

Sorry for the delay in responding...stupid FB. New algorithms don't always let me see when someone has responded.

I thank you for the updates. Annual summary reports like this are valuable in getting a snapshot of the current situation and the efforts being made by an organization.

A quick note on the airport. I have seen numerous articles about how it will be an, "International Airport where people can fly directly in rather than into Kilimanjaro and then drive to the Serengeti". This leads one to believe it will be much more than a simple gravel runway and customs office. You may want to look further into that.

Along those same lines, a tactic to use to fight the airport would be the effect of tourism on other key parks. Currently, to get to the Serengeti, you have to travel by Tarangire, Manyara, and Ngorogoro. It is extremely popular for people to add side trips to these places as part of their Serengeti package and tour operators often push these options based on them being "on the way". I do not know what the statistics are, but I know the people and clients I deal with, usually end up doing this and if they could just fly right into the Serengeti, the chances are they wouldn't. So a hit to other parks should be a major factor in considering the airport.

As for your strategies. It sounds like you are making a 'reasonable' effort. You ask what I would do? Strategies I would consider are the following:

- Organize and join tour operators in opposing. Not singular companies on their own or their word to you. A joint petition signed from tour operators to the TZ Govt. The petition would state that any highway, railway, mining operation, or airport that threatens the area's wildlife could threaten tourists coming to the region and if such a hit were to occur, tour operators may have to look at taking their business to other more productful regions like Kenya and South Africa (putting the threat to go to a competing country is always a very strong tactic).

- Using the above petition, do an evaluation of how many tour operators there are compared to how many signed. Being able to say that, "80% of tour operators oppose this" is a very strong statement.

- Do NOT ever push for a public vote. Not saying you are, just giving you another strategy. It could backfire and there could be more support for these than thought. An in-favor vote would be devastating to the cause.

- Push for more out-of-the-box media statements and actions. Now I'm not saying do anything violent or similar, I'm just using the following as an example: for years people have been opposing whaling in Japan, Antarctic, and other places. But it wasn't until some ships started ramming each other did it make International headlines. Find a way to do something so out of the normal, that it makes international headlines. Some ideas offhand...organize a celebrity hand circle, where a number of celebrities join together with hundreds (thousands if possible) in the Serengeti to hold hands in protest of over-development. Hold a fund-raising marathon through the area in protest. Precision burn a giant "Stop the Serengeti Highway" in the fields where the highway is supposed to go through. Organize a 1 day tourism strike where tour operators do not take people out on safari and hundreds join hands to block roads to show the effects financially of tourism. You should get the idea. Something that dramatically gets the world's attention.

-Use your followers to follow the TZ Govt and organize protests everywhere they go, regardless of country.

-Use the threat of international tourism boycott on the country. Boycotts, even just the threat of one, have been just as effective in many issues across the world. In the U.S., boycotts were effective when petitions, labor strikes, and even lawsuits were not. Boycotts affect many people, but sometimes just a legitimate threat of one is enough to turn the tide. Boycotts are a last resort, but when the end goal is clear and it's a matter of win or lose, it absolutely should be a tactic used.

-Fund/pursue lawsuits in multiple countries. When it's clear that a lawsuit within a country on an international issue is not being effective, then international lawsuits are definitely a way to gain attention, whether they win or lose. If international lawsuits weren't a viable option, Japan wouldn't have filed lawsuits against Sea Shepherd in 4 other countries, including the U.S.

-Push UNESCO for a hardline ultimatum that if TZ does affect any current sites to any negative impact, they will pull World Heritage designation. Push for even getting them to do a public condemnation. Use strategy and tactics against UNESCO as well. Push that they will lose the power of their designations if they don't do these things.

-Focus on attacking the TZ Govt as a corrupt organization. Publicize ALL their deficiencies and give them the worry that the public may not want them in power at all any more, over many things going on in the country, not just the highway. Publicize all their lies on everything going on in the country (which I know you are already doing on the highway, mining, etc, but I'm talking about everything). Start creating the image to the people and the world that the Govt is not a viable or legitimate Govt in general.

-Put increased pressure on other influencing countries, like the U.S. Vie all these tactics against these countries as well. Publicize the double-standard of how these countries talk about environmental protection and climate change, but won't address the threats to one of the world's greatest environments.

-As much as your STEP program is great, it's probably not going to make a big difference when it's needed, which is right now. It's already been proven time and again that although these programs are great for kids, it doesn't affect the money behind the projects. I would continue the STEP program, but don't consider it a majorly viable tactic against these large scale, multi-nation efforts that are happening within the next 3-5 years.

-I would release a full summary report to the members. You must keep members up to date and involved. Just like every other organization out there, probably well over 2/3rds of your members are interested in supporting you, but will not spend the time you think they will on following each issue ongoing. Put together an "Annual Report" that in 1 page or less, summarizes all the issues, their current status, and the actions you are taking. Be detailed enough to give members a clear picture, but not too detailed to lose them. Think, "basic details". With these issues being time-sensitive, I would consider 2 reports per year, 1 every 6 months.

I could come up with more, but don't have the time right now. Hopefully this answers your question as to what tactics I would use, and gives you some ideas to work off of.