



# DawnWatch Info Sheet & Funding Proposal

March 1, 2021

<b>Part One—Introduction to DawnWatch</b>	<b>Page</b>
DawnWatch Mission Statement .....	2
Media Influencing Tactics .....	3
DawnWatch Tone.....	7
Endorsements .....	8
<b>Part Two—Four Reasons to Fund DawnWatch</b>	
Forklift Activism .....	9
Decades of Media Experience.....	10
Funding All Animal Groups Indirectly .....	11
Strong and Relatable Female Leader .....	12
<b>Part Three—Program Funding</b>	
Financial needs.....	13
Current 2021 Programs.....	14
Email Action Alerts	
Social Media Presence	
Writing	
Annual Turkey Rescue	
The Next Level: 2022 and Beyond .....	19
Media Training for Activists and Organizations	
Focus on Fish	
<i>Thanking the Monkey</i> (2 <sup>nd</sup> edition book and TV series)	
DawnWatch Productions and Turkey Documentary	
Media Awards Gala	
<b>Part Four—DawnWatch Event Photos .....</b>	<b>20</b>



## Part One—Introduction to DawnWatch

### Mission Statement

The DawnWatch mission is to encourage mainstream media to cover animal issues well so that people can make informed lifestyle choices in line with their own true values.

#### *We accomplish our mission via:*

- Daily email alerts with calls to action for media feedback that's positive and informative. We help activists befriend the media on behalf of animals.
- Our media savvy pitches to TV news, including those that lead to our annual turkey rescue being seen by hundreds of thousands of people via mainstream media, and op-eds placed in influential media.
- Our events that bring animal advocates and media together to form and further consolidate invaluable relationships.

We focus on mainstream media so that instead of singing to our own choir we can influence people who like to get their news from well-established sources.

Though major media is incomparably influential, it is surprisingly easy to influence. We train activists to train the media just as they would train a beloved rescue dog – with persistent and consistent praise, encouragement, and gentle corrections; rarely with a harsh tone and never with a beating.

The *New York Times* influences media everywhere, the *Washington Post* influences legislators, the *Los Angeles Times* influences the profoundly influential entertainment industry, the *Wall Street Journal* influences the markets and *Fox News* influences about half of congress. When we color the content of those outlets, we change the world.



## Media Influencing Tactics

Here is how we harness the immense power of existing media:

**1) We alert our subscribers** to good coverage that needs positive feedback and to stories that offer opportunities for further commentary. Positive feedback for animal friendly stories encourages more of them. And as studies have shown that the letters page is one of the most read sections of many large papers, letters from DawnWatch subscribers can educate millions per year.

ZZ Friday, January 17, 2020

DAILY NEWS NYDailyNews.com

**VOICE OF THE PEOPLE**

Email to [voicers@nydailynews.com](mailto:voicers@nydailynews.com), or send fax to (212) 643-7831, or post your letter to **Voice of the People, Daily News, 4 New York Plaza, New York, NY 10004.** Please include full name, address and daytime phone number. The Daily News reserves the right to edit letters.

# AOC, next time adopt, don't shop

**L**os Angeles: This reader was also deeply disappointed at the choice of Rep. Alexandria Ocasio-Cortez's new pet being a purchased French bulldog puppy rather than a rescue from one of umpteen shelters wherein she could have no doubt found a similar breed, even a purebred dog, since sadly so many can be found in such sad places. It is, of course, totally her choice. I'm sure the pet will find a wonderfully good home in her care, but when so many wonderful dogs, including puppies, are desperately in need of homes, it does seem to have been a chance for her to "do the right thing" and save a little life rather than continue to support the breeding of more dogs by enabling such a purchase.

This nation over-breeds domestic dogs, cats and rabbits, and taxpayers must pay the huge cost to euthanize the overflow which is a waste of money and animal lives. It is a nation's shame! We who care about such a misuse of a profit motive are also too well aware that certain breeds pay a huge price in their health to please a vanity standard on behalf of Kennel Club breeders to comply with features of face and form so that many of these creatures suffer from respiratory, ear and eye infections and such. It is a disgrace that this is so. However, hopefully this progressive young woman might choose to also adopt a shelter mutt or even a shelter purebred to add to her family which would certainly please us all.

*Elaine Livesey-Fassel*



### Forgotten four-legged friends

Manhattan: It is not just animal rights activists who are disappointed with Rep. Alexandria Ocasio-Cortez's decision to purchase a French bulldog. Moderate animal welfare people, as well as regular folks, largely agree that adopting a dog from an animal rescue shelter is the only way one should add a pet to the family. Pet stores usually buy from inhumane puppy mills. Yes, there are responsible breeders for some breeds, but even then, rescue is the right choice because of all the homeless animals. Also, regarding breeders, it is cruel to breed for characteristics like flat faces in bulldogs because these dogs are born into a life of misery with difficulty breathing as well as eye and nose problems. It seems Ocasio-Cortez is only progressive when it comes to people, not animals.

*Cathy Wallach*

### Fur baby

Manhattan: Thank you for printing "Pet advocates barking at AOC" (Jan. 10). According to the ASPCA, approximately 3.3 million dogs and 3.2 million cats enter U.S. animal shelters nationwide every year. Approximately 1.5 million of them (670,000 dogs and 860,000 cats) will be euthanized. Many of the animals who land in shelters were originally sold by breeders who unconsciously continue to increase the dog and cat population. Offering a loving home to a shelter or rescue group animal not only saves his or her life, it also leads to many happy hours of companionship and contentment.

*Jacqueline Raven*

### Abundance of pups

Chicago: I agree with those who say that AOC should have adopted a shelter dog rather than a purebred dog. Clearly, there are thousands of shelter dogs who are available for adoption. And she can still adopt one of those needy shelter dogs to be a companion to her bulldog. *Marshall Sorkin*

### Breeding is not 'pure'

Los Angeles: Saddened that AOC purchased a bred dog. Hoping pet breeding ends in my lifetime. Thousands of animals languish in shelters. End breeding.

*Ann Bradley*

When the *Daily News* ran an article noting that animal advocates weren't thrilled that AOC bought a puppy from a breeder, the paper published five responses to it over two days, all from DawnWatch subscribers!



## All dairy farming is cruel to cows

Re "A 'Moo Too' movement," Opinion, March 5

In an op-ed article wonderfully jam-packed with distressing information about modern dairy farming, Peter Lovenheim acknowledges, "The way we exploit and abuse dairy cows as females can be seen as a feminist issue." He shares a tale of a cow who licked her newborn all over, and then bellowed all day after the calf was removed.

