Protecting Our Fairs from Extremism

Animals at Fairs

Michael Bradley Sarah Conley

Animal Rights ≠ Animal Welfare

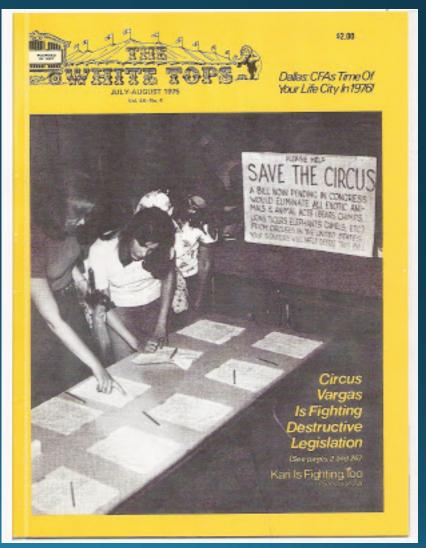
- Based on emotion
- Anthropomorphizes
- Against all human-animal interaction, regardless of benefits
- "Ends justify the means" to advance their agenda
- Not a likely a fair patron

- Based on facts, science, experience
- Responsible husbandry
- Interact responsibly and humanely with animals for agriculture, industry, entertainment, research
- Exhibitor Education
- Exactly the ideology fairs promote

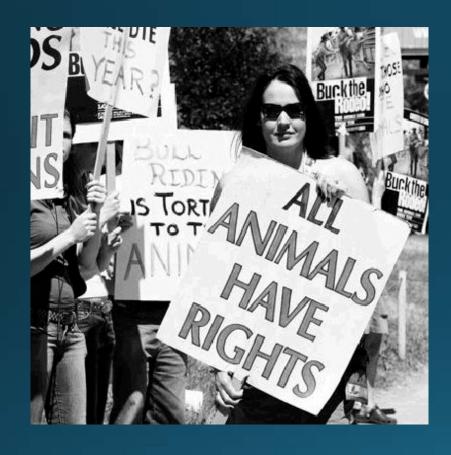


Long History of Attacking Animals











- Dog Ownership
- Meat eating
- Medical testing
- Wearing wool
- Aquariums
- Zoos
- Educational animal dissection



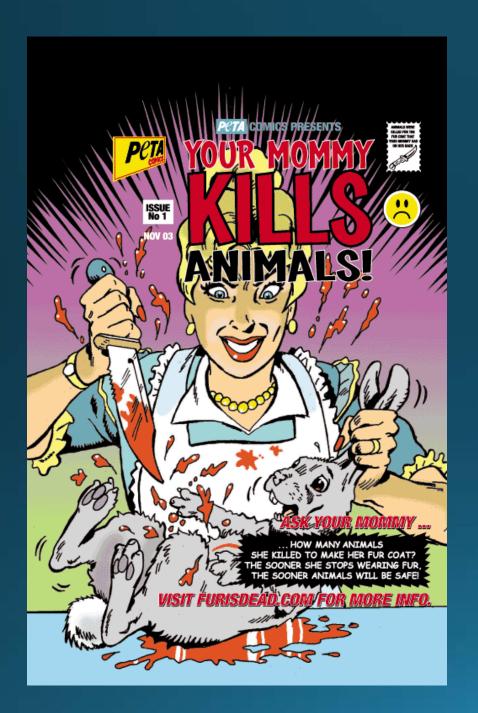
Attacks at Fairs



BaconFest



Live Birth Demonstrations





SHEAR CRUELTY

Many people know about the cruelty of the fur and leather trades, in which animals are often skinned alive, but what about the wool industry?

