


Ecologue

Communication and the Environment

Fall 1997, Volume 7 (2)



COCE '97!

Communication Conference a Success

The gathering in Syracuse went very well. Between outstanding guest presenters, excursions on the lake, a bevy of interesting and stimulating panels, and fine hospitality, the 1997 COCE, held July 26-29 outside Syracuse, New York, was wonderful and memorable. For many of us, it afforded the opportunity to discuss our ideas, to react to other people's ideas, and to simply talk with other people with similar interests in a beautiful and informal setting. The Conference was well organized, with attention paid to the right details, and the Thornfield Conference Center, nicely set on Lake Cazenovia, was exceptionally hospitable.

Ten of us took advantage of the preconference offerings to tour the Vanderbilt "Great Camp" Sagamore in the Adirondacks. The van ride gave us plenty of time to get acquainted, and we were more than pleasantly surprised at the depth and relevance of our tour, led by cultural historian Michael Wilson, one of the special presenters at the Conference. The Great Camp remains a prototypical illustration of the tension between human motivations and natural systems as played out in the social construction of hierarchy and class exploitation, and Michael's depth of knowledge and ease of expression were noteworthy. Returning to the excellent food and hospitality of the Thornfield Conference Center, the Conference officially began with the opening reception. Congregating outside with a view of the lake and the conference grounds, friends renewed acquaintances, talked old times, and met new friends in anticipation of an informal yet stimulating Conference.

We were welcomed by Sue Senecah, the Conference Director, who gave us an interesting insight into "where we are."

Grounding us in the historical proximity of Seneca Falls and key aspects of the women's suffrage movement, and in the widespread Native American traditions and cultures of New York, Sue also located us in reference to several environmental problems and challenges in the area.

The keynote address was delivered by F. Henry Lickers, the Director of the Mohawk Council of Akwesasne Department of the Environment, a member of the Turtle Clan of the Seneca Nation. His natural humor and lively intelligence set a nice tone for the Conference. Weaving stories of his clan and nation with insights into Naturalized Knowledge Systems, he managed to convey both a larger sense of environmental communication and an intellectual challenge in learning from specific and contextual frames of reference.

After the keynote, a well-sated group was privy to a program of "Highlight on Spots," led by Star Muir, who showed several short video segments. From the teary-eyed Native American spot to Greenpeace on VH-1 to international clips to animation to industry PR, the audience alternately laughed, groaned and discussed the different communication environments and strategies.

At breakfast the next morning, there was a breakout session led by Susan Gilbertz that attempted to start answering the question, "what is environmental communication?" This session continued somewhat through the Conference, and provided some stimulating discussion for participants.

Brian Patterson, of the Men's Council of the Bear Clan, welcomed us to the Ancestral Lands of the Oneida

Nation. His narrative style was evocative of the culture and traditions of the area, and he was accompanied at the Conference by Marilyn John, a Bear Clan Mother.

The Conference panels were of exceptionally high quality. Covering topics of Environment and Culture, Communication of Risk, Jobs in Environmental Communication, Mediating Environmental Conflict, Building Environmental Communities, Media Cases and Content, Transcendent Perspectives, Other Voices, and Environmental Stakeholders, among others, panelists stimulated considerable discussion, agreement, and rejoinder. Abstracts are available at the COCE webpage.

That afternoon, for an hour and a half, the Conference was treated to an amazing multi-media display. Branda Miller, of the Rensselaer Polytechnic Institute, gave a demonstration of her new

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**NCA Convention
Schedule inside**

**COCE '95
Proceedings
available**

**NCA '98 Call for
Papers!**

Conference Success,

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CD-ROM, *Witness to the Future*, the first CD-ROM to include a full-text searchable version of *Silent Spring*. This teaching tool amazed us all, especially in setting up learning experiences for students and in conveying the power of individual experience through her many interviews with residents in environmentally devastated areas.

