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Animals 'in Person'

Picture this: Your beloved canine companion, Russ, has just been hit by a car, so you rush him to the nearest veterinarian—whom you've never met before. The vet seems warm and caring, gently examining your companion and using a soothing voice. But Russ is continually referred to by the wrong pronoun. "Are its shots up to date?" the vet asks. "None of its legs are broken, but I think you should leave it here overnight for observation."

The veterinarian in this scenario seems compassionate and competent in the physical handling of Russ, but something's amiss. You may find it jarring to hear a veterinarian refer to a dog as "it." You might even wonder if Russ is regarded not as a patient but merely as a biological specimen. That's because not acknowledging an animal's gender is ... dehumanizing.

To dehumanize someone is to deny some or all of the qualities that make him or her a person. And that's exactly what our society does to animals: It denies that they are people.

PETA is pressing society to examine this belief.

Us vs. Them

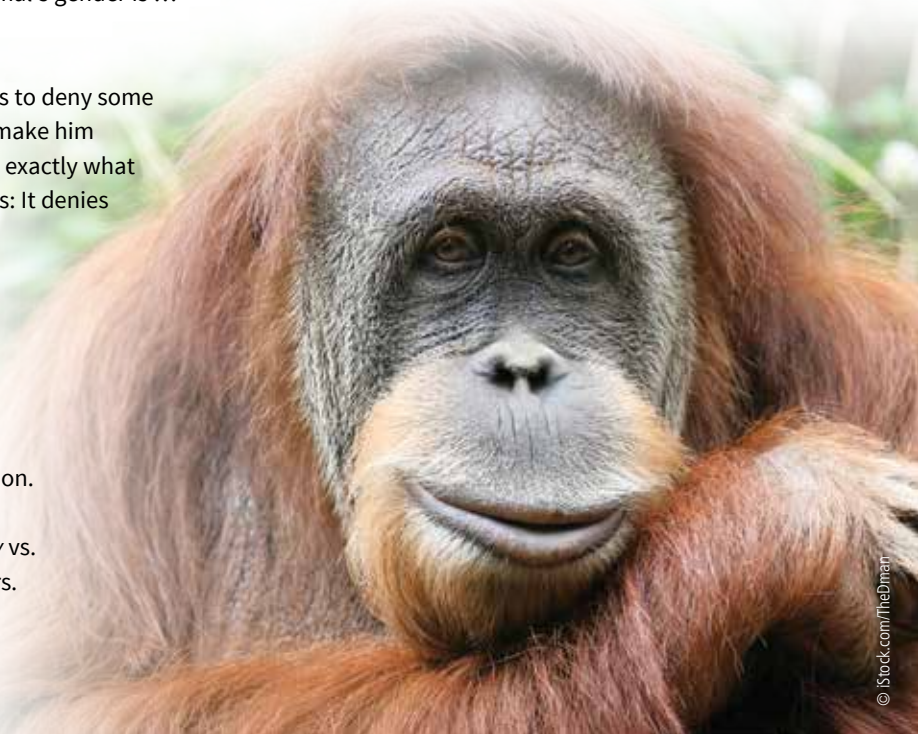
"Us vs. them." All conflict stems from this juxtaposition. Our *family* vs. theirs. Our *tribe* vs. theirs. Our *country* vs. theirs. Our *species* vs. theirs.

In the ranking of species, we've put *Homo sapiens* not only at the top but also in its own category separate from the rest of the animal kingdom.

PETA President Ingrid Newkirk disputes this viewpoint on her current speaking tour, "We Are All Animals!" (See details on page 6.) Certainly, no scientist would dispute that people are animals. But can the reverse be true as well?

Case by Case

Can an animal be a person? Argentina says yes. After a legal battle to release an orangutan named Sandra from a Buenos Aires zoo, an Argentine court recognized her as a "non-human person" who had been unlawfully deprived of her freedom.





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In the U.S., PETA is using the courts as well to expand the scope of laws that have traditionally been used to benefit humans exclusively.