But near the end of the piece he suggests that if we can find "a small, family-run dairy where conditions allow cows to be treated humanely," it is fine to drink their milk.

Perhaps he is under the mistaken impression that at those smaller dairy farms, cows who have male calves, the waste product of the dairy industry, are allowed to keep them for sentimentality's sake. Or perhaps he has yet to thoroughly think the whole thing through. When he does he will realize that even on nice small farms, inseminating cows so that we can take their babies' milk is still a feminist issue.

The industry itself, not the way it is run, is the issue.

KAREN DAWN  
Pacific Palisades

The writer is founder of the animal advocacy organization DawnWatch Inc.

## Ocean fish farms aren't a solution

Re "Open-ocean fish farm proposed off San Diego," Jan. 21

Of all the ways humankind devises schemes to feed its ever-growing numbers, fish farms might be one of the most troubling.

As reported, a prestigious San Diego research institute and a Long Beach social-benefit investment group are teaming up to build such a fish farm four miles off the coast of San Diego. Understandably, scientists who study such enterprises are profoundly troubled by the negative outcomes for our marine environment should this project go ahead.

Off-shore aquaculture has been shown to foul water and upset fragile ecosystems. What seems initially like an easy solution for our need to provide both employment and nutrition to our population may have disastrous consequences beyond first glance.

Many years ago, I adopted a plant-based diet after studying the dire consequences of animal consumption. Today, plant-based substitutes for fish exist to serve human needs and tastes.

Please, let us rethink and study the consequences before allowing for a large, open-ocean fish farm.

ELAINE  
LIVESEY-FASSEL  
Los Angeles

## Los Angeles Times LATIMES.COM/CALENDAR

E12 SUNDAY, JANUARY 24, 2021

### FEEDBACK



SIEGFRIED & ROY dazzled Las Vegas audiences with

## Animals as entertainment

Regarding Christie D'Zurilla's obituary of Siegfried & Roy ["The Cocreator of Tiger Magic," Jan. 15].

I was impressed by the talents of Siegfried and Roy as they honed their considerable magical crafts and worked their way into prominence in Las Vegas.

I do have some concerns. As an avowed animal advocate I am aware that perhaps their choice to involve tigers in their unique act did convince many fans that perhaps such animals are pets that they might acquire.

Wild animals should never be entertainment tools, no matter how creative a manner in which they are employed.

I do admire the talents expressed by Siegfried & Roy; now is the time to say "enough" of this tiger use.

ELAINE LIVESEY-FASSEL  
Los Angeles

## Save the Earth, stop eating beef

Re "Burgers are great, but not for Earth," column, Feb. 12

With his column on beef and the resources needed to produce it, David Lazarus has empowered us, without the government, to reduce global warming and preserve our precious water resources.

We should boycott beef. Consumers control what gets produced, and by consciously changing our choices, we can tilt the slippery slope up a bit from further damage to the planet. Producing beef uses more water than any other agricultural product.

Don't listen to beef producers. Go ahead and be the change.

SANDY MISHODEK  
Running Springs

There was a time when an article recommending we avoid beef suggested we turn to poultry instead. As

an animal advocate, I found the articles painful to read, given that so many more animals are killed for the same amount of protein when the animals are smaller, yet their lives are just as packed with suffering from birth to slaughter.

I am grateful to the folks at Beyond Meat, Impossible Foods and now even at the various major food companies, who are now bringing us plant-based burgers that are the obvious substitute for the traditional kind. In taste tests, some of these products cannot always be distinguished from animal beef.

I am also grateful to Lazarus and the Los Angeles Times for touting these plant-based products' benefits and helping to usher in a long-awaited new day.

KAREN DAWN  
Santa Barbara

I think the government should stop subsidizing the beef industry.

It currently pays farmers to grow feed crops. This keeps feed prices low, which in turn suppresses beef prices. If cattle growers had to pay a fair price for their feed, beef prices would naturally rise and beef eating would decline.

Also, Congress is considering putting a price on carbon fuels to reduce greenhouse gas emissions. Perhaps it should also consider a per-head tax on cattle to reflect the cost to the environment of raising cows."

MURRAY ZICHLINSKY  
Long Beach

The Los Angeles Times circulation is 650,000 and the paper goes to the most influential people in the world, those in the entertainment industry. The letters page is one of its most widely read sections, and DawnWatch subscribers are published there regularly.

**2) We distribute, via social media and email,** animal friendly stories from mainstream media so that journalists and their outlets are rewarded for animal friendly work with clicks, which translate into acclaim and advertising dollars. That confirms for them the value of putting out more animal friendly stories.

When another animal group gets media, we do what we can to increase its play and make sure the media outlet gets loads of positive feedback.

**DawnWatch**  
January 28 at 1:11 PM · 🌐

If you care about wild horses, it is time to stop eating cows. Check out this superb op-ed in [The Hill](#), penned by Priscilla Feral of [Friends of Animals](#). It includes:  
"The truth is there is no evidence that there are too many wild horses on federal public lands. As the National Academy of Sciences reported in 2013, the BLM's assertions that populations are increasing by some 20 percent or more each year are not based on sound scientific methodology. But cattle are counted, and... [See More](#)



THEHILL.COM  
**President Biden promises to build back better. He must do the same for wild horses.**

👍❤️👉 113      4 Comments 31 Shares

**DawnWatch**  
Published by Karen Dawn · January 20 at 1:08 PM · 🌐

We assume that animal advocates on both sides of the political aisle will be delighted to learn that among the executive orders being signed today is one that relists grey wolves as a protected species and one that restores bans on certain types of hunting, including the killing of mother bears and their cubs while in their den. (Opinions of legislators and comments on other executive orders don't belong on the [DawnWatch](#) page, where animal advocacy is the only language spoken.)  
<https://www.foxnews.com/.../biden-administration-targets...>



FOXNEWS.COM  
**Biden administration targets hunters with regulations on Day One**  
When Joe Biden enters the White House for his first day as President of the Unit...

958 People Reached      938 Engagements      [Boost Post](#)

👍❤️👉 176      20 Comments 104 Shares

The DawnWatch social media pages are inclusive and staunchly bipartisan. It's vital that animal advocates on both sides of the political aisle and with any current level of involvement in our movement feel welcome on the DawnWatch page and want to share our posts.