To obtain more information about or order *Witness to the Future* CD-ROMs or videotapes, contact Branda Miller, Interactive Electronic Arts, Rensselaer Polytechnic Institute, Troy, NY.
www.witnesstothefuture.com
(518) 276-4783 (o)
brandamiller@rpi.edu

After a fine barbeque dinner, held outside in the twilight by the lake, Michael Wilson presented a slideshow/lecture on some problems of public policy and rhetorical wilderness in cultural landscapes. As Associate Director of the Sagamore Institute, and a fundraiser for the Great Camp preservation project, Michael drew on long years of experience in the area and in the wilderness to visually and textually construct some of the dilemmas of public policy in environmental preservation.

Following Michael on the program was Dan Berggren, a talented writer, singer, collector and teacher of folk music. The themes of nature and development, and some of the history of the area are interwoven in his songs. Long into the night Dan entertained us with his wit and presence, and capped off a fine day at the conference.

To obtain more information or order Music CDs from Dan Berggren, Department of Communication, SUNY Fredonia, contact him at:
www.wnywebship.com/berggren/danberg1.htm
(716) 673-3260 (o)
(716) 673-3414 (fax)
berggren@fredonia.edu

Jack Manno, Executive Director of the Great Lakes Research Consortium, and author on the subject of advocacy in global environmental politics, lead the group in an "earth blessing" before the noon meal (see the blessing on page 4).

Dinner Monday night was on a cruise ship on Skaneateles Lake. We bussed to the ship and embarked on a beautiful cruise down the finger lake. Dinner was excellent, and the company was interesting, too. There was a poetry reading on board, featuring Pat Lawler, Director of the Writing Project, Janine DeBaise, a teacher of writing and literature, and Kendall Watkins, a graduate student, all from the State University of New York College of Environmental Science and Forestry. The cruise seemed to serve as a capstone of our social experience over the weekend, and we all enjoyed the meal and the excursion.

The Conference was a huge success in large part due to the efforts of Sue Senecah. Her tireless oversight and caring involvement made the difference. Thanks also go to the Conference steering committee—James Cantrill, Tarla Rai Peterson, Richard Smardon, and Bruce Weaver—and to her Department and the graduate students, particularly Kendall Watkins and Cliff Roth, at SUNY ESF. The hallmark of a good conference is whether you look forward to the next one, and all of us left looking forward to attending COCE '99 in Arizona.

COCE '97 Proceedings

All Conference participants will receive a free copy of the Proceedings. Any changes in addresses please contact Sue Senecah at (315) 470-6570 or ssenecah@mailbox.syr.edu.

Anyone who didn't attend the Conference may purchase a copy of the Proceedings, which will be available for \$20 plus \$4.00 Shipping and Handling.

COCE '97 Proceedings should be out by the end of 1997.

Wishing for a Back Copy?

Anyone who wishes a copy of *The Conference on the Discourse of Environmental Advocacy*, ed. Chris Oravec and James Cantrill (the first COCE conference) held in 1991 at Alta, Utah, should send a check for \$20 to The University of Utah Humanities Center, 201 Carlson Hall, University of Utah, Salt Lake City UT 84112. Include a note specifying the title.

Get Ready for COCE '99!

Already the ideas are flowing for the next Conference on Communication and the Environment, which will be held in Flagstaff, Arizona. Hosted by Brant Short and Lea Parker at Northern Arizona University, COCE '99 promises to be an exciting and interesting experience. While many of the COCE '97 participants liked that there were no concurrent sessions, several suggestions have been made for the inclusion of different types of programs (a teaching workshop, practitioners insight into constructing environmental messages, etc.). Please call/e-mail them with suggestions and with organizational newsletters, agency offices, businesses and electronic forums to include in a mailing list for the announcement and call for papers. If you have comments or suggestions, feel free to post them to the COCE-L or send them to this address:

*School of Communication
Northern Arizona University
BOX 5619
Flagstaff, AZ 86011-5619
shorc@fs.isu.edu
Lea.Parker@nau.edu
(520) 523-2232 (o)*

COCE '95 Proceedings Now Available!

