

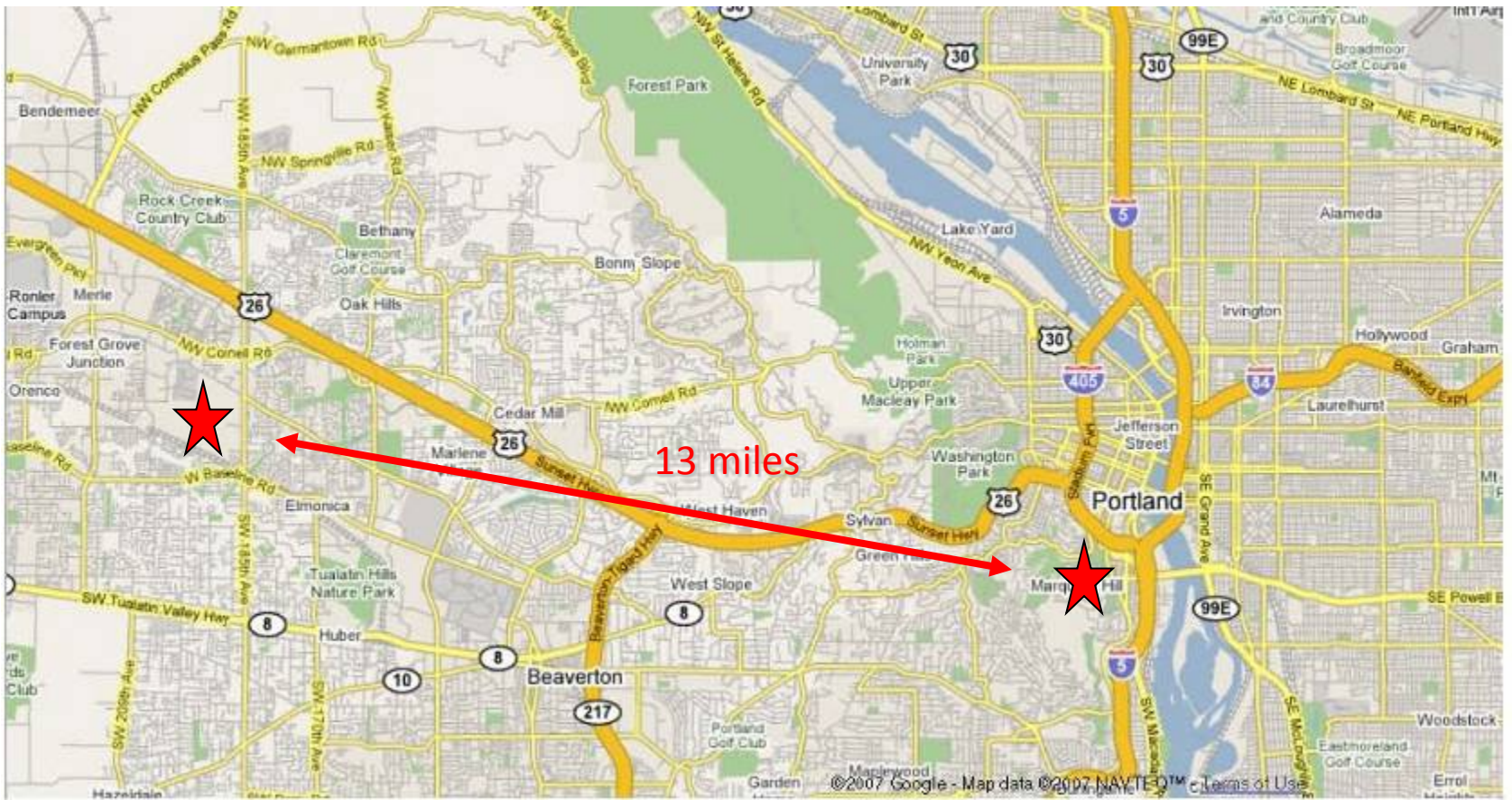
Preparing for Animal Rights Extremist Activities at Your Institution

Jim Newman

Oregon Health & Science University

Who am I?