3) DawnWatch pitches and produces op-eds and stories, both print and video. Our pitches have a tone that decades of media experience has shown will get them picked up by major mainstream media and viewed by people not yet involved with our cause.

Karen Dawn explains at the “Mainstreaming the Animal Protection Movement” in Denmark 2019 that an inviting picture is worth a thousand words.

**Los Angeles Times**  
THURSDAY, AUGUST 3, 2006

**COLUMN ONE**

# Pit Bulls Out of the Doghouse

■ A long-maligned breed is getting an image makeover. But skeptics say those fighting genes are hard to overcome.

By CARLA HALL  
Times staff writer

The bar is crowded, but Karen Dawn doesn't hesitate to enter with her two dogs in tow. Paula sports a pink bandanna around her neck; Buster, a camouflage kerchief.

Oblivious to the din of voices and music, Paula and Buster quietly make their way through the tangle of patrons' feet, pausing to bask in the massage of hands reaching down to pet them.

"They're usually on someone's lap."

**Pit Bulls Have Their Passionate Defenders**

LOS ANGELES (UPI)—A dog named Buster is the star of a new Los Angeles Times column. The dog, a pit bull, is the subject of a new column in the Los Angeles Times. The dog is named Buster and is the subject of a new column in the Los Angeles Times. The dog is named Buster and is the subject of a new column in the Los Angeles Times.

**Pit bull numbers**

Los Angeles city animal control is finding it more difficult to find homes for pit bulls, and there are being adopted, but the majority are still euthanized.

Year	Number of pit bulls
2000	1,000
2001	1,200
2002	1,400
2003	1,600
2004	1,800
2005	2,000
2006	2,200



**Los Angeles Times**  
THURSDAY, NOVEMBER 27, 2008 - LATIMES.COM/CALIFORNIA

# CALIFORNIA

**A life lost on a walk home**

Pedestrians' advocate died in an alleged road rage attack by a Swedish rapper.

**Hold the turkey, please**

A vegan Thanksgiving—where the birds are friends, not feast

**DISTRICT SETTLES PAYROLL DISPUTE**

Deloitte will pay L.A. Unified \$8.2 million and forgive up to \$10 million after glitch hampers payroll.

**Hold the turkey, please**

A vegan Thanksgiving—where the birds are friends, not feast

By Karen Dawn

Thanksgiving is a very busy time for us in the animal advocacy business.

It's a challenging time of the year for vegans—most who are off eating, wearing or using animal products of any kind, but who still have their own lives. Although vegetarians (including vegans) are a diverse group, they do have some things in common: they eat, they drink, they work, they play, they love, they live, they die, they are human beings first and foremost.

# The choice isn't seals or people

By Karen Dawn

Last week, the state Supreme Court let stand a lower court ruling requiring the city of San Diego to dredge a beach in La Jolla. Dredging the beach will disperse a resident colony of harbor seals. The ruling was in accordance with the terms of a trust transferring ownership of the cove from the state to the city of San Diego. The trust required the city to maintain the cove as a swimming beach for children; the seals, it was argued, make the conditions unsanitary. But that contract was made in 1931, decades before the seals settled in the cove and a time when there was a lot less competition for beach space in Southern California.

The way this battle has been played in the media, it's a people versus animals conflict. A United Press International headline announced, "Rolling Pavers Humans in SoCal Beach Play." Yet the article told us that "the situation pit-

I won't speculate on the many hardships for the people of La Jolla when their neighborhood fills up with seal spectators, but the most obvious one is that the La Jolla oceanfront is jam-packed with cars other than the resident BMWs.

That is not the argument you'll hear against the seals because that is not a winning argument. The winning argument is "animals versus people." Or, even better, "animals versus kids."

We shouldn't be surprised when the decision goes to the kids. And I would agree that in any sort of real choice between seals and kids, kids should win.

But what about the kids who want to see the seals? Sure, the San Diego Zoo or Sea World will welcome them, but some families want to see seals as nature intended, lying around a beach, not bouncing balls on their noses in concrete pools. And not every family can afford the minimum \$150 per kid for a day at the zoo. After all, the California coastline and its animals belong to everybody, not just those who can afford

the median housing cost in La Jolla: \$2,185 million.

The majority of Americans who care about animals often live in the political realm. Now the law has backed an argument that says kids who want to swim at the beach are more important than all the others who want to see the seals. But, of course, the argument wasn't phrased like that. Politically savvy folks know what arguments will work. "Whose more important, children or animals?"

But that's a false choice. Most children love animals. And those of us who love those kids would like the La Jolla folks to cope with the car congestion and swim at any other beach when their tire of their swimming pools. Why not leave this one Southern California beach to the seals—and to the kids who love seeing them?

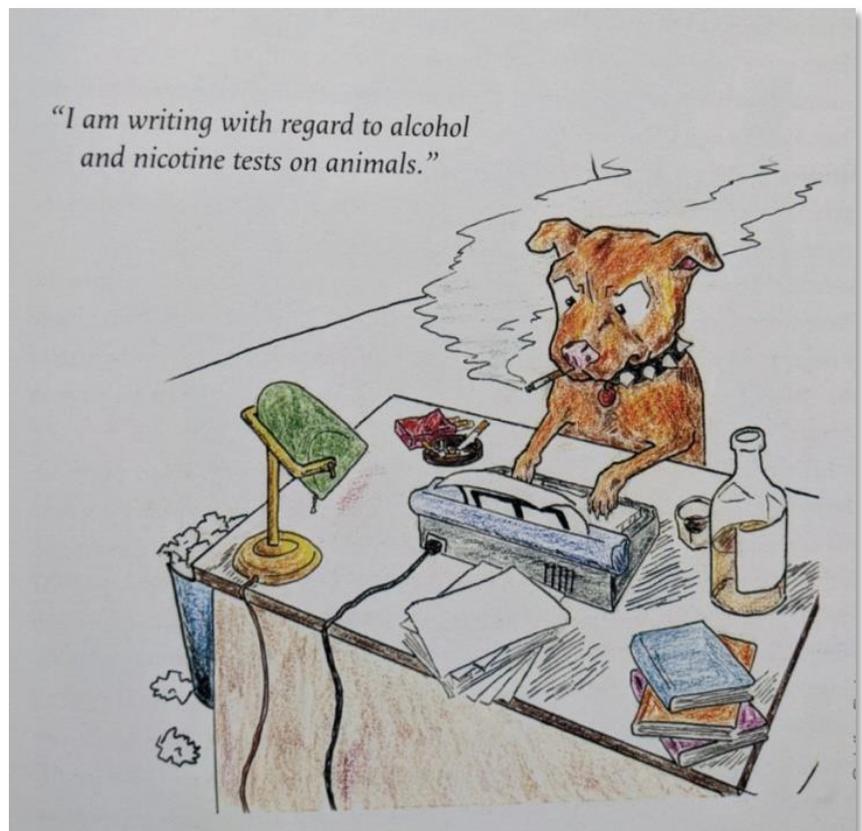
KAREN DAWN runs dawnwatch.com. Her book, "Thanking the Monkey: Rethinking the Way We Treat Animals," will be published in 2008.

