


# Ecologue

Communication and the Environment

Summer, 1998 Volume 7 (3)



## Heads Up on NCA 1998 in New York NCA 1997 a Rousing Success!

### NCA '97—One for the Records

Held last November 19-23, at the Chicago Hilton and Towers, the 1997 National Communication Association (NCA) Convention was outstanding for the gathering of environmental communication scholars and students. The panels, featuring a wide selection of diverse perspectives, were exceptionally well attended.

Topics ranging from apocalyptic appeals to sustainable development to wise-use rhetoric to deep ecology to environmental justice, among many others, were presented and discussed during the convention. The Environmental Communication Commission (ECC) provided a high quality set of offerings, over a dozen panels, thanks to the efforts of Vice-President James Cantrill and his reviewers.

There was also an intriguing and fast-paced discussion panel on "Where Have We Come and Where Do We Go From Here?: Environmental Communication as a Research Focus." Addressing a variety of issues, the audience and the panelists engaged in a most stimulating dialogue. See Notes, p. 4, for a brief summary of the discussion.

Finally, the business meeting was a landmark in the evolving history of the ECC. Over seventy-five people were in attendance, and in addition to validating the current slate of officers until the bylaws are passed at the next ECC meeting, several suggestions were taken and a task force was formed on increasing the visibility of the ECC within NCA and outside of the discipline.



### REMEMBER!



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

### Don't Be Late—For NCA '98

ECC will definitely be active at the next NCA Convention! The ECC Business Meeting (Sunday, 5:00-6:10 p.m., Sullivan, Fourth Floor, Marriott) will be especially important this year, since we are planning to adopt bylaws for the ECC, and since we have to constitute some committees and clarify some of the working procedures for the Commission. Specific information about panel times and dates is listed below (a couple of relevant non-ECC panels are included), and you can confirm this information at the homepage of the NCA: <http://www.natcom.org>. Considerable thanks are due to the efforts of Second Vice-President Judith Hendry and her reviewers. Some upcoming highlights:

**Seminar: Growing The General Environmental Communication Course**  
Friday, November 20, 8:00-4:40 p.m.; Morgan Suite, Second Floor, New York Hilton, Seminar Series  
Leaders: Susan L. Senecah, SUNY, Syracuse; Judith E. Hendry, University of New Mexico; Dennis Jaehne, University of California, San Jose [details page 5].

**Mass Media And Environmental Discourse**  
Saturday, November 21, 8:00-9:10 a.m.; O'Neill, Fourth Floor, Marriott; ECC  
C: Ann D. Jabro, Robert Morris College  
P: Marie A. Mater, Nanyang Technological University, Singapore; Kara K. W. Chan, Hong Kong Baptist University; Kelly B. Larson, University of Missouri  
R: James G. Cantrill, Northern Michigan University

**Rhetoric Of The Environmental Justice Movement: A Time For Change**  
Saturday, November 21, 9:30-10:40 a.m.; O'Neill, Fourth Floor, Marriott; ECC  
C/R: Stephen P. Depoe, University of Cincinnati  
P: Phaedra C. Pezzullo, University of North Carolina; Jason Jarvis, Augustana College; Maxwell Schnurer, University of Pittsburgh

**Reflections On The National Dialogue Pilot Field Workshop On The Department Of Energy's Management Of Nuclear Waste**  
Saturday, November 21, 12:30-1:40 p.m.; O'Neill, Fourth Floor, Marriott; ECC  
C: Stephen P. Depoe, University of Cincinnati  
P: Jennifer J. Hamilton, University of Cincinnati; Stephen P. Depoe, University of Cincinnati; Tarla R. Peterson, Texas A&M; University, Susan Gilbertz, Texas A&M; University; Francois Cooren, SUNY, Albany; Jerry M. Jordan, University of Cincinnati; Jennifer L. Jones, University of Cincinnati, Beril E. Kilinc, University of Cincinnati  
R: Sharon Lloyd-O'Connor, League of Women Voters Education Fund

*NCA Panels, continued on page 5*

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**MINUTES  
ENVIRONMENTAL  
COMMUNICATION COMMISSION  
BUSINESS MEETING**  
National Communication Association  
Chicago, Saturday, November 22, 1997,  
10:00 AM

### **I. Welcome**

A. Susan Senecah welcomed members of the Commission, distributed agendas, and introduced the officers. Sue reported a successful year for the Commission and encouraged members to submit to *Ecologue* and listservs.