For example, the 13th Amendment to the U.S. Constitution prohibits the condition of slavery but doesn't state that it applies exclusively to human beings. So PETA sued SeaWorld for holding wild-caught orcas as slaves in violation of the 13th Amendment. We were supported by the preeminent constitutional scholar Laurence Tribe, and even though we lost, this case marked

the very first time that a U.S. court had ever considered constitutional rights for animals. It also created huge (and ongoing) debates in the media and in law schools about the ethics of holding animals captive.

We also fought a groundbreaking case for a crested macaque named Naruto who lives in a jungle in Indonesia. One day, he picked up a photographer's unattended camera and took several photos of himself, including the now-famous "monkey selfie." U.S. law is clear that the copyright to a photo is owned by the one who takes the picture and not by the one who merely owns the camera. So when the owner of the camera claimed the copyright to these photos, we sued on Naruto's behalf.

We settled the lawsuit with the photographer, David Slater, who agreed to donate 25 percent of any future gross revenue that he derives from the monkey selfies to registered charities dedicated to protecting either the welfare or the habitat of Naruto and other crested macaques in Indonesia. A prominent BBC and *National Geographic* wildlife photographer was inspired by the case to donate 25 percent of his own future profits to wildlife protection organizations in order to benefit his subjects—and we believe that this will have a snowball effect.

The 13th Amendment to the U.S. Constitution prohibits the condition of slavery but doesn't state that it applies exclusively to human beings.

This trailblazing case sparked a massive international discussion about the need to extend fundamental rights to animals for their own sake—not in relation to how they can be exploited by humans. It also prompted debate in law schools and lit a fire in legal circles around the world. PETA's general counsel was invited to speak about it at a Copyright Society of the USA conference and at Harvard Law School.

We may not have won this time, but we introduced the first case asking a court to declare that an animal can be the owner of intellectual property—rather than a piece of property owned by someone else.

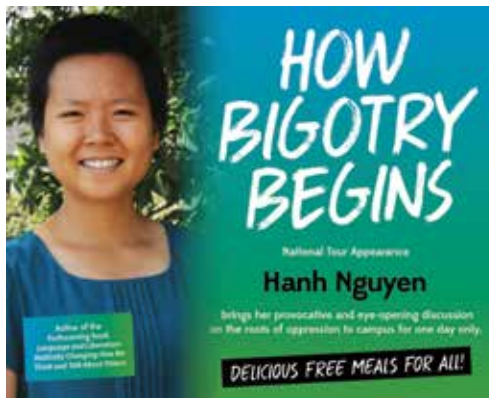
We're not disheartened at losing cases like these. As renowned civil rights attorney and PETA general counsel emeritus Philip Hirschkop said regarding civil rights battles, "You lose, you lose, you lose. Then you win."

How Bigotry Begins

It shouldn't be surprising that a celebrated civil rights attorney represented an animal rights organization. After all, animal rights and civil rights not only are on the same philosophical spectrum but also overlap.

That's the premise of a college speaking tour conducted this past year by PETA's Hanh Nguyen. From Ivy League universities to agricultural colleges, her thought-provoking talk, "How Bigotry Begins," sparked lively debate about the links between racism, sexism, and speciesism.

The theme of the talk is how categories of identity—whether race, sexuality, gender, nationality, or species—are often turned into tools to "otherize" and discriminate against different groups.



"How Bigotry Begins," sparked lively debate about the links between racism, sexism, and speciesism.



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We don't yet fully understand how all beings think—or what they think—but dismissing their mental world as somehow less developed, less rational, less moral, or less intelligent than our own is a big mistake.

While every struggle for equality is unique, several common themes emerge when we talk about the underlying structures of racism, sexism, xenophobia, and other forms of societal oppression. We often overlook the role that these same oppressive structures play in our relations with other animals and enabling their exploitation and abuse.

Students who attended the presentation came away with a whole new perspective. Exemplifying the precise effect that Hanh intended, a student at Binghamton University told the school newspaper, “The way she presented it made me think a different way. ... [It was] the way she said you shouldn't think of animals as lower beings.”