## DawnWatch Tone

DawnWatch is nonpartisan and known for its inviting tone. We are a vegan organization that is inclusive rather than exclusive.

We welcome anybody working on any aspect of animal liberation regardless of their political leaning or current commitment to a vegan lifestyle.

We seek common ground and a way to move forward.





## Endorsements

“DawnWatch is based on the simple but powerful idea that we can and should encourage the media to give better coverage of animal issues. With low overhead DawnWatch has a major impact.”

—PETER SINGER, *effective altruism guru and author of Animal Liberation*

“Karen Dawn has her finger on the pulse of animals in the media so that the rest of us don't have to be as avidly focused on it. The service DawnWatch offers is worth its weight in gold. By making sure journalists get great feedback on positive animal coverage, it ensures that editors and journalists will prioritize those kinds of stories and the earned media value of that is certainly into the millions of dollars.”

—BRUCE FRIEDRICH, *Executive Director, Good Food Institute*

“DawnWatch is my go-to source for perfectly curated information on animal rights and veganism, from news sources across the English-speaking world. It gives me guidance as to topics I should cover and also helps engender positive feedback to newspapers when they run my pieces. That's priceless.”

—JESSICA SCOTT REID, *Op-ed Writer*

“Under Karen Dawn's wise leadership, DawnWatch displays heart, thought, steadfastness and moral rectitude that is inspiring and indispensable.”

—AMY ZIERING, *Oscar-nominated and two-time Emmy-winning executive producer of The Invisible War, The Hunting Ground, The Bleeding Edge and On the Record*

“DawnWatch broadens my activism by alerting me to stories in the media about animals and then encouraging me to respond to them. It gives me a powerful and effective way to help animals.”

—ALEXANDRA PAUL, *actor/vist, Baywatch, Who Killed the Electric Car, and Switch4Good*

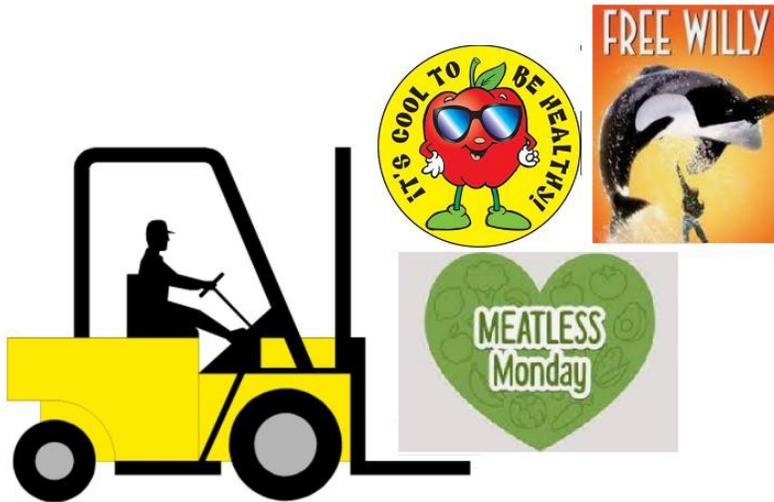
“I could not do the work I do for animals if it weren't for DawnWatch. DawnWatch is doing phenomenal work and all animal lovers should honor and support it.”

—JEFFREY MOUSSAIEFF MASSON, *Ph.D., Author of Dogs Never Lie About Love and When Elephants Weep*

## Part Two—Four Reasons to Fund DawnWatch

### 1) Funding DawnWatch funds “Forklift Activism”

That means meeting people where they are in order to lift them up.



We support:

- **Meat reduction campaigns** just as enthusiastically as the “Go Vegan” message, knowing every journey starts with a step.
- **Environmental and human health related coverage** that points towards plant-based eating.
- **Sympathetic coverage of cruelty to pets and charismatic wildlife**, while gently reminding media that farmed animals suffer similarly.

*“I’m a big fan of DawnWatch. It lets activists know what animal issues are in the news and teaches them to respond to media in a voice that will help animals. DawnWatch encourages an upbeat tone that focuses on progress rather than demanding perfection, in order to keep media and society moving in the right direction.”*

—Mindy Kursban,  
Board Chair,  
Physicians Committee for  
Responsible Medicine

**We are fiercely committed to the truth but we serve it up in a flavor that people can swallow.**

“Just a spoonful of sugar...”





## 2) Funding DawnWatch funds decades of media experience.

Karen Dawn went straight from college into the media, did a stint on Los Angeles radio, has had op-eds and articles published in the world’s leading papers and magazines, has written a bestselling book on animal advocacy issues, *Thanking the Monkey: Rethinking the way we Treat Animals*, has made numerous national and international radio and television appearances that have included ABC TV coverage of the annual turkey rescue on Thanksgiving Day ten years in a row, and she has spent twenty years immersed in animal media while running DawnWatch.