B. The 1996 ECC Business Meeting minutes were approved

C. William F. Eadie, Associate Director of NCA welcomed the Commission and addressed services provided to the Commission by NCA. He also responded to questions. The following are issues he addressed:

1. A commission must have 100 members. Its standing as a commission is considered when membership falls below 100 for two years in a row; 2. If a commission has over 300 members for two years in a row, it can be considered for divisional designation which means it would have legislative council representation. Division designation does not mean that more program slots are available. Frequently, commissions have more programs than do divisions; 3. Budgets are available for commission mailings and small awards; 4. ECC must be represented on the NCA Planning Board; 5. NCA can send out commission newsletters as long as they are given a few months advance time. E-mail distribution is another option as are home page links, electronic newsletter, and Spectra; 6. Each member of NCA can select three units for free and all additional affiliations are five dollars; 7. In response to a question concerning an environmental theme for an NCA convention, Eadie reminded us that the choice of theme belongs to the Vice President who can be contacted concerning this issue.

### **II. Reports**

A. Vice President Judith Hendry reminded members of the February 1, 1998 deadline for submissions for next years convention. BE ON TIME!! She asked members to think about being submission readers.

B. Publications Chair, Star Muir reiterated the need for *Ecologue* materials.

C. Gregg Walker has NCA materials and is working on the ECC bylaws.

D. Dennis Jaehne, Chair of the

Nominations Committee moved that current officers represent ECC for another year. Unanimous approval.

### **III. Old Business**

A. The fourth biennial Conference on Communication and the Environment Was successful and well attended. The 1999 Conference will be sponsored by Northern Arizona University. Lea Parker and Brant Short will be contacting the membership with submission information.

B. Sue reported that the Commission sponsored a wide range of successful NCA panels which had good visibility and were well attended.

C. Sue distributed a 1997 information report submitted to the NCA Legislative Council highlighting ECC's accomplishment and goals.

### **IV. New Business**

A. It was proposed that ECC form a task force to get the word of the new commission out to others, build awareness, and encourage joint sponsorship and collaborations. The following individuals will serve on the task force: Stephen Depoe, Pete Bsumek, Ann Jabro, Mark Meister, Dennis Jaehne, Kent Goshorn, Terry Turner, Charlotte Word, Jeff Bile, and Star Muir.

B. 1998 NCA Convention. The theme for the convention is the millennium. Judith encouraged submissions related to this theme including lessons to be learned about the environment at the dawning of a new century.

1. All submissions must include five copies of complete paper.

2. The following persons volunteered to be readers: Stephen Depoe, Mark Meister, Bruce Weaver, Ben Tyson, Patricia Paystrup, Terry Check, Anand Rao, Ann Jabro.

C. 1999 Conference on Communication and the Environment. Because the Alta Conference and COCE are so close together, they are causing some difficulties for people who wish to attend both. Perhaps we need to consider changing alternate years so to avoid conflict.

D. Dennis Jaehne proposed that we sponsor an award for the outstanding paper in environmental communication next year.

E. Steve Depoe argued in favor of an electronic journal devoted to environmental communication.

F. Michael Bruner argued that the Bylaws for ECC should have a nontraditional structure and should include an environmental advocacy project sponsored by the Commission. He argued that we should use NCA conventions as catalysts for engaging in

environmental communication. The membership expressed enthusiasm for these ideas.

### **V. News in the Field**

A. Dennis Jaehne announced a conference in Vancouver, B.C. on "Greening the Discipline." Anyone interested in more information, should contact Dennis.

B. Diane Hope informed the Commission of a special issue of *Women's Studies Quarterly* dealing with women and the environment.

C. Gregg Walker discussed the Society of Natural Resources conference which is looking for proposals.

D. People should use COCE to list conferences of interest.

The meeting was adjourned at 11:20 AM Respectfully submitted,

*Bruce J. Weaver, Secretary*  
Environmental Communication  
Commission  
(scanned and abridged by Star Muir).

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## **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](mailto: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 will be available soon.

