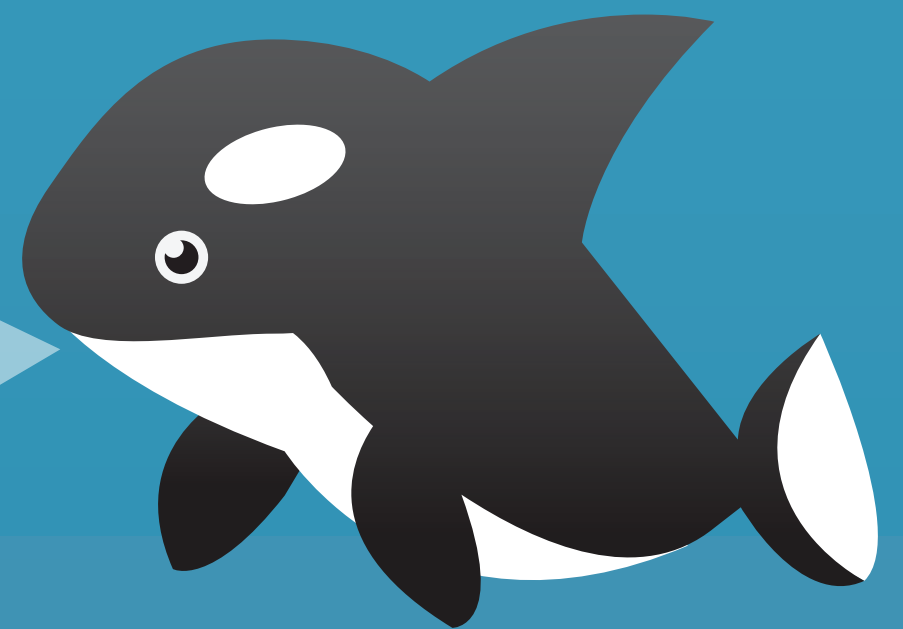


When Magnolia Pictures released “Blackfish”, an anti-SeaWorld documentary meant to draw attention to the issue of animals in captivity, it stirred up a ton of attention both for the film’s creator and the well-known theme park.

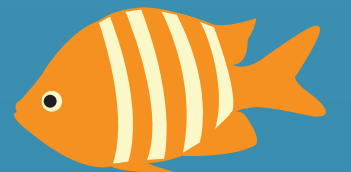


**17%** Of tweets that mentioned “SeaWorld” during the period also mentioned “Blackfish”

**40%** Of online articles that mentioned “SeaWorld” also mentioned “Blackfish”

But in an aggressive response meant to combat the film’s negative imagery, SeaWorld sent an unsolicited critique of the movie to around 50 reviewers across the U.S.

Not to be outdone, director Gabriela Cowperthwaite then fired back with her own critique of SeaWorld’s critique.



## Top retweets

The power of cinema is tested with the new documentary “Blackfish”. Eye opening film.



Reason #100,000 to NOT go to @SeaWorld: <http://t.co/wZvmBCoWzW> #Blackfish <http://twitpic.com/d8c1sf>



PETA reviews @blackfishmovie the film that exposes @SeaWorld’s lies deaths & animal cruelty. WATCH: <http://t.co/ZUBqQpp1OL>



## Top quoted

Although “Blackfish” is by most accounts a powerful, emotionally-moving piece of advocacy, it is also shamefully dishonest, deliberately misleading, and scientifically inaccurate.



There is a potentially very heroic role and very forward-thinking role for SeaWorld to take in all this.

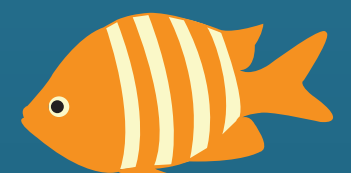


Personally, I started learning stuff about the animals I didn’t know, and I was working there.

