

**Outreach Communication by Grassroots Environmental Organizations:  
A Case Study**

by

Kimberly L. Estep

A Thesis Submitted to the Faculty of  
The Dorothy F. Schmidt College of Arts and Letters  
in Partial Fulfillment of the Requirements for the Degree of  
Master of Arts

Florida Atlantic University

Boca Raton, Florida

December 2010

Copyright by Kimberly L. Estep 2010

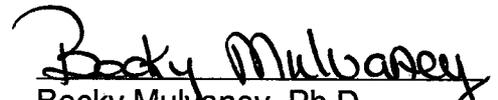
**Outreach Communication by Grassroots Environmental Organizations:  
A Case Study**

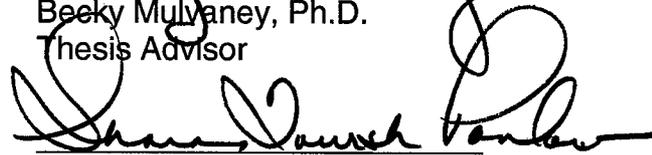
by

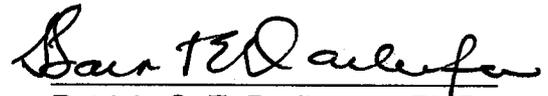
Kimberly Estep

This thesis was prepared under the direction of the candidate's thesis advisor, Dr. Becky Mulvaney, School of Communication and Multimedia Studies, and has been approved by the members of her supervisory committee. It was submitted to the faculty of the Dorothy F. Schmidt College of Arts and Letters and was accepted in partial fulfillment of the requirements for the degree of Master of Arts.

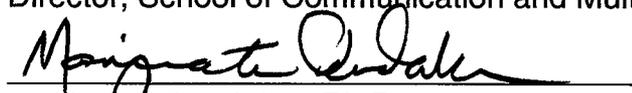
**SUPERVISORY COMMITTEE:**

  
Becky Mulvaney, Ph.D.  
Thesis Advisor

  
Shara Toursh Pavlow, Ph.D.

  
Patricia S. E. Darlington, Ph.D.

  
Susan Reilly, Ph.D.  
Director, School of Communication and Multimedia Studies

  
Manjunath Pendakur, Ph.D.  
Dean, The Dorothy F. Schmidt College of Arts and Letters

  
Barry T. Rosson, Ph.D.  
Dean, Graduate College

September 20, 2010  
Date

## **Acknowledgements**

I wish to express my sincere thanks to my thesis chair, Becky Mulvaney, Ph.D., for taking on this project and helping to mold it into its current form; Shara Toursh Pavlow, Ph.D. for her support and encouragement throughout the writing process; Patricia S. E. Darlington, Ph.D. for her grains of wisdom; and Tampa Bay Watch for participating in this study. Thank you to Michael W. Tarleton for your advice, unwavering patience, and willingness to serve as a sounding board. I would also like to thank my parents; to my mother, Karess Ayers: your constant encouragement to pursue my education made this work possible; to my father, Glenn Estep: thank you for providing a wonderful environment to work in and being a “green” example. I was also lucky enough to be offered endless encouragement from my dear sister Karrissa and my lovely friends. Thank you for going on this adventure with me over the last two years and helping to keep me sane.

## **Abstract**

Author: Kimberly L. Estep  
Title: Outreach Communication by Grassroots Environmental Organizations: A Case Study  
Institution: Florida Atlantic University  
Thesis Advisor: Dr. Becky Mulvaney  
Degree: Master of Arts  
Year: 2010

The negative impact of human activities on the Earth's ecosystems has gained more attention in the last few decades; in turn interest and scholarship in the area of environmental rhetoric has also grown. This case study provides an in-depth examination of outreach material generated by Tampa Bay Watch to determine if grassroots environmental organizations are using rhetorical appeals that recent scholarly literature argues are ineffective. Alternative rhetorical appeals are also examined for their persuasiveness. Using an open coding approach, the analysis finds that the organization used persuasive appeals which varied from those predicted by the literature, and that a combination of appeals produced better results than any one appeal alone. The group also varied its appeals based on the type of outreach. The study reveals that qualitative study of one organization's persuasive appeals renders more

nuanced findings than have quantitative studies of multiple organizations or analyses of single rhetorical documents.

## **Dedication**

This manuscript is dedicated to all those who trust and love in the hopes of a greener future for my nephews Chad, and Jack, and all of the Earth's children.

**Outreach Communication by Grassroots Environmental Organizations:  
A Case Study**

List of Tables .....	xiii
Introduction.....	1
Chapter One: Background and Justification .....	7
History of the Environmental Movement .....	7
Current State of Environmental Communication.....	13
Justification for Study.....	17
Chapter Two: Literature Review .....	22
Introduction .....	22
Rhetorical Ruts .....	24
Divisive Appeals.....	24
Guilt Based Appeals .....	26
Apocalyptic Claims.....	29
Fact Based Appeals.....	34
New Rhetorical Pathways.....	36
Tailor Each Appeal to the Audience.....	37
Develop a Sense of Place and the Environmental-self .....	42
Frame the Issues Properly .....	45

Use a Variety of Types of Appeals and Strategies.....	46
Summary .....	48
Chapter Three: Research Design.....	51
Introduction.....	51
Research Questions .....	51
Methodology .....	53
Description of Research Instruments and Analysis Technique.....	55
Case Study .....	55
Written Interview .....	56
Textual/visual Analysis.....	58
Open Coding.....	60
Conclusion.....	62
Chapter Four: Results and Discussion .....	64
Introduction.....	64
Findings.....	65
Description of Results.....	72
Tampa Bay Watch Website.....	72
Website Educational Outreach.....	72
Website Donations Outreach .....	72
Website Volunteer Outreach .....	73
Website Action Outreach.....	73
Website Overview .....	74
Framing .....	74

Audience Adaptation .....	76
Variety of Persuasive Appeals.....	77
Website Response to Gulf Oil Spill.....	77
Website Photographs .....	78
Tampa Bay Watch Email Updates .....	81
Email Updates Educational Outreach.....	81
Email Updates Donations Outreach .....	82
Email Updates Volunteer Outreach .....	82
Email Updates Action Outreach .....	82
Email Updates Overview .....	82
Framing .....	82
Audience Adaptation .....	83
Variety of Persuasive Appeals.....	83
Email Alerts Response to Gulf Oil Spill.....	83
Email Updates Photographs .....	84
Tampa Bay Watch Twitter Page .....	86
Tampa Bay Watch Facebook Page Review.....	87
Tampa Bay Watch General Pamphlet.....	88
General Pamphlet Educational Outreach .....	88
General Pamphlet Donations Outreach.....	89
General Pamphlet Volunteer Outreach .....	89
General Pamphlet Action Outreach.....	89
General Pamphlet Overview .....	90

Framing .....	90
Audience Adaptation .....	90
Variety of Persuasive Appeals.....	91
Tampa Bay Watch Restoration Trail Guide.....	91
Restoration Trail Guide Educational Outreach .....	91
Restoration Trail Guide Donations Outreach.....	92
Restoration Trail Guide Volunteer Outreach .....	92
Restoration Trail Guide Action Outreach.....	92
Restoration Trail Guide Overview .....	92
Framing .....	93
Audience Adaptation .....	93
Variety of Persuasive Appeals.....	93
Tampa Bay Watch Newspaper Insert .....	93
Newspaper Insert Educational Outreach.....	94
Newspaper Insert Donations Outreach .....	94
Newspaper Insert Volunteer Outreach .....	94
Newspaper Insert Action Outreach.....	95
Newspaper Insert Overview .....	95
Framing .....	95
Audience Adaptation .....	95
Variety of Persuasive Appeals.....	96
Tampa Bay Watch Summer Camps Flyer Overview.....	96
Tampa Bay Watch <i>The Watch Log</i> Spring 2010 Edition.....	97

Newsletter Educational Outreach.....	97
Newsletter Donations Outreach .....	97
Newsletter Volunteer Outreach .....	98
Newsletter Action Outreach.....	98
Newsletter Overview .....	98
Framing .....	98
Audience Adaptation .....	99
Variety of Persuasive Appeals.....	99
Ed Alber Tarpon Rodeo Flyer Overview .....	100
Tampa Bay Watch Green Club Membership Flyer.....	100
Green Club Membership Flyer Donations Outreach .....	101
Green Club Membership Flyer Overview .....	101
Framing .....	101
Audience Adaptation .....	102
Variety of Persuasive Appeals.....	102
Membership Envelope .....	102
Tampa Bay Watch Corporate Flyer.....	103
Corporate Flyer Donations Outreach.....	103
Corporate Flyer Overview .....	103
Framing .....	103
Audience Adaptation .....	104
Variety of Persuasive Appeals.....	105
Hard Copy Documents Photograph Review .....	106

Written Interview Review .....	109
Written Interview Findings about Tampa Bay Watch.....	109
Written Interview Request for a Donation.....	112
Written Interview Request for a Volunteer.....	113
Written Interview Request for Pro-environmental Behavior .....	113
Written Interview Overview.....	114
Framing .....	114
Audience Adaptation .....	115
Variety of Persuasive Appeals.....	115
Comprehensive Summary of Persuasive Appeals.....	116
Conclusion.....	120
Chapter Five: Conclusions .....	121
Introduction.....	121
Research Questions .....	121
Other Findings in the Data.....	127
Conclusions .....	131
Contributions, Limitations and Further Research.....	131
Contributions of the Study.....	132
Limitations of the Study.....	134
Suggestions for Further Research .....	135
References .....	136
Appendices.....	145

## **List of Tables**

Table 1. Unexpected Persuasive Appeal.....	66
Table 2. All Appeals Found in the Texts.....	68
Table 3. Website Photographs .....	79
Table 4. Email Alerts Photographs .....	85
Table 5. Website Photographs .....	107
Table 6. Combined Photographs.....	119

## **Introduction**

Humans are often considered the dominant species on the planet. We are able to redirect rivers, build islands, and harvest whole forests. Before the 1960's most Americans were not concerned with the effect we have on our planet (Stoll, 2007). It was thought the world was big enough to recover from any pollution we produced or any habitat we destroyed. However, today we are faced with the legacy of years of unmanaged environmental destruction and pollution production (Devall & Sessions, 1985). As reported by the Environmental Protection Agency 2010, we are currently dealing with a worldwide loss of biodiversity, the spread of tropical diseases, extinction of species, and climate change (Environmental Protection Agency, 2010). Added to this list of environmental tragedies is the ongoing Deep Horizon oil spill that has been called the worst environmental disaster in the history of the United States (Lee, 2010).

As the long term effects of our domination of the environment became clear some people have sought to find a more harmonious way to live with the Earth. The environmental movement in America started as early as the 1800's (Stoll, 2007). However, even at the beginning environmentalists faced harsh criticism (Stoll, 2007) and the backlash against environmental messages

continues today (Dunlap, 2008). As humans develop all the more powerful ways to bend the Earth to their will environmentalists are tasked with creating effective messages with which to convey their ideals and objectives.

The academic community has taken notice of this, and scholarship in the area of environmental communication is growing rapidly. A review of current research in this area reveals two interesting points that are at the heart of this work. These points will be described briefly here and in detail in the literature review. The first is a lack of an in-depth examination of the rhetoric produced by any one environmental organization. This means researchers have not looked at every type of outreach material created by an environmental organization to see if they are producing the same types of messages consistently, or if they change their messages in response to different audiences and/or situations. Instead, researchers have performed close readings of selected environmental texts (see Pevin, 1997; Foust & Murphy, 2009, for examples) or focused on the general thrust of the environmental movement (see Killingsworth & Palmer, 1992; and Harré, Brockmeier & Mühlhäuser, 1999 for examples). The first point will be examined briefly in the background chapter and developed further in the literature review.

The second point is that current literature suggests that environmentalists are repeatedly using ineffective rhetorical strategies, or what I call rhetorical ruts. A rhetorical rut is a single rhetorical appeal that is used repeatedly and exclusively. Falling into these ruts, which will be discussed in detail in the literature review, hampers the effectiveness of environmental

rhetoric and thus should be avoided. These weak rhetorical appeals include divisive appeals (Killingsworth & Palmer, 1992; Muir & Veenendall, 1996; Plevin, 1997), guilt based appeals (Cameron, Campo, & Brossard, 2003; Plevin, 1997), making apocalyptic claims (Herndl & Brown, 1996; Killingsworth, 2005; Myerson & Rydin, 2004), and using fact based appeals (Harré et al., 1999; Lakoff, 2010; Obermiller, 1995). Although these ruts are clearly identified within the literature, an in-depth examination of all of the communication produced by any one environmental group will better reveal if these ruts are used across all rhetorical situations. Therefore, the research questions that guide this study are as follows:

- How does a grassroots environmental organization use rhetorical appeals to (1) seek donations, (2) recruit volunteers, (3) educate, and (4) foster pro- environmental action?
- Are those appeals consistent despite situational differences?
- Are those appeals consistent with appeals identified in the literature on environmental rhetoric?

The aim of this study, then, is to begin to fill this gap in the literature by conducting a comprehensive examination of one environmental organization to explore whether or not it uses the appeals predicted by the literature and if it is using them across several different outreach opportunities.

Lee Staples, a professor at the Boston University School of Social Work, referred to “grassroots organizing” as people of low and moderate income organizing themselves in order to change or transform powerful institutions

(Staples, 1984). He states that people come together because “the person who acts alone has very little power. When people join together and organize, they increase their ability to...bring about social change” (p. 1). This does not mean that grassroots organizations focus on only one issue. Instead, they often attempt to “develop a stronger power base with greater capacity to win other issues in the future” (p. 3). Saul Alinsky, one of the first well-known American community organizers, states that the aim of local organizing is to take power from large institutions and give it “back to the people” (Alinsky, 1971, p. 3). Both Staples and Alinsky place an emphasis on less powerful people coming together to form a group that is able to directly enact change. The organization chosen for this study fits this definition of grassroots organizations because it is comprised of individuals who have come together to form a powerful group in order to create change in environmental policy and attitude in their local community of Tampa Bay, Florida.

To provide an in-depth and nuanced analysis, this study will employ two methodological tools. The first is an open-coded textual analysis of different types of communication methods used by an organization in order to gain volunteers, donations, or foster pro-environmental action. Pro-environmental action is defined as actions that are taken with the belief that they will help, or are less harmful to the environment (Kollmuss & Agyeman, 2002). In this study pro-environmental action is considered separately from volunteering, which is reviewed in its own category. Some examples of pro-environmental behavior for

this study include promoting sustainable development, planting native plants, and contacting local politicians to promote environmental agendas.

Open coding analysis is defined as “the analytic process through which concepts are identified and their properties and dimensions are discovered in data” (Strauss & Corbin, 1998, p. 101). For this study, this means that the text will be analyzed to identify the different types of rhetorical appeals an organization is using and then similar appeals will be grouped (or coded) together. This will be explained in greater detail in the research design chapter.

The types of texts analyzed include the organization’s website, email correspondence, newsletters, and several publications. The second methodological tool employed is a written interview specifically designed for this study to identify which types of rhetorical appeals the organization is using in what situations and if the group believes they are effective. This written interview will be analyzed by reviewing the answers provided by the environmental organization. The textual analysis will show what types of appeals the organization is using while the written interview will reveal what types of appeals they *claim* they are using. This will allow for a comparison between what kinds of appeals the organization thinks it is producing and what kinds of appeals it actually creates. The written interview will also provide additional information such as how the organization gathers stakeholder information and if they have studied different types of outreach appeals.

The scope of this work will be limited to an examination of the environmental rhetoric created by the case study organization during the month

of May 2010 in regards to persuading people to volunteer, donate money, or foster pro-environmental action. The timing of this study coincided with the Deep Horizon oil spill that occurred on April 20, 2010, and thus should provide information about environmental communication as it unfolds during an environmental disaster. This is a case study, not a sample case study, and thus will not provide results that are generalizable. However, it will offer an in-depth examination of current environmental rhetoric at the local level and should provide valuable information that will contribute to the growing area of scholarship in environmental rhetoric and to the efficacy of environmental rhetoric itself.

To achieve this goal, Chapter One provides background information necessary to understand the current state of environmental rhetoric and to describe the academic justification for this study. Chapter Two reviews current theory in the field of environmental communication and related communication theory and reveals gaps in the literature. Chapter Three explains the design of the research project, describing the methodological approach in detail. Chapter Four describes the results and explores their implications, and Chapter Five offers a discussion of the data and conclusions.

## **Chapter One: Background and Justification**

The current state of environmental communication cannot be fully appreciated without an understanding of the history of the environmental movement in the United States. To this end I present a brief overview of the history of the American environmental movement, illustrating that communication is both shaped by and helps to shape our current social paradigm about the environment. The effects of our paradigm on the language we use to talk about the environment and the effect of environmental rhetoric on the Earth will also be highlighted. I conclude with a justification for this study based on its potential to enhance environmental communication and add to current scholarly literature on the subject.

### **History of the Environmental Movement**

The history of the environmental movement begins not with a love of nature, but with the growth of industrialism and the factories it spawned (Stoll, 2007). By the middle of the 1800's industrialization in the United States had a firm grip on the landscape and the mindset of the people. The transformation from an agrarian society to a mechanized one had great consequences on the natural environment because "industrialism extracted plants, animals, fuels, and minerals in unprecedented quantities" (p. 4). For the most part factory work was hazardous and paid poorly. However, factories affected more than their

workers. Cities became filled with soot as air pollution went unchecked, waterways became sewers for industrial waste, and natural areas were stripped of timber, coal, and other raw materials (McKay, Buckler, & Hill, 1988). Despite the dangerous factory conditions and polluted cities, people believed that industrialization would help humankind achieve all of its dreams of comfortable living.

These beliefs were supported by and reinforced the Dominant Social Paradigm (DSP) found in Western Industrialized cultures and still present today. Dunlap and Liere (1978/2008) define the DSP as “a worldview through which individuals or collectively, a society interpret the meaning of the external world... [and] ...a mental image of social reality that guides expectations in a society” (p. 19). Dunlap and Liere (1978/2008) go on to say that the DSP is a “constellation” of values and beliefs (p. 19). These beliefs encompass more than environmental attitudes. However, the DSP is “fundamentally anti-ecological” (Dunlap & Van Liere, 1978/2008, p. 19). The DSP views nature primarily as a “collection of natural resources” for humans to take advantage of (p. 19). The domination of nature is seen as natural and eternal because humans are viewed as separate from and above nature (Devall & Sessions, 1985).

The DSP is based on beliefs in abundance and progress, a devotion to growth and prosperity, faith in science and technology, a commitment to a laissez-faire economy, limited governmental planning, and private property rights (Dunlap & Van Liere, 1978/2008). It is “reinforced by all forms of mass

media, games, food, music, shopping, and other daily processes and activities” (Meister & Japp, 2005, p. 4). Dunlap and Van Liere (1978/2008) argue that “our nation’s ecological problems stem in large part from those values” (p. 19). This is due to the fact that the dominant hegemony of science, government, and business promotes the unrestricted use of the world’s resources and supports the idea that any environmental problem can be solved by science. This in turn has led to environmental degradation not being taken very seriously by Americans (Killingsworth & Palmer, 1992).

From the early 1800’s the DSP and its view of nature as a collection of resources has been reinforced as a way to promote industrialized progress in the United States (Stoll, 2007). This progress came along with polluted cities, extremely hazardous working conditions, and a disregard for the natural environment (McKay et al., 1988). It is here, in the stark contrast between the ideals of the DSP and the harsh realities of industrialization, that the environmental movement was born in the mid 1800’s (Harré et al., 1999; Stoll, 2007). Writers like David Thoreau and John Muir captured the romantic and sublime feeling of this first wave of “romantic” environmentalists (Stoll, 2007, p. 6). They saw nature not as a bleak wilderness to be bent toward human will, but as a place in which clean air and simple living could heal the human soul (Cronon, 1997; Thoreau, 1854/2008). In this example Thoreau starkly contrasts city life with unencumbered country living. To him city life was a “fool’s life... [with] no time to be anything but a machine” (Thoreau, 1854/2008, p. 6). While city life was grim, nature provided a harmonious “tonic” that was necessary to

refresh and stimulate the mind and body (p. 6). Muir (1897) spoke once about the beauty of ancient forests and the need to protect them.

Any fool can destroy trees. They cannot run away...It took more than three thousand years to make some of the trees in these Western woods, — trees that are still standing in perfect strength and beauty, waving and singing in the mighty forests of the Sierra. Through all the wonderful, eventful centuries since Christ's time — and long before that — God has cared for these trees, saved them from drought, disease, avalanches, and a thousand straining, leveling tempests and floods, but he cannot save them from fools.... (p. 157)

Their work led some people to think of “forests and mountains differently than they had before – not as empty, barren, and desolate places...but as places of contemplation and refuge...” (Stoll, 200, p. 6). Muir himself founded the Sierra Club in 1892 (Sierra Club, 2010). While the club’s first task was simply leading people on trips to the mountains, it has since become one of the most well-known conservation groups in the United States (Stoll, 2007). The popularity of the romantic environmental movement and Muir suffered a devastating defeat when, in 1913, Congress agreed to flood Hetch Hetchy Valley, the twin valley of Yosemite, to provide hydroelectric power for San Francisco (Simpson, 2005; Snyder, 1996).

