# Combating Animal Cruelty:

# The Baltimore Experience

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Chair
Mayor's Anti-Animal Abuse Advisory Commission

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American Society for the Prevention of Cruelty to Animals

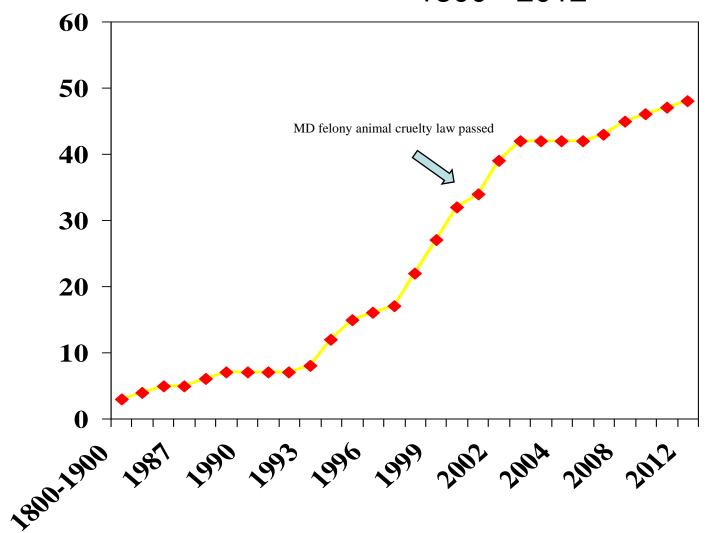
#### **Overview**

- History of the Baltimore Task Force/Commission
- Major Goals of Original Task Force
- Recommendations of Task Force
- Revised Goals of the Commission
- Commission Accomplishments 2010 -2011
- The "Show Your Soft Side Campaign"
- The Road Ahead

# Family Violence is Interconnected



#### Number of States with Felony Animal Cruelty Laws 1800 - 2012



 May 27, 2009 – "Phoenix" was burned, allegedly by two teenage boys



May 31, 2009 - Despite extensive veterinary efforts, she succumbed to kidney failure and was euthanized. The crime sparked a public outcry and national media attention.



Phoenix under care at Metropolitan Vet Assoc., Valley Forge, PA

- June 8 ASPCA President Ed Sayres contacted Baltimore Mayor Sheila Dixon offering support in establishing a task force to review the problem of animal cruelty in the city of Baltimore and make recommendations for addressing the issue.
- •July 8, 2009 Mayor Dixon announced the formation of the Mayor's Anti-Animal Abuse Task Force, which begins meeting at City Hall the following month..
- •Groups represented include City Council, Bureau of Animal Control, Office of the State's Attorney, Baltimore Police Dept., Baltimore Sheriff's Dept., Health Dept., BARCS, Maryland SPCA, Snyder Foundation, Recycled Love and ASPCA



## Original Mandate of the Task Force

### Make recommendations regarding:

- Ways to eradicate animal abuse in City of Baltimore, including dogfighting
- Methods of Increasing awareness of animal cruelty laws
- Suggested legislation to protect animals and prosecute abusers
- Recommended training for law enforcement officials and animal control on how to handle animal cruelty cases
- Recommendedsteps to foster improved responses to incidents of animal cruelty

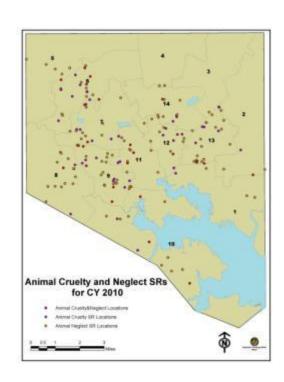
- September 16, 2009 First public meeting to seek input about public concerns about animals
- •Jan 5, 2010 Interim Report delivered to Mayor Dixon with 30 initial recommendations for changes
- •February 4, 2010 Stephanie Rawlings-Blake replaced Dixon as Mayor. She met with Task Force members soon after taking office and promised full support.
- •July 30, 2010 Final task Force Report delivered to Mayor Rawlings-Blake with 47 recommendations

- September 2010

   Legislation was introduced in the Baltimore City Council to convert the Task Force into a permanent Commission which will be independent of any future political changes in the city.
- October 8, 2010 The legislation passed and was signed by Mayor Rawlings-Blake, making this the nation's first permanent Commission to address animal cruelty

- Reform to Reporting and Tracking
- Coordination of case response, establishment of a formal liaison to Baltimore PD

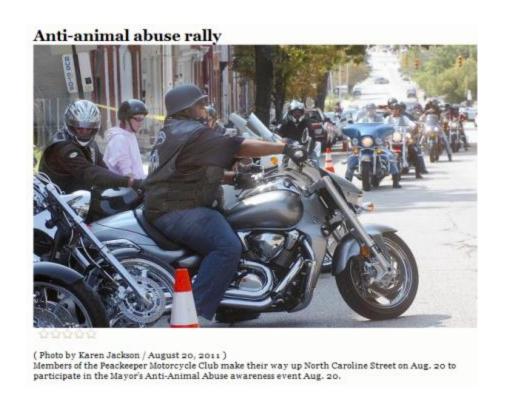
The Baltimore Anti-Animal Abuse Commission receives monthly maps of service requests related to animal cruelty and neglect calls to 911 and 311



