

## RPA's News-Industry Guidebook: Excitement High, Funding Climbing

The Animal Welfare Trust (AWT) this summer awarded Responsible Policies for Animals a \$3,500 grant to assist with the first printing and mailing of RPA's news-industry guidebook for accurate and truthful reporting on animals. As we mentioned in an RPA update shortly afterwards, AWT will

send a check once RPA has on hand the rest of the \$10,500 needed to get the guidebook to 2,500 news editors. You

then came through with many generous donations – and were joined by several new members who found the project exciting upon reading about it in *AR-News*. A total of \$3,300 – in just a few weeks, nearly doubling funding for this groundbreaking publication!

**Congratulations!** Not only did you lend support to a much-needed effort for the animals – you showed that animal advocacy can make big leaps forward without horrific images of the worst suffering people inflict on animals. You showed that people wanting to make the world a better place understand how injustice is perpetuated by industries that control the means of communication.

### Guidebook Outside the Box

Meanwhile, another foundation agreed to review RPA's guidebook grant proposal. RPA submitted the proposal at the end of November, the deadline for the foundation's February distribution meeting. And RPA continues to query foundations – most do not accept unsolicited proposals.

RPA's news-industry guidebook advances many foundations' formal areas of interest: humane education, prevention of cruelty to animals, conservation, environmental protection, and more. But it doesn't fit conventional definitions of those interests. Naturally, RPA is grateful to AWT for so quickly comprehending a news-industry guidebook's potential to bring animals far-reaching benefits.

Tending to celebrate any news item that exposes cruelty to animals or reports positively about people working to help animals, animal advocates so far have not dealt with widespread misconceptions that keep inhumane treatment of animals the norm. The news industry routinely reinforces those misconceptions – one of several problem practices RPA's

guidebook will address.

### No News Would Be Better News for the Animals

For a glimpse of the problem nonhuman animals face in the news industry, consider just National Public Radio (NPR) and *The New York Times* (NYT), since they're widely considered the best of their kinds. Here's one of many recent examples from each indicating harmful reporting patterns and refusal to acknowledge let alone fix them:

NPR's *All Things Considered* stated on September 28, 2007, that previously-poor people in China and India are "eating better" by consuming more meat. But decades of research

consistently indicates meat consumption is harmful to human health. And people who eat only plants due to poverty typically

have better health than meat-eaters as long as they have enough to eat.

NPR refused to broadcast RPA's letter correcting its serious misstatement. When it comes to meat-eating, the news industry routinely ignores up-to-date research in favor of industry-driven popular taste. *RPA's guidebook will address that irresponsible practice.*

NYT wrote on July 25, 2007, that "animal rights" organizations are working to improve how animals are raised for food. By definition that cannot be the case: Animal-rights

organizations work to end the raising of animals for food. To reinforce notions that "improving" the treatment of animals raised for food can somehow make humane treatment of animals the norm is to advocate *against* animal rights. NYT refused to publish RPA's letter correcting that crucial, fundamental error. Reporting as if there is no need to understand animal advocacy reflects a harmful double standard for reporting on animals. *RPA's guidebook will deal with that.*

### Funds Still Needed

*Help expedite the first mailing of RPA's guidebook for accurate and truthful reporting on animals! Even if more kind foundations award grants, RPA's research shows we'll do well to mail the guidebook to more than 100,000 people in the U.S. – based on their work in or near the news industry. The current \$10,500 goal is only for the first round. Like establishing meaningful basic rights for all animals, getting the vast, influential, speciesist news industry to watch its Ps & Qs on animals is not a job for immediate victory seekers but for RPA-style dedication! Thanks for all you've done so far – you're on the right track! ★*

### 10,000 Years Is Enough Campaign Marches On!

*If you've heard back from your state's land-grant university after requesting an end to its service to the meat industry, please let RPA know!*

*If you wrote but didn't hear back, please write again and get a friend to do the same!*

*If you haven't written yet, please do! We don't know of a better way to ensure humane treatment of animals as public policy. Will it happen quickly just because we write? Of course not. Will it happen if instead of striking at the root of inhumane treatment of animals, people who care only hack at the branches? Of course not!*

*For details, see Campaigns page at [www.RPAforAll.org](http://www.RPAforAll.org) or ask RPA. ★*

*Five years!* Responsible Policies for Animals has been a corporation since November 5, 2002. *Thank you* for making it possible to educate for a humane future!

