HSUS SPONSORS "EARTHBEAT"

Who says the news is always bad? Tune in to the Turner Broadcasting System (TBS) on Sundays, starting October 15, and watch "Earthbeat," a new, international, weekly series of half-hour programs featuring real, action-oriented solutions to some of society's most serious environmental problems. The HSUS is proud to be sponsoring the October 29 show in this remarkable series. "Earthbeat" will be the first regularly scheduled program devoted to reporting on activities that are helping to solve some of life's most pressing problems.

"Earthbeat" will show how just one person's actions can make a difference in the quality of life for both humans and animals, as said HSUS President John A. Hoyt. "The HSUS is delighted to take part in this effort to reach out and demonstrate to the public that there are positive ideas and solutions to some of life's most pressing problems of survival."

The show will provide viewers with a means to get involved immediately with some of the ideas presented. Each episode will end with an "Action Guide" offering information on organizations to be supported, a list of initiatives people are taking all over the world, and effects of individual lifestyle changes. The show's producers will work with foreign networks in an exchange arrangement designed to make "Earthbeat" a global program dedicated to world improvement.

"Earthbeat" will encourage millions of people to do something, if only within their own neighborhoods, to help improve the environment and society, Mr. Hoyt asserted. "These people might otherwise have done nothing, believing their efforts would not make a difference."

"Earthbeat" will air on Sundays at 11:00 a.m. EST, 10:00 p.m. CST, and 8:00 p.m. PST.

TARGETING TRAPPING CRUELTY

The HSUS anti-trapping campaign depends largely on data submitted by concerned individuals regarding domestic and wild animals that are injured or killed by steel-jaw leghold, Conibear, or neck-snarre traps. If you know of anyone involved in a case of a "non-target" animal being killed or injured by a trap, ask him or her to contact The HSUS to obtain the standard HSUS trapping case report form. We are compiling this information on non-target trapings to make available nationally, regionally, and locally as needed to help end this cruelty. Please send to Ragan at The HSUS, 200 L St., NW, Washington, DC 20037, for a trapping case report kit to disseminate to appropriate persons in your community.

GWFC CONVENES IN TULSA

The General Federation of Women's Clubs (GWFC) held its sixty-ninth annual International Convention in Tulsa, Okla., June 12-15. Patty Finch, director of the National Association of Humane and Environmental Education (NAHEE), and four new advisors to the GWFC Wildlife and Environment Division were present. Finch's presentation was given to provide information to interested GWFC conference, club presidents, and individuals. GWFC is the oldest and largest non-denominational, nonpartisan, international service of volunteer women in the world. The HSUS has close ties to GWFC both through NAHEE's "Kids and Kindness" program (very popular with GWFC members) and through the joint GWFC/HSUS Wildlife Conservation program. GWFC has enthusiastically supported NAHEE's "Adopt a Teacher" program, and numerous GWFC clubs around the country have "adopted" teachers in their communities. An "adopted teacher" receives a Kind News every other month of the school year along with four issues of Kind Teacher. The award-winning magazine designed to help teachers plan humane education topics for their curriculum. Through the GWFC/HSUS Wildlife Conservation program, GWFC members sponsor a variety of activities to increase protection for endangered species, encourage humane attitudes, and work to ensure the, and promote wildlife stewardship in their communities.

DIVISION REPORTS

CRÈVE

A new sanctuary is proposed for Assisi, Italy. There is presently no adequate animal shelter or center for the promotion and dissemination of the teachings. Dr. Michael Fox visited Assisi earlier this year and is glad to report that the town has donated a large portion of land for this much-needed sanctuary. For more information about the St. Francis Animal Sanctuary, write to the Center for Respect of Life and Environment, 2100 L Street, NW, Washington, DC 20037.

Copies of St. Francis of Assisi, Animals, and Nature, are available for $5 (postage included); please make your checks payable to the Center for Respect of Life and Environment.

INTRODUCING NAHEE

Effective September 1, 1989, NAHEE officially became NAHEE—the National Association for Humane and Environmental Education. NAHEE Director Patty Finch explains, "We have always recognized the relationship between concerns for the environment and animals. By formally incorporating environmental awareness into our programs, we will broaden our scope and educational impact."

Other changes have occurred, including the launching of an unprecedented international children’s campaign, "Helping Hands for Pets," aimed at reducing pet over-population. Paul Dowey was named NAHEE associate director, and Jude Reitman joined the staff as manager of special programs. The award-winning Children & Animals magazine is now titled Kind Teacher. Both Kind Teacher and Kind News have a fresh new look. In the Fall of 1990, Kind News, currently available five times per year, will become a monthly publication throughout the school year. At the same time, Kind Teacher will become an annual publication of eighty pages, providing teachers with a year's worth of activities at the beginning of each teaching year. Teachers will receive enough humane and environmental worksheets to offer one per week to their classes.

The best news is that the price of providing these materials as a gift to a teacher will remain $18. Please consider "adopting" a teacher with a gift subscription. Write to NAHEE, P.O. Box 1342, East Haddam, CT 06423, for more information.

NAHEE

With its name change, NAHEE has launched new, successful projects from the wooded Norma Terris Center in East Haddam, Conn.