

**THE PETA  
GUIDE TO**

# **BECOMING AN ACTIVIST**



**PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS PETA**

# TABLE OF CONTENTS

	<i>Introduction</i> .....	5
<b>CHAPTER 1</b>	<b>GETTING STARTED</b> .....	7
<b>CHAPTER 2</b>	<b>TABLING</b> .....	10
<b>CHAPTER 3</b>	<b>MAKING DISPLAYS</b> .....	12
<b>CHAPTER 4</b>	<b>MAKING AND DISTRIBUTING LEAFLETS</b> .....	14
<b>CHAPTER 5</b>	<b>STARTING A GROUP</b> .....	19
<b>CHAPTER 6</b>	<b>PUBLIC SPEAKING</b> .....	22
<b>CHAPTER 7</b>	<b>ORGANIZING A PUBLIC MEETING</b> .....	25
<b>CHAPTER 8</b>	<b>LOBBYING</b> .....	27
<b>CHAPTER 9</b>	<b>RESEARCHING THE FACTS</b> .....	29
<b>CHAPTER 10</b>	<b>WORKING WITH THE MEDIA</b> .....	40
<b>CHAPTER 11</b>	<b>CAMPAIGNING</b> .....	50
<b>CHAPTER 12</b>	<b>FUNDRAISING</b> .....	56
<b>CHAPTER 13</b>	<b>INCORPORATING AND APPLYING FOR TAX-EXEMPT STATUS</b> .....	59
<b>CHAPTER 14</b>	<b>FREQUENTLY ASKED QUESTIONS AND COMMENTS</b> .....	63

Illustrations by  
Doug Hall and Juliet Breese



# INTRODUCTION

## WHO ARE YOU?

You've recently learned how animals are treated in laboratories. Or one day you realized you would not eat your dog, so why should you eat a cow or a chicken? Or you've been working in an animal shelter for many years and have decided it's time to change society's attitudes toward animals.

You may be timid or think you do not speak well in public. Perhaps you've never been involved in an activist group and you do not know the first thing about them. You may feel that you are all alone. But as an individual you can educate hundreds of people in your community and affect their often unwittingly exploitative attitudes and lifestyles.

Perhaps there are no animal rights groups in your area. But there is one animal rights person—you.

Anyone can be an activist. It does not take any special skills or superhuman abilities. You just need to care enough about animals to want to help them.

## WHAT IS PETA?

People for the Ethical Treatment of Animals is an animal rights group founded in 1980. PETA works primarily on the issues of animals used in laboratories, for food, clothing, and entertainment. We have grown from a handful of volunteers to an international organization with more than 500,000 supporters.

Grassroots work is essential to the success of the animal rights movement, and PETA is committed to helping local

activists around the world organize to protect animal rights.

## WHAT CAN THIS MANUAL DO FOR YOU?

Every day, PETA is deluged with telephone calls and letters from people all over the world who want to help animals but don't know how to get started. This manual provides step-by-step instructions to help you channel your concern into activism.



## CHAPTER 1

# GETTING STARTED

### **PRACTICE WHAT YOU (ARE GOING TO) PREACH**

The best way to persuade others to adopt humane lifestyles is to set a good example. Becoming a vegetarian is an excellent first step; or better yet, adopt a vegan lifestyle. While a vegetarian eats no meat, a vegan also eats no eggs or dairy products, wears no animal products such as leather or wool, and uses only cruelty-free products (products that do not contain animal ingredients and that are manufactured by companies that do not use live animals for testing). PETA can send you a list of companies that sell cruelty-free household products, toiletries, and cosmetics.

Many wonderful cookbooks are available, including *The Compassionate Cook*, *Ecological Cooking*, *The Farm Vegetarian Cookbook*, and *Tofu Cookery*, that you can order from PETA or find at your local health food store or library.

You might not get rid of your leather shoes or the leather belt you received for your birthday right away. But start shopping for canvas, fabric, or vinyl instead, and gently remind your friends and relatives of your preferences. The switch to a cruelty-free lifestyle is often made in small steps, but it is important to begin taking those steps.

### **DRESSING THE PART**

Remember, when you're presenting an animal rights point of view, your appearance and actions must reflect your concern. If you're discussing factory

farming while munching on a hamburger or picketing a fur store with leather shoes on your feet, others may dismiss you as a hypocrite. Skeptics are quick to notice and take advantage of inconsistencies.

Dress neatly. Society has many prejudices, and, despite the old adage, people *do* judge a book by its cover. By adapting your dress to the style of your audience, you're saying, "I'm like you. You can understand what I'm saying." Rather than being distracted by your appearance, people will hear your message.

### **LET'S GET REALISTIC**

Think realistically about how you're going to fit activism into your life. You may have a full-time job and may have to juggle time with family and friends. Can you replan your schedule or transfer some duties to a coworker, spouse, or someone else to allow yourself time to focus on animal rights activities?

Maybe you can incorporate some animal rights work into the church, office, family, or political activities you're already involved in. For example, you can show the film "We Are All Noah" to your religious group or support only those political candidates who will champion humane legislation.

You do not want to overextend yourself in a blaze of glory, only to burn out in six months. Think carefully about how you're going to schedule activism into your daily routine so that it will become a part of your life and not an intrusion."

## CHOOSE YOUR ISSUES

As you read and learn more about animal rights issues, start choosing the ones that mean the most to you. Animal abuse is so widespread you cannot possibly address all of it. PETA concerns itself primarily with projects that will help the greatest number of animals, such as those involving animals used in laboratories or slaughtered for food, or that will help change the fundamental attitudes of large numbers of people. In specific cruelty cases, your local animal welfare/humane society can be a good resource for individual placement of animals.

## GETTING AN EDUCATION

You do not need to “know it all” to start getting active, but before you can educate others effectively you need to know some basic facts.

We highly recommend Peter Singer’s *Animal Liberation* as a basic primer on animal rights. You can order it from PETA or you can try a local bookstore or library. We also recommend the following books (the ones with an asterisk are available from PETA).

■ *Save the Animals*, by PETA President Ingrid Newkirk\* — bursting with tips for activists, from investing in compassionate corporations to forming a neighborhood animal watch group and just about everything in between.

■ *Free the Animals*, by Ingrid Newkirk\* — the compelling inside story of the dedicated activists whose daring rescues exposed the abuse of animals in laboratories, as told to the author by the leader of the American Animal Liberation Front, “Valerie.”

■ *Monkey Business*, by Kathy Snow Guillermo\* — the exciting story of the people who began PETA and their decade-long struggle to free the Silver Spring monkeys.

■ *The Power of Your Plate*, by Neal Barnard, M.D. — a concise and fascinating guide to the tremendous impact food choices have on your health and your life.

■ *In Defense of Animals*, edited by Peter Singer — excellent essays on factory farming, zoos, and other animal rights issues. Includes a chapter by PETA President Alex Pacheco, who recounts his experiences while working in the laboratory in which he exposed the abuse of the famous Silver Spring monkeys.

■ *Animal Factories*, by Jim Mason and Peter Singer — an exposé of modern factory farming and how it affects the animals, the environment, and the world.

■ *Slaughter of the Innocent*, by Hans Ruesch — a description of the vivisection industry with graphic examples of the human health hazards of animal tests.

■ *Diet for a New America*, by John Robbins\* — a moving and well-documented book that describes the inhumane and unhealthy conditions under which animals are raised for food and shows how our health and ecological well-being are linked to the adoption of a vegan diet.

■ *Animals’ Rights — Considered in Relation to Social Progress*, by Henry Salt — first published in 1892, this book provides an insightful look into our attitudes toward animals. Published by the International Society for Animal Rights, Clarks Summit, Pa., 1980.

■ *The Extended Circle: A Commonplace Book of Animal Rights*, edited by Jon Wynne-Tyson — a wonderful collection of humane writings that inspire and educate. Published by Centaur Press, Sussex, England, 1989.

PETA has prepared an activist pack containing more than 70 factsheets on a variety of animal issues; write to us for an order form. PETA’s library may also contain other useful information you’re looking for — just ask us!

Know your city, county, and state anti-cruelty laws, which you can get from your local humane society or find in a law library. Most cities have a law library that is open to the public; for information, call the mayor's office or county administrator's office, or try the government listing in your telephone book.

Finally, flip to the back of this manual and study the "Frequently Asked Questions and Comments." Ask a friend to quiz you on tough questions so that you can think about the issues and prepare good answers.

## UNDERSTANDING YOUR COMMUNITY

Become familiar with the people and facilities in your area. You'll want to be able to make ethical recommendations to people who may come to you with questions in the future.

As you compile facts, resources, and other materials, set up a filing system to keep your information organized. File important or useful newspaper clippings according to the issues they concern. Keep the names and addresses of good veterinarians, shelters, low-cost spay/neuter programs, and wildlife rescue services by your telephone for easy reference.

**NEWSPAPERS:** Scan your local newspaper for stories involving animal issues. Save those that contain useful information. You may want to refer to the articles or contact the reporters at a later date. (See also "Writing letters to the editor.")

**SHELTERS:** Visit the animal shelters in your area. Check the facilities provided for animals and find out how the animals are cared for and housed. What method of euthanasia is used? An intravenous or intra-peritoneal injection of sodium pentobarbital is the most humane method. If other methods are used, we can help you get things changed. How do the shelters insure that new homes are

good? Do they refuse to release animals to laboratories? If your local shelter provides inadequate care, what other options exist? (It's important to understand the problems animal shelters face — many are overburdened with huge numbers of animals in poor condition and are able to find very few acceptable homes.)

Check out "no-kill" shelters in your area. Are they overcrowded? Are the animals starved for attention? Do they seem withdrawn and depressed? Are the shelter officials concerned with the quality of adoptive homes? Do they make sure their animals don't end up as research subjects?

If you find conditions at any of your local shelters unacceptable, contact PETA for information on how to improve the situation.

**VETERINARIANS:** Ask friends to recommend veterinarians. Question your own veterinarian. Maintain a list of vets who are good diagnosticians, who will speak out on humane issues, who perform low-cost sterilizations, and who are supportive of animal rights. Chances are you'll discover many vets do not support animal rights, but don't give up on them! Try to educate them by encouraging them to read the literature you provide.

**LABORATORIES, ZOOS, BOARDING KENNELS, OTHER FACILITIES:** Visit local zoos and boarding kennels to investigate the conditions. Turn to Chapter 9 of this manual to find out more about laboratories.

Now that you've got some information under your belt, you're ready to go out there and start tabling!

## CHAPTER 2

# TABLING

**Y**ou don't have to form a group to accomplish something; you can do a lot by yourself.

A great way to reach a large number of people is to set up an information table in a busy area of town. Choose a spot with a lot of pedestrian traffic where people will see you. Find out where other groups in your community set up tables, and get a list of festivals or fairs from the Chamber of Commerce, Department of Parks and Recreation, or Tourist Department.

### ASKING PERMISSION

Once you've chosen a good location for a table, call the mayor's office or police station to learn about regulations you need to follow. Here are some questions to ask:

- Do I need a permit? Permits are usually easy to apply for, although they may take two or three weeks to process.
- How often can I use this spot?
- Are there restrictions on the type of equipment that can be set up?
- Are there any regulations on selling items such as buttons and bumper stickers at a table? If so, you can ask for donations instead of charging for the merchandise.
- Ask for several copies of the application form to save for future use.

Here's what you need to set up your table:

- one or two card tables or a folding display table
- folding chair
- pamphlets

- posters — some mounted on plywood and covered with plastic (See Chapter 3 for tips on making displays.)
- an easel (or other support for the posters)
- clean sheets or a plain table cloth to cover the table, long enough to reach the ground
- a donation can
- sign-up sheets (so you can contact activists for future events)
- a cardboard or wooden sign with your group's name
- a plastic drop cloth (in case it rains)
- lots of clear paperweights — small but heavy

You can order a "Table Pack" from PETA that includes literature, sign-up sheets, and posters. To save money, check thrift stores for inexpensive card tables and sheets.

Arrange your table neatly and attractively. Remove rubber bands from pamphlets so people can pick them up easily. Keep an eye on your donation can — don't let someone walk off with it. Leave a five-dollar bill and some change in the can to encourage people's generosity!

### TABLE MANNERS

If visitors to your table seem interested, ask them to leave their telephone number and sign the mailing list. Say, "Thank you. We'll keep you posted." Encourage them to help by asking them to call their congressional representatives about a particular bill or company you are targeting.

Don't spend so much time with one

person that you miss contact with others who may be interested. Be especially sure not to waste time and attention on someone who disagrees with you; you may alienate people who overhear the argument. Instead, clarify your position briefly, express regret at your disagreement, and turn to someone else as quickly as possible. You may feel as if you're "backing down," but arguing at a table is a waste of time and can cause you to miss potential supporters.

Above all, remember to smile, be friendly, and be patient. You, too, were once unaware of animal abuses. Let others know that your background is much like theirs, but that once you learned about animal suffering you decided to take action. Lifestyles and attitudes are easy to change — you're living proof! And you can show others how to be more compassionate, too!



## CHAPTER 3

# MAKING DISPLAYS

A display is a poster-sized or larger illustration mounted on a board. You can set up a display at a table where you distribute fliers, use it in conjunction with a planned talk, or perhaps get permission to leave it at a library. Table displays are an eye-catching, non-threatening way to educate the public about animal rights issues.

*Make your display boards simple and dramatic*



### PLANNING A DISPLAY

Pick a general topic for your display, such as vivisection, factory farming, product testing, circuses, or hunting. Then look for photographs to illustrate the subject and for phrases, sentences, and paragraphs that are especially catchy and to the point.

Maintain a file of animal rights newsletters and pamphlets; these are good sources for photographs and text that will support your themes. You can then use these materials to form a collage.

### GETTING THE MATERIALS

You can get the materials you'll need for making your display at an art supply or hardware store. Basic supplies are:

- brightlycolored mat board, 32" x 40"
- plywood, 1/4" or 1/2" width, 33" x 41"
- clear acetate (adhesive-backed or regular) or clear plexiglass, same size as plywood

- adhesive vinyl lettering, three or four inches
- black plastic channel molding (size depends on thickness of display)
- clear silicone sealant
- black paint and paintbrush
- a utility knife or paper cutter
- scissors
- glue
- a ruler or yardstick

### DESIGNING A DISPLAY

Once you have some photographs and text for your display, you'll need to lay them out to find an attractive way of presenting them.

Start by placing a title in big letters at the top, such as "Cosmetics Testing: No Pretty Picture."

You could then put a strong quotation or other text in the center of the display. Or balance several pieces of text throughout the display. Just be sure that any text or photograph you use is large enough to be seen easily from a modest distance.

A good display on animal experimentation could include pictures of experiments, with a few sentences of explanation below each picture. Answer some common questions about vivisection, outline the inadequacies of the Animal Welfare Act, or vividly describe some animal experiments.

Always tell people what they can do to help.

## ASSEMBLING A DISPLAY

Follow these steps to assemble your display:

- 1** Paint the edges (and the back if it will be seen) of the plywood with black paint. Set it aside to dry.
- 2** Apply the title to the mat board, using the adhesive lettering.
- 3** Apply the pictures and text with glue, keeping the layout simple and easy to follow. Don't crowd display items together.
- 4** Glue the mat board to the plywood. You'll need to weigh it down overnight so that it will dry without buckling.
- 5** Cover the display with the sheet of clear acetate or plexiglass to protect it from damage.
- 6** Encase the display in plastic channel molding, and seal the edges with silicone sealant to keep out moisture and dust. Your display should last for years.

## MAKING AN EASEL

You'll need an easel to set up and mount your display. An easel is somewhat expensive to buy, but you can make your own fairly simply. Follow these steps:

- 1** Get three 5-foot lengths and one 3-foot length of 1-inch-by-2-inch wood (sometimes called furring strips).
- 2** Lay the 5-foot lengths on top of each other, lengthwise. Drill a hole about two inches from the top of each piece.
- 3** Place a bolt through the hole in the three pieces to join them, and secure the bolt with a nut on the other side.
- 4** Swing the middle piece back. Join the outer two pieces by nailing the three-foot length piece across them. This provides a shelf for the display.

- 5** Add a piece of wood molding across the front of the shelf to hold the poster more securely.

## MAKING A POSTER DISPLAY

An animal rights poster, which you can request from PETA, will last a lot longer if you take the time to mount it as a display. Glue the poster to a 1/4-inch or 3/8-inch sheet of plywood. Cover it with a sheet of clear acetate or plexiglass, encased with plastic channel molding (just as you treated the table display). If the acetate or plexiglass will reflect too much light, use artist's fixative spray instead to protect the poster's surface.

## LIBRARY DISPLAYS

Library displays are an effective way to reach the public. Many libraries have display cases that nonprofit community groups can reserve on a weekly or monthly basis. You may have to wait several months to reserve a space.

Call the county library office and speak to the person in charge of the display cases. You'll have a better chance of getting a spot if you represent a group rather than ask as an individual. Be prepared to make changes to your display if the librarian objects to graphic material. And find out ahead of time the size of the display case.

A cruelty-free products display with a collage, a poster, a collection of cruelty-free products, and some leaflets or newsletters is sure to get attention. Or you might feature hunting, furs, animal experimentation, factory farming, vegetarianism, or general animal rights.

In any case, be sure your group's name, address, and telephone number are visible on the display. Include any appropriate books on animal rights issues from the library. If the pickings are slim on the animal rights shelves, donate a few books to the library — *Animal Liberation*, *Diet for a New America*, and *Save the Animals!* are great choices.

# CHAPTER 4

## MAKING AND DISTRIBUTING LEAFLETS

### DEFINE YOUR AUDIENCE

The type of leaflet you make depends on how you plan to use it.

If you've uncovered an important local issue, you may wish to print a flier to hand out to people on the street. Or maybe you've collected signatures from people enthusiastic about animal rights issues and want to invite them to a meeting with an inspiring speaker. Or you may want to urge local high school students to refuse to dissect animals.

Once you've defined your audience, try to prepare a leaflet that will reach them.

### MAKING WORDS COUNT

Your leaflet must answer the questions what, where, when, why, and who. It must tell people specifically what they can do to help. Include a telephone number as a point of contact.

People won't read a long complicated leaflet, so keep your sentences short and clear. Use descriptive headings, sub-headings, and quotations to get your main points across, and use three or four headings to a page so that if people only read the headlines they still get the message. Keep your flier simple, to the point, and easy to understand.

Don't make remarks you can't substantiate. Be careful not to make libelous statements — call the *act* cruel, not the *individual*.

### DESIGNING TO REACH PEOPLE

If you're making a flier to publicize an event, think of the flier as a small poster. Use a clear, issue-appropriate photograph or illustration to capture people's attention. The four main kinds of leaflets are:

■ **Event or "Call" Leaflet:** 8½ inches by 11 inches; essentially a small poster that announces a meeting or demonstration.

■ **Factsheet:** one or two sides of an 8½-inch-by-11-inch page. A photograph is not necessary. Factsheets should never be handed out on the street. They are only for people who request detailed information.

■ **Leaflet:** 8½-inch-by-11-inch sheet printed on both sides and folded in half or in thirds. Be sure to use photographs.

■ **Street Flier:** very short and easy to read; to be handed out on the street. It is one-half or one-third of an 8½-inch-by-11-inch sheet, often printed only on one side.

Some of the most effective leaflets we've used are 8½-inch-by-3½-inch sheets printed on one side only, with a boldfaced title, short easy-to-read text, and a good photograph or illustration.

Keep a "design file" of well-designed, easy-to-read leaflets and striking advertisements. Study them for ideas on layout, headlines, borders, lead sentences, or use of photographs.