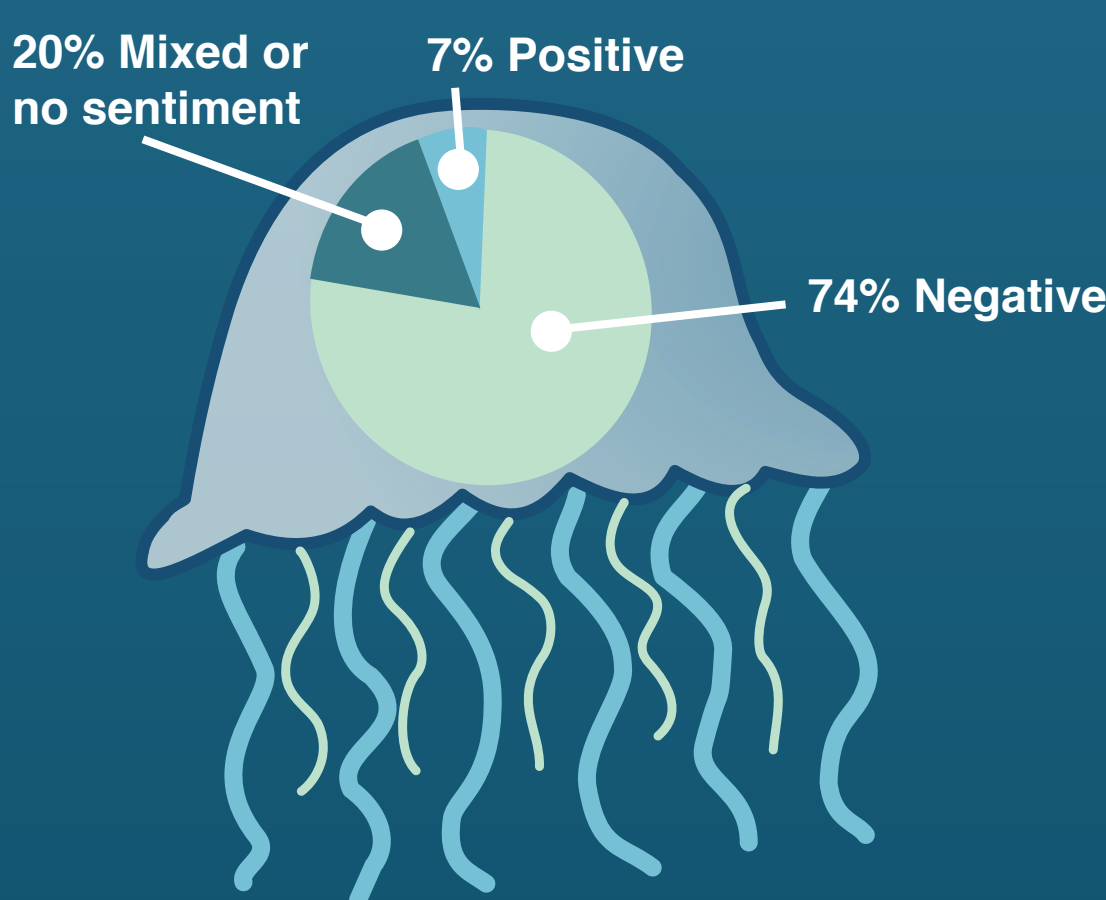


So was SeaWorld’s aggressive PR strategy effective? In some ways, yes – SeaWorld’s official statement was the most quoted entity in the online news portion of the study.

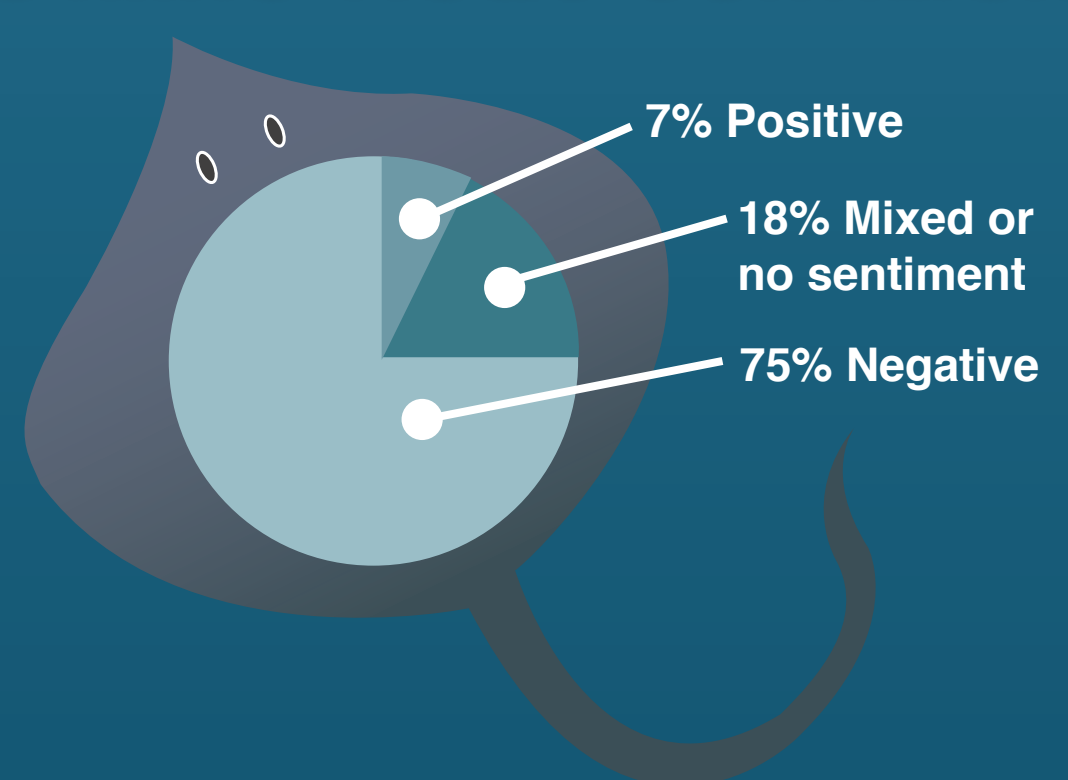
But as the below sentiment data shows, negative mentions of the park far outweighed positives in both traditional and social media.