Get the Proceedings of the Chattanooga Conference, with a variety of perspectives on Environmental Communication, including sections on Historical Roots of Environmental Discourse, Public Land & Public Discourse, Environmental Literature and Rhetoric, Communicating Risks to the Public, Communication and Social Conflict, Changing Attitudes and Behavior, and Media Coverage of Environmental Issues, among others.

The cost of the Proceedings is \$20 plus UPS Shipping and Handling. MC/VISA/AMEX/DISCOVER. To order, call or write the University of Tennessee at Chattanooga Bookstore:

(423) 755-4107
UTC Bookstore
Barnes and Noble #430
615 McCallie Avenue
Chattanooga, TN 37403-2598

Environmental Communication Commission Programs National Communication Association Convention November 19-23, 1997 Chicago, IL

Friday, November 21

2145, 8:30-9:45, Conf Room 4H
**Apocalypse Not? Perspectives and
Discussion of Environmental Rhetorical
Choices for New Millennium** (Frederick
K. Goshorn, Star A. Muir (C), John W.
Delicath).

24135, 1:00-2:15, Cont. Ballroom B
Mediated Meteorologists (Michael E.
Nitz, Sharon E. Jarvis).

2445, 1:00-2:15, Conf Room 4H
**Constructing Arenas for Environmental
Discourse** (Mark Meister (C), Cornelius
B. Tyson, Victoria O'Donnell, Gene
Burd).

2545, 2:30-3:45, Conf Room 4H
**The Promise and Prospect of Environ-
mental Criticism: Three Case Studies**
(Jennifer J. Duffield (C), David Henry,
Mark P. Moore, Stephen P. Depoe & Mark
A. Jorgensen, Tarla R. Peterson (R))

2645, 4:00-5:15, Conf Room 4H
**Brown vs. Green and All Shades in
Between: The Multi-Faceted Dimen-
sions of Environmental Conflict**
(Michael L. Spangle (C), Judith E.
Hendry, Frederick K. Goshorn, Patricia
Paystrup, Jon M. Smith, Dennis Jaehne
(R)).

2745, 5:30-6:45, Conf Room 4H
**Where Have We Come and Where Do
We Go From Here? Environmental
Communication as a Research Focus**
(Judith E. Hendry (C), J. Robert Cox,
Susan L. Senecah, Star A. Muir, James G.
Cantrill, Tarla R. Peterson, Connie A.
Bullis).

Saturday, November 22

3148, 8:30-9:45, Conf Room 4K
**Top Three Papers in Environmental
Communication** (James G. Cantrill (C),
Roy V. Wood, Lincoln J. Houde, Terence
P. Check, Susan L. Senecah (R)).

3248, 10:00-11:15, Conf Room 4K
**Environmental Communication Com-
mission Business Meeting.**

REMEMBER!

Please check affiliation with the
Environmental Communication
Commission when you renew your
NCA membership.

Sunday, November 23

3327, 11:30-12:45, Williford B
**Strategic Dimensions of Environmental
Discourse** (Jeffrey T. Bile (C), R. Daniel
Maher, Lea J. Parker, Ann D. Jabro,
Jennifer A. Peebles)

3427, 1:00-2:15, Williford B
**"The Rising Tyranny of Ecology":
Exploring the Dark Side of Environmen-
tal Discourse in the Age of Ecology**
(Gregg B. Walker (C/R), Terence P. Check,
Kirk W. Junker, Peter K. Bsumek).

**Find out more about NCA panels
and the Convention in Chicago:**

 www.scassn.org
www.chicago.il.org
(703) 750-0533 (NCA)

NCA Meeting News

★ Don't forget the ★
**Environmental Communication
Commission Business Meeting**

Saturday, November 22nd
10:00-11:15 am
Conference Room 4K

Officers to Continue Until Bylaws are Set

The nominating committee has recommended the current slate be encouraged to continue for an additional year pending the adoption of bylaws, to ensure the continuity of our start up. The nominating committee recognizes and commends the excellent work all of our officers have done in getting us up and running to this point, and in putting a diverse program in place for the annual meeting. Preliminary bylaws will be available at the meeting to begin codifying Commission procedures.