Also start collecting a file of good black-and-white photographs. When you choose one for your flier, get it "screened"



(also called making a “half-tone” or “velox”). This is a special procedure, done at photo, typesetting, or print shops, which costs about \$15 and gives you a high-quality picture for photocopying or printing. It can take a day or more to get a picture screened, so you may want to get several good animal photographs screened ahead of time for use with news releases and leaflets.

Invest in a waxer (from an art supply store) to use in laying out your leaflets. Use it to apply a film of melted wax to the back of the pieces of paper which will make up the leaflet: the text, headlines, and illustrations. You can easily pick up and rearrange each piece until you’re happy with the design. If you use glue, you have only one chance.

Use blank space as a design element. There is no need to fill up every square inch of the leaflet. White space, such as wide margins or space around the title, often improves the design and makes the leaflet easier to read.

Typesetting gives the most professional

look to your text. Print shops often do typesetting. Get several estimates, because it’s expensive. Also make sure you get a firm due date from the print shop before you start your project so you can plan on having it when you need it. Always give yourself plenty of time to proofread everything before you get it printed. Typos can distract people from the message and make you look unprofessional.

Don’t use very small print, even for factsheets. It makes the leaflet too difficult to read, and most people simply won’t bother. Write concisely instead.

No matter how good your handwriting is, never write out fliers by hand — it always makes your group look amateurish.

If you can’t afford typesetting, use a good electronic typewriter or letter-quality computer printer for the text. Then use “transfer letters” (from an art supply store) for the headlines. Don’t get a style that is too fancy; it will be hard to read. “Helvetica” and similar styles are best.

Another alternative to typesetting is desktop publishing, using a computer and laser printer. If you have a computer you can bring your floppy disk to a computer store or copy shop and have your document printed on a laser printer. This creates an almost typeset-quality original that enables you to print much sharper copies than could be obtained by using a typewriter or letter-quality printer.

Desktop publishing has enormous potential for small groups, so you may want to investigate its possibilities.

PETA has leaflets on a variety of subjects available to activists at cost. The leaflets are not copyrighted so your group can use information from them, instead of reinventing the wheel. Contact PETA’s Literature Department to find out what is available.

## HANDING IT OUT

Leafletting is an art. Really! Here are the skills behind it:

*Below, the same paragraph typeset, typed and hand written*

• The mothers and their litters often suffer from malnutrition, exposure, and lack of veterinary care. Continuous breeding takes its toll on the females, and they are killed when their bodies give out and they can no longer produce enough litters.

The mothers and their litters often suffer from malnutrition, exposure, and lack of adequate veterinary care. Continuous breeding takes its toll on the females, and they are killed when their bodies give out and they can no longer produce enough litters.

The mothers and their litters often suffer from malnutrition, exposure, and lack of adequate veterinary care. Continuous breeding takes its toll on the females, and they are killed when their bodies give out and they can no longer produce enough litters.

■ Don't wait for people to approach you — few ever will. Walk up to them and hand them a flier with a friendly smile and a positive comment like, "This explains why we're here today." Then move on.

■ Make eye contact (but don't be pushy).

■ Hold the flier so the title can be clearly seen by passersby.

■ Prepare some brief answers ahead of time to questions such as, "Who's doing this?" or "What's this all about?"

■ Take people's telephone numbers (ask for both work and home numbers) if they seem interested, but don't get caught up in a conversation that distracts you from your job.

■ Don't waste time arguing. Say politely, "I think, if you read this material, you may change your mind," and turn away.

■ Try to get someone else to leaflet with you, especially in potentially hostile territory, such as a circus or rodeo.

■ Pick up discarded leaflets before you leave an area.

■ Dress neatly and conservatively so you don't scare people off.

■ It is illegal to drop leaflets in mailboxes, although you can put them through a letter slot in a door or leave them in door handles or on the doorstep.

■ If you are planning to solicit contributions, check local and state regulations.

## POSTING FLIERS

You can also distribute fliers by posting them on bulletin boards or in public areas, such as:

- public libraries
- veterinary offices
- pet shops
- student unions
- community service bulletin boards in supermarkets and laundromats
- retail stores
- apartment buildings

Try to ask permission before you post a flier in a public spot to make sure it stays posted.

It's also effective to post fliers in busy downtown areas on electrical boxes, walls, or telephone poles. You should be aware, however, that this is illegal in many areas and a small fine can result.

To post fliers outside, use wallpaper paste and a large paintbrush. Apply a coat of paste to the surface you've chosen, position the flier on the paste, and then apply another coat of paste over the flier. Wood, metal, and concrete surfaces work best.

A selection of materials which a local group would need to produce

**VOLUNTEERS FOR ANIMALS**

**FACTSHEET**

**KEY WORDS AND PHRASES**

Few people can see through the window to see the kitten's eyes and the window to see the kitten's eyes.

**VOLUNTEERS FOR ANIMALS**

**FACTSHEET**

**TITLED: CRUELTY FOR A PRICE**

Rodent are presented as beautiful animals of human skill. The fierce, scrawny beast, reality, rodent are not displays of human domination disguised as entertainment. 1900's as skill contests become shows of man's 1900's as skill contests.

**VOLUNTEERS FOR ANIMALS PO BOX 21 FAIRVIEW MD 20804**

**FACTSHEET**

**CIRCUSES: ENDS OF ANIMALS**

When people visit the circus, they go to see the colorful costumes, the daring acrobats and the exotic animals. They often don't realize that what they're really seeing is animal cruelty disguised as entertainment. Few consider what happens to the animals before or after the circus. It's not a story that circuses publicize, or want made known. The circus tents and the show rings of "fun" hide the harsh realities of the show rings, training.

**VOLUNTEERS FOR ANIMALS**

**FORM TREE**

AREA: \_\_\_\_\_

MEMBER: \_\_\_\_\_

PEOPLE TO CALL \_\_\_\_\_

**VOLUNTEERS FOR ANIMALS**

**FRANK TREE**

AREA: \_\_\_\_\_

MEMBER: \_\_\_\_\_

PEOPLE TO CALL \_\_\_\_\_

**VOLUNTEERS FOR ANIMALS PO BOX 21 FAIRVIEW MD 20804**

**MEDIA LIST**

**NEWSPAPERS**

Fairview Register  
1312 E. Marshall St.  
Fairview MD, 22173  
555-2122

Springfield Daily News  
726 Circle Dr.  
Springfield MD, 21151

**RADIO**

WARR-FM  
821 Warwick Circle  
Fairview MD, 22173  
555-7773

**HAPPY-FM**

**VOLUNTEERS FOR ANIMALS PO BOX 21 FAIRVIEW MD 20804**

Dear Friend,

We're delighted that you want to do more to help animals. Your active involvement can help tremendously in our constant efforts to remove animals from pain and suffering. I am very interested to receive from you ideas or suggestions about what you think our organization should be doing.

Enclosed are some flyers that describe the way issues we cover. For each issue, we have programs at education, lobbying, and direct action. We hope among these many programs you will find an activity you would like to contribute to. We can also get in touch with other people who share your concerns and are many things you can do both alone and with bringing public attention to animal abuse.

We have many materials available for use displays, group presentations, demonstrations, and activities. Remember, every effort on behalf does make a difference!

If you would like to share your own ideas or let us know about your past successes, we are on behalf of the animals, we thank you for your support and please let us know how we can be an active voice for animals.

Sincerely,  
Catherine Smith  
Catherine Smith  
President  
Volunteers for Animals

**VOLUNTEERS FOR ANIMALS PO BOX 21 FAIRVIEW MD 20804**

Dear New Member,

This year promises to be an active and exciting one for Volunteers for Animals, and we greatly value your support and participation.

Our main projects this year are to publicize the cruelties of cosmetic testing and encourage local stores to stock cruelty-free products, and to lobby on behalf of legislation that would prohibit the country animal shelter from applying dogs and cats to local laboratories.

We have many other ongoing projects that also need your support. We hope to hold on our part from local restaurant menus) is all areas of animal abuse. We particularly need help in distributing flyers about meat, fur, and animal experimentation.

If you know of other local issues or conditions involving cruelty to animals, or have ideas about how we can better achieve our goals, please contact us. By working together we can make a difference to many needy animals. We look forward to hearing from you soon.

Sincerely,  
Catherine Smith  
Catherine Smith  
President  
Volunteers for Animals

## CHAPTER 5

# STARTING A GROUP

**A**s you set up tables and distribute leaflets, you'll meet people who feel the way you do about society's abuse of animals. Although it's not absolutely necessary, you can increase your effectiveness by joining forces and forming a group.

A group can have more clout than one person. The media, the government, and the public will usually give more serious consideration to the views of a group.

### **CHOOSING YOUR ISSUES**

A group can start with two people. The important thing is to decide from the beginning which issues you will work on. Then choose a name for your group that reflects that focus.

Do you want to work primarily on animal rights issues or animal welfare issues? Realistically, you won't have the time, energy, or money to do both effectively. We recommend that you stick to animal rights education, organizing, and lobbying and refer individual cruelty cases to the appropriate agencies in your community who should be equipped and trained to deal with them.

### **TAKING THE FIRST STEP**

Before you get a group together, educate and organize yourself:

- Get an answering machine, and be sure you can change the message. Keep a spiral notebook near the machine to record messages.

- Use a card file to keep important telephone numbers organized and easy to find.

- Get a post office box mailing address at a local post office.

- Get stationery printed as soon as you have a P.O. box and a telephone number. It will make you look more professional.

- Open a bank account. You'll need to keep accurate financial records from the start, so decide on a recordkeeping system. At the minimum, record the date and amount of all donations, and the name and address of the donor. Also keep a record of how money is spent, including the date, amount, and purpose. Save all your receipts and write on the back of the receipt the item you bought and the date and reason you bought it, e.g., "display, 9/18/94" or "school talk, 1/24/94."

- Get a bulk rate mail permit. This will give you a discounted mailing rate if you mail more than 200 pieces at once and sort the mail according to zip codes. Your local post office can send you instructions on how to get and use the permit.

- Prepare a form welcome letter and information pack to send to new members. Print several hundred copies so you can respond quickly to requests. Also print a form thank-you letter for donations you receive and make sure you acknowledge them quickly. It is tempting to answer inquiries with a personal letter, but you can better spend that time reaching new people. You can add a handwritten, personalized postscript at the bottom of the page.

■ Make up a “phone tree” — a calling system so that one person doesn’t have to spend an entire evening on the telephone calling each member. For example, when you need to make a number of calls, you call three people who then call three others, who in turn each call three more people, and so on.

■ Prepare a media list of newspapers and TV and radio stations with their addresses, telephone numbers, and deadlines to save time when you need to publicize an event.

■ Do some long-term planning. Set up a tabling schedule or leafletting plan for the next three to six months.

■ Organize your home office. Set up a filing system for issues, financial records, media lists, etc. Insert reference materials and a factsheet under categories such as: CIRCUSES, FACTORY FARMING, FISHING, FUR, HUNTING, RODEOS, VEGETARIANISM, ZOOS, etc.

■ You may want to postpone incorporating your group as long as your budget is small and you’re not launching high-profile campaigns. See the chapter on “Incorporating and Applying for Tax-Exempt Status” for more information.

■ Get a computer or word processor as soon as you can afford it, or ask businesses or members to donate one. This should be one of your earliest priorities, because using a computer makes it so easy to get — and stay — organized.

As a small and new group, prioritize your activities. Member newsletters, for example, should be a low priority. Your money will be more wisely spent on educational materials, leaflets, and campaigning.

Remember that newsletters relate what a group has already done — they shouldn’t be used as a replacement for action.

## THE FIRST MEETING

Decide how you want to operate. Should you meet once a month or call meetings as you need them? If you have regular meetings, they should be held on the same day and time each month to make them easier to remember and schedule.

Can you find a room at the library or a local school or church? Avoid meeting in people’s homes — you’re better off in neutral territory.

## LEADING THE GROUP

Expect to be the leader of your group and to do most of the work, even if you have hundreds of people on your mailing list.

As the leader, it’s your job to prepare an agenda for each meeting.

Make sure each person will leave the meeting with something to do. It may seem tedious to do this but people feel useless and drop out if they don’t feel needed.

Find out what kinds of things people are good at: who has a typewriter or access to a copy machine, who is good at designing posters, and who enjoys tabling. Don’t insist that people be vegans, vegetarians, or abolitionists before they join; as they learn, they will probably change. Just set a good example.

Don’t let meetings become strictly social affairs — keep on target. Avoid the “pot-luck supper” trap. Many new activists will suggest having them frequently. But people have a limited amount of time and energy, and it’s more important to spend it on activism than on cooking. Make sure your meetings are friendly enough that people feel comfortable offering their feedback and ideas. Having a “work party” to prepare posters or write letters can do wonders to boost spirits.

Always be on the lookout for potential leaders to share responsibilities. Most groups are held together by one or two strong people, with short-term volunteers working only when convenient.

Let people move (and move on) at their

own pace, and accept the fact that people will leave the group. Be grateful for every contribution, no matter how small, and never publicly criticize or embarrass anyone. Never make people feel guilty for not doing enough. You won't encourage them to do more; it's more likely they'll stop working completely. People's activism thrives on encouragement and recognition rather than criticism.

It's very important to avoid fighting within the group. Avoid criticizing others, even if you're speaking confidentially — your words may come back to haunt you. If it's really necessary, criticize the act rather than the individual. Despite its differences, the animal rights movement needs to present a unified front to the public and to our opposition.

Be open to new ideas and encourage people to express themselves. Have regular brainstorming sessions. Ask each person to think of several ideas, and write down every one, no matter how offbeat. Discuss the ideas only after you've finished listing them all. Don't allow people to disparage others' input. Everyone is special in some way, and even outlandish suggestions can lead to creative planning. Ask questions and listen attentively.

## WHAT SHOULD THE GROUP DO?

Your group's activities will probably fall into three categories: public education, seasonal or "reaction" events, and long-term campaigns.

Every group should try to sustain a minimum schedule of public education work. This includes tabling, leafletting, library displays, and letters to the editor. Seasonal or "reaction" events are another valuable activity. These include leafletting or picketing fur stores in response to advertised sales, demonstrating when a circus or rodeo comes to town, or caroling at the zoo at Christmas. In smaller towns where you are likely to get publicity, these one-time events can be especially effective.

The easiest way for local groups to work on long-term campaigns is to join one that has been initiated by a national organization. You can bring important issues to your community and have the benefit of the national group's literature and resources.

You may eventually want to take on a purely local campaign to shut down a lab, puppy mill, or zoo. This kind of campaign will most directly involve the local community and can be one of the best ways to bring people into the movement. Be aware, however, that this requires much more time and money than the one-shot seasonal events. The chapters on research, media, and campaigns will help you prepare.

Above all, your group should be visible. Get into the public eye often, and always try to get media coverage for your events.

## CHAPTER 6

# PUBLIC SPEAKING

**S**urveys show that public speaking is the number one phobia in America. The fear of death is number seven!

The idea of speaking before a group may terrify you, but one day you'll need to speak publicly to help animals. If you plan your speech and rehearse your presentation, you

may still be nervous but at least people will listen.

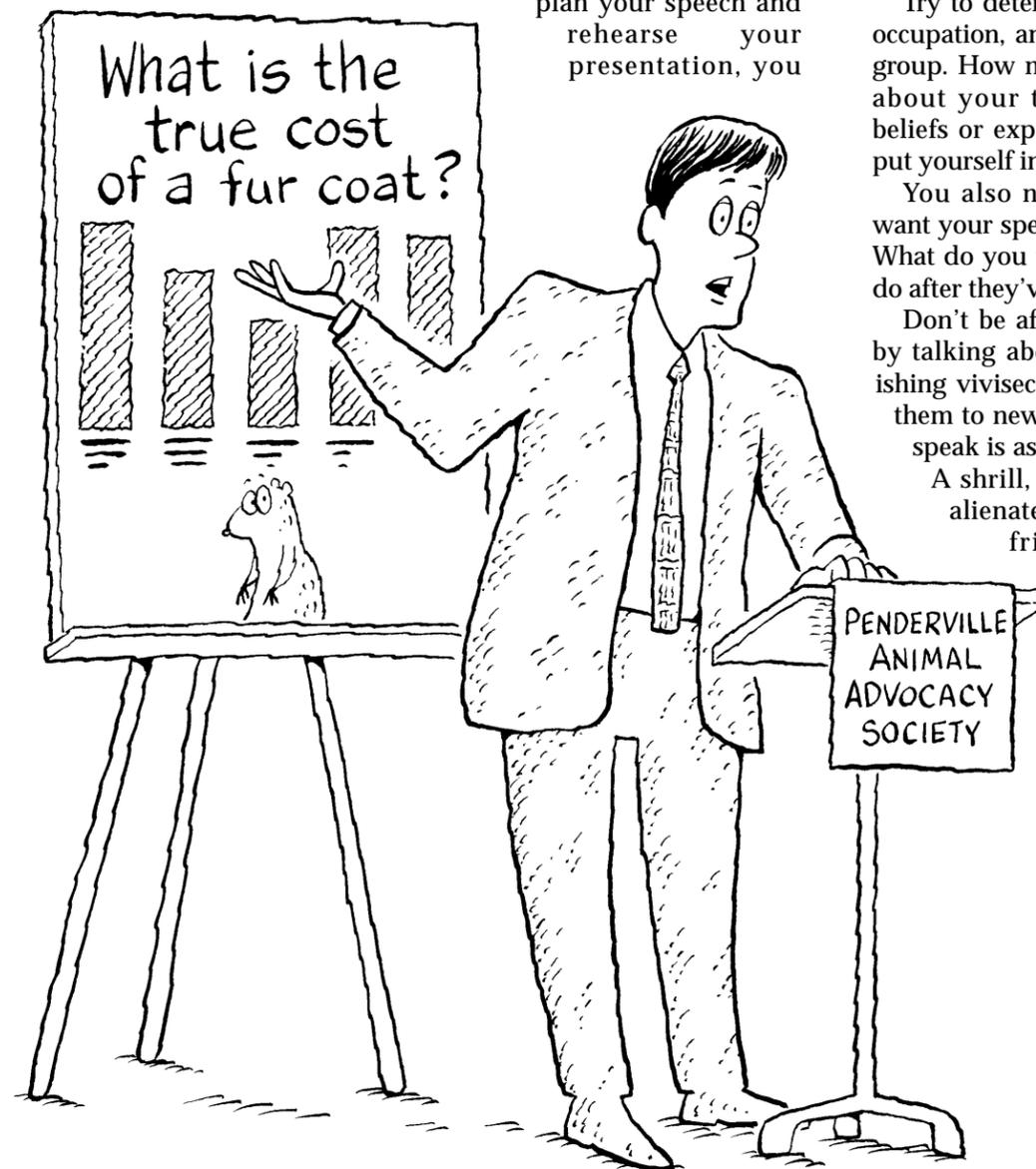
Your first step in preparing a speech is to understand the nature of the people you'll be speaking to.

Try to determine the age, sex, religion, occupation, and political affiliation of the group. How much do they already know about your topic? Do you share any beliefs or experiences with them? Try to put yourself in their shoes.

You also need to consider how you want your speech to affect your audience. What do you want them to feel, think, or do after they've heard your speech?

Don't be afraid of "alienating" people by talking about vegetarianism or abolishing vivisection. If you don't introduce them to new ideas, who will? How you speak is as important as what you say.

A shrill, aggressive demeanor will alienate people; a calm voice and friendly manner will encourage them to think twice about those new ideas.



