

Document 8.1 | Excerpt from "Why does PETA use controversial tactics?"

PETA's mission is to get the animal rights message out to as many people as possible. Unlike our opposition—which is mostly composed of wealthy industries and corporations—PETA must rely largely on free "advertising" through media coverage. We will do extraordinary things to get the word out about animal cruelty because we have learned from experience that the media, sadly, do not consider the terrible facts about animal suffering alone interesting enough to cover. It is sometimes necessary to shake people up in order to initiate discussion, debate, questioning of the status quo, and, of course, action.

Source: People for the Ethical Treatment of Animals, 2013: www.peta.org/about/faq/Why-does-PETA-use-controversial-tactics.aspx. Web image and text, courtesy of People for the Ethical Treatment of Animals, www.peta.org.