



**HUMANE SOCIETY**  
LEGISLATIVE FUND™

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## { THE AYES HAVE IT }



➡ **U.S. DISTRICT COURT JUDGE JOHN E. STEELE** ordered that more than 20 miles of off-road vehicle trails in Florida’s Big Cypress National Preserve be closed in July. The trails, reopened to off-road vehicles in 2007, had been shut in 2000 in order to protect the park’s prairies and fragile wetlands, home to the highly endangered Florida panther and nearly 100 endangered or threatened plants. Ruling in a lawsuit brought by environmental and wildlife protection organizations, Steele found the National Park Service and the U.S. Fish and Wildlife Service in violation of several federal laws, including the National Environmental Policy Act and Endangered Species Act.

➡ Conservationists applauded **CHINA**’s July announcement that it will discontinue serving shark fin soup at government functions within one to three years. While one third of the world’s open ocean sharks face possible extinction, each year tens of millions are finned—often while still alive—to feed the appetite for this status-symbol dish. China is the largest market for fins; its decision marks a milestone in the campaign to end this cruel and wasteful practice.

➡ “Anyone who dares to say these are ‘isolated incidents’ ... is most definitely a liar,” wrote columnist **ROY EXUM** in *The Chattanooga*. He was referring to soring—when trainers cause intense pain to a horse’s legs or hooves in order to achieve

the high-stepping “big lick” gait prized on the Tennessee walking horse show circuit. Exum devoted his column almost daily this spring to denouncing the practice, spurred to action by the arrest of well-known trainer Jackie McConnell and the release of an undercover video showing McConnell and workers soring, beating, and abusing horses.

➡ An Association of Zoos and Aquariums official took a stand against rattlesnake round-ups in a letter to officials with The Texas Zoo. **DINO FERRI**, chair of the association’s Snake Advisory Group, questioned the inclusion of Rick and Eric Timaeus in the zoo’s “Viper Day” event in June. The two men are featured on Animal Planet’s *Rattlesnake Republic*, a show that Ferri says exaggerates the danger of rattlesnakes and glorifies roundups, cruel massacres that the AZA and other animal protection groups have been working to end for decades. Ferri, who also commended The Texas Zoo for educating visitors about snake conservation, sent the letter on behalf of zoo herpetologists across the country who had expressed their dismay to him about the pair’s participation. Pointing out that the zoo’s mission statement includes “... inspires caring for nature,” he urged officials to resolve the potential negative messages.



THIS PAGE FROM LEFT: VEEBALLY PHOTOGRAPHY, STEVELENZPHOTO/ISTOCK

# HUMANE ACTIVIST

SEPTEMBER / OCTOBER 2012

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NOVEMBER 6, 2012

**IN LATE JULY, U.S. REP. STEVE KING** made shocking comments against a federal bill that would crack down on dogfighting and cockfighting.

Speaking in a tele-town hall, the longtime opponent of animal protection measures defended his campaign to defeat legislation that would make it a crime to attend or bring a child to an animal fight. His argument: There's something wrong with passing legislation to keep children away from animal fights when "it's not a federal crime to induce somebody to watch people fighting." He added: "There's something wrong with the priorities of people that think like that."

Ultimately, the HSLF-endorsed legislation passed the U.S. Senate and House Agriculture Committee as part of the 2012 farm bill. But shortly before the House committee's version of the bill was approved, King successfully offered an amendment that could undo years of work to improve the lives of animals from hens to horses to sharks, by preventing states from determining standards for agricultural products sold within their borders.

It's just the latest in King's crusade against just about all state and federal legislation to protect animals from cruelty. And it has put him foremost on the minds of HSLF staff as the group makes plans for its involvement in the November elections.