## WRITING A SPEECH

Before you begin writing your speech, make a list of two to five main points you want to make. Write out each point in one or two sentences. Don't try to make more than five points.

You're more likely to persuade your audience if you don't speak in generalities. If necessary, do some research to find some specific examples that will illustrate your points dramatically. Statistics are boring if you overuse them, but are good for making comparisons. People are more likely to retain information if it is new, relevant, and presented by vivid comparison and contrast.

Don't try to write and edit at the same time. Write the first draft as ideas occur to you. Don't worry about spelling, punctuation, grammar, or how it will sound. Just get your thoughts down! Editing is a separate process that should be done after writing.

Your speech will be most effective if you plan your opening and closing statements and key transitions down to the last word. Organize the speech logically with a beginning, middle, and end. In other words, tell them what you're going to tell them; tell them; then tell them what you've told them. Here are some suggestions:

- 1** Establish your credibility by briefly stating your qualifications and experience, or have someone introduce you this way.
- 2** Open with an attention-getting fact, rhetorical question (making sure you know what the answer will be), quotation (to support your message), or relevant anecdote.
- 3** You may challenge your audience, but make sure you don't sound hostile.
- 4** You don't have to start with a joke, especially if it doesn't support your message.
- 5** Keep it short. Your speech should take less than 20 minutes.
- 6** Tell the audience what the problem is, what your proposed solution is, and what actions they can take to help bring about the solution.

**7** When you prepare your final version, write or type the beginning, ending, and key transitions and phrases in large print, and then itemize your main points. Only write two thirds of the way down the page so it won't be obvious if you need to look at your notes.

**8** Plan a snappy conclusion that summarizes your main points. But don't say, "In conclusion..."

**9** Don't present new information at the end of your speech.

**10** Don't just trail off at the end. Finish with an appeal for action and get out.

## **REHEARSING YOUR SPEECH**

You should know your speech well enough that you can speak naturally and only glance occasionally at your notes.

Practice your speech no fewer than three times, but not more than six times. Don't practice sitting down — stand up. Work on one thing at a time: gestures, voice, content, or visuals. Pay attention to the beginning and end of your speech, since these will be what the audience remembers most.

Practice your speech in front of another person, and ask him or her for constructive criticism.

Be sure to pace yourself, using pauses and changes in volume for emphasis. Speak clearly and don't slur your words.

Remember that gestures, movement, and eye contact can add to your impact, but make sure they're natural and relevant.

Move briskly and purposefully, but don't be afraid to stand still. Stand straight and keep your feet 12 to 14 inches apart. Don't point, put your hands in your pockets, or gesture below chest level. Keep your hands away from your mouth.

Look at your audience, smile, and make eye contact. Focus on one friendly face for a complete sentence, then move

on to someone else. Don't look at the floor or ceiling or stare at only one person. Also, don't look at your watch. Take it off and put it on the lectern if you need it.

Try not to speak from the lectern — it's a barrier between you and your audience. Use it to put your notes on, and then try to walk around. You can always go back to the lectern to check your notes when you need to.

Never walk away while most people are still applauding.

## USING VISUAL AIDS

Visual aids can help you make your point if the subject matter is complex, dry, or unfamiliar. Make sure they reinforce your point of view and make abstract ideas concrete. Slides, flip charts, and typeset boards all have advantages in certain situations.

When you use a visual aid, explain to people what you're showing them. Summarize the information on the slide or chart without reading it word-for-word. If you show slides, stay in front of the room and get someone else to handle the projector or use a remote control. Talk to the audience, not to the visual aid.

Visual aids should be simple and colorful, but remember that red and green are difficult to read from a distance. Don't reveal visual aids until you're ready to show them, and remove them after you've used them.

A few effective slides or charts can help your audience understand your message, but too many will distract them.

## PREPARING FOR A QUESTION-AND-ANSWER SESSION

A well-handled question-and-answer session can strengthen your credibility, demonstrate your knowledge, and give you a chance to clarify and expand your

ideas. A poorly handled session can hurt your credibility, cause you to lose control of the audience, and give your adversaries an opportunity to make their case.

Try to anticipate difficult questions in advance. Play the "devil's advocate" and guess which questions your opponents might ask. Write down the toughest questions you can think of and strong responses. Practice your answers out loud, preferably with someone else asking the questions. Have friends ask hostile, aggressive questions so you're less likely to get rattled by the real thing.

Remember that tough questions aren't necessarily hostile. If you can remember that, you won't get defensive or nervous. You can also "buy time" to collect your thoughts by repeating or rephrasing the question, e.g., "You're wondering why we should avoid dairy products." Then answer the question.

If someone is hostile, stay cool. You must appear calm and reasonable, even if you don't feel that way. Listen carefully to each question, be tactful, and avoid using such emotionally charged words like "obviously" when you answer. Stick to things you can prove and stick to facts.

Use the "feel, felt, find" method to disagree with someone: "I understand how you feel. Others have felt that way. But I find in my experience that ..."

Answer to the entire audience, not just the questioner (especially if it's a hostile question). If someone tries to get control of the session, ask, "What is your question?" or say, "I'll be happy to hear your comments afterwards, but we've got to end soon, so let's go on to another question."

Never forget that, when you speak in defense of animals, you are right. If you speak sincerely and with conviction, you will reach your audience. They may not walk out agreeing with you, but you will plant an idea in their minds that can grow.

## CHAPTER 7

# ORGANIZING A PUBLIC MEETING

If you've tabled enough to build up a mailing list of 100 or more people, you may want to hold a public meeting.

There are several good reasons to hold a meeting: to form a local group, to show an animal rights film, or to have a speaker urge people to take action on a particular issue. Be sure you're clear about the purpose of your meeting, as this affects how you plan it.

### **SETTING THE DATE**

If you are inviting a speaker, first call and find out when he or she is available. If you intend to show a film or video, find out when you can get it and what equipment you'll need to show it. These factors will determine the date of your meeting.

Before you finalize the date, call the parks and recreation department to make sure your meeting doesn't conflict with any major sporting events or local community gatherings. Give yourself at least six weeks to get ready.

### **FINDING THE RIGHT SPOT**

Most cities have rooms or auditoriums in libraries, community centers, or government office buildings that local groups can use free of charge. Try calling the "facilities management" office of the city or county government, or the mayor's office. Universities have excellent facilities, including auditoriums, that students and faculty members can often use free of charge.

Send in any required permit applica-

tions as early as possible. It could take several weeks to get an application approved, especially if it has to be submitted to a monthly town council meeting. If you are denied a permit, politely ask exactly why, then try to enlist a lawyer to call and appeal the denial.

If you can't find lawyers who will volunteer their services, call the nearest office of the ACLU (American Civil Liberties Union). They may be able to help.

If you can't find a government or library room, try renting a room from a church, the YMCA, or a school. In any case, go and see the room first. Take along this checklist:

- Is the room too dark or shabby?
- Is the room large enough?
- Are there enough seats?
- Are there enough electrical outlets? Do they work?
- Is the room accessible to the handicapped?
- Is there adequate parking?
- Is the building in a safe and centrally located area of town?
- How is the sound? (Check it out in advance.)

It's better to have a room that's a little too small. A crowded room will make the meeting seem more successful than a large, half-empty room.

### **PUBLICIZING THE EVENT**

Once you've got the date, place, topic, and speaker chosen, you're ready to publicize your meeting. Here are some ways to do it:

1. Distribute and post fliers (see Chapter 4).
2. Send fliers to the people on your sign-up sheets.
3. Make a public service announcement over the radio or on TV.
4. Get a newspaper listing in the "event" or "calendar" section.

Most radio stations feature a community bulletin board to air free announcements of local events (called public service announcements or PSAs). You'll have to call each station to find out its policy and time limit (usually 20 seconds) for these announcements; they sometimes require a typewritten notice up to a month in advance. Local TV stations are also worth checking for free announcements.

Newspapers often offer free services to publicize community group events. Try both the established publications and the small, local papers. Once again, you may need to send a written notice a few weeks ahead of time.

Call all the people to whom you've mailed a flier. If they seem interested, get them involved: Perhaps they'll post fliers, make some telephone calls, or help you set up the meeting.

If your speaker is willing, try to schedule talk shows or newspaper interviews while he or she is in town. See Chapter 10 for advice.

## CONDUCTING THE MEETING

---

Most of us are nervous on the day we're doing something special or new. While you may not be able to avoid being anxious, you can eliminate some worry (and maybe avert some misery) if you are well prepared.

**A FEW DAYS BEFORE THE MEETING:** Call your speaker to confirm the date and time he or she is expected. Find out how

the speaker would like to be introduced, and take a few minutes to write and practice the introduction. Confirm your room rental. Make sure your VCR or slide projector is reserved and that you have adequate extension cords to hook up the equipment.

**THE DAY OF YOUR MEETING:** Arrive at the room at least an hour ahead of time. Set up the equipment you'll be using and make sure it works. Lay out literature on a table in the back of the room, and arrange chairs near the front of the room.

**AS PEOPLE ARRIVE:** Be at the door to greet people. Circulate a sign-up sheet, but remove it when the meeting is ready to start.

Introduce the speaker to start the meeting and thank him or her at the end of the meeting. Ask people if they've added their names to the sign-up sheet, and thank them for coming to your meeting. Urge them to get involved. Give them something specific to do: write a letter, make a telephone call, or hand out leaflets. Always end on a very upbeat note.

A few days later, write a short thank-you to your speaker; you may want to invite him or her again.

Mail a follow-up letter suggesting specific actions to people who attended the meeting, and be sure to add any new names to your mailing list.

# LOBBYING

## GETTING ACQUAINTED

An essential part of any movement for social change is the effort to create new legislation. To do this, you must know how to communicate with your elected officials.

First, find out who they are. Call the county Board of Elections or the League of Women Voters for a list of federal, state, county, and city officials.

Next, get to know as many legislators as you can. Don't wait until your group wants to introduce a bill. Lay the foundation now, before you start a legislative campaign. Attend "town meetings" where legislators meet with voters to answer questions. Write to thank them for taking a certain position. Arrange to meet with them, even if it's only on an issue you don't feel strongly about. The important thing is to establish a rapport.

It's also very helpful to get to know the elected officials' aides, who are often much more accessible and can often provide you with good "inside" information.

## WRITING LETTERS

When writing to an elected official:

- 1** Discuss only one issue in each letter.
- 2** Keep it short. One page is best, and two pages is the maximum.



**3** Handwritten letters are preferable but only if your handwriting is legible. Otherwise, use a typewriter or computer. The more personal the letter appears, the more seriously it will be taken.

**4** State the purpose of your letter in the first paragraph.

**5** Support your argument with facts, not emotions.

- 6** Don't assume the legislator knows all about the issue. Provide background information.
- 7** Identify the bill or ordinance by title and number.
- 8** Be polite and positive.
- 9** Never threaten ("I won't vote for you if ..."). Today's opponent may be tomorrow's ally on another issue.
- 10** Don't offend by saying, "You probably won't pay any attention to this" or, "I know you won't do anything."
- 11** State clearly what you want him or her to do: vote yes or no, urge a government agency to investigate a laboratory, etc. Don't be vague.
- 12** Include your name and address on both the envelope and the letter.
- 13** Don't be self-righteous about being a "citizen and a taxpayer." They assume you are both.
- 14** Use the proper form for the address and salutation. Any legislator is called "Honorable" on the envelope and inside addresses. The salutation for state or federal representatives is "Mr." or "Ms." The salutation for state or federal senators is "Senator."

## **MEETING WITH OFFICIALS**

When meeting with an elected official:

- 1** Make an appointment well in advance.
- 2** If you are going with a group of people, decide ahead of time who will be the spokesperson. It's best to go by yourself or, at most, with one other person.
- 3** Dress conservatively and professionally.

- 4** Know about the legislator and his/her voting record.
- 5** Compliment him/her on past achievements.
- 6** Be friendly and positive.
- 7** Don't turn down a chance for a visit if you can meet only with the legislative aide. Go to the meeting and behave as if you were meeting the elected official.
- 8** Know the title and bill number of legislation you want to discuss.
- 9** Provide one-page factsheets or background information.
- 10** Don't speak as a member of a national organization.
- 11** Don't wear animal rights buttons.
- 12** Know your facts.
- 13** Don't become emotional and carry on about how animals are suffering and how heartbreaking it is.
- 14** Make your points briefly and clearly. Don't waste the legislator's time. Thank him/her, and leave promptly.

Remember that how you communicate is as important as what you communicate. People who care about animals are often stereotyped as emotional. We can change that image by doing our homework, by not getting angry or hostile, and by keeping our statements concise.

Senators  
The Honorable (first and last name)  
U.S. Senate  
Washington, DC 20510

Representatives  
The Honorable (first and last name)  
U.S. House of Representatives  
Washington, DC 20515

# RESEARCHING THE FACTS

## **DOING YOUR HOMEWORK**

Before you discuss an animal experiment publicly or launch a campaign, it is wise to know as much as possible about your target. If you don't have well-documented, specific complaints with clear demands for change, you'll appear poorly prepared and won't be taken seriously.

Keep a record of your research efforts. Make your requests for information or meetings in writing and keep copies for your records. You may wish to get a post office receipt proving that your letters were mailed. Whenever you speak to a company official, U.S. Department of Agriculture (USDA) inspector, veterinarian, etc., make notes during the conversation and keep them on file. Include the time and date and the name and title of the person you spoke to.

## **LEARNING THE LAWS**

It's important to become familiar with the Animal Welfare Act. This is the federal law that regulates the conditions under which animals are housed by dealers and laboratories or while on public exhibit. You can order a free copy of the Act by calling the USDA at 301-734-7833 or by writing to this address:

USDA, APHIS, AC  
4700 River Rd., Unit 84  
Riverdale, MD 20737-1234  
[www.aphis.usda.gov/ac](http://www.aphis.usda.gov/ac)

Obtain copies of your city, county, and state anti-cruelty laws. Your county library may have them, or you can try a

law library that is open to the public. Call the mayor's office to ask where it is, or try the government listings in your telephone book. You can ask the librarian to help you look up the laws.

Two other useful publications to have in your files are the *NIH Guide for the Care and Use of Laboratory Animals* and the *Public Health Service Policy on Humane Care and Use of Laboratory Animals*. These are not actually laws, they are government regulations. This means that enforcement is up to the discretion of the agency. However, they are a useful resource, and you can criticize laboratories that do not meet the standards of these guides. They can be found on the Internet at:

[www.nih.gov/grants/oppr/library\\_animal.htm](http://www.nih.gov/grants/oppr/library_animal.htm).

## **GETTING STATE AND LOCAL INFORMATION**

The easiest way to find out where animals are being exploited is to look in three publications available from the USDA. They are **Animal Welfare: List of Licensed Dealers**; **Animal Welfare: List of Licensed Exhibitors**; and **Animal Welfare: List of Registered Research Facilities**. Each is organized by state and gives the mailing address for each facility. To order, call 301-734-7833, or write to:

USDA, APHIS, AC  
4700 River Rd., Unit 84  
Riverdale, MD 20737-1234  
[www.aphis.usda.gov/ac](http://www.aphis.usda.gov/ac)

You can get a great deal of information from indexes and documents available from the **Public Health Service**, a division of the U.S. Department of Health and Human Services, and the National Institutes of Health, a division of the Public Health Service.

The **NIH Research Grants** index is a list of researchers who receive government funds through the National Institutes of Health. The index is organized by state and city and gives the name of the principal researcher, the grant number, and the amount. This information can be found on the Internet at:

[www.nih.gov](http://www.nih.gov)

Use the **NIH Research Grants** index to find out who is doing animal experiments at your local university. Check the university catalog for the names of the faculty of the biology, psychology, physiology, and agriculture departments. You can then look up the faculty members in these departments in the author index of the *Index Medicus*, a multivolume resource that lists articles published each year by author and subject. The *Index Medicus* is available at any university or medical library — it does not contain copies of the articles themselves, but tells you in which journal they were published.

Another good source of information is the *Science Citation Index*. Organized by author, it lists the research being performed by a particular institution or scientist, as cited in other publications during that year. The *Science Citation Index* is available at any university library and at some public libraries.

## READING PUBLISHED RESEARCH

Reading researchers' articles can be extremely valuable. You may find descriptions of very cruel experiments. It's useful to be able to cite the experimenters' own words to expose their abusive conduct. Also, reading the articles can prepare you to

publicly criticize the experiments.

It may help if you can get someone with a scientific or medical background to read the papers and interpret the scientific jargon. Watch out for euphemisms, such as "sacrifice" for kill, "negative stimulus" instead of electric shock, or "vocalize" instead of scream.

## GETTING INFORMATION ON PUBLIC HEALTH SERVICE-FUNDED PROJECTS

Information on research funded by the United States Public Health Services (US-PHS) can be obtained via the Internet by searching CRISP (Computer Retrieval of Information on Scientific Projects), a major biomedical database. This database is updated weekly and can be found at: [gopher://gopher.nih.gov:70/11/res/crisp](http://gopher://gopher.nih.gov:70/11/res/crisp) until March 1998. After March 1998, this information can be found at:

[www.nih.gov](http://www.nih.gov).

A CRISP search can provide information on:

- an individual investigator
- the type of experiments being performed
- the investigators performing particular types of studies
- the universities, facilities, or institutions performing particular types of studies
- the dollar amount of grants
- the type(s) of animals used in an experiment

You can also obtain this information by calling 301-435-0650, sending an e-mail to [drt@cu.nih.gov](mailto:drt@cu.nih.gov), or writing:

Research Documentation Section  
Division of Research Grants  
National Institutes of Health  
6701 Rockledge Dr., MSC 7772  
Bethesda, MD 20892-7772

Provide the Division of Research Grants with this information:

- subject of CRISP search

- year or time period to be scanned
- format needed; for example, you could ask for:
  - ♦ names of principal investigators performing a type of study
  - ♦ all research projects using a particular type of animal
  - ♦ address of principal investigator or institution
  - ♦ description of study
  - ♦ dollar amount of study
  - ♦ kinds of experiments performed by a particular investigator and the types of animals used
- your name, address, and telephone number
- your affiliation with an organization, school, library, etc.

Searches requested by nonprofit organizations or by individuals are free.

## USING THE FREEDOM OF INFORMATION ACT

Once you know the institution or researcher you're going to focus on, you can get valuable information from such government agencies as the USDA or NIH by making Freedom of Information Act (FOIA) requests for documents. Use the sample FOIA request letter at the end of this chapter and copy it exactly. By law, you should receive a response (usually an acknowledgment that your request has been received, not the documents themselves) within 10 working days.

You may be charged a search and duplication fee for the materials, despite your request to waive such fees. Nonprofit, tax-exempt organizations usually don't have to pay the fees, but individuals do, unless they can clearly show that their research is in the public interest. If you can't afford the fee, you may ask to visit your local USDA office to review their records. Copy the most important ones, and take careful notes on the rest.

Be aware that when you make a FOIA request, the target experimenter and laboratory are notified by the USDA, NIH, or other agency that a FOIA request has been made and who has made it.

Now that you know how to make a FOIA request, what can you expect to get?

## OBTAINING DOCUMENTS THROUGH FOIA REQUESTS

You can FOIA the following documents from the Animal and Plant Health Inspection Service (APHIS) of the USDA:

- 1 Annual reports.** These list the number of animals used in:
  - a. a particular facility (by species, although most don't give numbers for rats and mice)
  - b. experiments that involve no pain
  - c. painful experiments conducted with anesthesia, analgesia, or tranquilizers
  - d. painful experiments conducted without anesthesia, analgesia, or tranquilizers, and the stated reason the animals were not given pain relief. (You may be able to find here the number and species of animals used in product testing.)