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## **COCE '95 Proceedings Now Available!**

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

## New in Environmental Communication

The University of South Carolina Press has published a book I wrote about the rhetoric of sustainable development. I think different aspects of the book will appeal to a pretty broad group of folks, ranging from those who teach rhetorical criticism and would like to use a thematic approach (there are appendices students can play with), to those who are more interested in directly looking at environmental policy itself. There are even a couple of really great stories for those who just like to read stories. And I'd sure appreciate any feedback and criticism if you read it. So, here goes:

**Tarla Rai Peterson**

*Sharing the Earth: The Rhetoric of Sustainable Development.* U. of South Carolina Press. ISBN 1-57003-173-8.

My edited collection *Landmark Essays on Rhetoric and the Environment* will soon be available in from Lawrence Erlbaum Associates (LEA). This book attempts to collect together in one place some of the best rhetorical analyses of environmental discourse to appear over the past 20 years. Most of the contributors are familiar to COCE participants and list members: Robbie Cox, Chris Oravec, Jimmie Killingsworth and Jackie Palmer, Craig Waddell, Thomas Farrell and Thomas Goodnight, Brant Short, Jonathan Lange, Mark Moore, Tarla Peterson and Christi Horton, Phil Brick, and Michael Bruner and Max Oelschlaeger. The ISBN is 1-880393-28-X. To order, call 1-800-9-BOOKS-9.

**Craig Waddell**

*Department of Humanities, Michigan Technological University, 1400 Townsend Drive, Houghton, MI 49931-1295* [cwaddell@mtu.edu](mailto:cwaddell@mtu.edu)

As a major new study of environmental discussion, its cultural and intellectual energies, and, above all, its language, *The Language of Environment: A New Rhetoric* develops a new rhetorical approach to the analysis and interpretation of environmental discourse. This book seeks to encourage readers to develop their own rhetorical interpretations of environmental texts and discourse.

**George Myerson & Yvonne Rydin.**

*University of British Columbia Press, 6344 Memorial Road, Vancouver, BC, CANADA V6T 1Z2, (604) 822-5959.*

For academic, activist, philosophical or leisure reading, try *Thinking About the Environment: Readings on Politics, Property, and the Physical World* (Eds. Matthew Cahn and Rory O'Brien), a collection of readings and diverse writings. Part I explores ways of understanding the Physical World in readings from classical, Western, and Native American sources; Part II introduces concepts of Law and Property from Rousseau to Rawls; Part II documents the emergence of the Green Critique with readings from Thoreau, Emerson, Carson and others; and Part IV is devoted to the future, including Wenz, Paehlke, Orr, Anderson and Leal.

*M.E. Sharpe, ISBN 1-56324-796-8, (800) 541-6563.*

## Checkoutstuff@

Just a short note to invite you to visit EarthWINS at

<http://www.earthwins.com/>

EarthWINS and Mining-exchange are celebrating the start of their third year by expanding their coverage of unsafe mining issues to include environmental stewardship, sustainable development/use of earth's mineral and other resources, reform of corporate law, and community service. EarthWINS continues to offer free web services including hosting, design & maintenance to individuals, activist organizations, and "green" socially responsible businesses. Your comments, suggestions and contributions of info/news are always welcome.

**Alice McCombs**

*President EarthWINS*

EcoTalk is a forum, operated by Earth Systems, to discuss issues related to the operation of environmental non-profit organizations. Topics include the problems most all non-profits face, how non-profits receive funding for their cause and how best to get the message of a particular non-profit to the public, how to increase membership, how to carry out the organization's mission and publicize it. This list is not just confined to non-profit environmental organizations. Many problems faced by these organizations are

the same ones faced by colleges and universities, small businesses, and in some cases, government agencies. Everyone is welcome to join. To subscribe, send a letter to: [ecotalk-request@earthsystems.org](mailto:ecotalk-request@earthsystems.org) with the subject: subscribe. The list is also archived on the web: <http://earthsystems.org/list/ecotalk>

**Shay Mitchell**

Earth Systems, [www@earthsystems.org](mailto:www@earthsystems.org), <http://earthsystems.org> (804) 979-1965

I'm just writing to let you all know that I have been updating The Public Health Inspector/Environmental Health Officer Web Site

<http://internet.ocii.com/~dalden/Index.html>

and you may be interested in seeing what new links have been added. Some of the topics included at the site include: 1. Public Health; 2. Environmental Health; 3. Canadian Institute of Public Health Inspectors; 4. Public Health Inspector Information; 5. Communicable Disease/Microbiology; 6. Creutzfeldt Jakob Disease/Prion Diseases; 7. Risk/Hazard Determination; 8. Tuberculosis; 9. Public and Environmental Health Journals on the Web; 10. Law and Environmental/Public Health Policy; 11. Food and Food Safety; 12. Water, Wastewater, and Treatment; 13. Lead Contamination; 14. Career Resources in Public/Environmental Health; 15. Software - Public and Environmental Health; 16. Chemistry Links; 17. Plus Many, Many More....

