinforced through the media's use of "issue frames" which are defined by Callaghan and Schnell (2009) as "thematic slants that elites use to structure issue debates". Media frames have been shown to influence public perception, decision making, and the level of international attention an issue receives (Gandiwa *et al.* 2013; Callaghan and Schnell 2009).

The discussion of trophy hunting in the media is particularly emotive and divided (Lindsey *et al.* 2006; THL). Animal rights and welfare activists take a strong stand against (most) hunters and other pragmatic conservationists in the debate on trophy hunting (and sometimes hunting in general) (Duda and Jones 2006; Lindsey *et al.* 2006). Here, it is important to make the distinction between animal rights and animal welfare. Animal welfare activists are of the opinion that wildlife should be utilized but only under fair chase and maximum damage conditions (i.e. 'shoot to kill'); animal rights activists, on the other hand, oppose any utilization of wildlife (Duda and Jones 2006). The inherently violent nature of hunting makes it an easy

target for criticism by anti-hunting groups and is reinforced in the media, particularly with the use of photographs of hunted “flagship” species (Knezevic 2009). Again, where a flagship species is defined as a popular species that is used as symbols of conservation to raise awareness and inspire action such as the African Elephant or Black Rhinoceros (Clucas 2008).

Communicating conservation goals to the public is difficult because environmental issues are often not high on the media agenda; however, when the media gets ahold of an event that could be controversial it is critical for this communication to be clear and factual. Both anti-hunters and hunters/pragmatic conservationists share a passion for wildlife and in this way the hunting debate takes place outside of the scientific, evidence-based realm. In a world where environmental pressures are increasingly urgent to address, it is important understand how the public perceives hunting as a conservation tool in order to most efficiently address the prevailing bias that stands in the way of communicating clear messages about hunting.

CHAPTER 3—Methodology

This chapter provides detail about the methodology used in this study to do the full media analysis (article selection, macro-level frame determination, comment selection, micro-level frame determination, and frame application), while also further addressing research limitations. In this study, 68 online newspaper articles were reviewed, coded, and analyzed using Atlas.ti Qualitative Data Analysis Research Software. Over 200 online comments were also reviewed, coded, and analyzed using the Atlas.ti software.

3.1 Framing theory

This section outlines the theoretical framework of framing including what frames are, how to identify them, how to apply them, and what the difference is between macro-level and micro-level frames.

3.1.1 What is a frame?

Up until the 1930's the mass media influence paradigm was influenced by World War I propaganda, which was the first thing to make the general public wary of the influence of media (Scheufele 1999). Since then, reasons for attitude changes in the general public have gone through an evolution from the 1960s where public attitude changes were considered to be a result of personal reasons, to the 1970s where research in this field shifted to the cognitive effects of media, and finally to the current time which began in the 1980s and is characterized by the term "social constructivism" (Scheufele 1999). Callaghan and Schnell (2009) define frames as "thematic slants that elites use to structure issue debates". Framing can also be defined as "selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution" (Entman 2005). This project was designed under a combination of these definitions where a frame is the deliberate selection of some aspects of an event or issue to convey a specific interpretation of it to structure a debate in a way that is favorable to the furthering of a political agenda.

Media frames have been shown to influence public perception, decision making, and the level of international attention an issue receives (Gandiwa *et al.* 2013; Callaghan and Schnell 2009). In this sense, framing is an “extension of agenda setting” (Scheufele 1999). These ideas are not new; Aristotle even recognized that persuasive speeches are constructed with an element of “ethos” which in modern times is referred to as credibility (Callaghan and Schnell 2009). Though there is a lack of scientific research on the extent to which credibility influences the persuasive power of media, the notion is theoretically significant (Callaghan and Schnell 2009). Media sources vary in credibility, some of which is known to the public and some of which is not. The media often uses frames to promote issues, bringing them into the public eye with catchy titles, which often means sugarcoating or distorting the real issue to draw peoples’ attention (Callaghan and Schnell 2009).

3.1.2 Macro-level and micro-level frames

While definition of a general frame used in this study is acceptable, it does not fully capture the complexity of framing. Framing, as defined by Scheufele and Tewksbury (2007), is the use of story characterization to influence how it is understood by the receiver, which is similar to the other definitions, but they take it a step further. Framing, according to Scheufele and Tewksbury (2007) can be divided into two constructs: macro-level and micro-level. The macro-level construct is used by the media to simplify complicated issues to make them relatable to “lay audiences” whereas the micro-level construct is reflected by the receiver of the message in how they process the macro-level frame to form their own opinions (Scheufele and Tewksbury 2007). The idea of media frames and individual frames was also identified by Entman in 1991 with the distinguishing factor between the two being that the former is simple an attribute of media whereas the latter is an “information-processing schemata” (Scheufele 1999). Here, as an extension of the general definition of framing used in this study, I refer to macro-level framing as a method the media uses to relay complex information to their audience

and micro-level framing as the way in which the reader processes and reflects back the information presented in the article.

Though the media has proven that it does have influential powers over the formation of public perceptions of an issue, the extent of that power is limited by the characteristics of the audience including personalities, gender, culture, and other characteristics (Scheufele and Tewksbury 2007). Scheufele (1999) identified three types of media processing that are a result of the various experiences people have had. The first type of processing is 'active' where the reader receives information from a media source and then continues to research the topic as they are conscious of the fact that the media often distorts or omits information from a story (Scheufele 1999). The second type of processing style is 'reflective integration' in which information is received and then thought about or digested through dialogue with friends, family, or online forums (Scheufele 1999). The third media processing style is to selectively scan information from an article, which is where the reader only looks at information in an article that is relevant to them, ignoring or disregarding all other information regardless of whether or not the information is important to the full description of the story (Scheufele 1999).

The use of multiple frames to compensate for the variation in characteristics is not uncommon today in the furthering of political agendas (Cobb and Elder 1971). This is especially true since some studies have shown that, generally speaking, people are cautious about issues when there is uncertainty or doubt in the information presented (Morton *et al.* 2010). To decrease the likelihood that a reader would distrust the newspaper, several frames are used to reflect different life experiences. Uncertainty about environmental issues in particular has been shown to influence social behavior towards shared resources (Morton *et al.* 2010). Morton *et al.* (2010) presented the idea that increasing uncertainty in the true boundaries of a shared resource and how fast it will be renewed increases the likelihood for individuals to act out of self-interest.

The interactions between macro- and micro-level frames are typically studied on an independent/dependent variable basis: media frames as the independent or dependent variable and individual frames as the independent or dependent variable (Scheufele 1999). This research is ultimately investigating micro-level (individual) frames as the dependent variable by looking at the question posed by Scheufele (1999) under this category: “Which factors influence the establishment of individual frames of reference, or are individual frames simply replications of media frames?” In order to examine this interaction with respect to trophy hunting in the media, however, it is important to know how to identify frames.

3.1.3 Frame identification

Frame identification is a crucial, yet admittedly difficult, part of media analysis research. Previous studies on framing have been thorough in their discussion of frames and their implications; however, they have not been clear in how those particular frames were selected (Matthes and Kohring 2008). The most important part of this step is to ensure that the identification process is transparent (Matthes and Kohring 2008). There is an inherent risk in a frame analysis done by a single researcher due to their own prior life experiences, and even their expectations when entering into a particular frame analysis study (Downs 2002). Due to these factors, researchers may “find” frames either consciously or subconsciously within the text (Matthes and Kohring 2008). Downs (2002) put the process of frame identification in research best by stating: “Careful description may be the only way to convince readers of a frame’s existence and validity.”

3.2 Framing and the media

This section identifies what media is in the context of this study. It also identifies further limitations to this research based on the media that was selected for analysis.

3.2.1 The media: Online news sources

Media, as defined by the Oxford Dictionary, is “the main means of mass

communication (television, radio, and newspapers) regarded collectively". As Entman (1991) identified, framing is an attribute of media, as it is written by people for news sources that represent certain viewpoints. This study focused on online news sources from the United States. This part of media was selected for analysis mainly due to ease of access to it. One major limitation with this is that it limits the audience to those who have access to a computer, the internet, and to those who read online news. In today's fast-paced, technologically advanced world it is not unreasonable to assume that the articles reach a large number of people.

Another reason why online news sources were selected for study is because they are often shared through social media. Every news site that I visited had social media icons at the top indicating the number of "shares", "likes", and also served as a quick link to share the article on one's own social media platform. This means there is the potential for an audience to be reached that was at one time not possible. It is because of this fast and easy method of media sharing that lead me to select online articles as the basis for this study.

3.2.2 The media: Comments

Not only do online news sources provide an interesting source of information for framing, but they also provide a unique opportunity to assess micro-level frames through the comments. Typically, articles posted online have a comment section below the article so that people can express their opinions on the article and discuss the topic with others. As a social media user myself, I can say that often the comment sections are the most interesting because of the anonymity of commenting. Sometimes comments can be left in complete anonymity, but more frequently one must sign in through the site or another social media platform to leave a comment, which attaches your name (and sometimes location) to the comment. Even with this occasional connection to a personal identity, the freedom people feel when behind the screen of a computer or their smartphones, as opposed to being face-to-face with others, is immense. Commenters often hold little back in the way of accusatory and/or derogatory remarks on these

discussion platforms. Among those who are experienced social media users, these people are often referred to as “trolls”, a term for someone who writes something on a public platform to elicit reactions from others.

The “troll factor” could be considered as a limitation of this study; however, such comments should not be removed from the analysis. The first reason why these comments have been included in this analysis is simply that it would have been difficult to accurately distinguish them from other statements of opinion, since comments that may seem exaggerated, over reactive, or instigative represent the real feelings of a commenter. The most important reason why these comments are included in this study is because even if they are present, they still represent a micro-level frame which can influence other readers’ opinions and even strengthen their emotional, intellectual, or moral connection to the article.

3.3 Analytical methodology

This section outlines the analytical process used in this study to identify articles, develop the frame typologies, and apply them. It also serves the purpose of answering the second two research sub-questions identified in Chapter 1: *What macro-level frames are present in media articles on trophy hunting and what micro-level frames are the public using in their reactions to the articles?*

3.3.1 Online article selection

This project followed a modified version of Barua’s (2010) methodology from his study in which representations of human-elephant conflict in the media were assessed. A *LexisNexis Academic* database search was completed using the keywords “trophy hunting”. A geographic constraint to “United States” was used to limit the search to only newspapers published through US news sources. Newswires, or news articles that are not from one of the main reporting agencies, were also included as Barua (2010) did because they have been shown to be an important part of reporting (Antilla 2005). The search turned up a total of 301 articles which

were then further sorted to eliminate duplicates and constrain the publishing date to the two-year period from January 1, 2013 until December 31, 2014. Once the relevant articles were sorted, they were then reviewed for relevance (i.e. some articles used ‘trophy hunting’ to describe something other than hunting for wildlife). This narrowed the final pool of articles down to a total of 68 (See Appendix B for a complete list of articles used).

Once the articles were sorted, a further search was completed in which the keywords “trophy hunting”, “trophy hunt”, and “trophy hunter” were searched for only within the headline of the article to eliminate those that are not directly drawing focus to trophy hunting. The following 13 titles remained after the title search:

1. *Shame on trophy hunters: A grizzly bear is worth more alive than dead*
2. *No cheers for trophy hunting*
3. *Welcome “threatened” listing would help protect African lions from trophy hunting*
4. *The cruelty of trophy hunting*
5. *Science and sentiment say wolf trophy hunting doesn’t wash*
6. *A bill for the one percent—of sport and trophy hunters*
7. *A rhino trophy hunt that’s good for rhinos*
8. *Wisconsin Department of Natural Resources urged to stop trophy hunting of wolves*
9. *Minnesota Department of Natural Resources urged to stop the trophy hunting of wolves*
10. *Fewer bears killed in California by trophy hunters during 2013*
11. *NBC Universal asked to drop trophy hunting programming*
12. *Australia cans crocodile trophy hunting plan*
13. *Shooting rhino best for species; Madison CEO is at the center of a global debate about trophy hunting*

From these articles, a *frame typology* was designed based on the major frames identified through the titles of the articles and attributes of sustainable use and sustainable hunting

identified in Chapter 2. The following frames were developed based on this information, in an attempt to limit bias from the text of the article:

- **Information:** Describes demonstrable facts associated with the activity or event; in particular, it outlines concepts from the best practices and principles of sustainable use and trophy hunting
- **Demonization:** Describes the hunting activity in a negative way through word choice, omission of information, or writing style
- **Exclusivity:** Describes the trophy hunting (specifically) in terms of it being an atrocity against the target species which is often identified as threatened or endangered.
- **Animal Welfare:** Describes the hunting activity in terms of unjustified harm to the animals, though doesn't necessarily present itself from an anti-hunting point of view

A similar process was used to determine the micro-level frame typologies of the comments on select the articles. The comments on one article from each macro-level frame were analyzed. This resulted in a total of 202 comments (See Appendix C for the complete set of comments). The micro-level frame typologies were designed based a sample of comments (top 50 from each article selected, except in the case of the selected information macro-level frame article which had 11 comments and the animal welfare frame articles for which comments were disabled). Based on these comments, the following micro-level frame typologies were established:

- **Information:** Describes demonstrable facts and/or best practices associated with the issue
- **Demonization:** Describes the hunting activity using discrediting words
- **Animal welfare:** Describes the hunting activity in terms of unjustified harm to the animals
- **Animal Rights:** Describes the hunting activity in terms of the ethics of using animals

at all

- **Political:** Describes the issue in relation to political events (mentioning liberals, conservatives, governments, etc.)
- **Moral:** Describes the hunter/hunting as going against human morality
- **Pro-hunting:** Takes a clear stance in favor of hunting (any type)
- **Unrelated to topic:** Comments that have nothing to do with the topic or any sub-topic of the article or comment section

Both macro- and micro-level frame typologies were mainly based on what was reflected in the sampled articles and comments, but existing science and environmental frame analyses were also assessed for relevant frames (Barua 2010; Marin and Berkes 2013; Gandiwa *et al.* 2013). Fundamental organizational elements and frame types from those existing frame typologies were considered for this project to increase reliability (i.e. definition of animal welfare, animal rights, and demonization from Barua (2010)). Once developed, the frame typologies were used to determine the presence of a frame in an article or comment. Each article was read and assigned with two frames that best represented the overall view of trophy hunting. The assigning of two frames instead of one was done 1) because more than one frame can occur at a time (Cobb and Elder 1971) and 2) as an attempt to reduce bias from the researcher. The second point is very important for this methodology since the assigning of frames is based on opinion, as mentioned earlier. Comments were assigned with the top three main frames (if applicable) that appeared. Since comments are less structured and deliberate in their purpose (i.e. commenters comment to relay their own opinion, but are not necessarily reviewed as an article would be) than the articles themselves, it was deemed to be the most appropriate if more frames were assigned in an attempt to reduce researcher bias, both conscious and subconscious.

The articles and comments were initially compared to each other (articles vs. articles

and comments vs. comments). Following that assessment, one article from each main frame type was randomly selected for the macro- and micro-level frame construct comparison. One limitation of this selection process is that not all of the articles had comments enabled. Due to this, comments from an animal welfare framed article were unable to be assessed. For each article assessed, the main macro-level frames were compared to the prevailing micro-level frames of the comments, in an attempt to answer Scheufele's (1999) question: "Which factors influence the establishment of individual frames of reference, or are individual frames simply replications of media frames?".

CHAPTER 4—Results

In this chapter, more detailed answers to research sub-questions 2 and 3 are provided as a compilation of results from the analysis of the 68 articles. This chapter details the macro- and micro-level frames identified with the discussion of these results following in the next chapter. Of the selected 68 articles, 14 were from the New York Times, 14 were from the Washington Post, and 19 were from the Huffington Post. The remaining 21 were from various local and national news sources such as the Tampa Tribune and US Official News. The results are shown in graphs comparing these four major groups of news sources to each other. The comment analysis was done on 202 comments (103 from the information macro-level frame article, 11 from the demonization article, and 88 from the exclusivity article). Comments were not enabled on any of the articles framed with animal welfare and were therefore not included in the analysis.

4.1 Macro-level frame analysis

Following the identification of the 68 articles on trophy hunting and the designing of their frame typology (see Chapter 3), they were read and assigned with the top two frames present, when applicable. Frame identification of the articles was done with a list of key terms that were identified for each frame type as follows:

1. **Information:** sustainable use, community development, conservation, benefit, fair chase, stakeholder involvement, regulation, anti-poaching, science-based management
2. **Demonization:** killer, shoot, kill, bad, dead, destroy, eliminate, extinction, murder, corpse, exploitation
3. **Exclusivity:** unique, rare, endangered, special, extinction, pretty, majestic, urban-dweller, suburbanite, elite, rich
4. **Animal welfare:** cruelty, harm, unfair, torture, justice, humanity

These terms were selected based on the principles of sustainable trophy hunting from the CBD's *Addis Ababa Principles and Guidelines for the Sustainable Use of Biodiversity* (SCBD 2004) and the CIC's technical publication *Best Practices in Sustainable Hunting: A Guide to Best Practices from Around the World* (CIC 2008) as described in Chapter 2. Some of these identifying terms emerged after thoroughly reading the articles. Each article was then read again and assigned the top two frames based on overall themes of the article and the frame buzzwords that were most frequently mentioned.

The primary macro-level frame type analysis led to the result that the information frame was most prominent across all four news source groups, followed by demonization, exclusivity, and then animal welfare (Figure 1). Articles from the New York Times (NYT) were mostly informational (13), with one article having the dominant frame of demonization and none with the exclusivity and animal welfare frames. The Washington Post (WP) had a slightly more varied result with ten informational articles, two with the dominant frame of demonization, and one article each with exclusivity and animal welfare frames. The Huffington Post (HP) was similar to that with 15 information framed articles, three demonization, zero exclusivity, and one animal welfare frame. The analysis of the other news sources (OS) yielded 14 information framed articles, four with demonization, three with exclusivity, and zero animal welfare frames.

The secondary macro-level frame analysis yielded quite different results for all news sources, except for the New York Times which had one dominant frame for both analyses: information (Figure 2). The results of this analysis, for the New York Times yielded the same 13 information frames and had only one change from one article with demonization to one article with the exclusivity frame, and still had no animal welfare frames. The Washington Post articles decreased to seven with information frames and increased to four with demonization, two with exclusivity, and one with the animal welfare frame. The Huffington Post had the most

changes with seven information frames, four demonization, five exclusivity, and three with animal welfare. The other sources also had less information frames (10), but increased to seven demonization, and four exclusivity. Animal welfare framed articles remained at zero for these sources.

