



Hawksbills are often seen by divers and snorkelers because of their tendency to swim near coral reefs. © BRIAN SKERRY / NATIONAL GEOGRAPHIC IMAGE COLLECTION 

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but the public face of a global movement.”



Foreword

What do I know about sea turtles? Scientifically speaking, not a lot. I know I've seen them when snorkeling in Hawaii. I know they're much more graceful in the water than I am. I know they are really old and really cool. And I know they deserve a chance.

More importantly, I also know a lot about how to captivate audiences—like *SWOT Report* is doing. And I know that photography, when it is made honestly and used intelligently, has the power to elevate any subject off of the flat plane of written observation and into the hearts and minds of readers. It is fitting that I started my career as a photographer and designer in Missouri, the United States' "show-me" state, since that basic credo has inspired my own mission to help various publications

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present the world in an engaging blend of words, photographs, and graphics. Don't just tell it; show it.

SWOT Report was brought to my attention recently by one of *SWOT*'s founders, Rod Mast, and by Cristina Mittermeier, the creator of the International League of Conservation Photographers (ILCP), a group of professional photographers whose images are featured throughout this magazine. This *SWOT Report* begins with a photo essay of some of the greatest sea turtle imagery that exists today. A great photograph is one that straddles a line between journalism and art, uniquely weighted one way or another but never entirely devoid of either. The new partnership between *SWOT* and the ILCP taps into some of these great images, created by the world's best natural history photographers. *SWOT Report* uses honest photos of sea turtles to tell the story of marine conservation to an audience who can make a difference for the future of the ocean.

I get what this publication is doing. It's not just a magazine but the public face of a global movement. This magazine, much like the one for which I work, delivers its messages to the public through carefully crafted words and thoughtful imagery. The messages herein are optimistic and exemplary. The focus is neither doom nor gloom, despite that sea turtles and their ocean homes face numerous threats. Rather, *SWOT Report* provides proof positive that there are ways to prevent the extinction of these graceful reptiles that have been with us for many millennia, setting a tone of hope and success that is vital to the conservation movement as a whole.

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