Through independent expenditures like advertisements and direct mail pieces, HSLF informs the public of the records of anti-animal politicians like King. "Federal legislators need



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## PRESIDENT'S LETTER



### HUMANE SOCIETY LEGISLATIVE FUND™

The Humane Society Legislative Fund is a social welfare organization incorporated under section 501(c)(4) of the Internal Revenue Code and formed in 2004 as a separate lobbying affiliate of The Humane Society of the United States. HSLF works to pass animal protection laws at the state and federal levels, to educate the public about animal protection issues, and to support humane candidates for office. On the web at [hslf.org](http://hslf.org).

Contributions or gifts to HSLF are not tax deductible. Your donation may be used for lobbying to pass laws to protect animals, as well as for political purposes, such as supporting or opposing candidates.

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Dear Friends,

It's not uncommon for Washington lobbying groups to set up phony organizations that sound like they are advocating for the public, rather than corporate special interests. Now there's a new group inside the Beltway with the altruistic sounding name "Keep Food Affordable," set up to attack legislation that would improve the treatment of egg-laying hens and provide a stable and secure future for U.S. egg farmers.

So who is this shadowy front group? In an interview videotaped this summer at the World Pork Expo in Des Moines, a National Pork Producers Council board member said that it's funded mainly by the NPPC. And why would

the pork producers care about legislation that deals only with laying hens? Because they have among the worst records on animal welfare, with many large industrialized operations confining sows in small cages and producing an enormous amount of polluting waste.

The actual stakeholders—including egg farmers, and veterinary and consumer groups—agree that Congress should pass the Egg Products Inspection Act Amendments of 2012 (H.R. 3798/S. 3239), which would phase in significantly more space and environmental enrichments for laying hens, among other provisions. The United Egg Producers, representing nearly 90 percent of the nation's egg industry, and The HSUS have together identified a pathway that balances animal welfare and the economic realities of the industry. The nation needs this kind of problem solving, and Congress should enthusiastically embrace it.

Because there are no legitimate arguments against the merits of the legislation, the pork industry had to create subterfuge with shell organizations, attacking co-sponsors with childish online ads that make false claims about how the bill affects consumers. As co-sponsor Michael Grimm, R-N.Y., emphatically told the *Staten Island Advance*: "Everyone agrees it's a good bill except for a few special interest groups. These cowards are hiding behind a front organization to launch misleading attack ads against a broadly supported and humane policy that doesn't even directly affect them."

If this front group truly wanted to keep food affordable, it would enthusiastically swing behind the legislation. Studies show that hens in enriched colony cages have lower mortality and higher productivity than they do in conventional battery cages. And because changes would be phased in over the next 15 to 18 years, many during the normal course of replacing aged equipment, any consumer cost increases are expected to be minor—likely less than 2 cents per dozen, spread out over an 18-year period, according to one independent research group.

Newspapers across the country have endorsed the legislation, noting that when all the stakeholders agree on a pathway forward, Congress should ratify the agreement. What if environmentalists and oil industry groups agreed on a plan for energy production? Wouldn't that be a great day for our country? That's the kind of landmark accord we have here—except that in Washington, special interests hide behind phony front groups and try to retard progress.

**The nation needs this kind of problem solving, and Congress should enthusiastically embrace it.**

Sincerely,

Michael Markarian  
President

Humane Society Legislative Fund



CONTINUED FROM COVER

to understand that their votes, and their opposition to mainstream animal protection issues, have consequences,” says HSLF executive director Sara Amundson. “And this is a situation whereby congressman Steve King is so far outside the parameters of what mainstream Americans consider basic animal protection, that we have a responsibility to our membership and to the animals, to do everything in our power to unseat him this election cycle.”

Through what Amundson calls a “humane toolbox” of methods—including emails, direct mail pieces, newspaper and television ads, and volunteer canvassing—HSLF also plans to throw its support behind animal-friendly candidates. The group has already endorsed a number of both Democrats and Republicans, such as Reps. Roscoe Bartlett, R-Md.; Mike Fitzpatrick, R-Pa.; Jim Moran, D-Va.; and Gary Peters, D-Mich.

