

PETA's augustus CLUB

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Bob Hirsh:

The Secret Hero We Are So Very Proud to Call Our Own

You will not know the following two stories because, until this moment, no one has heard them—and when you read them, you will understand why.

Bob Hirsh, who passed away in April, and his wife, Loretta, started helping PETA when the organization was just a gleam in my eye and when, some 30 years ago, we just might have ended up being called Justice for Nonhumans. For years, almost every meeting of importance was held at the Hirshes' Washington, D.C., home. Even PETA's first station wagon was acquired courtesy of Loretta and Bob. What no one knows, however—although many of you might know about some of PETA's early rescues if you have read *Free the Animals* or been with PETA from the start—was that Bob Hirsh took enormous risks, even risks to his personal freedom, to help animals.

Bob was a star. It was Bob who drove the moving van in which the Silver Spring monkeys—including Augustus, for whom the Augustus Club was named—were spirited away to Florida in the middle of the night so that they never would be forced to go back to the laboratory from which they had come. Had not Bob and the other daring PETA members aboard that truck risked arrest, the court would have sent Augustus and all the rest of the long-suffering monkeys back to notorious animal experimenter Edward Taub's laboratory to be cut open again. That never happened because Bob stepped up.

As I recount in *Free the Animals* (without using Bob's name), those riding in the truck had many a close call—the first being the sound of police sirens moments after they had pulled away with the monkeys and the second being when they were forced to stop at a weigh station. "What's in the back?" the inspector at the weigh station had asked Bob. "Crates," he said truthfully. Crates with 17 monkeys in them. But luckily, there was a backlog of trucks and no one asked him to open up the back. Bob and his team didn't start breathing again until they reached Florida and unloaded the monkeys on the lawn of a safe house on the Underground Railroad. Edward Taub was

subsequently convicted of cruelty to these monkeys and never touched an animal again, although his conviction was eventually overturned on a technicality upon appeal.

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The Art of Online Marketing

Using the Web to Fight Animal Abuse

Almost all people in the world, even those in the most remote places, know that the Internet is the most effective tool for communicating broadly. Using it to anything less than its fullest potential would mean letting animals down.

That's why we strive to be as creative as possible in our use of communications technology. In order to spread the animal rights message and galvanize people to take action for animals, we use every conceivable platform and format—from YouTube, Flickr, Twitter, and Facebook to iPhone applications, video games, and innovative text-messaging platforms.

PETA's Marketing Department is responsible for all these efforts, but perhaps the word "marketing" is misleading. In PETA's campaigns, we're not trying to sell a product—we're trying to educate people about the plight of animals and motivate them to take action.

Without a doubt, the most effective way to accomplish our goal is to show people video footage from PETA's undercover investigations. As the saying goes, "A picture is worth a thousand words." The goal, then, is to make sure that our undercover video footage is seen by as many people as possible. PETA is an expert at this.

A PETA video entitled "A Shocking Look Inside Chinese Fur Farms" contains video footage recorded by Swiss Animal Protection Society/EAST International of a raccoon dog who had been completely skinned but who was still alive and had enough strength to lift her head and stare into the camera.

Since it was first posted on PETA's website as well as on YouTube and just about every other possible Web venue, this video has been viewed more than 50 million times! Getting that video shown so widely has probably done more to turn people away from fur than anything else in the worldwide campaign against the use of fur.

To attract viewers, PETA has also mastered the art of piquing people's curiosity. When visitors come to PETA.org, the videos draw them in.

Take, for example, the ad that PETA tried to run during this year's Super Bowl to promote the physical benefits of a vegetarian diet. NBC rejected the ad as being too sexy, so PETA sent out a news release about the rejection. The media went crazy, and the next day the story was being broadcast everywhere you turned, from *CNN Headline News* to *Jimmy Kimmel Live!*

As a result of all that media coverage, people flocked to the Web to watch the ad, which received more than 4.3 million views. More than 1.5 million people stayed to watch PETA's mini-documentary on factory farming that followed, and thousands ordered a free vegetarian/vegan starter kit afterward.

Joel Bartlett, the director of PETA's Marketing Department, manages this ceaseless flow of Web traffic.

Augustus Club: What was your first job at PETA?

Joel: I started in 2003 as a Street Team coordinator for peta2, which is PETA's youth outreach division. Working with young people of all ages—from elementary school students to undergrads—was very rewarding. I would get e-mails all the time from students saying, "My life has totally changed—I'm never eating meat again," or "I'm going to make sure that no one in my family ever goes to the circus again. Thanks for opening my eyes!"