Remember, the determination of pain is left up to experimenters who may perform painful procedures daily and may have a different definition of pain from yours. The breakdown is often far from accurate.

- 2 Inspection reports.** These may describe violations of the federal Animal Welfare Act. A circle in any column on the front of the form indicates a violation. Comments on violations are usually handwritten on the back.

When a violation occurs, the facility is given a deadline to make corrections. Pay careful attention to the dates of the inspections, whether the APHIS inspector has followed up on the violation (the law requires that the facility be reinspected within 30 days of the deadline), how long the violation went uncorrected, and so on. NOTE: Inspection reports are not available for federal facilities because one federal agency does not regulate another. But you can get annual reports for federal facilities.

SAMPLE



**VOLUNTEERS FOR ANIMALS**, P.O. BOX 000, ANYWHERE, MD 00000

Date

FOIA Coordinator, APHIS-LPAS  
U.S. Department of Agriculture  
6505 Belcrest Rd., Rm. 771A  
Hyattsville, MD 20782

Dear FOIA Coordinator:

This request for records is made under the federal Freedom of Information Act, 5 U.S.C., sec 552.

As a coordinator for (name of group) in (state), I am making this request. (Name of group) is a nonprofit organization based in (city) dedicated to educating the public about issues concerning animal rights. (Name of group) may be referred to hereafter as "the requester."

This request is directed at obtaining the full file available on the following facilities:

(List institutions for which you want to obtain records.)

The information requested includes, but is not limited to: annual reports, inspection reports, application for registration, and correspondence between the USDA and the facility from \_\_\_\_\_, 19\_\_\_\_, to the present.

If any of the records or documents described above are considered to be exempt from release, please segregate and provide access to non-exempt portions, and justify deletions by reference to specific exemptions in the Freedom of Information Act.

The requester is prepared to pay all reasonable search and duplication fees up to an initial amount of twenty-five dollars (\$25). However, the Freedom of Information Act provides that: "Documents shall be furnished without charge or at a reduced charge where the agency determines that waiver or reduction of the fee is in the public interest because furnishing the information can be considered as primarily benefitting the general public." (See 5 U.S.C., sec. 552 (a) (4) (9A).)

The requester believes that this request satisfies the criteria for fee waiver or reduction:

1. (Name of group) is a nonprofit, public interest group whose tax-exempt number is: (number).
2. The use of live animals in research has historically been a matter of wide public interest.
3. The disclosure of the requested records would not be to the primary benefit of the requester but would be to the primary benefit of the general public. (Name of group) has demonstrated its ability to disseminate to the general public the information it acquires. This is achieved by (give examples, such as "reliable media contacts" or "a statewide-distributed newsletter," etc.)

Therefore, the requester asks that any search duplication fees in this case be waived or reduced. If the waiver or reduction is denied, and fees will exceed twenty-five dollars (\$25), please notify the requester by telephone before the request is processed so that the requester may decide whether to pay the higher fee or to appeal the denial of the request for waiver or reduction.

I may be reached during business hours at (telephone number). If you have any questions regarding any aspect of this request, please contact me by telephone rather than by mail in order to expedite timely disclosure.

Thank you for your assistance. I will look forward to receiving your reply within ten (10) business days.

Sincerely,

**3 Program of veterinary care.** This should list the facility and the veterinarian's name and address and describe the program of veterinary care, including euthanasia.

This is an important document because veterinarians are often unaware of things that go on in the laboratories they are responsible for. Try calling them, as there is always the chance that they may be willing to discuss details with you. If it's legal to do so in your state, you may want to record the conversation. If not, take detailed notes.

**4 Application for registration.** This lists the number of animals used annually, the institution, and the names of principal investigators and other key staff. It also states whether the institution is federally funded and gives the name of the funding agency.

**5 Correspondence.** The FOIA allows you to request correspondence between the USDA and the facility. This can contain information on contacts, dealers, and problems, so be sure to go over it carefully.

## NIH DOCUMENTS AVAILABLE THROUGH FOIA REQUESTS

NIH requires you to be very specific when requesting information. Before submitting your FOIA request, make sure NIH does in fact fund the experiment you're researching. Check the NIH Research Grants index, which lists NIH projects by state, institution, name, title, grant number, and grant amount. Try to include the experimenter's name, grant title, grant number, and dollar amount in your request. You can FOIA the following documents from NIH. Write to:

NIH Freedom of Information Officer  
National Institutes of Health  
Bldg. 31, Rm. 2B39  
31 Centre Dr.

Bethesda, MD 20892-2107  
301-496-5633

**1 Grant application.** Every experimenter funded by NIH has filed a grant application that includes:

- a. names of principal investigators
- b. biographical sketches
- c. project dates
- d. total project cost and breakdown of costs
- e. description of project, including overall plan, significance, aims, facilities, animals used, preliminary studies, etc.

**2 Award notification.** A document that specifies the exact amount funded, the dates of funding, and any restrictions.

**3 Animal welfare assurances.** Before beginning a project, every facility must file a "statement of assurance" with NIH. It includes:

- a. list of every branch component of the institution
- b. name of person responsible for compliance
- c. name and qualifications of the veterinarian involved
- d. procedures the Institutional Animal Care and Use Committee (IACUC) must follow
- e. square footage of space and number of animals by species in each facility

**4 Annual progress reports.** These reports list changes in IACUC membership and problems, revisions, etc., that have occurred.

**5** Each of the seven federal primate research centers submits to NIH an annual report, which gives a summary of every research project going on at the center.

## OBTAINING INFORMATION FROM AGENCIES OTHER THAN THE USDA OR NIH

Other government agencies that fund animal experiments are the National Science Foundation, the National Academy of Sciences, the Department of Transportation, the Department of Defense, the Consumer Product Safety Commission, the Federal Aviation Administration, the Food and Drug Administration, and the Environmental Protection Agency. Researchers usually list their funding sources at the end of their published articles.

The process for requesting information through the FOIA from other federal agencies is similar to that used for NIH. You may also want to write to the particular agency to request its policy on the care and use of animals and to get information on the past, present, and anticipated use of animals at its facilities.

## GETTING A JOB IN A LABORATORY

The most valuable research effort of all is to get a job in a laboratory (or any other facility that exploits animals). You should very seriously consider doing this if you are not yet known in your community as an animal rights activist. If you are too well known, try to get someone else to take a job and commit yourself to working with him or her. Here are some important points to remember:

- Make a habit of checking the job listings in the local paper. If the facility is not advertising, apply there anyway; you may get lucky.
- Don't give any hint that you are pro-animal rights or even vegetarian.
- If hired, don't go to animal rights meetings or events.

- A 3 p.m. - 11 p.m. or overnight shift may offer more freedom to document abuses and gain information.
- Get copies of the *Animal Welfare Act* and the *NIH Guide to the Care and Use of Laboratory Animals*. Use them as a starting point for your observations.
- Keep a daily diary and meticulously document every instance of abuse. Include the date, time of day, names of people involved, and proper identification of the animal.
- If at all possible and legal under state law, take photographs and/or videos. A card indicating time, date, place, and identification of the animal should be included in photographs or videos.
- Do not take documents or items you are not entitled to. Copy materials that document abuse. Try to avoid *trade secrets* or material marked *confidential*.
- If you do get a job, contact PETA's Research, Investigations & Rescue Department for advice on how to proceed.
- Call the Animal Legal Defense Fund's hot line for information on investigating animal abuse at 707-769-7771.

Remember, research is necessary before you can take action, but don't get so bogged down that all other action stops. Some activists have felt unable to go forward because a few details were not yet clear. Give yourself enough time to get the information you need and do the best you can. Then decide whether you have enough ammunition to start a campaign or whether you should choose another target instead.

Not everyone will have the time or the inclination to take on a local laboratory. Perhaps you have seen a more public form of animal abuse, and you want to stop it, but you do not know where to start. Here are a few important points to consider when conducting a cruelty investigation.

## WHICH LAWS APPLY TO MY CASE?

It is important to know which laws apply to the type of cruelty you are investigating. In some instances, you can use the Animal Welfare Act, and, in others, your state's anti-cruelty statute, or you might be able to use both. Your state's anti-cruelty statute and/or county code will tell you exactly what your laws prohibit a person from doing to an animal. Generally, an anti-cruelty statute defines cruelty as an action (beating, shooting) or a failure to act (starving, abandoning) that results in animal suffering and/or death. To obtain a copy of your state's statute, visit your library and ask to see the county and state law books.

In addition to federal and state laws, regulations pertaining to health, zoning, commerce, and agriculture may be pertinent to the situation. Local humane officers might be reluctant to act on a complaint of filthy and cramped conditions at a pet shop based on cruelty charges, but state or local health officials may close down the same shop for violating sanitation or public health laws.

## LOCAL VS. FEDERAL LAWS

Several types of activities involving animals are covered by the Animal Welfare Act, and complaints can be filed with the Department of Agriculture's Animal and Plant Health Inspection Service (USDA/APHIS), the agency responsible for enforcing the law. Questions and complaints should be directed to the nearest Office of Veterinary Services, Animal and Plant Health Inspection Service, USDA. Offices are located in most state capitals.

For a list of what the Animal Welfare Act does and does not cover, write for the free booklet from the USDA titled, *Licensing and Registration Under the Animal Welfare Act*. Get it from:

Animal Care Staff, APHIS

4700 River Rd.  
Unit 84  
Riverdale, MD 20737-1234

Don't be afraid to pursue both local and federal courses of action. Some officials are likely to be more sympathetic and effective than others. As a general rule, when a facility is covered by the Animal Welfare Act, it is a good idea to file a formal written complaint with the USDA/APHIS office in your state capital.

## WHERE DO I GO FOR HELP?

Next, find out who in your town, county, or state investigates and enforces your state's anti-cruelty statutes. These people might work for local humane societies, societies for the prevention of cruelty to animals, or taxpayer-funded animal shelters. If your community does not have a local humane society, then you should call or visit your local sheriff's office or police department to ask for help in enforcing the law.

Listed on page 38 are some common cruelty cases and the laws that apply to that individual or institution, as well as the person who is responsible for inspecting and/or investigating cruelty. Please keep in mind that this list is only a starting point — there is no standard formula of laws and enforcement officials to apply to animal cruelty cases; each case requires individual attention and some creative thought.

## GETTING YOUR ACT TOGETHER

Once you have located the proper law enforcement official, provide him or her with a concise, factual, written statement of what you have observed. Include dates and approximate times the cruelty took place, and be sure to take plenty of photographs, if possible. Black and white

SAMPLE

December 11, 1993

Dr. Reed Macarty  
U.S. Department of Agriculture  
2301 N. Cameron St., Rm. 402  
Harrisburg, PA 17110

Dear Dr. Macarty:

Enclosed is an eyewitness account of violations at Quaker Farm Kennels, Inc., USDA License No. 23BJ, which were reported to us by an employee of that facility. As you can see, the violations are numerous, serious, and longstanding.

This case is of particular concern to us because these violations directly result in animal suffering and because this dealer handles an unusually large volume of animals each year.

Gross negligence in the area of animal care leads us to suspect that there may be irregularities in recordkeeping as well. I request, therefore, that when you investigate the problems I have called to your attention, you also review Esposito's records of animal purchases and sales.

I specifically request that you check on the following two incidents:

1) September 5, 1993 — A truck with Tennessee license plate #27944P8 delivered approximately 35 dogs to Quaker Farm Kennels. Dogs were crowded, covered with urine and feces, and had no food or water. Two were near death and had to be killed. The same truck was seen delivering dogs again the following week. The license number was traced to Hardy Brewer of 2106 Carter Ave., E. Nashville, TN 37206. We found no such person at this address nor on the list of licensed dealers.

2) November 6, 1993 — A truck with Missouri license plate #Y22B513 sold approximately 25 dogs to an employee of Quaker Farm Kennels at the Rutledge, Mo., auction. The license number was traced to Lanny Justice of 7615 E. Florida, Springfield, MO 65803. We do not find this name on the list of USDA licensed dealers.

Due to the seriousness of these problems, I would appreciate your giving prompt attention to this matter. I look forward to learning of your findings and corrective action taken. I believe it would be most helpful if I could meet with you at your office to discuss this case. I shall contact you later this month to see if we can arrange a convenient meeting time.

Sincerely,

Jeanne Roush  
Director of Investigations

Enclosures

cc: Dr. Richard Rissler  
U.S. Representative Peter H. Kostmayer  
Senator John Heinz  
Senator Arlen Specter

photographs work best for handing to officials and the media, as well as for courtroom use. Check with your state or county court system to see how photographs should be labeled before they are admissible as evidence. A label should be on the back of one set of photographs with a date and time. You should also try to obtain short, factual statements from any witnesses. Anyone who has witnessed the cruel act can go to the local police commissioner and ask to swear out a summons to bring the accused person to court.

If you are having trouble collecting concrete evidence on a specific cruelty or abusive conditions, you may wish to enlist the support and assistance of others who share your concern. Not only will you need help with your campaign, but officials tend to be more receptive to groups than to an individual. You might want to run an advertisement (with a post office box) in the local newspaper asking people who have complaints or who have witnessed an act of cruelty at the pet shop/zoo/animal shelter, etc., to write to you. In your advertisement, be careful to target the act of cruelty or abusive conditions only — do not mention specific individuals in your advertisements. A good example of an ad soliciting help is: “Do you think our animal shelter needs improvement? If you have experienced any problems with the shelter or if you want to get involved to improve it, please write to Volunteers for Animals, P.O. Box 21, Fairview, MD 20804.”

Sometimes expert witnesses may be necessary to build an effective case. A veterinarian, for example, can sign a statement that it is his/her expert opinion that a dog suffers if deprived of food, or that electrocution is a cruel method of destruction. Expert opinion can be invaluable, so, if you know a sympathetic veterinarian, ask for his/her assistance, and let the authorities know you have support for your position. Copies of the experts' statements can be sent to the proper enforcement authorities and the media, if necessary.

## **BUILDING A CASE AND FOLLOWING THROUGH**

If you don't get a satisfactory response from the proper enforcement officials, present your documented case to their supervisors. If necessary, meet with local government officials, such as the county commissioner, and ask them to act on the situation.

If official action is slow in coming, present your factual, well-documented record of the case to local newspapers and television stations and try to interest reporters in the story. A news story may force officials to act or scare the person causing the abuse into stopping. Other people who have seen similar acts may come forward, further strengthening your case. If you cannot interest the media, write a letter to the editor.

No matter what or whom you are investigating — an individual, organization, or corporation — do not be afraid to contact them and ask to meet with them to discuss your concerns. Be prepared to propose some realistic suggestions for improving conditions for the animals, and be prepared to offer your own or your group's assistance in implementing these suggestions. Although your target may refuse to meet with you, it is important to make an effort to do so. You may be asked, either by the media or by a judge, whether you ever contacted the party in question, and you will want to have a positive reply. If the individual or organization refuses a meeting, then you can move on to taking your case before law enforcement officials and/or the media, and only the perpetrators of the cruelty will look bad.

Whether you have registered an official complaint, spoken with eye witnesses, or met with the individual or organization responsible for the abuse, you must keep track of what you have done by keeping a written log of your actions on the case. Be sure to leave a “paper trail” of dated memos and letters, and keep a well-organized record of whom you contact, the date of the contact, and photocopies of everything

you receive or send out. The more written documentation you have on your case, the more effectual your case will be when

you take it to court or to the proper law enforcement authority.

TYPE OF FACILITY	WHAT TO LOOK FOR	WHAT LAWS APPLY	WHO INSPECTS
<b>ZOOS</b>	<ul style="list-style-type: none"> <li>• Are animals in good health?</li> <li>• Can people get too close to animals?</li> <li>• Form of population control?</li> <li>• What happens to surplus animals?</li> </ul>	Animal Welfare Act State anti-cruelty statutes	USDA/APHIS Local law enforcement
<b>EXHIBITORS/ TRAVELING ANIMAL SHOWS</b>	<ul style="list-style-type: none"> <li>• Physical condition</li> <li>• Abnormal stereotypic behavior</li> <li>• Unnecessary suffering</li> <li>• Travel accommodations</li> </ul>	Animal Welfare Act State anti-cruelty statutes Commercial laws Zoning regulations	USDA/APHIS Local law enforcement
<b>DOG DEALERS/ WILDLIFE DEALERS/ AUCTIONS</b>	<ul style="list-style-type: none"> <li>• Physical condition</li> <li>• Overcrowding</li> <li>• Selling endangered species without the required permit</li> </ul>	Animal Welfare Act State anti-cruelty statutes Endangered Species Act <i>(if selling endangered species)</i>	USDA/APHIS Local law enforcement U.S. Fish & Wildlife Service
<b>ANIMAL SHELTERS</b>	<ul style="list-style-type: none"> <li>• Conditions at shelter</li> <li>• Method of euthanasia</li> <li>• Adequate veterinary care</li> <li>• Employee reliability, attitude</li> </ul>	State anti-cruelty statutes Local ordinances	County, state officials
<b>PET STORES</b>	<ul style="list-style-type: none"> <li>• Sanitation</li> <li>• Physical health</li> <li>• Overcrowding</li> <li>• Selling endangered species</li> </ul>	<b>A. If store does not sell exotic animals</b>	
		State anti-cruelty statutes Health regulations	Local law enforcement State health department State dept. of environment
		<b>B. If store does sell exotic animals</b>	
		Animal Welfare Act State anti-cruelty statutes	USDA/APHIS Local law enforcement State health department State dept. of environment

SAMPLE



**VOLUNTEERS FOR ANIMALS** P.O. BOX 00 ANYWHERE, MD 20804

## **Veterinarian's Statement on Chaining Monkeys to Racing Equines**

As a practicing veterinarian, it is my professional opinion that chaining a monkey to the back of a horse, pony, mule, or other animal for a race in the manner I have observed on videotape as part of the Tim Rivers "Banana Derby" mistreats and inflicts unnecessary stress upon the monkey and is therefore a violation of the state anti-cruelty law.

This activity has great potential for injury to the monkey, as has been observed when the girth strap has slipped, causing the saddle to turn and the monkey to fall and dangle underneath the pony.

Dressing monkeys in full nylon suits in the heat and "racing" them in the sun are additional stresses that cause unnecessary suffering.

Name \_\_\_\_\_

Hospital or  
Clinic \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# WORKING WITH THE MEDIA



## DEVELOPING LITERATURE

If your group is just starting out, you'll need to develop some identifying literature. Even if you intend to use literature from larger animal rights groups (which can save time and money), you need to have at least one brochure, factsheet, or

flier, that identifies your organization and describes its purpose and goals. You will also need some letterhead stationery. These are invaluable when working with reporters who are always interested in the "local angle."

## MAKING A MEDIA LIST

Make up a media list and organize it into the following categories:

- wire services
- local print media
- local radio
- local TV
- national media

Record the name and title of each contact person (you may have more than one contact person for each organization), the name of the publication or station, and the address and telephone number. For print media, get the name of the news editor (also called city editor, news director, or assignment editor), the features editor, and the person responsible for the community calendar or bulletin board.

## RELATING TO MEDIA PEOPLE

For radio or TV, you will need the name of the assignment editor, the public service director, and the people responsible for booking talk-show guests. If you don't have the names of contact people, don't be afraid to call and ask. Be sure to get their titles, since personnel turnover can be rapid. Update the list every three or four months.

Organize media information according to whether the publication is daily, weekly, or monthly. Find out the deadlines for these publications. Also, make a list of what times your local TV news is broadcast and find out which stations do live (on the scene) reports. It will help in planning times for demonstrations or actions to know what times fit into the TV station's schedule.