The Hetch Hetchy Valley debate gave rise to the “utilitarian conservation” movement (Stoll, 2007, p. 6). This movement did not seek to preserve nature for its own sake, but instead saw the environment as full of economically

valuable resources that should be used for the good of humans (Miller, 2001; Stoll, 2007). Gifford Pinchot, Chief Forester under Theodore Roosevelt, was one of the main supporters of the Hetch Hetchy Dam and is considered the founder of the utilitarian conservation movement (Miller, 2001). Stoll (2007) explains that the utilitarian conservation movement held sway in popular opinion until the 1930's. It was then that prominent writers and artists again started to question the idea that economic progress was the only way to measure American success. Some prominent examples include photographer Ansel Adams and nature writer Aldo Leopold. This rising concern for the environment was fueled by very visible signs of pollution and environmental destruction. Examples include the detonation of nuclear weapons in Japan in 1945, the declaration of Lake Erie as "dead" in the 1960s, the Cuyahoga river fire in 1969, and the extremely high level of air pollution in Los Angeles in the 1970s.

This obviously polluted landscape was the birthplace of the modern environmental movement in the United States and the New Environmental Paradigm (NEP) (Stoll, 2007). It is not possible to deduce the first appearance of the NEP, but it was first described by Dunlap and Van Liere in 1978 in response to apparent changes in beliefs about human being's relationship to the Earth. Dunlap and Van Liere (1978/2008) explained that the NEP is based on limited growth, a steady state economy, preserving the balance of nature, and a rejection of the idea that nature exists for the sole purpose of humankind. The spread of the NEP and clear signs of environmental degradation allowed environmentalist to make great strides in the 1970's (Dunlap & Van Liere,

1978/2008). For example, the first Earth Day celebration was held in 1970, Federal Clean Air, Clean Water, and Endangered Species Acts were all passed in the early 1970's, and the image of Earth floating in space, taken during the first moon landing, became "an iconic reminder of our lonely planet's splendid isolation and delicate fragility" (Connor, 2009, p. 1).

However, the momentum of the 1970's was quelled by a countermovement dubbed the "Reagan Revolution" in the 1980's (Dunlap, 2008, p. 14) in which defenders of the DSP brought "enormous resources to bear in mounting effective counterattacks to challenges to their hegemony...discrediting both the challenging ideas and the evidence, as well as those who promote them" (p. 16). Cantrill (1998) argues that this countermovement ensured that we still live in a consumer based society; "...popular culture [still] emphasizes a good life based on the consumption of nature, conditioning us to understand nature in only its economic and use-value; its inherent value as marketable and consumable" (Cantrill, 1998, p. 24). Because the DSP with its anti-environmentalist ideals remains the dominant social paradigm, the environment is not highly valued and many Americans continue to dismiss environmental concerns (Cantrill, 1993; Dunlap, 2008).

While the NEP has yet to become the dominant environmental paradigm, it has not vanished from the public's mind (Dunlap, 2008). On the contrary, many scholars believe that it is slowly gaining momentum once again. For example, Cantrill (1993) notes that a shift in environmental thinking is taking place, but is moving at a slow pace. Killingsworth and Palmer (1992) state that

“we may now...be witnessing an attitudinal shift and a corresponding power shift that would cause the continuum to ‘roll’ leaving a new alliance of deep ecology, science, and government – the environmentalist alliance – on the upper axis” (p. 15).

### **Current State of Environmental Communication**

As stated earlier, most Americans still view environmental issues through the lens of the DSP. By understanding the influence of the DSP it is possible to recognize some of the deep-seated cultural barriers faced by environmental rhetoric. One of those barriers is our culturally influenced language, which reveals that we do not value the environment (Cox, 2006). Harre, Brockmeier and Muhlhausler (1999) develop this idea in their book *Greenspeak*. The authors examine the English lexicon and find that it lacks “referential adequacy” in terms of environmental issues. This means that our culture has not produced the proper language to discuss the environment so we are left with a “misfit between the linguistic resources and the problems to be addressed” (p. 50).

The authors go on to explain that the language that we do use to talk about the environment is often unclear or biased. The authors look at the word “disposable” as an example and find that, in practice, it is a vague and misleading term because it implies that an item will go away. In truth nothing is disposable because there is no “away” (p. 25). Words we use to talk about the environment itself, like “wilderness” or “wildlands,” bring to mind unsafe and underutilized spaces (Cox, 2006). The words we use to describe nature can depict a forest as a cathedral or a crop (Cantrill & Goravec, 1996). This is

because our “ideas, beliefs, attitudes, policies, and practices involving the natural world and environmental problems are mediated by systems of representation – by human communication” (Fountain, 2010, p. 13). The connection between the words we use and the actual landscape they represent is eloquently expressed by Ornatowski and Bekins (2004) and is worth quoting at length:

Of our environment, what we say is what we see. The environment that we experience and affect is largely a product of how we have come to talk about the world. One woman’s ecological nightmare is another man’s wise use of resources only because we are symbol-using creatures. To be human is to talk of what influences humanity, and in communicating about the environment, we reify what we take to be real. For all intents and purpose, the planet is captive of our language community; the environment, beyond its physical presence, is a social creation, and this fact is often lost in the hoopla of crisis and deliberation. Furthermore, the only hope we have of ever preserving our environment is collectively to understand and alter the fundamental ways we discuss what we continually re-create. (p. 1)

It is not possible to tear down the master’s house using the master’s tools. In other words, environmentalists must actively create new symbols to help solve environmental problems. If they fail in this task the “earth and humanity will be left in the hands of those who have helped to create the dysfunction in the first place” (Muir & Veenendall, 1996, p. 133). The

importance of native language to a person's concept of the world is not a new concept to scholars. In his book *The Life and Growth of Language* (1875), noted American linguistic scholar, William Dwight Whitney, wrote:

Every single language has . . . its own peculiar framework of established distinctions, its shapes and forms of thought, into which, for the human being who learns that language as his "mother-tongue," is cast the content and product of the mind, his storehouse of impressions, however acquired, his experience and knowledge of the world... There is thus an element of constraint in language-learning. But it is an element of which the learner is wholly unconscious. Whatever language he first acquires, this is to him the natural and necessary way of thinking and speaking; he conceives of no other as even possible. (pp. 21-22)

The strong influence of our language over our ways of thinking is still being explored today. This concept was once referred to as the Sapir-Whorf hypothesis, but has been renamed the Linguistic Relativity Hypothesis (LRH) in order to separate the concept from Whorf in particular (Tohidian, 2009). The LRH proposes that the language we use influences the way people perceive and think about the world. This influence then leads people to view the world differently (Lucy, 1997). While empirical testing of the presence and strength of the LRH is difficult (due to linguistic constraints) it is still a popular topic in current linguistic scholarship and remains an important component in understanding communication (Tohidian, 2009).

Kenneth Burke named the limiting nature of language a “terministic screen” (Gusfield, 1989, p. 114), which is a set of symbols that becomes a kind of screen or grid of intelligibility through which we view the world. Our language helps us to understand reality, but also limits what we understand because a word is “a reflection of reality, by its very nature as a terminology it must be a selection of reality; and to this extent it must function also as a deflection of reality” (p. 115). The deterministic nature of language calls for new less biased language to talk about environmental issues (Harré et al., 1999).

While the work of creating a more effective and less biased language to discuss environmental issues continues, environmental campaigns are still being run and they are shaping the actual face of the earth. Environmental rhetoric shapes reality because it takes place in “arguable spaces.” (Myerson & Rydin, 2004, p. 32). This means that no universally accepted path of action exists so the choice of what to do is debatable. This is where environmental rhetoric comes into play and becomes a “mode of altering reality, not by direct application of energy to objects, but by the creation of discourse which changes reality through the mediation of thought and action” (Bitzer, 1992, p. 31). The web of concepts and words used in environmental rhetoric can help to reinforce old social norms or create new ones, so the words we choose when framing and debating the environment are extremely important (Myerson & Rydin, 2004). Therefore, if a shift away from the DSP is going to take place it will depend in large part upon environmental rhetoric (Killingsworth & Palmer, 1992).

## **Justification for Study**

Because most Americans still see the world through the lens of the DSP, it is important to recognize its influence while at the same time trying to foster the NEP. The DSP continues to support and reinforce the United States' consumer society. In large part this is why the United States, a country with 4.6% of the world's population, used 33% of the world's resources in 2004 (Cassara, 2007). As more of the world's population becomes westernized, greater pressure is being put on the Earth to support growing demands for more products and services, which is leading to worldwide ecological degradation (Utley, 1999). While a comprehensive examination of all the environmental disasters that have taken place is not necessary here, a brief examination of some of the current problems would be prudent to help illuminate the exigency of the situation.

Due to its global effects, climate change is arguably the most catastrophic human-made environmental disaster to date (Stoll, 2007). Climate change is caused by heat-trapping chemicals called "greenhouse gases" being released into Earth's upper atmosphere and causing global temperatures to rise. Some of the effects of climate change are predicted to include the flooding of coastal cities, more frequent and severe storms, drought in some areas and floods in others, and widespread famine (Environmental Protection Agency, 2010; McKibben, 2009). These disasters are of such epic proportions that, if left unchecked, they are expected to impact every living thing on Earth (McKibben, 2009).

The effects of two other environmental crises are being felt right now. All over the world, marine fish populations are plummeting (Hourigan, 2009). The decline has been linked to human-induced loss of habitat and overfishing (Hourigan, 2009). In addition to affecting local economies, the loss of this critical link in the ocean's food chain has unpredictable consequences for the entire marine ecosystem (Pauly, Alder, Bennett, Christensen, Tyedmers, & Watson, 2003). Another ocean-related disaster is the Deep Horizon oil spill in the Gulf of Mexico. Currently the Federal government estimates that 12,000 to 19,000 barrels (that is equal to 504,000 to 798,000 gallons) of oil is being spewed into the gulf every day (Zeller, 2010). This new estimate means this oil spill has surpassed the Exxon Valdez disaster of 1989, making it the worst oil spill in the history of the United States (Zeller, 2010). A successful way to stop the flow of oil has not, as of yet, been determined. The oil spill has already closed fishing grounds off the coast of Louisiana and killed local wildlife (Fountain, 2010). Its ultimate ecological impact is not yet known. While this tragedy has already had a severe environmental, economic, and social impact, it also offers a unique opportunity to study environmental communication at the local level as it unfolds.

All of these current environmental disasters bring to mind several questions. How much greenhouse gas can we safely emit? How many fish can we harvest from the ocean without devastating the marine ecosystem? Is offshore drilling worth the environmental risks it represents? No scientist or politician has a concrete answer to any of the above questions so we must use

environmental rhetoric to chart the best course ahead. Of course the DSP currently affects whose opinion is given the most weight and which solutions seem the most palatable. This means that in order to be effective, environmental rhetoric must foster the NEP. Given what is at stake in the environmental debate, scholarship relating to environmental rhetoric seems critical.

A review of current scholarship in this area has revealed that most research seems to take one of two forms, a close reading of a selected text or broad sweeping generalizations about environmental rhetoric in general. This will be explained in greater detail in the literature section, but a brief overview is presented here. Some examples of rhetorical analysis include Foust and Murphy's (2010) rhetorical analysis of ten years' worth of newspaper articles focused on climate change; Coppola's (1997) close reading of the New Jersey Pollution Report; and Plevin's (1997) close reading of monthly environmental magazines. These works also follow the general trend of focusing on major environmental writings (Herndl & Brown, 1996). Works that cover the general thrust of environmental communication include Killingsworth and Palmer's (1992) *Ecospeak*, Cox's (2007) review of crisis communication, and Lakoff's (2010) examination of issue framing.

One communication study that did not follow either trend was the Dreiling, Lougee, Jonna, and Nakamura (2008) examination of over 500 environmental organizations' channels of communication used to communicate with their members, recruit new participants, and develop alliances with other

organizations. While this study produced interesting results on the channel of communication used in various situations it did not reveal what types of appeals were used.

A review of the current literature did not reveal any studies that analyzed the full repertoire of environmental communication produced by an environmental organization. This means that it is not known if organizations are using the same types of appeals across all of their communications. If completed, this type of analysis would show if the organizations were using a specific type of appeal consistently, or if changes in the situation and/or audience produced different appeals. If an organization did change their appeals based on the audience and situation it would be an example of what Delia, O'Keefe, & O'Keefe (1982) call a "person centered message." Person centered messages are specifically adapted to the person who is hearing the message. This allows the message to connect with the audience and target their concerns appropriately (Delia et al., 1982). Whether or not environmental organizations are using person-centered messages is an important question because appeals that are focused on their target audience have a much greater chance of success (Griffin, 2009).

The available studies did point to some interesting findings in regards to environmentalists' rhetorical techniques. The studies suggested that environmentalists often use divisive, guilt based, and apocalyptic claims, as well as fact-based appeals. As mentioned in the introduction, I have dubbed these strategies "rhetorical ruts," and they will be described in detail in the literature

review section. The literature also shows that these ruts significantly reduce the persuasive power of environmental rhetoric.

As the world's human population increases exponentially, the demand for Earth's resources and the production of hazardous pollution will only increase. It is the environmentalists' task to try to instill a NEP before rising world temperatures cause global catastrophes, the marine ecosystem collapses, or another off shore oil platform is erected in the search for even more oil. This is a weighty task, but scholarship in this area may help environmentalists overcome poor rhetorical tactics. With this goal in mind an in-depth review of the relevant literature follows.

## **Chapter Two: Literature Review**

### **Introduction**

As I have already suggested, a review of the literature reveals several rhetorical ruts that environmental communicators have fallen into. In this work a rhetorical rut is described as a single rhetorical appeal that is used repeatedly and exclusively. The ineffective rhetorical strategies used by environmental organizations that have received the most attention in the literature are examined here. They include using divisive appeals, guilt based appeals, making apocalyptic claims, and using fact based appeals. In general, each one of these rhetorical techniques does have an appropriate usage. However, when they are used exclusively and repeatedly they become rhetorical deficiencies that harm the environmental movement's ability to be persuasive.

The literature also offers several alternative rhetorical strategies that are predicted to increase the persuasiveness of environmental communication. These alternative communication techniques include trying to create real understanding of the issues (Habermas, 1984), tailoring each appeal to each stakeholder (Myerson & Rydin, 2004; Valenti, 1998) developing a sense of place and the environmental-self (Cantrill, 1998), framing the issues properly (Killingsworth & Palmer, 1992), and using a variety of rhetorical appeals

(Cantrill, 1993; Obermiller, 1995). Each of these new rhetorical strategies, or pathways and their benefits to environmental rhetoric will be discussed in detail later. In general, these alternative rhetorical strategies can be used to create a more powerful persuasive message in order to achieve the aims of environmental rhetoric.

If more effective rhetorical appeals are available then why do environmental organizations repeatedly use the same ineffective appeals (Foust & Murphy, 2009; Plevin, 1997)? Marwell and Schmitt (1967) conducted a psychological research study in an attempt to find out why people use ineffective rhetorical strategies. Their research led to the construction of a model of compliance-gaining behavior. Compliance-gaining behavior is defined as “the manipulation of others to gain the goals of the actor” (317). The Marwell and Schmitt (1967) model remains influential in persuasion research today. Their original study found three main causes for the continued use of improper persuasive techniques. These include the actor not having another strategy in their repertoire, the appropriate strategy is thought to be too costly, or the actor is not aware of which strategy would be the most appropriate (Marwell & Schmitt, 1967). Any one of the above deficiencies could lead to environmental organizations failing to use the most appropriate rhetorical technique and cause them to become stuck in a rhetorical rut. As Abraham Maslow so famously said “It is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail” (Maslow, 1966, p.15). I will now examine the rhetorical ruts mentioned above in detail.

## **Rhetorical Ruts**

**Divisive appeals.** While rhetoric in and of itself is not necessarily antagonistic, environmental rhetoric often is (Myerson & Rydin, 2004). This antagonistic approach often takes the form of divisive appeals. This type of appeal is a rhetorical strategy that sets up an “us” versus “them” mentality. Killingsworth and Palmer (1992) show that the environmental debate is often reduced to a simplistic (and false) dichotomy in media representations as well as in casual conversations. This dichotomy has its roots in the very words we use to describe “nature” and our place in it.

As discussed earlier, the Dominate Social Paradigm (DSP) sees humans as separate from nature. “This separation is so deep in our conceptual system that we cannot simply wipe it from our brains” (Lakoff, 2010, p. 76). Humans are thought to be separate from and above nature. Anyone who challenges this belief carries a negative stigma (Harré et al., 1999). This stigma can be seen in the word “environmentalists.” Killingsworth and Palmer (1992) summarize the negative history of the word “environmentalist.” The term is about thirty years old and was first used to denote those outside of mainstream thought on the environment. It was applied to environmentalists, not used by them. “By their very name environmentalists are identified as outsiders through their association with the environment, the external, the out-of-doors, that which surrounds, the margins of civilization, and above all, the wilderness” (p. 31). This term is often used to take up one side of a divisive appeal, for example, environmentalists vs. loggers. The human trait of grouping people into “us” and

“them” has roots in the very first human societies and must be carefully avoided if solutions to environmental problems are to be found (Keen, 1991).

Divisive appeals have a negative effect on environmental rhetoric because they do not provide any common ground on which to find solutions (Muir & Veenendall, 1996). Instead, they continue “the binary of ‘us’ and ‘them-everyone else’ ” (Plevin, 1997). This polarization of sides can make problems seem intractable (Keen, 1991).

At best, divisive appeals offer the public a reductionist view of the issue in which they are forced to pick sides when in reality no such thing as a simple binary division exists (Myerson & Rydin, 2004). When environmental organizations engage in the use of divisive appeals they “preclude and suffocate opportunities for widespread collective will to form” (Foust & Murphy, 2009, p. 151). Another, more subtle effect of using divisive appeals is the reification of the practice itself. Often divisive appeals are used by anti-environmental groups in order to make environmental choices seem pitted against local jobs (Waddell, 1998). When environmental groups also participate in divisive appeals they give more validity to the anti-environmentalists’ tactics.

Put simply, in order for environmental rhetoric to be persuasive “we must overcome the polarity” (Myerson & Rydin, 2004, p. 195). This is not to say that people do not disagree. Instead, it means that we must look at the people and issues involved in the debate in a more complex way. The wise use of advocacy tactics requires a rejection of simplistic divisive appeals. Instead, we should “divide advocates and their publics along more general lines and

conceptualize the understanding of environmental discourse in light of broad based sociocultural, informational and mental influences” (Cantrill, 1993, p. 3).

**Guilt based appeals.** The use of guilt by environmental organizations is not a recent phenomenon. For example, in 1970 a famous Keep America Beautiful anti-litter public service announcement shown on television featured a Native American crying over the pollution of the land while drivers casually dropped litter by the side of the highway. Guilt based appeals can take the form of injured dolphins, bludgeoned baby seals, or children calling out to government officials for safe drinking water. In fact, this kind of appeal has become so common it has been called a “systematic guilt-ridden assault” (Plevin, 1997, p. 137). Guilt is such a powerful motivator that Burke argued that it is the central motive for human action (Burke, 1969). He also stated that humans often make the environment a victim of the “excessive pollution of air and streams, the ‘bulldozer mentality’ that rips into natural conditions without qualms, the many enterprises that keep men busy destroying in the name of progress or profit the ecological balance on which...our eventual wellbeing depends...” (Gusfield, 1989, p. 281). The victimhood of the environment then instills feelings of guilt within us (Gusfield, 1989). While guilt can be a powerful motivator, Burke also shows that it can lead to cycles of guilt and redemption that simply repeat instead of solving the issue at hand (Burke, 1969).

Guilt is defined as an “unpleasant emotional state that arises from the perception that one has acted non-normatively, or that one has failed to act normatively” (Boster, Mitchell, Lapinski, Cooper, Orrego, & Reinke, 1999, p.

168). Two recent studies have been conducted on the effect and prevalence of guilt as a rhetorical strategy. The first is a rhetorical analysis conducted by Plevin (1997) in which the effectiveness of guilt as a rhetorical strategy was examined in two national environmental publications. Because only the monthly magazine of two national environmental organizations was used in this study it is not possible to determine if guilt was the only strategy used in all outreach materials. However, the study was able to show that the use of guilt can be an effective rhetorical tool in certain situations. For example, the use of guilt was effective at achieving short term goals from members of environmental organizations. However, it was also shown that the use of guilt can be problematic. The study showed that guilt appeals only worked on people who already considered themselves environmentalists (p. 137).