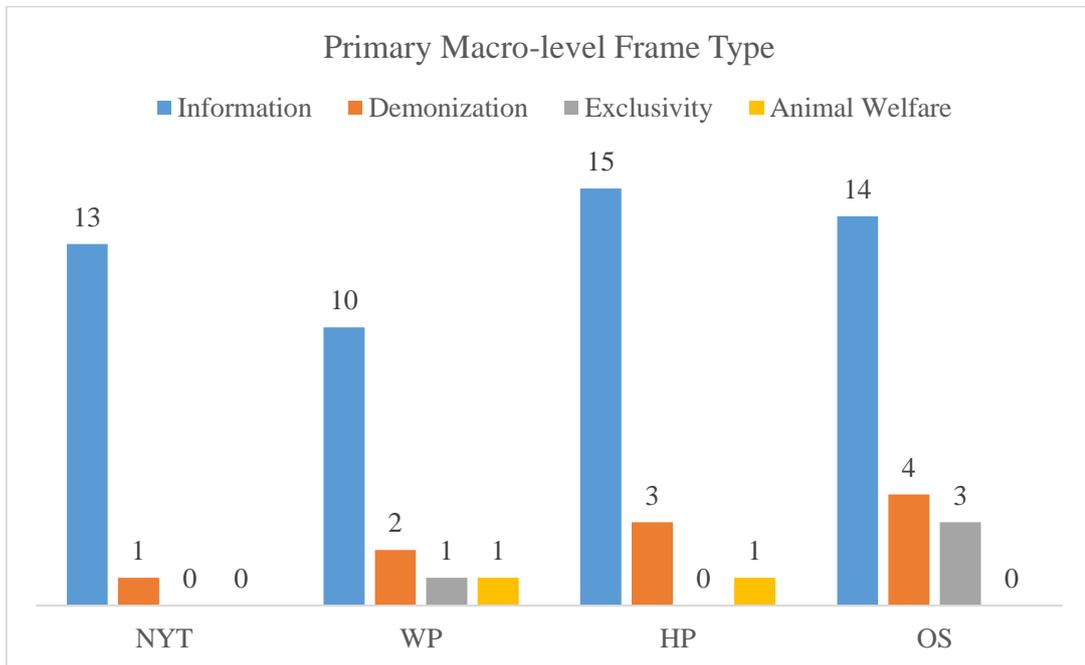


Figure 1: Results of the primary macro-level frame typology assignment. Information frames dominated the articles across all four news sources followed by demonization, exclusivity, and animal welfare. NYT indicates articles from the New York Times, WP from the Washington Post, HP from the Huffington Post, and OS from all other news sources analyzed.

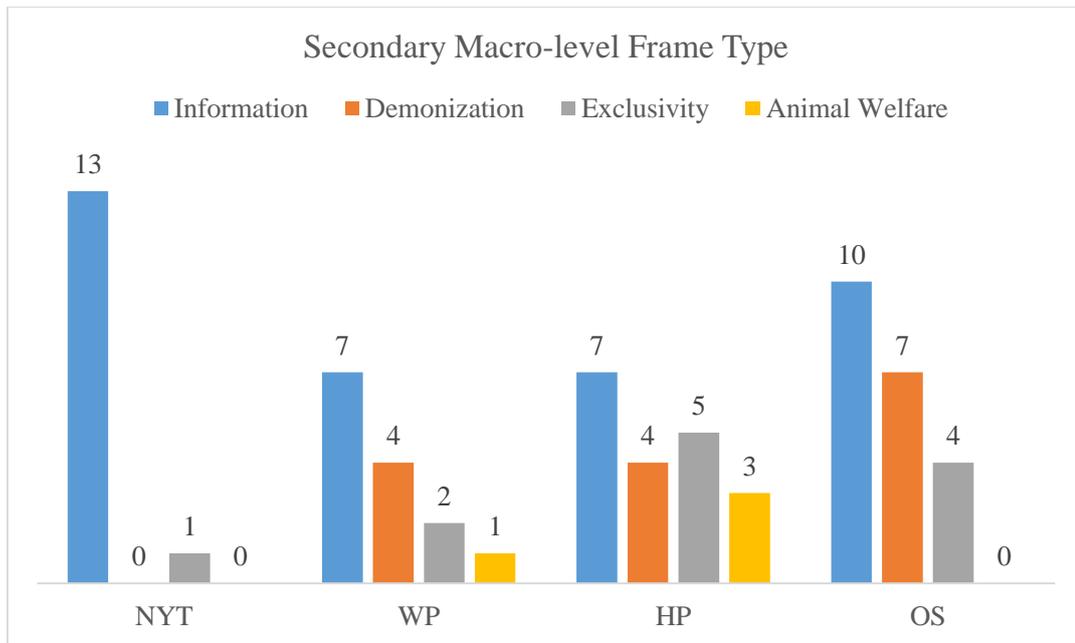


Figure 2: Results of the secondary macro-level frame typology assignment. Information frames still dominated the articles across all four news sources but the other frames began to become more prominent. NYT indicates articles from the New York Times, WP from the Washington Post, HP from the Huffington Post, and OS from other news sources.

Since there were different numbers of articles under each of the four categories the percentages of each frame type compared to the total number of articles in each section were calculated (Figure 3). For the New York Times 93% of both the primary and secondary macro-level frames were informational followed by 7% demonization and exclusivity respectively. The Washington Post articles had a bit more variability with 72% information, 14% demonization, 7% exclusivity, and 7% animal welfare for the primary frames and 50% information, 29% demonization, 14% exclusivity, and 7% animal welfare for the secondary frames. The Huffington Post followed a similar trend with 79% information, 16% demonization, and 5% exclusivity for the primary frames and 37% information, 21% demonization, 26% exclusivity, and 16% animal welfare for the secondary frames. The other sources' primary macro-level frames were 67% information, 19% demonization, and 14% exclusivity followed by the secondary macro-level frames being 48% informational, 33%

demonization, and 19% exclusivity. Neither the New York Times nor any of the ‘other sources’ presented with the animal welfare frame in either the primary or secondary frame assignments.

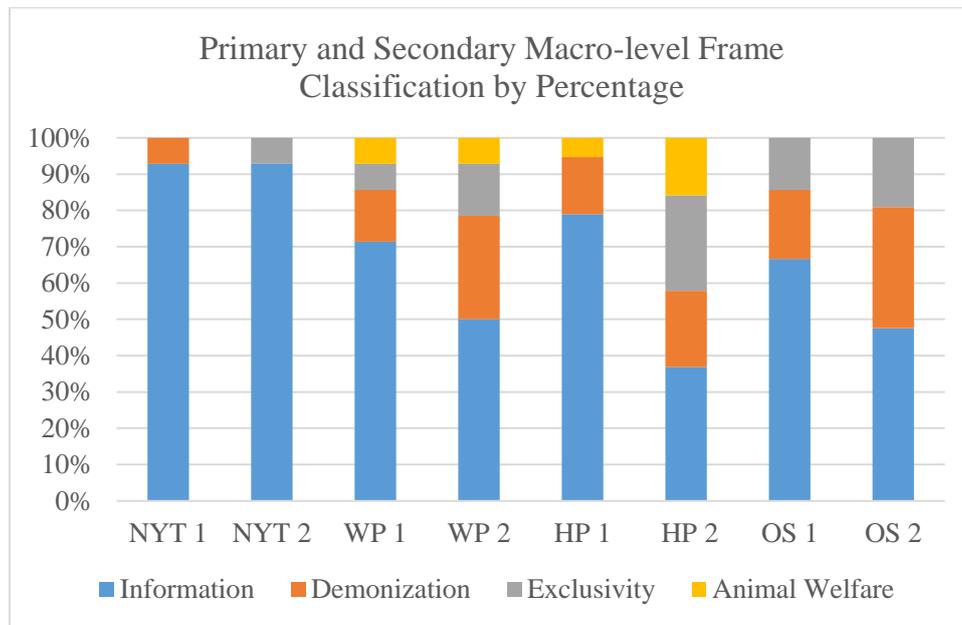


Figure 3: Primary and secondary macro-level frame assignments for the four news source types. Here, NYT indicates articles from the New York Times, WP from the Washington Post, HP from the Huffington Post, and OS from other news sources. The 1 and 2 represent primary and secondary macro-level frames, respectively.

When considering all news sources together, 76% of the primary macro-level frames were information, 15% were demonization, 6% were exclusivity and 3% were animal welfare. The secondary macro-level frames were again dominated by information with 54% followed by 22% demonization, 18% exclusivity, and 6% animal welfare.

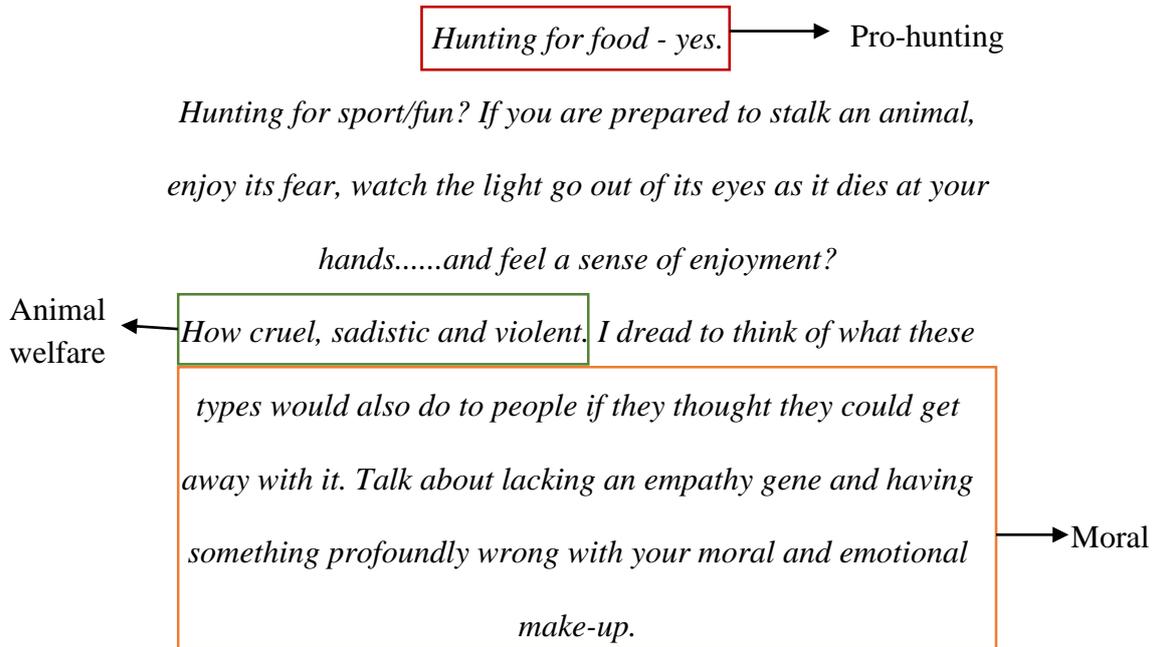
4.2 Micro-level frame analysis

This analysis was done on full comment threads from three different articles whose primary macro-level frames represent information, demonization, and exclusivity. Both articles (one from the Washington Post and one from the Huffington Post) that had the animal welfare primary frame did not have comments enabled and therefore that frame is not included in this section. Like with the macro-level frame analysis, a list of key terms representing each frame identified was developed to make the assignment of frames as uniform as possible:

1. **Information:** sustainable use, anti-poaching regulation, conservation, benefit, community development, future of the species, habitat preservation, pragmatic, objective, science-based management
2. **Demonization:** disgrace, sadistic, exploitation, horrible, wrong, killing, corpse, absurd, blood sport, zoopathic, massacre, scum, barbaric, murder, blood lust
3. **Animal welfare:** exploitation, maim, torture, pain, violence, crippling
4. **Animal rights:** right to life, protection, extinction, hunter should become the hunted, consent
5. **Political:** conservative, congress, laws, bills, democrat, liberal, republican, political agenda, minority, majority, rightist, leftist
6. **Moral:** rights, moral, hatred, feelings, purpose, power, outrage, death penalty, distrust, inferiority issues, emotional, senseless, ego, moral, common sense
7. **Pro-hunting:** pest, legal hunting, managed hunting, population control, wildlife health
8. **Unrelated to topic:** any comment which does not relate to the topic (side bar comments, etc.)

These terms were selected based on the emergent themes and words found in the frame typology identification process. Where key words overlap between frames, subsequent words and overall context of the comment were used to determine which frame was present (i.e. exploitation can be found in both the demonization and animal welfare frames).

Figure 4 illustrates the distribution of the top three micro-level frames present in each of the three selected comment sections. It is for this reason that the numbers do not add up to 202 (the total number of comments assessed). The comments were assessed in this way because often the second and third frames identified had just as much of a presence as the first. Take the following comment as an example with clear sections reflecting different micro-level frames of opinion:



Demonization was the most prominent micro-level frame present in the article with the information macro-level frame. Forty-four comments reflected this frame. The information micro-level frame followed with 32 comments, then animal rights with 29, pro-hunting with 26, moral with 23, political with 7, and animal welfare with 2 comments. There were 10 comments that were unrelated to the topic. The demonization article had significantly fewer comments but lead with the information micro-level frame (4 comments) followed by the demonization and political frames with 3 comments each, moral with 2 comments, and 1 animal welfare framed comment. The article with the primary macro-level frame of exclusivity had the most demonization comments (50), followed by 20 moral, 14 political, 12 pro-hunting, 11 informational, 10 animal rights, and 5 animal welfare. Twelve of the comments on that article were unrelated to the topic.

Like with the macro-level frame analysis, there were different numbers of comments for each article, so for a more meaningful comparison across all articles, the results were also viewed as percentages of the total number of comments for each article (Figure 5). Interestingly enough, the information article was dominated by demonization with 25%, followed by information at 18%, animal rights at 17%, pro-hunting at 15%, moral at 13%, political at 4%,

and animal welfare at 1%. Six percent of the comments were unrelated to the topic. On the other hand, the demonization macro-level frame was reflected in the comments mostly by information micro-level frames with 31% of the comments, followed by demonization and political which both had 23%, moral with 15%, and animal welfare with 8%. There were no comments that reflected animal rights or pro-hunting views as well as none that were unrelated to the topic. Surprisingly enough, the exclusivity macro-level frame was not reflected in any of the comments that were assessed. The exclusivity macro-level frame was dominated with demonization micro-level reflections (37%) followed by moral with 15%, political with 10%, pro-hunting with 9%, information with 8%, animal rights with 7%, and animal welfare with 4%. Nine percent of the comments were unrelated to the topic.

Across all micro-level frames that were prominent in the comments, demonization represented 30%; information, 15%; moral, 14%; animal rights and pro-hunting both represented 12%; political, 8%; animal welfare, 3%; and 7% were unrelated to the topic. Excluding unrelated comments, the percentages of micro-level frames that were indeed a reflection of the articles' macro-level frames were 19% information micro-level for the information macro-level frame and 23% demonization micro-level for the demonization macro-level frame. Since the exclusivity frame was not present in the micro-level frame typology, it can be said that zero percent of the exclusivity macro-level frame was reflected in the micro-level frames of the comments.

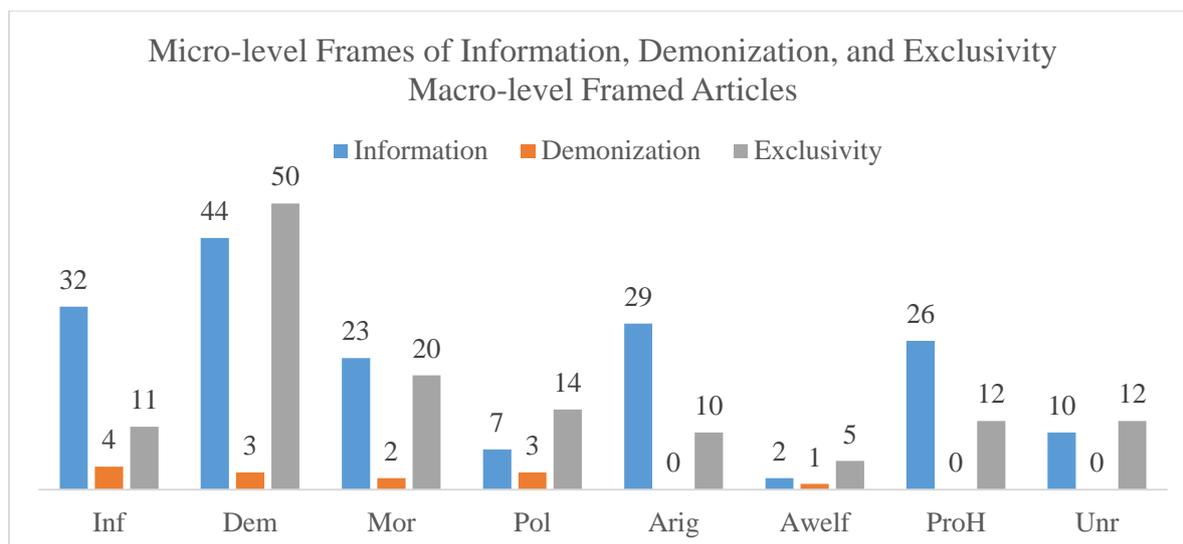


Figure 4: Results of the micro-level frame analysis of 202 comments from three different articles (one from each of the macro-level frames identified except for the animal welfare frame which did not have comments enabled). Here, *Inf* means information, *Dem* means demonization, *Mor* means Moral, *Pol* means political, *Arig* means animal rights, *Awelf* means animal welfare, *ProH* means pro-hunting, and *Unr* means unrelated to the topic.

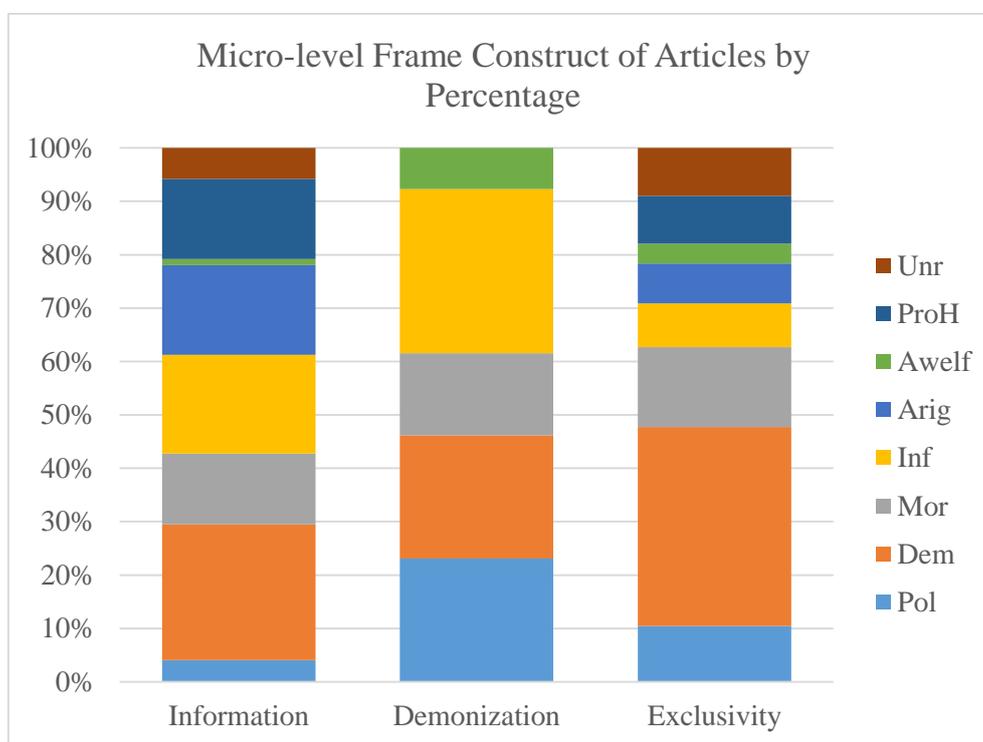


Figure 5: Results of the micro-level frame analysis as percentages of the total comments on each article. Here, again, *Inf* means information, *Dem* means demonization, *Mor* means Moral, *Pol* means political, *Arig* means animal rights, *Awelf* means animal welfare, *ProH* means pro-hunting, and *Unr* means unrelated to the topic.

CHAPTER 5—Discussion

This chapter aims to answer the final research sub-question identified in Chapter 1: Do the macro-level and micro-level frames differ, and if so, how? Here, the results presented in Chapter 4 are discussed in relation to how closely they align with the best practices of trophy hunting outlined in the previous section. The discussion is structured around the three articles that were selected for the comment analysis based on the information, demonization, and exclusivity macro-level frames. An additional section is added to discuss the animal welfare macro-level frame, but does not include a micro-level frame analysis discussion since comments were not available on those articles. This chapter provides more concrete examples of the language used in both the articles and the comments that reflect their respective frames.