PETA.ORG PET

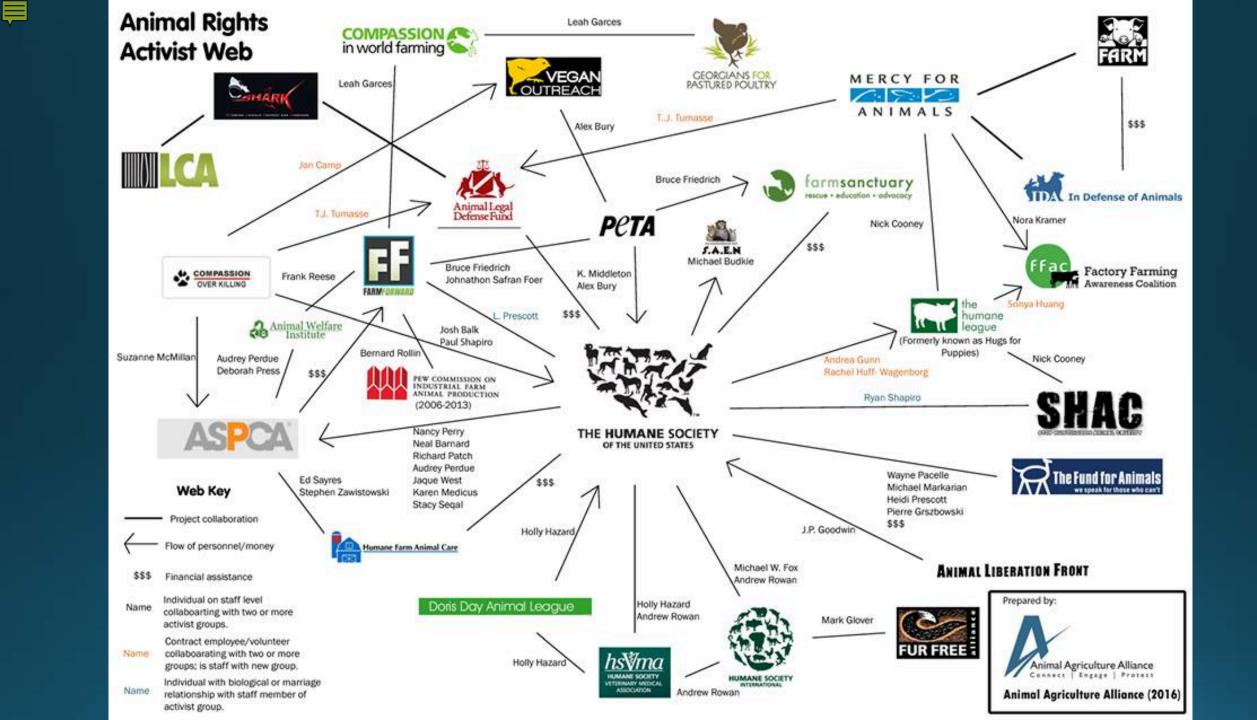




Placating Does Not Work



Ringling Bros. and Barnum & Bailey Circus to End Its 146-Year Run



THE HUMANE SOCIETY OF THE UNITED STATES

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June 22, 2017

Trump administration puts Yellowstone grizzlies in the crosshairs

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Legislation

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Gov. Sandoval of Nevada signs bill banning sexual abuse of animals

HUMANE SOCIETY LEGISLATIVE FUND

Gov. Brian Sandoval, R-Nev., signed a measure into law that explicitly bans human

The Humane Society Legislative Fund was form 2004 as a separate lobbying affiliate of The Society of the United States. HSLF protection laws at the state and for the public about animal probabilities humane candidates for the public about animal probabilities. ducate nd to support

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The Animal Protection Litigation tion conducts precedent-setting payins on behalf of animals in state and federal control ound the country. With a staff of 13 lawyers located in Washington D.C., New York, San Francisco and Seattle, a network of over 1,000 pro bono attorneys and dozens of active cases, The HSUS has the largest Animal Protection Litigation program in the country. SEE OUR

TORIES »



Shannon Johnstone/For The HSUS

Victory Against Puppy Mills in Chicago

Building on The HSUS's legal work against puppy mills, the Chicago City Council voted to restrict the retail sale of dogs obtained from large-scale commercial breeders.