This concept is also explored by Robert B. Cialdini, a psychologist who studied the factors that influence why people acquiesce to requests. His research found that people are far more likely to be persuaded to do something if they feel that similar “others” are also doing it (Cialdini, 1995, p. 262). This means that if a situation is “unclear” then people will look to their own social group for cues on how to behave (p. 263). Psychologist Herbert C. Kelman referred to this trait as “identification” (Kelman, 1958, p. 53). Kelman (1958) stated that this trait occurs when a person goes along with an idea because they wish to be identified with another person or group. While identification may lead to the desired effect it is not true acceptance of the idea itself. Rather, change is motivated by a need to be a part of a group (Kelman, 1958). Kenneth

Burke also describes identification as a central force in communication. Humans are physically separate beings and also separated by a class system. Our communication is motivated by a need to feel connected to the people who are in our social group (Burke, 1969).

Thus use of guilt can be effective for people who already consider themselves environmentalists and wish to stay that way; however, that effectiveness comes at a “great cost” (Plevin, 1997, p. 137). This cost comes in the form of not engaging in true dialogue with members outside of the environmental organizations, which leads to the stifling of consensus building. This effect becomes more dramatic over time. This is because “eventually guilt loses its rhetorical force” (p. 137). If a movement has been relying solely on guilt appeals then once they are no longer effective the members are left without any motivation to act.

The second study in the area of guilt appeals was conducted by Camron, Campo and Brossard (2003). A sample of 454 students was studied to see which types of appeals they were likely to use when trying to persuade a senator to legalize marijuana. The study showed that students who self-identified as activists were more likely to use “negative” compliance-gaining strategies such as guilt in order to be persuasive (p. 274). While this study points out that activists are more likely to use guilt it is not specific to environmental activists nor does it examine different types of outreach situations.

**Apocalyptic claims.** The use of apocalyptic claims by environmentalists has its roots in the very first popular environmental book, Rachel Carson's *Silent Spring* (Carson, 1962/1994). "Carson's chief rhetorical strategy was the development of startling contrasts and dramatically rendered conflicts in a future-oriented report on environmental problems, a kind of apocalyptic narrative befitting a latter-day prophet" (Killingsworth & Palmer, 1992, p. 65). Murr and Veenendall (1996) go even further, stating that "one reading of *Silent Spring* is enough to throw any psychologically balanced layman into a seesaw syndrome of deep depression and hypochondriac anxiety" (p. 11).

The trend of employing environmental apocalypses continued with Paul Ehrlich's *The Population Bomb* (1971), which forecast devastating worldwide famine if the world's population was not controlled. With these two works leading the way, apocalyptic narratives have served as a standard tactic of environmental rhetoric for the last three decades. (Herndl & Brown, 1996). This fact is illustrated by Myerson (2004), who points out that "at the heart of many environmental arguments lies a broken earth" (p. 182), and Killingsworth (2005) whose study of environmental discourse found nature to be represented as a "disaster waiting to happen" (p. 363).

Though the use of apocalyptic rhetoric is a common practice in environmental rhetoric, it has been highly criticized (Foust & Murphy, 2009; Harré et al., 1999; Herndl & Brown, 1996; Ellen, Wiener, & Cobb-Walgreen, 1991). For example, Brulle (2010) recommends avoiding apocalyptic messages and suggests that other, less startling forms of messages be used in order to

engage the public. This is because apocalyptic rhetoric undermines the persuasiveness of environmental rhetoric in three important ways. Apocalyptic rhetoric can make environmental catastrophes seem fated (Killingsworth & Palmer, 1992), can take away the public's sense of agency (Foust & Murphy, 2009), and can reduce the credibility of environmentalists (Myerson & Rydin, 2004).

Apocalyptic rhetoric has its roots and narrative form in the Bible (Foust & Murphy, 2009). Using this form comes with the risk of the public "...dismissing valid threats because they are couched in the form, if not the language, of traditional prophetic warnings" (O'Leary, 1997, p. 310). This narrative form comes with an unavoidable catastrophic end point. When drawing on this form the quintessential endpoint is often framed as avoidable if we act soon (Harré et al., 1999). In this way apocalyptic environmental rhetoric may be used to make environmental problems seem immediate and pressing.

However, they can also make environmental problems seem like an unavoidable catastrophe (Cantrill, 1993). This is because belief in the DSP and the idea that scientific progress can save us often makes apocalyptic claims seem invalid (Herndl & Brown, 1996). If the claims are successful in convincing the public that a great environmental catastrophe is imminent then there is a chance that fear can cause them to "shut their eyes tightly" and just accept the fated endpoint that accompanies an apocalypse (Killingsworth & Palmer, 1992, p. 71).

In a rhetorical analysis of newspaper articles about climate change that appeared in the *New York Times*, *Washington Post*, *Time* magazine (or its subsidiaries), and *USA Today* from 1997 to 2007, Foust and Murphy (2009) were able to show that apocalyptic rhetoric was pervasive. While limited to climate change, the study does show that the use of apocalyptic appeals was widespread in newspapers over the last ten years. Foust and Murphy examine the fated quality of apocalyptic rhetoric, stating that apocalyptic rhetoric and framing can “stifle individual and collective agency due to their persistent placement of ‘natural events’ as catastrophic, inevitable, and outside human control” (20).

As well as making environmental disasters seem fated, apocalyptic rhetoric also takes away a person’s sense of agency. The terms agency (Norton, 2007), locus of control (Kollmuss & Agyeman, 2002), and perceived consumer effectiveness (Scholder et al., 1991) have all been used to refer to an individual's belief that personal action can bring about change or make a difference. For the purpose of this work the term agency will be used.

Agency is an important factor in environmental rhetoric. For example, “Those that take more control of their own lives seem to engage in more environmentally responsible behavior than those who wait for direction from others” (Cantrill, 1993, p. 19). This means that people with a high level of perceived agency in their lives believe they can make a difference on environmental issues and feel confident enough to act on that belief. Conversely, a large scale social marketing study conducted by Ellen et al.

(1991) found that one of the factors that affect people's likelihood of engaging in pro-environmental behavior is their level of agency. People who had low levels of agency significantly reduced the chances of that person engaging in environmentally friendly activities, even when those activities are encouraged by society. Kollmuss and Agyman's (2002) work produced a study that examined 128 psychological and sociological models of behavior in order to try to determine what causes people to act in pro-environmental ways. They describe pro-environmental behavior as actions that are taken with the belief that they will help, or are less harmful to the environment (Kollmuss & Agyeman, 2002). This study reported that people with a low level of agency tend not to be moved to act by apocalyptic environmental messages. Instead, they will react with emotions like denial, rational distancing, and delegation. All of these emotions can prevent individuals from engaging in pro-environmental behavior and negate the purpose of the message. Instead of producing apocalyptic messages that may reduce people's sense of agency, environmental rhetoric should "try to enhance consumer perceptions that their own actions will improve the environment" (Ellen et al., 1991, p. 111).

As well as not fostering an individual's sense of agency, apocalyptic rhetoric can also harm environmentalists' credibility, or ethos. Ethos can be defined as "the sum of particular intellectual and moral qualities that an audience recognizes in the rhetor's message" (Herndl & Brown, 1996, p. 50). What this is referring to is the perceptions of the rhetor by the public. The perceived high or low level of ethos that a rhetor has in the minds of the

audience can have an enormous impact on whether the rhetor's message is perceived as credible. This idea is further explored by psychologist, Herbert C. Kelman (1958), who states that effective persuaders are thought of as legitimate speakers who have the proper social standing or expertise to advise us on what we should do. Speakers with a high level of acceptance are more likely to be persuasive (Kelman, 1958). This means that speakers are not created equally in the minds of the public; "as such the ethos of environmental arguments plays a central role, for it links strongly to notions of authority, legitimation and the criteria by which the argument as a whole is judged" (Myerson & Rydin, 2004, p. 132). In fact, the speaker's ethos is so critical in creating an effective message that Aristotle named it "the controlling factor in persuasion" (Herndl & Brown, 1996, p. 132). Because persuasion is strongly affected by the speaker's credibility, environmental rhetoric (an essentially persuasive endeavor) must strive to maintain a high level of ethos (Myerson & Rydin, 2004).

Given the importance of ethos to environmentalists, it is vital that they do not engage in activities that erode their ethos with the public. However, apocalyptic rhetoric does just that because it "invites naysayers to discredit scientists as false prophets and label environmentalists as alarmists" (Foust & Murphy, 2009, p. 162). As has been shown, apocalyptic appeals do not meet the persuasive needs of environmental rhetoric and they undercut the credibility of environmentalists. Thus the use of apocalyptic appeals should be avoided (Foust & Murphy, 2009).

**Fact based appeals.** The use of straightforward factual based arguments is so ubiquitous in environmental rhetoric that research into the field of environmental marketing has been stifled because of lack of diversity in styles (Obermiller, 1995). Environmentalists “rely on the rationale of words” to make their arguments for them (Harré et al., 1999, p. 2). Trained environmentalists and policy makers often use fact-based appeals and may believe that if you “just tell people the facts they will reason to the right conclusion” (Lakoff, 2010, p. 72). This same idea is expressed by Duncan (2004) who asserts that most environmental activists’ rational rhetorical strategy relies on producing facts as opposed to the intuitive strategies most audiences are accustomed to.

Lakoff (2010) has proposed that the abundance of fact-based appeals within environmental rhetoric can be traced back to the Enlightenment ideals and its emphasis on reason and science. Since the Enlightenment, humans have thought of themselves as rational beings who are moved to action by factual information (Lakoff, 2010). This has led to the notion that knowing the facts is all that is required for people to change their behavior. This concept helped to form the basis of the linear model of communication (Kollmuss & Agyeman, 2002). The linear model of communication was commonly accepted in the 1970’s (Kollmuss & Agyeman, 2002; Lakoff, 2010). In this model, communication was thought of as a linear process that started with giving people environmental information which would lead to environmental sensitivity, resulting in appropriate environmental action (Kollmuss & Agyeman, 2002;

Lakoff, 2010). People following the linear model of communication thought that all they needed to do was produce scientific facts (for example, the number of California condors left), tell the public about the problem, and people would react in a rational manner and change their behaviors accordingly (for example, help protect the species) (Kollmuss & Agyeman, 2002; Lakoff, 2010). Thirty years of cognitive brain science has shown that this model is flawed (Cantrill, 1992; Lakoff, 2010). It has been shown that the process by which we come to decisions is much more complex than a simple straight line (Kollmuss & Agyeman, 2002). Lakoff (2010) points out that as much as 98% of our reasoning process is unconscious. Yet our environmental language is still “peppered with enlightenment ideas” (Harré et al., 1999, p. 7).

Another reason environmental arguments rely heavily on scientific facts is that scientists are considered expert authorities in our society. So their arguments are usually given more weight (Cialdini, 1995). However, scientists have been so severely criticized since the 1960’s that their authority has been partially undermined (Zima, 2000). Interestingly, some have even credited the beginning of lack of trust in scientists to Rachel Carson’s *Silent Spring* (Killingsworth, 1992; Muir, 1996). In order to give weight to environmental issues within the DSP we have wedded environmental rhetoric with science, but this marriage has not translated into environmentally conscious behavior (Coppola, 1997; Killingsworth & Palmer, 1992). Many scholars have stated that the failure of fact based appeals is partially because environmental rhetoric must be persuasive, and people are not often persuaded by facts alone.

(Coppola, 1997; Myerson & Rydin, 2004). This overwhelming condemnation of fact-based appeals clearly suggests the need for other approaches.

### **New Rhetorical Pathways**

Now that an understanding of the rhetorical ruts that environmentalists often fall into has been explored, it is beneficial to see what alternative rhetorical strategies are suggested by the literature. A complete review of all of the potential rhetorical appeals that could be used by environmentalists is not possible or practical for the purposes of this work. However, a sample of the most often touted appeals as well as their benefits will be presented and explored. All of the rhetorical appeals have a common thread running throughout. That thread is aiming for true discourse, or what Habermas would call Communicative Action. Communicative Action is a form of rhetoric that focuses on finding understanding through a process of rational discourse. Once an understanding has been reached, agreed upon actions can take place (Habermas, 1984). This kind of rhetoric aims for creating true, long-term consensus-building and trustworthy knowledge (Killingsworth & Palmer, 1992).

Petty and Cacioppo (1986) also explain why real dialogue may lead to more persuasive and longer lasting results. They developed the elaboration likelihood model which postulated that persuasive arguments that engage the audience and make them think about an issue use “high thought” (Petty & Cacioppo, 1986, p. 1989). This means that they are using several of their cognitive abilities to analyze the information being given to them. By engaging the audience and making them really think about an issue, whatever

conclusions they come to about it are “more likely to become part of their underlying belief structure” (Petty & Cacioppo, 1986, p. 128). Then the newly formed beliefs are more likely to become permanent. By engaging in true dialogue it may be possible to engage “high thought” in the audience of environmental rhetoric and create long term beliefs about environmental issues. It is not possible to reach for such lofty goals when using rhetorical ruts like fear or guilt. Instead, the higher (and longer) road must be taken (Muir, 1996; Plevin, 1997).

The rhetorical appeals that will now be examined include tailoring each appeal to the audience, developing a sense of place and a sense of the environmental-self, framing the issues properly, and using a variety of appeals. This is not to say that individual environmentalists have never used the above rhetorical pathways. Instead, the literature suggests that they do not make up the general thrust of current environmental rhetoric. Scholars also suggest that these new pathways will offer better persuasive results than the rhetorical ruts mentioned above.

**Tailor each appeal to the audience.** Environmental rhetoric has many audiences. Policy makers, the general public, school children, and environmental activists are just a few groups that are exposed to environmental messages. Each group has its own set of values and attitudes toward the environment. In fact, great differences in personality traits and ingrained attitudes within each group are also to be expected (Cantrill, 1993; Coppola, 1997). This is further supported by Ellen et al. (1991) who state that even

environmentalists are “a vast group...made up of individuals with highly diverse personality traits, values, attitudes and behaviors” (p. 102). In order for a solution to speak to a people, Campbell (1977) (as cited in Cantrill, 1993) asserts that “it needs to find roots in their life, language, and thought” (p. 23). This means that in order for environmental rhetoric to be persuasive it must take into account the audience’s values, perspectives, and culture (Myerson & Rydin, 2004; Valenti, 1998). This is an undertaking that must be ongoing and fitted for each environmental campaign (Cox, 2006).

In a 1993 study Cantrill (1993) reviewed current studies in environmental communication over a diverse range of fields. One of his findings was a set of differences in the audience that should be taken into consideration when creating environmental rhetoric. He first explains that three basic mediators affect how people perceive environmental rhetoric: sociocultural influences, informational biases, and strategic-action concerns (p. 5). The first mediator, sociocultural influences, is defined as the “various demographic variables as well as the particular cultural milieu which fosters a person’s social development” (p. 7). This consists of a person’s age, economic status, location, and upbringing. Although it is tempting to try to identify environmentalists using this type of demographic information, it alone has not proven to be a good indicator for environmental actions (p. 8). The second mediator to be taken into consideration is a person’s informational biases. This is a more cognitive set of beliefs about the environment that has been formed by a person’s experiences, interpersonal networks, education, and the mass media (p. 11). The last

mediator Cantrill examines is strategic-action concerns. This refers to how a person thinks of themselves in relation to the environment. In other words, do they consider themselves environmentalists? If people have a set way of thinking about environmental issues it would be of great value to determine those thought patterns and arrange environmental rhetoric to reflect them (p. 18).

Once all three mediators have been taken into consideration a basic understanding of who is being targeted with the environmental message will be reached. Again, it is important to note that all three factors must be considered to develop a full picture of the target audience. Only then will it be possible to develop a highly persuasive environmental rhetoric. While time consuming, this understanding of the audience is the basis for effective advocacy (p. 21). This idea is also supported by Burke who stated, "You persuade a man only insofar as you can talk his language by speech, tonality, order, image, attitude, idea, identifying your ways with his" (Burke, 1969, p. 55).

Cantrill concludes his study with a list of three vital information gaining activities any environmental advocacy group should participate in before engaging in a campaign. First, identify which public has the greatest stake in the issue at hand. This should be considered your core audience as they are the most likely to be affected by the outcome. Second, identify the self-interests of those publics. Are they involved due to economic, political, or aesthetic reasons? Gathering this information will make it possible to tailor the message to what speaks to them. Lastly, identify each public's beliefs about the

environment in general. This understanding may make it possible to find other opportunities to shape persuasive messages about the issue at hand (Cantrill, 1993, p. 21).

As stated by Cantrill (1993) and supported by Foust and Murphy (2009), most of the public's understanding of environmental issues comes from print, televised, or electronic mass media. Therefore, the effect the mass media has on the public is a vital part of understanding the audience. Unfortunately most communication scholars believe that the mass media is strongly biased towards the DSP. For example, Deluca (1999) paints a very dark picture of the mass media's portrayal of environmental issues. He states that the mass media are participants in and promoters of a dominant ideology perspective, "the media are an ideological state apparatus designed to produce a citizenry that accepts the existing economic and social power relations" (DeLuca, 1999 p. 87). This idea is mirrored by Killingsworth and Palmer (1992) who state that the news media "covertly (or unconsciously) upholds the values of industrialization" (p. 26). Cox (2006) also perceives the media as being biased towards the DSP, "what passes for objectivity is merely the prevailing consensus about what is real in any given time and society" (p. 181). This adherence to and support of the DSP causes the media to frame environmental issues through the "discourse of industrialism" (Killingsworth & Palmer, 1992, p. 134).

As well as being caught in the DSP, the media also faces time and space constraints. This means that the media often cannot develop stories on "even relatively uncomplicated issues, much less the complexities of environmental

science and politics” (Killingsworth & Palmer, 1992, p. 134). This lack of time also leads to stories being delivered in a simplistic and divisive way (Cantrill, 1993; Cantrill & Goravec, 1996; Herndl & Brown, 1996). As noted earlier, divisive appeals lead to a loss of common ground and possible solutions. When most of the public hear environmental issues being framed as one group against another, they may feel forced to choose a side based on information steeped in DSP ideology (Foust & Murphy, 2009).

However, heavy users of the mass media may simply do nothing at all about environmental issues. Several studies have shown that as people get more information about the environment from the mass media, they believe the information is not serious (Cantrill, 1992). This leads to the public becoming more passive about environmental issues. This passivity may be one reason “the mass media has failed to reduce significantly the exploitation of the environment” (Cantrill, 1992, p. 35). All of these concerns about the effects of mass media on the public pose a serious challenge for environmentalists. This effect cannot be underestimated and must be accounted for when tailoring environmental rhetoric to each audience.

Another way to tailor each appeal to the audience is to start early. Communication scholars have advocated teaching environmental issues to young children as a way of combating the DSP and media influence (Cantrill, 1993). This doesn’t require long sections of intensive education, as studies have shown that even “short educational programs may increase NEP scores

among children” (Dunlap, 2008, p.15). In this way the work of the next generation of environmentalists could be made a bit easier.

**Develop a sense of place and the environmental-self.** What makes a place special? How are we connected to any particular spot on the planet? To environmental rhetoric these are not idle questions. It is important to remember the “where” part of the question “who are we” if we want to make environmental issues salient in the minds of the public (Snyder, 1996, p. 42). However, understanding the answer to that question has spanned philosophical, social, and geographic fields. The question is also complicated by the fact that it is not just physical location that holds significance, but the perception of that place which only exists in the mind. Cresswell (2004) expands the general concept of the word “place” by stating it should be thought of as “a rich and complicated interplay of people and the environment” (11).

The concept of an actual physical location combined with our perception of it is labeled a “sense of place.” Our sense of place is created by our culture, social interactions and contact with the environment (Cresswell, 2004). Cantrill (1998) asserts that a “sense of place is the perception of what is most salient in a specific location, which may be reflected in value preferences or how that specific place figures in discourse” (303). This is an important concept in environmental rhetoric because it recognizes that the “cold hard reality” of geography is not enough to inspire environmental action (303). Instead, we make the world meaningful though creating a sense of place (Cresswell, 2004).

Research has shown that this meaning can then be translated into environmental action (Cantrill, 1998).

Once local people feel a connection to their “place,” it becomes much easier for them to care about environmental issues that are occurring “in their own backyard” (Kollmuss & Agyeman, 2002, p. 126). This is because people are generally more interested in issues that they can see and that directly affect them. Some scholars argue that while a sense of place logically begins with local geography, it is necessary to create a global sense of place (Massey, 1994). If this were possible then the public might show the same level of concern for worldwide events as they do for local issues. This would give much more persuasive power to environmental rhetoric (Cantrill, 1998).

