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THE USE OF MASS COMMUNICATION IN ANIMAL RIGHTS FUNDRIASING  
CAMPAIGNS

by

Jaime E.R. Shorter

A Thesis Submitted in Partial Fulfillment  
Of the Requirements for a Degree with Honors  
(Mass Communication)

The Honors College

University of Maine

May 2012

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## ABSTRACT

Animal abuse and neglect is an ongoing, documented problem for society. Cases of animal harm stream in and out of news reports and public discussion. With changes in technology, mass communication has become more than a convenient outlet for publicizing stories about animal harm. Not-for-profit organizations look to mass communication as a way to gain support from the public. Animal welfare organizations use mass communication to benefit their causes and reach multiple groups through their use of fundraising campaigns.

Animal welfare organizations were created to address the problem of abuse and harm. But, as not-for-profit organizations, they rely heavily on donations and voluntary support from the public. In order to achieve their mission, the ASPCA (American Society for the Prevention of Cruelty to Animals) and PETA (People for the Ethical Treatment of Animals), two of the most popular animal welfare organizations, rely heavily on mass communication fundraising campaigns.

This research study examines four mass communication campaigns from the ASPCA and PETA. The campaigns involve the use of mass communication through print, television/video broadcasting, mail, and the Internet. I describe how each organization uses these forms of mass communication to successfully accomplish their fundraising goals.

## DEDICATION/PREFACE

I would like to dedicate my work to my grandmother, Jojo, who recently passed this last summer. She has always, and will always be an inspiration in my life, and a cheerleader for every dream I've had. She always cherished education, and always made sure it was known that she supported every one of her grandchildren to the fullest. Thank you for every ounce of love and guidance you gave me. You are sorely missed.

## ACKNOWLEDGEMENTS

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TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION AND BACKGROUND . . . . .	1
Introduction . . . . .	1
Fundraising in Mass Communication Research . . . . .	4
Four Forms of Mass Communication . . . . .	7
Background of Animal Rights Organizations . . . . .	9
Campaigns of ASPCA and PETA . . . . .	12
Table 1. Mass Communication Campaigns . . . . .	15
CHAPTER 2: CAMPAIGN ANALYSIS . . . . .	16
Television and Video-Based Broadcasting . . . . .	17
Print . . . . .	22
Internet . . . . .	29
Mail . . . . .	35
Conclusion . . . . .	40
BIBLIOGRAPHY . . . . .	42

## CHAPTER 1: INTRODUCTION AND BACKGROUND

### Introduction

Fundraising is an ongoing effort for all types of organizations. Fundraising today is unlike anything before; with the use of technology and media, information and donations can be exchanged within seconds. News spreads faster than fire. The availability of mass communication makes it easy for organizations to reach dispersed audiences. Society is surrounded by the constant buzz of mass communication and contributing to that buzz are the fundraising campaigns of animal rights organizations.

I begin this chapter with a description of the background on two animal rights organizations. Then, I look at the different types of mass communication used in fundraising and how they relate to four models of fundraising. Finally, I describe examples of how mass communication of campaigns accomplish organizational goals.

I analyze the fundraising campaigns of two animal rights organizations, the American Society for the Protection of Cruelty to Animals (ASPCA) and People for the Ethical Treatment of Animals (PETA) and how they use mass communication in their fundraising campaigns. My main question is “How do the ASPCA and PETA use different forms of mass communication in their fundraising?”

A campaign is defined as “An operation or series of operations energetically pursued to accomplish a purpose”(Dictionary.com). In other words, a campaign is based around a goal created by a group or organization in which the organization turns to the public for support and donations through consistent and persuasive tactics and events. Campaigns can be executed through one-on-one interaction, through public events and rallies, and through different forms of mass communication.

It is reasonable to assume that organizations adapt their fundraising campaigns to best utilize the specific characteristics of mass communication. Through research on current campaigns from these two animal welfare organizations, I show how these two organizations use different forms of mass communication in their fundraising campaigns. I describe the different forms both groups use, and how they use those forms to enact campaign goals. I also provide a brief history of each welfare group to contextualize how these groups use mass communication for their benefit. I focus on multiple campaigns from both groups to illustrate the forms of mass communication that each group uses and how they use them. I describe each group and their campaigns by focusing on organization websites, news releases, and coverage of issues in news media. For the purposes of this study, I selected four mass communication campaigns for each organization taken from the last five years.

Mass communication efforts for animal welfare groups have changed over the years. Prior to the emergence of broadcasting, animal welfare groups emphasized person-to-person contact, rallies, posters, and surface mail. But now, with the increase of communication technology around the world, organizations have shifted their emphasis to mass communication. Mass communication technology has increased in availability as well as convenience over the past decade. Broadcasting is useful in fundraising because animal welfare groups have to compete with a growing number of fundraising organizations attempting to reach a general public.

For my thesis research, I looked at one campaign from each organization for each different form of mass communication. I compared and contrasted the campaigns from

the ASPCA and PETA for each form of mass communication. I focus on four forms: television and video broadcasting, print, Internet, and mail.

I describe how the use of mass communication in these campaigns work to influence and gain support from the public. I analyze these campaigns using Kathleen Kelly's (1995) research on "*The Fund-raising Behavior of U.S. Charitable Organizations*, and Diane Beers (2006) book on "*The History and Legacy of Animal Rights Activism in the United States*. In addition, I draw on other scholarly works, as well as the organizations' websites, in order to examine how the campaigns use mass communication to gain funding and support.

Research on these campaigns illustrates the approaches that these two groups. Mass communication campaigns help to advertise these organizations, to solicit funds, and to improve their access to the public. On the Internet, for example, both big and little organizations are able to look alike; if both sites put the same amount of effort into their personal sites, both can appear to be successful (Mutz, 1997).

I chose the ASPCA and PETA because these are two of the largest, most well known animal welfare groups in the nation, if not the world. Both have similar goals, yet both choose to execute their campaigns in different ways, with hopes to rise above the economic struggles currently occurring and continue to gain more support across the nation. I chose these two groups because they take different approaches, but share an emphasis on helping any hurt or abandoned animal.

I conducted my research mostly through the Internet. I directly used both PETA and ASPCA resources (and their on-line home pages specifically) for information and for specific campaigns. I also used many books that provide a background to mass

communication use and functions.

