MORE THAN 16,000 ARTICLES AND INTERVIEWS reported our efforts to protect animals, marking a dramatic increase in the attention that the nation’s leading news organizations pay to animal issues.

Some of the most defining images of 2005 were of the animals clinging to life after Hurricane Katrina. Throughout the crisis, the media looked to The HSUS for information. Wayne Pacelle appeared on ABC’s Good Morning America, NBC’s Today show, and CNN programs including Headline News, Larry King Live, and Anderson Cooper 360. ABC World News Tonight, NBC Nightly News, Animal Planet, National Public Radio, PBS, the Weather Channel, Associated Press, Newsweek, National Geographic, and virtually every daily newspaper in the country covered our efforts to rescue the animal victims of Katrina. More than 400 television stories reached an audience of tens of millions.

The media’s interest in animal issues, however, did not start or stop with Hurricane Katrina. The Baltimore Sun and The Washington Times noted our efforts to end horse slaughter in supportive editorials, and the Chicago Tribune and Fort Worth Star-Telegram ran HSUS columns on horse slaughter.


The New York Times, Los Angeles Times, San Francisco Chronicle, and USA Today published editorials criticizing trophy hunting tax breaks after The Washington Post and NBC Nightly News reported on our investigation into this scam. We also provided canned hunt video footage for an episode of the CBS crime drama CSI.

The Wall Street Journal profiled our fur donations program and publicized the Cleveland Amory Black Beauty Ranch. Real Simple magazine also promoted the fur donations program.

USA Today covered our concerns about Pentagon policies for soldiers who adopt pets in Iraq. The Los Angeles Times published an opinion-editorial on cloning, and Associated Press covered puppy mills.

We conducted media tours that garnered press coverage in support of animal fighting legislation. Inside Edition aired a story on hog-dog fighting, and the media covered the arrests of notorious animal fighters. The Arkansas Democrat Gazette and Akron Beacon Journal printed columns by HSUS experts on the need for stronger animal cruelty laws.


Chosen Ilbo and Korea Times—the two largest newspapers in South Korea—published HSUS columns in advance of the IWC meeting. And The Washington Post quoted an HSUS expert on plans by the Navy to build a sonar training range off the coast of North Carolina that will further threaten critically endangered North Atlantic right whales.

As the year wound down, fears about a possible avian flu pandemic ramped up. We identified several potential pathways and made a series of policy recommendations, reached out to the media, and worked with an author to provide background information. USA Today wrote on the wild bird trade, Associated Press on poultry industry preparations, and Scripps-Howard on illegal animal fighting, and The New York Times printed a letter by Wayne Pacelle. Congressional Quarterly and Associated Press reported on our concerns about sending baby chicks through the U.S. mail.