READ MORE »

LITIGATION NEWS »





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ANIMALS

OUR WORK

Campaigns »

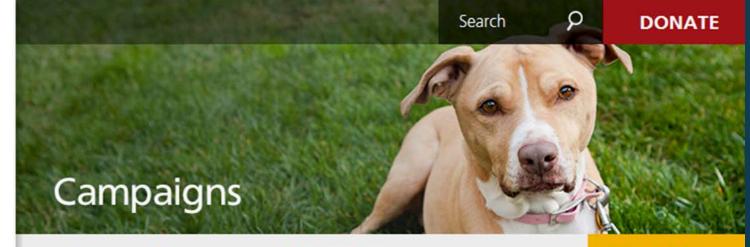
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We're the nation's most effective animal protection organization.





TAKE ACTION THROUGH OUR CAMPAIGNS

Get involved by supporting one of our major campaigns.



Protect Farm Animals
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Stop Puppy Mills

Join Colbie Callait in a pledge to stop puppy mills »



End Animal Cruelty and Fighting Learn the signs of dogfighting »



Be Cruelty Free
Pledge your support for cruelty-free cosmetics »

DONATE

Your donation helps us save animals in desperate need

GIVE



SIGN UP

TAKE ACTION

Sign the pledge to reject cruel gestation crates

ACT NOW >





Urge State Fair Meadowlands to Drop Cruel Elephant Rides and Petting Zoo

Urge State Fair Meadowlands to leave Commerford—and any other wild-animal exhibitors—out of its event.

TAKE ACTION >



It's Time for the Orange Bowl to Peel Away From the Miami Seaguarium

Please join PETA in urging the Orange Bowl to end its support of the cruel and exploitative Miami Seaguarium.

TAKE ACTION >



Kelly Miller Circus Needs to Drop Its Cruel Animal Acts!

Please ask venues and organizations still planning to host or sponsor this cruel circus to consider these facts carefully

TAKE ACTION >



Help Stop Cruel 'Cowboy Monkey Rodeos'

Every year, minor-league baseball teams and fairs around the country host "cowboy monkey rodeos," despite knowing the cruelty involved.

TAKE ACTION >



Chevron, Pull Your Support From TAMU While Dogs Suffer There

We've asked Chevron to suspend its partnership with TAMU immediately. Please help us speak up for these does!

TAKE ACTION >



Tell Chrysler, Golden Corral, and Others to Stop Sponsoring Cruel, Deadly Iditarod

More than 150 dogs have died, but these companies continue to sponsor the cruel race.

TAKE ACTION >

Before the Fair

- AR groups will target a specific exhibitor or event
 - Email barrage
 - Letters to Editor, Media
 - Protest and boycott threats
 - Contact other Vendors, Sponsors, Performers
 - Apply for their own booth at the fair
- Appeal to Board of Directors to cancel contracts/ exhibits
 - If you are a public institution, you will most likely have to give them a chance for "public comment" in an open meeting

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Open Meetings

- Extremists will make bold claims, so DOYOUR HOMEWORK
- Be ready with:
 - Exhibitor's permits & recent inspection history
 - Home facility inspections
 - Insurance coverage
 - Safety/Emergency Action Plans
 - Relevant Scientific studies—both about the species in question but also about human-animal interaction and it's impact on conservation
 - Exhibitor's history with your fair

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Animal Rights Intimidation Techniques

- "What if something happened?"
 - They use irrelevant examples without context or from foreign countries
- Threaten to sue the Fair Board
 - Kern County Fair—threatened by a representative of the Non-Human Rights Project
- Video "evidence"
 - Antiquated
 - Highly edited, Manipulated
 - Was it turned over to law enforcement or regulatory authorities?