# Thin Ice\*

The Newsletter of Responsible Policies for Animals, Inc.

Vol. 5, Number 1 ★ Fall 2007

*RPA memberships and bumper stickers make great gifts!*

*See page 2 and [www.RPAforAll.org](http://www.RPAforAll.org).*

## RPA: Five Years and Here To Stay!

*Organization thanks supporters, sees potential for an animal-rights movement*

The members of Responsible Policies for Animals' Board of Directors are pleased to note that as of November 5, 2007, the organization has existed as a corporation for five years. With the first Board meeting, December 12, 2002, RPA's bylaws went into effect, and a few months later, RPA was designated by the Internal Revenue Service a 501(c)(3) tax-exempt educational organization for a five-year trial period. Within 90 days of the end of 2007, RPA will apply for permanent tax-exempt status. We're likely to obtain it: RPA's support comes from donations, and RPA does no electoral or legislative politicking.

These "behind-the-scenes" details might sound like mere formalities, but they're crucial steps, under our Constitution and legal system, for exercising our rights effectively. They enable RPA to request your kind donations for a plainly stated purpose, empower RPA's Board members to ensure that we direct your gifts toward that purpose and not toward others, and allow what you donate to be exempt from taxes.

Tax-exempt nonprofits are in the great American tradition of serving the public interest by educating creatively, subject to the law but free of rules, procedures, incentives, and conflicts of interest that limit what government and its officials can accomplish. Not having to become popular quickly or make costly ads to be elected, nonprofit organizations have a long history of leading the government, the nation, and the free world to consider, accept, and embrace new ideas.

As you can see in the following abbreviated list of RPA's accomplishments in just five years with no paid staff or directors, your support offers great promise for reducing suffering in nonhuman animals and human beings – by enabling people to see how using, harming, and destroying animals harms human health and wellbeing, as detailed at [www.RPAforAll.org](http://www.RPAforAll.org), [www.ExpertsOfConscience.org](http://www.ExpertsOfConscience.org), in RPA's free literature – and as our extensive research shows.

You can be proud that thanks to your kind support, RPA already has ...

☞ ... launched the first-ever nationwide campaign to end our land-grant universities' (LGUs') service to the meat industry – RPA's **10,000 Years Is Enough** campaign;

*(continued on page 3)*

## Landmark Year for RPA Bodes Well for Meaningful Animal Protection

*RPA-style education, not shortcuts, needed to overcome ever-increasing animal use and destruction*

In 2007, RPA put to use your kind donations and understanding gained from past experience to educate more effectively than ever before and assist others in doing the same. Work you helped make possible includes ...

☞ ... sent fifth and sixth educational mailings to heads of the 50 states' main land-grant universities (LGUs) reminding them of the need to end their schools' countless billions of dollars' worth of support to the inhumane, ecodestructive, climate-warming, disease-promoting meat industry;

☞ ... assisted members with letters to their states' LGUs;

☞ ... began drafting and raising funds for the first-ever news-industry guidebook for accurate and truthful reporting on animals (see "RPA's News- Industry Guidebook: Excitement High, Funding Climbing," page 4);

☞ ... introduced the *political vegetarianism* concept in *Vegetarian Voice* (quarterly of North American Vegetarian Society), in *The Island Vegetarian* (quarterly of Vegetarian Society of Hawai'i, largest U.S. vegetarian society), in *Animal People*, in RPA's *Vegetarianism* brochure, and in presentations;

☞ ... did hour-long Pacifica Radio broadcast on animals and environmental ethics – KPFT-FM Houston & Galveston;