- OHSU Strategic Communications, Assoc. Dir. for Media
- Specialty: Animal research, animal rights – internal and external communications
- Interface with researchers, security, legal and administration
- Background: TV news producing, science writing
- Spend time on 2 campuses



Our history/Our challenges



- One of 8 national primate centers
- Located in Portland, Oregon
- Prior to 2000:
 - Fairly low key, many Oregonians had never heard of us
 - Public tours, very limited media exposure
 - History as a stand-alone institution. Supported by a non-profit

Prior to August 2000

- Various small-scale protests
- Some extreme tactics:
- 8/3/1998: 6 activists invade OHSU President's office
- 5/3/1996: Activists chain themselves to the ONPRC gate



August 2000: Everything Changes



- Former PeTA operative and current IDA employee holds press conference, reveals “undercover” video, makes countless false claims
- January 2001: A two month review clears ONPRC
- 2001 – : Various smaller protests at ONPRC, OHSU; lobbying by IDA; other legal activism



What we have faced since

- Two infiltrations (2000, 2007)
- Two ALF attacks
- Home harassment (over 50 incidents)
- Threatening calls, letters, emails
- Protests at OHSU events unrelated to animal studies
- Large records requests
- Speech disruptions



*Nature vs. Nurture:
The Importance of the Early
Life Experience on Lifelong
Emotion Regulation*

Judy Cameron

Ron Dahl

Neal Ryan

David Kupfer

Pat Levitt

Karoly Mirmics

David Lewis



Oregon National Primate Research Center

OHSU

University of Pittsburgh

Vanderbilt University

How we responded

- New communications position - separate from tour position
- Responsibilities: Act as a communications hub
 - Media relations
 - Community relations
 - Internal communications
 - Govt. relations
 - Work with legal
 - Work with law enforcement
 - Track and prepare for future challenges

Public Outreach

- Tours: Over 3-thousand visitors per year
- Partnerships with schools
- Mentoring programs for teachers and students
- Projects with students



Our Stance

- We need to be proactive
- We need to be transparent
- We always need to respond
- We need to constantly build relationships
- We need to communicate about attacks
- We need to be strategic
- We need to do as much of this as possible when we are not under fire

What We Have Done

- **Proactive promotion of our research, excellent animal care**
- Relationships with press
- Transparency (with the press, with the public, with lawmakers, etc)
- Web pages (example)
- Monitoring the Web for future attacks, claims
- Internal communications
- Increased work with H.R.
- More collaboration with campus police and local authorities
- Proactive communication with reporters when we expect claims
- Response to media campaigns
- Toolkits for home harassment

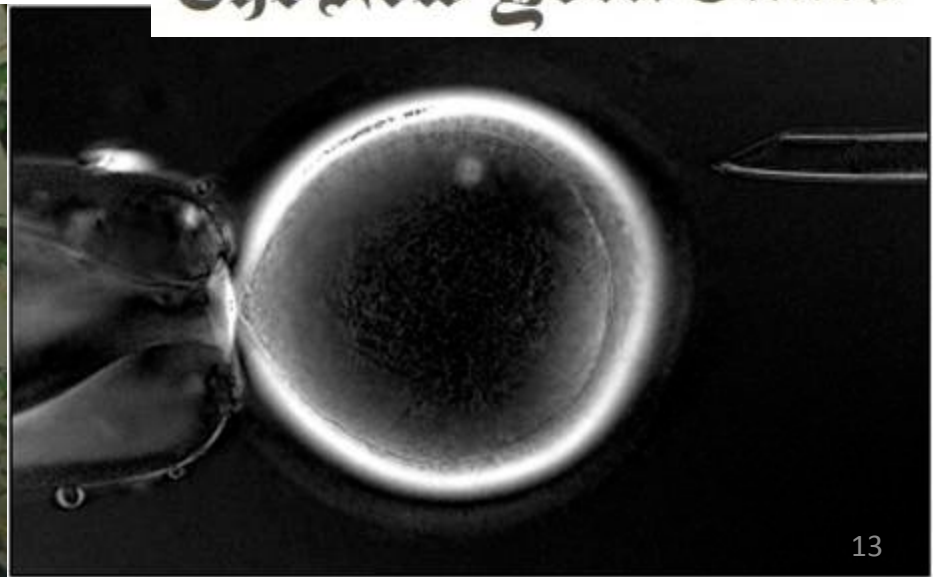
Media

Major stories:

- Stem cell breakthrough
- More than 700 stories worldwide



The New York Times




Media

Other major stories:

- Cloning
- Gene insertion
- Smallpox vaccine

Media

- USDA inspections
- AAALAC accreditations




September 6, 2007

Index of current releases | News Release Archive

OHSU's Primate Center Receives Second Clean Bill Of Health From USDA This Year (September 6, 2007)

BEAVERTON, Ore. – The Oregon National Primate Research Center at Oregon Health & Science University has received another clean bill of health from the United States Department of Agriculture. Approximately twice a year, the USDA conducts unannounced inspections of OHSU's primate center to ensure that the facility is in compliance with the Animal Welfare Act.



