



RPA to News Editors, Producers: Stop Covering Up Main Cause of Climate Breakdown – Animal Abuse

RPA's Elephant in the Newsroom campaign urges newsmen to stop promoting animal abuse and obstructing animal advocacy.

By David Cantor

This fall, Responsible Policies for Animals Correspondent Ben Lotka has been busy in RPA's Elephant in the Newsroom campaign, urging major news venues to report truthfully about roots of climate breakdown in animal abuse, especially our species' misguided raising of other animals for food.

Newspersons and climate experts pretend burning fossil fuels is the main cause of climate breakdown, reducing fuel use and switching to "renewable energy" the solution. We cannot solve such a massive problem by addressing lesser causes and ignoring major ones.

Years-Long RPA Endeavor

Aiming to make climate-breakdown discourse useful, RPA has long worked to enlighten newsmen who determine what the public will read and hear about climate breakdown (euphemistically, "climate change" and "global warming"). Ben is intensifying the effort by sending major print, television, radio, and Internet news venues a letter from RPA with the November/December 2009 *World Watch* magazine article "Livestock and Climate Change."

The article, by two undisputed authorities associated with the World Bank (an institution that promotes the Biocaust, not animal or environmental activism), debunks previous low estimates of climate-breakdown gas from the meat, dairy, fish, egg, feed, and agrichemical industries, putting the figure at *more than fifty percent*.

Climate experts relied upon by news invoke much lower figures debunked in the article.

The *World Watch* article, ignored by the news industry for a decade, has not been refuted. By accepting obsolete, low figures, news denies climate activists, the public, and government the chance to reverse climate breakdown. Thus, news promotes animal abuse, since (1) animal abuse is the main cause of climate breakdown and (2) climate breakdown abuses all animals, including human beings.

Intractable News Industry

The news industry is one of the most powerful engines of animal-abuse culture, constantly reinforcing all of the false and harmful assumptions that generated animal-abuse culture in the first place. News comports with conventional wisdom and community values, framing facts and analysis to appeal to audiences, advertisers, and underwriters. Before the Civil War, news largely sided with human slavery, not Abolitionism. Throughout the Industrial Revolution, news has promoted industries that abuse nonhuman animals and human beings alike.

This moment is no different. With three animal or plant species vanishing every hour, and with human beings and other animals abused more all the time, news perpetuates beliefs that human beings are entitled to other animals and their natural homes and ecosystems and are not morally obligated to reduce animal abuse.

Long Way To Go

Civilization abuses every animal on Earth one way or another: breeding them for human purposes (eugenics); releasing mercury, lead, oil, dioxin, and countless other substances into their bodies; destroying their natural homes and ecosystems by clearing land; crushing, crashing into them, and poisoning them with

"Newspersons and climate experts pretend burning fossil fuels is the main problem"

automobiles; hauling them out of oceans, lakes, and rivers where they live; killing them in massive numbers for human safety, property and crop protection, experimentation, pseudo-foods for human beings, pets, and other animals ... the list is endless.

Animal abuse cannot be reduced as long as news, which provides billions of human beings with facts and frameworks for thinking about the facts, casts in a positive light zoos, aquariums, pet industries, hunting, fishing, meat, dairy, fish, egg, feed, and agrichemical industries, all vari-

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Other Burners

In addition to these updates on RPA's activities, see the all-new Campaigns page at www.RPAforAll.org.
By David Cantor

In addition to activities reported in this issue of *Persons*, past issues, and RPA's e-Updates, lots more is also "cooking" at RPA:

10,000 Years Is Enough Campaign.

An eighth RPA mailing to the fifty states' land-grant-university (LGU) presidents will tell them of disasters they could have prevented or lessened if they had heeded RPA's effort, starting in 2003, to get our LGU colleges of agriculture out of the meat, dairy, fish, and egg industries and to publicly announce the reasons.