### Fundraising in Mass Communication Research

Animal cruelty and abuse has become a widely recognized problem, due in large part to the growth of media coverage. People tend to take advantage of situations in the world that are similar to causes or interests they can relate to or feel a connection to somehow (Mutz, 1997). People want to provide support to a cause that means something to them, and therefore an individual finds it satisfying to donate to a specific charity. Competition among similar charities is always a challenge.

People need to have a motivation before they will donate to any social cause. Therefore, donors to the ASPCA and PETA both have to feel that their money will go to a worthwhile and effective cause. Organizations hope that donors will be lifelong, and not one-time donors (Miller, 2005). By using mass communication, these organizations seek to create a compassionate and meaningful reason for the public to donate to their causes. Different campaigns use different approaches to mass communication, such as using celebrities as spokespeople, photos of sad looking animals, and compelling stories to draw the public in, and keep them connected to the cause.

Fundraising is not an easy task, and organizations will try different strategies to gain support from the public. The ASPCA and PETA have used similar and different strategies for their campaigns, some of which have been more successful than others. For my thesis, I describe campaigns that use different forms of mass communication because I think it is important to see how animal rights groups use mass communication to advance their causes. Mass communication is very powerful, and it only continues to gain more importance for fundraising. Mass communication is a part of everyday life for

nearly every person on earth, so it is important to see how these two animal rights groups use it to their advantage.

According to Kelly (1995), fundraising in the United States is based on four models of fundraising, which structures how organizations conduct campaigns and public relations. These four models include press agency, public information, two-way asymmetrical communication, and two-way symmetrical communication (p. 114). These four models are key elements to understand how fundraising organizations perform their campaigns, and execute goals.

The first model, press agency, is based mainly around using manipulation and control over information to get a point across to its audience (Kelly, p. 114). It is a one-way form of communication where the organization speaks directly to the donor in an effort to persuade the donor to donate and support the organization. Press agency tries to embed its purpose in emotional triggers for the donor. In this way, communication is a way to manipulate the donor to support the organization or cause. Little research is needed from the organization usually for their campaign and the truth of the information is not of great importance (Kelly, p. 114). Press agency models of communication tend to focus on gaining support through volunteers, special events, and hosting public events. An example of a mass communication campaign using the press agency model would be a billboard that condemns abortion by simply showing a fetus of an aborted child and calling it murder. The campaign does not rely on knowledge or evidence to prove a case, instead the advertisement uses emotional triggers and shock tactics to criticize abortion and advance their cause.

The second model is public information. This model is also a one-way form of communication from the organization to the donor. According to Kelly (1995), this model relies mainly on ““enlightenment” (fundraising is dependent on rational, intelligent, and compassionate donor publics)” (p. 116). Public information works to provide honest facts and acknowledged truths to the public. The public, as rational and compassionate, would then be moved to support the organization. An example of this model would be an anti-smoking campaign that describes medical research on the effects of smoking. The campaign uses evidence and information to persuade the public to not smoke cigarettes. By using honest facts about the health risks of smoking, these facts help persuade the public and gain support for a cause.

The third model is two-way asymmetrical communication. This model focuses on having a two-way form of communication between donor and organization, but is often unbalanced (p. 115). The two-way asymmetrical model relies on social science research to persuade the public to support and make donations. Like press agency and public information, the two-way asymmetrical model, although two-way, is focused on creating a campaign that persuades audiences to comply with organization goals, such as giving to a charitable cause. An example of this model would be an on-line blog set up to support a women’s health campaign. Through the blog, the public is able to read and respond (by “commenting”), but the primary use of the blog site is to generate donations for the cause. With the donations, the supporter feels satisfied and fulfilled by having provided support. Their “feedback,” however does not play a significant role in the formulation of organizational goals.

The last model, two-way symmetrical communication, is the newest model and has also been seen to be the most successful for organizations that depend on it (p. 117). The two-way symmetrical model relies on feedback and interaction with donors in order to negotiate benefits for both sides. This model aims to create a mutual understanding with the donor publics, hence it is a two-way form of communication where both the donors and the organizations communicate. This model strives for negotiation between donor and organization, and in return both sides are able to benefit from supporting each other. This model relies on developing a shared historical background and research to communicate with the public. Organizations that rely on this model aim to be accountable for their information and actions. An example of this model would be an online campaign to end children's cancer. The website would provide information, detailed research, ways for the public to help this cause, as well as a way to donate directly through the website. For example, they could publish artwork by the children of family stories submitted on the website. The website would establish a means of communication through blogs and resources, which would help create a relationship with and among donors (they can submit advice, questions, concerns, etc.), while the donor aims to support the cause through support and donations. A relationship is made, and this relationship is necessary to keep the cause afloat.

In describing the ASPCA and PETA mass communication campaigns, I place each campaign into one of these four models as I discuss the campaign and the form of mass communication used in it.

#### Four Forms of Mass Communication

In mass communication, most observers would suggest that the Internet is the

most efficient way to spread information. Society, in a digital world, emphasizes mass communication in which everything is distributed across as many outlets as possible, as quickly as possible, and everyone participates (Wheeldon, 2010). Much of this mass communication exists through the use of the Internet, and because the Internet is so fast and easy, many people and organizations use it as a primary source of information, donations, and support. Wheeldon (2010) quotes Brücks, Mehnert, Prommer and Räder (2008) who claim that “the Internet is part of our everyday life” for the reason that “we do the same in the Internet as in real life, probably in a [...] more efficient, faster [and] cheaper [way]”(p. 2) [from Wheeldon].

Although the Internet is a successful and relatively inexpensive form of mass communication, there are other forms that are just as efficient, if not more successful in some ways. The different forms of mass communication make it possible to reach large amounts of people quickly, and in different ways. Television and video broadcasting provide audio and visual stimuli, which is a unique way to persuade viewers to support the cause being promoted. The Internet is able to show multiple messages at once, reach millions of people in a second at low cost. In addition, an organization can become accessible through search engines on the Internet.

Print is able to provide emotional stories and images, while getting messages across. Print in popular forms such as magazines and newspapers reaches large populations of people, and provides a hard copy of the advertisement to be kept or passed along. Print is persuasive; it can use all kinds of different stimuli such as images, labels, and slogans to gain support from the public. People will remember an advertisement or a message when it is printed frequently, and is emotionally empowering.