5.1 Information macro-level frame

The dominance of the information frame (76%) across all four news sources should be encouraging. The information frame was determined to best represent the principles of sustainable trophy hunting, but how well were they actually represented?

The New York Times article “A Rhino Trophy Hunt That’s Good for Rhinos”, published in 2014, addressed the case of Corey Knowlton’s purchase of the black rhino hunting permit at the DSC auction earlier that year. The article was identified as having the information macro-level frame—despite beginning with such statements as “*let’s stipulate up front that there is no great sport in hunting a black rhinoceros, especially not in Namibia’s open countryside*” and “*let’s also accept, nolo contendere [without contention], that trophy hunters are “coldhearted, soulless zombies.”*”. Further statements reflected the author’s support for the rhino hunt based on the success of Namibia’s conservation efforts and the predicted benefits of the hunt.

The following quotes from the article outline the best practices the author refers to, with the Principles they are aligned with in bold within the quoted text:

“The idea was to encourage villagers living side by side with wildlife to manage and profit from it [2] by opening up their conservation lands to wealthy big game hunters and tourists armed with cameras [6].”

“The Ministry of Environment and Tourism sets limits on all hunting, and because rhino horn is such a precious commodity, rhinos remain under strict national control [4, 5].”

“The entire trophy fee, in this case \$350,000, goes into a trust fund that supports rhino conservation efforts. The fund pays, for instance, to capture rhinos and implant transmitters in their horns, as an anti-poaching measure. [13]”

“It chooses which individual will be hunted, and wildlife officials go along to make sure the hunter gets the right one [4, 7].”

“For people outraged by this hunt, here’s a better way to deal with it: Go to Namibia. Visit the conservancies, spend your money and have one of the great wildlife experiences of your life. You will see that this country is doing grand, ambitious things for conservation. [14]”

This article, based on the breadth of Principles addressed, does appear to make an attempt to relay accurate information; however, the full story is still not presented. Principles 1, 3, and 8-12 as well as hunter ethics cannot be found in this article. Additional research would have to be done to identify the degree to which comprehensive reporting affects public opinion, as it falls out of the scope of this study. The article *does* identify the significance of empowering locals, the multi-use approach, adaptive management, forward-thinking, accountability, and cost distribution in the role of successful trophy hunting programs. Here, I would also argue

that with the last quote mentioned, the author covers the 14th Principle on the importance of education to accept this modern conservation tool by encouraging the reader to visit the country, though the educational aspect is not necessarily explicit.

The micro-level frames of the comments on this article present a slightly different picture, however. Of the 173 frames assigned to the comments, the majority (25%) were framed with demonization. Recalling the definition of micro-level frames used in this study (the way in which the reader processes and reflects back the information presented in the article), it becomes apparent that the majority of commenters did not process the information in the article in the way that the author, either intentionally or unintentionally, intended them to. In some instances, the comments clearly reflected the lack of information provided on the auctioned hunt, in others the commenters simply processed the information based on their prior life experiences without considering the alternative views posed in the article.

The following is a selection of comments with an interpretation of how the micro-level frame relates to the information macro-level frame of the article. The percentage serves as a reminder of what proportion of all of the micro-level frames identified in the article were similarly framed.

- **Demonization (25%):** *“Next, let's raise money for the poor by auctioning off the right to beat up a homeless person.”* This comment was identified as demonization as it compares the hunting of an animal to physically abusing a human who likely has little defense or means to recover from the abuse. The commenter processed the information about the significance of the fundraising benefits of trophy hunting; however, it is apparent here that the author’s lack of information on hunting ethics, specifically selecting a weapon that will enable the hunter to shoot to kill, lead this commenter to relate the hunt to beating someone up.

- **Animal rights (17%):** *“If you loved a human so much you had to kill it and keep it on the wall, you would be thrown in prison. How can anyone want to slaughter something so precious as one of the world's last rhinos, watching a magnificent cow-like being burst open with blood and gore, crippled and in overwhelming pain, until the light, like almost of of the other rhinos that have been in the world, is slowly gone from its eyes. We will never know any more about that one, other than perhaps how it tastes. No human should be allowed to engage in such criminal behavior. [sic]”* This commenter argues that the animal has a right to life, disregarding the author’s comment on how the selected animal was taking the lives of other rhinos who were at a more viable reproductive age. There are elements of other frames throughout the comment, demonization in particular, with the use of the terms ‘slaughter’ and ‘criminal behavior’; however, the overall comment frames trophy hunting as a violation of the animals’ rights. The commenter also exaggerates the moment of munitions entry by describing it as the animal “burst[ing] open”.
- **Pro-hunting (15%):** *“I recently hear a brief report on this story and was initially appalled myself. However, after further investigation I found that this is a win-win for all. When I heard the story I reacted, as most with the question, why would they sell off the right to kill as rhino and donate the money to conservations of rhinos. This sounds like nonsense and wouldn't help conserved rhinos at all by killing them. I later learned that this rhino is very old and is taking away from other young rhinos that need rescues. The donated money would be able to save more rhinos than allowing this one old rhino to continue living... [sic]”* This commenter was among the few who actually described the process they used to arrive to their conclusion. Here, according to Scheufele (1999), we can identify the author as an active media processor which is someone who continues to research an issue until they have reached a deeper understanding before

forming an opinion. This comment has been identified as pro-hunting because of the overall theme that they support the hunt but have not contributed to the understanding of it beyond what the author has written.

- **Information (18%):** “...*Not being a hunter I wasn't sure how I would feel but i quickly came to see the wisdom of the Nambian approach. My friend took older animals which no longer bred. The meat went to the family which sold some to markets in the capital and some went to the farm workers and their families. The farm workers were paid for tracking and skinning the animals. The money they earned allowed them to send their children to school and to buy things their families needed. The farmer charged for the housing and food as well for each animal shot. In exchange the farmer kept 6 wells going year round - more than what he needed for his cattle and goats in a arid region much like New Mexico. Wild animals had access to water and food in some of the areas irrigated so they could survive and thrive... [sic]*” This comment was well-aligned with the information macro-level frame used in the article. The commenter told a real-life story of his/her trip to Namibia as the accompanying person of a hunter and though not everyone can have this experience, it reflects the type of detailed communication that should be used when educating others about trophy hunting. This comment fills in some of the gaps of the original article by painting a more complete picture of how the benefits of a trophy hunt in Namibia are distributed to not only the local community but also other wildlife which benefited from the well and irrigation system that was maintained through the funds raised on the hunt.

5.2 Demonization macro-level frame

The demonization macro-level frame was present as the primary frame of 15% of the total articles, though this number increased to 22% when the secondary frames were assessed. The Washington Post published the article “The many sins of 'African wildlife-hunting

cheerleader' Kendall Jones", in 2014, to illustrate how "the college sophomore's immense antipathy has to do with far more than just hunting". The article had many elements of the demonization macro-level frame, creating an image of trophy hunters which does not align with the reality of the situation. The author frames trophy hunters as people who feel they are superior to both the wildlife and the local communities viewing "*the entire continent [of Africa] as some cross between an exotic playground and an impoverished cesspool in need of [their] benevolence.*"

The frame is conveyed not only through the author's choice of words but through her style of writing as well as what she chooses to leave out, which can be equally as convincing. The following quote illustrates the author's theatrical writing style and areas in which a lot of information is missing on the many benefits of the hunt:

"Sure, hunting is where it all starts: Jones [...] only came to the Internet's attention when she began posting pictures of dead lions, elephants and leopards to Facebook. There's a picture of a tiny, toothy Jones posing with one of her first kills, a gigantic cape buffalo, c. age 13. There was another image, since deleted, of Jones sitting astride a dead lion, its mouth yawning open. Many people would argue that this type of behavior makes Jones something of a villain already. But wait — there's more!"

The detailed description of Jones as a young hunter appeal to readers who have prior experiences with, or beliefs in, the preservation of the innocence of youth. The author, consistent with the theatrical style of the article, continues by calling Jones a 'villain' because of her hunting the 'Big Five' and then exclaiming that not only is she a hunter, but she has committed many other "sins". The first "sin" she lists was described as follows:

“There’s the fact that trophy hunts generally run tens of thousands of dollars, and Jones has been on four.”

This information is consistent with the high costs of the permits for these hunts; however, the article fails to go further into detail about the finances of the hunt and where those funds go—beyond stating that Jones purchased four of them. This statement on the costs of trophy hunting for the hunter is a blatant omission of information that is vital to the understanding of a trophy hunting program. Furthermore, the author appears to dismiss Jones as a hunter because one of her other “sins” is that she is “a big-grinned, immaculately made-up blonde on Texas Tech’s cheerleading team” and “often poses with her kills in short-shorts”. Why this is considered a “sin” is not explained in the article besides stating that this image isn’t aligned with feminism. In fact, I would argue that Jones participating in hunting, a typically male-dominated sport, can be empowering for some women.

Interestingly enough, while the information macro-level frame was reflected by a majority of demonization micro-level frames, this macro-level frame was reflected with a majority of information micro-level frames. The following quotes are from comments on this article. Again, the percentage indicates their proportion in relation to the total number of comments on the article:

- **Information (31%):** *“A lot of the benefit from the “canned hunts’ do go to benefit the local population, provide employment, food, and the like. Its a viable business over there, and hunters don’t bring home the meat. [sic]”* I selected this comment as the representative of the information micro-level frame because of the truthful information it provides, though the practice of canned hunting is not acceptable according to the Principles, best practices, or hunter ethics. While sustainable use programs are becoming an established practice, the reality is that canned hunts do take place and there are some benefits that come with them. The ethics of hunting an animal in an enclosure

of any kind are highly questionable; however, in countries where it is still accepted as a legal practice it is important to recognize the benefits they do provide to the local communities. In the meantime, the enclosure part of the hunt should be phased out while maintaining or even improving the equitable distribution of funds and biological products that result from such hunts.

- **Political (23%):** *“This young woman has faced pretty serious abuse and even death threats across the internet, all for following her cultural traditions. If she belonged to any minority group except Native American, there would be screams of racism all the way to the White House. However, she happens to belong to our first nations population, the most minor minority in America. So minor as to be politically insignificant and not worthy of being protected from such racist attacks. Why? Because her people have been subjected to 3 of the 11 great genocides of modern history by a group of invaders calling themselves “the Democrats”.[sic]”* This comment is very typical of all those that were identified as having a political micro-level frame (across all of the articles). These comments bring the government, and even more frequently political parties, into the picture regardless of whether or not any aspect of governance was mentioned in the article. An interesting commonality among comments such as this one, however, is that they have the least number of “replies” (comments by other readers). While the scope of this research does not include an assessment of which types of comments received the most replies (which I hypothesize would be correlated with the micro-level frame of a comment), it would be a valid line of research to pursue. The high volume of political comments on this article is likely related to the political views of Miss Jones who is openly conservative.
- **Demonization (23%):** *“Her big sin is killing an animal she has no intention of eating and then posing next to the corpse with a big smile on her face. Trophy hunting is*

absurd.” Here, the commenter presents a very straightforward demonization micro-level frame with their strongly recusant word choice (kill, corpse, absurd). This comment also shows the lack of understanding of the trophy hunting practice where while the hunter may not have the intention of consuming the game meat, it is often distributed to the local community—especially in African countries where this hunt took place.

5.3 Exclusivity macro-level frame

This macro-level frame was particularly difficult to distinguish from the others. The exclusivity frame presented itself most frequently in articles related to trophy hunts of unique or symbolic species. It refers to the exclusivity of trophy hunters as a group, as if there are hunters or trophy hunters with no overlap between the two groups. In reality, as was discussed in Chapter 2, there are many labels for hunters that are recognized by the general public but these labels are fluid and can change from day to day and even within one hunt. “Shame on trophy hunters: a grizzly bear is worth more alive than dead”, an article published by the Guardian.com in 2014 was difficult to assess but was finally assigned with the primary macro-level frame of exclusivity. The article was written about a trophy hunt, which took place in British Columbia, Canada, where a hunter targeted a grizzly bear which had been given the nickname “Cheeky”.

According to the article, the hunter targeted the animal and then removed the desired trophies (head and paws) and left behind the rest. Again, the point of this research is not to convince everyone that all trophy hunting abides by the Principles and best practices from sustainable trophy hunting systems, but rather to identify how the media is presenting the practice. Whether the remaining parts of the bear were collected later or not was not included in the article; however, either way all best practices and hunting ethics call for the minimization

of waste which this hunter did not follow through with according to the information presented in the article.

Poor performance of this hunter aside, the article takes advantage of this instance to frame trophy hunting as an exclusive practice. The following quote clearly reflects this exclusivity:

"[Andrew] Weaver emphasizes that the movement to ban the grizzly hunt is only about trophy hunting, and not about hunting in general." I don't even like to call it a 'hunt,'" he explains. "It mixes things up with the hunters who hunt for food. I call it trophy killing.""

Mr. Weaver, a politician interviewed for the article, while he seems to support ‘hunting in general’, goes so far as dismissing the validity of trophy hunting as a practice by referring to it as trophy killing. Including this quote in the article misleads readers by making the hunting labels black and white which, as discussed before, is often not the case. The line that was clearly drawn between “general hunters” and “trophy hunters” ignores any other hunting practices such as traditional and recreational. This supports the position that hunting for food is the only acceptable form of hunting disregarding the hunters and hunting practices that make full use of the hunted animal—despite their intention of hunting it for the trophy.

The author continues to frame trophy hunting and trophy hunters with exclusivity in her statement that:

"Perhaps these "trophy" hunters [...] are coming to understand that donning camo gear and paying thousands of dollars so they can point their expensive, high-powered rifles at a large wild animal that has no comprehension of the machine they hold is

no kind of sport [and] that taking photos [with the hunted animal] does not make you the big strong man.”

This quote illustrates her view that trophy hunters are a group of people whose sole goal is to hunt an animal for the purpose of acquiring the physical trophy and the infamous trophy photo. She uses the exclusivity frame to alienate trophy hunters from other hunters and to belittle their practice, regardless of the legitimacy of sustainable trophy hunting systems.

Identifying the micro-level frames reflected in the comments of this article was particularly interesting, especially considering that an exclusivity micro-level frame never appeared. To that end, the following represents some of the micro-level frames that did:

- **Demonization (37%):** “[...] *I have an abiding hatred for trophy hunters and poachers. To my mind, both of those categories of folks are more or less the same: people with no respect for nature or a proper sense of care in what they're doing. I'm a hunter, and once or twice a year I go out for elk and deer, but I would feel like utter shit if I killed an animal and didn't plan on using it for food. A true hunter should feel close to the land and have respect for the animal that he's taking. Suburban yuppies that want to go play outdoorsman for a weekend and have no purpose for the animals they are killing aside from a trophy are pretty much scum. [sic]*” This frame was identified the most times within the comments on this article. It is possible that the exclusivity frame was effective in alienating trophy hunters and therefore freeing up the possibility to demonize the practice as a whole. This comment is particularly representative of that conclusion, especially since it comes from a hunter. This hunter also lumps trophy hunters into a single group of people whose motivation for hunting is ‘senseless’ enough to justify disregarding all trophy hunting systems, regardless of the end result of the hunt.

- **Moral (15%):** *“He sounds like the kind of slackjaw who should be wiped off the face of the earth. Normally, the idea of executing people makes me feel ill and I have never been in favour of the death penalty. Yet when I read a story like this, I think to myself that I’d be perfectly okay with putting [the hunter] up against the wall, and then pulling the trigger myself. I am outraged even by the idea of him breathing air. The human race is an awful species, as a whole; and the above impulse of mine really only confirms it. I think of our kind as a kind of evolutionary disaster film--and an aberration that Nature will hopefully rectify. [sic]”* This comment reflects the moral micro-level frame as the commenter changes his/her morals with respect to “executing” the hunter, even going so far as to describe how he/she would do it. The commenter further questions the morals of the entire human race as a result of his/her murderous thoughts about the hunter. The micro-level frames that reflect morality throughout all comments are similar in their questioning of the morals of the hunter and of themselves.
- **Animal welfare (4%):** *“I am not a vegan I eat other animals included hunted ones but what pleasure does someone derive from killing such a magnificent beast ,what does it prove and is it any different from those who maim and torture pets or native wildlife for fun. [sic]”* As the remaining proportions of micro-level frames were less than 10%, I chose to quote an animal welfare micro-level framed comment here since it has yet to be discussed and this comment is an excellent example of one. Here, the distinction between the animal rights and animal welfare micro-level frames is clear. The commenter is not framing their views in relation to animal rights since animal rightists promote the animal’s right to life, and this person blatantly states that he/she consumes meat including game meat. The commenter frames their view with respect to the welfare of the animal by comparing the ‘pleasure’ of the hunt to maiming and torturing the animals.

5.4 Animal welfare macro-level frame

The animal welfare macro-level frame was present as a primary frame in only 3% of the articles and as a secondary frame in 6% (rather, 2 and 4 articles respectively). This frame was interesting to evaluate as one would initially think that the articles with this as the main frame would be anti-trophy hunting. In fact, the information provided was promoting fair treatment of the target species through the phase-out of practices that aren't supported by sustainable use best practices anyways. The article, "A vote for fair hunting", published by the Washington Post in 2014, strongly projected the animal welfare macro-level frame, particularly with the statement "*This isn't an anti-hunting column; it's a pro-humanity column,*" at the beginning. The article called for the approval of some referendums which were "*aimed only at minimizing animal suffering and restoring a measure of decency and fair play in our dealings with creatures.*" The wording of this article aligns with the hunting ethic and best practice of having a fair chase hunt.

One of the practices the article calls for the elimination of is baiting. According to the article, which was focused on outlawing these practices in bear hunts specifically,

"Baiting means that a hunting guide strews rotting food in the woods and places a 55-gallon drum filled with jelly doughnuts, pizza, grease, fish guts and rotting beaver carcasses in a target spot. The "hunter," who likely has paid a fee to the "guide" for a "guaranteed kill," is provided a comfy seat to wait for the bear."

When comparing the writing style and focus of this article to the others, it is clear to see why this article is framed as animal welfare and not, for example, demonization. In this selection of text, the focus is on giving the target species a fair hunt free from human interference rather than on the fact that it is a trophy hunter doing the activity. The article continues to describe the unjustness of baiting:

“The problem with baiting, beyond the obvious, is that it perpetuates an unhealthy cycle that only creates more problems - growing the bear population and making the bruins too comfortable around human areas - that hunters then use to justify more baiting and shooting. Avid hunter and writer Ted Williams, who wrote about bear baiting for Audubon magazine in 2005, calls it “garbaging for bears.””

The article has some aspects of an informational frame to it, but not the one that was used to assess the articles selected for this study. Here, a lot of information about the unethical practices being fought against is given, and it describes some of the negative impacts in light of concepts that are in line with the Principles, best practices, and hunter ethics; however, the information is not framed in light of sustainable trophy hunting but rather the welfare of the animals.

The conclusion of the article further supports and even promotes fair chase hunts (which is covered under the best practices and hunter obligations) with respect to the ‘inhumanity’ of the practices. The article even cites the financial benefits of fair chase hunts following the practices of some states in the US:

“Other states, such as Colorado, Oregon and Washington, meanwhile, have managed to maintain mostly stable bear populations without these inhumane practices. Plus, bear-hunting licenses in these states for fair-chase hunts have doubled or tripled.”

The nature of both articles that were framed with animal welfare was surprising to me, as I mainly read through for the key terms outlined in Chapter 4 rather than for the full message of the article as an attempt to limit bias and the effects of the macro-level frame on myself as a

reader. I was expecting to find articles with this frame blaming the act of hunting being against animal welfare, when in fact the articles were supporting improved welfare during the hunt, even for reasons beyond acting in a just way towards the wildlife (i.e. the financial benefits and the risk practices such as baiting pose to the general public as they draw bears to a certain locale).