Please forward this web site to anyone you think might benefit from this link.

**Donna L. Alden**

*BScN, BScPsyc, DipEH (Student), Edmonton, Alberta, Canada.*  
Email: [dalden@ocii.com](mailto:dalden@ocii.com)

The Environmental Newsletter is a free e-zine full of information about environmental resources available on the internet. The Environmental Newsletter brings, free, to your e-mail, links to environmental web sites that I have reviewed for you. The Environmental Newsletter e-zine keeps you updated about environmental information available on the internet without having to spend time and money searching for it.

To subscribe to the free Environmental Newsletter e-zine you must join the mailing list at: <http://www.geocities.com/Eureka/Plaza/1697/newsletter.html>

**Eduardo Peirano**

[emapay@adinet.com.uy](mailto:emapay@adinet.com.uy)

## Notes from the ECC Discussion Panel at NCA

Below are my notes from the NCA panel titled "Where Have We Come and Where Do We Go From Here?: Environmental Communication as a Research Focus." Constructed and moderated by Judith Hendry, University of New Mexico, panelists included Star Muir, George Mason University, Connie Bullis, University of Utah, Robbie Cox, UNC-Chapel Hill, and Sue Senecah, SUNY-Syracuse. Obviously my notes are paraphrased — take them as you will.

**Question One: [Paraphrased] What research problems should structure our inquiry?**

Sue: need to emphasize theory and models that bridge the gap between communication and environmental studies.

Connie: consider forming research questions differently so not to reflect apocalyptic rhetoric

Star: continue paying attention to cultural constructions of nature, particularly to millennium appeals. Attention paid to the environmental messages directed toward children.

Robbie: look at different cultural discourses of nature

**Question Two: [paraphrased]. To whom are these RQs significant? To what constituencies?**

Sue: be sure research has real world, practical application. Research should answer the "So What" question.

Star: children are a constituency — as are undergraduate students. There is a great need for an undergraduate environmental communication text.

Connie: constituencies include fellow colleagues who feel that environmental communication is a passing fad, as well as organizational managers.

Robbie: need to engage and work with undergraduates. Definitely need an undergraduate environmental communication text.

**Question Three: [paraphrased] Are there fundamental components that should be included in environmental communication curriculum? What are these components?**

Sue: 1. electronic information resource policy and communication, 2. environmental discourse, 3. organizational communication, 4. environmental communication workshop. (this is the curriculum at SUNY-Syracuse)

Star: incorporate guest speakers into the curriculum, and consider focusing on ways to empower technical expertise.

Connie: curriculum should have an

interdisciplinary focus.

Robbie: study environmental communication in relation to the public sphere. Study existing environmental practices, and incorporate case studies into the curriculum.

**Question Four: [paraphrased] To what extent does the process of environmental communication call for the critical examination of environmental discourse?**

Sue: focus on workshops and training.  
Star: investigate the concept of eco-criticism

Robbie: ethnographic fieldwork, and British cultural studies.

My notes clearly do not fully represent all that was said in this fascinating panel discussion. Hopefully, you can gain some insight from this sketchy summary.

*Mark Meister*

*Department of Communication  
North Dakota State University*

**COCE '99**

*Coming At You!*

*July 24-27, 1999*

*Flagstaff, Arizona*

The Folks in Northern Arizona are excited to be planning the Fifth Biennial Conference on Communication and Environment Brant Short, Dayle Hardy-Short and Lea Parker will be the hosts of the 1999 COCE which will take place at Northern Arizona University. Details and calls for papers and programs will be forthcoming. Brant, Dayle and Lea can be reached through the Environmental Communication Resource Center ([www.nau.edu/soc/ecrc](http://www.nau.edu/soc/ecrc)).

