It may seem overwhelming to organize an animal-welfare campaign. Without question, it requires planning, organization, and lots of hard work. Nevertheless it can be done! The Kentucky Humane Society (KHS) led a successful campaign to make dogfighting a felony in Kentucky, and it is still working to rid the state of illegal dogfights.

Dogfighting in Kentucky formerly was a misdemeanor, although surrounding states had upgraded this blood sport to a felony. Dogfighting sometimes includes other activities such as the illegal use of weapons or drugs. Some Kentucky dogfighters were satisfied, therefore, simply to pay a misdemeanor fine -- until "Kentuckians Against Dogfighting" was formed. The KHS and another local organization, Friends of Animals, joined various humane societies throughout the state to form this coalition to end dogfighting in Kentucky.
A bill was introduced in the 1984 session of the Kentucky legislature that would raise dogfighting within that state to a felony. With financial help from The Humane Society of the United States (HSUS), the coalition produced newspaper, television, and radio advertisements to help educate state residents about the problems with dogfighting. Friends of Animals set up a booth at the Kentucky state fair and displayed, among other materials, videotapes of dogfights taken by HSUS undercover investigators. Public contributions began to arrive, and approximately $7,000 was raised to help finance coalition efforts. The coalition established a special telephone "hotline" to respond to public concerns and questions while the bill was in session. According to Gloria Pedele, executive director of the KHS (241 Steedly Drive, Louisville, KY 40214), coalition members were threatened and harassed by members of the dogfighting community. Once, after a full-page newspaper article outlined the coalition's efforts, the humane society received threatening phone calls and the shelter was "sprayed" with bullets. (Fortunately, no people or animals were injured.) This didn't intimidate the coalition. Pedele, for example, has a background in advertising, public relations and is used to working on vigorous campaigns. Her pressure tactics are used in a professional manner. For example, when a prominent member of the state House of Representatives refused to support the dogfighting bill, Pedele published one of the coalition's ads in his local newspaper and added his name and telephone number at the bottom of the ad so that citizens could call him for further information. Deluged with calls and letters, the representative gave his support to the legislation!

On March 4, 1985, Kentucky Gov. Martha Layne Collins signed the dogfighting legislation into law. That didn't stop the coalition, however. With assistance from the HSUS when needed, it continues its campaign against dogfighting in Kentucky. "The coalition hasn't stopped its efforts just because dogfighting is now a felony in Kentucky," said HSUS Field Investigator Robert Baker. "It is following through with organized, consistent efforts to educate Kentucky citizens and officials about the tragic consequences of dogfights. 'Follow through' is, perhaps, the most important aspect of an animal campaign."

The coalition decided to use the money left over from the contributions it received to reward people who give tips leading to the arrest and convictions of dogfighters. A local television station contributed a poster that announces the reward. (The HSUS pays one half of the reward; the coalition pays the other half.)

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case, was to advise attendees about ways to approach prosecutors in similar cases, gather necessary evidence, and more. Sandy Rowland, director of the HSUS Great Lakes Regional Office, planned to report the status of several animal issues and to share various HSUS resources.

In addition, Spay-Neuter is considering the possibility of a low-cost spay/neuter clinic in the area. The volunteer organization currently subsidizes the surgeries for pet owners, receiving welcome support from local veterinarians in the form of reduced fees. Clients generally pay $15 for the operation.

"Pet owners must obey leash and licensing laws," said Boenitz. "If they truly love their cats or dogs, they will not let their pets stray outdoors and will have them spayed or neutered to reduce the tragic pet-overpopulation problem. I sincerely believe that if more people were prosecuted for animal abuse and listed in the criminal records, it would be a deterrent."

The owner of a North Carolina horse-training and rodeo ranch was recently convicted of animal cruelty after eight cows died because he failed to provide them with daily feedings and other health care.

According to Robert M. Bullard, director of animal control for Alamance County, N.C. (Alamance County Animal Shelter, 124 W. Elm St., Graham, NC 27253), James Lee Isley, age 31, owner of the Diamond I Ranch and Arena in nearby Rockingham County, failed to provide 12 cows with sufficient food and water, preventive veterinary care, and veterinary treatment for illness. The owner of a pasture that Isley rented in Alamance County summoned police after she found five emaciated cows frozen to death. Two cows had fallen into a creek. Two others had to be destroyed by veterinarians. Another died at the ranch.