5.5 Summary of macro- and micro-level frame relationships

Of the four macro-level frames identified from the 68 online news articles, the information frame was represented the most with 76%. This is an overwhelming majority, considering the next most represented frame (demonization) came in with a mere 15%, and the remaining 9% of the articles were framed with exclusivity and animal welfare. While most of the articles were from an informational perspective, it is necessary to look deeper into how much information they were relaying. Likely more significant, however, would be what was being left out, considering that the main micro-level frame represented in the comments of the selected article with the information macro-level frame were framed with demonization.

One wouldn't question the result that demonization comments would be popular on controversial articles, as that is what is assumed to be there based on personal experiences of reading articles online and being an active participant in the Internet community. Interestingly enough, however, the reflections on the demonization framed article mostly fell under the information micro-level frame (31%). This result leads to another thought that the framing of the article may influence the reader to comment or not; articles which present information contradictory to the readers' prior experiences, values, and morals may compel those readers to comment to share their opinion. In face-to-face interactions people are likely not as empowered to share their differing opinions out of fear of confrontations. Behind the veil of the computer screen, however, these people may feel more comfortable sharing their opinions, even when they are unpopular. This idea is clearly supported by the results of the information

and demonization macro-level frame analyses, and I would argue further that the exclusivity frame analysis can lead to a similar conclusion.

The exclusivity frame, in relation to trophy hunting, is difficult to have an “opposite” view for, since trophy hunting is inherently exclusive (particularly for the hunting of the Big Five and other unique species). Some trophy hunters *are* inclusive, meaning they hunt for the unique experience of each individual hunt, taking a trophy to remember the experience by, but these hunts are not what the media reports on. The media generally focuses on flagship species and others that are unique, rare, etc., which has a higher potential of grabbing the attention of a wider audience. This lack of a clear opposite was reflected in the distribution of micro-level frames which was overwhelmingly lead by demonization (reflecting the idea of trophy hunters as elitists, etc.), followed by moral (reflecting the commenter’s moral abhorrence with the selective hunting of these symbolic, ‘majestic’ animal).

The animal welfare macro-level frame was simply identified within the articles, but the unavailability of comments was a hindrance to the completion of the micro-level frame analysis. Additional research should be done on the micro-level frames reflected in the comments of articles with this frame, which is likely possible if the time frame of assessment were to be expanded. This, however, falls out of the scope of this study and was therefore not completed.

CHAPTER 6—Conclusion

Richard Conniff, a non-fiction writer who specializes in human and animal behavior, put it best in his New York Times article “A Rhino Hunt That’s Good for Rhinos” when he said:

“Protecting wildlife is a complicated, expensive and morally imperfect enterprise, often facing insuperable odds. The risk with trophy hunting is twofold: Commodifying an endangered species creates a gray zone in which bad behaviors can seem acceptable, and the public relations disaster this time could hurt Namibia’s entire conservation effort. But so far nothing else matches trophy hunting for paying the bills.”

The above quote captures a lot of the difficulties of wildlife conservation today. Anti-hunting conservation groups and individuals struggle to raise the amounts of money, and institute such policies for community empowerment and accountability, as sustainable use programs do with less effort.

Considering how recent the widespread practice of sustainable use came about, with the conservation movement in the US starting with Theodore Roosevelt in the early 1900’s (Brinkley 2010) and the Millennium Development Goals of the world calling for environmental sustainability only 15 years ago, it is essential that the best practices for sustainable use and hunter ethics are followed and promoted to increase public acceptance. Unfortunately, there is no quick solution to raising awareness of the importance of hunting in conservation to gain this acceptance; it involves a global effort to provide uniform information and combat all types of wildlife crime.

Change

Governance must change. Wildlife doesn’t respect political boundaries nor should they be expected to. Regulations must be unified across boundaries from the global to the local level.

Governments should be leaders in the fight against wildlife crime and devolve ownership of natural resources to communities living off of those lands (Brown and Bird 2011). Government ownership of natural resources has been shown to promote the hostility of communities towards wildlife (Brown and Bird 2011). Furthermore, a nation's policies on sustainable use, if they are aligned with the Principles and best practices, should be respected and supported by other nations. Unless one has direct experience living with wildlife, it is difficult to understand the hardships others must face when the boundaries of communities and wildlife overlap. For example, as a resident of a city where my safety and livelihood is protected by land that is uninhabitable for most wildlife, I cannot say, with a clear conscience, that communities living in rural Africa with lions or elephants or in the United States with coyotes and black bear do not have a right to sustainably manage the populations because the practice "conflicts with my morals".

On the other hand, community-based management must not be left on its own without support from the government. Local and national governments should monitor these programs and be involved in ensuring compliance with the best practices. They must support communities with funds and connections to international experts for the selection of target species and other technical matters that may lie outside the boundaries of knowledge of the community.

Communities must change. Local people must be willing to change the way in which they manage wildlife. Communities must become educated on the benefits of sustainable wildlife management, not only for themselves but for the species with which they live. In the case of community-based natural resource management (CBNRM), this means taking control of the sustainable wildlife management themselves and remaining accountable for the populations. In Namibia, these communities take responsibility for their wildlife through the creation of conservancies in which they must submit an application to the Ministry of

Environment and Tourism outlining the community members involved, their management goals and objectives, and the political boundaries of their community (Brown and Bird 2011). The community which submits the application must also work with others in the surrounding area to ensure the plans are beneficial to them as well (Brown and Bird 2011).

Hunters must change. With over 30 million hunters in the world, this is a daunting task. Hunters who disrespect the hunter code of ethics must re-evaluate their own practices and either abide by the sustainable code of ethics or stop hunting. Hunters who respect the code must be role models and stand together as guardians of wildlife. Hunters must acknowledge that public acceptance is key to securing the future of their passion which requires working together, not only within the hunting community, but within the global community. Interdisciplinary research and interdisciplinary uses of wildlife are called for in the Principles and best practices. It is inevitable that conflicts of opinion will arise, despite a common desire to protect wildlife, so hunters must stand up for the critical work they do with transparency.

Limitations to change

Unfortunately, one of the threats to the viability of trophy hunting as a conservation tool is the current structure of many trophy evaluation systems. The evaluations are treated by some as competitions in which only the biggest or best trophies are considered for taking or the hunter's only goal is to check species off of their "shopping list" of desired animals to hunt, with some doing anything they can to get them. This may include bribing guides to allow them to take an animal which is not on the list of allowed targets, is over their permit allowance, or may not be allowed to be hunted at all. These cases, however, should immediately be viewed as poaching *not* as hunting as they are removing animals which were not previously agreed on for taking. Trophy evaluation systems should be transitioned away from comparisons based on sheer size and quality of the horns, antlers, skulls, etc. and move towards comprehensive evaluations (age of animal, weight, etc.).

Another limitation to the future viability of hunting as a conservation tool has begun to gain momentum recently: airlines are banning the transport of hunting trophies. One of the main consequences of this is that it is spreading inaccurate information on the significance of hunting in conservation. It is saying that airlines would rather lose money than carry an item for a hunter even if it was obtained completely legally and within the regulations of international agreements on the transport of these objects. The media is reporting on the ban but not on the potential consequences of this action. This must be changed. Connections must be made beyond what information is provided by a press release to ensure that conservation tools are able to be implemented to the fullest extent. The greater risk of this is that more airlines will adopt similar regulations severely limiting the ability of a hunter to travel abroad for hunts, which will have far-reaching impacts on the ability of conservancies to raise money for conservation and community development.

Another limitation to change is also one of the most critical Principles of sustainable use: education. In the case of sustainable use of wildlife, it is more *re*-education of the role of hunting in conservation. Education takes time, resources, and effective communication skills. Even with an excellent network of information distribution, workshops, seminars, and/or educational excursions the target audience must be open to learning something new and changing their perspectives in order to receive it well.

Future change

One of the first things that can be changed through re-education is the practice of labeling hunters, forcing them into groups that are surrounded by negative perceptions. When considering how to re-frame hunting, I considered terms such as “conservation hunting” and “sustainable hunting”—but shouldn’t *all* hunting be promoting conservation and sustainability? What does the hunter’s end goal have to do with the activity if the hunt is aligned with the best practices? Whether the hunter is hunting for a trophy, for recreational purposes, for subsistence, or for traditional purposes, it doesn’t matter what we call it if it promotes

biodiversity, ensures conservation, empowers communities, and employs fair chase ethics. This change must start with media communications; unifying terms and how information is relayed to the public about the important aspects of the hunt—the benefits to the community and local natural resources.

Another concept that could be considered for the future to increase the public acceptance of hunting is the certification of hunting. One of the major problems today is the doubt that surrounds what actually happens both in the field and in the governance of some hunts. A certification system could increase the transparency of the hunting and conservation industries with external auditors monitoring and reporting on the situation from an objective point of view. There are several questions surrounding this concept, however. For example, who should become certified? Would it be the hunter? The hunting operator? The local community? That national government? These options are all potentially viable, but which one would be the most beneficial to certify? There are already principles, criteria, and indicators (PCI) developed as a tool for a hunter's self-assessment, complete with an online tool to make the assessment easier (Forstner *et al.* 2006). It is questionable whether a *self*-assessment is enough to ensure hunters are adhering to a sustainable code of ethics and practices, however, it could be useful to develop and use a similar system in the form of an actual certification. This type of system could be applied with a third-party auditor to assess the state of sustainability according to the PCI and either renew or revoke the certification. A certification of hunting (no matter who or what is getting certified) could give the public the reassurance that a trophy hunting program is, in fact, sustainable and valuable to all involved parties—including wildlife.

Progress

On May 18th, 2015, the hunt for the black rhino that was auctioned by the DSC last year was completed. Corey Knowlton, the auction winner, did something unprecedented for

this hunt and invited CNN reporter Ed Lavandera along with him on the hunt, making huge strides in increasing hunter transparency. After the onslaught of negativity Mr. Knowlton received over his purchasing of this permit, he stood up with pride and wanted to show what really happens on hunts of this sort because, as Knowlton said Mr. Lavandera: "At this point, the whole world knows about this hunt and I think it's extremely important that people know it's going down the right way, in the most scientific way that it can possibly happen." Ed Lavandera's article "Texas hunter bags his rhino on controversial hunt in Namibia", published online by CNN on May 20th, included a video of Mr. Knowlton and the Namibian guides tracking the rhino and taking the final shot. The video is accompanied by a day-by-day account of the tracking process and captures Mr. Knowlton's sentiments in the moments after confirming the rhino was definitely one that was tagged by the government as legal for taking. Not only did the hunter express his continued wishes to protect the future survival of black rhinos, but he reiterated that he wanted to share this experience so transparently—despite the inevitable criticism he would receive—to bring more awareness to the black rhino and the importance of taking conservation actions.

Future research

Undertaking this research was no easy task. With no prior research on this topic to base this study off of, or to get ideas of where to start from, it took a lot of effort to keep the scope narrow enough to be realistic in terms of time and resources available. Based on the results of this study as presented in Chapter 4 and discussed in Chapter 5, there are several lines of research that should follow to not only improve the reliability of this study, but also to extend further into the realm of media reporting and influence on public perception of [trophy] hunting. For example, it would be worthwhile to extend the time frame of articles assessed so instead of a snapshot of the current state of media reporting on trophy hunting, one could see the evolution of trophy hunting framing over time. It would also be viable to focus on a case

study over time, such as conducting an in-depth analysis of the Corey Knowlton case, seeing if and how the framing of it changes throughout the reporting period as more information about it becomes available (or continues to be omitted).

Furthermore, it would be quite beneficial to do an analysis of how different types of media (television, radio, news, printed news, etc.) frame trophy hunting and how people process and reflect the information presented. Due to time restrictions and resource availability the scope of this study didn't include interviews, though media source, public, and hunter interviews could be critical to enhance the applicability of this study for hunters, conservation organization, and the like. Expanding the geographical scope of the study to include worldwide coverage of trophy hunting would give insight into the global state of affairs on this matter, and could lead to important conclusions about where communication and education or re-education efforts from sustainable use conservation programs should be focused.



“So, by using the word “kill” you remove the humanity of the act, which as you can see involved more than just the final shot. The lions are hunted in a sustainable way, empowering communities, promoting an increase in population, and preserving their habitat. I hope you can now see how it is important to hear the full story before jumping to any conclusions about this,” I said as I had finished telling my friend the real story of hunting as a conservation tool. By this time, besides the fact that my food had gone cold, she had stopped crying and had started asking questions. I knew that a conversation over dinner would not change her perspectives completely, but I could consider her questions one small step towards enlightenment—she had moved from being a ‘selective scanner’, only hearing what she felt was relevant to the situation, to engaging with the situation and actively seeking to learn more about it. I could already start to see the changes in her view of the situation.

*Change is the law of life. And those who look only to the past or present are certain to miss
the future. –John F. Kennedy*

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Appendix A: “About” sections

“Stop Corey Knowlton From Killing Black Rhino”

About: Corey Knowlton from DSC is a serial trophy hunter. He paid \$350,000.00 to kill Ronnie the rhino in Africa. He must be stopped NOW! [*sic*] (source: Facebook)

“Corey Knowlton: The Face of a Zoosadist”

About: UPDATE: PETA SUING USFWS TO STOP PERMIT FROM BEING GRANTED. Corey Knowlton likes to get "intimate" with wildlife - especially their carcasses. He paid \$350,000 to kill a Black Rhino and have his "trophy" sent back to the U.S. His wife Angel also has the blood lust to kill beautiful animals in the wild. He has been grooming his young daughter to follow in their footsteps, taking her on killing sprees at a very young age. His actions and statements indicate that he is a zoosadist, a sign of a sociopath. From a review of his statements and photos on his Facebook page, it is likely that he will continue enjoying intimate acts with wildlife - dead or alive. What does the future hold in a world where trophy hunting is allowed? What will happen to the near-extinct animals living in the wild with trophy hunters/zoosadists like Corey and his family killing innocent, near extinct and magnificent animals in the wild? Due to his despicable actions, as evidenced on his Facebook page, we will attempt to raise awareness of his actions, now and in the future. His family's actions show a lack of empathy for wildlife. Will he be satisfied with his new rhino trophy? Or will he need more trophies to fulfill his need for intimacy with wildlife? Only time will tell. But we will NEVER FORGET Corey Knowlton and his family of wildlife killers. [*sic*] (source: Facebook)

Appendix B: Articles analyzed

Source	Publication Year	Title	Primary Frame	Secondary Frame	Author
Huffington Post	2014	No Cheers for Trophy Hunting	Demonization	Animal Welfare	International Fund for Animal Welfare
	2014	Welcome "Threatened" Listing Would Help Protect African Lions From Trophy Hunting	Informational	Demonization	International Fund for Animal Welfare
	2014	The Cruelty of Trophy Hunting	Demonization	Exclusivity	Cathy Kangas
	2014	Science and Sentiment Say Wolf Trophy Hunting Doesn't Wash	Informational	Demonization	Wayne Pacelle
	2014	A Bill for the One Percent--of Sport and Trophy Hunters	Informational	Demonization	Wayne Pacelle
	2014	Meet Kendall Jones, the Texan Cheerleader Whose Exotic Animal Hunts Outraged The Internet	Informational	Exclusivity	Ryan Grenoble
	2014	The NRA Is Quietly Fighting For Your Right To Kill Elephants For Their Ivory	Informational	Exclusivity	Nick Wing
	2014	Howling for Wolves and Voting Rights in Michigan	Informational	Exclusivity	Wayne Pacelle
	2014	Lions: The New Endangered Species	Informational	Exclusivity	Kelsey Davenport
	2014	Facebook Deletes Photos Of Dead Exotic Animals From Texas Cheerleader's Account	Informational	Informational	AP
	2014	Wyoming, feds to appeal restored wolf protections	Informational	Informational	Ben Neary
	2014	Michigan Wolves Don't Need to Die	Demonization	Animal Welfare	ASPCA
	2014	Conservation groups oppose Wyoming wolf management	Informational	Informational	Ben Neary
	2014	Federal Plan To Lift Gray Wolf Protections Used Unsettled Science Review Panel Finds	Informational	Informational	Matthew Brown AP
	2014	Hunter Bags 500-Pound Wild Boar (PHOTO)	Informational	Informational	Huffington Post Staff
2014	Fighting for All Animals, Everywhere	Animal Welfare	Animal Welfare	Wayne Pacelle	

Trophy Hunting in the U.S. Media

	2014	If Even One Person Believes Steven Spielberg Killed A Dino, It's Too Many	Informational	Informational	Hilary Hanson
	2014	Florida Men Visibly Pleased By Dead, 765-Pound Alligator	Informational	Demonization	Andras Jauragui
	2014	Ex-Cop Who Sparked Uproar By Killing Elk Is Convicted	Informational	Informational	AP
New York Times	2014	The Ethics of Safari Hunting in Africa	Demonization	Exclusivity	LtoE: Edita Birnkrant Campaigns Director Friends of Animals New York
	2014	The Ethics of Safari Hunting in Africa	Informational	Informational	LtoE: Laurence Frank director of Living with Lions
	2014	Three Years After Fire, a New Culprit Threatens a Park's Rebirth	Informational	Informational	Christine Ayala
	2014	Trying to Lure Hunters as Bears Get Too Close	Informational	Informational	Lisa W. Foderaro
	2014	Protection for Wolves is Restored in Wyoming	Informational	Informational	Michael Wines
	2014	Kennedy, Johnson and a Dispute After a Deer Hunt	Informational	Informational	Michael Beschloss
	2014	Blame War, Not Safaris	Informational	Informational	Louisa Lombard
	2014	A Rhino Trophy Hunt That's Good for Rhinos	Informational	Informational	Richard Conniff
	2013	The Deer on the Wall	Informational	Informational	Verlyn Klinkenborg
	2013	The Pesky Side of Paradise	Informational	Informational	Lawrence Downes
	2013	Saving Lions by Killing Them	Informational	Informational	Alexander N. Songorwa
	2014	Hunting Club May Cancel Endangered Rhino Hunt	Informational	Informational	AP
	2013	Larry Benoit, 'Babe Ruth for Hunters,' Is Dead at 89	Informational	Informational	William Yardley
	2014	After protecting habitat for jaguars, expert believes the species can adapt and survive	Informational	Informational	Eric Niiler
Buffalo News	2013	With snow, this season more typical	Informational	Informational	
Clovis News Journal	2013	Officials: Poaching greater threat to deer than drought	Informational	Informational	Thomas Garcia
CNN.com	2014	Stop U.S. hunters from killing the elephants	Demonization	Exclusivity	Wayne Pacelle

Florida Times-Union	2014	What's a 'trophy' deer?; Endless quest for trophy racks by some is a bit tiresome in real world pursuit of whitetails	Informational	Informational	Bob McNally
Guardian.com	2014	Shame on trophy hunters: a grizzly bear is worth more alive than dead	Exclusivity	Demonization	Jaqueline Windh
Mail Tribune (Oregon)	2014	Medford hunter's exotic collection goes on sale	Informational	Informational	Mark Freeman
Pittsburgh Post-Gazette	2013	The NRA vs. Animals; It's Time to Push Back Against the NRA's Defense of Discredited Hunting Practices	Informational	Informational	Wayne Pacelle
Spokesman Review (Washington)	2014	Illegally Hunted Bull's Antlers Gone: Trophy taken from restricted Hanford land	Informational	Informational	Annette Cary
Tampa Tribune	2014	Hunting not the answer to bear-human conflicts in Florida	Informational	Demonization	Kate Macfall
US Official News	2014	Wisconsin Department of Natural resources Urged to Stop Trophy Hunting of Wolves	Informational	Demonization	Humane Society of the US
	2014	Minnesota Department of Natural Resources Urges to Stop the Trophy Hunting of Wolves	Informational	Demonization	Humane Society of the US
	2014	Victory Declared in Michigan for Wolves and Voter Rights	Informational	Informational	Humane Society of the US
	2014	Washington: Facing Imminent Extinction, African Lions Demand Federal Protection, say Officials	Exclusivity	Demonization	Common Dreams
	2014	Washington: Michigan Native Eleen Burstyn Urges Residents to Vote NO on Proposals 1 and 2	Exclusivity	Exclusivity	Humane Society of the US
	2014	Washington: Welcome "threatened" listing would help protect African lions from trophy hunting	Informational	Demonization	International Fund for Animal Welfare
	2014	Washington: Don't forget this World Rhino Day that killing isn't conservation	Demonization	Exclusivity	International Fund for Animal Welfare
	2014	Opinion: Hunters' Demand for Elephant trophies Should Not Take Precedence Over Government Accountability	Demonization	Informational	National Geographic Society