**MARK YOUR CALENDARS NOW!**

## **ECC Computer Connections**

Conference on Communication and the Environment Listserv

To subscribe send this message, *subscribe COCE-L yourlastname yourfirstname*, to [listserv@yorku.ca](mailto:listserv@yorku.ca) [i.e. subscribe COCE-L Carson Rachel]

Conference on Communication and the Environment Homepage

<http://www.yorku.ca/academics/meisner/coce/>

New on COCE: Revised environmental film list; Bibliography of Environmental Communication Books; Post-secondary programs in environmental communication.

## Call for Women and the Environment Papers

Women's Studies Quarterly invites submissions for a special Spring/Summer 2000 issue on Women and the Environment. Articles, syllabi, pedagogical essays, bibliographies, biographies, fiction, poetry and black and white art are welcome. Suggested areas of focus include, but are not limited to, feminist analysis of environmental issues; collective or individual work by women on environmental problems and solutions; reports of environmental issues with particular impact on women; biographical sketches; personal stories; conference and organizational reports and relevant art work. Manuscripts primarily focused on issues most pertinent to the United States should be sent to Professor Diane Hope (Department of Professional and Technical Communication, College of Liberal Arts, 92 Lomb Memorial Drive, Rochester Institute of Technology, Rochester N. Y. 14623); manuscripts international in scope should be sent to Vandana Shiva, (Director, Research Foundation for Science, Technology and Ecology; A 60 hauz khas; New Delhi, 110 016; India or fax 91-11-6856795 and 4626696), co-editors of this volume. Deadline for submissions is November 30, 1998. For submission guidelines write to Diane Hope or email her at [dshgpt@RIT.edu](mailto:dshgpt@RIT.edu).

## Have You Heard About...

The *Environmental & Architectural Phenomenology Newsletter*? Published three times a year, it is a forum and clearinghouse for research design that incorporates a qualitative approach to environmental and architectural experience. A key concern is design, education, and policy supporting and enhancing natural and built environments that are beautiful, alive, and humane. EAP seeks to promote a phenomenology of architectural and environmental communication, especially through non-verbal modes like drawing, painting, modeling, architecture, music, etc. Annual subscription is \$8 (\$10 foreign); contact EAP c/o Dr. David Seamon, Architecture Department, Seaton 211, Kansas State University, Manhattan, KS 66506 (913-532-1121).

**Call For NCA 1998 SEMINAR:  
Growing the General Environmental  
Communication Course**

Leaders: Susan L. Senecah, State University of New York College of Environmental Science and Forestry; Judith Hendry, University of New Mexico; Dennis Jaehne, San Jose State University.

Over the past decade, a growing number of environmental communication (EC) courses have emerged reflecting diverse communication perspectives such as political communication, alternative dispute resolution, organizational decision making, rhetoric, and mass media. The success of these courses not only provided much of the impetus for the establishment of an Environmental Communication Commission, they also created a welcomed task that will be the focus of this seminar. The task is in response to the growing appeal of environmental communication and the increasing interest expressed by communication departments to offer a general course in environmental communication.

Papers are invited to address one or more of the topics listed below. All papers, regardless of topic/s, must include some substantive contribution to this core seminar focus: Characterization of the general environmental communication course. What objectives should guide a general course on environmental communication? What theories/models/typologies should provide the foundation? What should constitute the minimum "canon" of content and communicative processes that all students who take a general environmental communication course should be expected to engage? What else should be considered?

**Topic 1. Content.** For example, a "snapshot" and assessment of existing and emerging EC courses. From what perspectives (e.g. political, technical) are EC courses being offered? What common themes, objectives, evaluative measures, and contents connect and distinguish them? How does one effectively integrate the transdisciplinary aspects of EC (e.g. political, historical, economic, and social/natural science)?

**Topic 2. Delivery.** For example, what are the diverse, most effective and/or

core resources for teaching EC? What are innovative and effective pedagogical approaches to teaching EC? What roles can electronic and telecommunication sources play and how can they be incorporated? What challenges have EC instructors faced and resolved in teaching an EC course?

**Topic 3. Research, and service.** For example, in what ways can one connect the often applied research nature of EC to an EC course? What are innovative and successful ways by which the EC course can serve as a catalyst for student learning through service to or research in their communities (e.g. municipal governments, businesses, non-government organizations, schools). What are the benefits and caveats? In what ways can students in an EC course contribute to EC research?

