



# PETA's augustus CLUB

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## Animals Have No Business in Show Business!

Animals exploited for film, television, and advertising face many forms of abuse. Off set, most can do nothing but turn in circles in a cramped cage. On set, they perform tricks, typically under the constant threat—or memory—of violence if they don't immediately obey orders. The emotions that dominate their lives are fear and anxiety, followed by loneliness and intense frustration. But with your support, PETA has made enormous strides for these animals, and we plan to make many more.

Perhaps it's surprising to learn that **more horses are killed or injured during film and television production than any other species of animal**, but all animals who are forced to perform have a difficult life. Lions, tigers, and other big cats are commonly trained through food deprivation, fear, and punishment with weapons such as whips. Bears are separated from their mothers as little cubs, never receiving proper maternal care, which impairs their normal psychological development.

A major victory that shook things up in Hollywood took place right after we learned that three horses had died as a result of being pushed beyond their limits during the production of *Luck*, the HBO series about horse racing. By working behind the scenes and launching a public campaign with ads and social media, we forced the show to shut down.

Since then, we've made huge strides in our push for Hollywood producers and directors to avoid using live animals and instead to choose other options—such as stunning computer-generated imagery (CGI) or sophisticated animatronics.

Did you know that in one of the top-grossing musical comedies of all time, there was going to be a scene featuring pigs who were going to be *electroshocked* in order to make them perform on cue? You didn't? That's because PETA stopped the senseless cruelty before it occurred.

One key to our success is that we intervene quickly. By having an office in Los Angeles, we've been able to establish contacts in the film and television industry, which allows us to hear about projects while they're still in development and influence decisions early on.

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That's crucial, because it's far easier to prevent filmmakers from using live animals than it is to stop them after they've begun filming or to cut scenes that have already been filmed.

For instance, when we learned that *Rise of the Planet of the Apes* was about to be made, we asked the filmmakers not to use real apes. When they used CGI apes instead, we presented them with a PETA Proggy Award for not exploiting animals. The award garnered major media coverage and also helped promote the movie, so everyone was happy.



This year, we gave PETA's Innovation in Film Award to director Jon Favreau for his tour de force *The Jungle Book*. Favreau—who brought hundreds of impressively realistic animal characters to life

through CGI—joked, “It’s very hard to teach an animal to talk from what I understand. So this seemed like a good solution. It’s also better for the animals not to be on set.”

Better still, filmmakers are increasingly approaching us for advice in advance. For example, before making *Noah*, director Darren Aronofsky contacted PETA. Already interested in avoiding cruelty, he ultimately made the compassionate decision to use CGI to prevent any animals from being harmed.

We have also met with directors who previously used wild animals in their films and succeeded in persuading them never to do it again. Such was the case when we showed a top actor/director our exposé of Hollywood animal trainer Michael Hackenberger, who supplies tigers and other animals to filmmakers—including a tiger used in the movie *Life of Pi*.

At the zoo that Hackenberger owns, a PETA eyewitness recorded deeply upsetting video footage of a barbaric training session in which he whipped a young tiger over and over again. The tiger was so traumatized that he involuntarily emptied his anal sacs, which is a fear response.



As a result of our exposé—which has received more than 2.1 million views—Hackenberger has been formally charged with cruelty to animals and his zoo has announced that it will close down. Also, importantly, the CBS TV show *Zoo* canceled plans to hire him after we notified the network of his record of animal abuse.

Now, we’re pressuring CBS to stop using any wild animals in *Zoo*. The latest salvo in this campaign was an ad blitz that we ran in the *Los Angeles Times*, *The New York Times*, and *The Wall Street Journal*. Our ad featured a truly realistic computer-generated chimpanzee whose wrists are bound in handcuffs made out of strips of film along with the message “Some shows hold more than an audience captive. CBS: Use CGI to free all animals from *Zoo*.”