And its political action committee allows HSLF to make donations directly to a campaign, a tool that can help officials gain further access to legislators.

“Whether incumbents who have championed animal protection issues or candidates we’re working to cultivate going forward,” Amundson says, “we have to go beyond a ‘thank you’ and engage in political activity to support their elections.”

In addition to the upcoming King race, HSLF has already this year successfully taken a stand against another Iowa legislator: Joe Seng, who was running in the 2nd District after championing Iowa’s “Ag-Gag” bill as a state senator. That new measure penalizes whistleblowers and undercover investigators and journalists who expose problems at factory farms.

After HSLF sent emails and direct mail pieces to tens of thousands of voters, quoting newspaper editorials against the bill, Seng lost to incumbent Dave Loebsack in the Democratic primary.

Meanwhile, HSLF is part of a coalition supporting a ballot initiative to make North Dakota the 49th state with a felony animal cruelty statute. The proposed measure is narrowly crafted to make the worst types of cruelty to dogs, cats, and horses a felony—such as maliciously or intentionally burning, crushing, suffocating, impaling, and dismembering animals—but all

HSLF-endorsed candidates have spoken out against everything from radiation testing on squirrel monkeys, to horse slaughter, to crush videos. HSLF also helped defeat Joe Seng in an Iowa primary, after the congressional candidate championed a bill thwarting investigations of factory farms.

other types of cruelty still would be covered by existing statutes in the North Dakota Century Code.

The North Dakota state legislature has failed for years to address the state’s weak animal cruelty laws, refusing to even study the issue last year. Now, as citizens move forward with this opportunity to weigh in directly on the issue, polling shows overwhelming support among North Dakota voters for reform. “A felony’s a deterrent,” says HSLF political director Dane Waters, addressing the importance of the measure. “Misdemeanors aren’t.”

One of HSLF’s biggest success stories is the 2008 election of Peters over a Michigan incumbent notoriously weak on animal issues. This year, though, redistricting has altered his race, placing him in new territory and putting him head-to-head against another incumbent, Rep. Hansen Clarke—meaning there’s a new fight to back Peters, who has consistently scored “100+” on HSLF scorecards while spearheading legislation against crush videos, USDA’s lethal predator control program, and radiation testing on squirrel monkeys.

As Amundson notes, among HSLF’s most effective tools are the volunteers willing to canvass on behalf of a candidate. In Michigan’s 14th congressional district, attorney Margo Miller serves as the liaison between the organization and volunteers walking door-to-door distributing flyers and speaking up for Peters.

As a child, Miller once canvassed for her mother’s school board race and her father’s alderman election. She got involved with HSLF in 2008 and, spurred by Peters’ record on environmental and animal issues, she’s worked to back him ever since. Pointing now to the diehard volunteers, some of whom had canvassed close to 900 homes by mid-July, she notes: “My heart’s just been really lifted by some of these people.” ■

OPPOSITE PAGE FROM TOP: MICHELLE RILEY/THE HSUS; THIS PAGE CLOCKWISE FROM LEFT: MINDENPACTURES/CYRIL RUOSSO; KATHY MILAN/THEHSUS; THE HSUS.

# LEGISLATIVE LINEUP

**The following** is a sample of HSLF-supported animal protection bills before the U.S. Congress. It's vital that you call, email, or write your legislators to let them know your views on these bills. To find out who your legislators are and how to reach them directly, go to [hslf.org/leglookup](http://hslf.org/leglookup) or call 202-676-2314.

When you call a legislator's office, ask to speak with the staff person handling animal protection issues. Give the bill number (if available) and

the name of the bill or issue. Be polite, brief, and to the point. If you plan to visit Washington, D.C., make an appointment to meet with your legislators or their staff to discuss animal issues. We can help you with background information and may be able to accompany you on your visits.

**Please note:** Due to security procedures on Capitol Hill, regular mail to members of Congress may be significantly delayed. Telephone calls and emails are the best ways to contact your legislators about pending bills.

