



International Society for Animal Rights
Law and Education Serving Animals

NEWSLETTER BULLETIN

May 7, 2008

Animals on Screen

Through the efforts of animal rights and animal welfare organizations, some of the physical abuse of and cruelty to live animals in movies and on television has been ameliorated. Trip wires for horses, for example, have largely been eliminated. However, instead of live animals being used and cruelly treated, a related phenomenon has surfaced which is at least as bad, if not worse: "fake" animals are now being abused and cruelly treated in the name of "entertainment" and to sell products. An alien "dog" confesses after being roughed up (Men in Black). Another "dog" is thrown out a window (There's Something About Mary). Post-copulation, a man falls atop a "cat" (EdTV). Another "cat" is swung around on its tail (Idle Hands). An over-the-hill football player punches out a "horse" (Blazing Saddles). A TV ad for an online shopping site shows real-looking (but plastic) gerbils being shot out of a cannon. For years, cartoons-the Saturday morning TV pacifier for countless children - have visited various forms of mayhem on hapless animals of every description.

Why does this happen in movies and television? Why do the producers of "entertainment" and the purveyors of products use animals at all, let alone in this manner? Why do they believe that even simulated animal abuse and cruelty sells tickets and tacos?

One reason is that a staple of "comedy" has always been the "laugh-at-someone-else's-expense." The distinguished man's toupee lifted from above by a fishing pole, the formally dressed society matron hit in the face with a pie, the stern cop slipping on a banana peel. This kind of slapstick "humor" necessarily has always contained not a small element of sadism. However, it was - and remains - less acceptable to be sadistic toward humans than toward animals, who, even in a simulated form, are today apparently fair game for virtually any simulated depiction of abuse and cruelty.

Another reason is technological. Today, the advance in robotics and computer imaging allows the simulation of virtually anything, from the depiction of earth's creation to the lives of amoebas. From the torture of butterflies to the slaughter of endangered Siberian tigers.

The combination of these factors - "humorous sadism" and technological facility, in the service of crass commercialism - has today resulted in the abuses and cruelties described above, and many worse.

Apart from the generally desensitizing consequences of these depictions - not only for children, but for adults as well - it is well known that there is a correlation between the mistreatment of animals and the mistreatment of humans, often reaching the level of murder.

Accordingly, the simulated abuse of and cruelty to animals in motion pictures and on television is at least irresponsible and at worst contributes to a culture of violence that impacts on humans and animals alike.

In an effort to put an end to the simulated abuse of and cruelty to animals in motion pictures and television, ISAR has launched a nationwide petition campaign aimed at obtaining One-Hundred-Thousand signatures demanding that movie producers, television companies, and advertisers and their agencies, desist from simulating harm to animals in order to sell "entertainment" and other products. Please [Click Here](#) to sign our online petition and demand that those movie producers, television companies, and advertisers and their agencies to whom the petition signatures will be delivered, upon threat of boycott, immediately cease the simulated abuse of and cruelty to animals in the products they sell for public consumption.

[Get More Information](#)

International Homeless Animals' Day™ 2008

In 1992, ISAR introduced [National Homeless Animals' Day and Candlelight Vigils](#) as an innovative educational vehicle with a purpose of informing society of an American tragedy that overwhelms animal shelters each year - pet overpopulation. Since the conception of National Homeless Animals' Day, ISAR has reserved the third Saturday of August, commemorating the Day annually, to promote new campaigns, programs, and ideas on the solution to the pet overpopulation epidemic: spay/neuter.

For the 16th consecutive year, ISAR is pleased to have assisted animal rights/welfare organizations in 35 states and 11 foreign countries in making their National Homeless Animals' Day events a success.

Now, because of the ever-growing, successful international participation in National Homeless Animals' Day by foreign animal protection organizations, ISAR will in the future formally acknowledge this global participation by officially entitling our crusade "International Homeless Animals' Day."

We are asking all animal organizations and interested individuals to assist ISAR in enlightening others about the pet overpopulation epidemic and increase spay/neuter awareness by joining us in commemorating our 17th annual observance on August 16, 2008.

Individuals or organizations wishing to take part in this year's International Homeless Animals' Day on August 16, 2008, can receive a free vigil packet by submitting a request to ISAR via mail, phone, fax, or email. A vigil packet request form may be obtained [Here](#). Our vigil packets include guidelines for organizing a successful vigil with

tips on site selection, reaching target audiences, suggestions for speakers and vigil events, poems, songs, sample press releases, and proclamations are but a few of the items included in our packet. To save our printing costs, vigil packets are only sent upon request.

(INTERNATIONAL HOMELESS ANIMALS' DAY is a registered trademark of the International Society for Animal Rights and NATIONAL HOMELESS ANIMALS' DAY is a trademark of the International Society for Animal Rights.)

Get More Information

Among the many blessings of the Internet is the phenomenon called the "Weblog"--- or "Blog" for short.

Originally mostly a vehicle for the expression of the author's personal views on any subject that interested him, Blogs have evolved into a means for organizations such as ISAR to communicate with its supporters and others who may be interested in the Blogger's activities.

For example, our Blog contains a photograph of one of ISAR's highway billboards. Essays include such topics as "[Harming Companion Animals: Liability and Damages](#)", "[Redemption: The Myth of Pet Overpopulation in America by Nathan J. Winograd](#)", "[Get Political for Animals and Win the Laws They Need by Julie E. Lewin](#)", "[Suing on Behalf of Animals: New Case](#)", "[Capitol Hill's Animal Friends](#)", "[ISAR as Friend-of-the- Court](#)", "[Harming Companion Animals](#)", "[Celebrities and Animal Abuse](#)", "[ISAR's Brand New Website](#)", "[Animal Rights Books for Sale](#)", "[Decartes is Dead](#)", "[ISAR in Action](#)", "[Mother Jones Meets an ISAR Billboard](#)", "[Token Mandatory Spay/Neuter in Palm Beach, Florida](#)", "[Another Municipal Adoption of ISAR's Model Mandatory Spay/Neuter Statute](#)", "[Heart Bleeding for Vick, But Not His Victims](#)", "[What made Michael Vick?](#)"

Individuals and organizations who want to receive our complimentary Blog need only request to be placed on ISAR's mailing list at <http://www.isaronline.blogspot.com>.

Contributions to ISAR make possible the Society's work for Animal Rights. ISAR is a non-profit organization and is tax exempt under Section 501 (c) (3) of the Internal Revenue Service Code. We depend solely on our dedicated supporters to enable us to continue and expand our work on behalf of animals. For more information about our work, please visit <http://www.isaronline.org>. To support ISAR or to make a tax-deductible donation please [Click Here](#). Please feel free to pass ISAR's Newsletter Bulletin along to family and friends.



INTERNATIONAL SOCIETY FOR ANIMAL RIGHTS
Law and Education Serving Animals

email: contact@isaronline.org
phone: 570-586-2200
web: <http://www.isaronline.org>