Communication by mail is emotional, personal, and allows the organization to recognize an individual for past support. People feel satisfaction when they receive personal mail, and it gives more incentive to keep donating to the organization. Mail is also an easier form of communication to reach certain age groups, such as older generations where Internet is not a primary form of communication that they rely on. Mail makes it easier to directly contact an individual, and keep their support.

Television and video-broadcasting are able to combine images, print, voiceover, and even music to create a persuasive message in order to gain supporters and donations. Through the use of video and television, organizations can create short clips filled with emotional stimuli, enticing photos, and can create happy or heart wrenching stories in order to maintain and keep support from the public. Using visual and auditory stimuli combined, it makes the message more powerful.

#### Background on Animal Rights Organizations

The American Society for the Prevention of Cruelty to Animals (ASPCA) is a non-profit organization and was the first humane organization in the Western Hemisphere. Their mission, as stated by founder Henry Bergh, is “to provide effective means for the prevention of cruelty to animals throughout the United States” (ASPCA, 2011). Bergh founded the ASPCA on April 10, 1866, in New York City. The organization now has hundreds of animal shelters located across the U.S., strives to help pass animal cruelty prevention laws (mostly domestic and farm animals), encourages education on spay/neuter efforts, and adoption resources for the public. The ASPCA’s primary focus is on domestic animals.

The ASPCA actually branched off from the RSPCA (formally called the SPCA before that branch traveled to the U.S. as well), which originated in London, England in 1800, when the British House of Commons decided to petition the first animal protection bill to be presented to them (Ritvo, 1987). Driven by the idea that the way an individual treated an animal provided a good impression of the type of person they were, the country strove to create a better image of its people, and in order to do so, they aimed to greatly decrease the amount of cruelty and abuse that animals (farm animals, in particular) were experiencing.

The ASPCA is an important animal welfare organization because it is seen as having power and voice in the animal rights world. On April 19, 1866, the first anti-cruelty law was passed since the founding of ASPCA, and the organization was granted the right to enforce anti-cruelty laws (ASPCA, 2011). The ASPCA wrote its first annual report in 1867 when a man was sentenced to ten days in prison for beating a cat to death. Since then, the organization has helped to protect hundreds of thousands of animals, provide shelter and new homes for abandoned animals, and also push for animal equality and protection from mistreatment.

People for the Ethical Treatment of Animals (PETA) is another well known, and widely-based animal rights organization. It is actually the largest animal rights organization in the world, with over 3 million members (PETA, 2011). It was founded in 1980 by Ingrid Newkirk. PETA differs from the ASPCA with regards to many of its goals. PETA is a vegan-based organization, not only in terms of food, but also in terms of not using animals for anything cruel from fur trade to laboratory experiments.

PETA organized its first campaign and protests in 1980 with the Silver Spring monkeys case, where 17 monkeys were being used for laboratory experiments. The campaign took 10 years and eventually resulted in an amendment to the Animal Welfare Act. Since this case, PETA has been a well-known animal rights organization with numerous campaigns and legal cases in its name.

PETA's main goal is to put an end to animal abuse and neglect in the four main areas where cruelty is often seen: farms, entertainment industry, fur trade, and laboratories. Its slogan is "animals are not ours to eat, wear, experiment on, or use for entertainment" (PETA, 2011). Many PETA members will not wear fur, eat any type of meat or animal by-product, or support any form of industry that is known to abuse animals. "Aided by thorough investigative work, consumer protests, and international media coverage, PETA brings together members of the scientific, corporate, and legislative communities to achieve large-scale, long-term changes that improve animals' quality of life and prevent their deaths" (PETA, 2011).

PETA is well known for its vocal campaigns and protests for several of its causes, as well as its questionable investigations into certain cases. Members of PETA have often been spotted in many public areas with posters and flyers, yelling and vocally protesting various causes. PETA is widely known for such demonstrations. PETA also partakes in undercover investigations such as looking into the abuse behind the scenes at circuses and farms. PETA has been criticized for its extremist views and beliefs (such as being against fishing or killing animals many would refer to as "pests"). Many audiences object campaigns, such as the "I'd rather go naked than wear fur" advertisements where celebrities pose naked in order to make a statement against the fur trade. But, there are

also millions who support the organization and its goals. PETA has national and international reputation.

### Campaigns of ASPCA and PETA

The forms of mass communication used in fundraising campaigns that I study are the Internet (email/social networking/websites), television and video broadcasting, mail, and print (magazines/newspaper). Focusing on these four types, I describe how the ASPCA and PETA use mass communication in their fundraising campaigns. I selected one campaign to illustrate each type of mass communication for both organizations.

For the ASPCA television/video broadcasting campaign, I chose the anti-cruelty commercial that uses music by Willie Nelson, a well-known singer. This specific campaign is a 2-minute broadcast, created in 2010, that shows photos of abused and neglected animals with short quotations while the song “Always On My Mind” plays in the background. The commercial provides information about animal abuse and how to donate to the ASPCA.

For the ASPCA Internet campaign, I selected one of their anti-puppy mills website articles. This campaign has been an ongoing effort for years, but in 2011 the ASPCA aimed to target pet stores that were promoting puppy mills by selling their litters to the public. This campaign sets out to stop people from supporting any pet store that sells puppies, since approximately 75% of puppies found in pet stores actually come from puppy mills.

For the ASPCA print campaign I selected a Pit Bull anti-fighting ring campaign. Pit Bulls often get a bad name from the stereotypes that surround them, such as the tendency to be aggressive, violent, and rough. Pit Bull fighting rings not only promote

this stereotype to the public, but also have become a death sentence for thousands of Pit Bulls that are forced to fight against other pit bulls in order to survive. These rings are often conducted as illegal fights. This campaign is meant to not only put an end to pit bull fighting, but to help bring a brighter, more realistic understanding of Pit Bull as a species, and to remove the stigma that all Pit Bulls are “dangerous.”

For the ASPCA mail campaign, I chose the 2011 “Holiday campaign.” This campaign focuses on newsletters sent to donor’s households, which provides a happy story for a cat named Lucky who was saved in the Mississippi storms this past summer. This newsletter is sent out to ask for further donations in hopes of saving many more animals like Lucky during the holiday season.