There's a Person in There

When we look into an animal's eyes, the entity looking back at us is not a furry robot, a feathered automaton, or a finned android. There's a *person* in there—a person in the sense of a sentient being who feels hunger, thirst, pain, fear, joy, and love and who makes decisions, has preferences, experiences anticipation, overcomes challenges, and uses language (even though we may not be able to understand it).

Some beings have enormous capabilities beyond our own—in navigation, endurance, communication, and the detection of natural phenomena. We don't yet fully understand how all beings think—or what they think—but dismissing their mental world as somehow less developed, less rational, less moral, or less intelligent than our own is a big mistake.

Animals use language to communicate with members of their own species, and some use it to communicate with humans as well. Anyone who has shared a home with cats knows that they use language. People attuned to their feline companions' needs will learn to recognize the meanings of different vocalizations. Meowing at a certain pitch may mean, “I want to play,” while at a different pitch it may mean, “I want you to pet me.” “May I please have a treat?” will surely sound different from “Dinner is late—feed me right now!” That's language. But it's not something that cats use with *each other*—they rarely vocalize among themselves as adults. It's language that your cat friend has developed to communicate specifically with *you*.

Perhaps cats look into the eyes of humans and think, “There's a cat in there.” Ha!

It's Not About Welfare—It's About Rights

There has been a recent trend among food and clothing retailers to appeal to compassionate shoppers by describing meat, eggs, dairy “products,” wool, down, and other animal-derived items as “humane,” “free-range,” “sustainable,” or “responsibly sourced.”



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PETA and our international affiliates have released numerous eyewitness exposés of wool producers, pig farms, dairy farms, egg hatcheries, and other animal-exploiting operations that use these positive-sounding descriptors. And we've found time after time that those labels are meaningless.

A farm that boasted the “best cared-for cows on the planet,” in reality, had animals with pneumonia who were struggling to breathe, sick calves who were so mired in their own waste that their skin was scalded by it, and calves who drowned when milk was introduced into their lungs while they were being force-fed by incompetent workers. In another example, at a Whole Foods “humane” pork supplier, the pigs could see but never touch the lush green grass outside, they were crowded together, and many suffered from serious injuries for weeks at a time with no veterinary care—nearly all the horrible conditions that one would find on any factory farm. But let's say that the conditions in which the animals were raised were much better. Would that make it OK to exploit and kill them

for clothing and food? No. We don't have the right to harm other beings for things that we don't need. And in the 21st century—unless we're aboriginal subsistence hunters or fishers—we definitely don't need to eat animals' carcasses or wear their skins.

I Am You, Only Different

Recognizing the “person-ness” behind an animal's beak, snout, or muzzle was PETA's inspiration for a recent thought-provoking advertising campaign.

Ads with the faces of chickens, pigs, cows, and fish bear the slogans “I'm Me, Not Meat,” and “I Am You, Only Different.” PETA and our international affiliates have run these ads on billboards, bus kiosks, and subways in cities all over the world.

“Like You, Only Different” is also the theme of this year's peta2 interactive display at the wildly popular Warped Tour concert series, where this powerful message will reach hundreds of thousands of young people.

The Golden Rule

More than a century ago, Charles Darwin showed that all beings have the same common ancestor. We work hard to deceive ourselves and others when we try to maintain a boundary around the term “person.”

The Golden Rule says that you should do unto others as you would have them do unto you. With the support of our Augustus Club members, PETA does everything we can to promote this adage by emphasizing that the word “others” includes all living beings.