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OHSU'S Primate Center Receives Another Clean Bill Of Health From USDA

02/22/07 Beaverton, Ore

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MEDIA CONTACT

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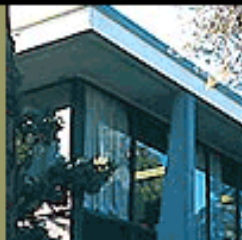
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Transparency: Primate Center Records Release

- 113,000 pages, covering 7 years
- Animal histories (much more detailed than human health records)
- Court proceedings dealt with safety/security issues, cost of providing records – not activist right to records
- Activist claims that records demonstrate abuse



Animal Record Facts



- ▶ [Animal Records Facts](#)
- ▶ [Q & A](#)
- ▶ [Sample Record](#)
- ▶ [Glossary](#)
- ▶ [ONPRC Breakthroughs](#)
- ▶ [ONPRC General Facts](#)
- ▶ [Contact](#)

[Animal Record Facts : Home](#)

Setting the Record Straight

Oregon's Primate Center

The Oregon National Primate Research Center, part of Oregon Health & Science University, resides in Beaverton, Oregon. The center is one of eight national primate research centers funded by the federal government's National Institutes of Health. The NIH leads the country in funding medical research. Oregon's primate research center focuses on three specialty areas: neuroscience, (studies of brain function and diseases that impact the brain); reproductive sciences (such as preventing premature birth); and infectious disease (such as AIDS and the flu).

Additional info:

[General Facts about ONPRC](#)
[Recent Breakthroughs at ONPRC](#)
[The ONPRC Web page](#)

Animal Care Records

In Fall 2006 OHSU and the primate center released thousands of animal care records to the animal rights group In Defense of Animals (IDA) in response to their request. The records detail the day-to-day health care of our animals and illustrate the tremendous dedication of our staff to providing excellent, prompt health care and enrichment for the monkeys who live at the center. The records are essentially the same as a person's medical record, however they are much more detailed because the animals live at the center and receive daily health checks.

Setting the Record Straight

Sample Animal Record

Below are excerpts from a typical animal record. This particular record was chosen because it represents the care and feeding of the average monkey at ONPRC. The record also demonstrates the tremendous amount of care each animal receives, from daily health monitoring to proactive veterinary care, to ensure continued health. In this particular case, the monkey is a female rhesus macaque that was involved in reproductive studies, specifically pelvic floor disorders which affect women. This monkey was sacrificed for research as in some cases it is necessary that an animal be humanely put to sleep as part of the research project. However, many times, animals live out their lives at ONPRC.

Below are excerpts of the animal record with explanations for entries most commonly found in animal records. Click here for a [full glossary](#) of additional terms commonly found in animal records.

[Full copy of the animal record in PDF.](#)

Figure 1

1. Animal numbers

Each animal is assigned a number, just as a hospital patient is assigned a number upon admission. While many animals are also given names by their daily caretakers, numbers are a more efficient way than names of ensuring that the right animal is receiving the right health care.

2. Rhesus Macaque

One of the most common non-human primate species involved in biomedical research is the rhesus macaque monkey. This is due to the many similarities between these animals and humans. There are also much established data on this species which allows for better

1

16043

Female

2

305 - RHESUS MACAQUE

SECTION I.