Along with connecting people to the “place” they live, Cantrill (1998) also suggests fostering an “environmental-self” in the public. He defines the environmental-self as a potentially significant part of a person’s identity that reinforces how one interprets environmental messages. In other words, the environmental-self is a “portion of one’s self construct system associated with the larger environment, seen through the lens of personal history” (304). When Cantrill (1998) talks about a person’s “self construct” he is referring to all the different aspects that make up a person’s world view. In this way the environmental-self is a part of the person’s overall self construct. Aspects that are reinforced become a more dominant part of the person overall.

A sense of place refers to how one perceives a particular place, while the environmental-self can be thought of as the filter through which all

environmental messages pass in the minds of the people (p. 305). For example, a person with a strong sense of environmental-self will see themselves as a committed environmentalist who is connected to the local land and makes a conscious effort to minimize their impact on the Earth. Therefore each time they learn about an environmental issue they consider it relevant, worthy of attention and are more prone to act on new environmental information (305). This idea is also supported by Cialdini's (1995) rule of consistency. The rule states that "after committing oneself to a position, one should be more willing to comply with requests for behaviors that are constant with that position" (Cialdini, 1995, p. 264). This could mean that if someone identifies themselves as an environmentalist then they are more likely to act in pro-environmental ways.

Cantrill (1992) has shown that the environmental-self is not a strong component in most Americans' self-constructs. This means that Americans must use other schemes (or parts of their personality) as guides for how to respond to environmental messages. For most Americans this means using other parts of their self-construct that have been created and reinforced by DSP ideologies. Fostering the environmental-self would help environmentalists because it would literally change how the public values the world around them. Kollmuss and Agerman (2002) refer to this as a "pro-environmental consciousness" (p. 256). Once the environmental-self is built up, "natural resource managers have a powerful tool for adapting policies and information to particular constituencies" (Cantrill, 1998, p. 304).

**Frame the issues properly.** Frames are central to how humans understand the world, so their importance to environmental rhetoric cannot be overstated. Lakoff (2010) lays out the importance of framing so eloquently that he is worth quoting at length:

Frames (sometimes called “schemas”) include semantic roles, relations between roles, and relations to other frames... All of our knowledge makes use of frames, and every word is defined through the frames it naturally activates. All thinking and talking involves “framing.” And since frames come in systems, a single word typically activates not only its defining frame, but also much more of the system its defining frame is in. Moreover, many frame-circuits have direct connections to the emotional regions of the brain...in short, one cannot avoid framing. (p. 72)

The power of frames comes from their subconscious activation. This means that once a frame has been established it will become the “narrative of our lives” (Harré et al., 1999, p. 70). The power of frames can have positive and negative effects on environmental rhetoric. For example, Killingsworth and Palmer (1992) describe current environmental communication as “a form of language and the way of framing arguments that stops thinking and inhibits social cooperation rather extending thinking and promoting cooperation through communication” (p. 9). This type of framing includes apocalyptic claims and divisive appeals which greatly decrease the effectiveness of environmental rhetoric.

While improper framing can have devastating effects on environmental rhetoric, effective framing can also be a powerful rhetorical tool. How an issue is presented can make “the invisible matter” (DeLuca, 1999, p. 32). This means that concepts that normally fall out of the area of concern for people in the DSP can be brought to light and given importance through the thoughtful application of frames. For example, while the issue of cutting timber could be framed as environmentalists vs. local jobs, it would be more productive to frame the issue as building a sustainable local economy that isn’t based on short term gains at the expense of the community’s long term interests.

Frames cannot be created quickly; instead, they are developed over long stretches of time. Environmentalists must produce a constant effort to build up pro-environmental frames. However, once they are in place they can be easily drawn upon for persuasive purposes (Lakoff, 2010). Once a frame is in place in the public’s mind just one word can passively activate it (Lakoff, 2010). The persuasive power of environmental rhetoric is linked to the proper use of frames. In order to produce effective environmental rhetoric, environmentalists must pay close attention to creating and activating the proper frames within their discourse

**Use a variety of types of appeals and strategies.** None of the new rhetorical pathways presented so far represents a “magic bullet” that will guarantee rhetorical success. Instead, each technique has strengths and weaknesses. When multiple rhetorical strategies are employed the weakness of any one strategy can be mitigated. Cantrill (1993) states that a large number of

rhetorical strategies in a group's repertoire can make them feel like more powerful advocates while a low number of rhetorical strategies can make them use the same strategies habitually and feel powerless. A marketing study conducted by Obermiller (1995) also supports the idea of using multiple strategies. In his study 95 adults were selected in a convenience sample out of the population of four business firms. The results of the study were thus not generalizable to a larger population. However, the results are still interesting and point to further research. The study tested different types of appeals used to persuade businesspeople to conserve water and energy, recycle and reduce the amount of waste they created. This study found that each issue varied in its salience with the audience and thus different types of appeals were more effective when trying to persuade people to engage in them. Obermiller (1995) also condemned using only one type of appeal as an unsuccessful tactic in environmental rhetoric. Instead, his research suggests that arguments should vary depending on the issues being addressed and to what audience.

One successful model for mixing rhetorical appeals is Al Gore's documentary, *An Inconvenient Truth*. Rosteck and Fentz (2009) state that the film's enormous success comes from "its complex way of intertextually addressing mythic, personal-biographical, scientific, and political reading positions" (p. 14). Gore was not the first person to use multiple rhetorical strategies, Alinsky (1971) argued for activists to be flexible, take chances, and use whatever methods were available to them in order to bring about change. Herndl and Brown (1996) go even farther saying that the very success of the

“environmental movement will, in large part, depend on different groups employing different strategies and playing different roles in the debate” (p. 237). This includes not only using different rhetorical appeals, but also attending to the myriad of ways “in which people make sense out of environmental discourse itself” (Cantrill, 1993, p. 3).

### **Summary**

This review of the literature has shown that the persuasiveness of environmental rhetoric is hampered by several common rhetorical ruts. Divisive appeals harm environmental rhetoric by simplifying complex issues and polarizing the argument. Guilt based appeals are problematic because they only work on people who already consider themselves environmentalists and lose their rhetorical power in the long run. Apocalyptic claims have many drawbacks. They may reduce the audience’s sense of agency, make environmental problems seem fated, and reduce environmentalists’ perceived ethos. Fact based appeals are heavily relied on in environmental rhetoric. Yet facts alone are not often persuasive and thus do not achieve the aim of environmental rhetoric.

The literature also revealed alternative rhetorical pathways that could prove to be more persuasive. It suggests that environmental rhetoric tailor each appeal to the audience. This has the advantage of being able to target the public with messages that appeal directly to their values, thus making the messages more persuasive. Developing a sense of place and the environmental-self will help make environmental issues hold more importance

in the minds of the public. Framing issues properly is a vital concern for environmental rhetoric. Frames control how we think of an argument and what is considered valid. By establishing pro-environmental frames and drawing upon current frames carefully, environmental rhetoric has a much greater chance at success. While each new rhetorical pathway is powerful, the literature recommends that a variety of appeals be used in conjunction with each other. This will help cover any weakness present in any one appeal.

A review of the literature has also shown that the area of environmental communication is growing rapidly, but still faces many limitations. For example, environmental communication's complex nature often leads to a variety of different areas of study being involved in its exploration. This can lead to fragmented understanding of the concepts involved (Cantrill, 1993). For example, the concept of agency was explored by a communication scholar (Norton), an environmental policy maker (Kollmuss), and a professor of marketing (Ellen), among many others. Each one uses different terminology to describe the same human attribute, and their diverse body of work was reviewed before it was applied to environmental rhetoric.

When communication scholars research environmental communication, they often conduct a textual analysis. Two examples of this are Pevin's (1997) close reading of two national environmental magazines and Foust and Murphy's (2009) examination of ten years of newspaper articles. While this kind of analysis offers an in-depth understanding of one kind of text, it does not reveal what kind of environmental rhetoric is produced in different outreach situations.

Books on the subject of environmental communication like *Greenspeak* and *Ecospeak* have more space to talk about additional kinds of outreach, but still do not offer an analysis of all of the current rhetoric produced by any single environmental organization. Instead, they use specific examples to show the general thrust of environmental communication.

These two types of studies, close readings and broad-based generalizations are not able to show if environmental organizations are using the same types of appeals in different situations. The aim of this study is to begin to explore that gap in the literature and see if a local environmental organization is falling into rhetorical ruts across different outreach opportunities.

## **Chapter Three: Research Design**

### **Introduction**

In this chapter I explain the design of this research project. First, I address the research questions that evolved from the review of the literature. Second, I explain the choice of qualitative analysis of the data. I also develop the methods for answering the research questions including the use of a case study and interview analysis. Special emphasis is placed on the technique of open coding.

### **Research Questions**

Drawing from the background and literature review, several key points have been uncovered. Currently there is a need for and an interest in effective environmental rhetoric, and recent literature argues that environmentalists have repeatedly relied on rhetorical strategies that have proven to be largely ineffective (Cameron et al., 2003; Herndl & Brown, 1996; Killingsworth & Palmer, 1992; Killingsworth, 2005; Muir & Veenendall, 1996; Myerson & Rydin, 2004; Plevin, 1997). However, it is not clear if environmentalists use these rhetorical ruts in all outreach communication.

The literature also suggests more effective rhetorical appeals that should be used. As stated earlier, these alternative rhetorical strategies include trying

to create real understanding of the issues (Habermas, 1984), tailoring each appeal to each stakeholder (Myerson & Rydin, 2004; Valenti, 1998) developing a sense of place and the environmental-self (Cantrill, 1998), framing the issues properly (Killingsworth & Palmer, 1992), and using a variety of rhetorical appeals (Cantrill, 1993; Obermiller, 1995).

Therefore, the research questions that guide this study are as follows: How does an environment organization use rhetorical appeals for (1) seeking donations, (2) recruiting volunteers, (3) educating, and (4) fostering pro-environmental action? Are those appeals consistent despite situational differences? Are those appeals consistent with appeals identified in the literature on environmental rhetoric?

The answers to these questions will help determine if certain rhetorical situations are likely to bring about the use of a particular type of appeal or if environmental organizations use the same appeals consistently. If the study reveals that the organization is using the same type of appeals predicted by the literature and is using them consistently, then the current approach to studying environmental appeals will be strengthened. If the study reveals that the organization is using different types of appeals in different situations then their communication strategies would appear to be more complex than currently suggested by the literature. This would imply that the study of environmental communication requires a more nuanced approach, which would provide several interesting opportunities for further study.

## **Methodology**

This study takes a qualitative approach because this is an exploratory research project and qualitative research is best suited for this type of work. The difference between qualitative and quantitative research is explained by Babbie (2010) as “essentially the distinction between numerical and non-numerical data” (p. 23). Strauss and Corbin (1998) explain that the qualitative approach is “any type of research that produces findings not arrived at by statistical procedures or other means of quantification” (Strauss & Corbin, 1998, p. 10). This study was designed qualitatively utilizing a case study, which is examined via a written interview and analysis of data gathered about a grassroots environmental group. The qualitative approach is appropriate because this study examines concepts not easily quantifiable, such as “guilt.” An analysis that simply counted the number of times the word “guilt” appeared in a text would not produce the true number of times guilt was used as a persuasive approach. Instead, combinations of words and pictures must be analyzed in context to reveal the message’s intended meaning. This process can only be accomplished using qualitative research methods such as open coding.

The data is analyzed in such a way that produces numerical values (for example, frequencies of strategies used), but is clearly qualitative in that the data and analysis are interpreted by one researcher rather than by statistical analysis. The qualitative approach also fits the goals of this study. Both Babbie (2010) and Strauss and Corbin (1998) agree that qualitative researchers tend to

hope that their work will be directly applicable to real life problems. The results of this study may contribute knowledge about how to craft successful rhetorical messages concerning the environment.

In order to successfully and effectively gather the needed data for this study two qualitative methods were selected, a written interview and an open coded textual analysis of the organization's outreach materials produced during the month of May 2010 relevant to garnering volunteers and donations or fostering pro-environmental behavior. The written interview questions will provide information that is not possible to garner from the textual analysis. For example, it will be possible to learn if the organization's staff has studied any communication techniques to produce their messages and how they gather information about their stakeholders. The written interview will also provide information regarding what types of appeals the organization thinks they are using, which can then be compared to the text to see if they have an accurate portrayal of the kinds of messages they are creating.

The textual analysis will reveal what types of appeals the organization is using in different texts such as email alerts, web pages, and newsletters. Using both a textual analysis and a written interview will help to negate the weaknesses of either method used individually. For example, the written interview alone would not allow any examination of the actual messages produced by the organization while the open coded analysis of the group's persuasive discourse alone would not reveal what types of strategies the organization consciously employs when crafting their appeals.

The study is limited to the communication used to garner volunteers, donations, education, and to foster pro-environmental action for two main reasons. First, the selected communication represents the persuasive communication most environmental organizations generate. Second, the selected communication opportunities are shared by a large percentage of environmental organizations, which will allow the data to be compared and contrasted in future research. Also, the educational aspect of rhetorical appeals was given special attention because all rhetorical appeals begin with becoming informed about the subject at hand (Rogers, 1962). Therefore, the educational element of environmental rhetoric is vital. The data were analyzed using an open coding technique developed by Strauss and Corbin (1995). The structure of the selected methods as well as an explanation of the analysis technique will be provided in the next section of this chapter.

### **Description of Research Instruments and Analysis Technique**

**Case study.** One grassroots environmental organization is included in this project as a case study. The organization was selected based on the following criteria: The organization had control over their outreach; that is, they design their own outreach materials instead of using materials produced by an umbrella organization for national distribution. The organization is currently active in their respective communities; that is at the time of this research they have local ongoing volunteer and educational events planned. They also participate in outreach for donations, volunteers, and promote pro-environmental action. They were also willing to share outreach information

necessary to the study. Possible subjects for the study were identified by a search of local newspapers and internet sites to determine which local environmental organizations were currently active in their community. An initial selection of six organizations was made. Of those six, three initially agreed to participate in the study: The Appalachia Riverkeepers, Defenders of Florida, and Tampa Bay Watch.

Initial contact with the organizations was made by email. The format for the original contact email can be found in Appendix A. Then a follow up phone call was made a week later to determine if the organization would participate. Once the organizations agreed to participate in the study they were emailed the written interview and asked to supply all of the outreach materials relevant to the study that were in use in May 2010.

While three groups originally agreed to participate in the study, only Tampa Bay Watch actually completed the written interview and submitted all of their current outreach materials. Representatives from both The Appalachia Riverkeepers and Defenders of Florida stated that the ongoing Deep Horizon oil spill in the Gulf of Mexico needed to be their first priority during the time of this study. While the oil spill limited the research to one case study, it also offered a unique opportunity to study the environmental communication of one group as it unfolded during an environmental crisis.

**Written interview.** The written interview consists of 61 open ended questions. A copy of the completed written interview is available in Appendix B. All of the questions are related to the organization's efforts to gain volunteers

and donations or foster change. The organization provided examples of which type of appeal was used during different activities. This made it possible to determine what types of appeals the organization believes it is using and if those appeals varied across different situations. While constructing the written interview special attention was given to the procedures for written interview question generation outlined by Babbie (2010).

Every effort was made to assure that the questions contained clear and unambiguous language. This included using short sentences, asking only one question at a time, and avoiding biased language. Because the respondents were all employees of environmental organizations, some language specific to that field was included in the questions. For example, one question asked about fostering a “sense of place.” While this term may not be familiar to some, it has been used in the environmental field since 1989 (Cantrill, 1998).

Initially the written interview was intended to be completed as an in-person interview. However, none of the initial three respondents would agree to be interviewed face to face. An interview would have possibly provided more in-depth answers because follow-up questions could have been asked immediately by the researcher. However, the respondents would only participate if allowed to answer the questions on their own time. The reason given for this choice was the ongoing oil spill in the Gulf of Mexico severely limited the time respondents could dedicate to the written interview. They felt if they answered the questions at their convenience, participation in the project would not hamper their Gulf relief efforts. Therefore, the written interview was

emailed to the respondents and they were asked to complete it in two weeks. Tampa Bay Watch was the only group to return the survey and it was necessary to send two follow up emails for clarification on the purpose and audience of some of their outreach material and the group's perception of local attitudes about Tampa Bay.

**Textual/visual analysis.** Mckee (2003) described textual analysis as a data-gathering process that helps researchers find meaning in the world. Babbie (2010) states that it is the study of recorded human communication. When these concepts are combined a picture of this study's approach can be identified. The written interview responses, current texts provided by the organization, and visuals used by the organization are examined with the aim of discerning what types of rhetorical appeals they are using in different situations. To clarify, the "texts" in this study are comprised of any outreach communication used by the organization in May of 2010 relevant to garnering donations and volunteers, education, or facilitating pro-environmental behavior. Each text had a different purpose and intended audience which will be described in the results chapter. This material was submitted to the researcher when Tampa Bay Watch agreed to be part of the study and was purported by the organization's staff to be all of the current outreach material. The materials that were received and analyzed include the written interview, email alerts, general Pamphlet, restoration trail guide, newspaper insert, tarpon rodeo flyer, newsletter, corporate sponsor packet, summer camps flyer, and club membership flyer.

The analysis of the text and visuals that accompanied the texts was carried out by the researcher who manually read and coded the information. The analysis was completed using open coding. This process will be described at length in the next section of this chapter. The texts were analyzed using five different levels of analysis. First, the content of the written texts was considered in and of itself. Second, the visual elements were considered in and of themselves. Third, the written texts and visual elements were considered in relation to each other. Fourth the written text was considered as part of the larger series of messages produced by the organization. Fifth, the texts were considered in relation to the target audience the organization reported the texts were aimed at.

This analysis was carried out with a belief in the clarity of the written text. This means that the researcher took the text at face value and did not try to determine any underlying or hidden meanings. In other words, the texts are interpreted to extract commonly understood meanings of the words and phrases used. The pictures were analyzed with the same belief in clarity. The pictures were categorized based on what activity or object was shown in them. The feelings they would likely invoke were then identified. For example, a sunny beach at sunset doesn't employ any rhetorical ruts identified in current literature: whereas, a sea bird drenched in oil would be likely to inspire guilt. In order to assure accuracy each picture was categorized on two separate occasions. Then the results were compared to make sure that each picture was categorized the same way each time.

The written interview was organized into four distinct categories of questions. The categories included donations, volunteers, fostering change, and types of appeals. Each category provides information about what types of messages the organization purports to produce and information on why they use those types of messages. Also, the written interview included a space for the interviewee to write a typical verbal request for a donation, a volunteer, and a change in behavior. The answers provided by the organizations were analyzed with several questions in mind. For example, were they considering different audiences when they constructed their messages? Did they use any appeals defined by the literature as ineffective approaches? How often did they vary their appeals? The analysis of the written interview responses used an open approach. This means that attention was given to any appeal mentioned, not just the ones predicted by the literature.

**Open coding.** Several studies of environmental communication have utilized open coding. Cantrill (1998) uses open coding and also noted the following examples: Lange (1993); Peterson, Gilbertz, and Varner (1995); Schroeder (1996); and Twigger-Ross and Uzzell (1996). Open coding is a method of analyzing qualitative data created by Strauss and Corbin (1998). It is defined as “the analytic process through which concepts are identified and their properties and dimensions are discovered in the data” (p. 101). This is accomplished by reading the text and marking (coding) indicators. For example, the texts in this study are examined for any type of rhetorical appeal used. Then each appeal is given a code according to its properties such as “guilt appeal.”

Similar appeals are grouped into the same category. The properties of each category provide an explanation of what types of appeals it contains.

An extensive list of each of the properties of the created categories is not necessary here, but an example helps to clarify what is meant by “properties.” The category of divisive appeals contains the following properties: “...Focuses on the contrast between movement followers and opponents but also on the contrast between movement ideology and opponent ideology” (Spangle & Knapp, 1996, p. 11). Any word or phrase found in the text that can be interpreted as containing those properties is coded in the divisive appeals category. In addition to the rhetorical ruts and new rhetorical pathways suggested by the relevant literature, Marwell and Schmitt’s (1967) list of compliance gaining strategies are also included as appeal categories. The inclusion of this well respected and tested list of appeals provides a more complete list of possible appeals. However, it is still possible that other types of appeals can exist within the organization’s texts. For further clarification, a complete list of the properties of each appeal category can be found in Appendix C.

In order to assure that all items that are grouped together are in fact similar, every item put into a category is compared to every other item in that category. If an item in a category is found to be dissimilar from the rest of the category’s population, then the “odd duck” is removed and either placed in another existing category, or if it does not fit in any existing category a new one is created. This systematic process allows appeals predicted by the literature

and those not predicted to be classified and examined. The ability to identify any type of appeal (as opposed to only pre-determined ones) is one of the strengths of open coding and why it was selected over other types of qualitative analysis. Once the appeals have been categorized it is possible to represent the data numerically, which clearly illustrates how often different types of appeals are used and for which types of situations. It is then possible to contrast and compare how often different appeals are used and if particular appeals appear more often during certain rhetorical situations. This is shown using frequencies that numerically report how often different types of appeals are used in different situations.