Dennis Jaehne, Connie Bullis,
Gregg Walker

NCA 1998 Call for Papers

The National Communication Association 1998 Convention will be held November 21-24 in New York City. The Convention theme is "The Dawning of a New Century: Lessons Learned, New Visions."

The Environmental Communication Commission invites submissions for both a) competitively selected papers and b) thematic panels reflecting the link between communication practices and environmental affairs. Submitted papers should include a separate title page, short abstract, and full identification of author(s). Since papers will be juried, manuscripts should be free of references to the author(s). Debut papers and those authored solely by students should be marked as such. Proposals for thematic panels should provide a) a rationale for the program, b) full identification of all participants, and c) abstracts for each presentation. **Five copies of all papers and proposals must be received by February 1, 1998.** Send to:

Judith E. Hendry
5 Camino Canon
Placitas, NM 87043-9113



Electronic Connections

These sources turned up in a brief search of the Internet. Check them out!

Conference on Communication and the Environment Listserv

An informative listserv with updates on the Conference, job openings, environmental communication issues. To subscribe send this message, *subscribe COCE-L yourlastname yourfirstname*, to listserv@yorku.ca [i.e. subscribe COCE-L Carson Rachel]

Conference on Communication and the Environment Homepage

Resources and updates on the Conference and on environmental communication generally.
<http://www.yorku.ca/academics/meisner/coce/>

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Earth Blessing



May earth's song reach us in our deepest and wildest places.

May it be heard as we move upon her, as we partake of her sustenance, as we nestle in her waters and grasses.

May we hear the voices of the stones, the winds and waters, creatures and plants, above the human chatter, softly but not silently, so we can heed them when we must.

May all those who try to conquer earth's powers learn instead from compost and humus and take from them humility, knowing any force conquered is lost forever to the conquerer.

May compassion wrack the polluter's heart, so stunned by earth's gifts their poisons cannot be released.

At long last, may earth's protectors throw grand parties where victory is declared in a mighty sigh of relief.

May this exhalation resound in ocean depths, reverberate in humpback flesh and please all the watery souls.

May whales and wolves rejoice with weird shouts that all is well.

May we have a world's celebration where everyone stays put, our roots seeking amusements together deep in the earth, our branches entwined in the winds.

May our grandchildren's grandchildren share legends of when we brought about the end of the time of arrogance and waste.

May they toss stones from shores, hearing our names echo in the ripples.

So May it Be.

The North American Interdisciplinary Conference on Environment and Community

February 19-21, 1998

Hosted by the Center for Environmental Arts and Humanities at the University of Nevada, Reno. A gathering of scholars (representing such fields as biology, economics, geology, history, literary studies, philosophy, and psychology), artists, natural resource managers, ranchers, rural dwellers and city dwellers, government officials, and recreational wilderness users. We hope to include participants from across the United States and are actively seeking speakers from Canada and Mexico; international participants from other parts of the world are welcome, too.

FEATURING: David Abram, Keith Basso, Sam Bingham, Daniel Botkin, Michael P. Cohen, Suzi Gablik, Robert Haas, Barry Lopez, Carolyn Merchant, Pattiann Rogers, Hal K. Rothman, Sharman Apt Russell, Rebecca Solnit, Judy Temple (as Mary Austin), Kaylynn Two Trees, Patrick Zentz, and other distinguished speakers. (Not all of these speakers have been confirmed for the conference as of July 1997)

We invite submissions of abstracts, completed papers (fifteen-minute reading time), suggestions for roundtable discussion sessions, workshops, and traditional paper panels. Please direct inquiries and submissions by 1 December 1997 to:

*Professor Scott Slovic, Director
Center for Environmental Arts and
Humanities
University of Nevada, Reno
Reno NV 89557
Phone: 702-784-8015
Fax: 702-784-6266
E-mail: slovic@unr.edu*

POSSIBLE TOPICS: environmental activism in developing nations; environment and the visual arts; indigenous cultures and natural resources; art, literature, and community-building; sense of place; sense of time; living off the land; urban nature; Deep Ecology; Wise Use; government and community cooperation; ecocriticism; tourism.