Vital Statistics, Special Conditions, Project Assignments, & Transfers

16043

DEAD - Sacrifice for Experiment

Sex: 2/26/1990

Sex: 14438

Sex: 14590

Type of delivery: Vaginal

Died 7/10/2003

Observer of Death:

Pathology No. 2003A241

SPECIAL CONDITIONS:

5

5

5/29/2003

Last Weight: 5.600 Kg on 6/25/2003

CURRENT DIETS :

3

Observer:

Conception Age: 163

Autopsy Status:

History Summary

History Summary

16043 Female 305 - RHESUS MACAQUE

SECTION I. Vital Statistics, Special Conditions, Project Assignments, & Transfers

16043

DEAD - Sacrifice for Experiment
Born: 2/26/1990 Dam: 14438

Age at Death: 13/134

Sire: 14590

Type of delivery: Vaginal

Conceptual Age: 163

Birth Weight: 0.50

Observer:

Died 7/10/2003

Age at Death: 13/134 Born at ONPRC

Observer at Death:

Pathology No. 2003A241

Autopsy Status:

SPECIAL CONDITIONS:

Last TB Test: 5/29/2003 Last Weight: 5.600 Kg on 6/25/2003

CURRENT DIETS :

SPECIAL FLAGS: None

POOL ASSIGNMENTS:

	<u>Pool</u>	<u>Name</u>	<u>Assigned</u>	<u>Released</u>
Previous:	33	Cornal Breeder	6/12/1992	8/4/2000
	11	SPF Breeding Colony - Chinese	10/13/2000	7/24/2002
	32	Time Mated Breeder	1/16/2001	7/24/2002
	201	Nonrestricted	7/24/2002	7/10/2003
	151	Research Assigned	1/17/2003	7/10/2003

PROJECT ASSIGNMENTS:

	<u>IACUC</u>	<u>Assigned</u>	<u>Released</u>	<u>Investigator</u>	<u>Project Title</u>
Current -->	0508	1-17-2003			Macaque Model for Pelvic Floor Disorders

TRANSFERS:

<u>Date Transferred</u>	<u>Date Released</u>	<u>Location</u>	<u>Bow-Cage</u>	<u>Age at Transfer</u>	<u>Cage Mates</u>	<u>Date Co-Caged</u>
2-26-1990	4/18/1990	COL RUN 8	C-8	0 yr(s) - 0 days	14438 F	1/11/1990 - 4/18/1990
4-18-1990	5/30/1990	COL RUN 6	C-8	0 yr(s) - 51 days	14438 F	4/18/1990 - 2/5/1991
5-30-1990	6/4/1990	COL NURS	B-6	0 yr(s) - 93 days		
6-04-1990	6/28/1990	ISOTOPE	C-5	0 yr(s) - 98 days	16034 M	6/4/1990 - 6/28/1990
6-28-1990	8/7/1990	COL NURS	B-1	0 yr(s) - 122 days	16034 M	6/28/1990 - 8/7/1990
					16057 F	8/7/1990 - 8/28/1990

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Animal Record Facts



- ▶ [Animal Records](#)
- ▶ [Sheep Research](#)
- ▶ [Contact](#)

The Facts About the Research

The purpose of this Web site is to provide the public with accurate details about humane animal research conducted at Oregon Health & Science University. For decades, animal-based studies have led to life-changing and life-saving health care improvements benefitting both humans and animals. These benefits can be witnessed through a variety of measures including:

- ♦ **Life expectancy:** The current average life expectancy in the United States is currently 77.9 years. In 1940, life expectancy was 62.9 years. In 1900, life expectancy was 47.3 years. Health improvements through animal research are greatly responsible for this improvement
- ♦ **AIDS survival:** The life expectancy of a person diagnosed with AIDS is now 24 years, triple that of a person diagnosed in the early 1990's. This is due to new treatments developed using animal research.
- ♦ **Vaccines:** Animals were involved in the development of vaccines to fight polio, tuberculosis, measles, mumps, rubella, chicken pox and meningitis.

In addition to providing factual information about the benefits of animal-based research and the ethical treatment of animals involved in research, this Web site will provide information about highly publicized OHSU research. The Web site will also respond to myths about OHSU studies circulated by those opposed to the use of animals in research.

