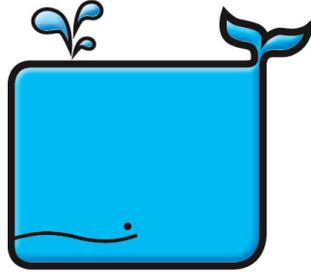


WHALE DEFENDER



ACTION TOOLKIT

Materials Included

- Letter from Greenpeace US Whale Project Leader
- Whale Defenders Program Overview
- Upcoming Activities
- Fact Sheet
- How-to Write and Place a Letter to the Editor
- Sample Letter to the Editor
- Sample Letter to the Bush Administration
- How-to Petition
- Petition Sheet



Dear Whale Defender,

It's amazing to think that it was over thirty years ago that Greenpeace first set out to confront the whalers and save the whales. Three decades later, the image of Greenpeace activists placing themselves in front of the harpoons and putting their bodies on the line to defend the whales remains as powerful as ever. And it remains our most effective technique for shutting down the whalers when we are on the front lines in the Antarctic whaling grounds.

But as crucial as it is to get between the whalers and their harpoons, there is much more to saving the whales than pounding through the waves in an inflatable boat. Because ultimately, an end to commercial whaling will only come about through political pressure on the countries that support it. And no country is better positioned to apply that pressure than the United States.

The US has historically been among the leading voices in support of the whales, and this year, with the International Whaling Commission (IWC) meeting in Alaska in May, there are signs that it is rediscovering that voice.

But the whales need the U.S. to do more. For too long, the US and other so-called "like minded" countries have allowed the whaling nations—Japan, Norway, and Iceland—to set the agenda. We need them to take the lead again, to get out in front of the whalers, and put some serious pressure on the governments of the whaling countries to hang up their harpoons for good!

To do this, its going to take the biggest crew ever – a crew of whale defenders from around the world, putting pressure on key decision makers, reminding people that plenty of work still has to be done to save the whales, and doing so in our own communities – each of our voices joining together in a huge chorus, singing (like the humpbacks) to end whaling for once and for all!

Are you up for the task? We've made it as easy as possible for you. Included in this Whale Defender Action Toolkit is everything you'll need to make a splash in YOUR community. There's a sample letter to the editor that you can put in your own words and send to your local newspaper. There is also a sample letter you can hand-write to the President and his Administration, urging them to take action. Try holding a letter writing party with your friends and family, and while you're at it, ask them to sign on to the enclosed petition so their voices can also be heard. Take pictures of your whale-saving activities and upload them onto our website at greenpeace.whales.org/us for the world to see. Your actions can help end whaling for once and for all!

The whales need U.S. The whales need you.

Let's do it!

Karen Sack
Greenpeace US
Whales Project Leader

2. Join the Biggest Crew Ever, Become a Whale Defender!

This year, once again, the Japanese fleet is in the Southern Ocean Whale Sanctuary with the aim of hunting down 945 whales. On our last expedition in 2006, Greenpeace ships found and stayed with the whaling fleet for 29 days. As a result, the whaling fleet went home 82 whales short of its quota.

The Japanese fleet continues to go whaling in the Southern Ocean each year, even though this area has been declared a Whale Sanctuary by the international community. But if we can stop whaling in the Southern Ocean Sanctuary, we can protect almost 80% of the whales on the planet.

The fate of the whales hangs in the balance. The whaling countries – Japan, Norway, and Iceland – are angling to overturn the moratorium on commercial whaling at the International Whaling Commission (IWC) meeting this May in Anchorage, Alaska.

The U.S. government has the power to stop them. But to do this, it's going to take the biggest crew ever – a crew of Whale Defenders from around the world, putting pressure on key decision-makers and taking action in all of our communities.

