



Campaign Highlights

“To see what is in front of one’s nose needs a constant struggle.”

— George Orwell

Progress toward equal rights of all animals takes place mainly in the human mind for the foreseeable future – as with equal rights of humans in countries where they are not yet established, implemented, and enforced. So RPA’s campaigns target institutions that determine what people believe, know, and don’t know – and which manufacture the unreality that keeps people oblivious to the Biocaust.* Below are some recent RPA campaign highlights. *Let us add your voice to the only true animal-rights campaigns.*

10,000 Years Is Enough campaign. *Demands that our massive agriculture-college / land-grant-university (LGU) system stop teaching animal abuse and ideologies that promote it for the meat, dairy, fish, egg, and feed industries – no more “animal science”: “pork science,” “poultry science,” “dairy science,” “aquaculture,” and other animal-abuse courses. Since 2003, RPA has sent hundreds of letters, factsheets, books, articles, videos, and reports showing LGU presidents, trustees, deans, and others the meat, dairy, fish, egg, and feed industries’ incalculable harm to nonhuman animals, human beings, soil, water, and Earth’s climate, ecosystems, and biosphere.*

Since RPA’s November 2015 mailings to all

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* Coined in RPA Executive Director David Cantor’s essay “Beyond Humanism, Toward a New Animalism” (in *Circles of Compassion: Essays Connecting Issues of Justice*), “the Biocaust” denotes the millennia-long systematic destruction our species has been carrying out against nonhuman animals and the living world.

** Governors are trustees of their states’ LGUs and are responsible for their states’ education, food, environment, and animal-abuse policies.

Lend Your Voice to RPA’s Campaigns Despite Being Way Too Busy

Most people concerned about the plight of nonhuman animals want to help but experience such time constraints that it is hard to dedicate even an hour a week.

But what if RPA will do the most time-consuming part of your RPA campaign activity – *letter-writing* – and you print, sign, and mail? It’s worked great so far! And a few serious RPA campaign letters advance the needed change far better than thousands of quick & easy “clicks” requested by large unambitious animal organizations. (See “Why Big Organizations...,” page 2.)

The letters are *yours* no matter who drafts them – that is how recipients view them. Give us enough information about your knowledge and experience for RPA to draft letters *in your voice, comporting with RPA’s campaign strategy*. Then make sure all is correct before sending on your letterhead. Like a politician giving a speech written by a speech-writer. Nothing goes out on your signature that you do not wish to say.

RPA’s campaigns require *grit*. That’s the term social science has adopted for the long-term perseverance, focus, and delayed gratification necessary for success at meaningful work. The most radical political proposal in all of human existence – equal rights of all animals – takes more grit than any of the other moral progress humans have achieved.

Tell RPA you want to campaign for equal rights of all animals – we’ll quickly show you some draft letters. ★

Why Big Organizations Do Small Things and Small Organizations Do Big Things

By David Cantor

The Humane Society of the United States (HSUS) opposes poorly funded zoos that keep nonhuman animals in squalor, but not the institution of zoos, a millennia-long injustice against nonhuman animals that forecloses the possibility of fulfillment for countless nonhuman persons and serves as a rationalization for anyone wishing to keep captive any kind of animal. It encourages “responsible” pet ownership, a form of slavery that makes possible almost every prosecutable case of cruelty to animals.

“Why do large organizations ... do small things on a large scale?”

People for the Ethical Treatment of Animals urges humans to stop eating from animals but does nothing about the facts that food policy is meat, dairy, fish, eggs, and feed and nearly everyone eats according to policy, not exhorta-

tions from nonprofit organizations.

Like other large animal organizations, both frame their work as fighting cruelty, protecting animals, raising awareness of animal suffering, and so forth. And while some small number of animals benefit from some aspects of their work, standard animal advocacy has never reduced animal abuse, taught our species a fundamentally new paradigm, or debunked humanist ideologies that maintain animal-abuse policy and culture. More ambitious endeavors are necessary for animal abuse and suffering to diminish. That describes RPA’s campaigns.

Why do large organizations with hundreds of thousands of members, large full-time staffs, and massive

annual budgets dedicate themselves to doing small things on a large scale? The answer: Precisely because they have assets and popularity.