Trophy Hunting in the U.S. Media

	2014	Notice of Suspension of Imports of Zimbabwe Elephant Trophies Taken in 2014 on or After April 4, 2014	Informational	Informational	Office of Federal Register, Government of US
	2014	Washington: Fewer Bears Killed in California by Trophy Hunters During 2013	Informational	Demonization	Humane Society of the US
	2013	Washington: NBC Universal Asked to Drop Trophy Hunting Programming	Demonization	Exclusivity	Humane Society of the US
Wisconsin State Journal	2013	Shooting Rhino Best for Species; Madison CEO is at the Center of a Global Debate About Trophy Hunting. Hunter: Namibia	Informational	Informational	Mary Spicuzza
Washington Post	2014	Wildlife agency moves to list African lion as threatened	Informational	Exclusivity	Darryl Fears
	2014	Leave the bears alone	Exclusivity	Exclusivity	LtoE: Elena Day
	2014	Leave the bears alone	Demonization	Demonization	LtoE: Helmut Terjung
	2014	Tracking Americas' biggest wild cats	Informational	Informational	Eric Niiler
	2014	A vote for fair hunting	Animal Welfare	Demonization	Kathleen Parker
	2014	Botswana stands up for elephants	Informational	Demonization	
	2013	The guage of growing up	Informational	Informational	Eli Saslow
	2014	Animal rights activists are infuriated with this 19-year-old big game huntress	Informational	Informational	Abby Phillip
	2014	Australia cans crocodile trophy-hunting plan	Informational	Animal Welfare	Pam Tobey
	2014	Before killing a rhinoceros bull, a hunter faces anger, death threats	Informational	Informational	Darryl Fears
	2014	Hunter faces backlash after bagging rare albino deer	Informational	Informational	Sarah Larimer
	2014	Man kills 650-pound black bear while hunting in Fauquier County	Informational	Informational	Dana Hedgpeth
	2014	Overwhelmed U.S. port inspectors unable to keep up with illegal wildlife trade	Informational	Informational	Darryl Fears
	2014	The many sins of 'African wildlife-hunting cheerleader' Kendall Jones	Demonization	Demonization	Caitlin Dewey

Note: Bolded text indicates articles that were used for comment analysis.

Appendix C: Comments analyzed

Information	
1	How many camera-armed hunters would you need to bring in the same income for the conservancy?
2	<p>If money is the determining factor in who gets to kill a rhino, a moral door is left open for anyone who might feel that their need of money justifies the killing of rhinos. Namibia is a world apart from most African countries where the population crush of desperately poor people living side by side with animals in equally desperate circumstances make enforcement nearly impossible. I'm pretty sure what choice a starving villager is going to make given the opportunity and having the moral wriggle room that selective killing allows. In any event, the math doesn't make sense to me either. I probably shelled out a 100th of what the hunter paid for his rhino shoot so that I could enjoy Namibia's wilderness. I can't believe a well-made public relations program couldn't have attracted another 99 people to come to Namibia with their cameras and experience what has to be one of the last, great wild places on earth. Furthermore, given the expanse of Namibia's wilderness, I find it hard to believe his rhino couldn't have been relocated to a place where he wouldn't have been a bother. There were no rhinos within a 100 miles of where I visited.</p> <p>Lastly, the writer's logic seems to be the same one that allows gas guzzling behemoths on our highways. If you've got the money, that gives you the right to things that make life less pleasant for others. I'd like to see that practice stopped right along with rhino killing.</p>
3	<p>For an example of 'conservation' under the influence of the animal rights activists, just look at Kenya. For decades, Kenya's wildlife policy has been dictated by dollars from American and British animal rights groups. The result? Since the end of legal trophy hunting and the start of scientific wildlife censuses in 1977, wildlife numbers have plummeted by 80%. Most animals have been killed in snares and sold as cheap bush meat. Even within the parks wildlife has dwindled - the world famous Masai Mara region has lost 70% of its animals since 1977. This has happened because rural people must bear the costs of the wildlife when herds migrate outside park boundaries. Their crops are destroyed by elephants and buffalo, their livestock killed by predators. But they gain almost nothing from tourism, so they eat the antelope, poison the predators, and collude with the poachers. The animal rights folks don't seem to mind - no animals have been shot for trophies. It costs over \$2500 annually to protect one square mile of African land for wildlife. Few parks in Africa earn that much, and fewer spend it on conservation. Will the animal rights groups put up that much money and finally demand effective conservation? Or in countries like Tanzania and Mozambique, which still have plentiful wildlife and where trophy hunting contributes to the economy, will overseas hunters pay those costs and will they demand effective conservation and sustainable wildlife management?</p>
4	<p>Having spent some time in Africa, I agree with the author. These lands are African and the citizens of these countries are trying to determine the best way to preserve a species in a quickly changing world, at great expense to countries filled with very poor people. These hunts don't just generate license fees - one big hunt can bring in a several hundred thousand dollars of spend (staff for tracking and camping, accommodations, food prep, cleaning, transportation, etc.) into poor rural areas of the country. It would be great if people were nearly as interested in health and justice for Africans, but then that would be much more complicated than abstract concern for one animal on another continent.</p>
5	<p>If you have \$350,000 that you wish to use for the preservation of Rhinos, what is the difference with simply donating it? The difference, of course, is the murder, which is the solid basis for excoriation.</p>

Trophy Hunting in the U.S. Media

6	<p>In my home state of Illinois, there were almost NO white tail deer or wild turkey in the early to mid 20th century. Modern conservation techniques, fueled by hunting license fees and later the Pittman Robertson excise tax on all gun and ammunition sales, were able to restore both species to normal populations in most counties of Illinois.</p> <p>The same process has played out in many other states where human populations depleted the species to near local extinction, and now they are back at near pest levels. Make no mistake--Namibia WILL save the black rhino through this strategy, and emotion-based anti hunters will have played no part in the success.</p>
7	<p>About 12 years ago I met a gentleman, who by any standards is very well off, who belonged to a club that specialized in killing species that were on the endangered list.</p> <p>It was a competition in fact to see who could bag the most. There was a list of the rarest and hardest to get to big game. He used the same excuse about paying to kill, usually, the ones that were older or a threat to its fellow species.</p> <p>What surprised me was him telling me how easy it was in most countries to get a permit through out and out bribery..By his own calculations he has spent over one million dollars hunting down and killing an endangered species member with the excuse they were close to dying anyway so why not be able to hunt and kill them.</p> <p>I was floored at the gleam in his eye at the prospect of killing. He really enjoyed it.</p> <p>I have mixed feelings about this hunt and kill to help the species. As someone else pointed out, why not pay to have it shipped to another preserve where it could be taken care of if elderly and kept apart if dangerous to others if its kind or human? Maybe even a video showing how one could have shot it just to prove it could have been done?</p> <p>It just seems as though there must be another way.</p>
8	<p>If you are genuinely interested in conserving wildlife, it is essential you set aside emotion and decide objectively what is best for the species - not for an individual animal. And the simple, objective scientific fact is, no matter what you think of the wealthy trophy hunter from the U.S., the \$350,000 he paid for this tag will do far more to benefit rhinos as a species - and the local communities vital to their continued existence - than your \$25 donated to the Humane Society (or the price for the plane ride on which I got to see a black rhino in Namibia). If you want to pay \$350,000 to go photograph a rhino, wonderful. Criticize all you like. Until then, put aside your knee-jerk reaction, however well-intentioned, and accept the fact that this system is working in Namibia.</p>
9	<p>Good piece except for the last sentence, which perpetuates the myth that Americans have no right to criticize wildlife killing in foreign countries so long as wild animals are being killed in their own country. The individual Americans who criticize rhino hunts also criticize the slaughter of prairie dogs. There is no hypocrisy.</p>
10	<p>I'm not a hunter, but if you read any of the classic works (from old books to newer such as by Capstick) on big game hunting you will quickly learn that the rhino is classed in the Big Five of dangerous game in Africa. It IS dangerous and presumably challenging, and nothing at all like shooting a dairy cow in a pasture. A rhino, despite being slow and lumbering looking, can charge out of the brush at you at about 35 mph. You have to be quite skilled and cool headed to aim and effectively hit the animal, let alone stop it. Animals the size of rhino have to be shot correctly and quickly or the hunter is quite likely to be dead. They have survived for millions of years because they are superbly adapted to their home range and are indeed very dangerous animals.</p>

<p>11</p>	<p>I have been to Namibia living on one of the farms in the bush. I used a camera to "shoot" animals and the beauty of the arid country. My partner used a bow and gun. This is a remarkable country where democracy has come without the chaos seen in other nations. In the bush there are few fancy places where tourist go. We stayed in a family home - good food, clean but no fancy amenities including internet. Perfect!</p> <p>Not being a hunter I wasn't sure how I would feel but i quickly came to see the wisdom of the Nambian approach. My friend took older animals which no longer bred. The meat went to the family which sold some to markets in the capital and some went to the farm workers and their families. The farm workers were paid for tracking and skinning the animals. The money they earned allowed them to send their children to school and to buy things their families needed. The farmer charged for the housing and food as well for each animal shot. In exchange the farmer kept 6 wells going year round - more than what he needed for his cattle and goats in a arid region much like New Mexico. Wild animals had access to water and food in some of the areas irrigated so they could survive and thrive.</p> <p>The trip in 2010 opened my eyes to the value of conservation in vein supported by Teddy Roosevelt. It requires caring for the people, the land and creatures. it was a humbling and valuable lesson</p>
<p>12</p>	<p>What does this hunter expect to do with his (or her) trophy? Isn't it illegal to bring endangered animal parts into the US?</p>
<p>13</p>	<p>But the proceeds from those 99 additional tourists would go largely to ensuring that the tourists were comfortable: vehicles, food, wine, guides, hot showers, comfortable beds, etc. The hunters pay for all that PLUS the trophy fee, which transfers directly to conservation and the improvement of local human lives. Yes this model is exponentially more difficult to execute in more populous countries, but it is nevertheless scalable. What's missing is political will and infrastructure. No small matter, but something to aim for. Certainly the current model (neglect) is doomed to failure</p>
<p>14</p>	<p>Let's not forget that Namibia has an extremely sad history concerning wild life management. The country's management practices can be summarized by "anything that makes a buck," regardless of its impact on the species. Namibia is, for example, home to one of the largest annual seal hunts. Last year, the target was to club 80,000 seal pups and 6,000 bulls. The killings take place in the wee hours of the morning, then the blood is covered up in the sand so unsuspecting tourists can frolic on the beaches during the day time. Namibian authorities say that this bloodbath is needed because the seal population is threatening the fish industry, even though scientific studies have shown that the only thing that is threatening fish stocks is over-fishing by the fishing industry.</p> <p>Also, this argument "to kill a few, to save the many" is very flawed on ethical terms, especially where an endangered species is concerned. Further, who are these people who decide that this rhino has outlived its usefulness? The argument here is that if he is not useful according to human standards, then he has not deserved to live. That assumes that we, as humans, are omnipotent and possess the wisdom to decide what is best for other species. The current rate at which species go extinct tells us a different story. We, as humans, are so good at driving other species into extinction that scientists estimate that 30 to 50 percent of all species will probably be heading toward extinction by mid-century.</p>
<p>15</p>	<p>Shooting Rhinos with cameras, no gun, That can't be producing much fun, No head on the wall, That will cast a pall, No one sided battle was won.</p>

Trophy Hunting in the U.S. Media

16	Next, let's raise money for the poor by auctioning off the right to beat up a homeless person.
17	All one has to do is listen to their own heart and use common sense. No matter how hard Mr. Conniff tries to persuade us that it is really in the best interest of an endangered species to be killing them for sport it is still wrong, wrong, wrong
18	To make this fair, since we are hunting an ancient animal, the hunter should only be allowed weapons he can fashion from the natural environment. No tools from the modern world are allowed. The hunter signs a consent form agreeing to the possibility that the animal might kill him. To make money we televise it worldwide.
19	If you loved a human so much you had to kill it and keep it on the wall, you would be thrown in prison. How can anyone want to slaughter something so precious as one of the world's last rhinos, watching a magnificent cow-like being burst open with blood and gore, crippled and in overwhelming pain, until the light, like almost all of the other rhinos that have been in the world, is slowly gone from its eyes. We will never know any more about that one, other than perhaps how it tastes. No human should be allowed to engage in such criminal behavior.
20	I was outraged by the rhino hunt, too. Until I read this article. This is a story with two sides. I must say that I will never understand what enjoyment any sane person can get from hunting an animal for sport. But if it is going to happen, this is the way to do it.
21	"Let's also accept, nolo contendere, that trophy hunters are "coldhearted, soulless zombies." I think you could have very successfully ended the column right there. It takes a very special kind of perversion that simultaneously finds joy and personal satisfaction by "outsmarting" and killing an ancient, endangered animal for absolutely no valid purpose. And no, mounting an animal's head for one of those sick, straight from the pit of hell trophy rooms does not count. It's blood lust, pure and simple by the most malevolent members of our society.
22	Why is it that those who would do great harm always seem compelled to explain how they are 'really doing it for all the best of reasons'? A skunk is still odiferous even if you spray him with perfume.
23	Paying six figures to kill one of a handful of the remaining rhinos in the wild. Coupled with today's article about five figure hotel rooms for the highest of high rollers, it seems that money can warp the mind in some rather strange ways... I have read that human beings and killer whales are the only creatures that kill simply for sport. Don't know if that's true, but it's not a particularly noble club to belong to no matter how many members it has.

24	<p>This auction has been the topic of conversation across morning radio shows over the past week but all they have been saying is how terrible a thing it is. Wildlife conservation in the United States and that in Africa are completely different. Here, a tiny piping plover nesting can close beaches for years. In Africa, they are working to protect massive game, including lions, elephants and rhinos, as the article states. If sacrificing the life of one rhino, who is old and tends to cause problems on their own, is beneficial to the rest of the population and could save or ultimately create other rhinos, then do it. Saving five at the expense of one is absolutely worth it. The government of Namibia should be praised for the work they are doing in wildlife conservation. Having only two rhinos slaughtered last year is quite the accomplishment. Poachers in Africa are incredibly powerful and often have some sort of government support or the government is so weak they know they will never be stopped. Here in the United States, we are quick to start talking about an issue and taking sides before fully understanding all angles of the issue at hand. Nearly anyone who is fully informed on the issue would agree that this auction is extremely beneficial to the people and the wildlife of Namibia.</p>
25	<p>Stupidity run rampant after paying a huge amount of money to kill an animal that was never consulted about its fate.</p>
26	<p>I wish Tanzania would do this, black rhinos are almost gone in the serengeti and only a few left in Ngorongoro. Thousands of elephants killed by year, 300 in a single day last year. Really a disaster. If allowing hunting an old elephant or rhino would pay for Rangers and social development, then it would probably be welcomed. People who are outraged should consider ways to make up for the hunting fee and spare the trophy.</p>
27	<p>This is specious thinking of the worst sort. Guess what? If someone cares about rhinos and has the means to pay \$350,000 to kill one, they can DONATE \$350,000 to the cause.</p>
28	<p>Good Evening: Can't the winning bidder just shoot his little critter with a camera? Or perhaps shoot "an older male past its breeding prime" with a dart gun and transport it to a zoo where it will be safe from poachers? He doesn't have a contractual obligation literally to kill a rhinoceros, does he?</p>
29	<p>Please Mr. Conniff: Save something by killing it? How about raising money to not kill it? If they asked for donations to offset the loss of \$350,000, I would think they would get that & more, especially in the U.S. In the end, killing one of these majestic creatures is barbaric. The end does not, particularly in this case, justify the inhumane means</p>
30	<p>A Trophy Hunt That's Good for Rhinos I can think of at least one rhino who would disagree with you.</p>
31	<p>By this logic, we should be auctioning off the right to kill each protected species - whale, turtle, tiger - if the proceeds go to help in the broader conservation effort. Where do you draw the line? Will you auction off the right to kill a human suffering a rare disease if the proceeds go to research for a cure? Of course not! The ends don't always justify the means. Let's draw the line where most conservationists start the discussion - first, stop the killing.</p>

Trophy Hunting in the U.S. Media

32	<p>There is an excellent book, "Game Changer", by the San Francisco based journalist Paul Martin, which looks in detail at the issues raised by Mr Conniff. His conclusions are basically identical to Coniff's. Namibia, by giving local communities control of their land and giving them rights to hunt and manage wildlife has been a huge conservation success story. Animal numbers and area devoted to wildlife have increased dramatically. By contrast, Kenya, which forbids hunting and offers communities little local control of wildlife has seen, and continues to see, enormous losses of wildlife. Giving local people a stake is a good thing for conservation. If you don't allow some measure of local control, and don't allow locals to profit from wildlife, they will not value it, and if they don't value it, it will be lost, through poaching, through poisoning, through competition with local farmers and herders. For people who love wildlife and animals, it's hard to feel good about something like trophy hunting. But if we really care about the future of wildlife we need to study and embrace what works, and not just what we emotionally feel is right.</p> <p>Here is a link to Martin's book: http://www.amazon.com/Game-Changer-Animal-Africas-Wildlife/dp/0520266269</p>
33	<p>Hmm. Rationalizing such killing is a bad idea. And can become a bad habit.</p>
34	<p>A thought for the trophy killers: The squirrel (substitute rhino) that you kill in jest, dies in earnest. Henry David Thoreau</p>
35	<p>These "Great White Hunters" need to suit up & join the military for the ultimate hunt- our human enemies. These so-called hunters are wealthy cowards.</p>
36	<p>It is not trophy 'hunting' it is trophy collecting. Hunting would mean equalling up the odds and using a spear or a knife and then eating your kill. There is a reason for the theme in 'The Deer Hunter'. A friend of mine made a documentary about a man living and working with the Himba people in Namibia. He is an ex Colonel in the Sth African SAS who during wars in Angola and elsewhere killed a lot of people and was also shot at and wounded. He would no more kill a rhino than one of his beloved Himba friends and family. If you want to help conservation there are still plenty of more effective ways than killing it and perhaps even worse, trying to justify it.</p>
37	<p>Whenever people say "We mustn't be sentimental," you can take it they are about to do something cruel. And if they add "We must be realistic," they mean they are going to make money out of it. —Brigid Brophy (1929–1995)</p>
38	<p>World human population has exceeded 7 billion. In many areas there is not enough water and food to sustain the population. Why not use Namibia's conservation model, and allow a 'human hunt' ! Perhaps the bids would go into the millions ! Disgusting proposal? Barbaric? Then...What gives humans the right to bid out the life of an animal? The need for conservation is due to the fact that humans have destroyed habitats, encroached on animal lands, and have an appetite for things like rhino horn and elephant tusks. Let's tackle the real issue -- human greed !</p>
39	<p>It is truly sickening, what the world must endure as a result of the middle eastern and chinese male's obsession with the erection. We all do understand, don't we, that in the middle east it is thought that grinding up the rhino horn to a powder and letting men imbibe it promotes "potency." All based on the lovely upward curve of the horn. Then there are the skyscrapers, the world's tallests, built by sheiks as monuments to - guess what? Let them eat Viagra. Send it to the middle east and to China in cargo ships; tons of it.</p>