Additional info:

OHSU

[Why Use Animals in Research booklet](#)

[Oregon National Primate Research Center Web page](#)

Other Organizations

[Foundation for Biomedical Research](#)

[Americans for Medical Progress](#)

[Research Defense Society](#)

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english espanol

calendar

pdxTV news

pdx radio

pdx print

pdx video

publish

publish

SPECIAL COVERAGE

green scare

katrina aftermath

save the biscuit

no new sprawlmarks

immigration

selection 2008

regions

portland metro

oregon & cascadia

united states

global

topic pages

9.11 investigation

actions & protests

alternative media

animal rights

anti-racism

arts and culture

bikes/transportation

community building

corporate dominance

drug war

economic justice

education

election fraud

energy & nuclear

environment

faith & spirituality

Indymedia Events:

Sunday's Events (6/8/2008)

1:30pm Youth Led "Peace March" Weekly on Sunday Afternoons

7:00pm PCPH Lecture: American Apocalypse: Prisons, the Racist State & U.S. Globality

[human & civil rights](#) | [police / legal](#)

Eugene Police Taser UO Student Organizer at anti-Pesticide Rally

From the [open publishing newswire](#): On May 30 Eugene police repeatedly tasered a UO student organizer at a peaceful downtown rally supporting an end to toxic roadside pesticide spraying in Lane County, Oregon. EPD wrongfully arrested 2 students and one community member collectively known as "The Kesey Three" -- as the events took place at Eugene's Ken Kesey "Free Speech" Plaza.

2 Gatherings for Peace in Support of "The Kesey Three":

- Gathering for Peace in Support of "The Kesey Three": **Thursday, June 5 from 12 - 3** at the EMU Amphitheater, University of Oregon, Eugene; Come wear a white armband to speak out against police brutality and the use of tasers in policing.
- Gather in Support of "The Kesey Three" on **Saturday, June 7** in Kesey Square (Willamette / Broadway) **at 12 noon**. We will gather together silently. Many will have an "X" painted over their mouths or will be wearing tape over their mouths as a statement of how the police are trying to silence free speech with their violence.

Flyers will be silently handed to those with questions.

[Youtube Video of May 30 events](#)

NO LNG

HUNGER STRIKE DAY 4: Broken Feather Interview outside NW Natural



From the [open publishing newswire](#): Two part video interview at the NO LNG Hunger Strike This is a 10 day fast (Hunger Strike) that is "on going." The next person will start after 10 days. I stopped in on Day 4 of the first person who is fasting on (Wed 6/4/08). It is in downtown Portland Oregon Right outside of the NW NATURAL Gas Company's office. These two videos have lots of good facts about this ugly project Heidi and Broken Feather are two of the participants.

[forest defense](#) | [green scare](#)

Tre Arrow Accepts Plea Bargain

07-Jun-2008 08:53

[read more >>](#)

06-Jun-2008 18:38

[read more >>](#)

06-Jun-2008 18:28

[open publishing newswire](#)

publish

local [all](#) [images](#) [audio](#) [video](#)[expose the parole board- help MOVE](#)

20:12 Jun-08

[Fire to the Prisons #3 Out Now](#)

18:52 Jun-08

[Heads Up for Oregon Health Care reform!!!](#)

18:49 Jun-08

[Berlin - In Chaos!](#)

18:44 Jun-08

[Weekly Report; Blue Hour, June 6th, 2008](#)

16:24 Jun-08

[ECA Calls for Energy Independence for Oregon and Clean Green Sustainable Alternatives to F](#)

12:47 Jun-08

[THE DOCTOR THE, URANIUM AND THE DYING CHILDREN](#)

09:36 Jun-08

[Windsor, Canada: Refugees pose 'potential crisis'](#)

07:12 Jun-08

[KPTV: Blatant, pathetic, totally transparent corporate media propaganda](#)

23:34 Jun-07 (4 comments)

[Advice to the Unemployed](#)

21:50 Jun-07 (2 comments)

[Fountainhead e-Letter, Berlin Germany](#)

18:12 Jun-07

[Fight Speciesism! #1 - Antispeciesist Action Newsletter](#)

17:54 Jun-07

[Let Live NW Animal Rights Conference](#)

» the MADISON MOVEMENT »

PO Box 260166
MADISON, WI 53726
(608) 237-2100



**WHISTLEBLOWERS
WANTED**



**Victim?
Or Abuser?**

NEWS & REPORTS >>

MAY 23, 2006

MADISON ANIMAL RIGHTS GOES NATIONAL

"[Michele Basso's] experience made her consider leaving her field, and she said young scientists might shy away from such research for the same reason."

MARCH 5, 2006

DO YOU WORK IN AN ANIMAL LAB?

Your knowledge can be used to help animals.