## ANIMALS IN RESEARCH



**BEST Practices Act**  
H.R. 1417

To prohibit the use of live animals such as goats and pigs for training members of the armed forces in the treatment of combat injuries.  
Sponsor: Rep. Filner, D-Calif.

**Great Ape Protection and Cost Savings Act**  
H.R. 1513 / S. 810:  
Passed committee by voice vote

To phase out the use of chimpanzees in invasive research, retire the approximately 500 federally owned chimpanzees to sanctuary, and codify the NIH ban on breeding chimpanzees for invasive research.  
Sponsors: Reps. Bartlett, R-Md.; Israel, D-N.Y.; Reichert, R-Wash.; Langevin, D-R.I.; Towns, D-N.Y. / Sens. Cantwell, D-Wash.; Collins, R-Maine; Sanders, I-Vt.

**Pet Safety and Protection Act**  
H.R. 2256

To prohibit the use in research of dogs and cats obtained through Class B dealers from random sources such as pet theft and free-to-good-home ads.  
Sponsors: Reps. Doyle, D-Pa.; Smith, R-N.J.

## EQUINES



**American Horse Slaughter Prevention Act**  
H.R. 2966 / S. 1176

To prohibit the knowing and intentional possession, shipment, transport, purchase, sale, delivery, or receipt of a horse for slaughter for human consumption.  
Sponsors: Reps. Burton, R-Ind.; Schakowsky, D-Ill. / Sens. Landrieu, D-La.; Graham, R-S.C.

**Horse Transportation Safety Act**  
S. 1281

To prohibit the interstate transportation of horses in a motor vehicle containing two or more levels, regardless of the destination.  
Sponsors: Sens. Kirk, R-Ill.; Lautenberg, D-N.J.

**Interstate Horseracing Improvement Act**  
H.R. 1733 / S. 886

To prohibit the use of performance-enhancing drugs in horse racing, which jeopardizes the health and safety of horses and jockeys.  
Sponsors: Rep. Whitfield, R-Ky. / Sen. Udall, D-N.M.

## FARM ANIMALS



**Egg Products Inspection Act Amendments**  
H.R. 3798 / S. 3239

To provide for a uniform national standard for the housing and treatment of egg-laying hens, phased in over a period of 15–18 years, that will significantly improve animal welfare and provide a stable future for egg farmers.  
Sponsors: Reps. Schrader, D-Ore.; Gallegly, R-Calif.; Farr, D-Calif.; Denham, R-Calif. Sen. Feinstein, D-Calif.

**Preservation of Antibiotics for Medical Treatment Act**  
H.R. 965 / S. 1211

To phase out routine nontherapeutic use of antibiotics in farm animals—a common practice to promote growth and compensate for overcrowded, stressful, unsanitary conditions on factory farms—in order to maintain the effectiveness of these medicines for treating sick people and animals.  
Sponsors: Rep. Slaughter, D-N.Y. / Sens. Feinstein, D-Calif.; Collins, R-Maine

## PETS AND CRUELTY



### Animal Fighting Spectator Prohibition Act

H.R. 2492 / S. 1947: Related amendments passed Senate and House committee in farm bill

To establish misdemeanor penalties for knowingly attending an organized animal fight and felony penalties for bringing a minor to such a fight.

Sponsors: Reps. Marino, R-Pa.; Sutton, D-Ohio / Sens. Blumenthal, D-Conn.; Kirk, R-Ill.; Cantwell, D-Wash.; Brown, R-Mass.

### Canine Members of the Armed Forces Act

H.R. 4103: Related language passed House in defense reauthorization bill / S. 2134

To provide for the retirement, adoption, care, and recognition of military working dogs as canine members of the armed forces (no longer to be classified as equipment).

Sponsors: Rep. Jones, R-N.C. / Sen. Blumenthal, D-Conn.