Try to keep profiles of your media contacts, with comments on whether they are sympathetic or hostile to certain issues and on what issues they are interested in or have covered in the past.

## MEETING DEADLINES

Reporters work against a deadline. If you call editors or reporters when they are rushing to meet a deadline, you won't get your story in the news, and you may alienate them as well.

The best time to call contacts at a morning paper is in the morning between 9:30 and 10 a.m. As it gets later, the staff will be more pressed for time. Call contacts at an evening paper in the late afternoon, when the paper has just gone out.

It is best to call radio or TV reporters as early in the day as possible if you're trying to get on an evening broadcast. Don't call after 1 or 2 p.m. for a 5 p.m. story; the staff is rushing to edit the news they already have. Talk to media people as far before deadlines as possible.

Your goal is to become a resource person for the media on animal rights

issues. You can do this by letting the media know you exist and by cultivating contacts.

Send a brief letter to each contact person on your media list, explaining the purpose of your group and offering information on animal rights issues. Include your group's identifying fact sheet or brochure. This alone is probably not enough to get the media to contact you — usually you have to become known in the community — but it is a start.

Try to develop and maintain professional relationships with media people in your community by being courteous and responsible.

Return calls promptly — remember those deadlines! Be enthusiastic, cooperative, friendly, and always tell the truth. If you make a mistake, admit it promptly. Don't be afraid to say, "I don't know, but I can find out." Then do so.

When you send a news release to more than one person in an organization, let each person know who else is receiving it. Nothing infuriates an editor more than to work on a story and then find that someone else at the paper is doing the same story in another section.

Reporters sometimes claim that they can't cover animal rights stories because there's no new "angle," so you've got to provide it. Use interesting visuals, such as costumes and props, in your demonstrations. Focus on the local aspects by talking, for example, about what the company that employs half the people in town does to animals, or talk about local people arrested in a national demonstration.

Never speak "off the record"; there is no such thing. Also, watch out for jokes — you could be misunderstood. Don't get bullied into a simple yes-or-no answer to a complex question. Give the facts necessary to understand the issue.

Study the professionals on national interview shows such as *Nightline*. Develop a few good phrases and examples to recite that will catch a reporter's ear.

When you make a press call or send out a news release, be sure that it is for

something newsworthy.

Your communications should be organized and state important points clearly and briefly. It's helpful if you understand what the media consider newsworthy. Some of the characteristics of news are:

- **timeliness** (media are interested in what's happening today, not yesterday)

- **proximity** (the closer the event is to the media, the more likely the media will consider it news)

- **prominence** (if you've got well-known people involved, the media sometimes respond better)

- **conflict** (the media love covering opposing factions)

- **oddy** (if you're doing something for the first time, the media are more likely to respond; they get tired of the same old thing)

- **importance** (how many people might be affected or interested).

All of these "news judgments" don't have to apply before you contact the media, but your information/event should meet most of them. Remember, the media don't like to feel "used" by anyone with a cause. Reporters want to think that what they're writing about is legitimate news and not propaganda. If your information/event isn't newsworthy, don't contact the media because you'll only anger them for wasting their time.

## **WRITING A NEWS RELEASE**

A news release, a short announcement of a newsworthy event, is sent to newspapers, magazines, and TV and radio stations to interest them in doing a story. Because news directors receive hundreds of releases every day, yours must look professional and present the facts quickly, or it will never be read.

Here are some guidelines:

- Keep it short. One page is best.

- Write a concise, catchy headline that summarizes the story. It should be written in the style of a newspaper headline, using active verbs.

- Use the "inverted pyramid" style to write the release: Put the most important facts in the first paragraph and supporting information in descending order, so that the least important information is last.

- The first paragraph should answer the five W's: who, what, where, when, and why.

- Underline the text that gives the location, time, and date of the event.

- The final paragraph should describe your group and reinforce your message, with a quotation from your spokesperson.

- Never editorialize. Use quotations to express opinions. The quotation should be from a specific individual, not from your group, e.g., Pat Sills, a spokesperson for Animal Action, says, "....."

- Proofread the release carefully for grammar and spelling. Ask someone else to read it for an objective reaction. If you have the time, set it aside and look it over again the next morning. Eliminate redundancies, use short words and phrases, and simplify complex ideas.

- If you've got an exciting, relevant photo, include it. Be sure to use a "screened" photograph. (See Chapter 4.) An article showing the timeliness or significance is even better.

- You may also want to include black-and-white photographs, a factsheet, or a flier. If you do, at the bottom of the last page of the release write, "Attached: (list documents)."

- Make it dramatic and attention-getting, but be sure you can substantiate what you

say. Double-check the facts. It is virtually impossible to correct a release once it has gone out. But if you do make a mistake — especially in the time or location of an event — be sure to call and tell those to whom you sent the release.

■ The time you tell the press should be the ideal time for them to see your event. If your event starts at 11:00 a.m., tell the press it's a little later so they don't arrive to find activists figuring out where to stand or discussing last week's potluck dinner. If you're planning civil disobedience, tell reporters exactly when it will happen, so they can get there for the excitement.

The sample news release on the next page illustrates the proper format to use. The following tips correspond to the numbers shown on the sample.

- 1** Use 8 1/2 x 11" regular weight white stationery.
- 2** Your letterhead should contain your group's name and address.
- 3** The words NEWS RELEASE should be at the top of the first page. Always refer to releases as "news releases," not "press releases." The same goes for "news conference," rather than "press conference."
- 4** This is the "contact person." Make sure that someone is always available at this number, or include both daytime and evening numbers where the contact person can be reached.
- 5** Type the date in the upper left-hand corner. If you have enclosed photos, note that there.
- 6** "FOR IMMEDIATE RELEASE" appears in the upper left-hand corner above the date.
- 7** The headline should be centered, underlined, and typed in capital letters. It should be placed about three inches down from the headings above it to provide space for editor's notes.

**8** The body of the release should begin a third down the page.

**9** Leave wide margins for reporter's and editor's notes.

**10** Don't use zeroes for times (e.g., use "11 a.m.," not "11:00"), and don't use letters after numbered dates (e.g., August 22, not 22nd).

**11** Indent five spaces to begin new paragraphs, and don't hyphenate words at the end of a line.

**12** Never continue a release on the back of a page. Instead, end the first page with a complete paragraph and type the word "more" centered at the bottom. Number each additional page at the top. Include a topic headline and your organization's name. Do not staple multiple pages.

**13** Type all releases double-spaced using capital and lower-case letters (not all capitals).

**14** At the end of the release, center any one of these closings: "-30-," "###," or "End."

Before deciding how and when to deliver your release, establish what you want to accomplish — do you want something printed/broadcast BEFORE the event, or do you want the media to attend and cover the event? Generally, such activities as film showings, meetings, and fundraisers fall in the "BEFORE" category. In this case, mail your releases at least three weeks before the event. These releases are probably being sent to the "Community Calendar" or "Bulletin Board" sections.

If you're having a picket or demonstration, you want "news" coverage. In this case, try to fax or hand-deliver your news release, and distribute it only one day before the event. Schedule it to arrive around 10 a.m., and try to deliver a copy to a reporter as well as to the news editor. Be sure to note on the release who else is receiving a copy. You may need two people to hand-deliver releases — one to run inside with the releases while the driver stays with the car.



**VOLUNTEERS FOR ANIMALS P.O. BOX 21 FAIRVIEW, MD 20804**

## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

November 20, 1995

Contact: Catherine Smith (301) 555-1234

### **AIRBORNE BANNER TO ADVOCATE VEGETARIAN THANKSGIVING**

A banner that reads, "THANKSGIVING IS MURDER ON TURKEYS" will be flown over the Fairview Mall from 2 p.m. to 4 p.m. the day before Thanksgiving as part of an effort to promote vegetarianism.

"We're sponsoring the banner to call public attention to the paradox of sacrificing millions of animals on a holiday designed to give thanks for life, health, and good fortune," said Catherine Smith, president of Volunteers for Animals. "Millions of vegetarians will celebrate this year's holiday with a feast of grains, vegetables, fruits - and with a clear conscience."

More than 200 million turkeys are raised each year in the United States under conditions of overcrowding, deprivation, and mutilation, and 40 million are killed for Thanksgiving alone. Most turkeys are raised on factory farms, where they are allocated approximately one square foot of floor space for living. Their beaks and toes are clipped or burned off to reduce the effects of aggressive behavior brought on by the crowding.

Moreover, according to Volunteers for Animals' medical consultant, Dr. John Adams, "The consumption of turkey meat carries a number of health hazards, including increased risk of heart disease, stroke, and cancer, from cholesterol and hormones in the meat."

###

Call the news desk to inform them if you are planning a demonstration or something dramatic such as civil disobedience. Do not read your entire news release. Just say, "Hello, I'm calling to let you know that Action for Animals will be holding a demonstration tomorrow at 11 a.m. in front of the Fur Salon at 1213 Market Street. Our contact number is 342-7018 if you'd like more information. We've sent a release to the news desk." If you have a good relationship with a particular reporter, call to say your release is coming out, or afterwards to see if he or she got it.

After the demo, assign volunteers to get the coverage. At least two people should videotape television coverage and be certain to check the newspapers for a story and/or photo. These clips can be used to send out with your next news release to show that what you're doing is "newsworthy."

If a newspaper covers your event and the wires don't, call the wires afterwards to let them know that they can pick up the story from the paper. If your event is of national interest (i.e., Supreme Court Santeria ruling, animal-to-human organ transplant), call the national television news desks in New York to let them know they can pick up footage from the local affiliate.

## MAKING A MEDIA KIT

A media kit is a packet of information to give to reporters who come to your demonstration, event, or news conference. It helps to get your message across and makes you look professional. A media kit can include any or all of the following, depending on the issue:

- a news release
- a factsheet
- black-and-white photographs and possibly color photographs. Type the following information on a sticky label to put on the back of the photograph: what it is, where it is, when it was

taken, and who took it. Never write on the back of a photograph with a pen. The ink will rub off and damage other photographs.

- background information on or history of the issue
- copies of relevant documents
- if dealing with legislation, a copy of the bill and a summary of the main points.
- biographies of key individuals and a "mug shot" photograph (i.e., a head-and-shoulders shot) with an identifying label on the back.
- background on the organization

Package the kit in a two-pocket folder (found in office supply stores) and put a label on the cover with the group's name and the words "Media Kit." If you have a photograph, you can put it on the cover, although it is not essential.

## WORKING WITH THE WIRE SERVICES

Wire services are news-gathering agencies that sell stories to newspapers and radio



stations around the country. They should be your first contact when you deliver a news release or make press calls. If you can interest the wire services, your story will be sent to all subscribing media in your area or even nationally. The biggest wire services are the Associated Press (AP), United Press International (UPI), and Reuters. Many of the nation's largest papers — *The Washington Post*, the *Los Angeles Times*, *The New York Times* — also have news services, which means if you interest them in your story it may be sent nationwide as well.

Getting a story “on the wire” is a valuable accomplishment. It is worth a great deal of effort to develop good relations with wire-service reporters. Many TV, radio, or print assignment editors will answer a call asking for coverage by saying, “We’ll see what comes in over the wire.”

To find out what wire-service bureaus are in your area, look in the telephone book or call the local newspaper office. Any reporter can tell you where the nearest bureau is. If the newspaper is a member of AP, it also submits stories to AP.

Send the bureau manager a letter describing your organization and supply the names, addresses, and telephone numbers of your best contact people. Offer to supply information or the local angle on animal rights issues.

Always deliver two news releases to the wire services: one for the “daybook,” and one for the assignment editor. Call both the daybook editor and the assignment editor.

The daybook is a listing of scheduled events for the day. Each evening and again each morning, AP and UPI send the daybook to their members. Assignment editors use this list to decide how to assign reporters and camera crews. To get listed in the daybook, send your news release about a week before the event. You can still get listed in the daybook for the next day by calling the information in to the daybook editor.

You may also be able to get a photograph of your event on the wire. If you’ve just had a demonstration, take your roll of undeveloped black-and-white

film to the photographic department of the wire-service bureau and give it to the staff along with your news release. You can come back in a few hours or the next day to pick up the negatives. If you do provide prints, they must be 8 x 10” black-and-white photographs — no other size will fit the machines they use to transmit the photos nationwide.

AP and UPI also have radio networks. Call the radio bureaus closest to your area. Be prepared to do an interview on the spot if they are interested. They’ll tape it for use later.

## **DOING RADIO AND TV TALK-SHOW INTERVIEWS**

Before you can do an interview, you must get the TV station interested. It helps to know the “gatekeeper” at the station: the news assignment editor. Call the station to learn his or her name and the best time of day to call. Send your news release one or two days before your event. If you call to remind them of your event, be brief and polite and don’t call in the late afternoon. Your event will be more likely to get TV coverage if it involves conflict or visual interest.

You can reach thousands of people through talk shows. Call in your comments to talk shows whenever animal-related subjects are discussed or during “open phone” segments. It’s even better if someone from your group can be the guest on a talk show.

If your group is expecting a visit from someone with a particular area of expertise, try to get the person on a talk show. Or, try to get yourself on one. Contact the station several weeks in advance. Send a letter to the talk show director, describing your credentials or those of your speaker, what you’d like to discuss, and why it would interest the audience. Be sure to provide your telephone number.

Prepare a list of people your speaker would feel comfortable debating, in case the show wants to present both sides.

Once you are booked for the show, listen to it or watch it to see what style

and format to expect. To prepare, do the following:

- Study the issue.
- Practice being interviewed. Tape yourself with a tape recorder or video camera.
- Anticipate difficult questions and plan your answers.
- Memorize good quotations, anecdotes, and facts.
- Have a friend ask you all the hard questions in a hostile, aggressive way so you can be prepared for a difficult interview.
- Decide on the five main points you want to make during the show. Memorize a fact or an example for each one.
- Try to make your five points even if the interviewer doesn't ask the "right" questions. Don't feel you're limited to just answering the questions. You can answer them and still take the opportunity to talk about one of your points. Practice saying, "The real question here is ...." or, "That relates to a larger issue, which is ...."
- If you're doing a TV show, dress carefully: no solid black, white, or bright red, and no patterns. Wear plain solid colors. Green or blue films especially well. Smile, and don't fidget or touch your face or hair.
- Try to make your point in 20 seconds or less. TV news shows look for a "sound bite" — a statement that can be plugged into a 60-second story. If you take 45 or 60 seconds to make your point, your spot won't be aired, so use short sentences.
- Speak slowly and carefully (without being too slow!) and give yourself time to think before you answer the question.
- Don't say anything you wouldn't want

edited out and aired separately. The reporter may interview you for five minutes, but air only 20 seconds of it. Don't worry about repeating yourself: It just increases the chance that what you want to be heard actually will be.

- If the reporter is hostile, don't get flustered and raise your voice or get shrill. Stay calm and concentrate on making those five points. Remember — the reporter is not your real audience!
- Talk directly to the interviewer, not to the audience or camera. If you steal side glances at the camera, you'll look nervous or shifty.

## MAKING PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements, or PSAs, are 10- to 60-second notices that radio and TV stations are required by the Federal Communications Commission to air in order to balance the effect of paid advertisements and to present balanced coverage of issues. They are free to nonprofit community groups.

The four standard lengths for a PSA are 10 seconds (25 to 30 words), 20 seconds (45 to 50 words), 30 seconds (60 to 75 words), and 60 seconds (120 to 150 words). Following are some sample PSA's:

### 20 seconds:

More people live off research today than benefit from it. The traditional use of animals in experimentation must be replaced. Animals are not "tools for research." Their use is costly, unethical, inefficient, and old-fashioned.

Sophisticated non-animal methods are available. Help us support their use. [group name and address]. (21 seconds, 48 words)

### 20 seconds:

The original motto of medicine was, "First, do no harm." Yet this year millions of animals will suffer and die in U.S.

laboratories. We need to encourage the use of sophisticated computers, cell and tissue cultures, clinical studies, and mathematical models. To support progress without pain, write: [group name and address]. (20 seconds, 47 words)

Besides issue-oriented PSAs such as these, radio and TV stations will air announcements of meetings or events on a “community calendar.” This is an excellent way to publicize your group’s event.

Send several copies of your PSA with a typed, double-spaced cover letter to the public service director of the station. Explain the purpose of your organization and your activities, and state why the station should use the PSA.

On the top left side of the page, type the beginning date (the first day the PSA should be read), the kill date (the last day you want it read), and the length of the announcement in seconds and in words.

Find out the deadline for PSAs—it may be two or three weeks in advance. Make a follow-up call to be sure the station received it. Some stations may want to see proof that you’re actually nonprofit, so be prepared to produce your paperwork if your group is tax-exempt.

PETA also has television PSAs available on 3/4” videotape. If you would like to try to interest your local stations in airing them, write us.

## WRITING LETTERS TO THE EDITOR

You can get great exposure for animal rights issues through letters to the editor in newspapers or magazines. Make it a point to read local papers and magazines for articles that provide fuel for a letter to the editor.

Your letter must be short: 300 words is the maximum most papers or magazines will publish without cutting. It’s better for you to do the cutting than for the editor to do it. The best length is 100 to 150 words (10 to 15 typed lines).

Make the first sentence catchy, so it will get the reader’s attention, and stick to one issue. The letter should be timely. If possible, send it in no more than three to four days after the article you’re responding to has appeared.

The letter should be typed and double-spaced. Sign it and include your home and work telephone numbers. Some papers will want to verify that you wrote it.

Don’t send letters just to the biggest paper in town. The smaller the paper, the better chance you have of getting your letter printed. Small weekly papers are an excellent way to reach hundreds or even thousands of people.

Sending in regular letters to the editor should be a priority. The exposure you get is so valuable that it is worth forming a letter-writing committee just to ensure that the job gets done.

Occasionally, you may have the chance to write an opinion piece for the local paper, especially if you are involved in a controversial campaign. These are longer articles of 500 to 800 words that summarize an issue, develop an argument, and propose a solution. Send the article to the editorial page editor with a cover letter explaining why you feel it should be printed. The article has a better chance of getting printed if it is signed by someone prominent, even if you wrote it for him or her.

## APPOINTING A SPOKESPERSON

You should appoint a spokesperson for each event. Members of your group should be prepared to answer media questions with a brief sentence and then direct further questions to the spokesperson. This helps prevent the local TV station from interviewing the most inarticulate or ill-presented person.

Your group must decide ahead of time what the spokesperson should and should not say and have ready all the available facts. The group leader does not necessarily have to be the spokesperson.

The spokesperson should be well dressed and have media kits available. If the demonstration involves people wearing costumes, the spokesperson should not be in costume.

Though you must appoint a spokesperson, everyone at the event/protest should be familiar with the topic, as reporters will often want a second comment from others involved.

## SETTING UP A NEWS CONFERENCE

A news conference is a good way to fall flat on your face unless you have a really important story. It's usually better to hand-deliver or mail a professional-looking media kit with a news release. Hold a news conference only when:

- The media can benefit from it more than from photographs and news releases.
- You have important or newsworthy people available to present your story.
- Experts will be available to answer questions.
- The story involves something that has to be seen to be understood.
- The press is inundating you with telephone calls, and rumors must be dispelled.

Use this format when holding a news conference:

- Start promptly — soft news at the designated hour, hard news after five minutes.
- Begin the conference with a concise statement from your spokesperson.
- Explain material available to the press.
- Call on the expert to read a short statement.

- Answer questions.

- End the conference on time. It should not last more than 30 or 40 minutes. Reporters will ask further questions if they wish.