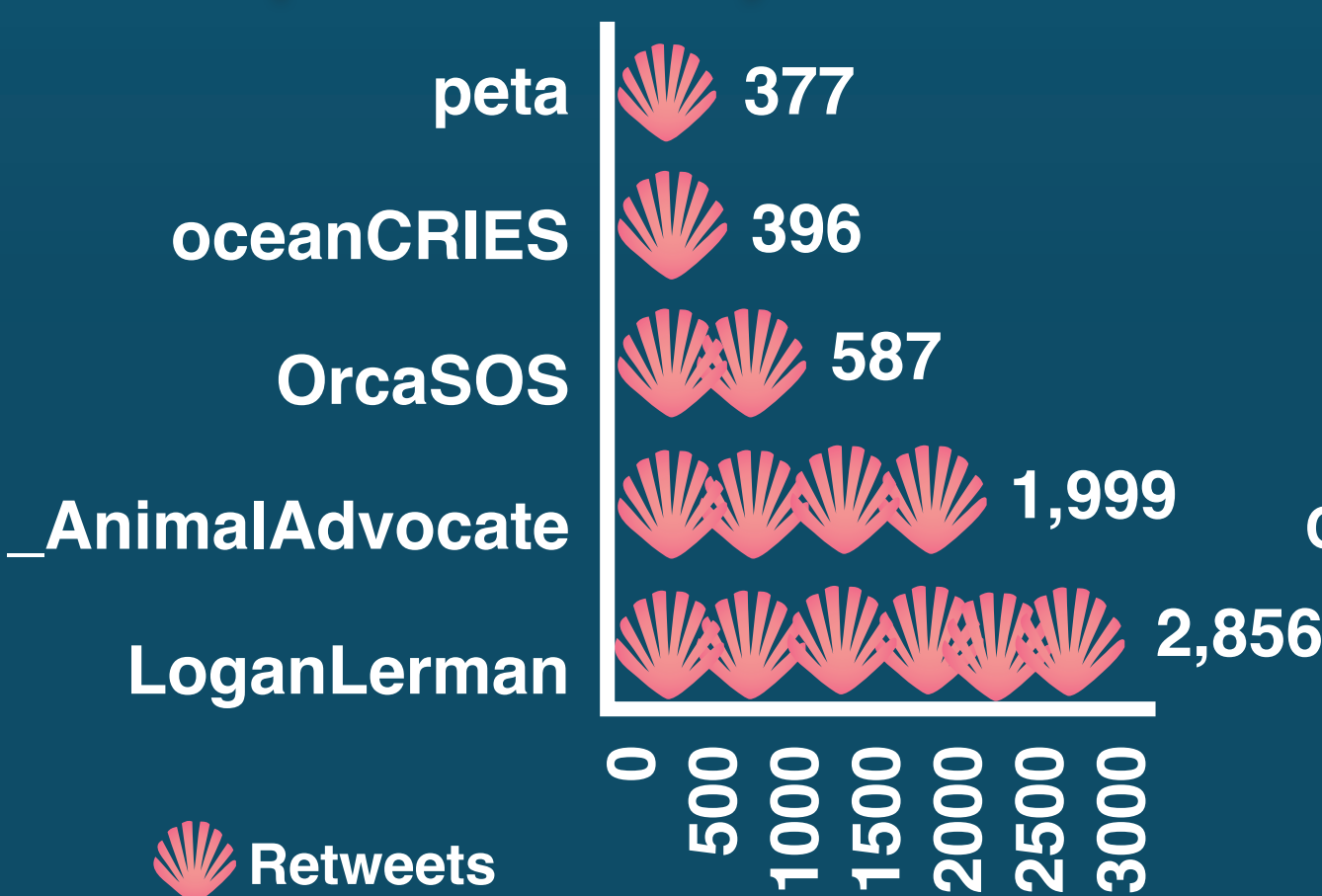
## Twitter Sentiment



## Online News Sentiment



## Top users by retweet



## Top publications