"Freezing weather was merely the final stress factor," said Bullard. "The lack of proper, long-term health care really killed them." Bullard said there are over 25,000 cattle in Alamance County; however, only two other cows died last winter after they accidently fell through a pond.

Isley had to post a $1,000 bond in order to leave jail before the trial. As a bond requirement, Isley hired a veterinarian to examine and care for the remaining cows. Nevertheless, no veterinarian would testify on his behalf, said Bullard. Isley pleaded guilty and was sentenced to a six-month suspended jail term and two years' probation and was ordered to not maintain livestock again in Alamance County, to pay the animal-control department $95 for care and treatment of the animals, and to perform 50 hours of community service (later reassigned to Rockingham County). He cannot hold a rodeo in Alamance County ever again.

Bullard is pleased that the case was brought to trial and that Isley was sentenced. (Isley fully cooperated during his trial.) He said he would have liked to see a stiffer sentence, however.

A fast-food franchise has donated badly needed funds and other support to one local humane society -- an example of the way businesses and humane groups can work together to resolve community animal problems and to increase pet-owner responsibility.

Due to financial cutbacks, the Capital Area Humane Society (2750 Groveport Pike, Columbus, OH 43207) operates on a five-day schedule. With funding from a local Burger King franchise, owned by Dennis and Susan Erwin, the shelter opened every day last December which meant more animals were adopted, according to Gerri Bain, the society's director of community relations. The society's board of directors is to determine whether in the future the organization can remain open seven days each week.

The Erwins own 12 Burger King restaurants in the Columbus area and are very involved in helping their community, Bain said. For example, pet gift certificates for shelter pets were sold at many of the restaurants last December, and each person who received a certificate had to meet the humane society's strict adoption requirements. "Most people who received a gift certificate came to the shelter for a refund rather than for a new pet," said Bain. "We feel we have made a positive impact on the 'Christmas pet problem' because our adoption standards are high and we work hard to educate our community about responsible pet ownership."

During "Be Kind to Animals Week" in May, the Erwins will sponsor a poster art contest for area children in kindergarten through ninth grade. The humane society will pick a contest theme, and the Erwins will place applications in all area Burger Kings. Entries will be judged by a panel of community residents, with winners chosen from each grade level. The Erwins plan to contribute some nice prizes, said Bain.

"A lot of animal organizations may miss an important community resource by not contacting local businesses for support," said Bain. "Many businesses are very willing to help resolve community problems. Organizations must show them what is needed."

Continued on next page
SPCA Scouts for Video Funds

The Humane Society of North Central Illinois/Anderson Animal Shelter has scheduled two one-week summer camp sessions and plans to have additional sessions as needed. One session will be for children, ages five through seven; the other is for ages eight through 10. Each session will be held between 9:00 a.m. and 3:00 p.m. daily and will cost $50 per child. Children will be asked to bring their lunches except for one day when the group will visit and eat at the local zoo.

According to Leslie Smith, director of the humane society, the sessions are designed to acquaint children with wild and domestic animals in an entertaining, educational way. Activities will include animal crafts, films, and games; demonstrations by animal groups; shelter tours; drawing; wildlife speakers; dog-training demonstrations; and more. Sessions will be taught by a local teacher (her summer job) who will be assisted by teenage volunteers.

Smith wants to hear from other animal organizations that sponsor day camp programs. Send details to Leslie Smith, Humane Society of North Central Illinois, 1000 S. LaFox, South Elgin, IL 60177.


The New Hampshire Humane Society, the conference sponsor, will celebrate its 85th anniversary at that time, according to Fritz T. Sabbow, Federation president and the executive director of the humane society. For conference reservation information, write the New England Federation of Humane Societies, c/o Fritz T. Sabbow, New Hampshire Humane Society, P.O. Box 572, Laconia, NH 03247. For an advance Margate reservation form, write Margate Resort, Attn: Curtis King, Route 3, Laconia, NH 03246. (A one night's room deposit is due by April 30.)

Through planning and hard work, a local SPCA recently received help with developing two new video shows to boost its fund-raising, volunteer-recruitment, and public-relations campaigns.