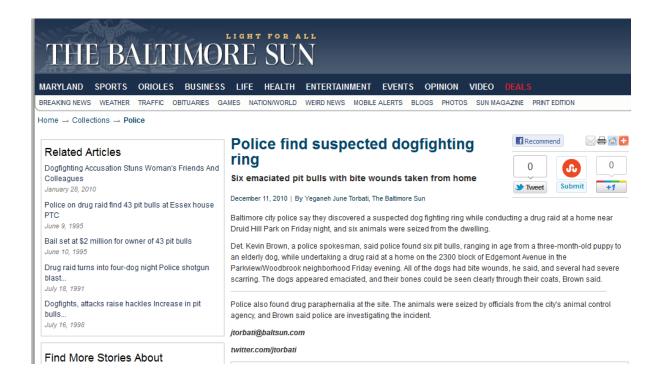
Public Awareness Efforts are Launched



- Public Awareness Efforts are Launched
  - August 2011 Peacekeepers Rally



- Public Awareness is increased
  - Multiple dogfighting arrests and convictions from late-2010 into 2011



- Public Awareness is increased
  - Three boys are convicted in the May 2010 killing of a dog at the Carroll Pak Golf Course. The case is made possible through eyewitness testimony. The Snyder Foundation pays a \$3000 reward to the individual who provided the key testimony the first time a reward has been paid for an animal cruelty case in Baltimore City.

# Original Task Force Makes Recommendations for a Bold and Ambitious Media Campaign in its Initial Report

Not Implemented - Cost Prohibitive

Cost of Media Space - 4-week period

Interior space MTA buses - \$5,000 - \$7,000
Rear advertising – MTA buses - \$15,000 - \$18,000
Side panels – MTA buses - \$18,000 - \$25,000
Billboard - \$900 - \$5,000

## Genesis of a Campaign

Sande Riesett attends a Task Force meeting with board member of House of Ruth Maryland

Link Discussion/Safe Havens

Phoenix Trial 1 – Ends in Mistrial

Mittens is set on fire

Public outrage





#### Ad Hoc Media Committee Formed

Multiple meetings to Discuss Campaign

What Is the Goal?

- Stop Abuse
- Report Abuse

What Is The Idea?

To combat the impression among many city youth that animal abuse is a sign of being "tough" – create a campaign featuring acknowledged "hard" men of Baltimore with their pets.

What is the Message?:

One Theme – Only a Punk Would Hurt a Cat or Dog

Provocative and unsentimental

#### **Show Your Soft Side Team**

Sande Riesett
Outlaw Advertising, LLC

Lori Ann Smyth,
Promotions Director – 98 Rock
Flagship Station to: Baltimore Orioles and Baltimore Ravens

Caroline Griffin, Esq.
Chair, Mayor's Anti-Animal Abuse Commission

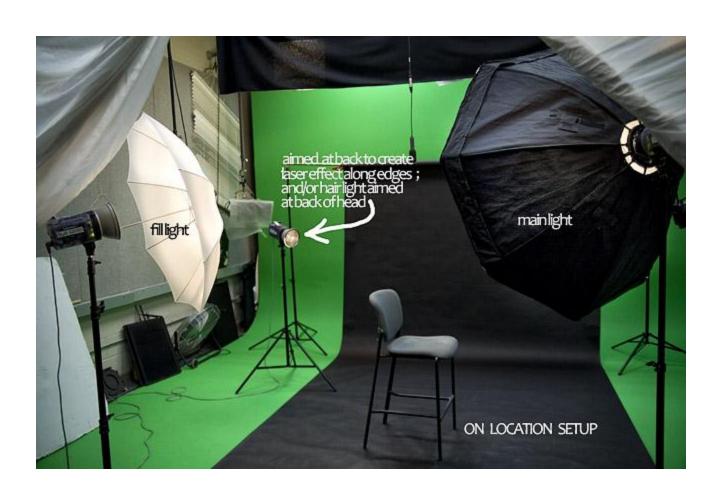
# Sande Riesett recruits other professionals who donate services *pro bono*:

Photographer Leo Howard Lubow

Media Works - Media support/space

Profiles, Inc. - PR Support

Each photo shoot requires significant planning. With packing and set up, photographer Leo Howard Lubow spends approximately 5 hours at each photo shoot.



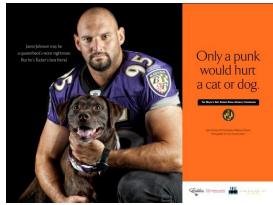


Leo Lubow takes approximately 300 photos at each shoot and an animal handler is available. He then works with a graphic designer and Sande Riesett to create the final product.

# Lori Smyth of 98 Rock recruits initial celebrities:

Adam Jones - Baltimore Orioles
Jarrett Johnson - Baltimore Ravens
John Rallo - Mixed Martial Arts Fighter







#### Major Public Awareness Efforts are Launched

**Baltimore City News & Press Releases** 



#### Stephanie Rawlings-Blake

Moyor, Baltimore City 250 City Hall - Baltimore Maryland 21202 (410) 396-3835 - Fax: (410) 576-9425

Better Schools. Safer Streets. Stronger Neighborhoods.