Events

Events

Calendar

Birthdays

Discover

Protest Animal Abuse at Marin County Fair

Past

+ Create Event ▼

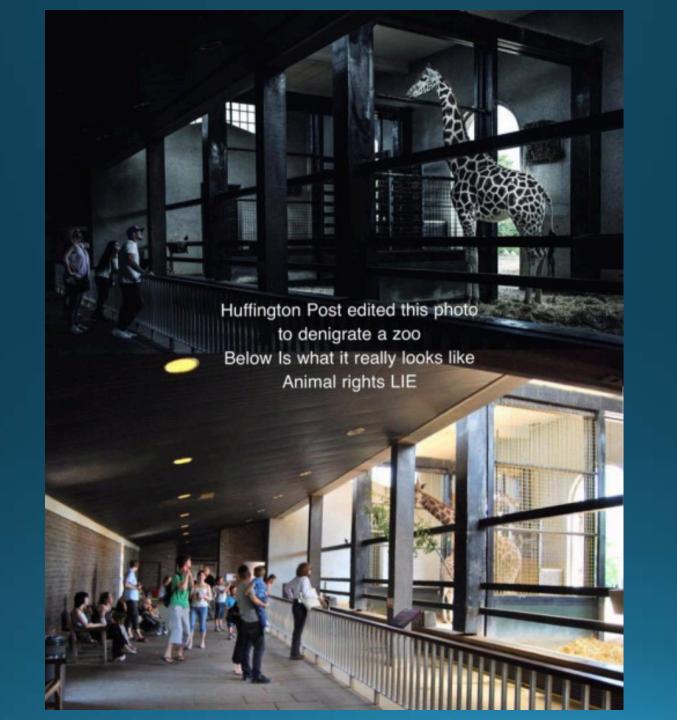


JUN 30 Protest Animal Abuse at Marin County Fair

Public - Hosted by Direct Action Everywhere - SF Bay Area









Define the Narrative

- Include animal welfare and responsible husbandry in your pre-fair PR
- Use Social Media to start the conversation so you can define the narrative

Remember: Perception over time creates reality!



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What You Need to Know come Fair Time

- What Animals are at your fair, and where are they?
 - Exotics? Petting zoos? Education?
 - Have any exhibitors been targets in the past?
- Take example photos of exhibits
- Visit exhibits as often as possible—be proactive
- Have direct contact information for 2 people from each exhibitor
- Press Releases ready to go
 - From each exhibitor about their mission, their conservation work, etc to be adapted when needed

Policies

- Free Speech area
- Flyer distribution policy
- Amplification—allowed at protests?
- Familiarize yourself with local & state trespassing laws
- Encourage exhibitors to post signs at exhibit regarding use of photographs
- Designate a Fair Spokesperson
 - Make sure everyone refers all animal-related issues to the designated person
 - Positive talking points about your animal programs
 - Anticipate the tough questions and have responses ready



Inspections







Be Prepared

- Every Exhibitor needs a direct number for security
- Have written security protocol for how to handle extreme cases of harassment
- Printed sign about harassment of exhibitors and consequences posted at each entrance and gate
- Night security
- Film Activists, Take their picture





Things to Think About

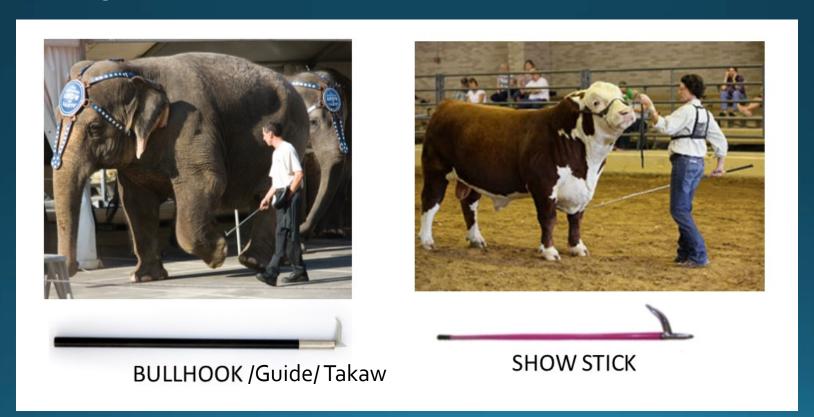
- Temporary Workers
 - Sign confidentiality agreements
 - Forbid taking photos during "off" times and in "off-exhibit" areas
- Social Media attacks
 - Fake Reviews
 - Target Performers, other exhibitors





