



## **Publications Regarding Cecil the Lion**

The Zimbabwe Professional Guides Association (Z.P.G.A.) notes with growing frustration the continued circulation of narratives, particularly across social media platforms and in international documentaries, that repeatedly revisit the Cecil incident in a manner that appears driven by two primary objectives: to discredit and ultimately close Zimbabwe's regulated hunting industry, and to generate revenue from emotionally charged storytelling.

Many of these productions originate from individuals and organisations based outside Zimbabwe who identify a compelling headline and pursue it vigorously, often presenting selective or distorted interpretations of events. These narratives frequently omit the broader conservation context, the legal framework within which Zimbabwean wildlife management operates, and the socio-economic realities of rural communities that depend on sustainable utilisation models.

Of particular concern is the fact that substantial revenue is generated internationally through these publications, broadcasts, and fundraising campaigns, yet virtually none of these proceeds are directed back into Zimbabwe to support conservation, anti-poaching initiatives, habitat management, or community development. Zimbabwe becomes the subject of the story, but not the beneficiary of the financial gain. In effect, our wildlife and our regulatory systems are used as material to enrich external interests while local conservation efforts receive no tangible support.

The Z.P.G.A. believes that if individuals and organisations genuinely care about Zimbabwe's wildlife and conservation outcomes, they should engage constructively, contribute financially and practically to on-the-ground conservation efforts, and participate in informed dialogue rather than perpetuating one-dimensional narratives. Meaningful contribution, transparency, and accountability must accompany advocacy.

It is time for those who profit from telling Zimbabwe's wildlife stories to step forward, engage responsibly, and contribute substantively to the conservation landscape they so readily critique.

*John Laing*

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**On Behalf of the Z.P.G.A. Executive Committee**

**ETHICS ARE EVERYTHING!**