#### FOR IMMEDIATE RELEASE

September 29, 2011

CONTACT

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ryan.odoherty@baltimorecity.gov

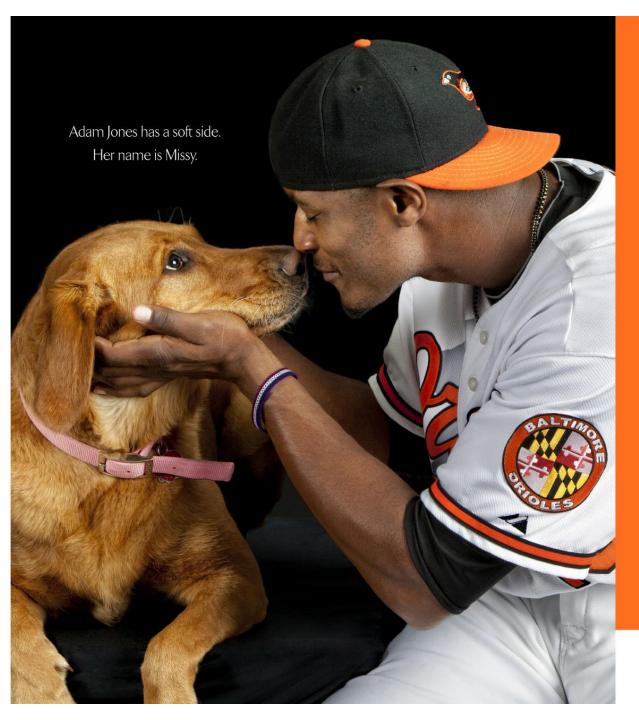
#### Mayor Rawlings-Blake Launches "Show Your Soft Side" Campaign To Prevent Animal Abuse And Neglect

Mayor was joined by Orioles outfielder Adam Jones and MMA fighter John Rallo.

Mayor Stephanie Rawlings-Blake was joined by Council President Bernard "Jack" Young, Baltimore Orioles outfielder Adam Jones, MMA fighter John Rallo, members of the Mayor's Anti-Animal Abuse Advisory Commission, and concerned residents and business leaders to launch the "Show Your Soft Side" campaign. The campaign was developed to reduce the incidence of animal abuse in Baltimore, and features acknowledged "hard" men of Baltimore with their pets. Baltimore Ravens linebacker Jarret Johnson is also helping with the campaign, but could not attend today's announcement.



"It is an honor to stand with so many people willing to give their time and resources to help put an end to animal abuse," said Mayor Rawlings-Blake. "Together, we will reach out to young people in Baltimore to tell them that abusing a helpless animal is a sign of weakness, not strength."



# Only a punk would hurt a cat or dog.

The Mayor's Anti-Animal Abuse Advisory Commission

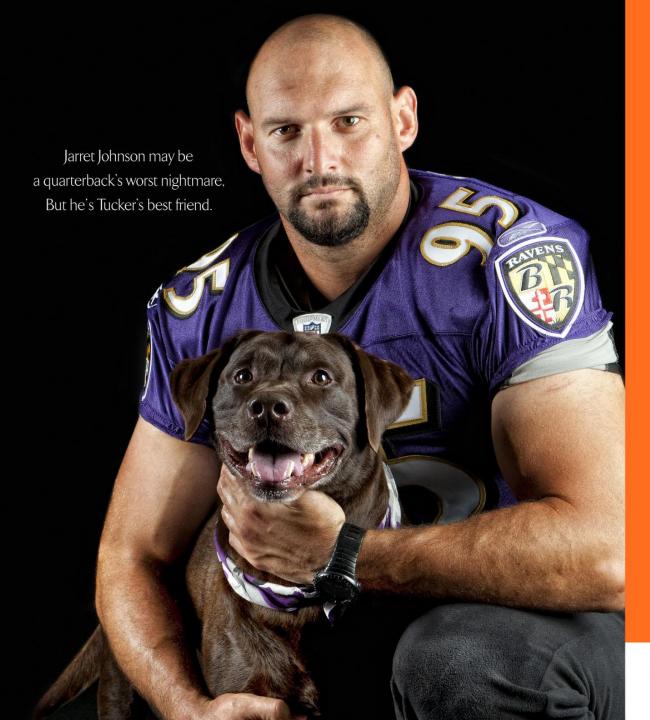


Adam Jones #10 Center Field, Baltimore Orioles Photography by Leo Howard Lubow









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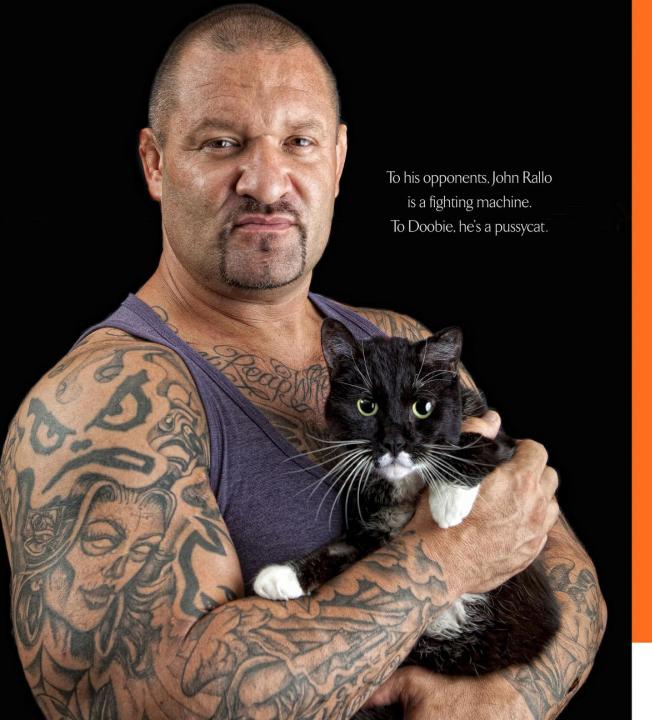