AC: When (and why) did you transition to the Marketing Department?

Joel: During the two years that I coordinated the peta2 Street Team, social-networking technology was really starting to snowball. My peta2 colleagues and I started using sites such as MySpace and Facebook for our youth campaigns and saw how fantastically useful they were. So my supervisor at that time and I suggested that these components be incorporated into all of PETA's campaigns. Voilà! The Marketing Department was born and so was my new position.

"Our Facebook posts often receive more than 3 million views in a single day. This gives us the capability to put huge pressure on a campaign target at a moment's notice."





AC: Name something about your job that makes you especially happy.

Joel: I love the fact that we have more than a million fans on Facebook. Our Facebook posts often receive more than 3 million views in a single day. This gives us the capability to put huge pressure on a campaign target at a moment's notice.

For instance, less than 24 hours after we posted an action alert on Facebook with photos of 50 terrified beagles who were being transported by Lufthansa to a laboratory in Scotland, the airline announced a new policy prohibiting the transport of dogs and cats to laboratories. (We are now working to persuade Lufthansa to extend this policy to all species.)

AC: What is your proudest accomplishment as director of marketing?

Joel: I'm proud to have helped PETA establish a larger online game presence than any other nonprofit organization. By creating video games, we engage with people whom we otherwise wouldn't reach.

Kotaku, the most popular gaming blog in the world (and a top 20 blog overall), often writes great reviews of our games. For example, Kotaku described our Elephant's Revenge game (in which players shoot peanuts to help elephants fight back against their worst enemies) as "just good, clean vengeance," which sent game fans to our site in droves.

Games are immersive and cause people to stick around our site longer so that we can convey more information. We intersperse campaign facts—e.g., how elephants in circuses are beaten with bullhooks—throughout the games so that people can learn about animal issues while they're playing. Also, after people play a game, they often send the link to their friends, so the audience grows even bigger.

AC: PETA has won the annual Innovator Award for Best E-Mail Communications from Convio, the leader in online activist technology, and a Gold Award for Activism from W3, a competition that honors creative excellence

on the Web. And L2, which is the think tank for digital innovation, ranked PETA third (behind only NASA and the White House!) in a study of public sector organizations' social media savvy and online strategy. What makes PETA more advanced than other organizations in this area?

Joel: We take risks. We're not afraid to use cutting-edge strategies. We're ahead of the curve when it comes to figuring out how to use new technology to help further our mission. Take Twitter, for example. Back when Twitter first came out, we posted action alerts asking people to "tweet" the CEO of Zappos.com with requests that the company stop selling fur. It worked—Zappos went fur-free, marking the first time that a social-justice campaign was won via Twitter!

Twitter also played a big part in winning our campaign to stop NASA from dosing squirrel monkeys with radiation and confining them for life to observe the effects. For a year, we used our traditional campaign methods, including celebrity involvement, protests, government complaints, action alerts, etc. Then we learned that a NASA representative would be speaking at a Twitter conference. We knew that tweets with the hashtag #TWTRCON were going to be posted on large monitors flanking the stage, so we came up with a plan.

During NASA's panel discussion, as a result of our action alert, the monitors began to show dozens of tweets saying "NASA: STOP TORTURING ANIMALS!" Immediately, all that could be seen in the audience was the top of people's heads as they bent over their laptops and iPhones searching online for more information. Thus was born the "hashtag hijack" as the newest form of protest. And NASA canceled the experiments!

AC: Is there anything else that you'd like our Augustus Club members to know?

Joel: Yes! I would like the wonderful readers of this newsletter to know that we have recently revamped PETAPlannedGiving.org. We have made it more visually appealing and user-friendly, added more content and articles, and included interactive capabilities to help people explore the features and tax benefits of planned giving that best fit their individual needs. Please also know how grateful all of us at PETA are for your generous support. You provide the fuel that powers all our efforts for animals. We can't thank you enough!

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The legal battle raged on for years, even reaching the U.S. Supreme Court twice. Although Augustus was never allowed to be rehabilitated, five of the monkeys did live out the rest of their lives together in peace.

You would also not know that the PETA Vanguard Society—a special group of members who support our programs with an annual gift of \$500 or more—was named after Vanguard, a dog who was taken in and sheltered by Bob and Loretta. Vanguard was a little black cockapoo who was rescued by the Animal Liberation Front from certain slow death in a deep-sea diving chamber at the U.S. naval base in Bethesda, Maryland. He was scared but loving, and because he had been kept by experimenters in severely crowded Navy kennels, he was covered with bite wounds and untreated mange, which Loretta promptly caught when she picked him up and plopped him onto her lap!