Television icon Bob Barker has also called on the network to stop using wild animals, as have more than 55,000 PETA members and supporters. We’re quite optimistic that CBS will see the light and switch to CGI sooner rather than later.

Reaching Hollywood professionals with our message is vitally important. That’s why we’ve created [AnimalsInFilmAndTV.com](http://AnimalsInFilmAndTV.com)—a comprehensive resource that provides information on the ways in which animals

used in performances of all kinds are exploited, dominated, stressed, and abused and that describes the many alternatives available. Videos featured on our site include interviews with directors who support PETA's mission, including Seth MacFarlane. The site includes a convenient form that allows anyone who witnesses animal abuse on a production set or in anything related to a film, ad, or TV spot to report the abuse to PETA so that we can take action immediately.

## Great Apes in Advertising

This year, we won major victories in our step-by-step campaign to end the advertising industry's use of chimpanzees and orangutans, who are removed from their mothers as infants, caged for life, and typically subjected to deprivation, beatings, and psychological abuse. Thanks to PETA's efforts, we're happy to report that Vodafone, Frontier Airlines, Paul White Chevrolet, and Blue Emu have recently pulled their commercials featuring great apes, and all four companies have promised never to use great apes again. Our list of advertising agencies that have pledged not to use great apes in advertising now includes 30 of the top 50 agencies in the U.S.—and all of the top 10 agencies. And we are out to get the rest!

## Rescuing Chimpanzees

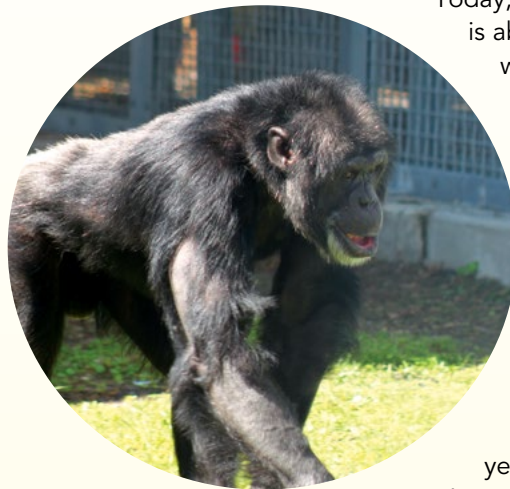
PETA also works to rescue animals used in film, television, advertising, and other forms of entertainment. This year, one of our many victories on this front was the rescue of a 27-year-old chimpanzee named Joe.

Joe had been exploited for years in the film and television industry by a notorious animal trainer. When he got too strong to handle and having no further use for him, the trainer dumped him at The Mobile Zoo—a seedy roadside display in Alabama. He was just 11 years



old then. Abandonment of chimpanzees by their trainers when they are no longer considered useful is very common. If they can't be bullied into performing, out they go, usually to rundown places that provide woefully inadequate care.

So Joe was relegated to solitary confinement in a chain-link pen for 17 years—a torturous existence for a social species. When we found him there, PETA filed a federal lawsuit alleging that the conditions in which he was being kept violated the Endangered Species Act. What a happy day it was when we succeeded in getting him out and having him transferred to the wonderful Save the Chimps sanctuary in Florida!



Today, Joe enjoys a lush habitat, where he is able to climb, roll in the grass, play with toys, and—best of all—have other chimpanzee friends. He is one of seven formerly solitary chimpanzees PETA has retired to Save the Chimps. We believe that only five other chimpanzees remain in solitary confinement in roadside zoos in the U.S., and we are working to get them all out, which is no small task.

On behalf of Joe and the thousands of other animals rescued by PETA every year, thank you for your support. As an Augustus Club member, you are vital to the PETA team, and we're so glad to have you.