Marie Gould, education director of The Louisiana Society for the Prevention of Cruelty to Animals (1319 Japonica St., New Orleans, LA 70117), planned visual presentations to show prospective donors what the SPCA is trying to accomplish, to help recruit new volunteers, to illustrate various community presentations, and to use during teacher workshops. Gould arranged for a professional video producer, Karen Asia, and a news cameraman from local station WWL-TV, Kevin Breen, to make two videos for a reduced price. Angela Hill, the anchor for that station's top-rated news 5-1/2 minutes long, describes the SPCA. The other describes the organization's education program and is approximately nine minutes long.

Gould said two other local TV stations use the tapes weekly as fillers. Public response has been good, and the tapes have helped the SPCA in other efforts.

The federal Centers for Disease Control (CDC) recently conducted a special laboratory performance evaluation and training exercise for public health laboratories in order to detect and correct problems in rabies testing.

According to the Morbidity and Mortality Weekly Report (Feb. 1, 1985; vol. 34, No. 4), which is prepared by the CDC, the agency undertook the exercise in response to a recommendation made by the Executive Committee of the Association of State and Territorial Public Health Laboratory Directors, for an external assessment of current rabies testing. termed "Competence Assurance Through Monitoring and Assistance (CATMA)," the CDC exercise was designed to provide laboratories that perform the fluorescent rabies antibody (FRA) test with immediate, on-site assistance and training.

One hundred and thirty-six public health laboratories enrolled in the program; 129 participated in the first CDC shipment of 10 slides, each containing duplicate brain impressions. A second shipment of 10 slides was sent to participants that reported results different from the expected results of the initial shipment. Rabies virus on the slides was inactivated by gamma radiation, so no infectious materials were distributed.

Evaluations were based on positive or negative interpretations of the sample slides by four CDC reference laboratories. Participants received full credit for each interpretation that matched the reference laboratories' interpretations. No credit was given for differing interpretations. A certificate of achievement was awarded to each participant that agreed with the reference laboratories' interpretations. Those that reported one or more contrary interpretations were offered on-site consultation and training by CDC or state laboratory personnel and, afterwards, were given another opportunity to examine another set of slides and to receive certification.

With the initial shipment, 41 participants disagreed with the reference laboratories' findings. Six of those reported discrepant results in the repeat exercise. Responses revealed that some laboratories call weakly positive samples "negative," while some call negative samples "positive." On-site consultations revealed technical deficiencies traceable to failure to follow recommended procedures, insufficient quality control of reagents and actual test performance, use of fragmented or incomplete protocols, use of inadequate or obsolete microscopes, and tests performed insufficiently by trained staff.

Continued on next page
In most cases, two days of consultation with a CDC staff member, using unknown specimens, was sufficient to identify various problems and to help laboratory staff members begin corrective action. Hailed as a significant step toward setting up and using a computer system efficiently, it was sufficient to identify various problems and to help laboratory staff members begin corrective action.

The CDC believes quality performance of the rabies test is essential for patient management.

The Morbidity and Mortality Weekly Report (Feb. 22, 1985; Vol. 34, No. 7) also reported that the Wyeth human diploid cell rabies vaccine (WYVAC), a product of Wyeth laboratories, has been recalled from the market. In two studies conducted by CDC during the previous six months, seroconversion rates were acceptable. In one test, sera were obtained from 39 individuals, in four states, who had received post-exposure shots of rabies immune globulin (RIG) and five doses of HDCV. Twenty-two people were vaccinated with Merieux vaccine; 17 with Wyeth vaccine. Two of the 17 people had an inadequate titer by CDC criterion. One had no detectable titer. Three others had low titers. In contrast, all 22 recipients of Merieux vaccine showed adequate titers.

The report said they could be attributed to, among other things, participants' older ages and use of mildly immunosuppressive medications and to administration of the vaccine into the buttocks. The product reportedly has met all applicable release standards, and failures could not be traced to a single vaccine lot.

The report said approximately 20,000 people in the United States receive rabies post-exposure vaccinations with HDCV each year. Since the early 1980s, when the duck embryo vaccine was replaced by HDCV, no person has developed rabies after receiving the recommended post-exposure shots of RIG and vaccine.