**Topic 4. The department, and the larger institution.** For example, how have existing and emerging EC courses come to be part of the communication curriculum? What departmental and institutional concerns have been encountered and how have they been addressed? What misconceptions about EC exist among students, faculty, and/or administrators? What characterizes the successful integration of the EC course into the department and institution? In what ways could the EC course, other communication courses, and courses in other departments mutually benefit each other?

Submission: A letter of self-nomination and a 1-2 page position overview/abstract should be postmarked no later than August 1. Send to Sue Senecah, Environmental Studies Department, SUNY-College of Environmental Science and Forestry, Syracuse, NY, 13210. For further information, contact 315-470-6570 (o) or [ssenecah@mailbox.syr.edu](mailto:ssenecah@mailbox.syr.edu). Participants will be notified by September 1 and provided a list of participant names and addresses. Each participant will be expected to prepare a paper or formal discussion material and send a copy to each of the other participants by November 1.

*NCA Panels, continued from page 1*

**From A Woman's Point Of View: Alternative Perspectives For A New Millennium**

Saturday, November 21, 2:00-3:10 p.m., O'Neill, Fourth Floor, Marriott, ECC  
C: Patricia Paystrup, Southern Utah University  
P: Leila R. Brammer, Gustavus Adolphus College; Lincoln J. Houde, University of Utah; Elizabeth J. Natalle, University of North Carolina, Greensboro  
R: Judith E. Hendry, University of New Mexico

**Environmental Conflict, Consensus, Collaboration, Or Co-existence?**

**Influencing Elements In Multi-party, Multi-objective Land Use Issues**  
Sunday, November 22, 2:00-3:10 p.m.; Sullivan, Fourth Floor, Marriott; ECC  
C: Nola J. Heidlebaugh, SUNY, Oswego  
P: Jonathan I. Lange, Southern Oregon University; Jim E. Hasenauer, California State University, Northridge; Susan L. Senecah, SUNY, Syracuse; James G. Cantrill, Northern Michigan University  
R: Gregg B. Walker, Oregon State University

**Top Papers In Environmental Communication**

Sunday, November 22, 3:30-4:40 p.m.; Sullivan, Fourth Floor, Marriott; ECC  
C: Cornelius B. Tyson, Central Connecticut State University  
P: Francois Cooren, SUNY, Albany; Mark Meister, North Dakota State University; Phyllis M. Japp, University of Nebraska, Lincoln; Bruce J. Weaver, Albion College; James A. G'Schwind, Indiana University  
R: Connie A. Bullis, University of Utah

**Extending Organizational Communication Theory To Environmental Dilemmas Through Case Studies: Identifying Lessons And Emerging Visions**

Monday, November 23, 8:00-9:10 a.m.; Bryant Suite, Second Floor, New York Hilton; Org Comm Div  
C: Jennifer M. Heisler, Michigan State University  
P: William J. Kinsella, Lewis & Clark College; Carolyn L. Clark, Salt Lake Community College; Connie A. Bullis, University of Utah; Gail T. Fairhurst, University of Cincinnati; Francois Cooren, SUNY, Albany; Daniel J. Cahill, University of Cincinnati; Marianne Neuwirth, University of Utah  
R: Stephen P. Depoe, University of Cincinnati

*NCA Panels, continued on page 6*

★ **ECC BUSINESS MEETING** ★

Sunday, November 22, 5:00-6:10 p.m.  
Sullivan, Fourth Floor, Marriott  
**BE THERE!**

**Bylaw Mania Coming! Officer Nominations Needed!**

Based on information collected by Gregg Walker, a new set of bylaws for the ECC has been drafted by Star Muir. If you are an officer of the ECC, are involved, or want to provide input, examine the bylaws posted by August 15th at:

<http://mason.gmu.edu/~smuir/ecc.htm>

Comments, reactions and officer nominations can be submitted electronically from the [mailto:](mailto:mailto:) prompt at the bylaws page, or at your leisure to [smuir@gmu.edu](mailto:smuir@gmu.edu).



Forget deconstruction—today's hippest literary critics have gone green... [Y]oung scholars are turning to the study of nature writing in ever greater numbers. Thoreau, Carson, and Dillard are enshrined in the evolving roster of key texts; seminars and survey courses on environmental literature and nature writing are regularly offered at colleges and universities large and small; and "ecocriticism" has become something of an academic growth industry. The new ecocritics are primarily engaged in naming the most important works in the field and elaborating the reasons why they matter more than others. A recent survey conducted by the Association for the Study of Literature and the Environment (ASLE) names among them Aldo Leopold's *Sand County Almanac*, which appears on more nature-writing syllabi than any other title, followed closely by Terry Tempest Williams' *Refuge*, Mary Austin's *Land of Little Rain*, and Edward Abbey's *Desert Solitaire*.