One of many examples: If our LGUs, which influence food production and policy worldwide, had acknowledged long ago that human beings are natural herbivores sickened by eating from animals, perhaps horrific outbreaks of Ebola virus could have been avoided. Word could have reached people in Africa who contracted and spread Ebola from killing and eating fruit bats carrying the virus.

In addition to LGU presidents, RPA has written many times to LGU trustees and the 50 states' governors, LGU trustees by holding their office as well as responsible for state food, health, environment, and animal-abuse policy.

Soon RPA will also submit more accreditation complaints to decertify LGUs for stonewalling RPA's campaign.

RPA submitted its first accreditation complaint to the agency that oversees Cornell University, Penn State University, Rutgers University, the University of Delaware, and the University of Maryland (see *Persons*, fall 2018). The agency dismissed RPA's complaint based on non-sub-

In addition to its members,
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Responsible Policies for Animals, a 501 (c)(3) tax-exempt educational non-profit organization, works to reduce animal abuse and human misery by urging institutions to stop promoting them. 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.



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stantive technicalities. While we resubmit to that agency overcoming its objections, we will also file complaints with the other regional university accrediting agencies.

Enlighten the Luminaries Campaign.

RPA continues to send letters and literature to ever more authors, experts, and spokespersons who blatantly mislead the public about human nature, other animals, the living world, and solutions to the intractable problems and disasters rooted in animal abuse.

Raised like everyone else on animal-abuse policy, culture, and practice, the Great Chain of Being, human supremacy, speciesism, and other false and harmful ideologies, authorities on biology, anthropology, food, government, ethics, ecology, medicine, spirituality – just about

every aspect of public discourse – routinely mislead the public in ways that promote animal abuse. Many repeat notions that human beings are naturally violent, that human beings are natural omnivores, that humans evolved as hunter-gatherers (not even a type of animal!), that other animals are not persons and are lesser than human beings, that devastating human innovation is "progress," and other false and harmful beliefs debunked by science but still powerful in policymaking and personal decision-making.

Elephant in the Newsroom Campaign.

News policy includes promoting animal abuse – animal abuse being everything human beings do to and with other animals and their natural homes and ecosystems. It is impossible to stamp out the news

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ety of products made from and tested on nonhuman animals, and manufactured products that contribute to

“Civilization abuses every animal on Earth one way or another”

animal abuse and the Biocaust.

RPA’s Elephant in the Newsroom campaign works to ensure that news will tell the truth about animal-abuse policy, culture, and practice – including climate breakdown. Only when it does will human beings be able to grasp the abuse of others that they contribute to and the misery they and their families endure from animal abuse.

What Human Misery?

Standard animal advocacy informs a small segment of the public that pays attention about the most horrific suffering human beings inflict on other animals, urging people to care enough to speak out against some of the most acute forms of animal abuse and to avoid purchasing animal

products and products tested on non-human animals.

One reason the long-applied popular strategy does not reduce animal abuse is that targeted industries only represent a small portion of abuse. Another reason is that human beings in civilization are beset with an unnaturally large number of obligations, concerns, and problems, so that few are able and willing to consider matters they do not perceive as affecting the wellbeing of themselves, their family members, close friends, and their communities.

As outlined in RPA’s free brochure *Human Misery: The Animal-Abuse Factor*, formal education and news suppress rather than teach the reality that animal abuse in its full scope accounts for nearly all human misery. Animal abuse causes nearly every terrifying infectious disease that ravages human populations, the non-communicable diseases that kill the most human beings, toxic substances in fresh water, air, topsoil and human bodies, intensifying hurricanes, droughts, and fires devastating families and communities, and more.

So, far from drawing attention away from horrific suffering of nonhuman animals, RPA’s unique strategy of emphasizing harm to human beings makes it more likely animal abuse will receive the atten-

tion required for needed change to be achieved.

First Things First

Climate experts acknowledge that climate breakdown is just one aspect of the Biocaust. But they don’t publicly state that in addition to assaulting Earth’s climate, the meat, dairy, fish, egg, feed, and agrichemical industries assault human bodies, the bodies of quadrillions of nonhuman animals, Earth’s oceans and fresh water, and Earth’s soil.