Jarret Johnson #95 Linebacker. Baltimore Ravens Photography by Leo Howard Lubow









# Only a punk would hurt a cat or dog.

The Mayor's Anti-Animal Abuse Advisory Commission



John Rallo, MMA Fighter Photography by Leo Howard Lubow







## In-kind Contributions to Campaign

\$187,000 of media space donated to launch the campaign 10 billboards

Rail Panels and Light Rails Stations

Bus Shelters and Kiosks

Online and print advertising

The following media companies donated space:

CBS Outdoor
CBS Radio
98Rock and WBAL AM
Direct Media
Clear Channel Outdoor
Eastern Outdoor

# Initial Financial contributions/sponsorship to launch campaign

\$8,000 - \$10,000 Printing costs

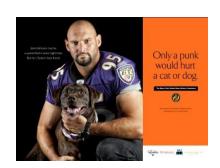
## 1,500 posters printed of

# Adam Jones Jarrett Johnson John Rallo

A poster was delivered to each public school (approximately 250)



- Courthouses
- Municipal buildings
  - Local businesses
- Houses of Worship





## Created A Social Marketing Component

Facebook.com/showyoursoftside.com

```
>8,500 fans worldwide
                            USA
(Baltimore, New York, Washington, D.C., Chicago, Philadelphia,
                   Los Angeles, Atlanta)
                          Canada
                      United Kingdom
                         Australia
                         Germany
                          Mexico
                            Italy
                           Brazil
                          Poland
                          Sweden
                         Argentina
```

### Facebook Reach

Total Likes	8,591
Friends of Fans	2,931,101
People Talking About	5,466
Weekly Reach	92,372 - 124,000

#### **Demographics by Age**

18 - 24	7%
25-34	17%
35-44	18%
45-54	15%
55+	11%

#### Softie of the Year Contest

98 Rock
Style Magazine
Photo/essay contest

Public voted for top 10

Winner PJ Morrison & Bolt

Received a billboard

Photo layout in Style Magazine

Party on January 10, 2012

Celebrities John Rallo, Qadry Ismail, Nokio and L'il Black attend



# Only a punk would hurt a cat or dog.

The Mayor's Anti-Animal Abuse Advisory Commission



PJ Monton, Doctor of Physical Therapy Body Builder and Baltimore's Biggrest Solite.

Photography by Leo Howard Lubow

Facebook.com/showyoursoftside





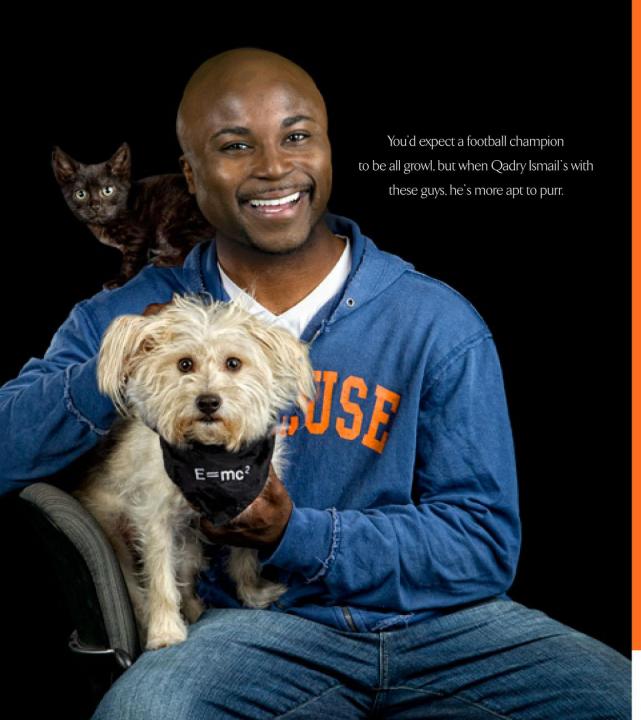




PJ Morrison and Bolt (Show Your Soft Side campaign)

### The Celebrity "Softies" So Far...

- 1. Adam Jones Baltimore Orioles
- 2. John Rallo MMA Fighter
- 3. Jarret Johnson Baltimore Ravens (now San Diego Chargers)
- 4. Qadry Ismail Former Baltimore Ravens & Super Bowl Winner
- 5. Dizzy Grant Harlem Globe Trotters
- 6. Lil Black Radio Personality 92Q
- 7. Mike Lookingland Baltimore Blast
- 8. Frank Remesch GM at 1st Mariner Arena
- 9. Paul Rabil Lacrosse Champion, Boston Cannons & USMNT
- 10. Brendon Ayanbadejo Baltimore Ravens
- 11. Torrey Smith Baltimore Ravens
- 12. Matt Wieters Baltimore Orioles
- 13. Justin Daniels Comedian
- 14. Tommy Lee Motley Crue
- 15. Tamir Ruffin a/k/a Nokio of Dru Hill and now Black Angel Down



The Mayor's Anti-Animal Abuse Advisory Commission



Qadry "The Missile" Ismail. Former Wide Receiver, Baltimore with Otis and Einstein Photography by Leo Howard Lubow