Become a Whale Defender – Sign up now at whales.greenpeace.org/us

You're invited to join me as part of our biggest crew ever by becoming a **Whale Defender**. Over the next three months, I'll be working with you so that together we can act to defend the whales. You'll have a chance to talk to Greenpeace campaigners on our ship, the 'Esperanza' while she is in the Southern Ocean, "meet" and discuss the campaign with other Whale Defenders online, and play a key role pressuring the whaling countries to hang up their harpoons for good!

Are you up for the task?

I'll give you everything you need to make a splash in your community. From making signs to taking pictures, from writing letters to calling Congress, there are lots of easy things that you and your fellow crew mates can do to make a difference. But even better, our new website provides an opportunity for you to design your own campaign to defend the whales, run it online and get other people from our web community to join you.

This is a brand new program – we've never done this before, but we've never faced such a serious threat to the ban on commercial whaling. To help you get your bearings, I'll be hosting an introductory conference call and training for all Whale Defenders. I hope you'll join me for that – we're going to need all hands on deck!

So sign up now, and I'll send you more information about what you can do during this crucial time for the whales.

For the Whales,

Beka Econompoulos

Greenpeace Online Organizer

3. WHALE DEFENDERS -- UPCOMING ACTIVITIES

The Whale Defenders Program will have 4 main activity pushes in the lead-up to May's International Whaling Commission meeting. You can participate in any or all of the activities, depending on your interests and availability – and you can suggest new ways for Whale Defenders across the country to participate in them too.

If you've signed up as a Whale Defender, you'll get an email with instructions and any necessary materials before each new activity push begins. We'll give you at least a week, usually more, so that you have time to complete each activity before the next one begins. You then let us know how your activities go, either by sending an email to whaledefenders@wdc.greenpeace.org, or uploading a photo, video or report at <http://whales.greenpeace.org/us>.

Be sure to check out the website and register to create a profile there. It's easy, and you'll get a chance to "meet" and chat with Greenpeace campaigners and other Whale Defenders across the country and around the world.

Here is a brief overview of the activities:

February 13 to February 18: Valentines Day Pictures

For the first activity, we'll ask you to download and print a sign that says "I love Japan, but whaling breaks my heart". Get your picture taken with a digital camera or make a video – if possible, outside of a Japanese garden, sushi restaurant, or some other obviously Japanese setting. If you have other ideas, post them on the site so other Whale Defenders can see them and use them. Then upload your picture or email it to us. We'll be sure they get seen and share them with our supporters in Japan.

February 19 to February 28: Letter Writing

In this next activity, you'll be asked to send letters to the Bush Administration, to demonstrate public support for the whales, and urge them to take action to defend the whales. We'll provide a sample letter and the appropriate target names and addresses. You can write letters yourself, ask a group to which you belong to write letters, or host a letter-writing party for family and friends.

March 1 to March 12: Outreach and Education

For this activity, you can download and print petitions and flyers, collect signatures, and distribute information to the public. Most people would be surprised to learn that almost 1000 whales are being hunted in the Southern Ocean Whale Sanctuary under the guise of 'science' and that the Fisheries Agency of Japan is currently winning the battle to resume commercial whaling at the International Whaling Commission.. This activity is an important way to get the word out and engage the public.

March 13 to April 28: Whale Day of Action

Earth Day falls near the end of April, and we could think of no better time for a National Day of Action to Save the Whales. At the end of April, communities across the country will coordinate local events to raise public awareness and take action to defend the whales. As a Whale Defender, you can play a role in making this day a success. Stay tuned for more information and the final date on this!

A recent poll shows that 95% of the Japanese people have never or rarely eat whale meat - which is why more than 5,000 tons is in cold storage, unsold and unwanted. And 69% of Japanese people do not support whaling on the high seas – which includes whaling in the Southern Ocean. The time has long since passed for commercial whaling to stop. No government is better placed to help bring it to an end than the U.S., and there is no better time for it do so than now. But we need your help to make it happen. So, thanks again for doing all that you can do during this crucial time for the whales!