The View from the Bay



Washington Post

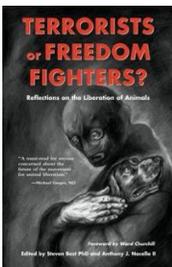


ABC 7

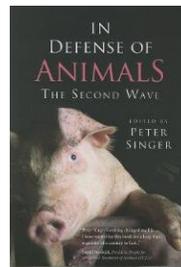


TVNZ—Nightly Primetime News, “Close-Up”

You can read chapters by Karen Dawn about using the media to help animals in:



*Terrorists or Freedom Fighters: Reflections on the Liberation of Animals*, edited by Steve Best and Anthony Nocella. (Part 4, Chapter 3: “From the front line to the front page, an analysis of ALF media coverage”)



*In Defense of Animals: The Second Wave*, edited by Peter Singer (Chapter 16: “Moving the Media: From Foe, or Indifferent Stranger, to Friend”)

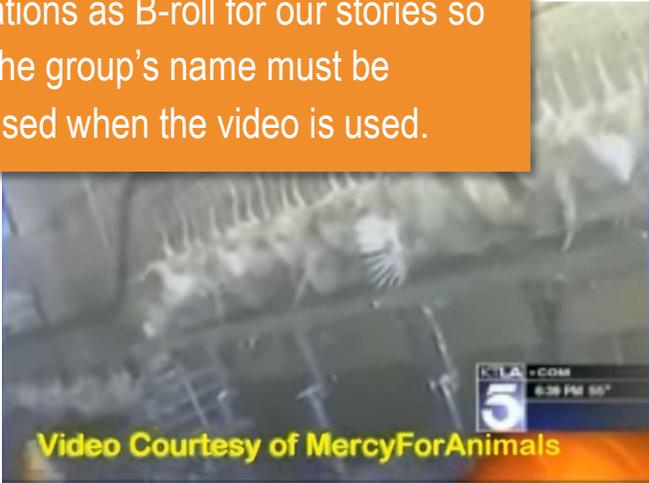


### 3) Funding DawnWatch funds all animal advocacy groups indirectly.

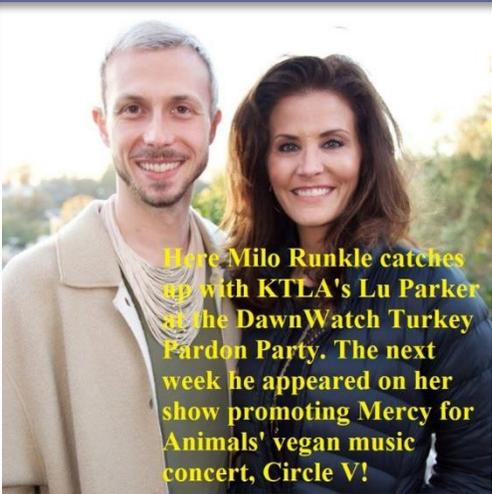
Our daily news searches include the names of dozens of animal groups. We encourage our subscribers to respond enthusiastically to any media about them.

Other animal advocacy groups subscribe to DawnWatch to find opportunities to get their names into the media.

DawnWatch prominently displays, on every frame, the names of groups that take undercover video we send to stations as B-roll for our stories so that the group's name must be televised when the video is used.



DawnWatch events bring activists together with animal friendly media, forging invaluable relationships that have led to great coverage!



Here Milo Runkle catches up with KTLA's Lu Parker at the DawnWatch Turkey Pardon Party. The next week he appeared on her show promoting Mercy for Animals' vegan music concert, Circle V!



Today I get to share a contender for most hopeful article I have ever seen: a Time Magazine feature explaining what the massive market for plant-based meat in China could mean for the world. I will also share an important op-ed printed in The Hill asking the Biden Administration to step up for wild mustangs.

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The Time Magazine article appears in the February 1-8 commemorative double issue with the subheading "The Future of Meat on the Menu." It

It tells us that to get all the meat, "To get all pork," substitutes are projected to be 10 percent of the total meat consumed by Campbell.

"The implications for the world. Meats are the most expensive and richest in nutrients. The technology for plant-based meat is still in the payments phase."

"Could the conglomerate plant-based meat industry anticipate and free food from the shackles of I have given up on meat."

You'll find it at <https://time.com>

I hope you will share it. I have the DawnWatch Facebook page at <https://www.facebook.com/DawnWatchInc/posts/788816911841958> and on Twitter at <https://twitter.com/DawnWatch>

If Time Magazine publishes it, others, the "About" section of the feature on the page.

There are many ways to publish a letter. A minute to write and address at [letters@DawnWatch.com](mailto:letters@DawnWatch.com)

We can all do it.

I send thanks to Alyne Fortgang and others for making sure we didn't miss this inspiring article.

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Also inspiring is Priscilla Feral's piece in The Hill, titled, "President Biden promises to build back better. He must do the same for wild horses." The subheading reads, "The new leadership needs to truly speak for wild horses and create policies that actually protect them."

Feral rejects the assumption put forward by the cattle industry, swallowed by legislators, and too easily accepted by some animal advocates, that there are too many wild horses on public land. She writes:

"The truth is there is no evidence that there are too many wild horses on federal public lands. As the National Academy of Sciences reported in 2013, the BLM's assertions that populations are increasing by some 20 percent or more each year are not based on sound scientific methodology. But cattle are counted, and their numbers are staggering.

"Today, upward of 2 million cattle graze public lands, not to mention sheep — compared to a measly 79,568 wild horses.

"Of the 245 million acres of public land managed by the BLM, 155 million is open to livestock grazing. By contrast, wild horses are restricted to just 26.9 million acres, which they must share with livestock."

You'll find the piece online at <https://thehill.com/changing-america/opinion/536346-president-biden-promises-to-build-back-better-his-administration>

I hope you will share it. I have the DawnWatch Facebook page at <https://www.facebook.com/DawnWatchInc/posts/788816911841958>

Letters to the editor are highly recommended given that legislators look to

*"I have been a subscriber, personally, to the DawnWatch email action alerts for over 20 years, and always recommend a subscription to our new staff members. DawnWatch is so valuable to our movement because it supports all strong animal media coverage, with the range of issues being unlimited and untethered to any single organization's agenda. DawnWatch teaches and helps animal activists from all organizations to effectively engage with major media in order to encourage more and better coverage."*

—Stephen Wells, Executive Director, Animal Legal Defense Fund



### 4) Funding DawnWatch funds a strong and relatable female leader—and our movement needs more of them!

Statistics show that women are more likely than men to be vegetarian or vegan and in favor of animal rights, so a patriarchal society is bad for animals. Yet while membership in organizations and conference attendance suggest that our movement is 75-80 percent women, those percentages have not been proportionally reflected in its leadership. For animals' sake, that should change.



**“A bridge between worlds for both the committed and the curious.”**  
— Gloria Steinem

Bluetter Dawn, Karen's big beautiful mutt embraces her with a morning smooch.