### Puppy Uniform Protection and Safety Act

H.R. 835 / S. 707

To establish licensing and inspection requirements for breeders who sell 50 or more puppies per year directly to consumers online or by other means, and to require that breeding dogs at commercial breeding facilities be allowed to exercise daily.

Sponsors: Reps. Gerlach, R-Pa.; Farr, D-Calif.; Young, R-Fla.; Capps, D-Calif. Sens. Durbin, D-Ill.; Vitter, R-La.

## WILDLIFE



### Captive Primate Safety Act

H.R. 4306 / S. 1324: Passed committee by voice vote

To prohibit interstate and foreign commerce in nonhuman primates for the pet trade.

Sponsors: Reps. Fitzpatrick, R-Pa.; Blumenauer, D-Ore. / Sens. Boxer, D-Calif.; Vitter, R-La.; Blumenthal, D-Conn.

### Constrictor snakes

H.R. 511

To prohibit importation of certain injurious species of constrictor snakes.

Sponsor: Rep. Rooney, R-Fla.



## Late-Inning Rally

The amendment to crack down on animal fighting spectators was in serious trouble—"dead in the water," as HSLF executive director Sara Amundson put it.

In June, as the U.S. Senate took up consideration of the farm bill, senators agreed to allow just 73 total amendments to be discussed, out of hundreds that had been filed. Not on the list was the commonsense measure seeking to establish a federal crime for attending an organized dog or cockfight and a felony for bringing a minor to such an event.

The situation sparked a scramble, and HSLF staff began working the phones, led by executive vice president Wayne Pacelle. A solution emerged: Sen. David Vitter, R-La., attached the language to another animal-related amendment of his, one that had been approved for discussion on the floor.

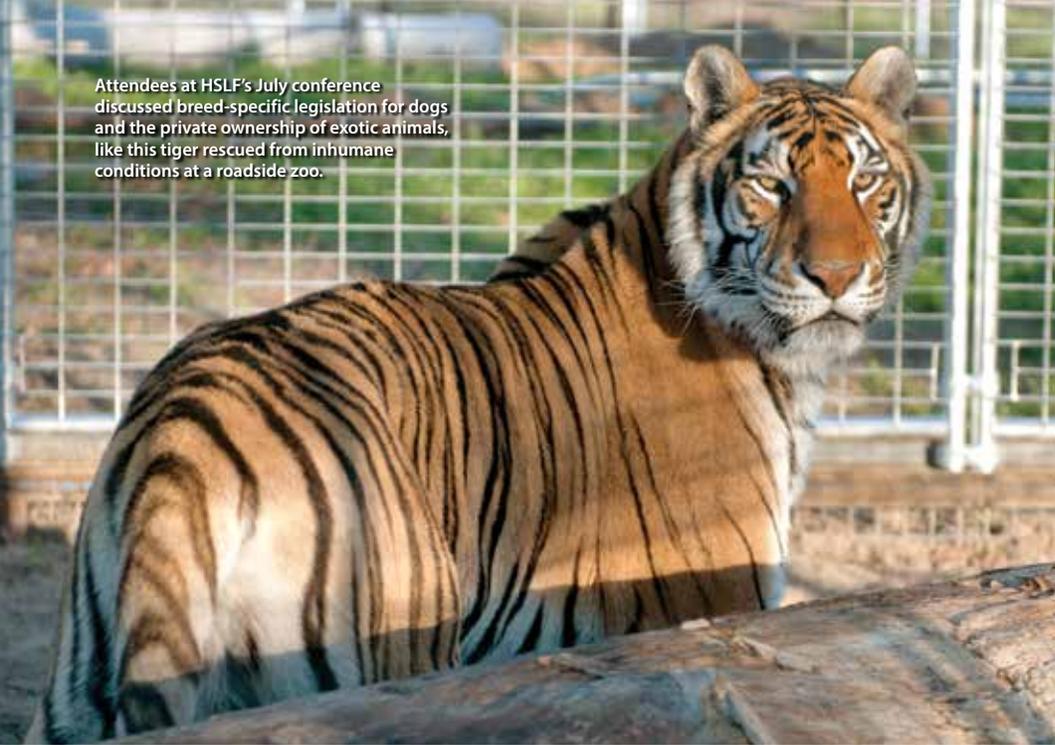
On June 20, the Senate approved the Vitter amendment by an 88-11 vote—an encouraging turnaround that HSLF staff members have credited to Vitter's leadership and the key support of Sens.



