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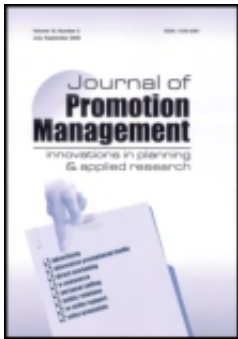
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# Advocacy on the Internet: Lessons Learned from the Animal Enterprise Terrorism Act of 2005

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## Abstract

After the Animal Enterprise Terrorism Act (AETA) was introduced to Congress in 2005, animal rights organizations joined efforts to advocate against the legislation. Their efforts failed even though more than 250 groups across the nation joined together to lobby against the act. To evaluate the communication strategies and media relations efforts of these organizations, a content analysis of randomly sampled advocacy group Web sites was conducted. Of the 122 “Stop

AETA” organizations in the sample, 82% had a Web site though only 36% of those organizations with Web sites had organized online press rooms to promote their causes. This paper examines the implications of advocacy communication in a virtual environment and recommends strategies for improving the media relations efforts.

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## KEYWORDS

- Animal Enterprise Terrorism Act,
- cause related marketing,
- nonprofit organizations,
- online advocacy

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