Gregory McNamee, "Wild Things," *Utne Reader* (November-December 1997), 14-15.

Treating wastewater is expensive... A tidal marsh, on the other hand, does the same job free of charge. ...One acre of tidal marsh performs about \$2,800 worth of water purification every year. Multiply that by the 165 million acres of coastal wetlands on this planet, and you get a tidy annual bill of \$462 billion. ...This year [Robert] Costanza [a University of Maryland ecological economist] and a group of like-minded colleagues put together a rough estimate of the total value of the world's ecosystems. ...It's far from perfect..., [and] when faced with uncertainty, they tried to stick to low-end

figures. And still the total price was astounding: ecosystems, they estimate, provide \$33 trillion dollars of services every year—which is \$8 trillion more than the gross national product of all the countries on Earth.

Carl Zimmer, "The Value of a Free Lunch," *Discover* (January 1998), 104-105.

[Walter] Benjamin maintains that the ability to exchange experiences is at the heart of genuine storytelling—and that ability, which at one time seemed inalienable, has all but disappeared because shared experiences are not the basis of story anymore. As Benjamin explains, the rise of the novel and, more recently, the growing dominance of mass media have eclipsed traditional forms of storytelling. Now it is the individual, private reading of experience that counts, whether it be in a book or on a screen.

...So how can we recreate the role of the storyteller in an alienated world? Unlike the tribal and communal storytelling of the past, which could affirm common values, storytelling today must be skeptical and subversive, continually questioning the master story of freedom that underlies all narratives tainted by commodification. Today's storytellers must realize that we are not free to tell stories in the way our predecessors were. But we do have the power to liberate ourselves and others through a genuine exchange of experience. The role of the storyteller is to awaken the storyteller in others and provoke them into action, to listen to people and create new stories that will subvert the myth of freedom.

Jack Zipes, "Tales Worth Telling," *Utne Reader* (September-October 1997), 39-42.

**Public Discourse And Competing Narratives In Environmental Advocacy**  
Monday, November 23, 9:30-10:40 a.m.; Trianon Ballroom, Third Floor, New York Hilton, ECC

P: Eric L. Morgan, University of Massachusetts, Amherst; James R. Hallmark, West Texas A&M; University

**Culture, Community, Contracts, And Criticism: Innovations In Teaching Environmental Communication**

Monday, November 23, 2:00-3:10 p.m.; O'Neill, Fourth Floor, Marriott; ECC  
C: Sharon Porter, Northern Arizona University

P: Lea J. Parker, Northern Arizona University; Star A. Muir, George Mason University; Mark Meister, North Dakota State University

**The Role Of Class In The Environmental Movement**

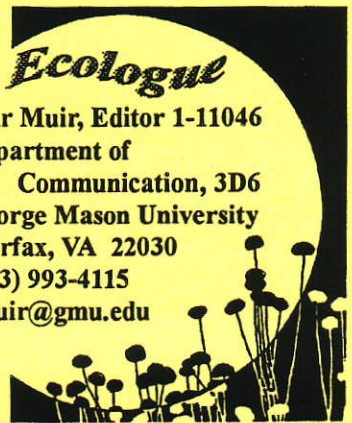
Monday, November 23, 3:30-4:40 p.m.; O'Neill, Fourth Floor, Marriott; ECC  
C/R: James A. Aune, Texas A&M

P: Kevin M. Deluca & Anne T. Demo, Penn State University; Carol Corbin, University of Cape Breton, Canada; John W. Delicath, University of Iowa; J. Robert Cox, University of North Carolina; Jennifer A. Peeples, University of Washington

**"The Betrayal Of Science And Reason": Exploring Environmental Science And Its Identifications As The Millennium Approaches**

Tuesday, November 24, 8:00-9:10 a.m.; Green Room, Fourth Floor, New York Hilton; AA R of Sci & Tech  
C: Kirk W. Junker, Open University, London

P: Anand Rao, Clarion University; Kirk W. Junker, Open University, London;



**Ecologue**  
Star Muir, Editor 1-11046  
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