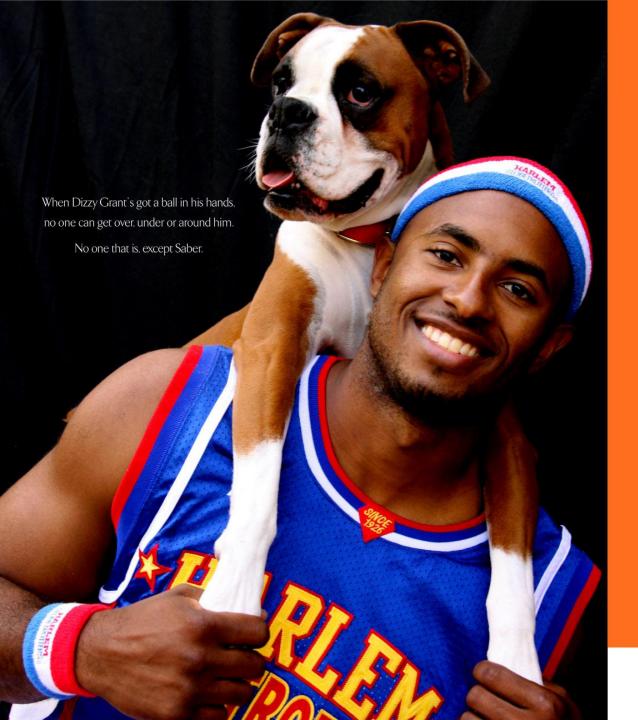












The Mayor's Anti-Animal Abuse Advisory Commission



Dizzy Grant. #2 Harlem Globetrotters Photography by Amanda Safford









The Mayor's Anti-Animal Abuse Advisory Commission

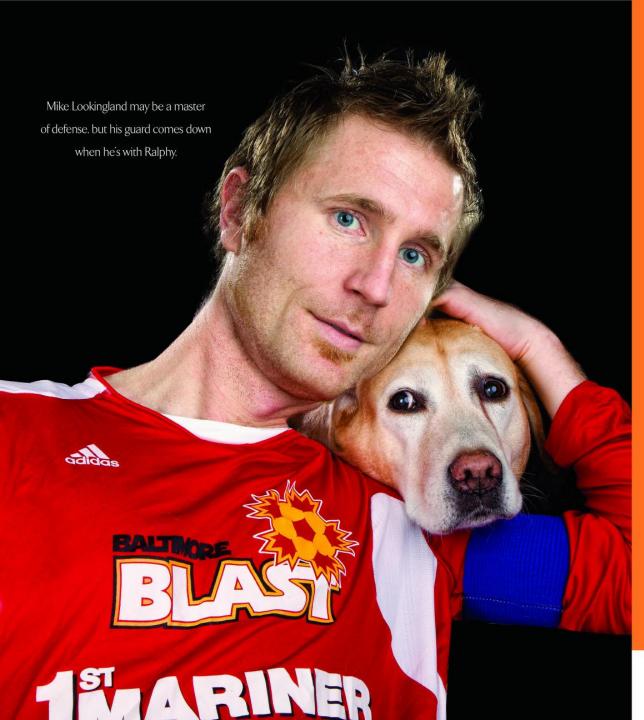


Lil Black, Radio Personality, 92Q Photography by Leo Howard Lubow









The Mayor's Anti-Animal Abuse Advisory Commission



Mike Lookingland, #24. Defender and Captain. Baltimore Blast Photography by Leo Howard Lubow











The Mayor's Anti-Animal Abuse Advisory Commission



Frank Remesch, GM of the 1st Mariner Arena-Ranked #I Building in the U.S.\*- with his dogs Angus and Hank