For PETA’s print campaign, I selected the “I’d rather go naked than wear fur” advertisement. This campaign is one of PETA’s most well-publicized campaigns. This campaign first began in 1991 when Gina Schock, Kathy Valentine, Belinda Carlisle, Jane Wiedlin, and Charlotte Caffey, a punk-rock group called “The Go-Go’s,” agreed to pose nude for the advertisement. Today, many famous celebrities have supported this campaign by being photographed naked for the ad themselves.

For the PETA website/Internet campaign, I selected the campaign against farm cruelty and support of vegetarianism. PETA is a promoter of vegetarianism and vegan lifestyle. This specific campaign pushes to stop the abuse that is seen and neglected on multiple farms. In exchange for eating meat, this campaign promotes a no-meat diet, therefore no longer buying or supporting farms that abuse and neglect their animals.

For PETA’s television campaign, I selected a short broadcast created by Federal Campaign to publicize PETA’s goals and values. This campaign is a general montage of

video clips and photos of animal abuse and activism that explains what PETA does to end the fur trade and animal abuse. The voiceover explains why PETA is good cause and where people can donate or help support their organization.

For PETA's mail campaign, I chose a campaign that was created in 2008, using the Beijing Olympics to put an end to Chinese fur farms where animals are skinned alive for their fur. While this campaign relies on almost all forms of media, the use of direct mail was the focus for this specific campaign. A summary of these campaigns is provided in Table 1.

Table 1. Mass Communication Campaigns

	TV/VIDEO BROADCAST	MAIL	PRINT	INTERNET
ASPCA	Willie Nelson Commercial	Holiday Campaign	Pit Bull Fighting Rings	Anti-Puppy Mills
PETA	Combined Federal Campaign	“I’d Rather Go Naked” Campaign	Anti- Fur Farms in China	McDonalds’ McCruelty Campaign

In the next chapter, I discuss how both the ASPCA and PETA use different forms of mass communication for specific fundraising campaigns. I describe the background for each campaign, how it uses a particular form of mass communication to its advantage, and the kind of fundraising model it employs.

## CHAPTER 2: CAMPAIGN ANALYSIS

The use of mass communication for an organization's campaign is an important component in a campaign's success. Through mass communication, a campaign can reach large groups of people, target specific audiences, gain feedback (if the campaign wants it), and solicit donations. Mass communication helps organizations contact their public in multiple ways, persuade and motivate certain responses, and increase awareness of the campaign in order to gain support. When using mass communication as a tool for gaining support for a cause, nothing is an accident; every picture, message, voiceover, and even pause in music is deliberate and planned to create a certain feeling and reaction for the audience, which in turn could create a positive action from the individual to benefit the organization.

A campaign can only survive if it gains enough support from the public to keep it alive. If the public does not care about a cause, they will not donate or support it and eventually the campaign will fail. So, in order for a campaign to gain support, the organization running the campaign must figure out a way to use appropriate forms of mass communication to persuade the public to support their campaign. Through different forms of mass communication, a campaign is able to use specific tactics in order to reach audiences and earn their support, beyond a single effort. An organization wants to keep a donor/supporter for as long as possible; those who keep supporting a cause are the most important because they become the most reliable for an organization to depend on for help.

Through the use of mass communication, the ASPCA earned revenue of approximately of \$128 million in the year of 2008 alone, and PETA earned

approximately \$33 million from donations and gifts from members and supporters (Voioovich, 2010). By using mass communication for campaigns to create support from the public, both organizations are able to gain millions of dollars per year and continue to be successful in competition with other charitable organizations.

With regards to different forms of mass communication, animal welfare organizations consider broadcasting and television to be beneficial in raising awareness of their campaigns by using a tactic that not many other types of organizations can use, they are able to integrate anthropomorphism into their campaigns. By anthropomorphizing the animals and giving them human traits in their commercials and then broadcasting them as having emotions and feelings, audiences find it possible to connect to these animals on a more personal basis (Daston & Mitman, 2005). It creates a situation where humans are able to see familiar feelings in another species, making animals appear on a more equal level to humans as opposed to being seen as inferior. If people see another species as similar to their own species, it becomes harder to ignore the appeal to protect them (Daston & Mitman, 2005).

#### TV/Video-Based Broadcasting

Video broadcasting and television are a major component of mass communication as it has grown and flourished. Businesses and not-for-profit organizations depend on television and broadcasting as a main source for exposure and support from the public. Television is influential not only because it reaches a broad range of viewers quickly and consistently, but it is also successful because of its visual capabilities to engage the audience.

Video broadcasting and television benefit fundraising campaigns in multiple ways. Television is capable of broadcasting messages that use both sounds and images to trigger emotion in an individual; they provide a “visual aid” while using music to create a feeling in the audience. Television and video broadcasting generally fall under the press agency and public information models, mostly because they are meant to persuade the public to support their cause, using multiple different tactics to benefit their arguments.

The ASPCA conducted a campaign in 2010 (see Image 1) to promote adoption at their shelters and to try and reduce the amount of cruelty that unfortunately so many animals end up going through. This campaign shows a 2-minute commercial, featuring music by Willie Nelson in the background while the commercial flips through multiple video clips and images of lonely, sad-looking animals. A voiceover then speaks about how to donate to help these and future neglected animals by calling or going to their website to support and give money.



Image 1. ASPCA Television Campaign

Using celebrities in campaigns is a promising way to persuade people to join in on the cause, too. By either having the celebrity directly in the campaign, or by using their work, such as music, viewers see a musical artist they like as a big supporter of the campaign. People like to feel close to celebrities that they admire, so donating to causes that celebrities support make it seem like a very important cause and something an individual can have in common with a celebrity.

This particular campaign falls under the press agency model because it is mainly a one-way form of communication that pushes messages to audiences in an effort to persuade people to think and feel a certain way. By combining sad, sentimental music created by a famous celebrity with photos of sad-looking animals encourages sympathy. No one wants to see pathetic, abused animals, especially since so many people see domesticated pets as family members, and it is easy to see your own pet in the eyes of the animals in the commercials, creating even more emotional connection and urge to help this cause.

However, unlike press agents who do not always rely on the truth of statements or research for the cause they are promoting, the ASPCA bases their message on research. Although they primarily are perceived as using sad, heartbreaking stories to engage supporters, they also provide success stories for animals that have been saved. The organization's website contains horror stories, but also happy tales of animals that have been saved through the ASPCA to provide evidence that the organization does help thousands of animals a year (ASPCA, 2011). Given this aspect, this campaign could also fall under the Public Information model. Because the commercial provides information

and knowledge about the campaign and the ASPCA organization, it does more than just exaggerate its cause to the public.