### Why So Many Are Thanking Karen Dawn For Thanking the Monkey

Years before celebrated animal rights activist Karen Dawn made the decision to dedicate her life to animal causes she saw Gloria Steinem speak and Steinem's words would forever change Dawn's life. "I remember I was about 20 years old and I fell hopelessly in love with her from a distance. She was so glamorous and so smart and so strong." Today, Dawn's hero and friend, Steinem herself, was the one who supported Dawn's new book, *Thanking the Monkey: Rethinking the Way We Treat Animals*, holding a special media luncheon to help launch the book into mainstream. For Dawn, it was a "dream come true," for the animal rights movement, *Thanking the Monkey* will help enlist mainstream support as Steinem once did for the women's movement only decades ago.

Growing up in New York and Australia, Dawn was always a "veggie-friendly person," but she was never focused, nor conscious of certain horrors being committed to animals worldwide. In college, she studied Psychology at the University of New South Wales, and even tested on animals in a course called "Rats and Stats," something the animal lover in her was naturally apprehensive about doing. After college Dawn worked in the media and moved back to New York to focus on her music career while serving as a personal trainer to support herself. As the years passed, Dawn realized that she had stopped eating meat entirely and without having made a commitment, she was living in a vegetarian household.

By the late nineties, two singular, inconspicuous events would alter Dawn's perspective on animal rights forever, catapulting her from a veggie-friendly musician to a full-time animal rights activist. "I came home one day and I had a blind mailing from the Humane Farming Association and it had pictures of sows in gestation crates and I read it and my jaw hit the floor, the photos were so horrible."

As shocking as the seemingly unobtrusive mailing was, Dawn scratched the photos up to "those crazy animal rights activists," believing the propagandist photos were taken from an unusually cruel facility and that most pigs were not treated so cruelly. Although the mailing would soon prove to be just sort of wrote them off and long after, Dawn received a second mailing she found the first "Liberation." "I remember sitting the entire chapter totally engrossed. A week it just changed my life forever."

Animal Liberation did not do it for me. [After reading *Animal Liberation*], I was depressed, I wanted to kill myself. I found out those animal activists were about it and, as is my way, I thought myself isn't useful, so I made a commitment to devote my life to helping animals get attention in the media.

After hosting radio programs and Peter Singer, Dawn quickly became a social justice movement. Now, in the movement from the sidelines in words that *Publisher Weekly* says, "hit for a general reading audience about [regarding] animal rights."



## Part Three—Program Funding

### Financial Needs

DawnWatch is in the process of raising \$270,000 to pay three salaries for 2021, plus other minimal expenses.

- ***The salaries are for:***
- Executive Director Karen Dawn, so that she can continue writing and working on media for animals. \$78,000 per annum, plus 15 percent benefits
- A researcher/writer/social-media-poster, who can take over some of Karen's current daily duties, allowing Karen to do more pioneering work. Ideally, this person can be groomed to run the organization in a decade or so. \$60,000 per annum, plus 15 percent benefits
- A development person (fundraiser) who can take us to the next level. With plenty of tofu we will eat for a year but soy bean sprouts will feed our animal advocacy work for years to come. \$60,000 per annum to start, with a hefty increase expected in 2022, plus 15 percent benefits.



Other expenses include payroll taxes of \$18,000, equipment of \$3,000, and research subscriptions of \$1,000.

TOTAL: 270k



## Current 2021 Programs

### The DawnWatch Email Action Alerts

While “Google Alerts” share media coverage, they send animal advocates the stories they know we want to see without indicating to what extent those same stories are reaching the wider world, which is what matters most. DawnWatch therefore subscribes to paid news-gathering services and sifts through hundreds of newspaper and magazine articles daily, noting where they are published, to find those that might have their positive impact maximized with positive feedback and letters to the editor. We share those stories with our subscribers, who are animal advocates with a desire to help influence the media.

When readers send letters to the editor, they educate that editor, a highly influential person in society, and if those letters are printed they can educate hundreds of thousands of readers.

Letters inspired by DawnWatch were published in the *New York Times*, *Wall Street Journal*, *Los Angeles Times* and in numerous other papers and magazines and were therefore put in front of millions of mainstreams readers in 2020.

DawnWatch also encourages comments on mainstream media online articles, which influence other readers and provide valuable information to the outlet as to the popularity of those stories.

Over the last twenty years, the number of relevant stories that deserve a response has increased exponentially. We are pleased to know we have helped that happen. But it means we can no longer send every story to every activist—or even come close—so we are currently updating our mailing list and streamlining our alerts so that activists can respond to their local media, or to stories in their field of expertise, while still receiving regular weekly round-ups that give them the full picture of the animal media world.

*“Thanks to DawnWatch, I’ve been printed in the New York Times, the New York Times Magazine, the Los Angeles Times, the Washington Post, USA Today, the Wall Street Journal, the Rolling Stone, the Progressive, the Philadelphia Inquirer, the Sacramento Bee, the Baltimore Sun, Canada’s National Post and more.*

*Thanks DawnWatch, for helping me help animals!”*

—Activist Stewart David  
Treasurer,  
Good Food Institute

When Time magazine ran a story about octopus farming, DawnWatch responded and the editors noticed! Our responses took up half of the magazine's popular "What You Said About" column the following week, the other half going to responses to the same edition's cover story.

TIME

## Inside the Race to Build the World's First Commercial Octopus Farm



**OCTOPUS' GARDEN** In the same issue, Tik Root's feature on the race to build a commercial octopus farm shocked some readers. Given our knowledge about sentient species, An-noula Wylderich of Las Vegas thought it "callous" to "grow" them like crops." Cathy Wallach of New York City said such an effort was

**'Avarice too often trumps our common sense.'**

ELAINE LIVESEY-FASSEL,  
Los Angeles

At least the question is being asked," wrote Mary Lynne Zahler of North Canton, Ohio, who noted the importance of thinking about where food comes from.

ironic amid increased awareness of the effects of factory farming, and Franziska Edwards of Seattle found it a "horrifying" example of humans trying "to have their cake and eat it too" by "dodging the effects of over-fishing" without cutting consumption. "Should humans grow octopus?"

## DawnWatch Social Media Presence

We dig up and distribute animal friendly stories from mainstream media, regardless of what activist group is featured, making sure the stories get plenty of play. The point is to encourage that media to produce more of them! That seems wiser than rewriting those stories to get hits and “likes” for our movement’s vegan publications.

We have a relatively small but highly engaged following on Facebook that we plan to expand further on Facebook and on other social media platforms.