40	<p>I think for many people the idea of shooting an endangered animal (or any animal) for sport or a trophy is a morally repugnant idea. If you're going to eat it, that's different. But I don't think anyone pays \$150,000 because they're fond of rhino steak. That said, the funds are badly needed to help to conserve the animal, so if one animal has to die so that the rest may live, that's a compromise we might just have to live with. I know hunters pay handsomely for the privilege of hunting. They do contribute significantly to the preservation of many magnificent species. People who simply visit game parks for the pleasure of seeing animals in the wild also contribute to their welfare. What is critical is that the species be preserved. They are truly unique! Anyone who sees a rhino in the wild can't help but be amazed. The Black Rhino especially needs our help if they are to survive this century. Visit Africa if you can afford it, go to a game park, you'll never forget it. If not, make a donation to help the fight against poaching (the Endangered Wildlife Trust is one organisation I can recommend). The urgency of the situation cannot be over-emphasised and every little bit helps.</p>
41	<p>Killing rhinos is: not good. Killing one rhino every 4 months to save the species while at the same time empowering the local population to take a real interest in the well fare of their surrounding environment and funding further development of conservation efforts is: OUTSTANDING! Great job Namibia!</p>
42	<p>Can't they think of a better way to raise \$350,000? Seems like conservation groups could come up with the money and leave these rhinos in peace</p>
43	<p>When are we all going to be willing to wrap our heads around the mental condition - the sociopathy - the depravity - involved in "I KILL FOR THE SHEER PLEASURE OF KILLING?" We allow it because the thrill-kill addicts are white men with money, for the most part. Some are white men without a lot of money, but they spend what they have on chasing yet another fix, leaving bloody carnage and walls full of dead body parts in their wake. It is an ADDICTION. We have been slowly lured to the place where now wildlife is being managed as though it was a poppy field being fertilized and watered so it could be sold to heroin addicts. We don't sell into any other kind of addiction. Why are we selling wildlife, raising wildlife, managing wildlife, to be sold as the drug of choice to addicts? This has to end.</p>
44	<p>How about a 12 step program for the hunters/addicts? They might learn a way to better direct cash that will disappear in the explosion of a bullet.</p>
45	<p>I would be happy to go on a trophy hunt....if my "trophy" were poachers.</p>
46	<p>I know nothing of hunting or conservation. I do understand how to define success based on a goal. goal = maintaining diversity of species. goal = preserving endangered species. based on this article it sounds as though both goals are being serviced in Namibia. Further it sounds as though the Namibia game wardens would be tasked with killing the black rhinos regardless given the scenario described. As I understand it South Africa attempts to fight poaching through straight policing. The South African game wardens are authorized to use deadly force on poachers. They have been unable to stop poaching as the threat of being killed does not faze poachers when the monetary reward is so great.</p>
47	<p>Let's be clear on one thing. Killing a rhino, for example, as a trophy is done for the sheer joy--such as it is--of doing so. There is no medicinal benefit to the horns or the penis, nor is rhino meat considered edible to the best of my knowledge. I derive far more joy out of knowing that these and other wildlife can live freely in the wild, safe from being gunned down by someone simply for whatever happiness that it brings them</p>

Trophy Hunting in the U.S. Media

48	<p>Since the acceleration of natural destruction began after World War II, wild nature has been completely outmatched by the awesome firepower of human "development." This concern about megafawna is touching, but the entire circle of life has been utterly busted. The ultimate test of mankind's role on earth is to determine whether a balance can be struck before it's too late. Or is it already?</p>
49	<p>Having spent lots of time in Southern Africa I'm not taking pot shots from a coffee house in Portland drinking your fair trade coffee and vegan goodies, Mr. Conniff is in my opinion on firm ground. Nearly all the comments generated by this article concern the morality of killing these beasts. This argument is not about morality, it's about sound animal conservation. What is the morality of shooting rhino poachers on site in South Africa. It happens every day. Shot on site. That's murder too isn't it? Where's the outrage? Life gives us interesting choices but its best left to those impacted by their choices. In this case the Namibian people.</p>
50	<p>George, make no mistake. Down here in Texas this isn't about conservation at all ... it's simply using conservation as an excuse to kill and mount an endangered species.</p>
51	<p>The author here has it right and with the salient facts. The problem is they offered it here and more importantly Texas. A state where it is legal to tie a lion or sheep to a post while some over weight jerk with a \$4,000 rifle or a bow that he never shot before slings arrows at it. These people are cowards in the highest degree. But that is Texas, had they simply put it in another less media focused society it would have garnered little attention. I would be even more inclined to go along with this if the hunt stipulated, no vehicles and one guide but so be it. If it gets benefits the species and with minimal loss then it is a reasonable solution.</p>
52	<p>One of the things that world culture promotes is the idea that if you can spend enough money, you can have anything you want, even if it hurts people (for example, employees not making enough to live on so you get more profit), other species, or the planet. Stories like this make me think of grown-up three-year olds, spoiled brats, with no self-control. They're like Veruca Salt from Willy Wonka and the Chocolate Factory. How do we convince these people to grow up? To say no when their inner brat wants something it shouldn't have? And convince them to shut down these "boy's clubs" like the one mentioned in the comments where they compete to kill endangered species. Or the one I've seen articles about where they collect the eggs of endangered birds. Is there something in the male psyche that promotes this, since it always seems to be men. How do we teach them that the laws apply to them, too? Maybe it's time to stop treating the wealthy with kid gloves and make them face the same consequences as everyone else when they do wrong. After all, they talked publicly about their clubs without worrying that someone would turn them in or that they'd face consequences if they were turned in. I suspect that won't happen, ever, since no culture in the history of humanity ever has done that. It's discouraging, at best.</p>
53	<p>This is such a great idea that they should do it again. That money won't last forever. And if we can save just one rhino the sacrifice will be worth it. Hey we have a shortage of doctors; why don't we ah..ah,,maybe not.</p>

54	<p>Let's not forget that Namibia has an extremely sad history concerning wild life management. The country's management practices can be summarized by "anything that makes a buck," regardless of its impact on the species. Namibia is, for example, home to one of the largest annual seal hunts. Last year, the target was to club 80,000 seal pups and 6,000 bulls. The killings take place in the wee hours of the morning, then the blood is covered up in the sand so unsuspecting tourists can frolic on the beaches during the day time. Namibian authorities say that this bloodbath is needed because the seal population is threatening the fish industry, even though scientific studies have shown that the only thing that is threatening fish stocks is over-fishing by the fishing industry.</p> <p>Also, this argument "to kill a few, to save the many" is very flawed on ethical terms, especially where an endangered species is concerned. Further, who are these people who decide that this rhino has outlived its usefulness? The argument here is that if he is not useful according to human standards, then he has not deserved to live. That assumes that we, as humans, are omnipotent and possess the wisdom to decide what is best for other species. The current rate at which species go extinct tells us a different story. We, as humans, are so good at driving other species into extinction that scientists estimate that 30 to 50 percent of all species will probably be heading toward extinction by mid-century.</p>
55	<p>We Westerners are a funny lot. I read yesterday in a piece about carriage horses commentators idealizing these horses as running free and happy in some pasture somewhere. No work, no drudgery, just joy. Except that those pastures don't exist in Nature, because we humans own all the land. And we have use for it. We also seem to think that death is avoidable for these creatures. We have intruded into the natural world to such an extent that we must shoulder the burden of husbandry for the whole of life on the planet. All of us will die, human and animal, and if we care about the sustainability of our planet we must occasionally kill a creature who no longer fits, be it an old rhino or a menace such as Hitler. It is our duty.</p>
56	<p>Conservancy is about efficacy, not about making people half a world away (and worlds away economically) feel good. This program appears to be effective by incenting the local populace to take an active role in the management of a threatened species by giving them a stake in doing so. Moreover, it does so by killing off a handful of problem individuals who are a net drag on the total fitness of the population. I agree that trophy hunting is onerous, but economic problems (and this is at its root an economic problem) are often best solved by yoking our basest inclinations to serve loftier goals. It's very easy to moralize from a distance and talk of slippery slopes, but the jerk paying \$350K to kill a rhino is doing more to conserve the species than most. I'm not sure it matters whether or not this is his intention.</p>
57	<p>While I detest the concept of hunting for "sport", I agree with the author. Bleeding hearts do not save the wild elephant, or the rhino; land that is well managed, financed and protected does. To be a steward of wildlife requires a sense of ownership, and more benefit to the owner from the animal being alive than dead. Namibia has figured out how to turn these concepts into reality; more power to them, and may the practicalities of their model spread to their neighbors, before it is too late.</p>
58	<p>What kind of person really wants to shoot an old animal just to hang its head on a wall? to Is it really a hunt or just a murder?</p>

CEJUP Collective

Trophy Hunting in the U.S. Media

59	<p>The author makes a successful point--still, it is morally repugnant to subject members of an endangered species, even old males past breeding age, to the whims of firearms-crazed American "hunters". Talk about gross nouveau-riche excess. Surely there must be some other way to raise the \$350,000. What if the conservancy allowed old animals to die natural deaths, then harvested their horns and sold them? Perfectly legal and without any moral taint. With the Chinese market a feeding frenzy for such items, raising \$350,000, or even more, would be a snap.</p>
60	<p>Whether we like it or not, hunting will always be here with us humans. It seems logical to me that Namibia is doing a wonderful job in their conservation efforts I for one support them. We all have choices to make in life and while I, personally will not kill anything, others do have the FREEDOM OF CHOICE. Sound familiar? We all have to make our own choices as we go through life. Hopefully, those that choose to kill a rhino may have second thought about doing so after some deep reflection. You never know.</p>
61	<p>Your argument is fallible and a major part of the problem. When you talk about FREEDOM OF CHOICE, you talk about the freedom of some human to choose to kill an animal. This human has nothing to lose, and something to gain. You seem to forget the sentient being at the heart of the matter who has nothing to gain, but everything to lose. Those of us who are more enlightened, can emphasize with the sentient being at the heart of the discussion and we reject your argument.</p>
62	<p>What does this hunter expect to do with his (or her) trophy? Isn't it illegal to bring endangered animal parts into the US?</p>
63	<p>I have been to Namibia living on one of the farms in the bush. I used a camera to "shoot" animals and the beauty of the arid country. My partner used a bow and gun. This is a remarkable country where democracy has come without the chaos seen in other nations. In the bush there are few fancy places where tourist go. We stayed in a family home - good food, clean but no fancy amenities including internet. Perfect! Not being a hunter I wasn't sure how I would feel but i quickly came to see the wisdom of the Nambian approach. My friend took older animals which no longer bred. The meat went to the family which sold some to markets in the capital and some went to the farm workers and their families. The farm workers were paid for tracking and skinning the animals. The money they earned allowed them to send their children to school and to buy things their families needed. The farmer charged for the housing and food as well for each animal shot. In exchange the farmer kept 6 wells going year round - more than what he needed for his cattle and goats in a arid region much like New Mexico. Wild animals had access to water and food in some of the areas irrigated so they could survive and thrive. The trip in 2010 opened my eyes to the value of conservation in vein supported by Teddy Roosevelt. It requires caring for the people, the land and creatures. it was a humbling and valuable lesson</p>
64	<p>Teddy Roosevelt once killed over 1000 zebra on a "safari". Linking TR and animal conservation is like linking Joseph Stalin with humanitarianism.</p>
65	<p>"And you may come away wondering whether Americans, who struggle to live with species as treacherous as, say, the prairie dog, should really be telling Namibians how to run their wildlife." "Their" wildlife? I don't think so, Mr. Conniff. Wildlife does not belong to anyone, at least not any human being. And if that \$350,000 was truly "donated" to help save the rhino, then it could have been given with no strings attached. When I give to the humane society, I don't expect to be given a poodle as a show of appreciation. I expect the money to be used to help homeless animals. That's all - no strings attached.</p>
66	<p>"We could save the world if everyone would just stop being evil" is not a plan to save the world. You won't stop rich white hunters and poor black poachers from killing rhinos by wagging your finger at them: you will stop them by co-opting them into a system where their bloodlust, greed, and/or desperation leads them to help rather than harm</p>

67	Personally I find the objections to Namibia auctioning off hunting rights to three elderly male rhinos to be a form of colonialism. How dare they kill off OUR black rhinos! Because those are OUR black rhinos, belonging to the world--which is to say to those of us in the developed world wealthy and safe enough to worry about black rhinos instead of survival. When the US can protect wolves and buffalo in opposition to ranchers and cheap beef, we can (maybe) talk to the Namibians about rhinos.
68	I recently hear a brief report on this story and was initially appalled myself. However, after further investigation I found that this is a win-win for all. When I heard the story I reacted, as most with the question, why would they sell off the right to kill as rhino and donate the money to conservations of rhinos. This sounds like nonsense and wouldn't help conserved rhinos at all by killing them. I later learned that this rhino is very old and is taking away from other young rhinos that need rescues. The donated money would be able to save more rhinos than allowing this one old rhino to continue living. This of course opens up a whole debate of utilitarianism and how that plays into the animal kingdom. However, something I found interesting about this beyond the word of rhinos was how quick people were to jump to criticize the Namibian Government for their actions without all the facts. It appears that people are just looking for something to get upset about. People in the modern world, especially on the Internet, are always looking for some cause to throw their support behind or to protest, even if there is really no substance to it. If given a forum in which they can express their disgust about something without any type of real backlash or having to back up their arguments, many people jump at this chance. this type of people wants to feel like they are making a difference and belong to some group of people,even if they are not worth their time.
69	"The program targets older males past their breeding prime. They're typically belligerent individuals that have a territorial tendency to kill females " I thought at first that this was describing the hunters who fork over the 350K.
70	Do they auction licenses for hunting poachers?
71	Most charitable organizations have ethical standards that forbid acceptance of funding from disreputable sources. E.g.- Should a human rights organization take \$350,000 from the North Korean Government? - An anti-trafficking organization run an auction where the winner gets to cavort with an 18 year old? There's good reason to restrict acceptance of such money. It's unethical and in direct opposition to all the organization stands for.
72	This article convinces me about the merits of Namibia's efforts. However, will this system work when rhinos are extinct in South Africa? When that happens, wouldn't poachers aggressively encroach on Namibia, either through bribery or other means?
73	The same people against rhino hunting are the same people against horse carriages in the park. They mean well, but they have no real knowledge about animals, just feelings about them.
74	The description of the actual rhino hunt doesn't sound like much of an adrenalin rush. But hey, if it generates \$300,000 for rhino conservation, go for it! An added bonus is the support it provides to a country that's apparently achieving real success in protecting its wildlife. So, enough with all of this philosophical nitpicking.
75	I don't like to encourage killing for sport. It's really not sporting when the odds are so much in favor of the hunter who doesn't need to kill prey for any other reason than inflating the hunter's ego. However, you can't really argue with the results presented here. If removing the older males increases the chances of females and calves survival, the overall growth of population will increase as well. If the success of this program continues at the rate it's going, there will be a need to limit the population due to territorial limitations as well. In the meantime, more camera carrying environmentalists would give Namibia more options and more jobs for the human population.

Trophy Hunting in the U.S. Media

76	It would be a lot nice if Namibia or South Africa just let the big game hunters come over and hunt the poachers. That's a win-win-win all around.
77	I'm not sure what to think, but at least I've now heard another side of the story. The television news stories I've watched focus on the killing; they haven't really mentioned the black rhino conservation efforts outlined in this opinion piece. Maybe all of us should try to get a balanced view of whatever we oppose before we run off screaming?
78	Well done Namibia. A strategic cull of the population, which, as the article explains, likely saves the lives of female and calf rhinos from a territorial, non-breeding bull. The numbers don't lie, it's a success. And as much of a paradox as it may be, many of the most ardent conservationists are hunters.
79	You have not persuaded me that killing because some of us want to is the right thing to do. I also disagree with this statement. "And you may come away wondering whether Americans . . . should really be telling Namibians how to run their wildlife." Wildlife belongs to ALL of us, not just to one country.
80	On the front page, the one sentence summary of this article was. "Calm down, protesters. Namibia's conservation policy is working." I realize that snarky, juvenile click-bait is the standard in internet news sources (Hi, Slate!), but does the NYTimes have to sink to their level?
81	Whenever people say "We mustn't be sentimental," you can take it they are about to do something cruel. And if they add "We must be realistic," they mean they are going to make money out of it. —Brigid Brophy (1929–1995)
82	I get very frustrated sometimes when the public gets outraged to a boil like this when they are very far from their area of expertise - and don't even listen or read to what subject matter experts have to say with an open mind. I would venture a guess that among the 50+ comments, many of whom are decrying the hunt as a disgusting act, there are very few ecologists, animal behaviorists, veterinarians, or zoologists. As Mr. Conniff points out, "Many wildlife groups also support the program because Namibia manages it so carefully. It chooses which individual will be hunted, and wildlife officials go along to make sure the hunter gets the right one." Why can't a large group of wildlife and related subject experts have their findings respected and trusted? The male rhino is destructive to an already fragile population. There is no argument. This is a clinical conclusion. Scientists, conservationists, and sociologists say a methodology is working well to effectively raise money while saving the rhino in a pragmatic way. Why can't people just accept that? It seems like no other group of sciences seem to endure such public doubt while untrained and vocal armchair ecologists espouse their beliefs like the experts they are not.
83	I'm no fan of hunting and can't relate to its appeal, but the fact is that animal conservation efforts, from the time of Teddy Roosevelt, have often been led by hunters. Of all the negative commentators on this page, not one has referenced their own \$350,000 contribution toward animal conservation in Africa. Namibia has been the most responsible steward of animal well-being in Africa. Until a commentator comes up with a better model they should identify how they plan to raise the millions needed to save wildlife in Africa and around the world.
84	An economic boycott of all countries that support poaching might be in place. Stop buying "Made in China".

85	Non hunters are free to attend these auctions and outbid the room. However, the conservation plan still may need to cull the herd for optimal results to recover the species. Many hunters are very dedicated to conservation issues but, sadly, the last ten years has seen them side with GOP anti environmental efforts directly harmful to the preservation of hunting grounds and habitat. What they give privately for such efforts pales in comparison to what government has accomplished with wildlife in the past 50 years though it was the hunting and fishing communities strong political support that supported such efforts and that effort is not only eroding but going backwards.
86	So these self-appointed experts will decide which helpless animal gets killed to suit their perverted logic and idea of "nice". Arrogance is so ugly.
87	If there's a surplus of rhinos in Namibia, why not ship some of them to countries like Angola and Mozambique whose wildlife was decimated by civil war? Yes, they'd probably be exposed to poachers but some might survive- which is more than one can say for the poor beast whose head will end up on a sportsman's wall.
88	I find it absurd that one kills what one wants to conserve. It sends the wrong message to pay big money to kill an endangered animal. This is just oh so wrong no matter what way you try and spin it. Trophy hunting is murder for sport, simple, no two ways about it.
89	I just have a problem with the blood-sport aspect of it. Let the rhinos live and just donate the money. Why doesn't that make sense?
90	It would be good to hear from a professional wildlife manager - If I understand the article, they are identifying animals that would have to be culled anyway to avoid deaths of reproducing females and of calves. The same thing happens in many non-endangered managed herds the world over. So essentially they are saying "we can either go out and cull this animal ourselves, or we can let a hunter pay us \$350,000 to do it for us." If that's the case (that they would need to cull anyway) then why not make money that enables further conservation efforts? I'm no hunter and I don't get the whole trophy thing at all, but practically speaking....
91	How is it "manly" to shoot an ancient animal with a high-powered rifle for sport? Someone, please reply and explain this to me, perhaps I'm missing something.
92	The author's points are largely correct from a cost-benefit analysis. But as a long- time hunter and conservationist, here's what I don't understand: if there's no "sport" in killing a black rhino, why do it? Just for the blood-lust of killing? For bragging rights? Neither of these is sufficient reason to kill an animal. The usual justifications (I'm going to eat it; it's challenging; it's dangerous) are completely absent. It's more akin to "fishing" for goldfish in a bowl. Or blasting a cow in the pasture. If the lottery winner was a true conservationist, he'd donate his \$350,000, go to Africa, and come home with some awesome pictures from his guided photo-safari. Have a chance to kill something purely for self-aggrandizement and pass it up? That would be worth bragging about.
93	It's not the most horrible idea to hunt, a lot of creatures on earth hunt. But when people hunt it's like pitching a soldier against a baby in a fight - the baby doesn't know what's going on and doesn't have much self awareness. You could say it is very unfair, taking pride in winning over something helpless. But people are the most self-loving, self-worshipping species with crazy ideas about what "rights" we all should have, and at the same time have no problem with killing everything around.