PETA did a Combined Federal Campaign in 2010 (see Image 2), which was created to gain supporters and donations through a video broadcast published on [www.Youtube.com](http://www.Youtube.com). This video depicted abused, neglected animals with subtitles documenting the facts of abuse in order to persuade people to support their organization. PETA has always been known for showing very brutal pictures and clips of animals being tortured and killed. They provide blunt, horrific evidence and are never shy about showing gruesome stories about abused animals. This campaign, like the ASPCA's video campaign, would fall under the press agency and public information models. This campaign falls under the press agency model because it is primarily a one-way form of communication that tries to persuade its audience to support their organization through emotional appeals that pull on an individual's heartstrings.



Image 2. PETA's Combined Federal Campaign

The Internet can be seen as both a “push” and a “pull” form of mass communication (Baran & Davis, 2009). The videos and campaigns posted to the Internet are published in an effort to be viewed and publicized. In this sense, video broadcasts are a “push” method because they place the video online, in front of as many viewers as possible. However, in order to be seen, most videos would need to be manually searched for by an individual in order to be found, so those who view the video are primarily viewing it because he/she searched for this particular kind of information on their own. In this way, video postings online are “pull” method because the viewer must seek out the information and ideas. They provide insight and beliefs, which the viewer actively seeks (Baran & Davis, 2009).

This specific PETA campaign worked to “get the word out” to people and to create awareness of the ongoing problem of animal abuse. As a “push” campaign it falls

under the public-information model because it provides facts, research and evidence to create a backbone for its cause and give reasons for why people should donate and support this organization. In addition, it falls under the press agency model because it provides emotional stimuli and persuades people to support the cause through the use of sad images.

### Print

The use of print in mass communication has been a beneficial source for fundraising campaigns for years. Print was one of the first reliable ways to spread awareness and information to large groups of people. Print campaigns focus on advertisements, such as those seen in newspapers, magazines, etc. Print campaigns are beneficial because they can provide hard copies of information and knowledge to individuals, making it easier to save and pass on to others. Paid-circulation newspapers are a source of information that people have relied on for years, and this “source credibility” is still true today.

Most communities are known to have some form of newspaper, which is used to provide information, knowledge, news, and awareness of multiple events and causes on a daily basis. Newspaper advertisements are low cost, which in turn saves the organization as much money as possible while still being able to reach large populations of people within an allotted time. This saves money for the organization, while soliciting money through donations from the public.

Print is able to target a specific geographical audience, making it even more beneficial by reaching the target audiences directly through a source that most targeted

individuals tend to read on a regular basis. People tend to read newspapers and magazines that they rely on, and find intriguing based on their own hobbies and interests.

Over a period of time, magazines and newspapers are able to gain loyal readers who feel safe relying on the information that specific form of print provides and the individual views its articles as dependable, which is why most people tend to keep purchasing the same magazine or newspaper over time; they become comfortable knowing that the information they are reading is seen to them as credible and worthwhile. It explains why magazines are known as “potential promotional vehicles” (Benefits of Advertising Through Print Media, 2012). It adds enhanced value to the multiple brands and causes.

Print is also able to make ads and articles stand out through eye-catching, colorful, humorous, or even risqué images in order to gain attention, and be remembered long after the magazine or newspaper has been read. The point of an advertisement is to make a statement, and convince the viewer that that product or idea being represented is the most important, most worthwhile, and most dependable option offered (Benefits of Advertising Through Print Media, 2012).

Placing an advertisement or article in a specifically chosen form of print is important because the audience that reads that specific magazine or newspaper will be the one seeing the information placed inside. Magazines and newspapers “narrowcast” specific audiences based on kinds of hobbies, belief, gender, race, and even education. They are addressed to a public with a shared or communal interest (The Benefits of Advertising Through Print Media, 2012).

By “narrowcasting” an audience, the magazine or newspaper specializes in certain groups by providing information, articles, ads, etc. that would probably be of interest to the viewer. For example, magazines such as Cosmopolitan target women between the ages of 18-40 through the use of numerous articles on topics such as sex, make-up, relationships, careers, etc. The magazine specifically chooses topics that women within that age range could experience or understand. The advertisements within this magazine also are meant to target this specific audience (such as perfume, condom, and make-up advertisements), which makes it easier to sell the product.

Print campaigns usually fall under the public information model. That is, most print campaigns and advertisements are created to distribute information; they are made to pass along knowledge about a specific cause or event. Advertisements and articles are made to provide insight into a cause or event, in attempts to persuade the viewer to support or spread awareness after viewing it. However, those that solicit advice and opinion from the public in return, also fall under the two-way asymmetrical model, which gains success from having a two-way form of communication between the organization and the public.

The ASPCA has been combating the issue of dogfighting since its founding in 1866 (ASPCA Action, Inside The Ring). The ASPCA created and recently printed a campaign titled “Inside the Ring- ASPCA Tackles Dog Fighting” (See Image 3). This campaign focuses on putting a continued effort into ending Pit Bull fighting rings, as well as helping to end a long lasted stereotype to rest: that all Pit Bulls are vicious and dangerous.

The Pit Bull breed has been viewed and stereotyped for years as malicious and are primarily owned by gangs for fighting and security purposes. And to an extent, this stereotype is true. Pit Bull fighting is a blood sport. It has been an ongoing problem in many states across the U.S. Gangs and people in less economically stable communities look to Pit Bull fighting as a way to gain money, as well as a means of authority and power. However, no puppy is born to be aggressive and violent; this behavior must be taught to him/her as a means of survival by its owner, and through the environment in which they are placed.



Image 3. Anti- Pit Bull Rings Campaign

When Pit Bulls are trained to fight, they are taught to fight to the death. The dogs are mistreated and abused, so that many become mean and aggressive towards other living things that attempt to approach them. When two Pit Bulls are put into a fighting ring, only one comes out alive. The owner of the winning Pit Bull usually gains money,

drugs, weapons, or powerful status. Because of this situation, most Pit Bulls, if rescued from these fighting rings, would be euthanized because of the risk of aggression. However, the ASPCA created this campaign in order to give each canine a chance to prove that they can adapt (through behavior training) to society as a friendly animal eventually.