Post Details Reported stats may be delayed from what appears on posts

**DawnWatch**  
February 4, 2020

WSVN-TV brings us a heartbreaking story -- wrong in so many ways. The heroes at Miami-Dade Fire Rescue got this poor guy out of the water, and Wildlife Rescue of Dade County was waiting to take him in. But he didn't make it there. Florida Fish and Wildlife, called by the firefighters to transfer him, instead "euthanized" the exhausted but healthy coyote because coyotes are considered a nuisance animal.

The fire rescuers' care we see in this news story is painful to view in light of the animal's fate. Imagine how those heroes feel knowing the animal might have lived if only they hadn't rescued him and handed him over to Florida Fish and Wildlife. What a complete disgrace. They should sue for emotional distress -- not in order to whine but in order to get the laws changed.

<https://wsvn.com/.../coyote-rescued-from-water-at-portmiami-.../>

WSVN.COM  
**Coyote rescued from water at PortMiami euthanized**  
PORTMIAMI, Fla. (WSVN) – A coyote that was pulled from the water at...

**Performance for Your Post**

4,382 People Reached

2,529 Reactions, Comments & Shares

148 Like	31 On Post
9 Love	2 On Post
1 Haha	0 On Post
13 Wow	2 On Post
645 Sad	122 On Post
1,017 Angry	302 On Post
487 Comments	106 On Post
213 Shares	213 On Post
<b>796 Post Clicks</b>	
0 Photo Views	156 Link Clicks
	640 Other Clicks

While some vegan media grabbed this sad coyote story from DawnWatch, we made sure that the original version by the local TV station got lots of hits so that they'd follow up on it—which they did—and would be encouraged to do more animal stories in the future.

Post Details Reported stats may be delayed from what appears on posts

**DawnWatch**  
November 17, 2019

Are they fracken kidding us? Put the cattle on private land! This is an example of one of the hideous government subsidies that bring us cheap meat.

"A decade ago, the district, created by voters in 1972 to preserve wildlife, protect open space and provide public recreation, began leasing some of its property to cattle ranchers.

"Now many of the ranchers and their supporters say that mountain lions and coyotes are killing their livestock. They want the district to reduce th... See More

MERCURYNEWS.COM  
**Bay Area open space district proposes killing mountain lions to help cattle ranchers**

**Performance for Your Post**

5,222 People Reached

978 Reactions, Comments & Shares

52 Like	18 On Post
4 Love	0 On Post
1 Haha	0 On Post
12 Wow	4 On Post
83 Sad	23 On Post
589 Angry	203 On Post
117 Comments	28 On Post
121 Shares	120 On Post
	1 On Shares
<b>456 Post Clicks</b>	
0 Photo Views	80 Link Clicks
	376 Other Clicks

5,222 People Reached

1,434 Engagements

[Boost Post](#)

When DawnWatch shared this story of cougars being killed to protect cattle ranchers we didn't repackage it—we made sure the Mercury News got the credit and clicks it deserved.



## DawnWatch Writing

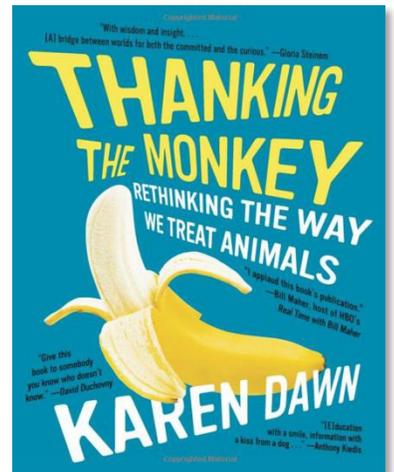
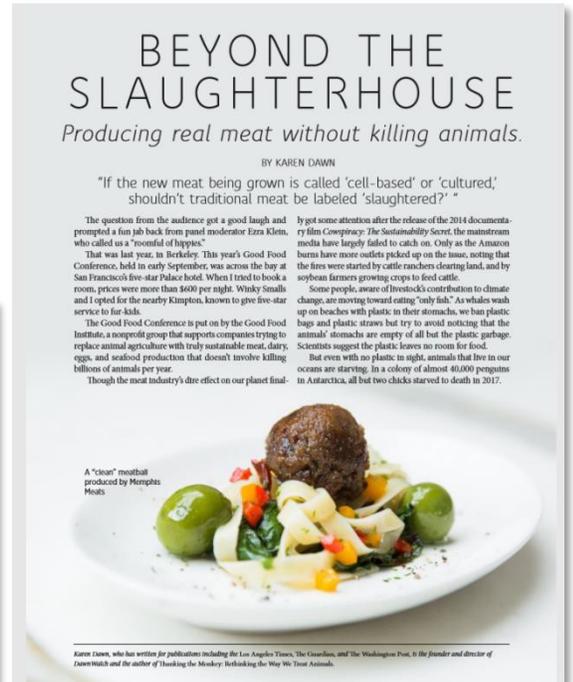
You'll find links to pieces Karen Dawn has written for the *Los Angeles Times*, *Washington Post*, *The Guardian*, *The Progressive* and other publications at <https://dawnwatch.com/opeds/>. Such publications barely pay, if at all, so that work has to be funded by DawnWatch in order for it to continue and expand.



Karen Dawn's first book, *Thanking the Monkey: Rethinking the Way We Treat Animals*, garnered beautiful [reviews](#) and was an Amazon best seller. It came out in 2008 and is ripe for a second edition.

Life with Paula Pitbull is the subject of Karen's new book, which has messages of compassion for all species woven through its pages. A good chunk of the proceeds will go to DawnWatch programs. It already has [significant advance praise](#) from early readers, but it needs some tweaking and then publishing and promotion before it gets out into the world.

In the coming year Karen plans to more frequently turn her own pen towards the animal cause; hiring another staff member will allow for that even as the daily news alerts continue and evolve.



*"Of all the figures in the U.S. animal protection movement, it is Karen Dawn of DawnWatch whom I most look forward to reading, not just for the uncompromising directness of her message but for the clarity, warmth, and good humor with which she expresses it."*

—J.M. Coetzee, Nobel Prize for Literature awardee



### DawnWatch Annual Turkey Rescue

Since 2008, when Karen Dawn’s rescue of two turkeys over Thanksgiving garnered extraordinary media coverage, DawnWatch has celebrated Thanksgiving with a turkey rescue, in which two turkeys bred for Thanksgiving dinner spend the holiday at Karen Dawn’s home (doing loads of media) and are then retired to a sanctuary, which also gets plenty of media coverage. At small Thanksgiving dinners and large “Turkey Pardon” parties at which the turkeys join other celebs on the red carpet, we ask the turkeys to pardon us for our species’ treatment of them.



