

THE BLACK BOOK **crisis and communications manual**

3RD EDITION

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north carolina association for biomedical research

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SAMPLE MATERIALS AND INFORMATION, WHICH CONTRIBUTED TO THE DEVELOPMENT OF THIS MANUAL:

NEW JERSEY ASSOCIATION FOR BIOMEDICAL RESEARCH
MASSACHUSETTS SOCIETY FOR MEDICAL RESEARCH
AMERICANS FOR MEDICAL PROGRESS
FOUNDATION FOR BIOMEDICAL RESEARCH
NATIONAL ASSOCIATION FOR BIOMEDICAL RESEARCH

Introduction

Radical activism is intensifying against research and research-related organizations. Extremist groups opposed to animal research, biotechnology and other scientific advances perpetrate this activism. Targets include institutions and individuals and can take the form of demonstrations, protests, personal and organization-wide harassment, and infiltration of facilities. Activism also can include intimidation in the form of vandalism, arson and death threats. The FBI monitors animal rights activists and, as of 2005, listed the Animal Liberation Front and the Earth Liberation Front as the nation's leading domestic terrorist groups. In 2009, the FBI added Daniel Andreas San Diego, an animal rights activist wanted for the 2003 bombings of two corporate offices, to its "Most Wanted" list. It is the first time a domestic terrorist has appeared on the list.

For its members only, the North Carolina Association for Biomedical Research (NCABR) provides a range of consulting services for risk reduction, crisis management planning and damage control response, including internal and external communication strategies. Among those NCABR has assisted are management and staff at multinational pharmaceutical corporations, biotech companies, CROs, international financial institutions, academic medical centers, small university campuses, federal agencies, voluntary health organizations and professional societies.

NCABR member support has included:

- Advice on media relations
- Assessment of vulnerabilities and risks
- Development of incident reduction and response strategy
- Support for individual researchers being targeted
- Presentation of employee education and communications training
- Distribution of crisis planning and communications materials
- Instant statewide access to communications networks among key public information, security and veterinary contacts at NCABR member institutions
- Guidance in presenting to legislative bodies about animal research
- Ongoing support related to animal research through media, legislative and regulatory updates, alerts and calls for action