It wasn't just daring deeds that Bob could be counted on to perform. If there was ever a new way to promote a compassionate lifestyle, Bob not only found it but also perfected it. Bob was the best salesperson in the universe when it came to any new vegan product that entered the market. "Have you tried this?" Bob would say, holding whatever vegan goodie he had found in a Publix supermarket or online. "It's GREAT! You've got to try it!" He would then offer up a sample of whatever it was on a cracker or a toothpick. He could get anyone—from a fish-fry cook to a cowboy—to try something vegan, and he or

she would always end up impressed. And he wasn't just a food guru. Bob was a truly elegant style icon who could have stepped out of the pages of GQ. He was always sporting the latest vegan belt or wallet, and before you could buy vegan men's shoes, Bob had them specially made for him—and he made sure that everyone knew they were vegan.



There is much more, of course. Loretta—a stalwart friend of PETA's who sent regular donations for our work even while she was worrying about Bob's health—misses him terribly. We miss him terribly, too, and we send Loretta, from all our hearts, the wish that she take pleasure in the great memories of what she and Bob did together for animals over the decades. Bob was such a role model for activism, both the courageous and the everyday kind, that I just know his spirit must be rooting for us all to succeed in every single thing that we do for the animals he loved and protected.

The animals have lost a very dear friend indeed.

Ingrid

PETA PRESENTS

Compassionate gifts that give twice!

Looking for the perfect gift? Pick out one of PETA's "virtual gifts" at PETAPresents.org, and we'll send a fun, personalized e-card to your friend or loved one. Plus, you'll be helping the animals you care about! To order gifts and view more options, visit PETAPresents.org.





Animals Are Wonderful: PIGS

Pigs are social, playful, protective animals who form strong bonds and communicate constantly with one another. More than 20 of their oinks, grunts, and squeals have been identified for different situations, from wooing their mates to expressing hunger. Newborn piglets learn to run toward their mothers' voices, and mother pigs "sing" to their young while nursing.

Like humans, pigs enjoy listening to music, playing with soccer balls, and getting massages. They are so intelligent that they have even been able to learn to play video games.

There are numerous accounts of pigs who have rescued humans and other animals in life-threatening situations. We at PETA try to return the favor. Sherlock was found as a baby wandering the streets of Suffolk, Va., not far from PETA's headquarters. No one knows exactly where Sherlock came from, but the fact that he had been castrated and his tail had been docked indicates that he most likely fell off a truck bound for a nearby Smithfield Foods factory farm to be fattened for slaughter.

After having rushed PETA workers to the scene of many pig transport-truck accidents over the years to assist injured pigs, we pressured Smithfield—the world's largest pig producer—into pledging to euthanize

injured animals immediately. As a result, pigs bound for Smithfield facilities who incur broken bones or prolapsed organs at crash sites will no longer be left in agony for hours or be forced back onto trucks headed for the slaughterhouse.

PETA found a loving home for Sherlock on the farm of a PETA supporter. He now has grass beneath his feet, sunshine on his back, and other animal friends to play with. He enjoys lounging in mud pits, taking dips in his plastic swimming pool, and getting belly rubs.

Among our other efforts to eliminate some of the most egregious abuses of pigs on factory farms, PETA is campaigning against the use of "gestation crates" for pregnant pigs—a practice that causes intense stress and pain by virtually immobilizing the pigs for two to three years in cramped, metal cages. To date, Burger King, CKE Restaurants (owner of Hardees and Carl's Jr.), Wendy's, Safeway, Harris Teeter, and Winn-Dixie have agreed, after negotiations with PETA, to purchase more of their pig meat from crate-free suppliers.

PETA's undercover investigations of numerous pig farms prompted the first-ever charges of felony animal abuse against a factory-farm employee in the U.S. as well as the first convictions for abusing factory-farmed pigs in Iowa (the top pig-raising state in the country).

By using the Internet to post all our undercover video footage and other documentation of pigs who were beaten, sexually abused, poked in the eyes, and electro-shocked, we are able to reach tens of millions of viewers who would otherwise never know about the cruelty of factory farming.

And of course, no organization does more than PETA to inspire people to adopt an animal-free diet. From distributing hundreds of thousands of free vegetarian/vegan starter kits per year to getting vegan entrées served in the dining halls of universities, corporations, hotels, and school districts from coast to coast, we spare countless pigs each year from the horrors of life on a factory farm and the terror of death in a slaughterhouse.