Richard Blumenthal, D-Conn.; Maria Cantwell, D-Wash.; Debbie Stabenow, D-Mich.; Mark Kirk, R-Ill.; and Scott Brown, R-Mass.

Three weeks later, the House Agriculture Committee approved, by a 26-19 vote, a similar amendment in its version of the farm bill, in this case offered by Rep. Jim McGovern, D-Mass.; seven Republicans and 19 Democrats supported the measure. As of press time, the bill was awaiting action in the House.

Attendees at HSLF's July conference discussed breed-specific legislation for dogs and the private ownership of exotic animals, like this tiger rescued from inhumane conditions at a roadside zoo.



"The conference, for me, was ... inspirational, and educational, and informational," says Colorado Voters for Animals president Lori Greenstone, pictured above with her dog, Nigel.

## STRENGTH IN NUMBERS

HSLF conference brings together state-level advocacy groups

**As Lori Greenstone jokingly tells it,** this is all Nigel's fault. Or "Lord Nigel," as her friends call the family's beloved cairn terrier.

Greenstone had long wanted to get involved with animal advocacy in Colorado. But it was her love for Nigel—the "extremely independent" therapy dog—that reestablished her connection with animals after her retirement, and ultimately pushed her into action. In February 2011, she attended Humane Lobby Day in Colorado, and later that year, she became president of Colorado Voters for Animals.

That's how, on a Thursday in July, she ended up on a plane bound for Washington, D.C., off to attend a new HSLF-sponsored conference for state-level animal protection groups. The one-day event, entitled "Humane Action: Animal Welfare and Politics," ran on the eve of The HSUS's Taking Action for Animals conference.

"My belief, over the last year and a half, has been [that] the best way to support animal welfare is to change laws," Greenstone said before her departure. "That's why I became involved, and that's why I'm hoping that at this conference I'll be able to meet and speak with people who can give me advice and ideas on how we can be the most effective in our work.

"Because we have a lot of passion, and we have a lot of love, and a lot of drive for animal welfare issues. But that's not going to be enough."

HSLF brought organizations from 18 states together to share some of those tips and begin building a grassroots network that can help with tasks such as identifying state legislators to support and oppose. As HSLF political director Dane Waters added, opponents to the animal protection movement are becoming more vocal and better organized, so events like this one can help put the movement in a better position to "push back, and push back effectively."

The conference featured a roundtable discussion about various state issues—like ways to hold legisla-

tors more accountable, breed-specific legislation for dogs, and exotic pet ownership—plus seminars on everything from producing voter guides to better using social media. Less than four months before Election Day, passing on campaigning tips was also a key goal: "We're going to help them understand how to read polling," said Waters in the days leading up to the conference, "how to understand the demographics of the district, whether the candidates are viable or not, what level of resources to put into the campaign."

In Colorado, Greenstone's organization was finalizing plans to poll candidates on animal protection issues for a scorecard. With hopes of finding ways to better publicize that scorecard, she arrived in Washington particularly intrigued by the seminar offering tips for "getting the message out." As much as anything, she was also looking for new ways to capture the passion and growing momentum she sees out there for animal issues.

"This was probably the best thing that I could have attended, especially at the stage that our group is at," she said afterward. "All of the information regarding political campaigns and how to choose the right candidate, how to support them, where to put your money, etc., was absolutely information that we will need."

For Caleb Scott, president of North Carolina Voters for Animal Welfare, the conference helped reinforce the many ways the group can make an impact with its new political action committee, the state's first devoted exclusively to animals. Also valuable: the seminar about creating a scorecard, a project his group would like to tackle in future years.