The events have engendered fabulous media, nationally on CNN Headline News, ABC World News Now, the Fox Business News Network, and in the Associated Press.



Locally the rescue has been featured in the *Los Angeles Times* on numerous occasions, in numerous other California papers, and on every local news station.



ABC-7 has covered our annual turkey rescue ten years in a row on Thanksgiving Day, reaching 250,000 households each year.

The media is most powerful when journalists fall in love with our cuddly turkeys, which is why, because of the pandemic, 2020 was the first year in a decade that we had no event and were unable to introduce our sweet feathered friends to journalists or other members of the public who they usually charm. We look forward, however, to a beautiful rescue in 2021, with DawnWatch having recently relocated to Santa Barbara and the Santa Barbara News Press having already told us they plan to cover the endeavor. And Los Angeles ABC-7 has assured us they will still be with us as Santa Barbara is only 90 minutes from Los Angeles!

## The Next Level: 2022 and Beyond

### DawnWatch Media Training for Activists and Organizations

Karen Dawn and DawnWatch have had extraordinary success getting media placement of animal stories. When Karen spoke about media activism at the “Mainstreaming the Animal Protection Movement,” in Denmark in 2019, which was a prestigious invitation-only conference for 100 international animal advocates, two members of Dutch parliament in attendance asked if Karen did webinars because they wanted her to train their team. That’s a great idea, and a plan for the near future!

### Focus on Fish

As more people concerned about climate change give up red meat, too many eat more fish and our oceans are dying. Many of us were brought up on the myth that fish feel no pain; society has not caught up with the science that has now disproved that irrefutably. Therefore fish are not covered by any humane slaughter laws at all, meaning the suffering of billions of them is unimaginable. At the same time, the wider public does tend to care about sea mammals and seabirds but seems slow to realize that overfishing our oceans means starving those more popular animals to extinction.

DawnWatch is eager to rescue and nurture some little finned sea-people and introduce them to the media, just as we have with turkeys over the last decade, in order to demonstrate to the public their intelligence and surprisingly affectionate personalities. We won’t preach, but we know that by simply animalizing the species we will affect compassionate people’s diets. Though we will focus on fish year round, lent might be a nice hook, so to speak, for the biggest media push.

### *Thanking the Monkey: Rethinking the Way We Treat Animals (2nd edition + TV series)*

Karen Dawn’s first book is ripe for a second edition. That will mean lots of research – and a researcher. Plus a well known entertainment lawyer and producer has said he would like to help make it into a TV series, which is an exciting project.

### DawnWatch Productions – Beginning with Turkey Rescue Documentary

A dozen years of turkey rescues has led to hours of fabulous video footage, from baths to blow-dries to celebrity meets, dangerous dog encounters, surgeries, and a few sorrowful deaths by coyote. When Karen Dawn told her friend and mentor, the Oscar nominated producer Amy Ziering, that she wanted to make a documentary short about the rescues, Ziering exclaimed, “That could win an Oscar!” Well, who knows, but with Amy Ziering mentoring the project, we are sure it could at least do a lot of good, so we want to get on it!

### DawnWatch Media Awards Gala

In honor of the great Gretchen Wyler and her Genesis Awards, the DawnWatch Media Awards Gala will celebrate members of the media who have done animal friendly work, in order to inspire them to do more. Karen Dawn sat on the Genesis Awards voting committee for a decade and got to know numerous animal-friendly actors who have attended her [celebrity studded parties](#) and events. She is fully immersed in animal friendly mainstream media. All of that makes her an obvious successor for Gretchen in a role our movement currently needs. Let’s bring back a gala to bring more media inside!



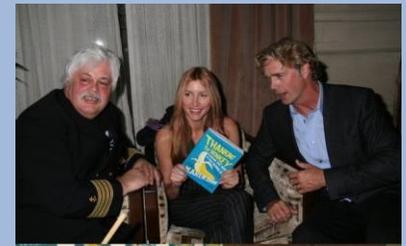
## PART 4—Event Photos

Finally, photos from Karen Dawn’s book release parties, plus other celebrations of hers, may underline why we need Karen Dawn, who knows the Hollywood and media world so well, and DawnWatch, behind events that benefit all of the animal groups.

*Thanking the Monkey* book events began with a lunch for the press at Candle 79, hosted by Gloria Steinem!



We know that Captain Paul Watson will attest to how helpful it was to be introduced to major donor Heather Mills McCartney at the NY Book party for *Thanking the Monkey*. Her presence got us onto the *Post’s* page six! Others involved were *Dukes of Hazard’s* John Schneider, host/actor Hal Sparks, *Girlfriends/Vampire Diary’s* Persia White.

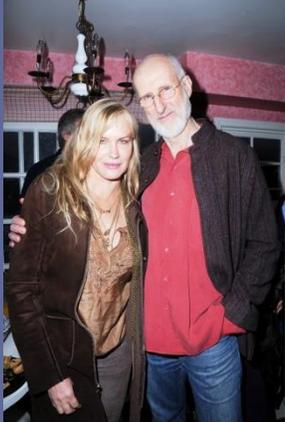


At the Los Angeles *Thanking the Monkey* book events, featured on *Access Hollywood*, guests were entertained by *CSI’s* Jorja Fox, *Bones’* Emily Deschanel, *The L Word’s* Daniela Sea, actorvist William McNamara and *Starlet’s* Dree Hemingway.





James Cromwell, Daryl Hannah, Bruce Greenwood, Charlotte Ross, Alexandra Paul, *The River's* Paul Blackthorne and *The Soprano's* Ray Abruzzo joined Ric O'Barry at our fundraiser celebrating The Cove. It was jam-packed thanks to a beautiful spread in the local paper.



Farm Sanctuary's Gene Baur, Mercy for Animals' Milo Runkle, and founders of Animal Equality and other groups enjoyed catching up with Whole Foods CEO John Mackey at the first annual DawnWatch Turkey Pardon party. We celebrated with *Star Trek's* Denise Crosby, *The Resident's* Bruce Greenwood, *Baywatch* actor/vic Alexandra Paul, actor Martin Wall, Grammy-nominated musician Rocky Dawuni, TV's Lu Parker and Jory Rand who covered the event on ABC-7, and Assembly member Richard Bloom who asked the turkeys to pardon our species.

