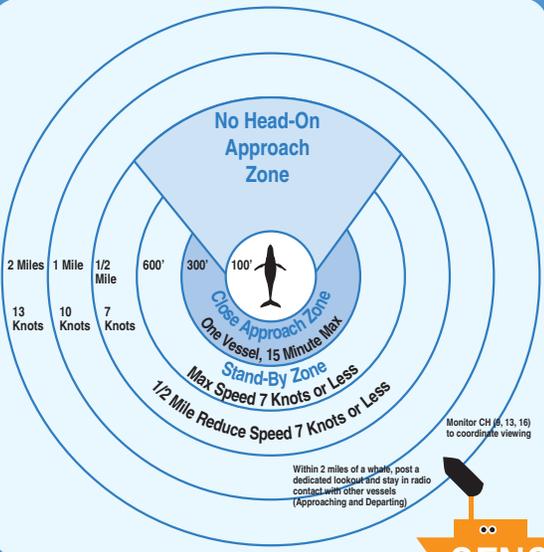


Whale SENSE Principles

- S**tick to regional whale watching guidelines.
- E**ducate naturalists, operators and guests to have SENSE when whale watching.
- N**otify appropriate agencies or networks of right whale sightings or whale problems.
- S**et an example for others on the water.
- E**ncourage ocean stewardship.



Visit the Whale SENSE website to learn more about the Whale SENSE program, responsible whale watching, and commonly viewed marine mammal species in the Northeast and Mid-Atlantic United States:

www.whalesense.org

Or Contact:

NOAA Fisheries Greater Atlantic Regional Office
Tel: 978-281-9328

NOAA's Stellwagen Bank National Marine Sanctuary
Tel: 781-545-8026

Whale and Dolphin Conservation
Tel: 508-746-2522



Whale SENSE is brought to you by:



Promoting responsible whale watching





What is Whale SENSE?

Whale SENSE is a collaborative, voluntary program recognizing commercial whale watching operations committed to a higher standard of whale watching.

Participating companies agree to minimize negative impacts on whales by:

- Engaging in responsible marine mammal viewing practices;
- Providing customers with a high standard of education; and
- Promoting ocean stewardship and conservation.



The Whale SENSE program is a partnership between NOAA Fisheries Greater Atlantic Regional Office, NOAA Stellwagen Bank National Marine Sanctuary, and Whale and Dolphin Conservation. This program was developed with help from the Northeast and Mid-Atlantic commercial whale watching communities.

The purpose of Whale SENSE is to promote responsible whale watching through a standardized training and evaluation program for whale watching captains and naturalists, all of whom are committed to providing their passengers and the whales with the best possible experience.



What does it take to have Whale SENSE?

All Whale SENSE whale watching companies voluntarily:

- Participate in yearly training and recognition;
- Visibly post regional responsible whale watching guidelines;
- Adhere to whale protection regulations;
- Promote marine stewardship through yearly conservation projects; and
- Participate in annual reviews to ensure active compliance.

Upon successful completion of training and evaluation, Whale SENSE businesses receive materials identifying them as active Whale SENSE participants featuring the Whale SENSE logo and current calendar year.

Whale SENSE: The SENSE-ible choice!

Choosing a Whale SENSE program participant for your whale watching tour is a simple personal choice you can make to support responsible whale watching and whale conservation.

Does your whale watch company have Whale SENSE?

To see if your whale watching tour participates in the Whale SENSE program, visit the Whale SENSE website:

www.whalesense.org

Whale SENSE helps to protect these species

Finback Whale
Balaenoptera physalus



Length: up to 75' **Weight:** 40 - 80 tons
Western North Atlantic Population: >2,800
Status: **Endangered**



Humpback Whale
Megaptera novaeangliae



Length: upto 56' **Weight:** up to 45 tons
Gulf of Maine Population: >800
Status: **Endangered**



North Atlantic Right Whale
Eubalaena glacialis



Length: upto 60' **Weight:** up to 100 tons
Population: < 500
Status: **Endangered**



It is illegal to approach right whales within 500 yards unless authorized by NOAA.

Minko Whale
Balaenoptera acutorostrata



Length: upto 35' **Weight:** up to 10 tons
Canadian East Coast Population: >16,000
Status: **Protected**



All whales are protected under the Marine Mammal Protection Act (MMPA). Endangered and/or threatened whales are also protected by the Endangered Species Act (ESA).

* All photographs were taken by WDC in accordance with NOAA's Northeast whale watching guidelines and regulations. Vessels should never intentionally approach right whales within 500 yards (1500 feet), or other whales within 100 feet. Whale SENSE participants also observe responsible seal and dolphin viewing guidelines.