Photography by Leo Howard Lubow

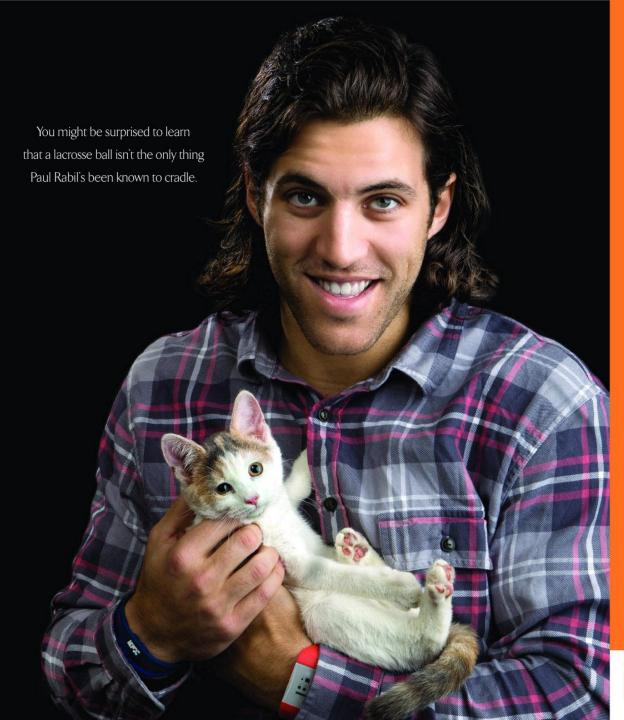












The Mayor's Anti-Animal Abuse Advisory Commission



Paul Rabil. Lacrosse Champion and Superstar with Twoofy

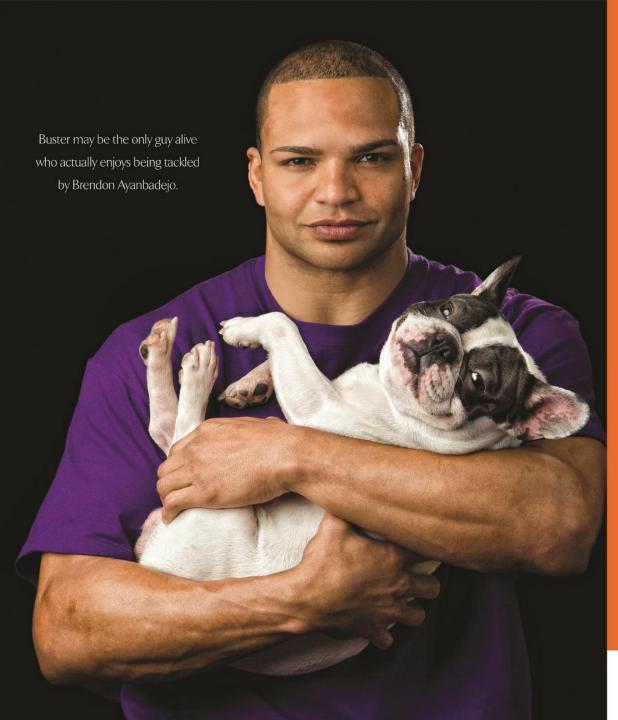
Photography by Leo Howard Lubow











The Mayor's Anti-Animal Abuse Advisory Commission



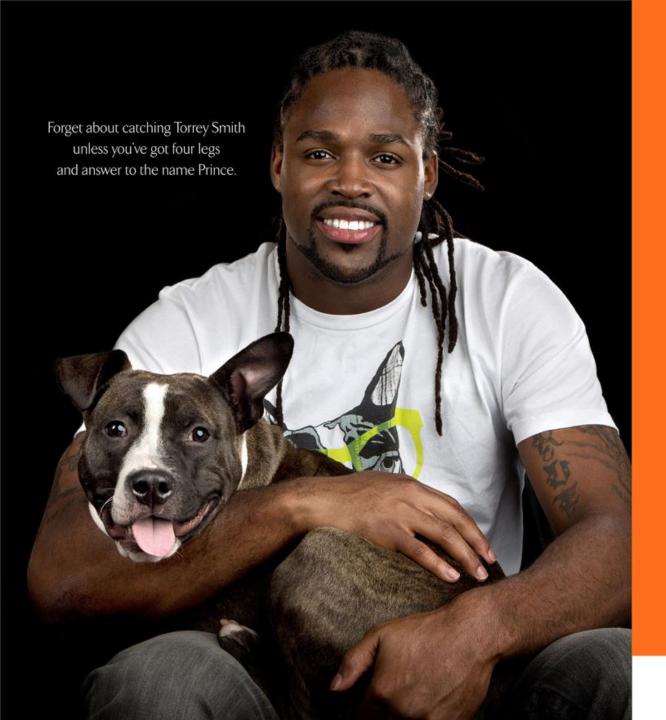
Brendon Ayanbadejo, Linebacker, Baltimore with his dog, Buster Photography by Leo Howard Lubow









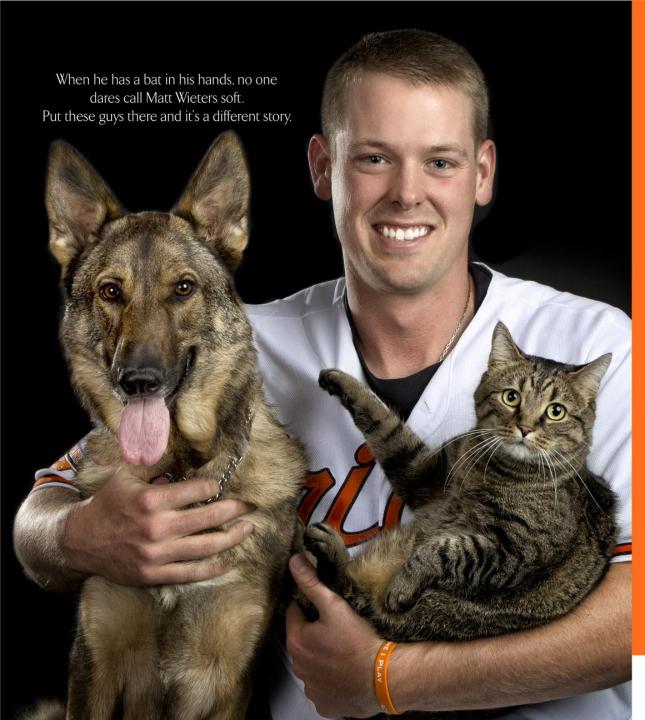


The Mayor's Anti-Animal Abuse Advisory Commission



Torrey Smith. Wide Receiver, Baltimore and his pittle, Prince Photography by Leo Howard Lubow





The Mayor's Anti-Animal Abuse Advisory Commission



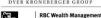
Matt Wieters #32 Catcher and Power Hitter. Baltimore Orioles with Millie and Omaha. Photography by Leo Howard Lubow