Whalefacts

The International Whaling Commission

- This year, the International Whaling Commission (IWC) will meet in Anchorage, Alaska. It will be the 59th meeting in the organization's history.
- The IWC first met in 1949, and has met every year since. The Commission's Scientific Committee meets for two weeks, followed by a week of working groups, and then the main meeting. This year, the main meeting will take place from May 28-31.
- The original 15 members of the IWC were Argentina, Australia, Brazil, Canada, Denmark, France, Iceland, Mexico, the Netherlands, Norway, Panama, South Africa, the Soviet Union, the United Kingdom, and the United States. Japan joined in 1951.
- Beginning in 1979, IWC membership started to grow: 23 members in 1979, 41 by 1985. Today, there are more than 70 countries that are members of the IWC.

Early Failures

- The initial members were whaling nations. The goal of the IWC was to "provide for the proper development of whale stocks and thus make possible the orderly development of the whaling industry."
- However, in its early days, the Commission achieved neither, as one after another, remaining whale populations were hunted to near-extinction as member nations pursued their own narrow self-interests.
- As whale populations diminished, whaling became uneconomical, and one after another, the whaling nations hung up their harpoons.
- By the late 1960s and early 1970s, as environmental awareness increased, these former whaling countries began to push for whale conservation.

From Regulation of Whaling to Conservation of Whales

- In 1972, the United Nations Conference on the Human Environment, held in Stockholm, Sweden, passed a resolution by 52 votes to 0, calling for a ten-year moratorium on commercial whaling.
- Similar resolutions were introduced in the IWC in 1972, 1973, and 1974. But the proposal didn't receive the required three-quarters majority.
- Beginning in 1979, however, more and more countries joined the IWC which had never been involved in whaling but which were concerned for the future of the great whales. This influx of membership allowed the IWC to adopt a series of conservation measures.
- In 1979, the IWC banned the hunting of all whale species (except minke whales) by factory ships, and declared the entire Indian Ocean as a whale sanctuary.
- In 1982, the IWC adopted an indefinite global moratorium on commercial whaling. This moratorium was scheduled to take effect in the 1985/86 Antarctic whaling season.
- In 1994, the Commission declared the entire Southern Ocean to be a sanctuary for whales.

Loopholes, Evasions, and Threats

- Despite the moratorium, loopholes in the IWC convention allow commercial whaling to continue.
- Under IWC regulations, any member country may lodge an objection to an IWC decision within 90 days, and thus be exempt from that decision.
- **Norway** lodged an official objection to the moratorium in 1982, and is not bound by it. It continues to hunt minke whales in the North Atlantic.
- **Iceland** left the IWC in 1992 but rejoined in 2003 with a reservation to the moratorium. It began commercial whaling in 2006.
- **Japan** conducts commercial whaling in the Antarctic and North Pacific under a loophole in the IWC convention that allows countries to kill whales for “scientific research.” It began this “scientific whaling” in the Antarctic in 1987, and in the North Pacific in 1996. The IWC has repeatedly requested that Japan not conduct this “research,” but under IWC rules, Japan is free to ignore the IWC and set its own quotas. The meat from this “research whaling” is packaged and sold on the market.



5. How to write and place a letter to the editor

Letters to the editor appear on the editorial page, which is the most read section of the newspaper.

Letters, unlike press releases, should be opinionated rather than seeming balanced. Every letter to the editor should convey your campaign message, should be under 250 words and must include your name, address, and phone number. Your letter can be typed or hand written and is best sent via fax or email.

First, read your local paper! Anytime you see a story, editorial or op-ed on anything related to your issue you should submit a letter to the editor in response to it. ***Writing a letter that directly responds to something that was in the paper dramatically increases the chance that your letter will be published.***

Second, read your paper's letter to the editor policies. Very often your paper will tell you the best way to submit a letter, the email address or fax to which you should send it, and who they accept letters from. ***Most newspapers prefer letters that come from local residents and are on local issues.***

Third, write your letter! Make sure that your letter is under the word limit, that you make your point clearly in the first paragraph, that the first sentence is referring to something that was in the paper. Also be sure to include your name, your address, and how the paper can contact you to confirm that you wrote the letter.