The report recommends that all adult rabies immunizations be administered in the deltoid region. Further, one 1.0-ml intramuscular booster with Merieux HDCV in the deltoid area is recommended for all individuals who have been potentially exposed to rabies since Oct. 15, 1984, and who have received post-exposure shots with Wyeth HDCV (unless sera obtained after the shots demonstrated an acceptable antibody titer). Merieux HDCV can be obtained by calling (800) 327-2842.

How Much Computer Do You Need?
Part II: Estimating Your Needs

by Randy Lockwood, Ph.D.

The last "Computer Talk" explored some qualities that determine the cost and power of different computers. Now you can begin to decide which kind of system might be appropriate for your organization. If you are unfamiliar with any terms used in this article, review the last few installments of "Computer Talk" for definitions.

A recommended first step is to list the uses of a computer that you have in mind for your facility. Give first consideration to the most repetitive tasks performed by staff members. Those tasks are the ones your computer should be able to handle best. Be as specific as possible. Your list might look something like this:

**Computer Requirements**

1. store a mailing list; print form letters; and address labels for license renewal announcements to approximately 1,200 people
2. store a list of 3,000 past and potential donors; prepare letters; and print mailing labels for four quarterly appeals for donations
3. maintain the entire year's records for 50 animals each week, indicating the source of the animal and actions taken; have records from previous years available for charting trends
4. prepare budget projections that consider possible effects of changes in food, fuel, and labor costs
5. handle general correspondence of about 30 letters each week

When outlining major computer needs, note the way this information is used on a daily basis. For example, how frequently are the files checked to see if a client or anyone at his or her address previously has adopted an animal from the shelter during the last two years? How often is the same letter sent? The limiting factor for any computer is the amount of information it can handle efficiently.
factor on the amount of mass storage needed will be the largest amount of information needed to be accessed at one time. Once this has been estimated, it's a good idea to double or even triple the estimate to allow for growth.

Here are a few specific examples:

1. The biggest task for which Shelter X wants a computer is to handle a mailing list of 1,000 supporters. The names will be merged into form letters. The shelter has identified mailing list software to handle their needs that required 64K of RAM. The entries on the mailing list have a maximum of 125 characters (letters and spaces). This means they will need a minimum of 1,000 entries x 125 bytes per entry = about 125K of storage. A micro with 64K-128K (to run the software) and a standard disk drive (150K-360K) can handle this much information. An additional drive would allow them to handle a list more than double that size.

2. Shelter Y handles 100 animals per week. The form that carries all the information that must be stored will have about 100 characters per form. Any record from the current and past years must be easily available. In addition, the shelter has 50 pages of standard forms and letters it needs to access on a regular basis plus a mailing list of 2,000 people. Since all this data will be used daily, it should all be accessible without swapping data disks whenever a new task is performed; therefore, we should add up all the needs:

100 animals per week x 200 characters per animal x 52 weeks per year x 2 years = about 2 million characters (2 MB) for records

50 pages of text x 2K per page = 100k for forms

2,000 names x 125 characters per name = 250K for the mailing list

Total storage needed is 2.5 MB. The software to perform these functions will probably require 128K-256K RAM. Allowing for future growth, this shelter will be shopping for a 256K-512K machine with at least one floppy disk drive (for the programs) and a 5-10 MB hard disk for storage.

3. Shelter Z needs to be able to monitor the rabies-control data for a moderately large city with 30,000 licensed dogs. Each record takes up 300 characters of storage. In addition, approximately 10,000 inactive records from previous years must also be available at any time.

40,000 records x 300 characters per record = 12 MB of storage

There are a number of microcomputers that can be equipped with hard disk drives capable of storing 20 or 40 megabytes. However, this shelter will have to be very selective in finding a hardware and software combination that can sift this much information.

UNITED STATES Internal Revenue Service Recognizes Society's Charitable Services

by Roger Kindler

IRS

IRS Recognizes Society's Charitable Services

Dr. Randall Lockwood is the director of Higher Education Programs for The Humane Society of the United States.

Fast on the heels of its decision holding the Michigan Humane Society's full-service veterinary clinics to be charitable and non-commercial (see Shelter Sense, December '84/January '85 issue), the Internal Revenue Service (IRS) came to a similar conclusion with respect to the low-cost spay/neuter clinic operated by the Humane Society of Huron Valley (HSHV), headquartered in Ann Arbor, Mich. Because the IRS' decision about the HSHV goes further than that agency has ever gone before in recognizing the principle that to provide veterinary services to animals is inherently charitable, and because of the number of local societies operating spay/neuter clinics, the decision deserves mention here.