Earth Blessing, read at the 1997 COCE by Jack Manno, is available as a postcard, a card, or a poster. The postcard is 12/\$5.95, the card, blank inside, is 12/\$11.95, and the poster, 12 X 23.5 with text and images, is \$14.00. S & H extra. Call Syracuse Cultural Workers, Box 6367 Syracuse, NY 13217: (315) 474-1132, (315) 475-1277 (fax). VC/MC accepted. For 150 multicultural posters; Solstice, Christmas, Chanukah, Kwanzaa cards, the Peace Calendar; Women Artists Datebook; buttons and more, send \$1 to receive color catalogue.

Working Through Teaching Environmental Communication

From a working session at COCE '97.

Identifiable Issues and Problems

- Emphasis on environmental problems, rather than communication per se.
- Student apathy about environmental issues.
- Coordinating interdisciplinary aspects of teaching environmental communication; overcoming segregation of different areas of knowledge.
Including environmental education into other courses, cross-curriculum.
- Administrative barriers, including awareness of environmental communication and willingness to accept interdisciplinary coursework
- Balancing training and practical application with broad-based knowledge and abstract theory

Broader Teaching Framework of Taught Courses

- A broader thematic separation with lots of guest speakers and group campaign. Broken down into Movement Background, Rhetoric/Language, Media, Power.
- Development of a Strategic Communication Model with guests in each area and a campaign development assignment. Structured into Profit, Non-Profit, Public.
- Some theories of communication with focus on practical applications. Students construct overheads, factsheets, brochures, Public Service Advertisements, audio and video announcements, press releases, etc.
- 3 course structure: 1) Risk Communication, Public Relations, Conflict Resolution; 2) Media (audience, magazines); 3) Writing.
- Human construction of Nature, focuses on environmental discourse of local area (Utah), guests.

Useful Exercises and Assignments

- Have examples of student work from previous semesters (get permission forms).
- Interview assignment with a case study writeup.
- Videotape presentations.
- Use debates to focus discussion on claims and supporting evidence in environmental controversies.
- Use conflict simulations, role-play to identify strengths and weaknesses of different approaches.
- Issue development--get information from different groups (pro and con) on particular issues, students tap into different information sources.
- Watch a media event, write a news story.
- Write a critical assessment of three internet environmental sources of information.
- Develop case studies by looking at the winners of the Gold Quill Award.

Resources

The Environmental Predicament.

Rachel Carson CD: *Witness to the Future.*

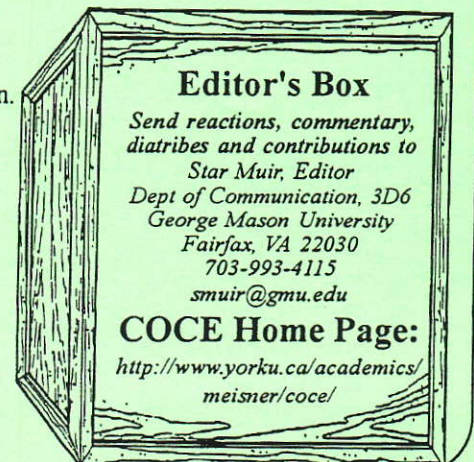
Communication Briefings.

Environmental Writer.

Science News.

Eco-Net.

Green Disk.





Provocations



Electronic Connections,

Continued from page 3

Environmental Communication Resource Center

The ECRC promotes scholarship, pedagogy and public service in all aspects of environmental communication. Developed by Lea Parker and Brant Short at Northern Arizona University, categories include Bibliographic References, Teaching and Course Materials, Abstracts of Scholarly Papers and Articles, Conference and Workshop Information, Degree Programs, and Employment Opportunities.

<http://www.nau.edu/soc/ecrc>

Civic Practices Network (CPN)

The editorial team of the Environment section of the Civic Practices Network is interested in case studies, scholarly essays, practical tools and policy proposals covering the broadest range of approaches to grassroots and civic environmentalism. We welcome stories in first-person narrative form by activists, practitioners, and agency officials, but also encourage critical perspective and thoughtful evaluation.