☞ ... spoke to the Deer Research Committee of East Goshen Township, Pennsylvania, and gave copies of the presentation to Committee members and residents who attended;

☞ ... gave three presentations and ran a table exhibit at Vegetarian Summerfest 2007 organized by North American Vegetarian Society;

☞ ... ran a table exhibit at Veggie Fest 2007 organized by Compassion for Animals Respect for the Environment (CARE);

☞ ... participated in the media panel at Mid-Atlantic Animal Rights Coalition conference;

☞ ... spoke to the English Department and an English class at a New York high school;

☞ ... gave a public presentation at the Won (Buddhism) Institute of Graduate Studies, Glenside, Pennsylvania;

☞ ... spoke at CARE Thanksgiving potluck dinner;

☞ ... held many meetings and discussions with influential people in many walks of life. ★

\* Responsible Policies for Animals' newsletter, *Thin Ice*, gets its name from the ethical "thin ice" on which inhumane treatment of animals stands and the actual thin ice on which polar bears can no longer stand as inhumane practices warm Earth's climate.

## Why People Rave

### About RPA's Presentations

Three weeks after the November 8, 2007, talk RPA Executive Director David Cantor gave at the Won (Buddhist) Institute of Graduate Studies in Glenside, Pennsylvania, a group of people were discussing the talk. Some of them had attended, some had not. None was an animal advocate. After listening to those who had heard Cantor's presentation, one who had not attended remarked, "From what you guys are saying, it sounds like I'd better consider going vegetarian."

Yet the presentation had not even exhorted anyone to eat plants only! People talk about RPA's presentations because RPA promotes an idea far more exciting than just fighting cruelty to animals or changing what people eat. Making humane treatment of animals public policy rather than personal choice will nearly end cruelty and take animal-derived foods out of the marketplace – but it will go much further. It will improve human health beyond diet, lower medical & insurance costs, reduce poverty and violence, and protect and restore ecosystems. So it's no wonder people find RPA's presentations more inspiring than anything they hear from professional politicians, commentators, think-tank members, large animal, environment, and health groups, or groups fighting poverty and war.

*Help plan an RPA presentation for any kind of group you belong to – or for members of your local community. See the response yourself. You'll also see your kind support of RPA at work!*

Promoting an idea for fundamental change in the public interest – including making humane treatment of animals (not merely cruelty prohibitions) public policy – takes a lot of explaining and listening. It doesn't build popularity quickly like exposing cruelty. Since RPA's work isn't the kind of thing TV is good for, *we emphasize giving presentations at every opportunity* – as reported so much in *Thin Ice*.

That's how millennia-old belief systems that are still with us today got their start – including powerful

*Since almost a year has passed since you received the last issue of Thin Ice, we hope the greater number of Updates throughout 2007 have helped you stay informed. You are a crucial part of exciting long-term projects. Don't ever hesitate to phone, write, e-mail, or visit [www.RPAforAll.org](http://www.RPAforAll.org) to learn more about the work your kind donations support. Working together, we can create responsible policies for animals that are also responsible policies for people and ecosystems!*

*Consider helping to spread the word faster by giving an RPA membership as a gift.*

*Thank you for your kindness and your support!*

In addition to its generous members, RPA is ...

**Staff**  
David Cantor, Executive Director

**Board of Directors**  
David Cantor, President  
Lynn Cummings, Vice President  
David Sauder, Secretary  
Rob Teti, Treasurer

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Responsible Policies for Animals, Inc. (RPA), promotes responsible policies for animals that are also responsible policies for people and ecosystems: basic legal rights for nonhuman animals. RPA is a 501(c)(3) educational nonprofit organization. All donations to RPA are tax deductible as allowed by law. Anyone can become an RPA member by donating \$15.00 or more, and RPA appreciates and makes effective use of donations in any amount. RPA members receive *Thin Ice* by mail and other updates and information by e-mail and mail.

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Donations to RPA may be made online or by mail.

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RPA's statement opposing the use of violence and other antisocial behavior in animal advocacy is available at [www.RPAforAll.org](http://www.RPAforAll.org) or by mail.