“Ensuring that newsmen understand these matters is crucial”

Animal abuse should be the number-one target for reversing climate breakdown: It drives most other disasters as well. Merely addressing carbon-dioxide from fossil fuels rings paltry in comparison.

Ensuring that newsmen understand these matters is crucial to creating needed change: A benighted public and government cannot meaningfully solve any major problem. ★

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industry’s speciesism and human supremacism by correcting one objectionable report, commentary, or discussion at a time.

RPA will mail its upcoming brochure *Elephant in the Newsroom: A Newsmen’s and Citizen’s Guide to Truthful Discourse on Animals, Including Human Beings* to many hundreds of influential newsmen, as well as university journalism instructors, in

coming months. The brochure will be posted at www.RPAforAll.org, and a great many newsmen will be alerted to the brochure through news releases, advertisements, email, and other means.

Many RPA members and friends will recall that RPA received a foundation grant many years ago to prepare and distribute *Elephant in the Newsroom* as a booklet. RPA mem-

bers donated to the project an amount roughly equal to the grant amount. The core principles that need to be urged upon newsmen can be reduced to a format much briefer than a booklet, and producing a brochure will have big advantages: More people will read a very brief publication and quickly get the gist, and we can notify and mail to far more people with available funds. ★

Thank you for your support, and have a wonderful 2020!

New Methods for Good Reasons

Responsible Policies for Animals' pioneering advocacy method can be briefly described as demanding that institutions – news, universities, schools, government, others – (1) stop promoting animal abuse by reinforcing long-held false and harmful beliefs that promote animal abuse and stymie animal advocacy, and (2) supplant those harmful debunked beliefs with the truth about human nature, other animals, and the living world according to empirical knowledge.

RPA's method is *political*, aiming to change *policy*, not personal attitudes and choices. Policy determines personal choice – personal choice doesn't change policy – and animal abuse is civilization's foundational policy.

RPA's method differs fundamentally from standard animal advocacy, which mainly decries atrocities against nonhuman animals and tries to persuade people to stop supporting them financially through less-behighted shopping and eating choices.

Standard animal advocacy is good, well-intentioned work by good people. But, like good work for human beings, it has no potential to undermine bad policy. If it could reduce animal abuse, that would be clear by now. It can't.

RPA thanks all of its members for making possible a uniquely creative effort to establish an altogether new paradigm rather than merely lament suffering from the existing one. ★

Free RPA Literature

Governing for Life: How Officials Can End Animal-Abuse Policy, Annihilation of Nature, and Resulting Human Misery by Upholding the Constitution and Its Stated Values
A free background paper from Responsible Policies for Animals
By David Cantor, Executive Director, Responsible Policies for Animals
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Schooling for Life: How K-12 Schools Can Help End Our Species' Millennia-Long Animal-Abuse Policy, Annihilation of Nature, and Resulting Human Misery
(First Edition, 2016)
A White Paper from Responsible Policies for Animals
By David Cantor, Executive Director, Responsible Policies for Animals
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Responsible Policies for Animals' Guide to Animal Rights

The Case for Ending "Animal Science" Documented
A White Paper from Responsible Policies for Animals
By David Cantor, Executive Director, Responsible Policies for Animals
www.RPAforAll.org

ANIMAL-KNOWING
Help protect nonhuman animals by restoring our species' natural affinity for them.
a free guide from Responsible Policies for Animals, a tax-exempt educational nonprofit organization

HUMAN MISERY: THE ANIMAL-ABUSE FACTOR
a free reality check from Responsible Policies for Animals
Animal abuse is far more than we're told. It shapes our daily lives. And if we don't work to eliminate it, we will never experience peace, justice, health, or other aspects of a fulfilling life.
RPA is a 501(c)(3) tax-exempt educational nonprofit organization.

Help distribute RPA's free brochures, white papers, and factsheets. See www.RPAforAll.org. Or Email. Or Call.