- Hold the conference in a location convenient to the media, such as in a downtown hotel, and provide light refreshments. The best time is at 10 or 11 a.m.

If possible, issue invitations one to two weeks ahead of time by sending a "media alert." Explain the details of the conference and what will be addressed. If you are holding the conference right away, alert the media by telephone. Call the wire services to get it on the daybook. Be careful to allow only media, not the general public, to enter the room. Assign someone to check media IDs at the door.

Be sure to have media kits prepared. Hand them out as soon as reporters arrive. If a major statement is being made, you may want to issue the news release after the statement.

After the news conference, follow up with media inquiries as quickly as possible. Make every effort to accommodate requests for personal interviews. Deliver news releases and media kits to media who were invited but did not attend. Tell radio stations that your spokesperson is available for a telephone interview.

If you'd like to read more about how to work with the media, a very useful book is *How to Get Free Press*, by Toni Delacarte, Judy Kimsey, and Susan Halas, Avon, New York, 1981.

## CHAPTER 11

# CAMPAIGNING

If there is a specific abuse you want to target and you've got all your facts together, you are ready to organize a campaign.

A campaign is a long-term plan of action focused on one particular issue. Set an ambitious but achievable goal, plan escalating levels of action, and be prepared to stick with it until you win.

As part of a campaign, you may stage several demonstrations, a march, or a rally. Or you may organize a letter-writing campaign and a sustained public education effort of tabling, leafletting, and public meetings. By using a well-thought-out strategy and an escalating level of activity, you may be able to do anything from shutting down a pet store to stopping an abusive research project.

### **PLANNING A CAMPAIGN**

A campaign requires a great deal of commitment, planning, and organization. While it's possible to do this alone, the support of others is very desirable. In either case, it's important to establish an identity as a group. Once you get going, others will join you. You, however, must expect to lead the way.

Your first step is to thoroughly research your opponents. Make a list of their strengths and weaknesses. Where are they most vulnerable? What arguments will they use to defend their position? A research project may already be jeopardized due to inadequate funding or inability to produce results. Your exposure of their problems could be enough to tip the scales.

Think about the information you gather. What do you hope to achieve? Decide exactly what your demands are:

What do you want your target to do? Know what the alternatives are (to the research your target is doing, or to the way animals are housed in the zoo, etc.).

What is the minimum you'll accept? Are your goals realistic? If your case is too weak, it's better to face that fact now.

If you've got a good target, start developing your strategy. Begin by designing a timetable for your campaign. Then establish short-range goals.

For example, if your long-range goal would be to close down a pet shop, first get a letter to the editor on the subject printed in a local newspaper. Your next goal might be to get another community group, such as a local humane society, to support your cause.

Short-range goals keep momentum going and bring you closer to your target.

Prepare for countercharges. What claims will your opponents make to defend their actions? How will you refute them?

Decide whose support you really need to win; don't just say "the public." Which part of the public? Which groups or individuals in particular? Consider how to reach them. Whose support can you count on from the beginning? How will you work with those people? And analyze how you will win over or neutralize supporters of the opposition.

### **CHOOSING YOUR STRATEGY**

You may be able to accomplish your goals with a low-level effort, such as a letter-writing campaign or a series of leafletting and tabling activities — not all campaigns are require demonstrations or rallies. If you start out with a bang, you must be

able to sustain it.

Take the time to consider what's going to make your campaign a success. The more planning time you give yourself, the better chance you have of winning your cause.

Here are some general strategies to follow:

- Try to communicate with your opponent. Write to the head of the company or organization, politely state your grievance, and ask for action.

Give them time to respond, but set a deadline so they don't keep you dangling forever. It's always possible that your opponent is unaware of abuses, and there may be room to negotiate a change. Regardless, if you don't go to the source first, your credibility will be impaired.

- Document your communications. Keep copies of letters and a written record of telephone calls.

- Before you go public, try to get some expert opinions to back you up. Such statements lend credibility to your campaign and make it easier to convince both the public and government officials. Approach scientists, veterinarians, doctors, or anyone else who has the experience and credentials to be considered an expert on the issue. Inform them of the situation and ask them to give you a written statement criticizing your target and recommending alternatives.

- Produce some basic campaign literature first: a factsheet, a background/history sheet, an alternatives sheet, a page of expert opinions, and a short leaflet that lists your demands and tells people what they can do to help. These provide essential factual information for the public and the media. (PETA has factsheets and leaflets available on a variety of topics that you can use as references.)

- Arrange a meeting with the mayor's office and/or the specific regulatory office related to the issue. Clarify the facts about the issue and the changes you are proposing and try to get their support.

- Write letters to local government officials, congressional representatives, and the head of the organization you are targeting. State the problem, your demands or alternatives, and specify what you want the official to do.

- Arrange to meet personally with as many elected officials as possible. Try to enlist their support.

- Write to news editors of local papers and to related trade journals to try to interest them in doing a story on the issue.

- Educate your community. Set up tables and hand out leaflets to publicize the issue. Write letters to the editor. Run an advertisement in the newspaper if your budget allows.

- Try to get support from other national and local groups. Contact civic associations, the League of Women Voters, Rotary Clubs, and political clubs and ask for their support.

- Develop an "emergency response" telephone tree early in the campaign and keep it up to date. It should be separate from your regular telephone tree and should include only those people who can demonstrate or take other action on a day's notice.

- Give your opponent a second chance to negotiate with you. This may also be the time to issue an ultimatum if negotiations are unsuccessful.

- When you escalate to a new level, don't abandon your original activities. Public education should be a constant effort, complementing all your other tactics.

- Escalation means finding ways to exert more pressure, such as picketing, holding a candlelight vigil outside an official's home, or doing street theater at the company headquarters. To increase the pressure, you could organize a boycott, hold a march or rally, or even progress to a work stoppage or other civil diso-

bedience action. Obviously, it is vital to try to get media coverage for every action.

## STAGING A DEMONSTRATION, RALLY, OR PICKET

To plan it, you need to answer these questions:

- What do you want your opponent or target to do? What are your demands?
- What do you want the public to do or learn?
- Will it be silent, noisy, militant, or peaceful?
- Will you need a permit from the police or city hall?
- What type of visual aids (posters, banners, or costumes) will you use?
- What type of leaflets will you hand out?

Make sure your leaflet lists your demands and what the public can do to help.

Chances are better for media coverage if you can stage the event during work hours on weekdays.

During the weekend you may get a better turnout of demonstrators, but news coverage is less predictable. Although a demonstration is almost always worthwhile, you'll be less in the public eye without media coverage. Don't overlook holidays. They're generally light news days and a nice public interest story may be appealing to the media. Pick your time carefully so you don't conflict with a major sporting or community event, unless you're responding to an emergency situation that gives you little choice.

Allow a few weeks to secure any permits you might need, but don't hesitate to organize a demonstration on a day's notice if you have to. You usually don't need a permit to hold a picket line on a public sidewalk, as long as you don't block traffic on the sidewalk or go into the street. Permits are usually needed weeks in advance for street marches.

A demonstration must be visual — more than just a picket line and signs. Consider eye-catching costumes, cages, or street theater.

Prepare leaflets that explain the issue. Mail some out ahead of time and use the rest to hand out the day of your rally. Make some posters to display or order some from PETA, and prepare a short handout that gives the background of your group.

Before you hold the demonstration, get your group together for a sign-making party — it will inspire the group and ensure that you're all on the right track. Use pictures and slogans that illustrate the issue simply and dramatically. Stay away from offensive language that will turn people off. Use stencils (but fill in those gaps) so the lettering looks neat.

Decide ahead of time who will be the spokesperson for your group, but make sure each person has a short statement prepared for the press or a bystander's question. Keep in mind that you may be photographed by the press. Make sure your group dresses neatly and conservatively (unless you decide to wear costumes). If you wear a costume you should not be the spokesperson — the audience will want to hear from an authority figure, not someone dressed like a clown. Prepare short and easy-to-understand chants ahead of time, and when appropriate (not during silent vigils) keep the chants going throughout the demo. Chants make more people take notice and want to know what is going on, in addition to making good background noise for the media. Remind people not to smile or laugh if they're protesting a serious abuse. And never argue or make derogatory comments to bystanders.

Notify the media — radio, TV, and newspapers — with a telephone call and news release at least one day before you hold the demonstration, and be on site at least a half hour before starting time. Be sure to have visited the site beforehand so you have an idea of how to set things up. Keep your group together, and remind them (quietly) to hold their signs so they can be clearly seen and photographed.

Write down the names and telephone

numbers of the people who attended the demonstration, so you can contact them for future actions. If you got media coverage, assign one person to tape each television station that was present at your event so you may begin a library of media coverage. Don't forget to pick up the newspaper the next day for print media coverage.

## WHEN TO USE CIVIL DISOBEDIENCE

If all else fails, you may want to consider civil disobedience. Civil disobedience is the open, deliberate, and nonviolent violation of the law for political or social reasons. It can be either direct or symbolic action or noncooperation and usually leads to an arrest. It is one of the most powerful statements any citizen can make.

Try not to be afraid of it. The powers that be depend on the fear of arrest and jail to maintain the status quo. Civil disobedience breaks that power and creates a sense of fearlessness in people trying to make a change.

History's greatest campaigners for social change, from Gandhi to Thoreau to Martin Luther King, Jr., have endorsed civil disobedience. It is often an inevitable and necessary part of any great social movement.

Civil disobedience is usually considered as a last resort to escalate an ongoing campaign, used only after you have tried to negotiate legally and cooperatively with your opponent. Don't expect the public (especially the employees of the target group) to be sympathetic unless you have educated them about the issue beforehand.

Civil disobedience can be used to dramatize an issue, to confront or shut down an abusive organization, to get publicity on an issue, or simply to energize a movement. You need to make sure your actions have a clear connection to the issue and won't turn off the public because of undue inconvenience.

The three basic types of civil

disobedience are sit-ins, blockades, and occupations.

Sit-ins are usually unannounced and planned in secret. Publicity is essential when leaving (either voluntarily or under arrest) the sit-in. Blockades include blocking doorways, roads, or movement in general. Small blockades are usually planned in secret, while a large blockade may have to be announced in advance. Occupations are essentially mass sit-ins which are most effective when planned in secret.

## HOW TO PLAN FOR CIVIL DISOBEDIENCE

Here are some factors to consider:

- How will you deal with police confrontations or citizen interactions? To make sure everyone in the group will react the same way, work out various scenarios that could occur and how you'll handle each one. (If you want to get arrested, what actions are you willing to take? If you don't want to get arrested, how should your group proceed?)
- When will you hold the action and how long will you sustain it? Weekdays are best. Will you leave at a set time, even if you haven't been arrested? Do you have the people and resources to continue for several days?
- Is this a one-time event or do you anticipate further civil disobedience actions?
- What would make you decide to postpone or stop the demonstration? What will you define as a victory?
- How will you publicize the action?
- Who will be the spokesperson for the group?
- Who will be in charge of support people? Support people do not get arrested and are responsible for taking

care of things like media, transportation, supplies, bail, legal problems, and caring for the children or animals of those in jail.

It's best to work out a timetable with a list of all the jobs you need to get done beforehand. Delegate work to volunteers, but keep track of what they're doing.

If possible, one person should be assigned to do media work and nothing else. There's little point in getting arrested if no one hears about it.

It's also helpful to hold a training session for your group. The sessions could include a brief history of civil disobedience and provide some guidelines on demonstrators' legal rights. Make sure everyone understands the agenda and knows what's expected of them. Role-playing also helps people deal with hostile bystanders, the police, and the media. Give everyone a chance to share their feelings about the event. Contact anti-nuclear or anti-war groups in your area for help with training sessions.

All the demonstrators should be told what the potential charges, bail, and penalties are. Possible charges are trespassing, disorderly conduct, resisting arrest, or failure to obey an order of a police officer. Depending on where the action is, you may be breaking municipal, state, or federal laws. Generally, demonstrators get a suspended sentence, fines of \$10 to \$500, or jail sentences of a few days to a month. It is rare for first-time offenders to get a jail sentence, and often the charges are dropped altogether. The penalties vary widely depending on the action, the political climate, and the demonstrator's past record. Talk to other political groups in your area to find out what their experience has been with the local police and courts.

Have a lawyer present to represent demonstrators who are arrested. If you are a tax-exempt organization, make it clear to demonstrators that you will not be able to pay their fines.

Legal follow-up and support is part of the action. If the legal consequences are handled responsibly by the organizers, you will find that your members will gain strength and political understanding; if they are handled poorly, you will lose the

trust of your members and may find it difficult to continue your campaign.

Designate a nearby house as your communications center. Each person in your group should have the telephone number of the center. If it's a large group, you might consider renting a hotel room instead. It's best if you can have a lawyer present during the event. If that's not possible, arrange to have a lawyer on standby and be sure several people have his or her number.

Some support people should be designated to watch and video tape the arrests, if possible, for documentation purposes in case this is needed later. Being alert for any violations of rights, they should count the number of people arrested, write down their names, and write down where the arrestees will be taken for processing. They must make sure that the number of people bailed out equals the number arrested.

Be sure people do not bring alcohol or anything that could be construed as a weapon. Prescription drugs should be clearly marked. Everyone should bring identification, preferably a driver's license or something that has their photograph and address. They should also have money for telephone calls and either have enough money for bail or make arrangements with the support people. Anyone getting arrested should not bring address books, telephone lists, or anything else that the police should not have access to.

These are some of your basic legal rights:

- Disobeying a lawful order is a misdemeanor that can result in arrest. Orders such as "Empty your pockets" or "Let me see what's in that bag" are not necessarily lawful demands; however, going limp, struggling, or forcibly resisting an officer may result in a valid arrest, in which case a search can properly be made.

- A judicial officer determines bail (the conditions for release from jail before the trial) by considering such factors as the arrestee's ties to the community (family, job) and whether the arrestee has shown up for any previous court appearances.

■ If questioned, provide only your name and address. DO NOT ANSWER QUESTIONS, AND DO NOT TALK WITH THE POLICE. Anything you say, however innocuous, could be used against you in court later or could even result in your being subpoenaed to appear before a grand jury. If you are asked further questions, say, “I wish to exercise my right to remain silent,” or, “I wish to speak with my attorney.” You may need to give certain information, such as how long you have lived at your address, in order to get bail. Discuss this with your legal advisor before the action and give only this information.

■ A police officer can’t legally arrest you or search you or your property without reasonable cause. If this happens, do not resist. Your lawyer can consider filing civil suit against the officer.

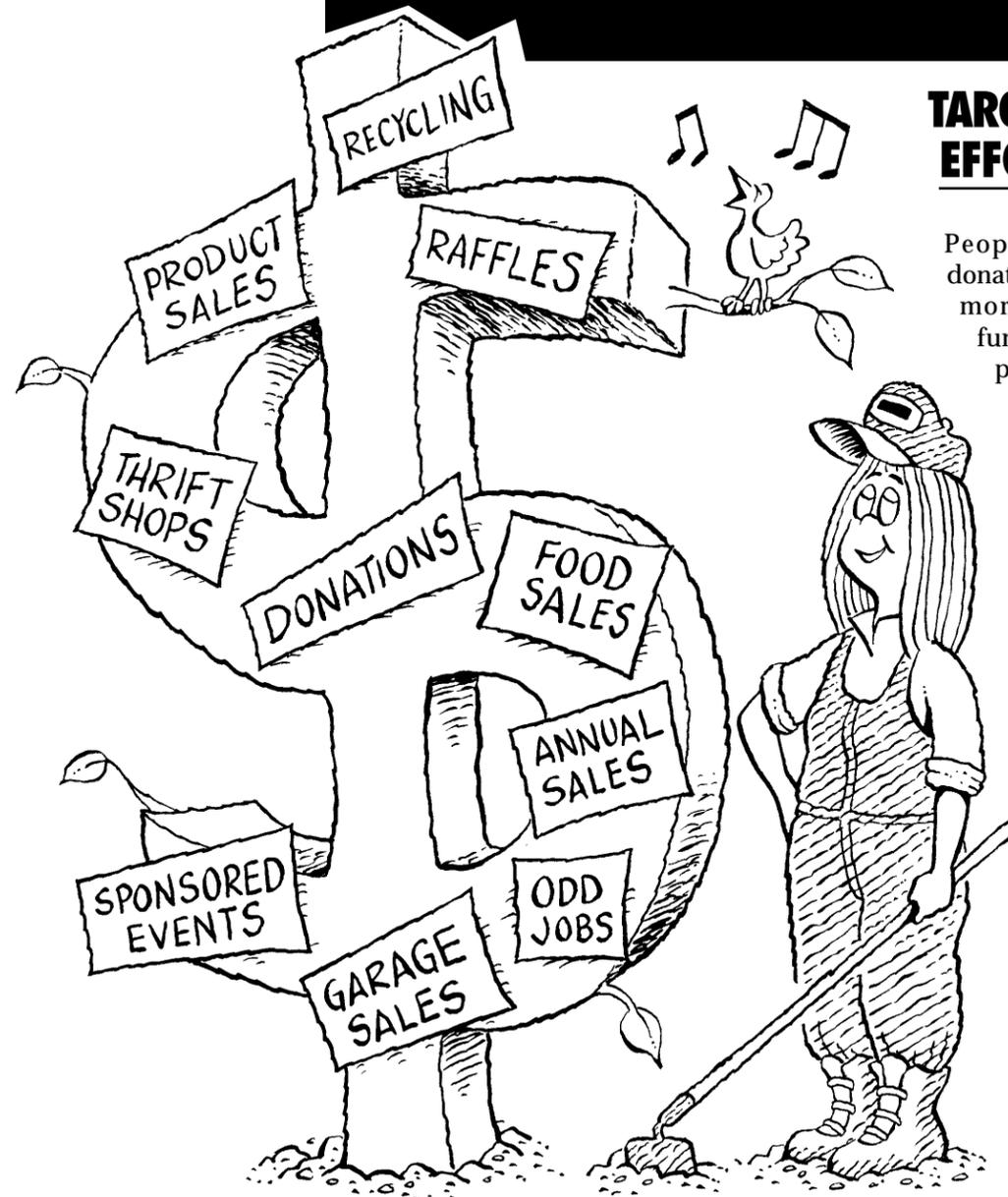
■ A misdemeanor is a “lesser” offense. Examples include posting fliers (defacing property) or interrupting a fur show (disturbing the peace or disorderly conduct).

■ You are entitled to one telephone call after your arrest. That call should be to your lawyer or to the head support person, depending on what arrangements were made in advance.

■ A more serious crime — such as damaging a laboratory building or liberating animals — would be a felony in most jurisdictions. A felony is an offense which is punishable by a year or more in prison. If you are charged with a misdemeanor or felony and earn no more than the maximum income established for your area, the state must appoint a lawyer to defend you.

Regardless of your political ideology, an invaluable resource for anyone doing community organizing, running a campaign, or planning civil disobedience is the *War Resisters League Organizer’s Manual*. It is available for \$11 from the War Resisters League, 339 Lafayette St., New York, NY 10012, or call 212-228-0450.

# FUNDRAISING



## TARGET YOUR EFFORTS

People like to know how their donations will be used. It's always more effective to target your fundraising efforts for a specific purpose. Make it clear that proceeds from your raffle or flea market will be used to put an anti-fur ad on TV or to buy a letter-quality printer for your group's computer.