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ones oppressing animals, which TV won't help expose or eradicate because doing so would eliminate most TV revenues. The spoken and written word convinced people that "that natural rights business" a few fancy folk were talking about circa 1776 had something to it – maybe even worth dying for, not to mention enduring amputations without anesthesia or marching long distances in the snow without shoes.

TV is good for promoting chewing-gum, sports teams, and political candidates. But ideas must grow and spread the old-fashioned way – slowly, like oak trees. Good ones develop staying power like oak trees, while TV's next-big-things are spat out like gum. Ideas don't merely "have legs"; they recreate the world. Chewing gum just makes people salivate and leaves dark spots on sidewalks.

As a famous coach said, "People often fail because they trade what they want *most* for what they want *now*." Humane treatment as public policy – not mere anticruelty regulations or consumer choices – is what we want most, and it will take time. Seeking quick gains for the animals ensures more and more of them will continue to suffer.

Without a small number of people understanding this, women *still* would not have the vote and control of their own lives, we would not have free speech, none of the rights we know would exist – and tomorrow's animals, like today's, would have to rely on meaningless cruelty prohibitions and people who care rather than have

(continued on page 3)

(Why People Rave continued)

meaningful basic rights (see Animal Rights page at [www.RPAforAll.org](http://www.RPAforAll.org)), the only likely means to humane treatment as public policy.

People gladly choose hope once they see the full impact of injustice at work in the world and how to transform hope into a new reality. That's why people rave about RPA's presentations. Not because they offer empty hope as fighting cruelty does, but the real thing. If you haven't attended one yet, we hope you will soon! ★

*"There are a thousand hacking at the branches of evil for every one who is striking at the root."  
– Henry David Thoreau*



An Update already told you about RPA's first member in Yukon, Canada. Mike has already distributed RPA brochures and bumper stickers generously! He knew we'd enjoy these photos of his bicycle and his friend's car sporting the sticker! Congratulations, Mike, on getting around even in The Frozen North Country on two wheels and no gasoline – an inspiration!

*Check out [www.RPAforAll.org](http://www.RPAforAll.org), especially if you haven't in a while! Your generosity has helped RPA add free brochures, the most recent 10,000 Years Is Enough campaign mailings, and more!*

(Five Years continued)

☞ ... sent LGU presidents in all 50 states and the National Association of State Universities and Land Grant Colleges six letters, four factsheets, Jeffrey Moussaieff Masson's landmark book *The Pig Who Sang to the Moon: The Emotional World of Farm Animals*, and more;

☞ ... received replies from 22 LGUs, several of them more than once;

☞ ... received coverage of the **10,000 Years Is Enough** campaign in many university newspapers, meat-industry publications, animal-advocacy & vegetarianism publications, a large meat conference, and elsewhere;

☞ ... created the best bumper sticker ever;

☞ ... ran first-ever *Chronicle of Higher Education* ads urging readers to help get our LGUs out of the meat industry – see [www.ExpertsOfConscience.org](http://www.ExpertsOfConscience.org);

☞ ... launched the first-ever wildlife-protection program based on reforming human land use rather than merely opposing hunting & trapping – RPA's **This Land Is Their Land** campaign;



☞ ... wrote to the National Association of Realtors, several other real-estate associations, and some automobile, oil, and other companies urging them to start acting responsibly toward wildlife and to organize assistance for free-living animals suffering from a large oil spill;

☞ ... advised community and advocacy groups and provided literature in several parts of the U.S. on destructive human land use as the cause of complaints about large deer populations;

☞ ... is featured in *Não Matarás (Thou Shalt Not Kill)*, the 2006 film by Brazil's Instituto Nina Rosa ([www.ninarosa.org](http://www.ninarosa.org)) – possibly the best film opposing animal experimentation;

☞ ... obtained and used a \$1,000 grant to promote RPA's local education program;

☞ ... speaks regularly to audiences of all kinds about the necessity of humane treatment of animals and why it is the best solution to big human problems. ★