## ▶▶ WHAT YOU CAN DO

Please send a polite note to the president of CBS Television Studios, David Stapf, and urge him to make animal welfare a priority by leaving live animals out of all future episodes of *Zoo* and all other CBS programming. Send correspondence to **david.stapf@cbs.com** or to the address below:

**CBS Television Studios**  
4024 Radford Ave.  
Studio City, CA 91604





EVERY SINGLE ACTION  
*Matters*

*This piece has been adapted from a speech given by Augustus Club member Maru Vigo at a recent PETA event.*

After I finished college in 1985, I heard about a group in the United States called PETA. At the time, I had been working with an animal-welfare group in Lima, Peru, that mainly worked on companion-animal and anti-bullfighting issues. But one day the following year, I found a copy of *PETA News*, and my life totally changed.

In 1987, I moved from Peru to Tucson, Arizona, to be trained at the former Arizona chapter of PETA, and that was when my involvement with and total commitment to PETA and animals started.

We animal advocates wear many hats and collaborate with numerous organizations on several different topics. That's certainly been my experience. But although there is much fine work being done by other groups, in my heart and mind, I am biased toward PETA because we are always ready to fight for animals in a direct, intelligent, brave, and consistent way. PETA always has animals' best interests in mind. The total liberation of all animals is our mission, and even when others forget that, we do not stray from our objective.

PETA has always been there for me, ready to help. At my local level, PETA has helped me educate hundreds of students with the support of its TeachKind materials. Our public school system, with few exceptions, still promotes the exploitation of animals by sending students on field trips to SeaWorld, feeding them unhealthy meat, and forcing them to dissect animals in biology classes. But PETA is constantly making inroads in opening my students' eyes to the suffering that animals endure—and has now released a new version of its Share the World humane-education curriculum kit that will reach 9 million elementary school children this year. Share the World is based on the Golden Rule: Do unto others as you would have them do unto you.

Internationally, PETA's support has been equally wonderful. Two years ago, PETA and a group of activists from both the United States and Peru helped me organize a spay/neuter campaign in an economically deprived area outside Lima that saved and improved the lives of countless animals. After that, we coordinated the donation of an interactive-software program to stop the dissection of frogs at the college of psychology of the Universidad Nacional Mayor de San Marcos, the oldest university in the Americas.

We must invite everyone to act. We must discover the talents of every person willing to work for animals and encourage all levels and kinds of direct action. Every single action, large or small, matters.



One very important action is to think about the future of animals after we're gone.

I'm sure that all of you will work for animals until the last second of your lives, but our commitment must go on even further. PETA is a beneficiary in my will, and I encourage you to include PETA in your will as well, because this work must not stop.

Above all, we must keep educating others, because knowledge means power and liberation for animals. We must educate by example and dispel the myths believed by the misinformed:

Responsible breeders do not exist, "humane meat" does not exist, and cruel traditions that harm animals must not go on in the name of cultural preservation.

I am fully aware that our work as activists is bittersweet. We celebrate huge successes only to have to deal with new unthinkable cruelty seconds later. But we must persevere. Animals cannot wait.

*Longtime PETA member, Augustus Club member, and schoolteacher Maru Vigo is changing the world for animals by nurturing her students' thirst for both knowledge and compassion. Her leadership and activism, challenging the beliefs and traditions that keep animals subjugated, extend throughout Arizona, Mexico, and Central and South America.*

# Meet Lisa Lange

PETA's Senior Vice President  
of Communications

A dynamic team leader in PETA's Communications Department, Lisa devises effective and eye-catching ways to get the animal rights message out to as many people as possible, including via viral videos and high-profile celebrity campaigns. She has appeared on television in behalf of animals numerous times, including on *The O'Reilly Factor* and *The Daily Show*, and her work to promote animal rights has made headlines in major publications around the world.

**Augustus Club:** How did you become involved in animal rights?

**Lisa Lange:** When my brother and I were growing up, our mom emphasized kindness. I remember when I was a very young child, I naively squeezed our family cat's nose because I thought the way it bunched up looked like velvet. My mom stopped me immediately and explained that the cat felt just as much pain as I would if someone squeezed my nose. Lessons like that made a huge impression on me.