## ACTIVITIES THAT RAISE FUNDS

Before we describe the various means of raising funds, a word of caution: Virtually all fundraising has one or more tax and financial reporting consequences. Donation and sales revenue is generally taxable unless you qualify as a tax-exempt organization (see Chapter 13). Even if you are tax-exempt, you must still collect and remit to the government sales tax on

many types of sales. Also, most states require charities to register as soliciting organizations and to file annual reports. (Note that automatic exemptions may exist under some of these rules for small organizations.) Check with your state taxing authority, secretary of state, attorney general, and consumer affairs agency. It is also a very good idea to have a CPA on your managing committee!

**M**uch of the work you will do as an activist requires no more (and no less) than caring and motivation. On the other hand, making fliers, setting up tables, and forming groups also requires some money to cover costs.

**PRODUCT SALES:** If you have some money to invest, you can purchase animal rights T-shirts, buttons, bumper stickers, and books to sell when you set up tables and hold meetings.

**FOOD SALES:** Vegan bake sales can do well either as an independent fundraiser or when combined with another event. Groups should appoint someone to be in charge and to get each member to contribute a baked item (or try offering tofu hot dogs or veggie burgers). Choose a busy spot or a craft fair or festival and check ahead with the police and health department about permits and food regulations.

**GARAGE SALES:** You'll make more money if your goods are clean and well displayed. Tag clothing with size labels and make sure prices are clearly marked.

**THRIFT SHOPS:** Set up an ongoing thrift shop at a church or unused garage. You'll need a staff of volunteers to sort, price, display, and do the sales and bookkeeping.

**ANNUAL SALES:** Restrict your sales to either books or clothing and hold the sale at the same time each year. Plan ahead to get a good location and publicize the event. If you have a good spot for storage, you can collect donations year round.

**RAFFLES:** The two keys to a successful raffle are a good prize and lots of ticket sellers. Print the name of your group, the date and place of the drawing, and a list of the prizes you're offering. Make sure ticket sellers always have enough tickets on hand. Try setting up a table at the supermarket on Saturday or outside a church to sell tickets during the weekend. Ask local merchants to donate prizes or have a 50/50 raffle, meaning that the prize is half the money you collect. Make sure you comply with local solicitation regulations.

**SPONSORED EVENTS:** In a walk-a-thon or bike-a-thon, for example, a group of people commit to participating in the

event, and they then ask family, friends, and local businesses to sponsor them for a certain amount (such as 50 cents a mile). Choose a safe route and check it first with the police. You'll need to prepare sponsor forms with the name and address of the group, the purpose of the event, the date and time, and the route. Also include columns for the sponsor's name, address, and amount pledged per mile (establish a minimum). Encourage local athletic groups to participate.

**DO CHORES AND ODD JOBS:** Have all your members spend a Saturday cleaning, painting, raking leaves, or putting up storm windows. Advertise ahead of time and schedule as many jobs as possible.

**RECYCLING:** Many communities have recycling facilities that will pay you for cans, bottles, or other items. One of our members raised enough funds by collecting aluminum cans to pay for an anti-fur ad on TV.

**GIVE UP SOMETHING:** Ask people to give up smoking for a week or lunch for a day, and donate the money they save.

**MISCELLANEOUS:** Place donation cans in stores, go Christmas caroling for donations, sell heart-shaped vegetarian dog biscuits on Valentine's Day, have a car wash ... use your imagination!

An excellent resource book is *How to Shake the New Money Tree*, by Thomas G. Dunn, 1988, Penguin, New York.

## ASK FOR GOODS OR DISCOUNTS

Another kind of fundraising effort is to ask for something other than money. Ask print shops, typesetters, or art supply stores if they will give you a discount. Ask local businesses to donate new or used office equipment, a computer, or a VCR. Send each business an individualized request describing your group

and its goals and asking for a specific item or service. If you are tax-exempt (see Chapter 13), that will encourage donations. But don't be afraid to ask even if you're not tax-exempt.

## **MEMBERSHIP DONATIONS**

---

Another good source of financial support is your supporters — people in your group as well as people on your sign-up sheets. Ask them to pay a yearly membership fee. Set different levels for dues such as \$10 to \$20 for regular members, \$50 for sponsors, \$100 for sustaining members, and \$500 to \$1,000 for lifetime members; student and senior citizen memberships could be offered at discounted rates.

Consider offering members an incentive, such as a free book or T-shirt with a large donation. Ask for regular donations either monthly or quarterly, and always be sure to send a thank-you note promptly. (If you are tax-exempt, your thank-you note should inform donors of the deductible portion of their gift, i.e., the amount of the gift minus the value of any incentive you give them in return.)

# INCORPORATING AND APPLYING FOR TAX-EXEMPT STATUS

## SHOULD YOU INCORPORATE?

---

The decision to incorporate depends on how fast you expect to grow and what you intend to do with the group.

If your group will be handling very little money — less than \$1,000 a year — and if you will not be doing a lot of high-exposure advocacy work, you can do well as an unincorporated association. Or if you expect to grow but are still in the stage where you simply meet and discuss issues, you can start out without incorporating.

As an unincorporated association, you need just one document: a constitution. This is similar to the bylaws of a corporation. The constitution includes the group's purpose, rules of procedure, membership qualifications, dues, annual meetings, and programs you plan to implement.

You need to incorporate if you plan to be very active and publicly visible, and if you will be doing a large amount of fundraising. The major reason to incorporate is to limit the liability and protect the personal assets of those involved in the group. If you are not incorporated, you are more vulnerable to suit for actions taken by the group. Obviously, incorporation does not render you immune from the consequences of any illegal or negligent actions, but it provides some degree of protection.

Also, if your group attacks powerful institutions, they may fight back by investigating your paperwork and accounting. If you are doing anything without filing the proper paperwork, they may use this as an excuse to ask the state's attorney general's office to shut you down.

## FILING A CERTIFICATE OF INCORPORATION

---

You may wish to incorporate in the state in which you will be doing the majority of your business. Incorporating elsewhere means more paperwork in your home state.

First, contact the secretary of state of your home state, whose office is usually in the capital city. Ask for filing instructions and sample forms for nonprofit corporations. What you are filing is an article or certificate of incorporation (different states use different terms. The cost of filing ranges from approximately \$12 to \$225 depending on the state, and it takes four to six weeks to get your certificate or charter.

You should seek the advice of a lawyer or consultant experienced in working with nonprofit corporations to be sure that your articles or certificate of incorporation meet federal as well as state requirements. The state forms may seem simple to fill out, but if you do not have professional advice you may have to amend them later to include language required by the federal government in order to acquire federal tax exemption.

A word of advice: Keep the number of directors on your board to the minimum required by law. The more people there are on the board, the more difficult it may be to reach decisions. Many groups have failed because the well-intentioned people who set them up put too many people on the board. It is extremely difficult to get a large number of people to agree on anything. If you want to accomplish your goals, keep the board number small.

## BYLAWS

You must draft a set of bylaws. The bylaws should cover such topics as annual meetings, the powers of the board of directors, length of terms for board positions (when they expire or if they are perpetual), a list of officers and their authority, provisions for amendments, maintenance of corporate records, and director and officer liability insurances. You don't have to invent these from scratch. You can find sample copies at a good library or bookstore.

## BECOMING TAX-EXEMPT

First, get and read a copy of Publication 557 from the IRS. It describes the various federal income tax rules that apply to charitable organizations. You must file with the federal government to become a tax-exempt charitable corporation, which is referred to as 501(c)(3) status. (In some states, you must also file a separate state exemption application.) To do this, you file a federal Form 1023, "Application for Recognition of Exemption." It comes with an instruction book: Be sure to take careful note of the part in the front of the book which lists all the attachments which must be submitted with the form.

The 1023 form determines whether the group's proposed activities fit the requirements for exemption from almost all federal taxes (income, excise, franchise, and unemployment). 501(c)(3) status does not grant exemption from Social Security taxes. It usually takes about four to six months after filing to obtain exempt status, but exempt status is typically retroactive.

One advantage of exemption is that it encourages donations because it allows them to be tax-deductible if itemized (terms may vary under the revised tax laws). Many potential donors will specifically ask if your group is tax-exempt. Another significant advantage is that you will not be taxed on donation revenue!

When filing the Form 1023, you should

ask for an "advance ruling" rather than a "definitive ruling" or "final ruling." The advance ruling is a probationary status which says that the group may function as a tax-exempt organization subject to review in one to two years. The advance ruling is much easier to obtain than the definitive ruling.

To complete Form 1023, you must develop a projected two-year budget, describing expected income and expenses. Be as simple as possible. Note that your income should come from broad-based public support. A copy of your bylaws must be included when you file.

The IRS scrutinizes the form very carefully if members of the board of directors are related to each other, since this can be characteristic of groups organized for personal benefit. Try to avoid this, if possible.

Note: The purpose of most local groups is to educate the public. If you intend to lobby, you may not get tax-exempt status. Groups who have 501(c)(3) status are allowed to spend only a very small portion of their budget on direct lobbying, but they must not exceed that amount or they will lose their status. Consider making a so-called 501(h) election using Form 5768.

Also, be sure to indicate that your membership will be broadly based and open to everyone. If it appears that your membership is restrictive, you are not entitled to tax-exempt status.

Once you receive your "letter of determination," as it is called, immediately make copies and then put the original somewhere very safe. If you lose it, it is extremely difficult to get a new one.

Apply for various local tax exemptions (sales or property taxes) at state, city, and perhaps county levels. Call the office of the agency that collects the taxes, such as the Department of Taxation or Department of Finance and Revenue, to get the forms and instructions.

## **EMPLOYER IDENTIFICATION NUMBER**

Apply for a “state registration filing” or “state employer filing.” This is a state employer identification number.

When you file Form 1023, or even before you file it, you must file a Form SS4. This is an application for an employer identification number, a nine-digit number the IRS will assign which is like a corporate identification number. Ask for three copies of this form in case an error is made when typing on the carbons. You need an employer ID number, also known as a taxpayer ID number, or TIN, even if you have no employees. The TIN is not the same as a tax-exempt number.

## **BULK MAIL PERMIT**

Apply for a bulk-rate third-class mailing permit. This will allow you to send out mailings of more than 200 pieces at a reduced cost. You can apply for this without being incorporated and tax-exempt, but it is more difficult and time-consuming.

## **CHARITABLE SOLICITATION CERTIFICATE**

File with your state’s Charitable Solicitations Division. They will give you a certificate that allows you to solicit funds in that state. You may be required to list a registered agent — someone who resides in the state and can be served with legal papers if necessary — in order to file. Different states have different thresholds for the amount of money you must have to file. But even if your group falls below that threshold, you cannot ignore the charitable solicitations office. You must, in that case, file for an exemption from

formal registration as a charitable organization.

If you intend to solicit funds in other states as well, you need to file similar forms. Some states require that you file applications for a “certificate of authority to transact business” in the state before you will be allowed to register for charitable solicitation. This may require an attachment to the application of a “certificate of good standing” or a “certification of articles of incorporation” from the state in which you are incorporated. After receiving your certificate to transact business you may have to file it in the county or state of your registered agent.

## **FORMS REQUIRED ANNUALLY**

Now that you have done all the necessary paperwork to set up, you must do the paperwork necessary to continue to exist legally. The federal government requires you to file Form 990, “Return of Organization Exempt from Income Tax,” annually. You may also need to file Form 990-T to report taxable sales that are not related to your tax-exempt purpose. The state governments require an “annual report of tax” and an “annual report of domestic nonprofit corporations.” If you do not fill out these forms, your organization can be dissolved by the state.

## **PRESERVING DOCUMENTS**

You must set up a system for preserving (with copies) corporate documents such as the articles of incorporation, bylaws, and amendments, and the minutes of board decisions. Minutes should include board resolutions, financial decisions, policy directives, and major program decisions.

## ACCOUNTING

---

Establish an accounting system to maintain tax compliance, to assist in management of the organization, and to establish a general trend to provide long-range planning for the organization and its resources.

The necessary elements of any accounting system are:

- 1** An annual budget.
- 2** A simple system for tracking income and expenses by source and use. Record each donor's name, address, and amount and date of donation. Save all receipts.
- 3** If the organization has any employees, it must maintain files for deductions, tax payments, W-2s, and other forms, such as the 941, a quarterly return which shows payments made for Social Security and federal taxes.
- 4** A list of fixed assets. This includes the date and amount of purchase of items such as typewriters, computers, or copy machines.
- 5** Bank statements must be reconciled regularly.
- 6** Some form of internal control to safeguard the corporate assets from theft or negligence. There must be a system of checks and balances so that no one individual can squander the group's money. Examples of checks and balances are having two check-signers or having one person prepare the checks or vouchers and another person sign them.
- 7** Voucher systems. Have every expense described and approved on a form before a check is written. This is another form of internal control.

## CONSULTING A PROFESSIONAL

---

Of course, the discussion above cannot address all the needs of every group. It is designed only to highlight the most important considerations you will face. We strongly recommend that you consult a lawyer or accountant who is experienced in nonprofit corporation work as early as possible. Even if you cannot afford to have a consultant do all the work, he or she can at least give you a good idea of the requirements and options that you face.

# FREQUENTLY ASKED QUESTIONS AND COMMENTS

The responses presented here are by no means the only answers to common questions. They are intended as suggestions and as a source of ideas when formulating your own responses. We recommend that you do not try to memorize and repeat these, but instead, incorporate them into your own comments.

## GENERAL

### ***“What do you mean by ‘animal rights’?”***

*Animal rights* means that animals deserve certain kinds of consideration—consideration of what is in their own best interests regardless of whether they are cute, useful to humans, or an endangered species and regardless of whether any human cares about them at all (just as a mentally challenged human has rights even if he or she is not cute or useful or even if everyone dislikes him or her). It means recognizing that animals are not ours to use—for food, clothing, entertainment, or experimentation.

### ***“What is the difference between ‘animal rights’ and ‘animal welfare’?”***

Animal welfare theories accept that animals have interests but allow these interests to be traded away as long as there are some human benefits that are thought to justify that sacrifice.

Animal rights means that animals, like humans, have interests that cannot be sacrificed or traded away just because it

might benefit others. However, the rights position does not hold that rights are absolute; an animal’s rights, just like those of humans, must be limited, and rights can certainly conflict.

Animal rights means that animals are not ours to use for food, clothing, entertainment, or experimentation. Animal welfare allows these uses as long as “humane” guidelines are followed.

### ***“What rights should animals have?”***

Animals have the right to equal consideration of their interests. For instance, a dog most certainly has an interest in not having pain inflicted on him or her unnecessarily. We therefore are obliged to take that interest into consideration and respect the dog’s right not to have pain unnecessarily inflicted upon him or her.

However, animals don’t always have the same rights as humans, because their interests are not always the same as ours and some rights would be irrelevant to animals’ lives. For instance, a dog doesn’t have an interest in voting and therefore doesn’t have the right to vote, since that right would be as meaningless to a dog as it is to a child.

### ***“Where do you draw the line?”***

The renowned humanitarian Albert Schweitzer, who accomplished so much for both humans and animals in his lifetime, would take time to stoop and move a worm from hot pavement to cool earth. Aware of the problems and responsibilities an expanded ethic brings

with it, he said we each must “live daily from judgment to judgment, deciding each case as it arises, as wisely and mercifully as we can.”

We can’t stop all suffering, but that doesn’t mean we shouldn’t stop any. In today’s world of virtually unlimited choices, there are usually “kinder, gentler” ways for most of us to feed, clothe, entertain, and educate ourselves than by killing animals.

---

***“What about plants?”***

There is currently no reason to believe that plants experience pain, devoid as they are of central nervous systems, nerve endings, and brains. The main reason that animals have the ability to experience pain is as a form of self-protection. If you touch something that hurts and could possibly injure you, the pain will teach you to leave it alone in the future. Since plants cannot locomote to escape pain and therefore do not have the need to learn to avoid certain things, the ability to feel pain would be superfluous and evolutionarily illogical in plants.

Furthermore, even if plants were able to suffer, it wouldn’t justify causing pain and distress to animals like dogs, cows, rats, or chickens, who we *know* are capable of suffering a great deal.

---

***“Wasn’t Hitler in favor of animal rights?”***

Although the Nazis purported to pass an anti-vivisection bill, they did not. In fact, they were required by law to first perform their experiments on animals before carrying them out on humans. Experiments on humans did not replace animal experiments; on the contrary, animal experiments made them possible. John Vyvyan in *The Dark Face of Science* summed it up correctly: “The experiments made on prisoners were many and diverse, but they had one thing in common: All were in continuation of or complementary to experiments on animals. In every instance, this

antecedent scientific literature is mentioned in the evidence; and at Buchenwald and Auschwitz concentration camps, human and animal experiments were carried out simultaneously as parts of a single programme.”

However, even if this weren’t the case, the merits of an idea cannot be determined by the character of its proponents. If Hitler believed in evolution, does that mean we should not believe in evolution? What if Gandhi also believed in evolution—how would we reconcile the two? An idea must be judged on its own merits.

---

***“It’s fine for you to believe in animal rights, but you shouldn’t tell other people what to do.”***

Now you are telling me what to do!

Everybody is entitled to their own opinions, but freedom of thought does not always imply freedom of action. You are free to believe whatever you want as long as you don’t hurt others. You may believe that animals should be killed, that black people should be enslaved, or that women should be beaten, but you don’t always have the right to put your beliefs into practice.

As for telling people what to do, society exists so that there will be rules governing people’s behavior. The very nature of reform movements is to tell others what to do—don’t use humans as slaves, don’t sexually harass women, etc.—and all movements initially encounter opposition from people who want to go on doing the criticized behavior.

---

***“Animals don’t reason, don’t understand rights, and don’t always respect our rights, so why should we apply our ideas of morality to them?”***

Because an animal’s inability to understand and adhere to our rules is as irrelevant as a child’s or mentally

handicapped person's inability to do so. Animals are not usually capable of choosing to change their behavior, but human beings have the intelligence to choose between behavior that hurts others and behavior that doesn't.

---

***“Where does the animal rights movement stand on abortion?”***

There are people on both sides of the abortion issue in the animal rights movement, just as there are people on both sides of animal rights issues in the pro-life movement. And just as the pro-life movement has no official position on animal rights, neither does the animal rights movement have an official position on abortion.

---

***“It's almost impossible to avoid using all animal products; if you're still causing animal suffering without realizing it, what's the point?”***

It is impossible to live your life without causing some harm; we've all accidentally stepped on ants or breathed in gnats, but that doesn't mean we should intentionally cause unnecessary harm. Just because you might accidentally hit someone with your car is no reason to run someone over on purpose.

---

***“What about all the customs, traditions, and jobs that depend on using animals?”***

The invention of the automobile, the abolition of slavery, and the end of World War II also necessitated job retraining and restructuring. This is simply an ingredient in all social progress—not a reason to deter progress.

---

***“Don't animal rights activists commit terrorist acts?”***

The animal rights movement is nonviolent. One of the central beliefs shared by most animal rights people is rejection of harm to any animal, human or otherwise. However, any large movement is going to have factions that believe in the use of force.

---

***“How can you justify the millions of dollars' worth of property damage by the Animal Liberation Front (ALF)?”***

Throughout history, some people have felt the need to break the law to fight injustice. The Underground Railroad and the French Resistance are both examples of people breaking the law in order to answer to a higher morality.

“The ALF,” which is simply the name adopted by people acting illegally in behalf of animal rights, breaks inanimate objects such as stereotaxic devices and decapitators in order to save lives. It burns empty buildings in which animals are tortured and killed. ALF “raids” have given us proof of horrific cruelty that would not have been discovered or believed otherwise. They have resulted in officials' filing of criminal charges against laboratories, citing of experimenters for violations of the Animal Welfare Act, and, in some cases, shutting down of abusive labs for good. Often ALF raids have been followed by widespread scientific condemnation of the practices occurring in the targeted labs.