Trophy Hunting in the U.S. Media

94	<p>It is so good to see this kind of thinking finally get a widespread airing in a mainstream publication of the type that usually just wrings its hands at poaching - and condemns the poachers - without thinking through the complexities of the issue. The approach outlined in this oped is endemic in Southern Africa, though considered heresy in East Africa where so many wildlife tourists go. Called sustainable utilization, it is based on the fact that species that are making money do not go extinct. How do species like the rhino (or the elephant) make money? Partly by tourists taking their pictures. But also by a limited number of hunters paying big bucks to shoot them. Spread that money around and they will be protected. Poachers will be caught and prosecuted. And maybe one day we can move on to farming rhinos and harvesting their horns, undercutting the black market and denying poachers their source of income. Sort of like legalizing drugs</p>
95	<p>I appreciate this article, as it shows us the reality about how to save endangered animals in Africa. Unfortunately, though in some parts of the world one may be able to prevent poaching and save animals through education and moral arguments alone, this is difficult to do in Africa. It just doesn't work. Use moral arguments and education alone and you end up continually finding tragedies spread across the safari, your gut wrenched with emotional pain when you find murdered elephants with their tusks cut off for sale on the black market. Sometimes we need to be able to appreciate the paradox of saving many, many animals through the sacrifice of a few. In impoverished areas, you can turn poachers into conservationists when they see the cash that can be raised by selling some trophy hunting permits. If humans were better than we are, people wouldn't need cold hard cash to prevent them from poaching magnificent, endangered animals, but sadly humans are not that good yet, so let's do what works instead of taking an unrealistic, over-idealistic high road and continuing to find the plains littered with the carcasses of murdered animals.</p>
96	<p>Why not simply donate the \$350,000 straight out? No need to murder a rhino, even one that's old. Of course, the rich hunters wouldn't go for that solution....if they really cared about the animals of the world they should be hanging stuffed heads on their walls to prove it.</p>
97	<p>It's like most of the commenters did not read the article. It seems clear that "just stopping the killing" does not work. Instead, poaching goes through the roof. Namibia's policy is a huge success story - that's what I gleaned from the article. Once again, the perfect (absolutely no killing) is the enemy of the good (increase in rhino population). I'll take the good, and I'll have a lot more rhinos to cherish.</p>
98	<p>Seems like there's the rebuttal that no amount of outrage will overcome: conservation costs money. Show us the money, and provide a livelihood for those that actually will be taking care of these animals. If you can't, then our privileged first world opinion is worth exactly what it cost to express it.</p>
99	<p>For me, the striking point of this story isn't so much about the hunters and the hunting as it is about re-framing how people think about their assets. The community conservancy idea does for wildlife management what employee ownership could and does do for failing business enterprises, by giving everyone involved a real stake in the outcome. It's wonderfully refreshing to see this idea applied so successfully and to see it benefit both people and wildlife. "The theory behind the conservancy idea was that tolerance for wildlife would increase and poaching would dwindle, because community ownership made the illegal killing feel like stealing from the neighbors. And it has worked. Community conservancies now control almost 20 percent of Namibia — 44 percent of the country enjoys some form of conservation protection — and wildlife numbers have soared."</p>

100	<p>These situations are complex. Perhaps more so than the emotionally deep threads they strum with most people... including me. I love animals so the thought of wiping out some of the earth's treasures appalls me. I am also appalled at how we treat our animals here in the states in production of cheap meat. However, and then there is the real world. Poachers, corruption, poverty, international cultural beliefs, etc. Those are critical pieces in this puzzle also, not just the moral threads this strums in many of us. While perhaps not yet perfect, perhaps injecting some needed capital in this situation is a step in a better direction. IF we try to reduce these issues to only our moral, we will not be successful. The world is too poor and we must include the economic, political and even cultural differences among us IF we are to find successful solutions for all... not just us westerns and our particular values.</p>
101	<p>I don't expect those who are against hunting in general, or trophy hunting specifically, to bother thinking beyond the confines they have created for themselves. I'm not fond of the concept of trophy hunting myself, but I understand that it does far more to fund conservation than the anti-hunting groups have ever done. Note the comments about the animal to be hunted: past breeding, a danger to females and young animals. This is not unlike a lot of the older "trophy" animals killed elsewhere. The myth that hunters target only those that are the most vital is just that, a myth, not completely without some merit but generally false. Maybe the anti-hunting groups could bid the next time a permit becomes available. If they win it would be one of the few times they have ever actually put money to protect what they claim they wish to protect.</p>
102	<p>For those categorically expressing their dismay at the actions of big game hunters; remember, especially in Africa, there is no such thing as an animal dying quietly in its sleep of old age. The end result for virtually every animal too big to crawl in a hole or climb up a tree is reasonably reducible to being eaten alive while sick/starving or shot with a bullet a season or two early. In the end, the utility cost of slaughtering a past mature male Rhino is close to negligible. Even an omniscient Rhino would probably concede the point (should one exist). Until conservationists are willing to slap down the kind of money big game hunters are willing to put forth, I suggest they content themselves with a tofu rich vegan diet and finger wagging, and refrain from making death threats to wealthy hunters; who, not incidentally, are most likely far better armed (and far more eager) to meet out violence in equal terms. Let hunters spend their money on African tourism and not on home defense munitions. Finally, I find shooting endangered species a rather bizarre hobby... but whatever.</p>
103	<p>World human population has exceeded 7 billion. In many areas there is not enough water and food to sustain the population. Why not use Namibia's conservation model, and allow a 'human hunt' ! Perhaps the bids would go into the millions ! Disgusting proposal? Barbaric? Then...What gives humans the right to bid out the life of an animal? The need for conservation is due to the fact that humans have destroyed habitats, encroached on animal lands, and have an appetite for things like rhino horn and elephant tusks. Let's tackle the real issue -- human greed ! How about if you want to hunt a black rhino you are limited to a shield and spear?</p>
Demonization	
1	<p>Conservative and Conservation is the same thing according to Kendall Jones</p>
2	<p>While big game hunting may still be 100% legal, this is a moral issue. She is a hypocrite and her parents appear to be the same. You cannot profess a love of animals, then shoot them for sport. Further, she is stepping on MY right as a human on this earth to enjoy these animals. She is an absolute disgrace and a poor role model. And if she's looking for fame by publicizing and posting such evil pictures, think again. Can you say infamous?</p>

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Trophy Hunting in the U.S. Media

3	<p>Ever heard of Teddy Roosevelt? 26th President of the good ol' US of A? Considered the 'Father of Conservation'? As President, he signed legislation that established five national park units: Crater Lake, Oregon; Wind Cave, South Dakota; Sullys Hill, North Dakota; Mesa Verde, Colorado; and Platt, Oklahoma. By the end of 1906, Roosevelt had proclaimed four national monuments: Devil's Tower, Wyoming; El Morro, New Mexico; Montezuma Castle, Arizona; and the Petrified Forest, Arizona. He also protected a large portion of the Grand Canyon as a national monument in 1908. During his presidency, TR signed into law a total of 18 national monuments.</p> <p>This is the same man who bagged about 11,400 animals in his lifetime. You seem like a typical angry internet poster who, I am sure, won't be persuaded to be reasonable and consider the facts. I am only posting this rebuttal because your foolishness can't go unchecked.</p>
4	<p>This young woman has faced pretty serious abuse and even death threats across the internet, all for following her cultural traditions. If she belonged to any minority group except Native American, there would be screams of racism all the way to the White House. However, she happens to belong to our first nations population, the most minor minority in America. So minor as to be politically insignificant and not worthy of being protected from such racist attacks. Why? Because her people have been subjected to 3 of the 11 great genocides of modern history by a group of invaders calling themselves "the Democrats".</p>
5	<p>I've never heard of a single minority group hunting for hunting sake alone. Traditional hunting practices usually have some underlying practical purpose (food, clothing, pop control).</p>
6	<p>Kendall's white lion (that she was photographed sitting on) was a canned hunt, as were several others. White lions are illegal to hunt as there are only ELEVEN left in the wild, in a highly protected reserve. Canned hunting is the shame of the world and the money spent does not go to locals, it goes to the animal breeder and the ranch the animal was shot on. In canned hunting you can shoot a dozen animals in an afternoon - fish in a barrel, and that is what Kendall engages in, despite claiming "free range hunting". Melissa Bachman used to claim that as well, until Maroi Conservancy admitted they "provided" her animals. There is no "going to conservation" as the money goes into pockets of already rich people. What did Kendall bring for the locals? Clothing? Books? Money? No, she gave them bags of candy, then offered them the meat of an elephant she killed (humans don't normally eat elephant). Yes, she got a legal permit to kill the elephant, but grease a few palms in Zimbabwe and you can get a permit to kill anything, right Kendall?</p>
7	<p>Generally, you don't find beef in the local butcher shops in Africa. They mostly eat the non-domesticated animals that grow and flourish there, including elephant. A lot of the benefit from the "canned hunts" do go to benefit the local population, provide employment, food, and the like. Its a viable business over there, and hunters don't bring home the meat. So don't be too hard on that enterprising young lady.</p>
8	<p>What a horrible person.</p>
9	<p>If what Kendall is doing is legal, I see no problem. There will always be people who support what she does just as there will always be people who don't. BTW, I don't do "social media." And when I hear about one social media entity allowing a "mob" to socially engineer individual thinking (like is being done to Kendall), it only serves to reinforce my opinion to stay away from social media.</p>
10	<p>So in Caitlin Dewey's trendy, politically correct, sanitized and sanctimonious world, those who hunt, spend money they are fortunate enough to have, and post jokes about vegetarians and eco-wackos are sinners. Kendall's big sin is that she is a conservative and that leaves her open to cheap pot shots from self-righteous, politically correct columnists. The same liberal columnists who say nothing about wealthy liberals who buy and eat Foie gras, spend \$5,000 on a designer purse, make equally snarky jokes about those they don't like, condemn everyone who doesn't think like they do, AND post many of these behaviors on their Facebook pages. By the end of this snarky opinion piece, I felt more disdain for Caitlin Dewey than I did for Kendall Jones.</p>
11	<p>Her big sin is killing an animal she has no intention of eating and then posing next to the corpse with a big smile on her face. Trophy hunting is absurd.</p>

Exclusivity	
1	<p>No grizzly bears in Australia, but we've got our own morons: Western Australia's shark cull will hit breeding stock of great whites Shark cull : governm ent in ' clear breach' of i nternati onal obli gati ons Killers on the loose: how Australia ignores science to cull vulnerable sharks etc. I used to think that the people who joined Conservative Parties were intelligent. Then again, I also used to think people who joined Labo(u)r Parties weren't on the take.</p>
2	<p>I don't care whether these creatures are threatened as a species or not – they have just as much right to life as any human being. Population statistics are meaningless anyway in a world where governments and the media are tightly controlled by blood sports fanatics, farmers and other powerful factions with vested interests in wildlife abuse. When an animal is on the edge of extinction it is already too late, and it is far better off extinct than being forced to live out a miserable existence in some zoo, to be gawped at by brain dead adults and their children. Even if such a creature is re-established in the wild, it will have no long term future, since the same zoopathic human mentality that condemned it to extinction in the first place will cause history to repeat itself. Those whom genuinely care about wildlife should donate to wildlife sanctuaries in order to help those animals already in existence and should on no account donate to conservation organisations like the WWF that was founded by trophy hunters and continues to appoint such notorious wildlife abusers such as the Windsors.</p>

3

A study published last month by the Washington DC-based Center for Responsible Travel [...] For travel to be "responsible", it must, among other things, not result in net additions of durable greenhouse gases to the atmosphere.

At the moment, about 97% of travel relies on burning liquid fuels from petroleum. Of the remainder, much comes from burning liquid fuels from agricultural crops i.e. biofuels, with their own list of damaging impacts.

Shooting the threatened species for sport is not only cruel – it's scientifically, economically and environmentally damaging: I applaud any sincere effort to inform normative ethics with science. I applaud such efforts even more when they are not selective - that is, when such efforts consider all that science has to say on an ethical issue, not merely some of what science has to say (for example, whatever happens to be in keeping with one's unexamined emotions or personal biases). If we intend to shame trophy hunters for their scientifically quantifiable environmental impact, then we should be equally willing to shame everyone else, and every other activity, in proportion to their or its scientifically quantifiable environmental impact. Since different activities produce different kinds of environmental impact, we need consistent measures to compare them. Such tools are available, including the ecological footprint which measures the overall environmental damage produced by a person, an organization, a product, or an activity; and the carbon footprint, a more narrow measure of contribution to man-made climate forcing. Man-made climate forcing produces man-made climate change, a global phenomenon which threatens the survival of civilization and the survival of perhaps half the Earth's non-human species. Even worse, the removal of durable greenhouse gases by natural processes is very slow, with the result that as we continue to add them to the atmosphere, the problem becomes ever worse. That means activities such as recreational travel, which burn fossil fuels in vast quantities and dump the greenhouse gas pollution into the atmosphere, are not sustainable now, in any volume, and could only be made sustainable by completely transforming the technologies we use to fuel them. Such transformation is likely decades off, for travel in particular. For example, if the only options for travel were bicycles, electric cars, and by foot, not as many people would make it far into the backwoods of Canada. In contrast, the act of trophy hunting itself could be sustainable if the bag limits are kept below the sustainable yield, and regulation against poaching is robust. If our personal ethics lead us to view trophy hunting with distaste, while excusing recreational travel such as "eco" tourism (an oxymoron that might have inspired Franz Kafka to write another book), then that is simply a matter of taste and should be admitted as such. But to dress up one's tastes in a selective reading of science is less than fully honest. No one who burns fossil fuels, especially for personal amusement, is any friend of the grizzly or of anything else that depends on Earth's climate remaining in a somewhat familiar state. Modern environmentalism began as a movement to stop threats to the environment that everyone could see. Now the environment faces even greater threats that hardly anyone can see.

4	<p>Great article, thank you, Jacqueline. I've been lucky to have visited Cheekie's territory with other observers and can confirm the value and powerful experience of seeing grizzlies living within their home turf. And not far away in the Great Bear Rainforest are white/also known as Spirit Bears which are rare black bears with recessive genes.</p> <p>Several comments: to Bob_Helpful</p> <p>This story is written about British Columbia, Canada and where I am writing from. The history that you are referring to is American. Not OUR founding fathers, thank you. Canada's history is quite different from the USA. to GoldMoney</p> <p>Trophy hunting kills the best of the genetic material of the animals rather than nature's way which removes the sick and the weak from the population. There is much wrong with trophy hunting. BigBanana</p> <p>The NRA, National Rifle Association in the USA, would have no financial gain in supporting extended bow hunting legislation. In Canada there is not the same registration legislation for the bow hunter and so more people can buy and hunt right away...as long as (legally) they are in Bow Hunting areas and season, which are removed from gun hunting areas for obvious reasons.</p>
5	Thanks for this added info!
6	Shame will not do it 'we the people' make the Law. With apathy or ACTION. Get off our asses and push BILLS thru US congress.....
7	Terrible shame, a sport evented by the brits, while the drink tea, they have a lot to answer for, ole chum
8	<p>Recreational killers of wildlife don't give a toss about living creatures unless they can be exploited for sadistic pleasure or financial gain, and the blood sports lobby have blighted and undermined the conservation movement so that it has become nothing more than a sick joke. The presence of the royals at the recent London conference was an affront to all those who genuinely care about wildlife, while the participation of the Japanese in this international event also made a mockery of the entire debate. Yesterday, outside the Japanese embassy, hundreds of people gathered to express their disgust at the massacre of dolphins at Taiji, but there was little or no reporting of this event in the media, most of which is controlled by the blood sports lobby and the PC brigade. The BBC for instance has an agendum of promoting the appeasement of indigenous and non indigenous cultures, no matter what abominations they perpetrate against other creatures</p>
9	Face it. The only good grizzly bear is a dead grizzly bear.
10	The truth is that most food hunters do not need to hunt in order to eat. They hunt mostly for "fun" first. It is all about the culture of killing and hunting that runs high within the conservative white males population in the US.
11	Support your right to arm bears!
12	Poor Cheeky--RIP.
13	How anyone can pull the trigger when a brown bear is in the sight of their high powered rifle is beyond me. Brown bear watching is a dangerous sport. You will be shocked, shocked, at how fast those beasts can turn and move. Fortunately in my case he decided to head into the wood, not towards the edge where I was standing.
14	Bears kill only in self defence or if they're spooked. Humans enter their turf and their lands. It's humans who kill for no reason.

Trophy Hunting in the U.S. Media

15	If someone goes hunting such beautiful creatures then they should forego their own right to freedom and life. That way the hunter can become the hunted. I for one would pay untold amounts of money to kill these patchetic examples of homo sapiens!
16	There's plenty of bears to shoot. Right now we have mountain lions living in Runyon Canyon (Basically inside of Los Angeles) because of doofus hippy dippy muppets that don't realise that dangerous animals need to at least be frightened of people.
17	Plenty of bears to shoot? Oh, yeah--remind me what happened to the California Golden Bear-- you know, the State animal? GONE b/c it was shot to the last bear.
18	Absolutely paradoxical and ridiculous to allow such killing!!! You can also trophy kill Polar Bears!
19	Calling the gunning down of a grizzly with a high powered rifle "sport" is about as egregious an example of language abuse as it gets
20	I own guns, and eat wild killed meat, but trophy hunting is for insecure children inhabiting grown up bodies. I always have a chuckle when I hear of bear hunters taken out by their quarry.
21	Right? I have an abiding hatred for trophy hunters and poachers. To my mind, both of those categories of folks are more or less the same: people with no respect for nature or a proper sense of care in what they're doing. I'm a hunter, and once or twice a year I go out for elk and deer, but I would feel like utter shit if I killed an animal and didn't plan on using it for food. A true hunter should feel close to the land and have respect for the animal that he's taking. Suburban yuppies that want to go play outdoorsman for a weekend and have no purpose for the animals they are killing aside from a trophy are pretty much scum.
22	There was a day when trophy hunting was the de-facto standard. Theodore Roosevelt's time as an example. Those days are long gone and it's well-past time to change, let go. Use the Canon camera theory of shooting.
23	Really a shame more 'hunters' aren't satisfied with the size/performance of their penises.
24	"Shooting the threatened species for sport is not only cruel – it's scientifically, economically and environmentally damaging" Since when has that ever concerned the filth of the 'right' wing?
25	It's not a matter of worth ... For hunters it's a matter of POWER ..that Bear stuffed and mounted shows that the Human Hunter has power over nature in the form of utter stupidity .. It's a enduring symbol that apes with tool can kill other animals on the planet and display there heads on there cave walls ...amazing what passes for intelligence on Earth ...Nothing so noble as Worth ever enters a hunters head ..That would make them think of something besides THE KILL .. and that is just plain left wing talk there to those Apes with guns Gun in hand brain in the off position ... and we really have debate about evolution common really ???
26	at least they're hunting bears, who can actually kill back, given a chance. unlike the pussies hunting bambi, or dick cheney stalking birds with clipped wings in a fenced enclosure.
27	And then Cheney misses and shoots his hunting partner!
28	The people hunting bambi are the people eating bambi. The people hunting bear are happy enough to put down an animal and leave it to rot. If one is to kill an animal, there ought to be a purpose aside from a desire to put it's head on your wall.