## **Conclusion**

In this chapter I laid out the research questions that stemmed from a review of the literature and form the heart of this work. Those questions include: How does an environmental organization use rhetorical appeals for (1) seeking donations, (2) recruiting volunteers, (3) educating, and (4) fostering action? Are those appeals consistent despite situational differences? Are those appeals consistent with appeals identified in the literature on environmental rhetoric? In this section, the methodology used in this study was also explained, including the qualitative approach of open coding to perform an analysis of an environmental organization's outreach communication in order to explore a gap in current research that was revealed in the literature review section. The analysis included nine current outreach texts, the written interview and

responses to the interview, four email alerts, and Tampa Bay Watch's website, Facebook page, and Twitter account.

## **Chapter Four: Results and Discussion**

### **Introduction**

In this chapter I describe and discuss the data acquired from all of the outreach materials created and used by Tampa Bay Watch during the month of May, 2010 as well as the group's completed written interview. The data was analyzed using an open coding approach. Strauss and Corbin (1998) defined open coding as "the analytic process through which concepts are identified and their properties and dimensions are discovered in the data" (p. 101). In short, each text was examined and every type of persuasive appeal was categorized according to its properties. For more detailed information see Chapter Three. Analysis of the data acquired focused on identification of the number and type of persuasive appeals made in the group's educational, volunteer, donation, and pro-environmental discourse. More specifically, the analyzed material includes the Tampa Bay Watch website, Twitter page, Facebook Page, email alerts, general pamphlet, restoration trail guide, newspaper insert, summer camps flyer, newsletter, Ed Alber tarpon rodeo flyer, green club membership flyer, membership envelope, and corporate flyer. The photographs that accompanied the texts were also analyzed and categorized. Special attention was paid to the responses to the Gulf oil spill. After the data in each document is described, an overall analysis of the outreach materials is presented.

## **Findings**

The analysis of the data revealed six new types of rhetorical appeals that were not expected based on the existing scholarly literature reviewed for this work. The expected appeals are listed in Appendix C. The unexpected appeals are listed in Table 1.

Table 1  
*Unexpected Persuasive Appeals*

<b>Appeal</b>	<b>Source</b>	<b>Properties</b>
Identification	Herbert C. Kelman, 1958	This type of appeal draws on the idea that people are far more likely to be persuaded to do something if they feel that similar “others” are also doing it (Cialdini, 1995).
Wilting Flower	This is a type of appeal that is original to this work	This type of appeal refers to nature or an organization as being “small, fragile, or delicate,” thus creating an image of a landscape or organization that is in need of help or protection.
Plea	This is a type of appeal that is original to this work.	A straightforward request to perform an action without relying on an emotional or factual basis for that request. Usually found as blurbs away from the main text of a document.
Human Use	This is a type of appeal that is original to this work.	Placing value on an area based on its usefulness to humans.
Positive Impact	This is a type of appeal that is original to this work.	Showing the improvements a person or organization can foster in the environment.
Negative Sense of Place	This is a type of appeal that is original to this work.	Pointing out the negative aspects of an area. This type of appeal is counterproductive to creating a sense of place.

Several appeals identified within the data were unexpected in that they did not fit the preexisting categories of persuasive appeals used as the framework for this analysis; thus, new categories had to be created for them. With the

identification of these unexpected persuasive appeals, it is now possible to present a complete chart of all of the types of appeals found in the data. This information is presented in Table 2, which describes the properties of each appeal and also provides an example of the appeals taken directly from the data.

Table 2

*All Appeals Found in the Texts*

<b>Appeals</b>	<b>Source</b>	<b>Properties</b>	<b>Examples from the Text</b>
Guilt	Boster et al., 1999	as an “unpleasant emotional state that arises from the perception that one has acted non-normatively, or that one has failed to act normatively” (p. 168)	“Birds that dive to grab baited hooks are often cut free by well-meaning fishermen, then sentenced to a long and painful death when the trailing line tangles in a tree”- Newspaper insert.
Fact Based	Obermiller, 1995	“Straightforward presentation of information” (p. 55)	“More than 70% of all fish, shellfish, and crustaceans spend some part of their lives in the protected waters of estuaries like Tampa Bay.” - Website
Sense of Place	Cantrill, 2010	A “sense of place is the perception of what is most salient in a specific location, which may be reflected in value preferences or how that specific place figures in discourse” (p. 303)	“At Tampa Bay Watch, we spend a good portion of each day admiring the beauty of the estuarine and marine environment surrounding us here at our new location on Tampa Bay.” - Newspaper Insert
Environmental Self	Cantrill, 1998	a “portion of one’s self construct system associated with the larger environment, seen through the lens of personal history” (p. 304)	“Personal experience with nature helps to ensure that the younger generation is equipped with the knowledge, skills and desire to act as stewards of their environment.” -General Pamphlet
Identification	Kelman, 1958	This type of appeal draws on the idea that people are far more likely to be persuaded to do something if they feel that similar “others” are also doing it (Cialdini, 1995).	“Residents from the Manatee River to Clearwater Harbor and from Hillsborough Bay to the Gulf of Mexico depend on Tampa Bay for commercial and recreational activities” - Website

<b>Appeals</b>	<b>Source</b>	<b>Properties</b>	<b>Examples from the Text</b>
Wilting Flower	This is a type of appeal that is original to this work.	This type of appeal refers to nature or an organization as being "small, fragile, or delicate" thus creating an image of a landscape or organization that is in need of help or protection.	Tampa Bay Watch is working to preserve the delicate ecological balance that exists in Tampa Bay. - General Pamphlet
Plea	This is a type of appeal that is original to this work.	A straightforward request to perform an action without relying on an emotional or factual basis for that request. Usually found as blurbs away from the main text of a document.	"Start a recycling program at work or school." – Website
Human Use	This is a type of appeal that is original to this work.	Placing value on an area based on its usefulness to humans.	"The holes in the oyster domes provide hiding places for fish and crabs. In fact, they help make it possible for small fish to hide long enough to become the big fish we like to catch!" - Newspaper insert
Positive Impact	This is a type of appeal that is original to this work.	Showing the improvements a person or organization can foster in the environment.	"In one year alone, we can install approximately 1,200+ feet of these manmade "reefs" around Tampa Bay, utilizing almost 100 tons of bagged, fossilized oyster shells" - Restoration Trail Guide
Negative Sense of Place	This is a type of appeal that is original to this work.	Pointing out the negative aspects of an area. This type of appeal is counterproductive to creating a sense of place.	"Cold, raw, nasty are just a few of the ways to describe our current winter" - Newspaper Insert

---

Marwell and Schmitt (1967): Compliance Gaining Tactics

---

<b>Appeal</b>	<b>Properties</b>	<b>Example from the text</b>
Promise	If you comply, I will reward you.	“A Green Club Membership costs \$500, and entitles your organization to some exciting estuarine adventures, along with the rewarding opportunity to directly support the restoration of Tampa Bay with your tax exempt funding.” - Green Club Flyer
Altercasting (positive)	A person with “good” qualities would comply.	“You’ll be supporting wonderful habitat restoration programs that make Tampa Bay healthier.” – Website
Altruism	I need your compliance very badly, so do it for me.	“Tampa Bay Watch depends on you!” - Corporate Flyer

---

After coding all the data, several interesting findings became apparent. First, several appeals fit comfortably into two categories simultaneously and some fit into three. This means that some appeals had to be categorized by two or three different codes. Take for example this appeal from the Tampa Bay Watch newspaper insert: “Tampa Bay’s sea grass populations have declined more than 80 percent during the past 100 years, and this loss has significantly impacted Bay clarity and fisheries.” This appeal, used for educational purposes, fits into the categories of Fact, Sense of Place, and Human Use. The factual part of this appeal concerns the percentage of decline in the sea grass population over the last 100 years. A sense of place is invoked by speaking about the Bay’s unique history, and the Bay’s usefulness to humans is brought up with the mentioning of the fisheries that operate in the Bay. Complex appeals spanning more than one category were analyzed carefully. Comparing

each appeal added to a category to appeals that were already in the category helped to ensure that every appeal was categorized appropriately and completely.

Another interesting finding revealed by the data was the absence of any apocalyptic or divisive appeals. While the literature review suggested that divisive appeals were harmful, in practice the lack of any divisive appeals may be considered a drawback. This idea will be developed further in the Conclusions Chapter.

Guilt based appeals were used just four times in only two of the texts. Three of the guilt based appeals appeared in the newspaper insert which was aimed at an audience of children and educators, and concerned the unintentional death of birds caught in monofilament fishing line. For example, “monofilament line is actually a lethal weapon that causes damage and death to wildlife throughout the marine environment.” Another guilt appeal in the same publication anthropomorphized the Bay by stating that it has “suffered from intensive ‘dredge and fill’ operations...” (Emphasis added). While the use of guilt was sparse, it is interesting to note that three out of four guilt appeals appeared in a publication mostly aimed at children. The implications of this will be discussed in the Conclusions Chapter. Now that I have discussed some of my overall findings of the text, I reveal the results from the specific texts analyzed.

## **Description of Results**

**Tampa Bay Watch website.** The Tampa Bay Watch website (<http://www.tampabaywatch.org/>) consists of 62 pages, several of which have internal tabs which lead to more information. The website was reviewed once a day during the month of May 2010. No website content changed during that time. As with any website the audience may be highly varied. Tampa Bay Watch does not put any protected areas on the website (except for the form members use when renewing their membership), so anyone could have access to the information presented on it. The website serves several purposes; it has clearly marked pages designated for education, garnering donations, and volunteer recruitment. I will now share the highlights of each of these website sections. A complete table of all of the persuasive appeals used on the website and their frequency can be found in Appendix D.

**Website educational outreach.** The website contained 106 educational appeals. There was a tie for the most commonly used type of appeal. Both fact based and sense of place appeals comprised 28.3% of the total educational appeals used. These appeals were followed by environmental-self appeals, which comprised 16% and then human use appeals, which comprised 13.2% of the appeals. In total ten types of persuasive appeals were used in educational outreach on the website.

**Website donations outreach.** The website contained 66 appeals aimed at garnering donations. By far the most often used appeal were promise appeals, which captured 51.5% of the total donation appeals. These appeals

were followed by positive impact appeals, which comprised 22.7% of the total appeals. In total, eight different types of appeals were used for garnering donations on the website.

**Website volunteer outreach.** The website contained 51 appeals aimed at garnering volunteers. The most often used appeal were altruism appeals, which captured 21.6% of the total appeals. These appeals were followed closely by fact based appeals, which comprised 19.6% of the total appeals. The third most popular appeal in this category was identification appeals, which comprised 15.6% of the total appeals. In total nine different types of persuasive appeals were used for garnering donations on the website.

**Website action outreach.** The website contained only four appeals aimed at fostering changes in behavior. Remember that pro-environmental action is defined as actions that are taken with the belief that they will help, or are less harmful to the environment and that in this study pro-environmental action is considered separately from volunteering, which is reviewed in its own category. Interestingly, all of the communication aimed at fostering changes in behavior came in the form of a plea appeal. Even with this small number of appeals, the website contained the most appeals for fostering changes in behavior out of all the examined texts. The lack of pro-environmental action at the state, community, or personal level seems to be a glaring omission in the website. While the website actively seeks volunteers for restoration projects, it never explicitly seeks to change the policies and behaviors that lead to the problems in the first place.

**Website overview.** Analysis of the data provided on the Tampa Bay Watch website highlights rhetorical issues related to framing, audience adaptation, and the use of a variety of appeals. This section discusses the data in relation to these issues as well as introducing website data on the Gulf oil spill and the use of photographs on the website.

*Framing.* As mentioned earlier, the website has 62 main pages with several subpages of information. The problems faced by the Bay (such as loss of sea grass coverage and declining wildlife populations) are mentioned 12 times, recovery programs are mentioned 47 times, and the causes of the Bay's current state are mentioned only 5 times. The lack of emphasis placed on explaining the causes of the Bay's current environmental state and the little attention given to the current scope of the problems faced makes for a weak framing of the issues. For example, replanting salt marsh grass is one of Tampa Bay Watch's common volunteer activities. While the website mentions that 40% of the Bay's shoreline grasses and associated upland wetland habitat have been depleted, the website never makes clear why the grasses became depleted in the first place. The number of acres of land that are affected, how many acres in total are in need of restoration, and the amount restored per year is also not made clear. Another example of this weak framing is Tampa Bay's slogan, "Restoring the Bay Every Day." By stating that the Bay is in need of restoration every day, with no end goal presented, the frame has no possible conclusion. Instead, the work of restoring the Bay is framed as going on, seemingly, forever.

The Bay itself is framed as a resource for human use. The Bay and its wildlife populations are referred to as resources eight times on the website. In fact 18 (7.9%) of the appeals made on the website refer to the way the Bay is useful to humans. One example of this type of appeal appears in an educational section of the website: “Building a safe place for growing fish and shellfish means more adult fish and shellfish to catch!” Showing the benefits humans can harvest from the Bay could help to increase interest in maintaining it. However, it could also foster a utilitarian type of conservation interest in preserving the bay. This type of movement does not seek to preserve nature for its own sake, but instead sees the environment as full of economically valuable resources that should be used for the good of humans (Miller, 2001; Stoll, 2007). By instilling utilitarian conservation ideals in the audience the Bay may be thought of as just another commodity for humans instead of an irreplaceable treasure.

Another concern with framing on the website is the mixed messages sent about the proper uses of the land around the Bay and Bay scallops. For example, the group identifies the main cause of the Bay’s environmental problems as “dredge and fill operations” that create more stable land around the Bay for the construction of buildings. However, Tampa Bay Watch’s own facility was built on an artificial island that was crumbling back into the Bay. Instead of letting the land return to its natural state, Tampa Bay Watch repaired the sea wall and built new permanent structures on the grounds. While the location provides the “perfect spot for children and adults alike to learn about our

beautiful and fragile marine environment,” it also sends a confusing message about preserving the marshlands around the Bay.

Another mixed message is sent about the Bay scallop. An entire page on the website is dedicated to the Bay scallop. Several years ago the population of the Bay scallop dropped to zero and Tampa Bay Watch has several ongoing projects devoted to transplanting Bay scallops into Tampa Bay. One of “the most popular” volunteer events each year is the “Great Bay Scallop” search which involves hundreds of volunteers searching Tampa Bay looking for scallops. By working so hard for years to bring back the Bay scallop, Tampa Bay Watch frames the animal as important and worth protecting. However, they also talk about how “delicious” Bay scallops are and that one day people will be able to harvest them again from the Bay. These messages of protecting the scallop and eating it are not married well. Instead, they stand in sharp contrast with no mediating messages between them. This sends a confusing message about the importance and the point of reintroducing the Bay scallop.

*Audience adaptation.* Because the website can be accessed by anyone, it would be difficult to adapt the content to fit every visitor. It is interesting to note that the lack of any divisive appeals or discussion of the causes of the Bay’s current environmental state could be attributed to attempts to adapt to varied audiences. Because anyone can access the material on the webpage, Tampa Bay Watch’s focus on environmental fixes avoids any “finger pointing” and thus may be more palatable to the general population. Overall, the website is aimed at an adult audience and does not have any pages clearly set aside for

use by children. This is interesting because Tampa Bay Watch participates in several educational events, field trips, and summer camps aimed at children, yet they have not adapted any part of their website for children.

*Variety of persuasive appeals.* The website used 13 different types of appeals overall. The top 3 appeals included 49 (21.6%) fact based appeals, 40 (17.6%) sense of place appeals, and 37 (16.45%) promise appeals. It is interesting that a wide variety of appeals were used on the website and the type of appeal did vary according to the type of outreach. This finding will be discussed in the Conclusions Chapter.

*Website response to Gulf oil spill.* The website has a link on its home page which states, "Oil Spill in the Gulf: We Need Your Help!" The link takes you to a page with five links on it. The links are Activities, Letters from TBW, Volunteer/Donate, Press, and Links. The information on all of the pages was updated on May 7, 2010. Only the press page was later updated on May 14<sup>th</sup>. Since May 14<sup>th</sup> no updates were posted on the website concerning the oil spill during the period in which data was collected for this study. On the home page of the oil spill section of the website Tampa Bay Watch states that "it is critical that we consider the likelihood that our area will also be affected by this potential tragedy to our natural resources and economy." In the Volunteer/Donate section it is stated that there is a "great concern in the community for the environment" and a large volume of community members have requested to help with the situation. Despite the impending impact on Tampa Bay and the large number of community members willing to volunteer

for the cleanup, Tampa Bay Watch makes it clear that only properly trained volunteers can participate in clean up events and that the number of volunteers far exceeds the organization's capacity to train them. Therefore, the only way that most of the general public can help Tampa Bay Watch with the restoration efforts is to donate to the organization. The appeal for a donation is found at the very bottom of the Volunteer/Donate page and reads, "The friends and volunteers of Tampa Bay Watch appreciate your help and support. If you would like to support our efforts financially to respond to the Gulf oil spill or the continued restoration and protection of the Tampa Bay estuary, please follow the link below." This is not a very strong appeal and represents a missed opportunity to capitalize on the community's strong desire to help mediate the impact of the oil spill on the Bay.

Another missed opportunity to raise awareness and funds to help with disaster relief efforts came in the form of the Ed Alber Tarpon Rodeo, which took place on June 11<sup>th</sup> -12<sup>th</sup>. This was a fundraising event for Tampa Bay Watch, but none of the information presented about it on the website noted the extremely urgent need for additional funds this year due to critical, long-term oil spill cleanup efforts. These findings are discussed further in the Conclusions Chapter.

*Website photographs.* The Tampa Bay website contained 270 Photographs. Table 3 represents a complete report of the photographs categorized by their rhetorical goal and specific topic addressed.

Table 3

*Website Photographs*

	<b>The Bay</b>	<b>Volunteers Working in the Bay</b>	<b>Restoration Projects without People</b>	<b>Fundraising Events</b>	<b>Things to Buy</b>	<b>Things to Donate</b>	<b>The TBW Building</b>	<b>Kids during Educational Events</b>	<b>People Holding Animals/Plants</b>	<b>Hurt Animals</b>
Education	3	8	2				3	14	1	
Donations	10	8		10	13	1	30			
Volunteers	13	94	40				2	2	11	5

Most of the photographs were pleasant, depicting happy volunteers working in the Bay, happy children participating in educational events, or the restored areas of Tampa Bay. Interestingly, 12 photographs contained people holding sea life, usually in a cupped hand. Some of the photographs were emotionally neutral; examples include a dock with boats, or an oyster dome. The hurt animal photographs may inspire negative feelings, but they were not graphic nor did they show the animals visibly suffering. Three of the hurt animal photographs were of sea birds caught in monofilament fishing line, one was of a carp trapped in an abandoned trap, and one was of a sea bird having oil cleaned off its feathers.

Each section of the website chose photographs to reflect the text. For example, in the educational section of the website most of the photographs (48.3%) contained children participating in educational events. In the donations section of the website most of the photographs (41.9%) were of Tampa Bay Watch's building which it rents out in order to generate funds. In the volunteer section of the website the majority of the photographs (56.3%) showed people working on restoration projects in the Bay. Overall, 60.3% of the photographs on the website contained people. The photographs show men and women of all ages and children working in the Bay and often smiling. All of the different types of people shown could help to instill a sense of identification in the audience.

One picture choice that may have missed the mark is the one on the home page next to the oil spill link. It is very small and hard to make out. On close inspection it became clear that it was a picture of people deploying a

boom on land (possibly practicing for the oil spill). The image is too small to catch people's attention and does not illustrate the emergency nature of the oil spill in the Gulf.

**Tampa Bay Watch email updates.** As reported by the organization, Tampa Bay Watch sends out weekly email updates to over 5,000 supporters. The emails are full color and often contain photographs. The primary purpose of the email alerts varies according to the needs of the organization. The reviewed alerts contain information on upcoming events and volunteer opportunities. During the data collecting period, four updates were sent as well as an oil spill update. I will now share the highlights of each of the email sections dedicated to educational outreach, attaining donations, recruiting volunteers, and promoting pro-environmental behavior. A complete table of all of the persuasive appeals used in the email updates and their frequency can be found in Appendix E.

***Email updates educational outreach.*** In the educational section of the general pamphlet five appeals were used. All five consisted of environmental-self appeals such as "Personal experience with nature plus classroom education!" As suggested by Cantrill (1993) and Obermiller (1995), having just one type of appeal could limit the effectiveness of the message in engaging the audience. In fact, Cantrill (1993) states that a large number of rhetorical strategies in a group's repertoire can make them feel like more powerful advocates while a low number of rhetorical strategies can make them use the same strategies habitually and feel powerless.