The use of print for this campaign is beneficial because it provides a hard copy of information from ASPCA magazine. The magazine provides pictures, articles, and also resources for donation and participation. The tone of this article is informational, personal, and emotional. It discusses a specific Pit Bull ring in Virginia that was recently raided. They provide information and evidence proving that not all Pit Bulls are dangerous, and that not all fighting dogs are permanently, if at all aggressive towards others. This article is personal because it is relatable, and familiar; when donors read this article, it reminds them of their own family pets, which makes the evidence in the article that much more heart wrenching.

This campaign falls under the public information model as well as the two-way asymmetrical model because, although it mainly provides information and facts to the reader, it also provides resources on where to donate, where to help, and where to voice opinions online. It asks for help and support from the public, which is beneficial to both the recipient and the organization. The reader gains knowledge while the organization gains donations, support, and insight from the public.

PETA has always been notorious for its risqué, ongoing campaign advertisements against wearing animal fur. One of its biggest, and most popular advertisements is the “I’d Rather Go Naked Than Wear Fur” series (see Image 4). In these advertisements,

different celebrities pose nude, leaving little to the imagination in attempt to gain attention and persuade the public to follow in their footsteps and refuse to buy or support stores and companies that produce, sell or support the sale of real fur clothing. In the fur trade, animals are often tortured, beaten, strangled, or bludgeoned before being killed. Because of the horrible treatment these animals face, PETA created a campaign to stop supporting the fur trade in any way, shape or form.



Image 4. “I’d Rather Go Naked” Campaign Advertisement

This campaign began in 1991 when a female musical band named The Go-Go’s agreed to pose naked behind a banner to support the cause. Although the ads have become slightly more racy since PETA’s first nude campaign, the campaign has only

skyrocketed with support from around the world. Joel Bartlett, Assistant Director of marketing at PETA stated that the goal of these ads is to “make sure every young person is aware that animal cruelty is the most important social-justice cause of our time” (Busch, 2009). Celebrities such as Lil Wayne, Anna Nicole Smith, Pink, Dennis Rodman, and Khloe Kardashian have all modeled for this campaign. PETA has created similar slogans for the campaign such as “Ink, Not Mink” for celebrities showing off their tattooed bodies, as well as “Be Comfortable In Your OWN Skin” and “If You Wouldn’t Wear Your Dog...” to promote the campaign’s efforts.

The support of celebrities is beneficial to any campaign, as illustrated by their use in television campaigns. If a celebrity endorses a campaign, it has a chance of becoming a popular cause; if over a hundred celebrities endorse a campaign, there is almost no way to silence it. People follow celebrity trends and explore why a celebrity supports a specific cause (2005, p.13). In turn, many individuals also join the cause in order to feel more relatable to a specific celebrity.

This campaign would fall under the public information model because it provides information through photos, although if an individual chose to search deeper into the campaign online, they could find a group of information and links to its efforts, beliefs, and values. It would also fall under the two-way asymmetrical model because the advertisement itself does not provide a lot of information beyond the nude model and slogan. This campaign is part of the two-way asymmetrical model because it is a means of persuasion to engage the public. It is meant to be eye-catching, unique, and enticing by presenting nude celebrities, and posting their bodies in millions of printed forms of mass media. It provides little factual evidence or written information or any attempt for

feedback from the public, but it definitely gets the main point across. It is considered a two-way asymmetrical form of communication because the donor and the organization form an unequal relationship with each other; each party helps the other out in some way, or provides something for the other party, such as donations or the feeling of fulfillment.

### Internet

The Internet is a resource frequently used by millions of people per day. The Internet can be used for just about anything; communication, advice, taxes, gossip, medicine, education, etc. The Internet makes it possible to do multiple tasks at once, quickly, and easily. As a result, the Internet is a resource for animal welfare organizations looking to reach millions of people interested in a common cause, with little effort, and with little need for money to keep their websites and Internet campaigns running. The Internet is a form of mass communication that usually falls under the two-way asymmetrical model, mainly because it creates a two-way form of communication between the audience and the organization. The audience provides input to the organization, and the organization provides information, resources, and knowledge on the campaign or cause they are petitioning. Through the Internet, animal welfare organizations are able to form a “relationship” with supporters, and create a respectful support system between both parties. The use of the Internet in fundraising campaigns could also fall under the public information model as well. The Internet provides information and facts to the donor, as well as resources and visual aids to persuade the donor to commit to the organization’s cause. The Internet is a source for knowledge and information on topics and organizations.

The ASPCA and PETA both use the Internet for their campaigns and information. The Internet is also a resource to solicit donations from supporters and feedback from the public. Both organizations use the Internet for email-based newsletters, mail, and member updates. The ASPCA alone has over 650,000 e-mail names of members and other public who sign up to receive their newsletters electronically (Viveiros, 2007).

One popular and well-known on-line campaign that the ASPCA has created is the Anti-Puppy Mill Campaign (see Image 5). This campaign was created to stop people from supporting the sale and breeding of puppies from mills. The ASPCA defines a puppy mill as “a large-scale commercial dog breeding operation where profit is given priority over the well being of the dogs.” there is no official definition of “puppy mill” in the legal world ([www.ASPCA.org](http://www.ASPCA.org), Laws That Protect Dogs in Puppy Mills).

This cause is considered an issue with regards to animal neglect and mistreatment; puppy mills rarely take care of the dogs or puppies they breed. The primary purpose of a puppy mill is to make money through the sales of the dogs, not to pay money to care for the animals. Breeders will force dogs to breed continuously to provide puppies on a regular basis to sell. The mothers of the puppies are poorly cared for, and are basically used to produce puppies their entire lives. The puppies, once born, are also poorly cared for, and almost never treated for any diseases such as worms, which is infectious and harmful to not only the puppy, but also other dogs. The puppies are usually taken from their mother too soon, before they have weaned away from her, and are sold primarily to pet stores, where they are caged, with still little treatment, until they are adopted (usually at a hefty price!).



Image 5. Puppy Mills

Puppy mills have been an ongoing problem, because it is hard to keep track of the “breeders.” The federal government does not oblige “breeders” to be licensed, as it “considers these breeders “retailers,” and thus the responsibility of the state—but states often categorize these operations as being primarily “breeders,” not retailers. The result is that no one regulates these facilities. There are no inspections, no standards that they are required to meet and no consequences for providing inadequate care” (ASPCA, 2011).