"It's something that is definitely needed, where these state groups talk to each other so we can share information," Scott says. "We gain more power by being a collective group, instead of fragmented. I think that this is a step in a wonderful direction."

**We gain more power by being a collective group, instead of fragmented.**

—Caleb Scott, president of North Carolina Voters for Animal Welfare

# Plugging in

Expert, advocates offer tips for using social media

**Patricia Haddock** can be found planted in front of her computer most nights, surfing Facebook pages of animal protection groups and various other sites for news stories about animal issues.

When she finds something interesting, she'll post the story onto the Delaware Votes for Animals' Facebook page, where she also shares snippets about animal-friendly legislation and politicians.

As more people sign onto social media outlets such as Facebook, Twitter, YouTube, and Flickr, the dynamics of politics are changing. And Haddock's organization is among the growing number of animal protection groups using these outlets to keep advocates informed and active at the polls.

"It's becoming a powerful way for people to connect with each other and get their friends to join in the conversation, and get candidates moving on the issues that they care about," says political strategist and social media pioneer Joe Trippi, known for his work on California's Proposition 2 ballot campaign for farm animals and as campaign manager for presidential candidate and former Vermont governor Howard Dean.

In a state with only three counties, Delaware Votes for Animals now has thousands of members and nearly 500 Facebook fans—and growing.

Haddock uses email and Facebook to send action alerts and to ask members to contact their legislators.

In 2012, they helped defeat a bill allowing the unlimited killing of coyotes. Another successful bill prohibited the continuous tethering of dogs. "Facebook allowed us to keep our members ... up to date on every step of the legislative process," Haddock says.

Humane PA began using social media in 2010 to promote animal welfare in Pennsylvania's political arena. With more than 20,000 fans on Facebook and nearly 1,000 on Twitter, the all-volunteer organization is fast becoming a political force in the state.

In the 2012 primaries, the Pennsylvania group used surveys to endorse humane-minded candidates, some of whom now regularly post on its Facebook page, notes president Elissa Katz. "That didn't happen a couple of years ago: candidates seeking our endorsement who are pledging [their] support of humane issues ... and recognizing that people who care about animals are going to get out and vote."



## GO VIRAL

"Create a funny, interesting, or informative YouTube [video] and then tweet the link, put it on Facebook, and email the link to your list," says Trippi. "... All of the sudden, you are growing very quickly and people are becoming more interested in the issue. And the more people you empower on the issues of animal welfare, the more powerful it becomes in political debate."

## STAY POSITIVE, INTERESTING, AND RELEVANT

"Try to cover [a wide] range of issues and animals and [maintain] a good balance between state-specific issues and larger national ones," says Patricia Haddock with Delaware Votes for Animals. To keep the message positive, she thanks animal-friendly legislators through emails and the group's Facebook page, and asks members to do the same. Volunteers with Humane PA tweet almost daily to keep it relevant; the organization also posts information about humane candidates on its website.



## TIPS FOR TACKLING SOCIAL MEDIA

"To reach the most people, you've got to be on every platform," says social media pioneer Joe Trippi. "It's Twitter. It's Facebook. It's YouTube. It's building that email list ... and finding every person who cares about animal welfare to join and spread the word." Also important: Join forces with like-minded groups and don't neglect traditional campaigning methods, such as tabling at events, phone banking, personal visits to legislators, and even going door to door.



## TWEET, TWEET

Email your constituents that you've started a Twitter feed, then create hashtags and tweet away. To help build followers, Trippi suggests finding hashtags that match the topics you're working on. "Then you can see what kinds of conversations are going on and follow them." Retweet that content to entice those people to follow you.



## GET A HEAD START

Trippi advises building your network early in an election year. "I'd start on Twitter and Facebook; it's very easy for people to start following you." Create an email list and ask each supporter to invite one more person to join. "The more people who are connected, the more there is an exchange of information."