***Email updates donations outreach.*** In the educational section of the email updates pamphlet 15 persuasive appeals were used. The top three appeals were sense of place (33.3%), positive impact (26.6%) and fact based 20%. In total six different types of appeals were used in this section of the email updates.

***Email updates volunteer outreach.*** In the volunteer section of the email updates 17 appeals were used. The top two appeals consisted of sense of place (47%) and fact based (29.4%). There was a four-way tie for the third most popular appeal between environmental-self, identification, plea, and positive altercasting which each made up 5.9%. In total eight different types of appeals were used in this section of the email updates.

***Email updates action outreach.*** The email updates did not contain any pro-environmental behavior appeals. The lack of any pro-environmental behavior appeals is surprising considering the engaged nature of the audience of the email alerts. Only people who have chosen to receive the emails get them. Therefore, it may be safe to assume that they are interested in engaging in environmental behavior which could help the Bay. However Tampa Bay Watch does not tap into this interest.

***Email updates overview.*** A discussion of the efforts made in the email updates to frame the issues faced by the Bay, audience adaptation, and the use of a variety of appeals follows.

*Framing.* A discussion of efforts made in the email updates to frame the issues faced by the Bay to different audiences and to use a variety of appeals

follows. In addition, this summary of the group's persuasive efforts in their email alerts also addresses responses to the Gulf oil spill and the use of photographs in the email alerts. The email alerts reviewed consisted of a series of upcoming events and reports on past events. The email alerts did not attempt to frame the issues facing the Bay so there are not frames to analyze.

*Audience adaptation.* As stated earlier, the email alerts have an audience of over 5,000 Tampa Bay Watch supporters. Their heavy use of sense of place appeals is a good fit for this engaged audience. However, the email alerts reviewed were very repetitive, announcing the same events repeatedly. This repetition could cause the audience to quickly lose interest in the alerts. Also, the engaged audience and the weekly schedule of the alerts make them a good fit for pro-environmental action appeals, yet Tampa Bay Watch does not use any pro-environmental appeals in the email alerts.

*Variety of persuasive appeals.* In total eight different types of persuasive appeals were used in these emails. The most common appeals included sense of place (30.7%), environmental place (23%) and fact based (23%). As stated earlier, the heavy reliance on sense of place appeals makes sense for the group's email audience. The number of different types of appeals may keep the audience interested if they can get past the repetitive nature of the alerts.

*Email alerts response to Gulf oil spill.* Tampa Bay Watch sent out an email calling for volunteers to help deploy booms to protect Cockroach Bay Aquatic Preserve in case oil reached the area. This same information was also posted on Tampa Bay Watch's website. The email sends a confusing message

because it asks for volunteers, but also states that a large number of people have expressed interest and volunteers will be selected based on previous training and expertise. Therefore, the general public will not likely be able to help deploy the booms. One way the general public could help would be to donate to the relief efforts, but the email does not solicit donations.

In another email volunteers are asked to sign up for “pre-cleaning” the beach 48 hours before oil is expected to land. Pre-cleaning involves removing any litter or debris from the shore in order to give the oil less material to stick to. The email states that they are looking for volunteers only if oil is forecasted to hit the beach. Again, this same information is posted on the website; however, on the website more information is given about the importance of leaving debris, such as tide line seaweed and other detritus, as it provides an important hunting ground for nesting sea birds. By leaving this information out of the email, the engaged audience who receives this email may “clean” the beaches in an effort to help, but end up having a negative impact on the marine ecosystem. This gap in information could be considered a serious misstep by Tampa Bay Watch.

*Email updates photographs.* The email alerts contained 36 photographs, which appeared along with the text in the body of the email. Please see Table 4 for all of the picture categories and their frequencies.

Table 4

*Email Alerts Photographs*

	<b>The Bay</b>	<b>Volunteers Working in the Bay</b>	<b>Restoration Projects without People</b>	<b>Fundraising Events</b>	<b>Things to Buy</b>	<b>Things to Donate</b>	<b>The TBW Building</b>	<b>Kids during Educational Events</b>	<b>People Holding Animals/Plants</b>	<b>Hurt Animals</b>
Education	1							13		
Donations				8						
Volunteers	4	8						2		2

Each picture in the email alerts related directly to an event or volunteer opportunity and was adapted to that purpose. For example, the oil spill response email included a picture of a pelican being cleaned. 72.2% of the photographs contained people. Most were children happily engaging in educational events, or people smiling at restoration projects. These photographs gave a sense of cheerful progress being made in the Bay and could have helped the audience feel identification with the organization. The hurt animal photographs consisted of the same picture of a pelican being cleaned, which showed up in two emails. While the bird is being cleaned it is not visibly covered in oil or in obvious distress. While this picture may catch the eye of the audience it is not likely to cause overwhelming concern or guilt in the audience.

**Tampa Bay Watch Twitter page.** Twitter is a new social medium that is capable of delivering short text messages to multiple cell phones at once. This is a powerful tool for getting out information quickly. The Twitter page for Tampa Bay Watch had three tweets (outreach text messages sent to cell phones) during the month of May, 2010. One reported on a fish fundraising event, one announced the date of a members only event, and one prompted people to visit Tampa Bay Watch's Facebook page for information on the Gulf oil spill. While Tampa Bay Watch did send out a tweet asking members to go to their Facebook page, they did not use Twitter itself to get information out about the spill. Tampa Bay Watch is not making full use of the power available to them to raise awareness and garner donations through Twitter.

**Tampa Bay Watch Facebook page review.** Millions of people have Facebook accounts. This social media site allows people and organizations to post messages that are then instantly posted on their subscribers' (a.k.a. "friends") home page news feed. Because people often check their Facebook page it is not necessary to coax people to visit your website for new information; instead, it is possible to post a message on Facebook and have it instantly delivered to all of your subscribers at once. Tampa Bay Watch has 1,495 subscribers to their Facebook page. Permanently listed on their Facebook page is an aerial photograph of their facility and their mission statement. Posts and comments on posts are made regularly by both Tampa Bay Watch staff members and community members. Because most of the content on the page has been created by non-Tampa Bay Watch staff, it is not possible to accurately determine what types of appeals are used by Tampa Bay Watch on their Facebook page. Even if all statements posted by Tampa Bay Watch employees were isolated from the rest of the conversation on the Facebook page they would lose their context and meaning.

Even though a detailed list of persuasive appeals is not possible to extract from the Facebook page, an overall impression is possible. The Tampa Bay Watch staff has developed a lively and active Facebook page which caters to the local community. Many avid boaters and swimmers post on the site regularly. As well as allowing community members to post concerns and feelings for the Bay and Tampa Bay Watch, the site also serves as an event calendar for Tampa Bay Watch. Tampa Bay Watch also posted the same

information about the Gulf oil spill that is on their website to Facebook. This is an instant way to reach the 1,495 subscribers with information about the spill without relying on them to go to Tampa Bay's Website. Because the information on the spill posted was the same as the information posted on the webpage it suffered from the same rhetorical weaknesses mentioned earlier (seeking volunteers when only a small number of people could participate in volunteer activities and not emphasizing the need for donations). However, based on the large number of subscribers to the Facebook page and frequent posts, the page seems to be engaging the audience.

**Tampa Bay Watch general pamphlet.** Tampa Bay Watch's General Pamphlet is formatted like a standard pamphlet with an 11" by 8.5" piece of paper folded twice to form three columns of information. The audience for the pamphlet as intended by Tampa Bay Staff is visitors to the facility, potential corporate sponsors, attendees of community fairs and outreach events, and attendees of presentations about the organization. The primary purpose of the document is to act as an introduction to Tampa Bay Watch, and the secondary purposes include garnering donations and volunteers. A complete table of all of the persuasive appeals used in the general pamphlet for education, garnering donations and volunteers and their frequency can be found in Appendix F.

**General pamphlet educational outreach.** In the educational section of the general pamphlet 15 persuasive appeals were used. The top three appeals were sense of place (33.3%), positive impact (26.6%) and fact based (20%). In total six different types of appeals were used in this section of the general

pamphlet. It is interesting to note that the most common type of appeal is sense of place. Since this document is given out at local events, fostering a sense of place may be a very effective rhetorical strategy. Also, the large variety of appeals is impressive considering the short length of the document.

**General pamphlet donations outreach.** In order to garner donations two appeals were made in this pamphlet: One promise appeal (“your gift is tax deductible”) and one altruism appeal (“Tampa Bay Watch Depends on you!”). As garnering donations is a secondary purpose of this pamphlet, the small number of total appeals and type of appeals is to be expected.

**General pamphlet volunteer outreach.** Three appeals were made in this document to recruit volunteers. One environmental-self appeal (“Check out our website for a list of events that you can participate in”), one positive altercasting appeal (“Volunteers participate in salt marsh plantings, storm drain markings, oyster bar creation, coastal cleanups, and wildlife protection each year, demonstrating environmental stewardship in its purest form.”), and one altruism appeal (“Volunteers are the lifeblood of Tampa Bay Watch!”). It is remarkable that such a small section of the pamphlet managed to use three types of appeals.

**General pamphlet action outreach.** The general pamphlet contained no appeals to foster pro-environmental changes in behavior. This absence will be discussed further in the following chapter in the section on fostering pro-environmental action.

**General pamphlet overview.** A discussion of efforts made in the general pamphlet to frame the issues faced by the Bay, audience adaptation, and its use of a variety of appeals follows.

*Framing.* This document starts the framing process off well. It states that Tampa Bay is a “precious natural resource,” then gives the location and cause of its current environmental distress. It goes on to say what Tampa Bay Watch is and how they have been helping the Bay. The inside of the pamphlet gives an overview of the volunteer restoration projects and educational projects Tampa Bay Watch organizes and then concludes strongly with appeals for volunteers and donations. The appeal for donations and volunteers is accompanied by a wilting flower appeal (“Tampa Bay Watch is a small organization that makes a BIG difference in Tampa Bay!”). This statement gives the audience the impression that the organization is small enough to need help, but is still able to positively impact the Bay. One problem with the framing could be the timeline of the restoration projects as the Tampa Bay Watch motto reads, “Restoring the Bay Every Day.” With no end goal in sight it may be difficult for some people to commit to restoration projects.

*Audience adaptation.* The pamphlet is adapted to the audience in that it gives a complete overview of the Bay, its environmental problems, how Tampa Bay Watch is helping and what the audience can do to help. It is written in clear upbeat language that the general public could easily access. One of the phrases used in another document was adapted to this audience. The phrase “We demonstrate environmental stewardship in its purest form” appears in the

corporate flyer, which is a document used for garnering donations. Here in the general pamphlet the phrase reads, “Volunteers... (Work on many restoration projects) demonstrating environmental stewardship in its purest form.” This subtitle shift in wording gives praise to the people who are willing to volunteer instead of the organization itself, thus creating a positive altercasting appeal which is more likely to persuade the audience to participate.

*Variety of persuasive appeals.* The pamphlet used ten different types of persuasive appeals. Overall the most common appeal was fact based, which comprised 28.6% of the total appeals. This was followed by positive impact appeals which comprised 19% of the total appeals. While this document relied mostly on fact based appeals, it did make good use of other types of appeals to help enhance the impact of the fact based appeals.

**Tampa Bay Watch restoration trail guide.** The restoration trail guide is a pamphlet with the same shape as the general pamphlet and includes a map of the trail around Tampa Bay Watch’s facility. This guide is given out to people during self-guided or guided tours of the grounds. The primary purpose of this document is to educate visitors about the facility and the restored area around the boardwalk. The secondary purposes are to educate visitors about the work that Tampa Bay Watch does in Tampa Bay and to garner donations. A complete table of all of the persuasive appeals used in the restoration trail guide and their frequency can be found in Appendix G.

***Restoration trail guide educational outreach.*** The restoration trail guide contains 22 educational appeals. Fact based and environmental-self

each made up 27.2% of the educational appeals, followed by sense of place and positive impact which each comprised 22.7%. In total five different types of persuasive appeals were used in the education section of this document. It is interesting to note how evenly the different types of appeals were distributed in this document.

***Restoration trail guide donations outreach.*** In the restoration trail guide four appeals were made for garnering donations: two positive impact, one plea, and one promise. In total three types of appeals were used. This low number is to be expected as garnering donations is not the primary purpose of this document.

***Restoration trail guide volunteer outreach.*** No appeals were used in this document to recruit volunteers. It is interesting that in the space dedicated to how people can help Tampa Bay Watch they did not mention volunteering, as so many of their projects require volunteers. Instead they only mentioned donating to Tampa Bay Watch as a way to help the Bay.

***Restoration trail guide action outreach.*** No appeals were used in this document to foster pro-environmental behavior. While this guide talks about the positive impacts of planting native plants, it never suggests that people plant them in their own yard. This lack of any personal or system wide change represents a gap in Tampa Bay Watch's effort to protect the Bay.

***Restoration trail guide overview.*** In this section I discuss efforts made in the Restoration Trail Guide to frame the issues presented, to consider audience adaptation, and to use a variety of persuasive appeals.

*Framing.* The primary goal of the guide is to educate visitors about the restoration trail and that message is framed very well. A brief history is given of the “real world exhibits” and how they relate to the restoration projects that are undertaken in the Bay. The document is filled almost perfectly equally with fact based, sense of place and environmental-self appeals. This balance helps to engage the audience on several different levels at once.

*Audience adaptation.* The audience for the restoration trail guide is people who have chosen to learn more about Tampa Bay. The document reflects an accepted interest in the health of the Bay by the generous use of sense of place and environmental-self appeals, which is a good adaptation to the audience. However, the lack of any appeals to recruit volunteers seems to be an important gap in this document because of the predisposed nature of the audience.

*Variety of persuasive appeals.* The restoration trail guide uses eight types of persuasive appeals, which represents a good mix of appeals in such a short document. The document relied almost perfectly evenly on fact based, environmental-self, sense of place, and positive impact appeals. This variety of appeals is an effective mix.

**Tampa Bay Watch newspaper insert.** This document was an insert in the *St. Petersburg Times* Newspaper in January 2007; however, it is still given out to teachers and students by Tampa Bay Watch. The insert is 22.5 inches in width and 25 inches long. One side is taken up by a poster of the Bay with blurbs along the edge. The other side of the insert is made of four sections, a

title page, the history of the Bay and information on estuaries, efforts to save the Bay, and educational exercises. The audience for this work, which is indicated on the document, is children and educators. The ordinary purpose is to educate children about Tampa Bay, the problems it faces, and how Tampa Bay Watch is helping to restore the Bay. I will now review some of the highlights of the findings. A complete list of the persuasive appeals in the newspaper insert and frequencies can be found in Appendix H.

***Newspaper insert educational outreach.*** In this document 83 educational appeals were made. The most common type of appeal was fact based at 37.3%, closely followed by sense of place at 30%. The third most common type of appeal was environmental-self with 12%. This document contained ten types of educational appeals, one of the highest ratings of any document reviewed.

***Newspaper insert donations outreach.*** This document contained no appeals for donations as could be expected for a publication which proclaims to be aimed mostly at children.

***Newspaper insert volunteer outreach.*** This document contained 18 appeals for volunteers. Fact based appeals comprised 27.7%, and identification and positive impact appeals each made up 22.2% of the educational appeals. This document used nine different types of appeals for volunteers. Many of Tampa Bay Watch's volunteer projects involve children; therefore, the heavy use of volunteer appeals and the variety of appeals is quite appropriate for this document.

***Newspaper insert action outreach.*** The one action appeal identified was a positive impact appeal. The Bay's environmental stability is threatened by continued development and run off; however, no attempt is made to teach the next generation what kinds of positive actions they could do to help the Bay. This lack of any appeals for pro-environmental behavior represents a gap in Tampa Bay Watch's effort to protect the Bay.

***Newspaper insert overview.*** Overall, the Tampa Bay Watch newspaper insert effectively frames the issues faced by the Bay, uses good audience adaptation, and employs a variety of persuasive appeals.

*Framing.* The first section of the insert begins with a lovely description of the Bay and its wildlife, something that is very likely to appeal to children. In two different locations the history of the Bay is discussed and the efforts made by Tampa Bay Watch and its volunteers are clearly explained. Once again no sense of how much of the total Bay has been restored or how much more needs to be completed was presented. As with other documents generated by the group, the history and problems of the Bay are clear but the effort needed to heal the Bay is not.

*Audience adaptation.* The newspaper insert represents one of the best audience adaptations of all the documents examined. The layout of the document is very child-friendly. For example, most of the text is presented in short, easy to read blurbs and is accompanied by a full color photograph. Also, the location of several schools is included in the poster of Tampa Bay, which is a great way to get school children to relate to the Bay.

*Variety of persuasive appeals.* The newspaper insert used ten types of persuasive appeals. Of the total appeals used the most common type of appeals were fact based (37.3%), sense of place (30.1%) and environmental-self (12%). While fact based appeals were the most prevalent, the large percentage of sense of place appeals and environmental-self appeals helps to draw interest from kids in different ways.

**Tampa Bay Watch summer camps flyer overview.** This document is a one page 8.5" by 11" color flyer. The only text it contains is the heading "2010 Summer Camps at Tampa Bay Watch," the dates and age requirements for the camp sessions, and the statement "Learn all about marine ecology and restoration." The audience for this document is children and their parents, and the purpose of it is to recruit kids into the summer camp program. Only one persuasive appeal was made in this document. The statement "Learn all about marine ecology and restoration" qualifies as an environmental-self appeal as it invites the audience to invest themselves in environmental and restoration education.

In such a short document framing and using a variety of appeals did not occur. However, the flyer was able to address issues of audience adaptation. In this very short document, the only "issues" to frame are the summer camps, and with minimum text on the flyer proper framing was not possible. However, the flyer is clearly adapted to children. For example, it has a swirly green background, a fun font choice, and six different photographs of children at the Bay. While this flyer may not provide much information about the camps, it

contains enough material on it to grab the attention of a child and a website link where they (or their parents) can learn more information.

**Tampa Bay Watch *The Watch Log Spring 2010* edition.** During the examination period only one newsletter was produced by Tampa Bay Watch. This document is eight pages long and full color; it is released four times a year by Tampa Bay Watch. The primary audience consists of 3000 members of Tampa Bay Watch. The secondary audience consists of visitors to Tampa Bay Watch's facility, potential corporate sponsors, attendees of community fairs and outreach events, and attendees of presentations about the organization. The purpose of the document is to educate the audience about upcoming and past Tampa Bay Watch events, generate donations and volunteers, and to teach children about the Bay's ecosystem. A special section of the newsletter labeled "Kids Pages" has been set aside for children. A complete table of all of the persuasive appeals used in the newsletter and their frequency can be found in Appendix I.

***Newsletter educational outreach.*** This document contains 68 educational appeals. The most common types of educational appeals were fact based (54.4%), sense of place (20.5%) and environmental-self (11.8%). Most of the facts in this document come from the Kids Pages section and refer to the plants and animals in the marine environment.

***Newsletter donations outreach.*** This document contained 13 appeals aimed at garnering donations. The most commonly used appeals consist of promise (30.8%), positive impact (16.7%) and identification and environmental-

self, which each comprised 11.1% of the appeals used to garner donations. All of the donation appeals came from an article about the new Green Club Membership offered by Tampa Bay.

***Newsletter volunteer outreach.*** This document contained no appeals aimed at recruiting volunteers. Because this document only goes out quarterly it may not be timely to recruit for specific volunteer events; however, the lack of any information on how to sign up to become a volunteer is surprising. This is especially true when you consider the fact that this newsletter goes out to the membership of Tampa Bay Watch, which is likely to contain a high percentage of people who care about the Bay and would be likely to volunteer.

***Newsletter action outreach.*** This document only contained one appeal aimed at promoting pro-environmental behavior. The appeal was a plea and stated, "Remember, when replacing a dead plant, look for one that can withstand the colder weather and will use less water." This lack of pro-environmental action appeals is a missed opportunity to educate an interested audience in ways their actions could help the Bay.

***Newsletter overview.*** The newsletter does little to frame environmental issues faced by the Bay, nor does it utilize much audience adaptation, but it does use a variety of persuasive appeals.

***Framing.*** The articles in this newsletter do not frame any of the issues facing the Bay. This is due to the fact that none of the Bay's environmental problems are addressed. Instead, the newsletter focuses on past and upcoming

events with Tampa Bay Watch, information about the ecology of the Bay, and donation appeals.

*Audience adaptation.* Tampa Bay Watch Staff reported that the newsletter is mailed to 3000 members and is also given out to the general public. This means that the audience is extremely varied. Perhaps if they limited the newsletter to just members they could focus on that already committed group and write articles that speak to their values. The newsletter does have an article about Tampa Bay Watch's upcoming Earth Day event. The event consists of community leaders talking about new boating speed zone signs that will be placed in several locations in the Bay. No time, address, or contact information is given in the article. Considering the engaged audience of the newsletter and the importance of Earth Day in the environmental community, a bigger event and perhaps a volunteer opportunity could have been expected. The only section that was well adapted to the audience was the "Kids Pages." For example, this section features a fun font, brightly colored background, several photographs, and several kid-friendly activities.

