

Engaging and Informing the Public

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Research in the Headlines



In rats, advances in combating paralysis

The New York Times

For the Brain, Remembering Is Like Reliving

Vs.



Leading Alzheimer's researcher: Animal experiments will not help humans

NEW YORK POST

Dogs Killed In Gruesome Viagra Tests

Understanding Your Communications Challenges

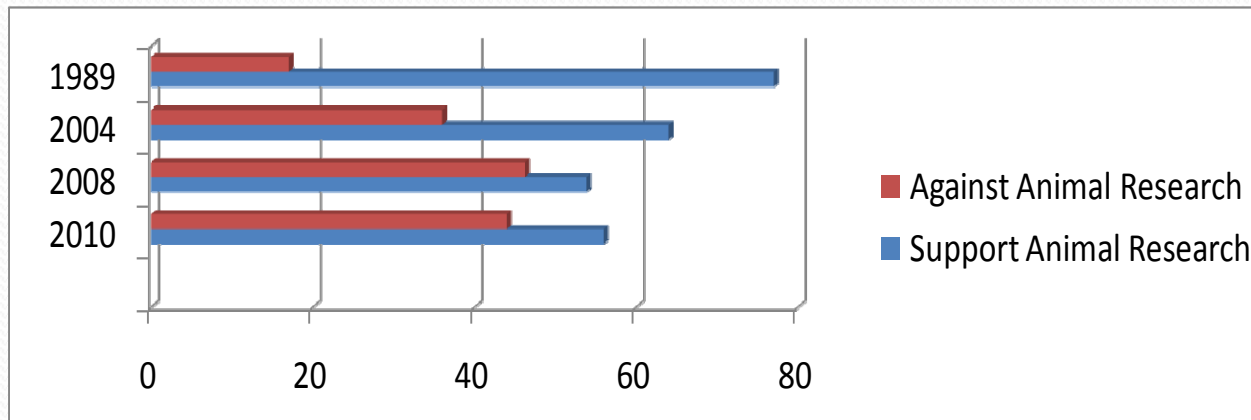


Public Opinion - USA

Public Support Hovering
at 53-54%

- Men - 62.1% support
- **Women** - 44.6% support

- 18-29 year olds - 46.6% support
- 30-49 year olds - 50.7% support
- 50-64 year olds - 58.3% support
- 65 and over - 59.1% support



Increased Use of Social Media



The screenshot shows a website with a dark, textured background. At the top, the title "Negotiation is Over" is displayed in a serif font, with a lit candle icon replacing the letter "i". Below the title is a navigation menu with links for "Pages", "Topics", "Authors", "Recent Articles", and "User". A search bar is located below the navigation menu. The main content area features a red heading: "Special thanks to our comrades embedded in enemy camps". Below this, it says "Posted by [Negotiation Is Over](#) on July 12, 2011". The central focus is a green-bordered flyer with the following text:

**STUDENTS
EARN EASY MONEY!!!**

Negotiation is Over would like to pay you
\$100 cash
for information about each biomed
student who is learning to experiment on
animals in your university.

Provide us with the following,
you can quit your part time job:

- ◊ name of vivisection student
- ◊ picture of student
- ◊ address, phone and any other contact info
- ◊ pictures and/or summary of animal experiments in which student is involved

To share your reward, please contact us via our site contact:
NIO at (850) 388-4182
or our list to us at contact@negotiationisover.com

Simply click this image for printable flyers that may be distributed at your university

by [NIO Florida](#)

Thank you to all students/faculty members that have forwarded to us the "warnings," "procedures," and "alerts" being issued in your universities to deal with activist "threats" thus far especially want notes from the private faculty meetings that have been scheduled.

Changing Public Perceptions



RESEARCH SAVES