As with the Michigan Humane Society decision, the IRS placed significance on the fact that the HSHV staff provides medical care to stray and abused animals in addition to performing spay/neuter operations, at a price that is about half of that charged by private veterinarians. In addition, the IRS seemed to be impressed with the dramatic reduction, over the six-year period the clinic has been in operation, in the number of stray or abandoned animals (from 20,000 to 9,000) the HSHV has had to shelter annually -- a demonstration of the effectiveness of the clinic in animal-population control. (This fact was important because in Rev. Ruling 74-194, the IRS previously held that the birth of unwanted animals and their eventual suffering constitutes prevention of cruelty to animals under the tax law and is, therefore, charitable.) Also, in her conversation with HSHV Executive Director Sue Schurman, the IRS agent emphasized the importance of a balanced program of humane activities and the danger of devoting an unreasonable percentage of resources to revenue-generating activities or to activities that resemble commercial businesses.

Of central interest was the IRS' discussion of the extent to which providing medical care to animals comports with the legal doctrines of what is "charitable" and, therefore, exempt from taxation. For the first time, the IRS broke away from the notion that charitable veterinary services must be limited to treating stray, abused, or abandoned animals or the animals of indigent owners. Instead, the decision seemed to recognize that responding to any animal's medical needs, irrespective of whether that animal has a human being responsible for it or whether that human being is able or willing to pay for services, is inherently charitable.

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The prevention, treatment, or cure of diseases or injuries of animals through the operation of a veterinary hospital is a charitable purpose under the general heading "Relief of Animals," and is an exempt function under section 501(c)(3). Obviously, the provision of veterinary services to prevent sickness in animals or to treat sick or injured animals furthers a charitable purpose. However, there is nothing to indicate that this charitable purpose is limited to treatment of animals whose owners are unwilling or unable to pay for such treatment. The implication is that whenever animals receive needed medical treatment, the community benefits. By providing low-cost spay and neuter services to animals, HSHV is providing a veterinary service that furthers the charitable purpose of prevention of cruelty to animals. [emphasis added] The IRS concluded that because the HSHV's spay/neuter clinic prevents cruelty to animals and furthers the society's charitable purposes, income from the clinic is charitable rather than commercial in nature and is not taxable. As encouraging as this decision may seem, it has three limiting features which must be noted. First, the decision was in the form of a technical advice memorandum, which applies only to the HSHV and has no official precedential value in cases involving other societies. Second, in spite of the sweeping language quoted above, the decision is limited by the fact that the HSHV primarily operates a spay/neuter clinic and not a full-service veterinary hospital. Third, although the written decision itself does not emphasize the importance of local societies having balanced programs (including sheltering, investigations, and education as well as veterinary services), HSHV programs have, in fact, such balance, which is critical background to understanding the favorable result achieved.

By way of further background, the IRS' technical advice memorandum came about as a result of a general audit of the HSHV which, the IRS explained, was part of a current nationwide effort on the part of the IRS to take a closer look at whether tax-exempt organizations are offering programs and services in keeping with their original charitable missions.

Our thanks to the HSHV's executive director, Sue Schurman, for sharing the decision and for providing a wealth of background information. 

Copies of the Huron Valley Technical Advice Memorandum may be obtained without charge by writing Roger A. Kindler, associate general counsel, The Humane Society of the United States, 2100 L St. N.W., Washington, DC 20037.

The Humane Society of North Central Illinois/Anderson Animal Shelter (1000 S. LaPox, South Elgin, IL 60177) recently produced a poster to promote the virtues of mixed-breed dogs as pets and has arranged for a local printer to personalize the poster for other animal organizations for a fee. The slick, 11" x 17", black and white poster features "Herbie Horsch," a mixed-breed adoptee from the Anderson Animal Shelter, and it proclaims "Get the best of everything...Adopt a hardy, unique all-American mutt." According to Leslie Smith, director of the society and the shelter, the printer will replace the shelter's name and address on the poster with that of another organization and will ship copies directly to that group. Posters will be printed on 70-pound coated stock, and they cost, excluding shipping, $150 for 500 copies, $180 for 1,000, and $250 for 2,000. (The printer will not release the camera-ready boards to another printer.)
New PSA Can Be Customized

A new public service announcement (PSA), which emphasizes the plight of abandoned animals and the large number of unwanted pets in animal shelters, is designed to be customized for local use.