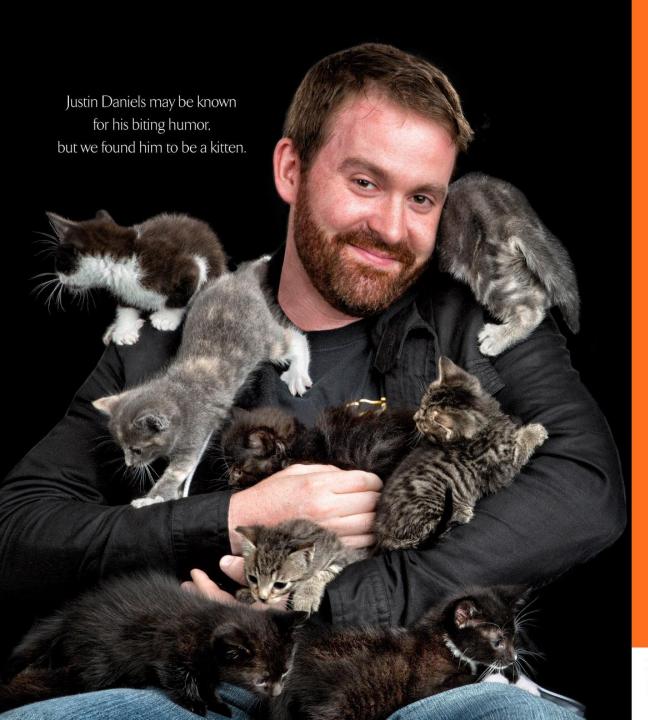












The Mayor's Anti-Animal Abuse Advisory Commission



Justin Daniels, Stand-up Comic and 98Rock Funny Guy with Popeye, Olive, Larry, Moe, Curly and friends.

Photography by Leo Howard Lubow

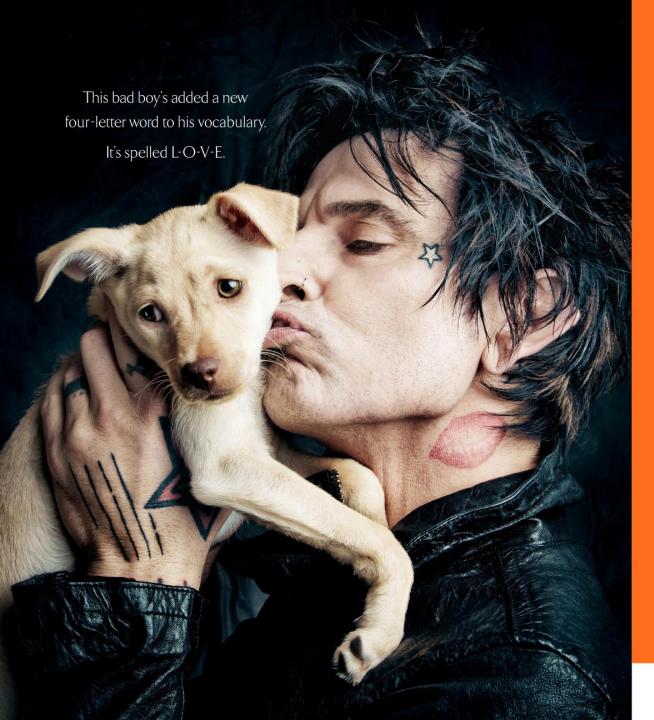










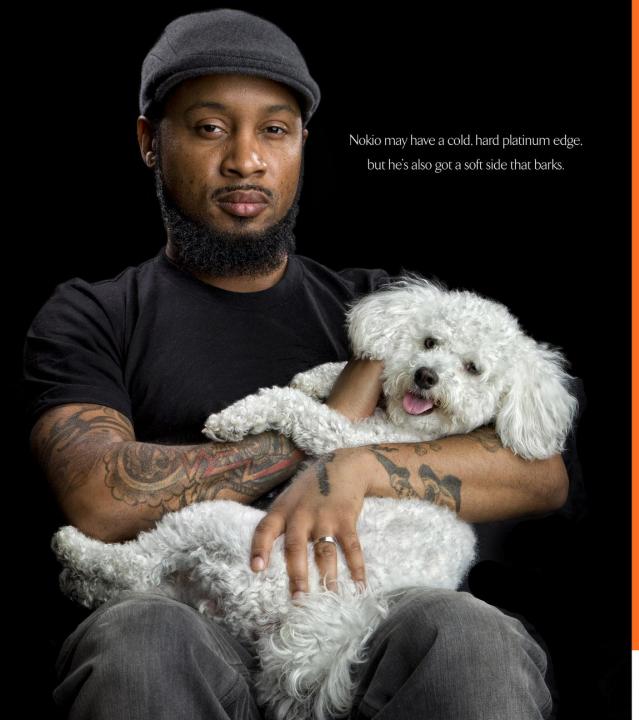


The Mayor's Anti-Animal Abuse Advisory Commission



Tommy Lee, Proverbial Bad Boy & Ripping Drummer of Mötley Crüe with his dog, Bowie. Photography by Myriam Santos





The Mayor's Anti-Animal Abuse Advisory Commission



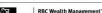
Nokio, Singer, Songwriter and Founder of Dru Hill Photography by Leo Howard Lubow











#### **AWARDS**

2012 ADDY Awards for the *Show Your Soft Side* Campaign Presented by the American Advertising Federation of Baltimore



#### Gold ADDY

Public Service: Out-of-Home
Poster/billboard: John Rallo & Doobie
Agency: Outlaw Advertising, LLC
Sande Riesett, Creative Director/Copywriter
Hanna Mayer, Art Director
Leo Howard Lubow, Photographer
Lori Smyth, Production Manager