---

***“How can you justify spending your time on animals when there are so many people who need help?”***

There are very serious problems in the world that deserve our attention; cruelty to animals is one of them. We should try to alleviate suffering wherever we can. Helping animals is not any more or less important than helping human beings—they are both important. Animal suffering and human suffering are interconnected.

---

***“Most animals used for food, fur, or experiments are bred for that purpose.”***

Being bred for a certain purpose does not change an animal’s biological capacity to feel pain and fear.

---

***“God put animals here for us to use; the Bible gives us dominion over animals.”***

Dominion is not the same as tyranny. The Queen of England has “dominion” over her subjects, but that doesn’t mean she can eat them, wear them, or experiment on them. If we have dominion over animals, surely it is to protect them, not to use them for our own ends. There is nothing in the Bible that would justify our modern-day policies and programs that desecrate the environment, destroy entire species of wildlife, and inflict torment and death on billions of animals every year. The Bible imparts a reverence for life; a loving God could not help but be appalled at the way animals are being treated.

---

***“Animals in cages on factory farms or in laboratories don’t suffer that much because they’ve never known anything else.”***

To be prevented from performing the most basic instinctual behaviors causes tremendous suffering. Even animals caged since birth feel the need to move around, groom themselves, stretch their limbs or wings, and exercise. Herd animals and flock animals become distressed when they are made to live in isolation or when they are put in groups too large for them to be able to recognize other members. In addition, all confined animals suffer from intense boredom—some so severely that it can lead to self-mutilation or other self-destructive behavior.

---

***“If animal exploitation were wrong, it would be illegal.”***

Legality is no guarantee of morality. Who does and doesn’t have legal rights is determined merely by the opinion of today’s legislators. The law changes as public opinion or political motivations change, but ethics are not so arbitrary. Look at some of the other things that have at one time been legal in the U.S.—child labor, human slavery, the oppression of women.

---

***“Have you ever been to a slaughterhouse/vivisection laboratory?”***

No, but enough people have filmed inside and written about what goes on in these places to tell the story. You do not need to experience the abuse of animals close up to be able to criticize it any more than you need to personally experience rape or child abuse to criticize those. No one will ever be witness to all the suffering in the world, but that doesn’t mean we shouldn’t try to stop it.

---

***“Animals are not as intelligent or advanced as humans.”***

If possessing superior intelligence does not entitle one human to abuse another human for his or her purposes, why should it entitle humans to abuse nonhumans?

There are animals who are unquestionably more intelligent, creative, aware, communicative, and able to use language than some humans, as in the case of a chimpanzee compared to a human infant or a severely mentally handicapped person. Should the more intelligent animals have rights and the less intelligent humans be denied rights?

***“Conditions on factory farms or fur farms are no worse than in the wild, where animals die of starvation, disease, or predation. At least the animals on factory farms are fed and protected.”***

This argument was used to claim that black people were better off as slaves on plantations than as free men and women. The same could also be said of people in prison, yet prison is considered one of society’s harshest punishments.

Animals on factory farms suffer so much that it is inconceivable that they could be worse off in the wild. The wild isn’t “wild” to the animals who live there; it’s their home. There they have their freedom and can engage in their natural activities. The fact that they might suffer in the wild is no reason to ensure that they suffer in captivity.

## **VEGETARIANISM**

***“Vegetarianism is a personal choice. Don’t try to force it on everyone else.”***

From a moral standpoint, actions that harm others are not matters of personal choice. Murder, child abuse, and cruelty to animals are all immoral. Our society now encourages meat-eating and the cruelties of factory farming, but history teaches that society also once encouraged slavery, child labor, and many other practices now universally recognized as wrong.

***“Animals kill other animals for food, so why shouldn’t we?”***

Most of the animals who kill for food could not survive if they didn’t. That is not the case for us. We are better off not eating meat. Many other animals are vegetarians, including some of our closest primate relatives. Why don’t we look to

them as our example instead of to carnivores?

***“The animals have to die sometime.”***

So do humans, but that doesn’t give you the right to kill them or to cause them a lifetime of suffering.

***“Farmers have to treat their animals well, or they won’t produce as much milk or lay as many eggs.”***

Animals on factory farms do not gain weight, lay eggs, and produce milk because they are comfortable, content, or well cared for, but rather, because they have been manipulated specifically to do these things through genetics, medications, hormones, and management techniques. In addition, animals raised for food today are slaughtered at extremely young ages, usually before disease and misery have decimated them.

Such huge numbers of animals are raised for food that it is less expensive for farmers to absorb some losses than it is to provide humane conditions.

***“What will we do with all those chickens, cows, and pigs if everyone becomes a vegetarian?”***

It’s unrealistic to expect that everyone will stop eating animals overnight. As the demand for meat decreases, the number of animals bred will decrease. Farmers will stop breeding so many animals and will turn to other types of agriculture. When there are fewer of these animals, they will be able to live more natural lives.

***“If everyone turned vegetarian, it would be worse for the animals because so many of them would not even be born.”***

Life on factory farms is so miserable that

it is hard to see how we are doing animals a favor by bringing them into that type of existence, confining them, tormenting them, and then slaughtering them.

---

***“If everyone switches to vegetables and grains, will there be enough to eat?”***

Yes. We feed so much grain to animals in order to fatten them up for consumption that if we all became vegetarians, we could produce enough food to feed the entire world. In the U.S., animals are fed more than 80 percent of the corn we grow and more than 95 percent of the oats. The world’s cattle alone consume a quantity of food equal to the caloric needs of 8.7 billion people—more than the entire human population on Earth.

---

***“Don’t vegetarians have difficulty getting enough protein?”***

In the West, our problem is that we get too much protein, not too little. Most Americans get about seven times as much protein as they need. You can get enough protein from whole wheat bread, oatmeal, beans, corn, peas, mushrooms, or broccoli—almost every food contains protein. Unless you eat a great deal of junk food, it’s almost impossible to eat as many calories as we need for good health without getting enough protein.

By contrast, too much protein is the major cause of osteoporosis and contributes to kidney failure and other diseases of affluence.

---

***“Don’t humans have to eat meat to stay healthy?”***

Both the U.S. Department of Agriculture and the American Dietetic Association have endorsed vegetarian diets. Studies have also shown that vegetarians have stronger immune systems than meat-eaters and that meat-eaters are almost twice as likely to die of heart disease, 60

percent more likely to die of cancer, and 30 percent more likely to die of other diseases. The consumption of meat and dairy products has been conclusively linked with diabetes, arthritis, osteoporosis, clogged arteries, obesity, asthma, and impotence.

---

***“Eating meat is natural. It’s been going on for thousands of years. We have evolved that way.”***

Actually, we have evolved not to eat meat. Carnivorous animals have curved fangs, claws, and a short digestive tract. Humans have evolved without claws or fangs. Our so-called “canine” teeth are minuscule compared to those of carnivores. We have flat molars and a long digestive tract suited to a diet of vegetables, fruits, and grains. Eating meat is hazardous to our health; it contributes to heart disease, cancer, and many other health problems.

---

***“What’s wrong with drinking milk? Don’t dairy cows need to be milked?”***

In order for a cow to produce milk, she must have a calf. “Dairy cows” are impregnated every year in order to keep up a steady supply of milk. In the natural order of things, the cow’s calf would drink her milk (eliminating her need to be milked by humans). But dairy cows’ babies are taken away within a day or two of birth so that humans can have the milk nature intended for their calves. Female dairy calves may be slaughtered immediately or raised to be future dairy cows. Male dairy calves are confined for 16 weeks in tiny veal crates too small for them even to turn around in.

The current high demand for dairy products requires that cows be pushed beyond their natural limits, genetically engineered and fed growth hormones in order to produce huge quantities of milk. Even the few farmers who choose not to raise animals intensively must both eliminate the calf (who would otherwise

drink the milk) and eventually send the mother off to slaughter after her milk production wanes.

---

***“I know a vegetarian who is unhealthy.”***

There are healthy and unhealthy vegetarians. But doctors agree that vegetarians who eat a varied, low-fat diet stand a much better chance of living longer, healthier lives than their meat-eating counterparts.

---

***“I didn’t kill the animal.”***

No, but you hired the killer. Whenever you purchase meat, that means that the killing was done for you and you paid for it.

---

***“If you were starving on a boat at sea, and there were an animal on the boat, would you eat the animal?”***

I don’t know. Humans will go to extremes to save their own lives, even if it means hurting someone innocent. (People have even killed and eaten other people in such situations.) This example, however, isn’t relevant to our daily choices. For most of us, there is no emergency and no excuse to kill animals for food.

---

## HUNTING

***“Hunting is much less cruel than factory farming.”***

It is true that quickly killing an animal in the wild is much less cruel than factory farming. However, hunting, like farming, disrupts families and causes pain, trauma, and grief to both the victims and the survivors.

---

***“Without hunting, deer and other animals would overpopulate and die of starvation.”***

Starvation and disease are unfortunate, but they are nature’s way of ensuring that the strong survive. Natural predators help keep prey species strong by killing only the sick and weak. Hunters, however, kill any animal they come across or any animal whose head they think would look good mounted above the fireplace—often the large, healthy animals needed to keep the population strong. And hunting creates the ideal conditions for overpopulation. After hunting season, the abrupt drop in population leads to less competition among survivors, resulting in a higher birth rate.

If we were really concerned about keeping animals from starving, we would not hunt but instead take steps to reduce the animals’ fertility. We would also preserve wolves, mountain lions, coyotes, and other natural predators. Ironically, many deer herds and duck populations are purposely manipulated to produce more and more animals for hunters to kill.

---

***“Hunting fees are a major source of revenue for wildlife management and habitat restoration.”***

The relatively small fee each hunter pays does not cover the cost of hunting programs or game warden salaries. Hunting fees pay for hunter programs that benefit only hunters, like manipulating animal populations to increase the number of animals available to kill. The public lands that many hunters use are supported by taxpayers, and funds benefiting “nongame” species are scarce.

---

***“Isn’t hunting okay as long as I eat what I kill?”***

Did the fact that Jeffrey Dahmer ate his

victims justify his crimes? What is done with a corpse after its murder doesn't lessen the victim's suffering.

Furthermore, hunters are harming animals other than the ones they kill and take home. Those who don't die outright often suffer disabling injuries. Additionally, the stress that hunting inflicts on animals—the noise, the fear, and the constant chase—severely restricts their ability to eat adequately and store the fat and energy they need to survive the winter.

Hunting also disrupts migration and hibernation. For animals like wolves, who mate for life and have close-knit families, hunting can severely harm entire communities.

---

***“What about people who have to hunt to survive?”***

We have no quarrel with subsistence hunters and fishers who truly have no choice in order to survive. However, in this day and age, meat, fur, and leather are not a necessary part of survival for the vast majority of us.

Unfortunately, many “sport” hunters have borrowed from aboriginal tradition and manipulated it into a justification for killing animals for recreation or profit.

---

**VIVISECTION**

***“It isn't feasible to stop using animals for basic medical research because of the need to observe the complex interactions of cells, tissues, and organs.”***

Besides the moral issues involved, clinical and epidemiological studies of humans offer a far more accurate picture without hurting anyone. Observing interactions in animals is no guarantee that the information can be extrapolated to humans. Different species of animals vary enormously in their reactions to toxins and diseases and in their metabolism of drugs. For example, a

dose of aspirin that is therapeutic in humans is poisonous to cats and has no effect on fever in horses; benzene causes leukemia in humans but not in mice; insulin produces birth defects in animals but not in humans, and so on. Animal experiments cannot replace careful clinical observation of human beings.

---

***“Hasn't every major medical advance been attributable to experiments on animals?”***

Medical historians have shown that improved nutrition, sanitation, and other behavioral and environmental factors—not anything learned from animal experiments—are responsible for the decline in deaths since 1900 from the most common infectious diseases and that medicine has had little to do with increased life expectancy. Many of the most important advances in health are attributable to human studies, among them anesthesia; bacteriology; germ theory; the stethoscope; morphine; radium; penicillin; artificial respiration; antiseptics; the CAT, MRI, and PET scans; the discovery of the relationships between cholesterol and heart disease and between smoking and cancer; the development of x-rays; and the isolation of the virus that causes AIDS. Animal testing played no role in these and many other developments.

---

***“But many treatments we have today were developed on animals—like polio vaccines, for instance.”***

In fact, two separate bodies of work were done on polio—the *in vitro* work, which was awarded the Nobel Prize and which did not involve animals, and the subsequent animal tests, in which close to 1 million animals were killed and which the Nobel committee refused to recognize as anything more than wasteful. Also, polio died out just as quickly in areas of the world that did not use the vaccine as in the United States.

However, certainly, some medical

developments were discovered through cruel animal tests. But just because animals were used doesn't mean they had to be used or that primitive techniques that were used in the 1800s are valid today. It's impossible to say where we would be if we had declined to experiment on animals, because throughout medical history, very few resources have been devoted to non-animal research methods. In fact, because animal experiments frequently give misleading results with regard to human health, we'd probably be better off if we hadn't relied on them.

---

***“Scientists have the responsibility to use animals to keep looking for cures for the diseases people suffer from.”***

More human lives could be saved and more suffering spared by educating people on the importance of avoiding fat and cholesterol, quitting smoking, reducing alcohol and other drug consumption, exercising regularly, and cleaning up the environment than by all the animal tests in the world. Animal tests are primitive, and besides, we have modern technology and human clinical tests.

Even if it could be proved that we have no alternative to using animals—which it can't—as George Bernard Shaw once said, “You do not settle whether an experiment is justified or not by merely showing that it is of some use. The distinction is not between useful and useless experiments, but between barbarous and civilized behavior.” After all, there are some medical problems that can probably only be cured by testing on unwilling people, but we don't do it, because we recognize that it would be wrong.

---

***“If we couldn't use animals, wouldn't we have to test new drugs on people?”***

The choice isn't between animals and people. There's no guarantee that drugs are safe just because they've been tested

on animals. Because of the physiological differences between humans and other animals, results from animal tests cannot be accurately extrapolated to humans, leaving us vulnerable to exposure to drugs that can cause serious side effects.

Ironically, unfavorable animal test results do not prevent a drug from being marketed for human use. So much evidence has accumulated about differences in the effects that chemicals have on animals and humans that government officials often do not act on findings from animal studies. In the last two decades, many drugs, including phenacitin, Eferol, Oraflex, Suprol, and Selacryn, were taken off the market after causing hundreds of deaths and/or injuries. In fact, more than half the drugs the Food and Drug Administration approved between 1976 and 1985 were either removed from the market or relabeled because of serious side effects. If the pharmaceutical industry switched from animal experiments to quantum pharmacology and *in vitro* tests, we would have greater protection, not less.

---

***“If we didn't test on animals, how would we conduct medical research?”***

Human clinical and epidemiological studies, cadavers, and computer simulators are faster, more reliable, less expensive, and more humane than animal tests. Ingenious scientists have developed, from human brain cells, a model “microbrain” with which to study tumors, as well as artificial skin and bone marrow. We can now test irritancy on egg membranes, produce vaccines from cell cultures, and perform pregnancy tests using blood samples instead of killing rabbits. As Gordon Baxter, cofounder of Pharmagene Laboratories (a company that uses only human tissues and computers to develop and test drugs) says, “If you have information on human genes, what's the point of going back to animals?”

***“Animal experimentation helps animals, too, by advancing veterinary science.”***

This is like saying it’s acceptable to experiment on poor children to benefit rich ones. The point is not whether animal experimentation can be useful to animals or humans; the point is that we do not have the moral right to inflict unnecessary suffering on those who are at our mercy.

***“Don’t medical students have to dissect animals?”***

No, they don’t. In fact, more and more medical students are becoming conscientious objectors, and many students now graduate without having used animals; instead they learn by assisting experienced surgeons. In Great Britain, it is against the law for medical students to practice surgery on animals, and British physicians are as competent as those educated elsewhere. Many of the leading U.S. medical schools, including Harvard, Yale, and Stanford, now use innovative, clinical teaching methods instead of old-fashioned animal laboratories. Harvard, for instance, offers a Cardiac Anesthesia Practicum, where students observe human heart bypass operations, instead of dog labs; the Harvard staff who developed it have recommended that it be implemented elsewhere.

***“Should we throw out all the drugs that were developed and tested on animals? Would you refuse to take them?”***

Unfortunately, a number of things in our society came about through others’ exploitation. For instance, many of the roads we drive on were built by slaves. We can’t change the past; those who have already suffered and died are lost. But what we can do is change the future by

using non-animal research methods from now on.

***“Aren’t the animals protected by the law from cruelty?”***

There is no law in this country that prohibits any experiment, no matter how frivolous or painful. The Animal Welfare Act is very weak and poorly enforced. The Act does not include rats and mice, even though they are the most commonly used animals. Also, the law does not include cold-blooded animals, birds, or animals traditionally used for food. It is basically a housekeeping act; it doesn’t prohibit any type of experiment on animals in laboratories—they can be starved, electrically shocked, driven insane, or burned with a blowtorch—as long as it’s done in a clean laboratory.

***“Most scientists care about animals—they have to, because their research depends on the animals’ well-being.”***

Investigations at our most prestigious institutions show that this is simply not the case. At the City of Hope in California, one of the country’s most prominent research facilities, animals starved to death and drowned in their own feces “by accident.” Many experimenters become calloused after years of research and don’t see the animals’ suffering—they treat animals as disposable tools for research. Improvements in the animals’ care are fought as “too expensive.”

***“What about peer review and animal care committees at institutions?”***

Many such committees are composed mainly or totally of people with vested interests in the continuation of animal experimentation. It has taken lawsuits to permit public access to committee meetings.

***“Aren’t cats and dogs killed in pounds***

***anyway? Why not let them be used in experiments to save lives?"***

A painless death at an animal shelter is a far cry from a life of severe pain and deprivation in a laboratory before being killed by experimenters.

***"Would you allow an experiment that would sacrifice 10 animals to save 10,000 people?"***

Suppose the only way to save those 10,000 people was to experiment on one retarded orphan. If saving people is the goal, wouldn't that be worth it? Most people will agree that it is wrong to sacrifice one human for the "greater good" of others because it would violate that individual's rights. But when it comes to sacrificing animals, the assumption is that human beings have rights while animals do not. Yet there is no logical reason to deny animals the same rights that protect individual humans from being sacrificed for the common good.

***"What about experiments that don't harm animals but simply observe them?"***

If there really is no harm, we don't object. But "no harm" means that the animals aren't kept isolated in barren, cold steel cages, because the stress and fear of confinement are harmful, as shown by the differences in blood pressure between caged and free animals. Caged animals also suffer by being prevented from performing their normal behaviors and social interactions.

***"If you were in a fire and could save******only your child or your dog, whom would you choose?"***

I would save my child, but that's just instinct. A dog would save her pup. Regardless of whom I save, however, my choice proves nothing about the moral legitimacy of experimenting on animals. I might save my own child instead of my neighbor's, but that hardly proves that experimentation on my neighbor's child is acceptable.

**Never doubt that a small group  
of thoughtful, committed  
citizens can change the world;  
indeed, it's the only thing that  
ever has."**

**—MARGARET MEAD**

*We animal activists are very special people. We are creative, daring visionaries. We are Earth-movers and -shakers.*

*And we are of one heart.*

*This manual is grassroots gold, packed with the tried-and-true methods of those in the front lines of the animal rights movement. Use it to plan things well. Then put your courage into action and go forth with all your heart to save the animals.*

*Together we will win!*

---



**PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS**  
501 FRONT ST. • NORFOLK, VA 23510 • 757-622-PETA