The 30-second PSA, Deserted Dog, describes a dog's feelings after it is abandoned at a campground by its owners. The PSA ends with a freeze shot of the dog's wistful expression, while the narrator encourages viewers to use the local animal shelter rather than abandon animals.

The PSA was produced by KOAA-TV, Channels 5 and 30, in Colorado Springs, Colo., as a public service for The Humane Society of the Pike's Peak Region in Colorado Springs. Proceeds from the sale of the PSA will be used to support the rescue and relief services of that humane society. The announcement is being distributed by the National Animal Control Association (NACA). It excludes any telltale scenery, making it easy to customize for local organizations.

To order the PSA, send a $35 check or money order (plus $2 for shipping and handling) to NACA, P.O. Box 187, Colorado Springs, CO 80901. It can be shipped in a 1" or 2" videotape reel-to-reel format and would need to be customized by local stations in order to identify animal shelters in their viewing area. Stations may also dub 1/2" or 3/4" copies for shelter VCRs, for educational purposes.

Copies of the poster have been placed in various locations throughout the state. The special "hotline" number used by the coalition, for which they pay a monthly fee to an answering service, is listed at the poster's bottom. The number also is listed in the "Yellow Pages."

The first tip came in September 1984 and resulted in a raid on a dogfight in Richmond, Madison County, Ky. Twenty people were charged with a misdemeanor, and each was found guilty and sentenced to a $250 fine plus court costs, a $25 fine to be given to the coalition, and work to be performed for 10 days in the Madison County animal shelter. Six people charged with a felony under the new law are awaiting court action in May.

Last June, Baker traveled to Kentucky state police headquarters to conduct an all-day training seminar for officers concerning the way to conduct dogfight raids, legally seize evidence, make proper arrests, handle fighting dogs -- some of which may be severely injured -- and more. Each police post was required to send its training officer, who returned to the post to train other officers, and an investigator. Other officers attended, too, increasing the number of participants to approximately 75.

"Kentuckians Against Dogfighting" circulated a notebook full of information about dogfighting, including sample evidence forms. Pedele has arranged to conduct a training session on dogfighting for each class of cadets that graduates from the state's police academy. "We've worked hard, and we've been organized," said Pedele. "We've never strayed from our goal to end dogfighting in this state. As a result, one legislator told me the legislature received more calls about the dogfighting bill than about any other piece of legislation during the entire session. That shows me we're doing something right!"
April is "Pets Are Wonderful Month," and while animal workers must reemphasize this message, you also must not forget that many pet owners are not so wonderful. Now is the time for your organization to reevaluate its adoption program to ensure animals a lasting, loving home. Remember, too, your organization's adoption policy must protect new pet owners from life-threatening animal problems.

Increasingly I read newspaper articles that describe serious dog-bite injuries and deaths. Shelter workers have a moral obligation to detect potential biting dogs as often as possible and to not adopt them out. According to HSUS statistics, approximately four million dog bites are reported to public health agencies each year and as many as three times that number remain unreported. Of those reported, 3.5 percent are classified as serious bites. One out of 50 Americans is attacked by a dog each year. Victims are normally young.

The Marin Humane Society sponsored a one-day adoption workshop last November and presented participants with a comprehensive adoption handbook that contains samples of adoption materials from Bay-area and HSUS-accredited shelters that have problem-solving adoption programs. This excellent resource costs $20, including shipping, and can be obtained by writing Director, Community Services, Marin Humane Society, 171 Bel Marin Keys Blvd., Novato, CA 94947.

People can be wonderful pet owners, but they need your help.

Have You Moved?

Please notify Shelter Sense about your new address when you move because the U.S. Postal Service will not automatically forward your Shelter Sense copies, which are mailed "third class." In order to change your address on our records, you must provide us with your old ZIP code, too.

When writing or calling The HSUS to change your address, specify to which publication you are referring. HSUS membership publications (which do not include Shelter Sense) are handled by a separate department.