

The Animal Rights Mystique – Sex, Lies and Videotape
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The Animal Rights movement is an ever growing and extremely powerful force threatening the rights of millions of pet owners across the country and even the world. Often when many think of Animal Rights activists, they think of some lunatics throwing animal blood or red paint on models wearing fur coats, secret tapes from slaughterhouses, etc. However, the AR movement is also behind many of the highly restrictive laws that will ultimately make the rearing of animals near impossible. Why is the AR movement so alluring?

Sex sells. Any advertiser knows that. So does the AR movement. Several years ago, a dog owners' right group was trying to get a rally organized. They were thrilled to have the possibility of Linda Blair of *The Exorcist* there. They felt that trying to get star power would further their cause. Now, the other end of the spectrum, at the same time the AR movement was using the likes of Pamela Anderson for their deeds. Who is the average seventeen year old going to follow? Star power sells but sexy stars grab.

The AR movement is great at using the fact that the average person, be he a mega-star they want to exploit, a legislator they want to sway or John Q. Public they want to control, will not fact check. It is very easy for the AR movement to use outdated material, tactical spins (such as leaving out data) and even outright fabrications to get their agenda out. A March 4, 2007, Washington Post article quoted that classroom dissections in this region were at a level never seen before. My county in the stated region averaged yearly growth of 4% from 1940 – 1990. Our 2000 census population was over 280,000 and just shy of 350,000 in 2005. In the past three years, my county built at least two new high schools. Remember the IAMS animal abuse articles from a few years back. The lab an AR group had pictures of was or a lab not affiliated with IAMS. It was a lab housed in the same building as an IAMS group: reports were IAMS was the abuser. Some of the information used is out of date or even erroneous. Who bothers to fact check? Alleged PETA members have gone so far as to steal pets and working animals. In 2003 and subsequent years, there have been allegations and proof that PETA members had taken and killed pets. (*PETA: Lies, Abuse, and Death* by Dave Gibson).

The AR movement will use shocking images repeatedly to further their cause. Many of these images may be outdated, not fully accurate and allegations of set-ups have abounded over the years. Again, who bothers to fact check?

The AR movement is slick, manipulative and knows what will impress and grab people. Even if they are not speaking the truth, they rely on our lust, laziness and ignorance to further their causes.