However, through the use of the Internet, this problem has become well known, and, with the support of the public, the ASPCA has been able to help pass several laws to protect dogs in puppy mills. Laws that have been passed include The Animal Welfare Act, which was passed in 1966, the 2008 Farm Bill, and The 2011 Puppy Uniform Protection and Safety Act, which is currently pending in court (ASPCA, 2011).

The Anti-Puppy Mill campaign would fall under the two-way asymmetrical model because, through use of the Internet, the ASPCA provided information on this cause to the public, and in return, the public provided support and donations while still being able to give insight and opinion to the organization as well through blogs and the website. The public and the ASPCA work together to support and revise the campaign and its goals. Through the Internet, all parties benefit through this campaign; the ASPCA gains money and support, and the public earns knowledge, and a feeling of satisfaction by being able to help make a difference for this cause (one major reason for donating is to feel recognition and satisfaction in return).

In 1999, PETA created an on-line Anti-McDonalds Campaign in hopes of people supporting the cause to refrain from eating McDonald's food (see Image 6). This popular fast food chain is known to buy chicken meat from farms that abuse and neglect their chickens before slaughter, as well as torture them during slaughter. Because of this, PETA has created this campaign in order to persuade McDonalds to stop buying and supporting these types of farms; in the meantime, PETA encourages the public to not support McDonalds by buying anything from their restaurants. Since the campaign began, PETA has only gained more support and publicity through the organizations well-known tactics of vocal, blunt protests and campaigning. In the year 2000 alone, PETA held over 400 protests against McDonalds ([www.PETA.org](http://www.PETA.org), *McCruelty, I'm Hating It*).

On PETA's website, where the campaign is publicized, the organization has created an entirely separate page for this campaign. When clicked on, the site opens up to multiple page options; donations, games, blogs, updates, how to take action, etc. On the front page PETA writes, chickens are "slaughtered using an outdated method that results

in extreme suffering. As one of the biggest sellers of chicken meat, McDonald's has the responsibility—and the ability—to reduce this abuse by demanding that its U.S. and Canadian suppliers use a less cruel slaughter method”(www.PETA.org, McCruelty, I'm Hating it).

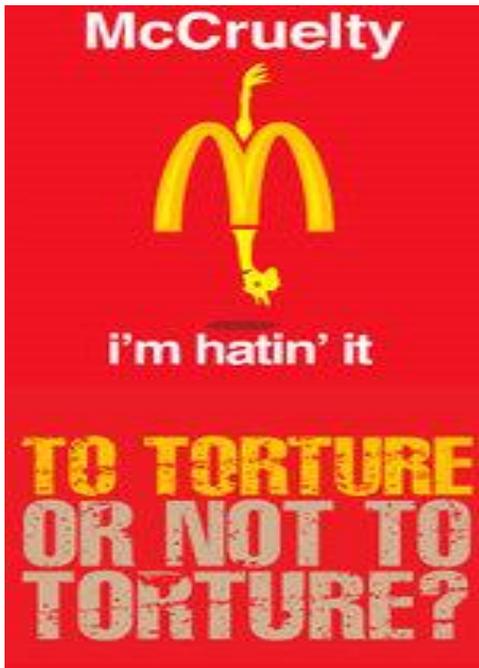


Image 6: McCruelty Advertisement

The campaign comes with its own slogan too—"McCruelty, I'm Hating It." This slogan is meant to be a sarcastic parody of McDonald's original slogan, "McDonalds, I'm Lovin' It." The site provides graphic photos and descriptions of how chickens are abused and tortured at these farms, making it hard not to cringe at the images provided.

PETA's campaign would fall under the public information model, as well as the press agency model. PETA is well known for having very in-your-face, emotional, and raw material used for campaigns and causes. This campaign would fall under a public information model because it aims persuade viewers to support the cause of the campaign through information, photo evidence, and knowledge of the background behind the

campaign. Through this campaign, PETA provides information, and evidence to support the campaign, and asks for help from the public in return.

This campaign could also fall under the press agency model because, like almost all of PETA's campaigns, this campaign uses emotion, tragedy, and guilt to draw in the public. In order for a campaign to be successful, the campaign needs constant support. Through the use of emotional stimulus, PETA has successfully pulled in millions of supporters while fighting a fourteen-year battle against McDonalds. This campaign uses emotional appeal guilt to get supporters to keep supporting them, and for new members to become a part of their team. In addition, PETA uses the Internet to address different audiences. Besides using it to publicly show graphic, disturbing videos and photos of torture and abuse, PETA now has two separate websites. In order to relate to both the baby boomer generation, as well as young adults and teenagers today, PETA has created 2 different sites, [www.PETA.org](http://www.PETA.org) (which is the original website) and [www.Peta2.com](http://www.Peta2.com) (Busch, 2009). Peta2.com was created to be more "trendy" and up-to-date on styles and trends that the current generation would find more familiar. By creating two websites, the organization appeals to different age cohorts, which in turn provides support from a generation that may not be familiar with current trends or styles of language. By using two websites, PETA is able to sell its products and campaigns to multiple age demographics. The websites also contain videos and games for viewers to play, making it even more relatable to a younger generation while also providing a strong message through its interactive activities.

Like the ASPCA, PETA uses the Internet for electronic newsletters, donations, and email. The Internet makes it possible for both organizations to send out messages

instantaneously, while spending less than a penny per email (Miller, 2005). The Internet also provides access into social networking such as Facebook and Twitter that are very dependable forms of communication. By using popular social networking, animal welfare organizations are capable of reaching millions of viewers through a single advertisement or campaign, and it makes it easy to spread the word through a website.

### Mail

Mail is a form of mass communication that has been used for hundreds of years as a reliable source of direct communication for charity work. Mail is beneficial because it is personal and direct. Although it can take a few days for mail to be delivered, by sending a direct thank you letter for a donation, for addressing an individual by their name in a letter, the organization can make an impression on audiences (Mutz & Murray, 2010, p. 250). Through surface mail, organizations can use colorful paper to catch the reader's eye. Mail makes it possible to provide gifts to donors as a way of thanking them for their support. Recognition is one of the best forms of flattery; when an individual receives an email it is well known that this email was probably sent to millions of other email addresses, and that no one took the time to package and seal any envelope with the person's name on it. However, a letter sent to an individual's house is personal, and private.