© Manchester Pig Save/Andrew Garner



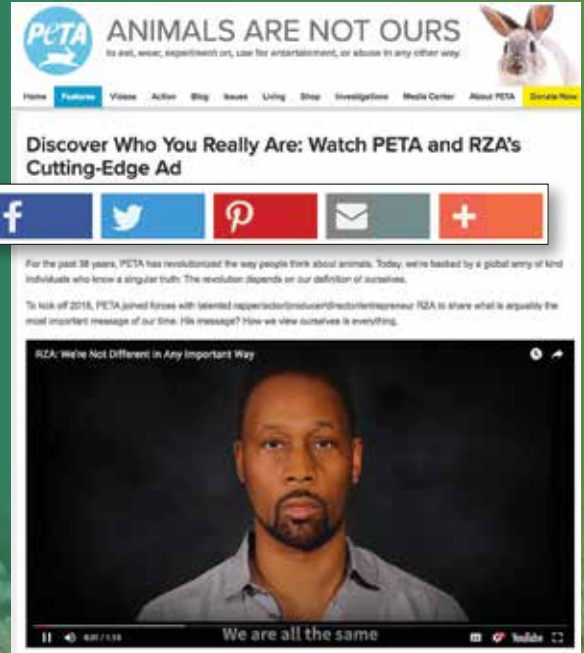
▶▶ What YOU Can Do



PETA joined forces with talented rapper, actor, producer, director, and entrepreneur RZA to revolutionize the way people think about animals. In a visually stunning new video, he challenges the idea that humans are different from other animals in any important way.

Please watch the video at PETA.org/RZA. Then send it to everyone you know, and ask, "Don't we all deserve to live free from suffering and exploitation?" Thank you!

“We are all the same in all the ways that matter.”



▶▶ Show off your compassion for all animals by sporting PETA's famous mission statement, "Animals are not ours to eat, wear, experiment on, or use for entertainment." Don't forget to use your member discount at PETACatalog.com!



'We Are All Animals!'

JOIN US FOR A UNIQUE, AMUSING, AND THOUGHT-PROVOKING TALK BY PETA FOUNDER AND PRESIDENT INGRID NEWKIRK.

Don't miss Ingrid's perspective on human supremacy and the state of the animal kingdom.

Some of the best animal advocates around will be toasted at each event, and delicious vegan treats will be served—all while you enjoy the company of other compassionate animal lovers.

The proceeds from all ticket sales and donations raised prior to and at each event will be dedicated to PETA's innovative and effective programs to advance empathy and stop suffering.

Don't miss this chance to see Ingrid live!

▶▶ For an updated list of cities on the 2018 "We Are All Animals!" tour, visit PETA.org/WeAreAllAnimals.



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Done with this newsletter? Instead of tossing it in the recycling bin, please help spread the word by leaving it for someone else. Try one of the following places:

In the waiting room of your dentist's or doctor's office

At your salon

On a bus or subway

At your gym

In the magazine stack in a laundromat or the laundry room of an apartment building

In the seatback pocket of an airplane

At a coffee shop

At a bookstore

On a community bulletin board

Of course, the same suggestion goes for the *PETA Global* magazine and other literature, such as our free vegan starter kit, which you can order at PETA.org/VSK or by calling 1-888-VEG-FOOD.



From PETA staff member Tiffany Rose:

When I was 18 years old, I stumbled across an issue of PETA's *Animal Times* in my doctor's office, and my life—and the lives of approximately 2,600 animals—would never be the same. The information in that magazine landed in the right hands at the right time, and I never ate meat again. (Did you know that by going vegan you save more than 100 animals a year?!) Now, I never go anywhere without some leaflets or brochures in my purse. Just think: Other people could be sitting in their doctor's office right now, looking for something to read, and pick up the vegan starter kit that I left there yesterday. Leaving leaflets—or *leaveleting*, as I call it—is an effortless way to spread information about showing compassion toward animals.



The Legacy of MARK HOPKINS SCHELL

Mark Hopkins Schell had such a magnetic presence and infectious laugh that people said he lit up a room the moment he walked in. It was no doubt that charm—as well as his keen business sense—that earned him enormous financial success as the owner of Mark Schell Designs, a boutique menswear store in Corona del Mar, California.

From his outgoing personality, one would never guess that Mark had endured severe physical and emotional abuse as a child. He never forgot what it was like to feel powerless and to have no way of escaping a miserable situation, which is why he had so much empathy for exploited and abused animals.