<p>29</p>	<p>Oh god, here we go. His "friends"? OK look, there is not a more rabid and radical envirowhacko CiF regular than I—my posture on these matters makes Monbiot look like Halliburton—but that's just preposterous and I'm hoping I don't need to explain why. The shooter, Clayton Stoner, a professional hockey player who plays for Minnesota, skinned Cheeky and took the hide. He hacked off the bear's head and paws. He left the rest of Cheeky's carcass in the estuary to rot. That's inexcusable and the lousy bastard deserves to have the full weight of the law drop on him from a great height. The balance of this piece is exactly right however; hunting just for trophy parts to hang on the wall (or worse, to sell for a profit) is inexcusable and game laws must reflect that. Here in Colorado, failure to provide for the human consumption of any kind of game animal is a felony just as it should be, and the State Division of Wildlife doesn't fuck around - they'll bust you at the drop of a hat just as they should. It's only in this way that hunting can contribute to wildlife preservation. And those skeptics who think that hunting and preservation cannot exist together should be aware that if it were not for the efforts of hunting organizations and the expenditure of license fees on hunting law compliance and habitat restoration there probably wouldn't be a single elk in the lower 48 by now. Not anywhere. Much the same is true for a number of other species, including birds and fish.</p>
<p>30</p>	<p>In some states wild hogs, though technically still classified as game animals, can be left as carcasses to rot -- the state asks you to shoot any on sight when they hand out a deer license. Ideally, one should always use all of a game animal, but when they become more like a pest ... even the law changes to make allowances.</p>
<p>31</p>	<p>In some states wild hogs, though technically still classified as game animals, can be left as carcasses to rot... Hey Al. Happy New Year. Yeah. I think it's lame to leave an edible animal to rot no matter what, but the laws do adjust to population explosions, and probably that's necessary given that we won't spend any money for alternatives. They could be culled by the Division of Wildlife, under contract if necessary, and the meat donated to food banks and the like, that would make some sense, but the law would probably have to be changed to enable even that. Wild hogs are super good eating though. In fact we get one each year out of California where they have become a real agricultural pest. Coincidentally, I just got done cooking up some homemade Italian sausage for some spaghetti sauce this evening. I imagine you can smell it from there if you get close enough to the screen.</p>
<p>32</p>	<p>Happy New Year back at you. Watch out for brucellosis. The Texas Department of Agriculture advises that you handle wild hogs only with rubber gloves that extend up to the elbows -- and that you burn the gloves when you're done processing the meat.</p>
<p>33</p>	<p>Trophy "hunters" (shooters) are really the bottom of the human barrel. The names of all the humans on earth who kill wild animals just for sport (or to sell their tusks or horns) should be publicized. Put those names on the internet. Eco-tourism may save many species. I don't visit zoos, SeaWorlds or circuses (that use animal acts) anymore. Wild animals are not here for the amusement of humans. We should protect them and leave them alone.</p>
<p>34</p>	<p>Unfortunately the animals are going to lose. Humans can out-breed and out-think them; like any other parasitical species, this will continue until every animal has been killed for meat or money, all the oil burned and all the water poisoned or drunk and turned into piss. Very glad I don't have kids, what a shite world they would have grown up in.</p>

Trophy Hunting in the U.S. Media

35	<p>This story and most of its commentators appear to be only weakly connected with reality. The article expresses repugnance for hunting a "threatened" species. However, it fails to ask if or why the species is threatened. Managed hunting does not "threaten" any species. The annual take is set at a number that does not reduce the breeding population below a biologically sound level. If Grizzly Bears in British Columbia are threatened it is not by hunting, it is due to habitat reduction. The number of square miles available for bear replication has been significantly reduced. Many of the comments express repugnance at killing. However, one suspects their attitude changes when pigeon poop raining down from the skies exceeds a certain level. Only the application of amounts of poisoned bait prevents that unhappy event. If one enjoys a pleasant spring time evening stroll free of clouds of mosquitoes, only the application of lethal control methodologies prevents that condition. Similarly, if you desire the quantity of rat droppings in your bread to remain below present levels, you endorse the lethal control of rat populations. And the beat goes on. Grizzly Bears are similarly capable of over populating the available habitat, though at a slower pace. If there is no effective population control the bears will get to a level where they exceed the carrying capacity of the habitat and become a threat to their own existence. Some form of population control is required. Photographers are not an effective population control. So, would you rather pay someone to kill bears, or would a system where other people pay for the privilege of participating in the biologically necessary task be preferable? Also, the local carrion population may disagree with your characterization of the carcass as wasted. I suspect the local coyotes, foxes, badgers, wolverines, vultures, rats, and flies counted themselves fortunate to discover the free meal and found the carcass very useful. Enjoy your life in la-la land, far removed from the realities of a Grizzly Bear's existence.</p>
36	<p>Blah blah blah- keep trying to defend the indefensible. Your attempted apology for the sadists falls quite flat.</p>
37	<p>Too true. Bears are cuddly and that's why some people balk at their extermination, same with foxes, but these same people wouldn't think twice about stomping on a spider or having the government exterminate the pigeons. Fact of the matter is that we are Apex predators and we are just doing what we're supposed to do. Oh and I don't hunt and don't own guns.</p>
38	<p>The shooter, Clayton Stoner, a professional hockey player who plays for Minnesota, skinned Cheeky and took the hide. He hacked off the bear's head and paws. He left the rest of Cheeky's carcass in the estuary to rot. He sounds like the kind of slackjaw who should be wiped off the face of the earth. Normally, the idea of executing people makes me feel ill and I have never been in favour of the death penalty. Yet when I read a story like this, I think to myself that I'd be perfectly okay with putting Clayton Stoner up against the wall, and then pulling the trigger myself. I am outraged even by the idea of him breathing air. The human race is an awful species, as a whole; and the above impulse of mine really only confirms it. I think of our kind as a kind of evolutionary disaster film--and an aberration that Nature will hopefully rectify. I'd sooner, except the penalties, kill a man than a hawk. --Robinson Jeffers</p>
39	<p>Yes likely the earth and the rest of its residents would be better off without humans...really MUCH better off.</p>
40	<p>You're talking like a rightist, sadly. It's tempting to fall into the eliminationism trap, but you should resist it, otherwise you're no better than scum like Stoner and his ilk.</p>
41	<p>There are many quotes in this article from "experts" and studies, but a glaring omission exists and one that does not surprise me. Robert Johnson and his unnamed brother who are field workers in a bear study and members of the Heiltsuk First Nation, have no voice. My experience in working with Native American people leads me to think that the most profound, effective and knowledgeable voices were left out. Trophy hunters are despicable.</p>
42	<p>This is not sport. People who kill animals for fun are barely worthy of the appellation "human" - and I include Clayton Stoner, every pink-coated twat on a horse looking for a fox's blood, shaven-headed morons putting terriers down badger sets and the whole panoply of the worst side of humanity.</p>
43	<p>Here we go again, Killing purely for sport is barbaric. What more needs to be said?</p>

44	I am not a vegan I eat other animals included hunted ones but what pleasure does someone derive from killing such a magnificent beast ,what does it prove and is it any different from those who maim and torture pets or native wildlife for fun.In a week when here in the UK there has been a debate about our environment, as I am sure there is elsewhere, is this really not an example of the cavalier and arrogant way that many treat the shared environment simply because they can.
45	It is really always all about the money isn't it? Madness.
46	Killing for food is what it is. As is culling for genuine reasons of species management and safety. People that kill bears for sport enjoy killing (by definition)...and people that behave in this way should be distrusted. The worst kind are folk that post pictures of themselves online, boss-eyed and slobbering, over the unwanted carcasses of their 'prey'...potbellied, water-headed little Bear Grylls wannabees with inferiority issues.
47	You're certainly entitled to your opinion, and I'm not going to attempt to change it. I will say this, though. It's likely this Stoner fellow has, via his expenditures on an out-of-country hunting license and the money spent in the local economy(not to mention his likely membership in say, Trout Unlimited, Ducks Unlimited, etc.) has provided exponentially more resources in preserving the habitat of grizzlies than has anyone commenting on this board today. The arch villain in this story has, in all likelihood, done much more to enhance the future of the brown bear species than have you.
48	Actually, no... Stoner did not obtain an out-of-country license. He was born in BC but now lives in the USA. This article says it appears that he should have got an out-of-country license (which are only for people who live in BC), and that it is possible that he shot the bear illegally. http://www.sunnewsnetwork.ca/sunnews/sports/archives/2013/09/20130918-065837.html That article is from September. I am not sure what was resolved about that as far as the legalities. But Stoner definitely did not pay any high out-of-country fees to kill that bear, so little or no money went into the local economy, or to the government, or to protecting habitat. You can speculate as to what groups he has membership in, but that is just pure speculation. (I do think trout fishers and duck hunters have much more vested interest in preserving habitat than fly-in trophy hunters).
49	And, let's be clear: we're not talking about the 100,000 British Columbians who hunt deer, ducks, and other species for food. We're talking about killing for fun, killing for "sport", killing to boost frail human egos. I rather suspect that this is disingenuous. Call me cynical, but I bet a fairly large percentage of that 100,000 do it for fun, sport and the ego boost. If it was just about food, they could go shopping like civilised people.
50	As long as they are eating what they kill, I don't know why it has to be "just" about food. Do you mean that you should be allowed to hunt for food as long as you don't actually enjoy anything about the experience?
51	Yes, so much more civilized to never have to deal with the bloody bits of the trip your food takes to your plate. To be honest, if one doesn't have the stomach to kill, dress, and prepare an animal, it seems like eating meat at all is pure hypocrisy.
52	You can make an ethical case for that. If you aren't willing to kill it yourself, should you be eating it?
53	Agree, hunting is only a sport when both parties know they are in the game!
54	... and understand the game, and have given explicit consent that they want to be part of the game. So basically never a sport then.
55	Typically human. You underestimate the understanding of the Bear. Of course being snuck up on is no fun, but it is amusing when it happens to humans. There is a story in the book Alaska Bear Tales, and it happened while I was living in Alaska, that on the island of Kodiak a hunter was laying low and blowing on an injured deer call... a Brownie came up behind him and took him out. I guess the call worked.

Trophy Hunting in the U.S. Media

56	Looks like you're piggy-backing black bears on grizzlies. Who cares why black bears are hunted? The point is they aren't threatened. In fact, they regularly end up mixing with suburban human populations.
57	I care why black bears are hunted! I think it is a twisted sort of person who kills any sort of creature for fun . (And I repeat - I am absolutely in no way against hunting for food, or eating animals).
58	I'm reminded of the joke about the Puritans that they opposed bear-baiting not because of the pain to the bear, but because of the pleasure to the spectators. I get the point about hunting for fun. And yet there is an easy assumption that if one hunts for food, one isn't hunting for fun. In fact, for the great majority of cases, there are far more efficient ways to get food than hunting.
59	on a cost per pound, Safeway generally beats hunting, though generally hunters enjoy hunting and enjoy eating game.
60	Hunting for food - yes. Hunting for sport/fun? If you are prepared to stalk an animal, enjoy its fear, watch the light go out of its eyes as it dies at your hands.....and feel a sense of enjoyment? How cruel, sadistic and violent. I dread to think of what these types would also do to people if they thought they could get away with it. Talk about lacking an empathy gene and having something profoundly wrong with your moral and emotional make-up.
61	"Hunting for food - yes." The thing I find as well is that people who hunt for food tend to have an enormous respect for the animal they hunt and tend to try and use as much of the animal as possible. If we look to existing or previous tribal societies we see prey animals "worshipped" for want of a better word, but basically people deeply grateful for their dinner expressing that gratitude and understanding that a life has ended so theirs' may continue. Utterly different to the senselessness of trophy killings.
62	My father-in-law lives in Colorado and is a hunter. Like the vast majority of hunters he eats what he kills and is disgusted by trophy hunters.
63	Hunting for sport/fun? If you are prepared to stalk an animal, enjoy its fear, watch the light go out of its eyes as it dies at your hands.....and feel a sense of enjoyment? The psychology of Trophy Hunters is a subject much studied. The results make for pretty gruesome reading. The participants are seriously sick individuals who require sectioning to protect the public at large. They tend to be addictive thrill seekers with a sadistic streak; statistically weak, white males who fantasize of being dominant. The trophy photograph reveals all. When you consider many world leaders have taken part in Trophy Hunts at some time in their lives, you begin to realise what a sick western society this is.
64	If these Hunters are so courageous then why not have an even fight with the Bear by way of wrestling? These pieces of shit who refer to themselves as trophy hunters are usually sick and sadistic people who's aim is to satisfy their disgusting and abnormal desires by torturing and killing animals .
65	Anyone who lives in a city is never allowed to hunt Anyone who has not spent at least 1/2 their life in the wilderness is never allowed to hunt Anyone who cannot name 98% of the flora and fauna in the areas of the hunt is never allowed to hunt Anyone who does not use the entire animal for food and to make useful products (that they actually use) is never allowed to hunt Feel free to add to this list
66	Anyone who cannot name 98% of the flora and fauna in the areas of the hunt is never allowed to hunt That effectively rules out, oh, everyone. No need to add to your list, then

67	No, it just rules out City Bumpkins who think "The Great Outdoors" is a film that plays through their car windscreen and who think pulling a trigger means they have a pair of balls! Where I live I know a whole lot of hunters who I respect and with whom I share a plate of meat. All of them would pass the test.
68	Hunters in the US (I think including the NRA) are lobbying to allow crossbow hunting to have a longer hunting season (as bow hunting currently does) than the rifle season. That would be disastrous. Can the Gardian run something on that?
69	Because it means an extended hunting season for tens of thousands of people (with crossbows) and longer days with more daylight in which to hunt. And crossbows are vastly more effective tools for the unskilled than a bow, meaning a higher number of kills in that period.
70	What you're ignoring is that the quotas would still be the same and no more animals would be killed than before. Only so many hunting licenses are available, based upon the biologists determination of necessary culling for species health, etc. If one believes more sportsmanship is proper, one should recognize that it takes a good deal more skill to slay a deer with a crossbow than with a rifle - so anyone who suggests there is little sport in killing a creature from hundreds of yards away should encourage crossbow hunting as a more sportsmanlike endeavor.
71	I support, reluctantly, controlled culls where there is no other alternative. I also have no real issue with hunting under strict guidelines. However, this trophy hunting is vulgar, brutish dick-waving undertaken by wankers with too much money and little in the way of empathy. The McAllister survey found that about 90% of the hunters they polled oppose hunting unless you are prepared to eat what you kill. I know some hunters eat the bears they (legally) kill but that's some distance from the swaggering machismo on display in the images linked to in the article.
72	Yep. I hunt elk and deer out here in Colorado. Don't really see a reason to hunt anything I don't plan on eating, though. Strikes me as silly and wasteful, and just reeking of egotism
73	You have to be a particular kind of person to kill creatures for fun. I don't know exactly what kind of person - but I'm pretty sure I'm not one of them.
74	This type of monster is a murderer. I cannot believe we as stewards of all animals continue to permit this perverse behaviour.
75	You mean a sick, demented and fucked up persons who are usually men with very small dicks and large egos.
76	I think 'stewards' is the important word here. When one sees oneself as a steward or custodian it is far harder to rationalise the cruel way we treat animals and our shared habitat. I've said before that the Biblical pronouncement, at the beginning of Genesis, describing humankind's '...dominion over...fishes, birds, world etc' has an awful lot to answer for.
77	I hate hunting. Totally hate it. That said a limited bear hunt of some form is absolutely essential in BC and other Provinces/Territories of Canada. Why? Two main reasons: (1) Native rights, limited very much so let's try not to remove all their culture) (2) They breed back and eat people. Yup. They are the top carnivore and if they have large numbers and a limited food supply due to weather they eat people. The Seal Hunt is evil here btw but limited hunting of bear and moose/deer saves lives both animal (no starvation) and human (not being eaten nor having loads of car accidents of the fatal kind)

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Trophy Hunting in the U.S. Media

78	If we follow you logic that bears kill and eat people them we should consider the following: You are 12 times more likely to die of a bee sting than a bear attack (120 times more likely compared to a black bear) You are 10 times more likely to die from a dog attack than a bear attack (45 times more likely compared to a black bear attack) 1 person out of 16,000 commits murder but only 1 grizzly bear out of 50,000 ever kills someone and only 1 black bear out of one million does. So people are much more dangerous than bears! Fear people and respect bears. There are about 750,000 black bears in North America and on average there is less than one black bear killing per year. For each person killed by a black bear attack there are 13 people killed by snakes, 17 by spiders, 45 by dogs, 120 by bees, 150 by tornadoes, 374 by lightning, and 60,000 by humans.
79	Hate to remind you, but maybe we humans shouldn't be hang in' out in them woods anyway. Humans should stick to living in climates that do not sap our natural resources. There are WAY too many humanoids on this planet.
80	Perhaps these "trophy" hunters – or at least some of them – are coming to understand that donning cammo gear and paying thousands of dollars so they can point their expensive, high- powered rifles at a large wild animal that has no comprehension of the machine they hold is no kind of sport. I hope so, but I doubt it. Let them pay to fight the bear with whatever they can put together in the forest in one day (sharpened sticks and flints, maybe). Or let them earn the right to shoot the bear by evading and killing a special forces SWAT team who stake out their house and workplace, and attack without warning.
81	I would be kind and give them a single knife blade and some twine so they can make a spear. With a requirement that half their will goes to wildlife conservation.
82	Killing animals for fun is sick (literally indicative of mental abnormality) and stupid (literally indicative of mental capacity limitation). Thanks for the article; education (of the general population) is the best possible way to stop this and have this activity made criminal.
83	I think if you want to go hunt and kill bears, you should have to do it with your bare (ho ho!) hands. Using a high-powered rifle kind of takes the sport out of it and it does rather make you a dick who's killing an innocent animal on ridiculously un-level terms. If you can kill one unarmed then fair play to you.
84	Yes - a repentant African 'white hunter' guide observed that the only sporting way to hunt a lion was the maasai way - with a spear. The organised lion hunt m he sami, was as sporting as hiding behind the fridge and shooting the cat. Ms Windh: Even BC's hunters agree. The McAllister survey found that about 90% of the hunters they polled oppose hunting unless you are prepared to eat what you kill. A key point. Most real hunters would be as sickened by this grizzly killing as any vegan.
85	The organised lion hunt m he sami, was as sporting as hiding behind the fridge and shooting the cat. Very good! I had the image of shooting a chicken tied to a tree when all the hoo-ha about 'Prince' William and conservation was on the go, but that's much better.
86	For every bear that is shot, 145 despicable cretins of Stoner's ilk should be eaten by the remaining bears.
87	Shooting the threatened species for sport is not only cruel – it's scientifically, economically and environmentally damaging. There is nothing wrong with this. The trophy hunters pay a small fortune to have the licence to hunt, and this revenue will help pay towards the conservation of its habitat. Animal rights activists get too emotional about such things, they should take a more pragmatic view.
88	This makes no sense! Preserve the habitat for the dead bears? Also in the article it states that bear watching brings in more revenue so they can preserve the habitat and the bears will still be alive!

Note: All comments under each macro-level frame category can likely be found online at the references article, but are included here in case the article is removed. Also, all comments are written exactly as they appeared online.