MARCH 5, 2006

JOSEPH KEMNITZ: A PRESENTATION

Download a recent powerpoint presentation about the director of the PRC.

NOVEMBER 1, 2005

DAY FOUR OF TIGER TRUCK MAYHEM

Activists visit vivisectionists Michele Basso and Ruth Benca.

OCTOBER 31 2005

HOME

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Home harassment



Home Harassment at OHSU researcher's home

December 2006

Home Harassment Response

- Call lists/call system
- Pagers
- Staff meetings
- Email updates
- Lots of in-person communications



Home Harassment Response

Home protest kits

- Cameras
- Checklists
- Home safety guides
- No Trespassing signs



WHAT TO DO IF THE ACTIVISTS COME



OHSU

**NO SOLICITING
NO TRESPASSING**

**NO SOLICITING
NO TRESPASSING**

Home Harassment Response

TO ALL INDIVIDUALS PARTICIPATING IN PROTEST:

- You do not have my or my family's permission to be on my property at any time.

- Whether or not you are actually on my property, you do not have my or my family's permission to operate any noise-amplification devices on or near my property at any time, or scream, yell or shout on or near my property at any time.

“You do not have my or my family’s permission to be on my property at any time .”

- Whether or not you are actually on my property, by operating noise-amplification devices on or near my property, screaming, yelling and shouting, you are trespassing, creating a nuisance, disturbing my and my family's quiet and peaceful enjoyment of my property, invading my and my family's privacy and causing me and my family emotional distress.

- My family and I find your presence on my property to be personally offensive, intimidating, harassing and threatening.

“My family and I find your presence on my property to be personally offensive, intimidating, harassing and threatening.”

Legal warning

How We Have Learned

PETA infiltration in 2007

- Meeting with Ed board on same day as claims
- Many press members first heard about the claims from us
- Open access to reporters
- Press conference within half hour of PETA's claims

Don't monkey with empty charges

The Oregon National Primate Research Center can justify its animal policies -- and its results

Thursday, November 15, 2007

The Oregonian

We like animals. Mostly the small, furry kind. Especially the small, furry kind that climbs up to sit next to us on the sofa willing to watch something stupid, or sportscentric, on TV.

We don't so much like animal rights activists. Mostly the rabid, obnoxious kind. Especially the rabid, obnoxious kind that makes accusations that seem more designed to raise contributions from a donor base than raise understanding in the general population.

This pretty much is what happened in Portland this week when People for the Ethical Treatment of Animals

We don't so much like animal rights activists. Mostly the rabid, obnoxious kind. Especially the rabid, obnoxious kind that makes accusations that seem more designed to raise contributions from a donor base than raise understanding in the general population.

rhinus macaque monkeys are better treated than the average Portland Labrador.

In terms of average daily protein intake and regular visits to the vet, this may be true. But the average local Labrador seems to spend an inordinate amount of time each week at an off-leash park, whereas the center's average rhesus rarely is spotted swinging from the firs in Forest Park.

We don't think research on live animals should ever be done casually or cruelly. But unlike PETA, we think it can be justifiable.

We appreciate some of the apparent results of that research. Discoveries in battling AIDS. Advances in understanding immune systems. Fresh insights into genetic diseases and embryo development.

On the very day of PETA's accusation, The Oregonian reported that researchers at the center have succeeded in cloning embryonic stem cells from primates -- a first, perhaps a crucial, step, that could lead to new human stem cell therapies.

Tuesday, the center's associate director Michael Conn -- responsible this year for 4,200 primates and a \$33 million budget -- summed up the situation succinctly. "This business is expensive. Trust us, if there were any other way to be doing it, we would."

Most people surely sense that what we have here is a tradeoff. In order to learn more about how to help humans, we subject animals to a wide range of experiment. Our federal government crafts rules and regulations to make sure such research is done as humanely as possible.

All indications -- and repeated examinations by the federal government -- argue that's exactly what is accomplished on the center's 250 acres in Hillsboro.

Comparison

2000 Infiltration

1. Slow, limited response
2. Press stories where we did not respond
3. Small # of people involved in defense
4. Few visuals came from us
5. Result: Years of bad press, mistrust

2007 Infiltration

1. Immediate, overwhelming response
2. We responded to all press
3. Large # of people involved in defense
4. Just as many visuals came from us
5. Result: Infiltration quickly forgotten

Questions?