He also recognized the innate “person-ness” of animals—their ability to think, make choices, love, grieve, and feel joy and sorrow. This was reflected in the deep bond that he had with his companion dogs.

His surviving Akita, Mukee, now lives with Pamela Thorsch, the successor trustee of Mark’s estate and a close friend of more than 40 years.

Mark left the majority of his estate to animal charities that he cared about, and PETA was one of them. When he died at the age of 75, Pamela contacted the PETA Foundation’s Gift Planning team to discuss the best way to use his bequest to PETA, explaining that she wanted Mark to have a legacy that he could be proud of.

Pamela shared that Mark felt it was important to educate young people, reinforce good values, and plant the seeds of compassion. She also said that he valued face-to-face communications, which are reflective of simpler times in



Mark and Mukee, in 2015

our society, and lamented the fact that nowadays many people spend more time interacting with their computers and smartphones than making meaningful connections with each other in person.

With these guidelines in mind, Pamela felt that using part of Mark’s bequest to benefit PETA’s Campus Rep Program—which entails peer-to-peer, in-person outreach at more than 100 colleges and universities—would be a wonderful fit. Because of this, the stipends that all PETA’s campus reps were provided with this past

school year were made possible through The Mark Hopkins Schell Trust. (Please see the article on page 8 to learn more about the program.)

PETA is honored to pay tribute to the memory of such a kind man, and we’re so grateful for his generosity. Because of his gift, PETA is planting the seeds of compassion in the hearts and minds of tens of thousands of young people—a legacy that he would be proud of.

Mark felt it was important to educate young people, reinforce good values, and plant the seeds of compassion.



PETA's Campus Reps



To follow up on our report in the last issue, through PETA's Campus Rep Program, top-tier student activists conduct empathy-inspiring, peer-to-peer outreach and promote cruelty-free living and pro-animal change on campus.

Over the past school year, PETA's campus reps have reached tens of thousands of students on more than 100 college and university campuses across the U.S. and Canada—including Columbia, Harvard, and Stanford universities as well as the Université de Montréal—with information on becoming a hero for animals who suffer and die when they're used for food and clothing, in experiments, and as entertainment.

Reps host screenings of hard-hitting documentaries, distribute PETA literature, conduct petition drives to demand more vegan options in college dining halls, protest animal experiments on campus, submit op-eds to campus newspapers, give out samples of vegan foods, sponsor thought-provoking campus talks and discussions, and ensure that the issue of animal rights can't be ignored.

Campus reps receive a stipend of \$500 per semester. This allows them to cut back on time spent at after-school jobs so that they can instead focus on animal advocacy. This year's stipends were made possible through a generous legacy gift from The Mark Hopkins Schell Trust.

Funding of the stipends for PETA's campus reps from The Mark Hopkins Schell Trust is a wonderful example of how a planned gift to PETA can create important changes for animals for generations to come.

➔ Here are some recent ways that the program has resulted in progress:

Our rep at the University of Michigan, which has more than 44,000 students, persuaded the school to offer a hot vegan entrée in every dining hall on campus.

Traveling petting zoos, circuses, and other animal exhibitors were banned at the universities of Ottawa, Rochester, and North Carolina at Chapel Hill as well as Missouri State University.

Montclair State University in New Jersey, which has more than 16,000 students, is opening an all-vegan dining station following our rep's petition campaign.

PETA's rep at Rice University in Houston worked with an event planning committee to ensure that 50 percent of all the food served at last year's Homecoming & Reunion tailgating event was vegan.

Florida State University, which has more than 41,000 students, agreed to add two all-vegan dining stations, along with vegan frozen and take-away options, following tenacious persuasion from our rep.

Looking at the bigger picture, PETA's youth outreach division, peta2, surveyed all 1,500 colleges with dining programs in the U.S., and the results were staggering: 70 percent of campuses now offer daily vegan options, compared to only 28 percent in 2014. As if that weren't enough, nearly one in five campuses now offers an all-vegan dining station, largely thanks to our reps' efforts!