Legislation

- Anti-animal legislation can affect your fair
 - Husbandry tool bans
 - Performing Animal Bans



Legislative Impact by HSUS & PETA

- Local (city & county) ordinances to prohibit "performing animals"
- Statewide ordinances to prohibit use of elephants, "traveling" animals, and circuses
- Proposition 2: California, eggs, calves, sow crates
- Federal Legislation:
 - Traveling Exotic Animal and Public Safety Protection Act" (TEAPSPA) (HR 1759) April 2017 referred to House Agriculture Committee
 - "Big Cat Public Safety Act" (HR 1818) April 2017 referred to House Resources Committee
 - "Animal Emergency Planning Act" (HR 3792) October 2017 referred to House Ag Committee's sub- committee

4 SIMPLE STEPS

- Awareness
 - Prepare
 - Educate
 - Respond



ACTIVIST RESPONSE KIT

Prepare. Educate. Respond.

AWARDNESS

- Pay attention to news and to what you see on social media
- Rely upon IAFE resources
 - PAS
 - Network News
 - F&B
 - Social media
 - Igniter
- Encourage stakeholders
- Seek the truth



PRIPARID

Put on your armor (make sure animal "welfare" cannot be an angle of attack)

- Livestock at the fair
- Other animals at the fair
 - Petting zoo
 - Pony rides
 - Animal education acts/attractions
 - Carnival give-aways
- Non-Fair rental events



PREPARE

Consult legal counsel (booth rules and free speech)

- Booth rules
 - All activity from contracted space
 - Exhibitor Conduct rules
 - Policy statement: Family/Youth
- Free Speech
 - Limited Public Forum



PRIPARID

Cyber Security Plans

- Robo-Emails
- DDoS (Direct Denial of Service)
- Email Bombs
- Phishing
- MS-ISAC resources
- AppRiver discounts for IAFE members



PREPARE

Communication

- Personnel
 - Hired (FT/PT/Seasonal)
 - Volunteers
- Good crisis communication protocol
 - Designated spokesperson
 - Training
 - Prepared statements
 - Internal communication
- Social Media reaction
 - Administrative controls
 - Prepared response statements
 - Monitoring



EDUCATE (and Advocate)

- Exhibitors, Parents, Superintendents
- Staff, volunteers, board
- Sponsors
- Fair guests
- Media
- The Public
- Public officials



RESPOND

- Proactive and Prepared Responses
- Stay Positive, Take the High Road
- Advocacy with Elected Officials





Prepare. Educate. Respond.

- www.fairsandexpos.com
- Site Log in (Unique email/password)
- Resources tab (Drop down to ARK)
- Click on link to download PDF
- Click on link to get AppRiver info

Resources

- Watch Legislation: http://grassroots.circusfans.org
- IAFE Website: www.fairsandexpos.org
 - "Your IAFE Digest" (weekly community updates for members)
 - Igniter Discussion Board
 - Animal Welfare Committee
- OABA Website: www.oaba.org
 - OABA Exotic Animal Owner Welfare Guidelines
 - OABA Media Relations Plan Performing Animal Exhibitors
 - USDA Animal Exhibitor Advisor: Joan Galvin, Esq., Kelley Drye & Warren,
 DC
- DEVELOP: Real-time Message board to share best-practices

"If some among you fear taking a stand because you are afraid of reprisals from customers, clients, or even government, recognize that you are just feeding the crocodile hoping he'll eat you last."

~Ronald Reagan