*Variety of persuasive appeals.* The newsletter does, however, use 12 different types of persuasive appeals. Of the total appeals used the most common type of appeals were fact based (41.3%), sense of place (16.3%) and environmental-self (10.9%). Many of the appeals were fact based. Again, most of the facts came from the Kids Page section which was highly focused on facts about marine life.

**Ed Alber Tarpon rodeo flyer overview.** The Rodeo flyer is a 5 inch by 7 inch glossy post card. Its purpose is to raise awareness of and get people to participate in the annual catch and release tournament put on by Tampa Bay Watch. The card has very little text on it and is dominated by a photograph of an Atlantic tarpon leaping out of the water with a hook and fishing line attached to its mouth.

In the text two appeals are used to garner donations, one fact based and one promise. Although no other information is presented on the card, a website address is given for more information. It seems as though the main attention grabber on this document is the picture of the tarpon. This could be well adapted to catch the attention of people who like to fish and would be likely to participate in the event. However, others may see this flyer and the fishing tournament it represents as departure from Tampa Bay Watch's mission of protecting the Bay. By promoting catching wildlife for sport (and possibly a cash prize) Tampa Bay Watch is framing the Bay and the animals in it in a way that promotes protecting them for use as human entertainment, instead of for their own sake.

**Tampa Bay Watch Green Club membership flyer.** This document is one page long and double sided. The intended audience is businesses that may participate in this new membership option. The primary purpose of the document is to get businesses to sign up as Green Club members. The secondary purpose is to promote individual memberships. No appeals were made for education, volunteers, or pro-environmental action. All appeals were

for donations. A complete table of all of the persuasive appeals used in the Green Club flyer and their frequency can be found in Appendix J.

***Green Club membership flyer donations outreach.*** The flyer contained 25 appeals aimed at garnering donations. Promise appeals made up an impressive 84% of the donation appeals. Environmental-self and positive impact each made up 8%. The 25 appeals consisted of only three types of appeals. Clearly, this document relied heavily on the benefits of membership. Here is one example from the text: “A Green Club Membership costs \$500, and entitles your organization to some exciting estuarine adventures, along with the rewarding opportunity to directly support the restoration of Tampa Bay with your tax exempt funding.”

***Green Club membership flyer overview.*** The Green Club Membership Flyer does little to effectively frame the issues faced by the Bay, to adjust the appeals to the audience, or to use a variety of persuasive appeals.

***Framing.*** The flyer does not state what is currently wrong with the Bay, what is needed to restore it, or the specific projects that will be supported with the membership fee. Instead, it is mostly comprised of the benefits to the participating organization of becoming a Green Club member. This seems like an unproductive way to frame this message because the “benefits” include things like a guided tour of the Bay or the use of the Tampa Bay Watch meeting room for one day, which would cost far less than the membership fee. The benefits do not outweigh the cost so the reasons to become a member of the Green Club would necessarily be a desire to help restore Tampa Bay. It would

be more productive to elaborate in this document on the improvements that will be possible with membership support.

*Audience adaptation.* This document seems to be aimed at organizations that want to make a positive impact on the health of the Bay, but does not mention how their donation will be used or offer them any special volunteer opportunities. Therefore, this document does not seem to be adapted to its audience.

*Variety of persuasive appeals.* This document contained three types of appeals. As noted earlier, promise appeals made up 84% of the donation appeals. Environmental-self and positive impact each made up 8%. This lack of diversity could limit the success of this document because it does not speak to the values of the target audience. More sense of place and environmental-self appeals may have been more effective for this audience.

**Membership envelope.** This document is a small envelope with writing and photographs on the back and inside flap. It is sent to members and given to the general public to make donations to Tampa Bay Watch. Even though this document is small it still contains two appeals for donations, which consisted of one sense of place appeal (Our mission is clear...protecting and restoring the marine and wetland environments of the Tampa Bay estuary) and one positive impact appeal ("Your membership helps us advance education and habitat restoration!"). This document represents a good use of space and the variety of appeals on such a small document is a clever way to attempt to get the audience engaged with the document.

**Tampa Bay Watch corporate flyer.** This document consists of five single sided pages that stack on top of each other. The first document is the shortest and each successive sheet is taller until you reach the last page, which is the size of a normal piece of paper (8.5" by 11"). The audience for this document is potential corporate sponsors of Tampa Bay Watch. The purpose of the document is to garner donations for Tampa Bay Watch. No appeals for education, volunteers, or pro-environmental action were made in this document. A complete table of all of the persuasive appeals used in the corporate flyer and their frequency can be found in Appendix K.

**Corporate flyer donations outreach.** This document contains 64 appeals aimed at garnering donations. The most commonly used appeals consist of sense of place (32.3%), fact based (23.4%) and positive impact (32.3%). This document contained 12 types of appeals making it one of the most complex texts reviewed.

**Corporate flyer overview.** My highlights of the findings include discussion of efforts made in the Corporate Flyer to frame the issues faced by the Bay, to utilize audience adaptation, and to use a variety of persuasive appeals.

*Framing.* The corporate flyer frames the issues of the Bay and what the audience can do to help very well. Because of the way the documents nest together it is natural to start with the first, shortest page, which gives an overview of the history of the Bay and mentions that habitat has been lost over the last 100 years. It then goes on to talk about Tampa Bay Watch and its

mission of helping to protect and restore the Bay. The second and third pages talk about education programs and restoration programs that are organized by Tampa Bay Watch. The fourth page gives information on several gift giving options, from corporate memberships to planned giving. The last page is a membership form.

From start to finish this document has been constructed from a strong frame. The flow of the document is set up in such a way that the audience could have never heard of Tampa Bay, or Tampa Bay Watch, but after finishing the fourth page the reader knows the Bay's size, location, history, environmental problems, why it should be preserved (which is highly focused on human use), what Tampa Bay Watch is doing to help, and how the reader can help them carry out their mission. This strong frame, which is focused on human use of the Bay, could be very useful in garnering donations from this audience.

*Audience adaptation.* The audience for this document is corporations; therefore, it is interesting that only two promise appeals are made. Corporations running under the capitalist economic system are concerned with making profit so they will probably be interested in "what's in it for them." The annual cost of corporate membership ranges from \$1,000 to \$10,000 and donors are told they will receive from this sizeable, annual donation a tax break on the donation and the possibility of "current tax benefits or income" from a planned gift. This document is a strong contrast to the Green Club flyer, which focused heavily on the benefits of membership. It is possible that the focus on sense of place

appeals missed the mark with this particular audience and that promise appeals would have been more effective.

Despite this lack of promise appeals, the document did adapt to its audience in several ways. For example, this document frames the Bay as a resource for humans to use, and it relies on fact based appeals to show what they have accomplished so far in the Bay. The document even states “More of our programs and Bay statistics can be found on our website.” This kind of human-centric, “hard numbers” information can be interesting to the target audience and provide a powerful rhetorical tool. Also, Tampa Bay Watch altered their mission statement on the first page of the document to include the word “charitable.” This alteration means that the word charitable now appears in the first line of the first page of this document, thus setting the stage for the whole document. Another slight but important alteration was made on the first page. Instead of saying that the volunteers represent environmental stewardship in its purest form, as it does in the general pamphlet, here the phrase reads “We demonstrate environmental stewardship in its purest form.” This shift in wording gives credit to the organization, rather than to the volunteers who may make corporations more likely to support their work.

*Variety of persuasive appeals.* This document contained 12 types of persuasive appeals. The most common appeals consisted of sense of place (31.3%), fact based (23.4%) and positive impact (9.3%). This large number of appeals makes it one of the most complex documents reviewed; however, while it included a large variety of appeals it did not distribute them evenly. As

suggested by Cantrill (1993) and Obermiller (1995), more even distribution would have made this a stronger, more persuasive document because the audience is never completely homogeneous.

**Hard copy documents photograph review.** Several of the hard copy documents described above had photographs that accompanied the text. As some documents had few or no photographs, the results of the photograph analysis were combined to better show meaningful trends in the data. The hard copy documents contained 99 photographs. Please see Table 5 for a complete report of the photographs categorized by persuasive goal and topic.

Table 5

*Website Photographs*

	<b>The Bay</b>	<b>Volunteers Working in the Bay</b>	<b>Restoration Projects without People</b>	<b>Fundraising Events</b>	<b>Staff Members</b>	<b>The TBW Building</b>	<b>Kids during Educational Events</b>	<b>People Holding Animals/Plants</b>	<b>Animals</b>	<b>Microscopic Animals</b>
Education	6	19	3	0	1	0	8	9	4	5
Donations	5	18	2	8	0	3	3	5	0	0
Volunteers	0	0	0	0	0	0	0	0	0	0

As Table 5 reveals, the majority of the photographs contained people working on restoration projects in the Bay. Most of them are smiling at the camera and look relaxed and happy, though a few are quite muddy. In the photographs children and adults are participating in the restoration projects. All of the different people working hard in the Bay may invoke feelings of identification and feelings of a sense of place in the audience. After all, if so many people are working to restore it, then it can be assumed that it is worth protecting. Also, 14% of the photographs show people holding sea life, usually in a cupped hand. As mentioned in the website photograph review, this type of photograph may invoke a feeling of protection towards the Bay and the animals in it.

The photographs presented were well adapted to the audience. For example, the photographs in the Kids Pages section of the newsletter and newspaper insert are mostly of children and some are cut out into fun shapes. The photographs of microscopic life also appear in the Kids Pages section and are an interesting addition that should catch children's attention. The only document that did not seem to have well adapted photographs was the Green Club flyer. Though the audience for this document was organizations that had a personal interest in protecting the Bay, three out of four photographs showed the membership benefits, such as the free rental hall. Because the audience for this document is assumed by Tampa Bay to be interested in helping the Bay, photographs of the Bay or the projects underway to help restore it may have been more appropriate.

**Written interview review.** The written interview consists of 61 open-ended questions. A copy of the completed written interview is available in Appendix B. All of the questions are related to the organization's efforts to gain volunteers and donations or foster change. The written interview was completed by the Communications Coordinator of Tampa Bay Watch. Highlights of the written interview responses follow. One of the questions on the written interview asked the interviewee to give an example of what they would normally say when asking a stranger to volunteer for Tampa Bay Watch. Another question asked the interviewee to give an example of what they would normally say when asking someone to donate to Tampa Bay Watch. The answers to these questions were then analyzed as if they were the verbal equivalent of the written appeals specific for volunteers and donations. That is, they were considered examples of face-to-face persuasive appeals. A complete table of all of the appeals used in the interview answers asking for examples for donations and volunteers and their frequency can be found in Appendix L.

***Written interview findings about Tampa Bay Watch.*** In addition to providing examples of face-to-face persuasive appeals several interesting facts were reported in the written interview responses. The person who completed the written interview was the communications coordinator of Tampa Bay Watch. She has a master's degree in administrative social work. Her job duties include answering inquiries about how the community can get involved in Tampa Bay Watch projects, updating the Tampa Bay Watch website, and writing articles for the newsletter. She reports that the artwork and layout of promotional materials

is contracted out to a graphic designer and that the corporate flyer and general brochure were created before she arrived.

As for the people around Tampa Bay, she reported that the Bay is in two counties, Pinellas and Hillsborough, which are predominately liberal and conservative, respectively. She believes that, in general, people in the area see the Bay as “a beautiful resource in our community and is a large recreational outlet for swimming, fishing, snorkeling, boating and kayaking.”

For support Tampa Bay Watch received \$53,986 through membership programs and \$55,060 through special events in 2008. The amount of money garnered from memberships includes individual memberships and corporate memberships. She also stated that Tampa Bay Watch tends to remain politically neutral. This neutrality is represented in Tampa Bay Watch’s mission statement found on many of their documents, “Tampa Bay Watch, Inc. is a 501(c)(3) nonprofit stewardship program dedicated exclusively to the protection and restoration of the marine and wetland environments of the Tampa Bay estuary through scientific and educational programs.”

The interviewee reported that no current communication theories or persuasive appeals have been studied by Tampa Bay Watch. Despite this, she also reported that the organization usually meets its volunteer and donation goals. This may be due to the large variety of outreach events they participate in. For example, the organization has a partnership with a local news channel, has an active Face Book account, produces direct mailings, and works with the local print media as well.

In the written interview in the section on fostering change all responses related to volunteer events. No other type of pro-environmental behavior was mentioned. While the organization clearly understands the connection between hands-on projects in the environment and developing feelings of stewardship in people, the interviewee never went beyond volunteering in terms of what people could do to help the Bay. The fact that the interviewee only talked about volunteer efforts in this section of the written interview implies that the group considers volunteering to be the only pro-environmental behavior that it promotes. This could be harmful to their mission of restoring Tampa Bay as it is still at risk from ongoing human activities such as improper boating and run off.

The communications director also reported that stakeholder information was gathered by the board of directors and through research on environmental funding opportunities. This answer does not acknowledge the highly varied nature of the stakeholders involved in the issues that face Tampa Bay or the myriad of other ways stake holder information can be gathered. According to the corporate membership flyer, residents from the Manatee River to Clearwater Harbor and from Hillsborough Bay to the Gulf of Mexico depend on Tampa Bay. This large group of people, as well as recreational users of the Bay, local developers, and the local tourist industry, all comprise the group of stakeholders. Yet none of these groups are mentioned in the answer to this question. Without information about the people with the most at stake in the issues that affect Tampa Bay, it is difficult to create messages that speak to their values.

The written interview responses concerning developing a sense of place and creating an environmental-self match very well with the other outreach materials produced by the organization. These feelings are developed by bringing 7000 students on field trips to the Tampa Bay Watch facility (which is also the location of the Restoration Trail) and allowing students and adults to participate in hands-on environmental restoration projects. This ties into the organization's commitment to reaching out to and educating local children about the importance of the Bay.

Tampa Bay Watch also reported varying their appeals based on the audience, and the data revealed that they did sometimes vary their appeals based on the audience. For example, information on the website, which is accessible to anyone, is similar to information on the email alerts which are sent to self-selected subscribers. However, the information presented especially for children (the Kids Pages section of the newsletter and the newspaper insert) and the corporate flyer were highly adapted to the audience. Next, interview responses to questions that asked for examples of face-to-face persuasive messages are analyzed in the same manner as were the other documents generated by the group.

***Written interview request for a donation.*** When asked to provide an example of a verbal appeal for a donation the communications coordinator used nine appeals. Of the appeals five of them were positive impact and the remaining four consisted of fact based appeals. This means that only two types of appeals were used. The facts and positive impacts listed can also be found

on Tampa Bay Watch's website and other outreach materials. In other words, the exact same messages found on the website and outreach materials were also used in the written interview responses. This means that no individualized information was created for the "person" being asked to volunteer. The limited number of appeal types and lack of adaptation is a weakness in the request for a volunteer, which will be discussed in the audience adaptation and framing review section.

***Written interview request for a volunteer.*** When asked to provide an example of a verbal appeal for a volunteer the Communications Coordinator used only one appeal. She selected an altruism appeal which stated that Tampa Bay Watch "relies on volunteers to accomplish" their goals.

Volunteering your time is a large commitment and may therefore take some convincing. The limited number of appeals and appeal types are a weakness in the request for a volunteer, which will be discussed in the audience adaptation and framing review of this section.

***Written interview request for pro-environmental behavior.*** When asked for an example of how Tampa Bay Watch employees would ask for pro-environmental behavior, interestingly, no pro-environmental behaviors were suggested. Instead, the response to the question focused on volunteer opportunities managed by Tampa Bay Watch. While these projects do help the environmental health of the Bay, they have been analyzed in the volunteer section of this work and are not included in this section of the review. It was reported in the written interview that Tampa Bay Watch remains politically

neutral. This could be why they do not promote any pro-environmental behavior (like voting for an environmentally friendly political candidate or protesting).

***Written interview overview.*** This section provides an analysis of the written interview, responses to questions asking for examples of face-to-face requests for donations and volunteers. The analysis examines how these examples frame the issues faced by the Bay, adapt to the audience, and use a variety of appeals.

*Framing.* The frame of the appeal for a donation in the example provided by the interviewee can be summarized as follows: You have helped the organization before; we would like another donation; facts about the previous restoration projects. This is a poorly framed argument with very few types of appeals. For example, a stronger frame could have included anticipated projects that will be completed in the future but only with the help of the donor. The example given of what would normally be said to a prospective donor in the written interview response is not the type of frame found in documents produced by Tampa Bay Watch used to garner donations.

The volunteer recruitment appeal given in the written interview response is framed as follows: Tampa Bay Watch relies on volunteers; kinds of restoration projects available; please sign up on our mailing list to get more information on upcoming projects. This is a weak rhetorical frame because it does not tell the potential volunteer why the Bay is important, or why it needs restoration work. Without this foundation there is little hope of holding the

interest of the audience. This is not the type of framing typically found in documents produced by Tampa Bay Watch to recruit volunteers.

*Audience adaptation.* Based on the answers given in the survey, the verbal requests for donations and volunteers are not well adapted to the audience. For example, no effort was made to find out why the audience may be interested in participating. Also, no sense of place or environmental appeals were used to invite interest in the Bay itself. One small audience adaptation was the use of the word “devastating” in the volunteer request to describe the level of environmental damage suffered by the Bay. This kind of strong wording is not found in the group’s persuasive documents and may indicate that personal appeals are more strongly worded than printed documents.

*Variety of persuasive appeals.* Overall the written interview responses giving examples of face-to-face persuasive messages used just three types of persuasive appeals when trying to recruit a volunteer and garner a donation. Those appeals consisted of positive impact (50%), sense of place (45%) and altruism (5%). By relying on so few types of appeals, the efforts to garner donations or recruit volunteers are weak rhetorically. The written documents produced by Tampa Bay Watch use many more types of appeals and have stronger framing than were presented in the written interview as examples of in-person recruitment. Also of note is the lack of reference to the oil spill in the Gulf and the long-term efforts it will require for cleaning and restoration. As an issue of local concern, talking about it would have been a powerful way to attract interest in the work Tampa Bay Watch is doing. The Communications

Coordinator reported that community fairs were the least successful events that Tampa Bay Watch participated in to garner volunteers. This lack of success could possibly be attributed to the weak repertoire of rhetorical arguments used during verbal recruitment.

**Comprehensive summary of persuasive appeals.** Now that each document has been examined I will combine them to get an overview of the types and frequencies of appeals used overall; the sections of the written interview which specifically dealt with providing examples of face-to-face messages used to recruit volunteers and garnering donations are also included. This is a combination of data from many documents and does not pinpoint the audience or the frames used. Also, I discuss whether or not the appeals varied based on the intent of the communication (education, volunteers, donations, pro-environmental behavior) in the following chapter. For a complete table of all the persuasive appeals used and their frequency in all documents analyzed please see Appendix M.

The combined outreach materials examined contained 300 educational appeals. The most common types of appeals were fact based (35.6%), sense of place (26.6%) and environmental-self (16%). In all, 12 different types of appeals were used. This variety of appeals may have a good chance at being able to interest children. However, one drawback to this section is that it includes guilt and negative sense of place appeals. One example of a guilt appeal from the newspaper insert reads, "Birds that dive to grab baited hooks are often cut free by well-meaning fishermen, then sentenced to a long and painful death when

the trailing line tangles in a tree.” One example of a negative sense of place appeal from the newsletter reads, “Cold, raw, nasty are just a few of the ways to describe our current winter.”

The combined outreach materials examined contained 178 appeals aimed at garnering donations. The most commonly used appeals were promise (37%), positive impact (14%) and sense of place (13.5%). In total 13 types of appeals were used, meaning Tampa Bay Watch used the most appeals in creating discourse aimed at garnering donations. An example of a promise appeal, by far the most common type of appeal in this category, from the Green Club flyer reads, “By participating in the Green Club Membership program, you are not only helping the bay; you're helping yourself.” Another promise appeal from the website reads, “Please present your Tampa Bay Watch membership card and ID at the above locations to take advantage of these great benefits.”

The combined outreach materials examined contained 109 appeals aimed at recruiting volunteers. The most common types of appeals were fact based (25.7%), sense of place (15.6%) and identification (12.8%). In all 12 different types of persuasive appeals were used.

The combined outreach materials examined contained six appeals that fostered pro-environmental behavior. They included plea (83.3%) and positive impact (16.6%) appeals. By far this was the least active category.

As discussed earlier, some of the documents are well-adapted to their audience and others seem to contain the same information no matter who the audience is intended to be. In total 14 types of persuasive appeals were used in

the outreach materials. Donations contained the most types of appeals (13), but no category used every type. Educational appeals had the most number of appeals and the most common type of appeal was fact based, which made up 25.3 % of the 580 total appeals. Only the educational category contained guilt appeals or negative sense of place appeals.