Fourth, submit your letter. Email is best for dailies because a letter referring to an article four days ago may not be a fast enough response.

Fifth, follow up. Call them. The New York Times receives over 1,000 letters to the editor per day. ***If you don't call to pitch your letter and make sure that they received it you will likely never get printed.***

6. Sample Letter to the Editor

To the editor:

This May the International Whaling Commission (IWC) will be meeting on US soil for the first time in 18 years, when it convenes in Anchorage, Alaska. The meeting marks a vital opportunity for the Bush Administration to lead the international community and help bring commercial whaling to a close.

In 1982, in response to decades of over-hunting of whale populations, the IWC voted for an indefinite global moratorium on commercial whaling. Yet 25 years later commercial whaling continues and is even increasing.

Two countries—Iceland and Norway— have objected to the moratorium and now hunt whales in the North Atlantic. Japan hunts whales in the Antarctic and the North Pacific under the guise of “scientific research.” However, the whale meat is packaged for sale in restaurants and supermarkets in Japan, and even included in school lunch programs there. So the commercial nature of Japan’s whaling operation is undeniable.

Despite the claims of all three governments, there is little demand for whale meat in their countries. Greenpeace recently discovered that more than half of the total weight of the whales killed in last year’s Icelandic commercial catch of endangered fin whales was discarded in a public waste dump outside Reykjavik. The 2006 Norwegian whaling season was halted halfway through by the government because the whale meat market was saturated. And in Japan, more than 4,000 tons of whale meat sits in cold storage, unsold, unused, and unwanted. The Japanese Government has just ended its annual hunt in the Southern Ocean Whale Sanctuary because of an onboard fire that disabled its factory vessel. They did kill 505 minke whales and 3 endangered fin whales (their target was 935 minke whales and 10 endangered fin whales this whaling season).

Contrary to the whalers’ claims, the great majority of whale populations remain depleted, some almost to the point of extinction. And now whales must also contend with the additional threats facing the world’s oceans, including industrial fisheries, toxic pollution, ocean noise pollution and climate change.

The United States alone can exert diplomatic pressure on all three governments to bring this outdated industry to an end.

There is no place for commercial whaling in the 21st century. The Bush Administration must act now to finally bring it to an end.

Respectfully,

7. Sample Letter to the Bush Administration:

Here is a sample letter that you can hand-write and mail in separate envelopes to the Secretary of State, the Secretary of Commerce, and President Bush. We encourage you to put this in your own words.

Our plan is to send hundreds of letters from across the country, to demonstrate support for U.S. action to save the whales. Can you think of anyone else you could get to write a letter? Your family members or friends? A group you belong to? Maybe you could hold a letter-writing party, or set up a table with extra pens, paper, and envelopes at an event? Be creative!

SAMPLE LETTER

The Hon. Condoleezza Rice, Secretary of State
U.S. Department of State
2201 C Street NW
Washington, DC 20520

The Hon. Carlos Gutierrez, Secretary of Commerce
US Department of Commerce
1401 Constitution Avenue, NW
Washington, DC 20230

President George W. Bush
The White House
1600 Pennsylvania Avenue, NW
Washington D.C. 20500

Dear Madam Secretary/ Mr. Secretary/ Mr. President,

For more than three decades, the United States led international efforts to protect the world's whales from commercial whaling. This led to the commercial whaling moratorium of 1986, which was both a victory for whale conservation and a milestone for U.S. environmental diplomacy. But the U.S. government seems to have forgotten about the whales and the huge amount of support that there is for whale conservation among the American public.