When I was in college, I volunteered with the local SPCA and joined a student animal rights group. Through that group, I started receiving PETA's newsletter—that's what motivated me to go vegan.

**AC:** What brought you to PETA, and when did you start working here?

**LL:** After college, I worked for a marine conservation organization and an animal rights magazine. In 1992, after the magazine announced its final issue, I was assigned to go to Hegins, Pennsylvania, for my last article—to cover the town's annual pigeon shoot, during which people gunned down pigeons who'd been caged and starved for several days. Joining the protest, I ran onto the field with about 50 other folks to help free pigeons from cages. That landed us in jail. I knew that I wanted to work for PETA, and luckily, I ended up in a cell block with Ingrid Newkirk,



## Giving Animals a Future



PETA's president. Long story short: I walked into jail unemployed and 12 days later came out the manager of PETA's Campaigns Department. Oh, and a few years later, after these gentle birds had been slaughtered for 64 years, the shoot was canceled for good.

**AC:** Describe a facet of your job that makes you especially happy.

**LL:** I love how quickly we've made progress in our campaign to end the use of animals in film and television. It's especially remarkable because no other organization is doing this.

I also helped establish PETA Latino, and it's been fabulous to see how fast it has grown. Our PETA Latino Facebook page is phenomenally popular—it has more than 1.6 million likes, and thousands of new visitors click the "like" button every week.

**AC:** What's been your most gratifying accomplishment in your time at PETA?

**LL:** When Ringling Bros. and Barnum & Bailey Circus announced that it was taking its elephants off the road, that was a banner day—as was the day when SeaWorld announced that it wouldn't be breeding



orcas anymore. We've been working on those issues for decades, so those were huge victories. (Now we're working to get Ringling and SeaWorld to release the elephants and the orcas to sanctuaries.)

Also, I get a lot of satisfaction every time we're able to reframe a debate in the media so that animals' point of view is represented. For example, take the incident in which the gorilla Harambe was shot at the Cincinnati Zoo after a little boy had gotten into his enclosure. After we issued our news release, the media stories switched from pitting the zoo against the parents to focusing more on the problem of keeping wild animals in captivity.

**AC: Are you optimistic about significant future progress in society's treatment of animals?**

**LL:** Oh, yes, I'm more optimistic than ever. Just look at how many vegans there are compared to 30 years ago. For so many years, people would tell us, "Don't push the vegan thing so hard. People aren't ready." But *animals* were ready, so we kept pushing. Now vegan options are everywhere! I recently visited relatives in Abbeville—a tiny town in rural Louisiana. Even in the heart of Cajun country, the grocery store shelves were stocked with everything from vegan ice cream to faux-chicken strips.

We've come so far in such a short time. I remember people were shocked when we first launched our anti-leather campaign. Even other animal groups said things like, "OK, fur is one thing, but leather? Now you're going too far." No one would have believed that only a few years later, major fashion companies such as Esprit and others would be producing shoes and bags bearing the "PETA-Approved Vegan" logo!

**AC: Are there any personal anecdotes about PETA that you would like to share with our Augustus Club members?**

**LL:** Not only did I find a fulfilling career at PETA, I also found two of the deepest loves of my life. I met my partner, Garrett Seivold, 24 years ago when he was working in our Audio-Visual Department. And thanks to PETA, Garrett and I were lucky enough to have an angel named Sophie in our lives (see photo of Lisa and Sophie on page 6). Sophie was a 6-month-old puppy chained to a car with no food or water when she

was found by a PETA fieldworker. She was living in a mound of trash, and our fieldworker mistook her at first for an old tire before seeing her frightened little eyes. From the moment we adopted her to the moment she died in our arms 13 years later, she filled our lives with happiness. Thank you, PETA! And thank you to all our wonderful Augustus Club members—you play such a vital role in everything we achieve for animals.



Lisa with her partner Garrett, and recently adopted family member Lily.