

the voicebox

"Dear TAVM:
I loved the little bit of humor
you used in your postcard
explanation—makes me feel
you all are really 'one of us'
and not some 'big shot'
publication who may forget
who we 'little people' are!"

—S.C. Roman
Williamsport, PA

Dear S.C.:
Well ... thanks! We certainly
feel like one of yours. However,
you make US feel like a lot
when you say YOU ALL.
There are only two of us!
Thanks for the compliment!
—TAVM



Laura
Moretti

You people are unbelievable! Whenever things don't go according to plan here (and they often don't!), we get a little nervous. See, we're doing our best. But it takes most publications (if not ALL publications) more than just two people to produce, so we tend to have little problems (which often aren't our fault!) and then we get nervous because we don't know how to explain them to our subscribers. Take, for example, our latest accident: Some batches of magazines went into the mail without enough glue on the labels ... sooooo ... many of them fell off ... aaaannnnndd ... some of you didn't get your magazine. But we had to let ALL of you know because we didn't know who did and who didn't get a magazine.

So we mailed all of you a postcard, figuring those who did get their magazine would find it very funny and those who didn't wouldn't find it funny at all.

But you people, we say again, are unbelievable.

Allow us to share some comments from subscribers: "The voice is the most valuable resource I have. I enclose a donation to help defray costs of mailing again. Congratulations, by the way, on maintaining your dignity and integrity of the magazine during the recent changes."—Sheri Martinez, Director, Wasatch Humane; "I DID receive a copy of the issue and it looks great!"—P. Schuler, Maryland Line, MD; "Hopefully, all your 'lost' issues will end up in the hands of people who will become new subscribers with a new awareness of animal rights."—Jeannette Albrow, Walnut Creek, CA; "Enclosed is a \$20 donation. Use as you wish (you might buy some glue—just kidding!)"—Karon Hudson, Reseda, CA; "What a shame to lose all those magazines, but maybe more eyes were opened wherever they ended up."—Karen Bartholomew, Cleveland Hgts., OH; "I find your magazine the most talked about magazine in my reception room. Since I paid for a two-year subscription, I definitely don't want to miss any issue! Thank you for educating me and my patients."—Dr. Richard C. Hodshire, Granite City, IL; "I hope you can 'sue the glue'!"—Claudine M. Erlandson, Seattle, WA.

Oh, yes, some of our subscribers—maybe two—did complain about not having received their issue; they went on to say things like, "What kind of an organization are you running anyway? With all those people on staff, you ought to have a smoother operation!" Well ... maybe that's a back-handed compliment after all. "With all those people on staff" makes us feel good because we've only got two people on staff! And here they are, pictured below. That's Jeri, our publisher, on the left, and Laura, our editor, on the right. The Dynamic Duo! Or, more accurately, two people on the verge of a nervous breakdown. But with a little help from our volunteers—Jack Carone, Carlin Ritter and Michele Charboneau—we've put out yet another issue!

We got a ton of mail over the "glue fiasco" and wish we could print everyone's good wishes here but there isn't enough room. "Anxiously waiting" and "can't wait to see it" were the most common phrases, along with "TAVM is great" and "keep up the good work!"—all of which warms our hearts and adds fuel to our fire.

We're very excited about our next issue already, which will focus on animal rescue and rehabilitation, and have a special celebration of the existing animal sanctuaries. If you know of any animal sanctuaries in your area, like The Wild Horse Sanctuary, Primarily Primates or Pat Derby's Performing Animal Welfare Society, which runs a sanctuary, please notify us. Also, if you are aware of any animal rescue teams or wildlife rehabilitation centers in your area, please send those along, too.

After all the good news we've reported above, it's unfortunate that we have to end on a sad note, but truth is not always timely. The England-based anti-fur organization, LYNX-UK, operated almost exclusively by its founder Mark Glover, lost its libel lawsuit against the fur trade and was fined a quarter of a million pounds (about half a million dollars) and is being forced to liquidate. Over the years, as you've read articles or seen programs about the demise of the fur industry, you can rest assured it began when LYNX was formed and went on the offensive. Without the support of the animal rights movement itself, it is going under. You may read about it in our news section, beginning on page 33. In the meantime, here's to hoping we do better for animals in the coming year!