“Because they have assets and popularity.”

Those would diminish precipitously if the organizations acknowledged that everything in civilization is rooted in animal abuse so that only radical change

In addition to its members,
Responsible Policies for Animals is . . .

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Caleb Wistar, Information Specialist
Ben Lotka, Intern

Persons, the newsletter of Responsible Policies for Animals, is designed by Rebecca Lotka.

Responsible Policies for Animals, a 501(c)(3) tax-exempt educational nonprofit organization, promotes equal rights of all animals like human beings have under the Constitution. RPA has no salaried staff or directors. RPA members donate \$25 or more and receive RPA’s unique bumper sticker, newsletter, and e-Updates. On request, RPA considers ill, indigent, or imprisoned persons for donation-free honorary membership. Donate to RPA at www.RPAforAll.org or by mail.



Responsible Policies for Animals
RPA@rpa1.org
P.O. Box 891, Glenside, PA 19038, USA
www.RPAforAll.org
215-886-RPA1

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50 states' LGU presidents and all 50 states' governors** (see *Persons*, fall 2015), RPA has answered many LGU responses, especially urging LGU presidents to investigate the "animal science" problem *independently*. Many evasively delegate the task of answering RPA to those whose careers depend on "animal science."

Letters RPA receives from LGUs show (1) no one can refute any assertion that RPA makes in the 10,000 Years Is Enough campaign; (2) there is no factual defense of "animal science"; and (3) powerful career and status considerations make LGU executives, trustees, agriculture-college deans, and others resist any demand for an ethical rather than a special-interest-based food-production curriculum.

"Progress ... takes place mainly in the human mind"

Recently, RPA wrote to the Association of Public and Land Grant Universities (APLU) summarizing the 10,000 Years Is Enough campaign to date and requesting a meeting to discuss the need for APLU to urge our LGUs to halt "animal science."

This February, longtime RPA supporter and current RPA Information Specialist Caleb Wistar wrote to all 50 states' LGU presidents. Not only did Caleb receive many replies; he received the first proposal to meet with an LGU administrator since the campaign began – possibly due to his long health-related government career. A dean's intent to "change [Ca-

leb's] mind" about ending "animal science" does not comport with Caleb's purpose, so we do not yet know if the dean will follow through with a meeting after reading Caleb's answer.

Campaign K-12. *Urges the 50 states' K-12 schooling programs to stop teaching radical humanist / speciesist bias and to start ensuring that children learn their precise animal nature and origins, their original, natural place in the living world, how their lifeways in civilization harm nonhuman animals and the living world, and how they can strive to reverse the Biocaust. Launched in 2015 with a letter asking all 50 states' education secretaries whether their K-12 programs ensure that children learn what kind of animal they are.*

Many education departments answered RPA Intern Ben Lotka's 2015 letter telling how he'd attended excellent schools and recently graduated from a top college yet had never been taught the kind of animal he is – and asking the 50 states' education secretaries if their K-12 programs teach that. No education department claimed to ensure that children learn their biological nature, but the many responses assisted us in reviewing the nation's K-12 curricula to see how best to advance Campaign K-12.

Nothing we've learned contradicts RPA's working hypothesis that all schooling maintains animal-abuse culture and policy by suppressing the Biocaust and our species' innate biological nature as naked, weaponless plant-foraging apes on the African savanna, fascinated with and respectful of other animals, alert to our natural predators and other dangerous animals without persecuting them. Curricular items purporting to teach "humane treatment of animals" or "concern for the environment" are mere footnotes to 13 years of indoctrination into ideologies

holding humans the only beings inherently worthy of life.

Ben wrote back to school-system officials who answered his campaign-launching letter. Enclosing RPA's brief answer to the question, "What kind of animal are we?" (see "What Kind of Animal Are We?," *Persons*, spring 2015), he asked if their departments might consider incorporating that basic knowledge into their K-12 curricula. No education department answered that.

