

Animals in Media

Genesis Honors the Best



The HSUS President & CEO Wayne Pacelle, actor James Cromwell, and Joan McIntosh.

The power of the media to project the joy of celebrating animals and to promote their humane treatment was demonstrated anew at the 20th Anniversary HSUS Genesis Awards staged before a glittering audience at California's Beverly Hilton Hotel in March. The ceremonies presented awards in 21 print, television, and film categories and honored dozens of talented individuals from news and entertainment media.

The annual celebration recaptured some of the extraordinary events that occurred in 2005, from the massive effort to rescue animals abandoned in the wake of Hurricane Katrina to such perennial concerns as fur, factory farming, and wildlife abuses. It also marked the retirement of HSUS Vice President Gretchen Wyler, who founded the Genesis Awards, headed our Hollywood office, and has devoted her life to animal welfare causes.

Wyler, whose 50-year theatrical career ranged from Broadway to Hollywood, recalled in her farewell remarks a television moment from 1986—the Genesis Awards founding year—that illustrated just how far animal messages had penetrated the media, particularly in entertainment. Actor Tom Selleck drew considerable attention on the show *Magnum P.I.* when he made a simple statement that killing whales was wrong. Now, she noted, animal themes are standard fare throughout news and entertainment programs, and 21 of the best in 2005 were recognized at the event.



Genesis Awards founder Gretchen Wyler.

Wyler came up with the idea for an awards show because she strongly believed that honoring members of the media encourages them to spotlight more animal issues, thus increasing public awareness and compassion. The annual event began as a luncheon with 140 attendees and quickly grew into a large gala in Beverly Hills, California, with more than 1,000 guests.

Beginning with the first ceremony, Genesis Awards entries have been submitted by the public and by media professionals. Categories span television, film, print, radio, music, and the arts. The awards committee chooses winners by secret ballot and the 17 committee members are selected because of their lengthy personal histories in working for the animals. Each averages more than 15 years “in the trenches.”

Since its inception, close to 250 members of the Hollywood entertainment community have joined representatives from the media, social, business, and humane communities at the Genesis Awards show as supporters and presenters. They have included such luminaries as James Cromwell, Pierce Brosnan, Martin Sheen, Kelsey Grammer, Bill Maher, David Hyde Pierce, Dennis Franz, Sidney Poitier, Ed Asner, Milton Berle, Ellen DeGeneres, Hal Holbrook, Jack Lemmon, Lyle Lovett, Walter Matthau, Isabella Rossellini, and Jimmy Stewart. The taped event is edited to become the *Genesis Awards Television Special*, airing nationwide and exposing millions of viewers to animal wrongs—and animal rights.

The 20th Anniversary Genesis Award Winners



Actress Kate Walsh.

Larry King Live producers and Genesis Award winners Tim Scowden and Nadine Shubailat; *Crossing Jordan* actor Steve Valentine (right).



Musician Moby.

Outstanding Feature Film—Animated

Wallace and Gromit: The Curse of the Were-Rabbit—Eccentric adventures of a man and his dog

Outstanding Feature Film

An Unfinished Life—A bear's roadside zoo confinement symbolizes the need to be free

Outstanding Family Feature Film

Duma—A boy's relationship with an orphaned cheetah cub

Outstanding Documentary Film

The Wild Parrots of Telegraph Hill—San Francisco's colorful flocks and the man who cares for them

Outstanding Dramatic Series

CSI: "Unbearable"—Canned hunting, surplus zoo animals, and the trade in bear parts

Sid Caesar Comedy Series

Rodney—Humorous take on how not to butcher a cow

Outstanding Cable Documentary

Jane Goodall: When Animals Talk—The untapped brainpower of nonhuman animals

Outstanding National News Feature

ABC World News Tonight—African elephant cull, wild horse slaughter, and farm animal intelligence

Outstanding TV Network News Magazine

ABC News Primetime—Brutal trapping of wild dolphins for "swim with" programs

Outstanding TV Talk Show

CNN: Larry King Live—China's cruel dog and cat fur industry

Brigitte Bardot International

Japan Times—Exposé of Japan's dolphin slaughter to protect fisheries

Outstanding Children's Programming

Higglytown Heroes: "Kip's Shadow"—Lesson on companion animals and the plight of strays

Outstanding Local PBS Documentary

Visionaries: "Beyond Shelter"—Humane education and persevering with difficult dogs

Outstanding Local News Series

KGO-TV (Bay Area)—Cage-free eggs and the Trader Joe's campaign

Outstanding Local News Feature

KNBC-TV (Los Angeles)—LA Zoo elephants and the LAPD animal fighting task force

Outstanding Periodical

American Conservative: "Fear Factories"—The inhumane practices of factory farming

Outstanding Newspaper Magazine Feature

New York Times Magazine: "Planet of the Retired Apes"—Government research chimps enjoy the golden years

Outstanding Series of Newspaper Articles

Washington Post—The HSUS unearths trophy hunt tax break scam

Outstanding Cartoonist—Ongoing Commitment

Bizarro—Wry, edgy animal humor that never fails to hit the mark

Outstanding Newspaper Editorials

Santa Barbara News Press—44 insightful editorials exploring an array of animal issues