<http://www.cpn.org/>

The Center for Environmental Communication Studies

The Center originated in 1994 as an interdisciplinary research and service organization dedicated to the study of communication processes and practices in environmental and health policy contexts. The mission of the Center is to enhance the understanding and quality of communication processes and practices among citizen, industry, and government participants in environmental and health policy formation and implementation.

<http://ucaswww.mcm.uc.edu/communication/cecs/cecs.htm>

Just Because It's Human, Don't Knock It—You May Be Human Yourself Some Day
The Earth is Tougher Than You Think, So Don't Tempt It To Beat Your Brains Out
Wise Use: Nature For People—People For Nature
Our Goal Is Productive Harmony
Better To Plant An Oxygen-Giving Tree Than Curse The Carbon Dioxide
Love All of Nature, Not Nature Apart
From The Oh-So-Human Soul That Loves It

Ron Arnold, *The Wise Use Agenda* (Bellevue, WA: Free Enterprise Press, 1989).

"Older generations have devalued our generation's individuality. The Internet has helped discourage this thinking," says Josh Knauer [founder of *EnviroLink*], now 24. "Our generation is very interested in effecting change and not making the mistakes of previous generations." "Technology is phenomenal as far as mobilizing and organizing goes," says Brown (32), who runs the globally-focused Youth Task Force. "It's now more possible than ever to communicate with activists around the world. Which means that transnational corporations no longer have a monopoly on communication internationally."

"...Sending an email message can be as effective as a phone call or chaining yourself to a tree, but it all works together. People need to stay involved in their local communities as well as the virtual community," claims Knauer.

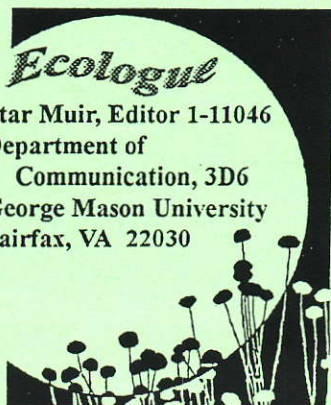
William R. Buck and Tracey C. Rembert, "Just Doing It: Generation X Proves that Actions Speak Louder than Words," *E: The Environmental Magazine* 8 (Sept-Oct 1997): 32.

The development of the nuclear industry, for instance, with its extraordinarily short-term and decontextualized horizons of ecological meaning, has depended on the seductiveness of new technology and the phallogocentric allure of control over the universe's fundamental energies. The same blindly optimistic appreciation of technology and progress underpins the rapid entry of computers into daily life. The sweetness of technological innovation, the strange beauty of techno-landscapes, and all the aesthetics of seduction and conquest surround the computer as an obscure object of desire.

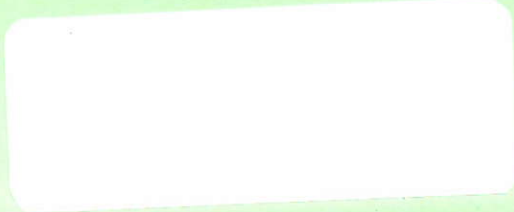
Tom Jagtenberg and David McKie, *Eco-Impacts and the Greening of Postmodernity: New Maps for Communication Studies, Cultural Studies, and Sociology* (Thousand Oaks, CA: Sage, 1997).

The stereotyped ideal, the towering peak or other monumental landform, is posed in a setting of intimacy from the scenic viewpoint. Perspective and foreground further reveal familiarity. Selectively provocative lighting—dawn, alpenglow and stormlight—is preferred. A suggestive atmosphere manipulated by rose-colored, diffusing or polarizing filters reveals those physical attributes most alluring to the viewer, attributes otherwise available only after achieving an intimate relationship. All the same techniques are used to enhance the captured reality, to beef up the bosom of the Grand Tetons.

(Jose Knighton, "Eco-porn and the manipulation of desire," *Wild Earth* 3 (1993) 76-78)



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Incorrect address? Don't want to receive the Newsletter? Know someone who would want to receive it? Please contact the Editor.