Did you know that pigs are also commonly used in cruel experiments? Marilyn and Madonna are two gentle pigs we discovered during an undercover investigation of laboratories at the University of Utah.

They had been held in isolation for months in barren laboratory cages. Tiny, flimsy mats offered inadequate protection from the painful pressure of standing, sitting, and lying down on the wire flooring. But thanks to our work and your support, Marilyn and Madonna now have plenty of grassy acres to roam at their new, permanent home, and they take mud baths together whenever they like.

Countless pigs have been spared from pain and death in experiments as a result of PETA's efforts. In a historic victory, all car-crash tests on animals stopped worldwide following PETA's hard-hitting campaign against General Motors' use of live pigs and baboons in crash tests.

Thanks to PETA, the U.S. Department of Defense has agreed to research the possibility of replacing pigs and other animals in trauma and chemical casualty training courses (see sidebar). PETA's many successes also include replacing live pigs with computerized human simulators in Advanced Trauma Life Support

courses at numerous hospitals, universities, and training conferences.

In a huge victory this year, following discussions with PETA, Lipton—the largest tea company in the world—announced an end to all animal testing for health claims for tea and tea ingredients. We had discovered that the company was subjecting animals to painful and deadly experiments, including infecting piglets with *E. coli* and cutting their intestines apart while they were still alive.

In addition to helping pigs on factory farms and in laboratories, we also campaign against inane events that cause stress and danger to pigs, such as greased pig competitions and "kiss-a-pig" contests. PETA has put a stop to many of these events and will keep fighting on all these fronts, thanks to the support of our Augustus Club members.



WHAT YOU CAN DO

If you are in the U.S., please urge your congressional representatives to cosponsor the Battlefield Excellence Through Superior Training Practices Act (H.R. 1417), which would responsibly phase out the U.S. military's use of live pigs and other animals in trauma training courses and require the use of ethically and scientifically superior non-animal training methods. For more information, please visit Features.PETA.org/TraumaTraining.



Helping Animals Can Bring You Benefits

By Faith Betz, Gift Planning Specialist at the PETA Foundation

In navigating charitable opportunities, it can be difficult to determine whom to support and with what resources. I enjoy talking with PETA members about charitable gift annuities because I see how much peace of mind and joy can accompany the decision to make a planned gift. The opportunity to make a significant gift to help animals while receiving income for life and a charitable deduction—what could be better?

PETA charitable gift annuities can be a great way to support PETA's lifesaving work. A charitable gift annuity with PETA also benefits the supporter by returning an income stream for his or her life and, in some cases, for the lifetime of another person. In most states, PETA is able to offer supporters who are at least 50 years old a charitable gift annuity in return for a gift of cash or stock valued at \$10,000 or more.

For example, supporters who are 55 years old and wish to create a charitable gift annuity with PETA and defer their payout until they are 65 can expect a payout of 8.5 percent for life under the present payout schedule. (PETA offers the rates recommended by the American Council on Gift Annuities.) A member who is 60 years old and wants a current payout from the charitable gift annuity can expect a payout of 5.2 percent for life under the present payout schedule. Partners or spouses, ages 65 and 63, who create a two-life PETA charitable gift

annuity can expect a payout of 5.1 percent for their lives and for the lifetime of the partner or spouse who lives the longest.

Members tell me that they are considering PETA for a charitable gift annuity or that they have decided to create a charitable gift annuity with PETA because they find PETA to be one of the most effective charities in the world. The assured income is desirable, as is the charitable deduction for making a gift of cash or stock (the IRS does view charitable gift annuities as being part gift/part purchase of an income interest). Every charitable gift annuity with PETA is accompanied by a gift contract for review with your advisors as well as annual 1099 statements for tax purposes showing how much of the annual payment (which can be made in an annual installment, quarterly installments, or monthly installments) is taxable as ordinary income.

If you have an interest in setting up a charitable gift annuity, please contact the PETA Foundation's Gift Planning Department at 757-962-8213 or PlannedGifts@petaf.org. The PETA Foundation staff can answer questions and provide you with detailed illustrations, and the website PETAPlannedGiving.org can be a useful resource as well. Planned gifts to PETA create, on average, \$6 million per year for PETA to use to put an end to cruelty to animals and to advance animal rights. Thank you for considering how a charitable gift annuity with PETA or another planned gift could impact animals' lives.