Although it is known that people can become overwhelmed by the constant letters received that provide tragic stories and then ask for donations, this is true with every form of mass media (known as "compassion fatigue") (Baran & Davis, 2009). Organizations should never "cry wolf" constantly to donors, the organization needs to show that they

are a winning success, which will inspire donors to join the cause, not resent them (Mutz & Murray, 2010, p.19).

Mail and newsletters are usually sent out to serve a certain purpose, ask donations for a specific cause, or thank someone for a specific donation. Donors like to know where their donations will end up, what the money will be used for, which will in turn, create a small amount of satisfaction, knowing that their money was used beneficially (Mutz & Murray, 2010, p. 31).

ASPCA used mail for their Holiday Campaign in September of 2011 (see Image 7). This campaign letter was sent out to households to ask for donations during the holiday season to care for the many animals at the ASPCA shelter. The letter begins by directly thanking the individual for helping save a particular cat, Lucky's life. The letter goes on to describe how Lucky was separated from her family during the big Missouri storm earlier that year. Lucky was fortunate enough to be found by the ASPCA Field and Response Team and eventually returned to her family.



Image 7. ASPCA

During the holiday season, it is usually more beneficial to provide happy stories of rescued animals than to send out the usual tragic, sad tale of an abused animal. The holidays are meant to be a time of happiness and charity, so by providing a happy story, it not only lifts the reader's spirits, but also inclines them to donate to help other animals like lucky find homes. The ASPCA paints a picture for the donor, providing a picture of Lucky back with her family, and the letter is written very passionately, which is a useful way to gain support (Mutz & Murray, 2010, p. 50). The ASPCA refers to the donor as a friend, and graciously asks them for a donation during the holiday season so that "together we can build a country safe for all animals...one community at a time." The letter goes on to thank the donor numerous times before underlining the organization's request for another donation.

This specific campaign would fall under the two-way asymmetrical model. The ASPCA asks in the letter to continue to form the "friendship" that the organization and donor have created by donating to this campaign. The donor feels connected and cherished, and in return the ASPCA gets support and donations. The ASPCA asks the donor to spread the word about the organization, and to always support its causes. By doing so, the donor receives gifts and recognition, as well as their own satisfaction in donating to a cause the donor cares about. However, although the impression of symmetry is given, the relationship is actually not symmetrical, because the donor is really just benefiting because they are giving to a charitable cause, while the organization receives the donation and support.

PETA also relies on direct mail to gain donations for its organization. Karen Taggart, PETA's manager of fundraising innovations, states that most of PETA's

donations are generated from direct-mail campaigns (though e-mail appeal is increasing) (Busch, 2009). PETA works to provide “family” stories in their direct mail. By doing so, it makes it even more relatable for the receiver of the letter; the donor sees their own pet in the eyes of a mistreated or abused dog or cat in the photos they look at (Song, 2010, p. 46). Mail and newsletters sent to the home are also meant to be “random”; by that, it means that no two issues or letters sent are about the same story, therefore making it easy for anyone to tap into the cause at any time and feel welcome (Song, 2010, p. 46).

PETA conducted a campaign in 2008 during the Beijing Olympics (see Image 8). This campaign was created to expose and put an end to the horrible conditions that had been witnessed and documented on Chinese fur farms. PETA used the Olympics to its advantage to gain exposure by using a gold medalist swimmer, Amanda Beard to not only support the campaign, but also had her pose nude for their “Be Comfortable In Your Own Skin” ads (this ad was cancelled the day before it was meant to be shown for fear of the swimmer’s safety while in China). This campaign, although it used all forms of mass media combined, relied heavily on direct mail for donations and support.



Photo by PETA/Manfred Karremann

Image 8. Anti Chinese Fur Farms

Direct mail and newsletters were sent to households to persuade supporters to join the battle against Chinese fur farms, in which there was evidence exposing the farms after an undercover investigation which showed dogs being skinned alive for fur. PETA used several tactics and relied heavily on emotional stimuli to get support. This campaign would fall under the two-way asymmetrical model and also the press agency model. This campaign is part of the two-way asymmetrical model, because through this campaign, PETA looks to create a keep a certain bond between its supporters and the organization. A relationship is created through the need of both parties to support each other, yet, in reality, the organization still holds a lot of control over the campaign.

This campaign could also be considered part of the press agency models because it provides an emotional insight into the campaign and uses emotional stimulus such as photos, stories, investigator's diary entries, etc. to persuade the public to give money and help out a stop to the Chinese fur farms. This campaign also used a popular event (the

Olympics) to its own advantage by using a star athlete to promote the campaign during the Olympics and create a lot of uproar throughout the world. Taking advantage of big events and/or situations in the world that are similar to the cause is usually very successful (Mutz & Murray, 2010, p. 88).

### Conclusion

Kelly's four models of public relations help us to understand the use of mass communication in fundraising campaigns by providing the four basic types of models that organizations can follow. It helps illustrate why charitable organizations practice fundraising the way they do (Kelly, 1995, p. 111). These models, tested through research, represent the values of both the organization and the donor. These models show what both the donor and the organization want out of the cause that both parties are invested in, and what the organization feels is necessary to provide to the public in order to gain support and donations.

Charity and non-profit organizations have to appeal to donors in order to become and stay successful. Donations are a key route of success. So, in order to gain supporters, an organization has to prove that it is worthwhile and long lasting. Through the use of these four models, organizations use different forms of mass communication to spread awareness of their values and goals, as well as specific campaigns and goals.

The four models use different tactics to gain appeal and support from the public. While one may use emotional stimuli and coercive stories of persuasion, with little emphasis on research, another model relies heavily on evidence and information to persuade the public. All four models use different methods in order to reach a goal, and gain supporters, and as shown through this study, all four models are capable of success.

The ASPCA and PETA are two of the largest, most popular animal welfare organizations in the world. Both have received millions of donations since they began, and both continue to strive in support, regardless of the suffering economy. By using different forms of mass media, such as print, television, Internet, and mail, the ASPCA and PETA have been able to reach multiple demographics quickly, efficiently, and continuously. Mass communication campaigns have been beneficial to both groups, helping to form relationships and bonds between donors and the organization.

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Upon graduation, Jaime plans to apply to law school, and eventually become an animal welfare lawyer.