Confirming and documenting K-12 animal-abuse teachings led RPA to prepare a brief paper, tentatively titled *Toward Pro-Life Schooling: How K-12 Schools Must Help End Our Species' Millenia-Long Annihilation of Nonhuman Animals and the Living World*. *Toward Pro-Life Schooling* outlines anti-life schooling and how to make schooling pro-life. It provides sources to help teachers, officials, and administrators comprehend the Biocaust, its far-reaching impacts, and what children need to learn in order to help end it.

Toward Pro-Life Schooling is nearing completion as *Persons* goes to print. We will soon send it to the 50 states' education secretaries. Expect an update in the next issue of *Persons*.

Elephant in the Newsroom campaign. *Urges newspersons and news venues to stop using "animal rights" incorrectly; to stop portraying large animal organizations as either reducing animal abuse or representing all animal advocates; to stop implying human beings are not animals; to stop promoting false and harmful beliefs that human beings are by nature predators, hunters, carnivores, omnivores, killers, and other kinds of animal they are not; to reveal the animal abuse in all aspects of civilization; and to report on advocacy for equal rights of all animals.*

There are far too many Elephant in the Newsroom activ-

ities to report them all – many and diverse communications each week. RPA submits many letters-to-the-editor and op-ed articles. Most are not published, partly due to their radical nature. But a great many newsmen see them, and it is crucial that they understand that conservative “mainstream” animal advocacy does not represent serious long-time animal advocates dedicated to fundamental change to our species’ animal-abuse culture and policy. Following are some examples of other recent RPA activities in the Elephant in the Newsroom campaign.

Emailed a major public radio station’s “talkback” address explaining the harm the station had done to the cause of animal rights by portraying as “animal rights” a former district attorney’s prosecutions of cruelty-to-animals cases; explained how reporting on RPA’s animal-rights work could enlighten listeners. Receiving no reply, mailed that email, some other information, and a letter to the president of the station, explaining the need for a policy of using “animal rights” strictly referring to the organized effort to establish equal rights of all animals like humans have under the U.S. Constitution.

“Let RPA add your voice to the only true animal-rights campaigns ...”

Received email from the station president in response, stating among other things that one of the station’s hour-long interview &

call-in shows would host an “animal rights activist” that day. Since the scheduled guest was Humane Society of the United States (HSUS) CEO Wayne Pacelle and HSUS does not promote rights, told the station president his email was a further example of the problem: misuse of “animal rights.” By the time the interview began, word had obviously gotten to the host, who introduced Pacelle as promoting “animal welfare.”

Emailed during the interview challenging Pacelle’s and HSUS’s sanctioning of pet industries and ownership. Emailed Pacelle later pointing out that nearly all cruelty-to-animals cases such as he and HSUS deplore come from pet policy, a central part of animal-abuse culture. Challenged him to debate me at a conference or on radio. Wrote a letter to the host urging her to air a pet-ownership debate. Receiving no reply, emailed the letter with a cover note to the station president, pointing out the conservative bias in animal-advocate interviews.

Through this kind of activity, a great many newsmen – producers, interns, hosts, and others – are apprised of their industry’s prejudice in favor of humanism / speciesism and conservative animal advocacy and against animal-rights advocacy which promotes complete cessation of animal-abuse culture.

News venues routinely claim not to practice prejudice or “bias.” It is crucial for all of us promoting equal rights of all animals to show newsmen – who generally do not study animal abuse or advocacy – how harmful it is to only reveal to the public high-profile efforts to achieve small objectives for the animals while excluding much more ambitious endeavors like RPA’s. (See “Why Big Organizations Do Small Things ...,” page 2.) ★

can reduce and eventually eliminate it.

The other side of the coin: A small organization like Responsible Policies for Animals can promote an end to civilization’s animal-abuse policy and practice because, having no treasure or popularity to lose, it can tell the whole truth and promote the ideal policy without needing to regularly declare and exaggerate victories.

Henry David Thoreau described RPA’s method as striking at the root, what large organizations do as snipping at twigs. As long as the root remains – animal abuse as a major engine of civilization – it will always put out ever more branches, twigs, leaves, and flowers. ★

Thank you for supporting Responsible Policies for Animals, the only organization promoting equal rights of all animals the way equal rights of new groups of persons become established.