Since 1986, more than 25,000 whales have been killed. Of these, 9,220 whales were killed under the guise of 'scientific research' by the Fisheries Agency of Japan's 'scientific' whaling fleet, including nearly 8000 whales within the Southern Ocean Whale Sanctuary. Before the IWC convenes on U.S. soil in May of this year, the same fleet plans to kill another 1325 whales in the Southern and North Pacific Oceans, including endangered fin and sperm whales. A growing number of whales are also being killed commercially by Norway and Iceland.

The whales clearly need the U.S.

In May this year, the IWC will take place on U.S. soil. Please stand up and lead the way in defending the whales so that whale hunting for commercial purposes under whatever guise is stopped, calm returns to the Southern Ocean Whale Sanctuary, and the government of the United States can stand up with its citizens for the whales and the oceans that give them life.

Sincerely,

8. How to Petition

Petitioning is crucial for any campaign because it allows you to demonstrate broad support for an issue, create an organizational and campaign identity, identify and train volunteers, pressure a target (petition outside a Congressional office, corporate headquarters or university administration building), gain public and media attention and sometime fundraise.

Basic Tips

Petition everyone, be friendly and use a short pitch. Something like, "Have you signed our petition to save the whales?" You can follow up with "The ban on commercial whaling is under attack, and Greenpeace is working to make sure that whales will be protected across the oceans." As you petition, make sure each person understands the basic facts and principles behind the campaign. Answer their questions concisely (this is not a time for lengthy debates or conversations!). Be sure to get complete contact information. If you have a table (a.k.a. tabling), always stand in front of the table (there's no sitting in tabling); rather, use the table for visibility, spare materials, and to attract attention. An ironing board works well as a table, and you'll probably want paperweights or rocks to keep your flyers from blowing away. Be creative!

Step One: Develop goals and a timeline. An average petitioner can get 15-20 signatures per hour. An above-average petitioner can get around 35 signatures per hour.

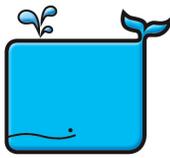
Step Two: Develop your petition strategy. Determine a high-flow area of foot traffic (e.g. busy street corners, public squares) and the time when the most amount of people will be out (e.g. during lunchtime or right after work).

Step Three: If you're petitioning with friends or volunteers, give them a little training. Give a demonstration and practice the pitch together a few times.

Step Four: Prepare your materials. You can make clipboards out of 8 1/2 x 11" sheets of cardboard, place your petitions on the board, and wrap it all together at the top and bottom with rubber bands. Be sure to bring extra pens, and fact sheets to give to people who want more information.

Step Five: Have fun! Don't get discouraged by the people who keep walking – people are busy and you've done the same yourself! But if you're friendly and you smile and make eye contact and deliver your pitch, the odds are that you'll be able to find a lot of people who are willing to take the time to stop and sign.

Step Six: Please mail your completed petitions to the Greenpeace office c/o Karen Sack at 702 H Street, NW, Washington D.C. 20001. While you're out there collecting signatures, don't forget that you are one of many others across the country who are doing the same thing. Together, our petition signatures add up, and Greenpeace will deliver them all en masse to the Bush Administration in the White House.



Defending the Whales
whales.greenpeace.org/us

Dear Mr. President,

For more than three decades, the United States led international efforts to save whales by adopting a moratorium on commercial whaling. The moratorium's implementation in 1986 was both a victory for whale conservation and a milestone for U.S. environmental diplomacy. But the U.S. government seems to have forgotten about the whales and the huge amount of support that there is for whale conservation among the American public. As a citizen and voter, I ask that your Administration use all the diplomatic means at its disposal to defend and secure the international moratorium on commercial whaling and immediately stop all whaling in the Southern Ocean Whale Sanctuary.

Sincerely,

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

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Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Please return completed petitions to:
Greenpeace USA – Grassroots Department
702 H Street, NW, Suite 300
Washington D.C. 20001