#### Silver ADDY

Public Service: Collateral Poster
Poster: L'il Black & Midnight
Personnel: as above

#### Gold ADDY

Public Service: Campaign – Single Medium

Billboards: John Rallo/Doobie; Adam Jones/Missy; Jarret Johnson/Tucker; Dizzy Grant/Saber

Personnel: as above

Plus Amanda Safford, Photographer (DizzyGrant/Saber photograph)

#### Gold ADDY

Public Service: Mixed/Multiple Media Campaign

Posters/billboards: John Rallo/Doobie; Adam Jones/Missy; Jarret Johnson/Tucker; Dizzy Grant/Saber

Personnel: as in #3 above

Plus Andrew Eppig/Clean Cuts, Audio Engineer

### Benefits of Campaign

- ❖ Teachers broach subject of animal abuse despite a lack of humane education in the public schools
- Galvanized business leaders
- ❖ Tonic for compassion fatigue of many animal abuse stories featured in the news
- Demonstrates that philanthropy takes many forms
- Shows how people can help animals beyond the traditional means of donating money or volunteering at shelters

## Other Activities and Accomplishments of the Baltimore Commission thus far:

Legislative Successes



Pet Protective Orders signed into law by Governor O'Malley. Senate President, Mike Miller, is seated left of the Governor. Speaker of the House, Mike Busch, is seated right of the Governor. Back row, from left to right: Frank Branchini, Carolyn Kilborn, Delegate McComas, Maricruz Bonfonte, Caroline Griffin, Wendy Cozonne, Tami Santelli, Senator Benson.

## Other Activities and Accomplishments of the Baltimore Commission thus far:

**PASSED:** Animal Cruelty, <u>H.B. 227/S.B. 115</u>: Authorizing a court, as a condition of probation for specified violations concerning animal abuse, neglect, or cruelty, to prohibit the defendant from owning, possessing, or residing with an animal.

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House Votes (138 yeas, 0 nays)

Senate Votes (47 yeas, 0 nays)
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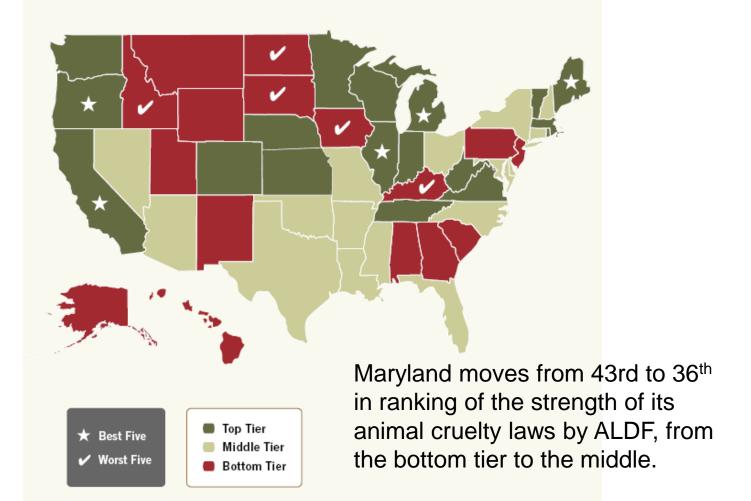
**PASSED: Pet Protective Orders, SB 747 & HB 407:** Authorizing a District Court Commissioner, in a specified interim protective order, and a judge, in a temporary protective order or final protective order, to award temporary possession of any pet of a person eligible for relief or a respondent.

**House Votes** (127 yeas, 10 nays) **Senate Votes** (46 yeas, 0 nays)



#### 2011 U.S. Animal Protection Laws Rankings™

Comparing Overall Strength & Comprehensiveness



## Other Activities and Accomplishments of the Baltimore Commission thus far:

- Professional Training
  - Police training on dogfighting
  - Judicial trainings on animal cruelty and human violence
  - Anicare Training at Lane Treatment Center



## Other Activities and Accomplishments of the Baltimore Commission thus far:

### Public Recognition

- May 2011 Meetings were held with law enforcement and other officials in Milwaukee, Wisconsin seeking to implement changes Baltimore is making. Police training started February 2012
- Fall 2011 The Commission received inquiries from around the country seeking to replicate the "Show Your Soft Side Campaign" in other communities
- November 2011- Caroline Griffin received the ASPCA Presidential Service Award, Mittens is named "Cat of the Year"



Following the launch of the campaign, Animal Planet's "Must Love Cats" came to Baltimore and aired a segment about the campaign that focuses on MMA fighter John Rallo, which aired on March 17, 2012.





"Show Your Soft Side Night" at Camden Yards June 14, 2012



Protest art from local artist in response to Tracey v. Solesky "Recycling the Urban Landscape One Vacant at a Time"

#### The Future?

- Expanded Commission to include educators, social service and others
- Monitor and improve police response to animal cruelty cases
- Greater attention to preventive and proactive measures
- Continuing public and professional education
- Additional strengthening of anti-cruelty laws
- Assistance to other communities seeking to emulate the Baltimore process
- ???

# The Commission publishes annual reports that detail its work and recommendations. The reports are available online at:

http://baltimorecity.gov/Government/BoardsandCommissions/MayorsAntiAnimalAbuseAdvisoryCommission.aspx



# NOTICE OF FEDERAL FUNDING & FEDERAL DISCLAIMER

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