Tampa Bay Watch's appeals concerning the Gulf oil spill were less than ideal. The organization provided information about the oil spill on their website, Twitter page, Facebook page, and emails. Though they used several different communication channels, the information presented on each one was the same and it sent a confusing message. Volunteers were asked to sign up, but also told that only a limited number would be selected to participate. The one way that everyone could help, donating towards the long-term cleanup, was not highlighted in any of the outreach materials.

The combined outreach materials examined contained a total 405 photographs. A complete review of the photographs categorized by persuasive goal and topic can be found in Table 6.

Table 6

*Combined Photographs*

	The Bay	Volunteers Working in the Bay	Restoration Projects without People	Fund-raising Events	Things to Buy	Things to Donate	The TBW Building	Kids during Educational Events	People Holding Animals/Plants	Hurt Animals	Animals	Microscopic Animals	Staff Members
Education	10	27	5				3	35	10			4	5
Donations	15	26	2	26	13	1	33	3	5				
Volunteers	17	102	40				2	2	11	7			

As stated in the review of each individual document, the photographs were well adapted to their audience and purpose. Some of the photographs were used several times in different documents. This repetition of photographs could cause people to lose interest in them thus robbing them of their potential to attract people's interest.

### **Conclusion**

By analyzing several different types of outreach produced by Tampa Bay Watch it was possible to find trends in the data that would have been missed if only a single publication was analyzed. Also, by looking at which types of appeals were used in different types of situations a better understanding of the group's persuasive effectiveness is possible.

## **Chapter Five: Conclusions**

### **Introduction**

Now that the data for this study has been discussed it is possible to examine the implications of the results, formulate answers to the research questions which are at the heart of this work, tease out additional findings, articulate the study's contributions and limitations, and make suggestions for future study.

### **Research Questions**

With the data analyzed, it is now possible to answer the research questions presented at the outset of this thesis. The first question is: How does an environmental organization use rhetorical appeals for (1) seeking donations, (2) recruiting volunteers, (3) educating, and (4) fostering pro-environmental action? This is a complex question that can be better addressed if it is broken down into its four component parts.

How does an environmental organization use rhetorical appeals for seeking donations? In the reviewed documents 178 appeals aimed at garnering donations were made. This category contained the most types of appeals. However, the most common type of appeal was promise, which comprised 37% of the appeals. In this category there was clearly a dominate appeal type. Tampa Bay Watch chose to emphasize the benefits that the donor receives by

donating instead of focusing on the benefits to the Bay or Tampa Bay Watch. By focusing on the benefits to the donor, Tampa Bay Watch is not building up a sense of place about the Bay. Building a sense of place is a strategy that the scholarly literature predicts would involve deeply held values about the Bay which may translate into more meaningful and long-term giving programs.

How does an environmental organization use rhetorical appeals for recruiting volunteers? The outreach materials contained 109 appeals aimed at recruiting volunteers. The most common types of appeals were fact based, which comprised 25.7% of the appeals. While reading the texts it became apparent that the use of facts often helps to develop a sense of place by talking about the history of the Bay, its size, and its location. The literature suggests that long term commitments in environmental stewardship are made by developing a sense of place and environmental-self. Interestingly, if you combine the sense of place and environmental-self appeals (which were the second and third most common appeal type) they make up 41.3% of the appeals used in the reviewed material. This sizable percentage is a clear indication that Tampa Bay Watch is making good use of sense of place and environmental-self while recruiting volunteers.

How does an environmental organization use rhetorical appeals for education? The outreach materials contained 300 educational appeals. The most common type of appeal was fact based, which comprised 35.6% of the appeals. The facts in this category focused on the specifics of marine life found in the Bay. One example of a fact based appeal was the size and number of

microscopic organisms that can be found in the sand. If you combine the sense of place and environmental-self appeals (which were the second and third most common appeal type), they make up 42.6% of the appeals used in this category. Once again facts have been used in close concert with sense of place and environmental-self appeals to show how important the Bay is and why it should be cared for.

How does an environmental organization use rhetorical appeals for fostering pro-environmental action? The outreach materials contained six appeals that fostered pro-environmental behavior. The most common type of appeal was plea, which comprised 83.3% of the appeals. This is a category with a clearly dominant appeal type. Tampa Bay Watch did not focus on fostering pro-environmental behavior. Several of their documents, such as the general pamphlet and spring newsletter, did not have any appeals for fostering pro-environmental behavior. This may be the organization's biggest rhetorical weakness. This is because they do not address the ongoing causes that continue to threaten the health of the Bay. If left unchecked these threats could make the organization's restoration projects moot.

The second research question is: Are those appeals consistent despite situational differences? As shown above, Tampa Bay Watch does change the most commonly used appeal based on the aim of the outreach. Also, as described earlier, Tampa Bay Watch adapted their outreach aimed at children very well. The bright colors, fun fonts, and numerous photographs of children are very likely to catch the interest of children. The deliberate use of sense of

place and environmental-self appeals may also help to create a local population that values the Bay.

However, for the most part similar information was presented across different audiences. For example, the information presented on the website, which is intended for a general audience, is very similar to the information that is emailed to Tampa Bay Watch members. This means that they are treating different audiences the same even though some are more familiar with the Bay, and more likely to respond to pro-environmental messages. One possible example of this type of audience adaptation made one appearance in the written interview response in which the Bay's "devastating" environmental problems were mentioned as part of an appeal used to get people to volunteer. This is the only location in which such a serious term is used to describe the Bay's environmental issues and may indicate that face-to-face appeals made directly to people are more strongly worded than printed ones.

The third and final research question is: Are those appeals consistent with appeals identified in the literature on environmental rhetoric? The most common type of appeal directed at donors was promise. This type of appeal was not highlighted in the reviewed literature. Both volunteer and education outreach made the most use of fact based appeals that were predicted by and criticized by the literature. However, both of these categories also commonly used sense of place and environmental-self appeals in conjunction with the facts which helped to paint a rich picture of the Bay. All but one appeal aimed at fostering pro-environmental behavior was a plea. Plea appeals were not

predicted by or mentioned by the literature. However, they appear to be rhetorically weak because they simply ask for a change in behavior without any reasons why the behavior should be adopted or the positive effect it will have. Therefore, the answer to the question is that two of the four categories were dominated by appeals that were predicted by the reviewed literature and two categories were dominated by appeals that were not mentioned by the reviewed literature.

Guilt appeals were predicted by the reviewed literature to be common in environmental rhetoric; however, only four guilt based appeals were found in the reviewed outreach documents. Apocalyptic and divisive appeals were also predicted by the literature to be prevalent; however, none were found. The literature suggested that divisive appeals were costly and ineffective rhetorical strategies. However, Tampa Bay Watch's practice of staying politically neutral and not identifying the people or organizations who caused the environmental problems faced by the Bay leaves the audience wondering if people are still harming the Bay.

Infrequently the causes of the Bay's problems are briefly mentioned (for example dredging in the 1960's), but the people responsible are never identified so it is not possible to know if they are still conducting dredge operations or not. It may have been possible for Tampa Bay Watch to identify the causes of the Bay's environmental problems without taking away the common ground needed to find environmental solutions. A hypothetical example of this would be, "Over fifty dredge and fill companies operated in the Bay during the 1960's. At that

time it was believed that developing the Bay was the right choice for the area. However, now the Bay's delicate environmental balance is better understood and no dredge and fill projects are underway." This type of appeal would identify the cause and inform the audience if further threats are expected or not which would help properly frame the issues faced by the Bay.

One very surprising type of appeal that was discovered in the text was negative sense of place. This type of appeal was not predicted by the reviewed literature. This type of appeal only appeared twice, but any use of it seems counterproductive. The negative sense of place appeals all appeared in the spring 2010 edition of the newsletter and described the current weather as raw, cold, and nasty. It went on to note that many lovable manatees and plants had died due to the cold snap. No information on how to help the manatees was offered in the newsletter. While this might be an accurate description of the weather and its effects, an environmental outreach newsletter is not the appropriate place to state it. Instead of developing a sense of place, this appeal highlights the negative qualities of the area that will not help Tampa Bay Watch accomplish its mission to protect the Bay.

One of the most interesting appeals found that was not predicted by the literature was the wilting flower appeal. This type of appeal appeared 12 times in two different texts. It was used in education nine times and the remaining times in donations. Wilting flower appeals highlight the fragile, delicate nature of the environment or the smallness of the organization trying to protect it. While this type of appeal did not appear in most of the texts, when it did appear it

caught my attention because it seems to be an effort to invoke a sense of urgency for the Bay and the organization trying to protect it. By stating that they are small, Tampa Bay Watch may garner more support because they have admitted that they do not have the necessary staff to protect the Bay on their own. This support may come in the form of donations or volunteers. Because this type of appeal was not mentioned in the reviewed literature, it is not clear if this type of appeal has newly emerged or is gaining or losing in popularity among environmental organizations. Therefore, it would be an interesting appeal to study further.

### **Other Findings in the Data**

Now that the research questions have been answered I will discuss other interesting findings from the data, including the fact that statements in the text were often categorized into more than one category, the overall framing of issues, the appearance of Dominate Social Paradigm (DSP) language in the text, the use of Facebook and Twitter, the Gulf oil spill response, and a critique of the photographs used in the text. As mentioned in Chapter Four, many of the appeals made in the documents needed to be placed in more than one category. One example of this appears in the newspaper insert, "... the resulting loss of water quality destroyed more than half of the sea grass in the bay and reduced its surface area by approximately 12 square miles." This example gives two factual bits of information about the Bay, but more than that it reveals the unique history of the area that can help develop a sense of place. This example illustrates that an analysis looking only for fact based appeals

would overlook several sense of place appeals and environmental-self appeals. It may be possible that other studies in this area have overlooked the complex nature of factual statements when they reported a high number of factual appeals.

Some documents such as the newspaper insert and general pamphlet framed the issues facing the Bay and what the audience could do to help it very well. However, most of the texts neglected the first part of the frame, by which I mean they did not talk about what caused the Bay's problems or how badly it was damaged. Without the necessary context, the rest of the frame loses some of its potency. In general, Tampa Bay Watch frames the issues facing the Bay in terms of volunteer projects to help restore it. The long term goals for these recovery projects are only described in one report located in a subpage on the website. Therefore, for most audiences the problems facing the Bay are not given a beginning or an end. While most of the work Tampa Bay Watch does is accomplished through restoration projects, a more powerful frame would show these efforts as part of an overarching plan for the Bay's full recovery.

Another concern with the framing in the documents is the number of times Tampa Bay and the life in it is referred to as a resource for human use. The Bay is directly named as a resource 13 times and is mentioned in the context of human use 22 times. By framing the Bay as something for humans to "use" then that is all it will be. While other places in the text do instill a sense of place, the numerous references to the Bay as a resource reifies a DSP view of nature

that can undermine the sense of place messages. As mentioned in the literature review, this utilitarian view can have negative impacts on preservation efforts.

The use of social media sites such as Facebook and Twitter indicates that Tampa Bay Watch is willing to use the most contemporary communication outreach tools available. While the Twitter page was not fully utilized at the time of this research project, according to the group's communications coordinator the organization had only recently started using it. Therefore, it is possible that it may become more developed in the future. The Facebook page had numerous subscribers and contained a lively posting environment. While this type of outreach has not been adapted by every environmental organization it may soon become a very popular way to reach out to environmentalists.

Tampa Bay Watch's response to the Gulf oil spill consisted of posting information about the spill on their website, Twitter and Facebook accounts, and sending out an email alert. While the organization did use several different channels, the message was the same throughout. That message consisted of warning that Tampa Bay would likely be affected by the oil spill and that volunteers were needed to help clean the beaches. However, only trained volunteers could be used and Tampa Bay Watch could not train all of the people who wanted to help. This means that the only way most people could help was by donating to the long term cleanup efforts that may be needed. By highlighting the need for volunteers (which wasn't really an issue) Tampa Bay Watch could have framed the issue around garnering donations or fostering pro-environmental behavior.

On Tampa Bay Watch's website, information on the Gulf oil spill can be accessed by clicking a small picture on the side of the home page. This contrasts greatly with the front and center billing the oil spill is receiving on other environmental pages. For example, the homepage of The Apalachicola Riverkeeper, a local environmental organization in Florida, is covered with a story about the Gulf oil spill and ongoing cleanup efforts (<http://www.apalachicolariverkeeper.org/> accessed on 5/15/2010). The home page also has a picture and a link to a book about off shore drilling and its effects on Florida's ecosystem. Based on Tampa Bay Watch's own reports concerning the high level of local interest in the oil spill and the area's high chances of being effected by the spill, it is surprising that they did not give the oil spill more attention on the homepage and that they did not send out updated information about the spill as it became available. The Deep Horizon oil spill is the worst oil spill in the history of the United States and it will likely affect Tampa Bay (Lee, 2010). Yet the organization did not capitalize on this event by seeking needed donations or sending out regularly updated spill information to keep their members and email subscribers informed about the spill. This oversight reflects a lack of flexibility and timely response in Tampa Bay Watch's rhetoric.

The photographs used by Tampa Bay Watch are well adapted to their purpose and audience. Most of the photographs showed people working on restoration projects on the Bay, which matches the rhetorical emphasis on the restoration projects. Including more photographs of the Bay and the creatures that live in it may help to instill more of a sense of place. The numerous

examples of people holding animals and plants in their cupped hands were an interesting find in the data. These photographs could be considered a visual example of the wilting flower appeal in that it also invokes a feeling of protection for the small creatures being cradled. While there were some variations in the photographs, overall they gave a feeling of productive, happy reconstruction efforts underway in the Bay.

### **Conclusions**

The texts produced by Tampa Bay Watch are too complex to allow for easy answers to the research questions that drive this work. While seeking donations and fostering pro-environmental actions, the organization did not heavily rely on appeals predicted by the literature. When producing educational outreach or seeking volunteers, the organization did rely mostly on fact based appeals as predicted by the literature; however, they also relied heavily on sense of place and environmental-self appeals as well. The data illustrates that the organization adapted its appeals to the situation at hand, but often presented the same information to different audiences. Besides the answers to the research questions, new and interesting findings presented themselves in the text (for example, the discovery of wilting flower appeals and the lack of the use of guilt appeals except when the target audience was comprised of children).

### **Contributions, Limitations and Further Research**

Now that the research questions have been answered and the data explored I address the contributions to scholarship made in this work, limitations

of the study, and possibilities for future research. This work began by describing unfolding environmental disasters and the history of the environmental movement in the United States, which helped to show why research in this area is timely and pressing. Then the current state of the environmental movement was explored as well as current literature on environmental rhetoric. The literature suggested that environmental organizations repeatedly used ineffective rhetorical strategies, or what I have called rhetorical ruts. The literature review also revealed a lack of in-depth examinations of any one organization's outreach. Instead, researchers have performed close readings of environmental texts or reviewed the broad thrust of the environmental movement.

**Contributions of the study.** The aim of this study has been to begin to fill this gap in the literature. I have fulfilled this aim by performing an open coding analysis of all the persuasive texts produced by one grassroots environmental organization during the month of May, 2010. Responses to a written interview were also analyzed. This study has contributed several findings to the scholarly research. For example, several new types of appeals not mentioned in the current scholarly literature were identified such as the wilting flower appeal. This appeal as well as the photographs of people cradling plants and animals may invoke a feeling of urgent protection for the environmental areas and could be an interesting area for future research. This study also revealed very few guilt appeals and no apocalyptic appeals were used by Tampa Bay Watch. This contradicts the predictions made by the

reviewed literature. If more groups were studied it may reveal that environmental organizations are moving away from guilt and apocalyptic claims.

The scholarly literature took a negative stance on using fact based appeals. Tampa Bay Watch did use several fact based appeals, but they came in conjunction with sense of place appeals. By revealing the facts and history about Tampa Bay, Tampa Bay Watch was able to explain why it was special and worth protecting. This combination of fact appeals and sense of place appeals was not revealed or predicted in the scholarly literature and suggests an important new approach to studying fact based appeals in environmental rhetoric. The scholarly literature also took a negative stance on using divisive appeals. In practice, however, the complete lack of any identifiable source of the environmental problems currently facing Tampa Bay leads to weak framing of the issues. This interplay between divisive appeals and framing is another finding of this study.

This study showed that Tampa Bay Watch did vary its appeals according to the aim of the text. These findings would not have been possible to uncover if a single text, or a single type of text (for example the email alerts) had been examined. Only by looking at all of the texts produced by the organization was a clear picture of the types and frequency of appeals used possible. From these results it appears that outreach produced by Tampa Bay Watch is more complex than currently predicted by current research on environmental rhetoric. The results illustrate that a more in-depth analysis of all of one organization's persuasive messages renders results that would not be possible with research

approaches used by previous scholars of environmental communication, as noted in the literature review.

**Limitations of the study.** While the methodological approach taken provided important nuances that other approaches would not reveal, it also created limitations to the study. First, because this study examined outreach persuasion of only one organization its most obvious limitation is that the results are not generalizable. Second, this study only reviewed a month's worth of outreach materials produced by one environmental organization. A longitudinal study may have produced different results. Third, only appeals dealing with garnering donations, volunteers and fostering pro-environmental behavior were analyzed. There may have been other persuasive messages, such as appeals made to foster relationships between other environmental groups, ignored by the focus of this study.

Finally, because the persuasive documents and the written interview responses were analyzed by one researcher, bias could have skewed the results. For example, I have a degree in environmental studies, worked in the environmental field for five years, and produced dozens of environmental outreach materials. These experiences could lead me to view environmental texts more favorably than other researchers or possibly lead me to be more critical due to my expertise. In order to avoid researcher bias, categorized appeals were constantly compared to others already in the category. This helped ensure that no categories were "stuffed" with incorrectly categorized appeals. Also, the visuals were categorized on two separate occasions to help

ensure accuracy. Despite the limitations of this work the results have provided an interesting direction for further study.

**Suggestions for further research.** Are the texts produced by Tampa Bay Watch unique or would a similar analysis of several environmental organizations produce the same results? A study with a large sample size would be able to answer this question and produce results that are generalizable. Also, having multiple coders would help to alleviate coder bias, and a longitudinal study could produce a greater understanding of how environmental organizations change their persuasive messages over time. A study that looked at all types of appeals made in every situation would gain a deeper understanding of how environmental organizations change their appeal types based on different communication situations.

It may also prove rewarding to study wilting flower appeals in depth. Because this type of appeal was not mentioned in the reviewed literature it is not clear if this type of appeal has newly emerged or is gaining or losing in popularity among environmental organizations. In addition, fact based and divisive appeals were mentioned and highly criticized in existing scholarly literature. However, this study suggests that the interaction between different types of appeals be explored further to produce better understanding of how appeals work together. It is my hope that this work has begun to fill a gap in the research on environmental rhetoric and that it sparks interest in continued research in the field, perhaps in the ways outlined above.

## References

- Alinsky, S. D. (1971). *Rules for radicals*. New York: Random House.
- Babbie, E. R. (2010). *The practice of social research* (12<sup>th</sup> ed.). Belmont, CA: Wadsworth Cengage.
- Bitzer, L. F. (1992). The rhetorical situation. *Philosophy and Rhetoric*, 25(4), 1-14.
- Boster, F. J., Mitchell, M. M., Lapinski, M. K., Cooper, H., Orrego, V. O., & Reinke, R. (1999). The impact of guilt and type of compliance-gaining message on compliance. *Communication Monographs*, 66(2), 168-177.
- Brulle, R.J. (2010). From environmental campaigns to advancing the public dialog: Environmental communication for civic engagement. *Environmental Communication: A Journal of Nature and Culture*, 4(1) , 37-41.
- Burke, K. (1969). *A rhetoric of motives*. Berkeley: University of California Press.
- Cameron, K. A., Campo, S., & Brossard, D. (2003). Advocating for controversial issues: The effect of activism on compliance-gaining strategy likelihood of use. *Communication Studies*, 54(3), 265-282.
- Cantrill, J. G. (1992). Understanding environmental advocacy: Interdisciplinary research and the role of cognition. *Journal of Environmental Education*, 24(1), 35-42.

- Cantrill, J. G. (1993). Communication and our environment: Categorizing research in environmental advocacy. *Journal of Applied Communication Research, 21*(1), 66-79.
- Cantrill, J. G. (1998). The environmental self and a sense of place: Communication foundations for regional ecosystem management. *Journal of Applied Communication Research, 26*(3), 301-318.
- Cantrill, J. G., & Goravec, C. L. (1996). *The symbolic earth*. Lexington: University Press of Kentucky.
- Carson, R. (1994). *Silent spring*. Boston: Houghton Mifflin. (Original work published 1962)
- Cassara, A. (2007). Ask Earth Trends: How much of the world's resource consumption occurs in rich countries? Retrieved from <http://earthtrends.wri.org/updates/node/236>
- Cialdini, R. B. (1995). Principles and techniques of social influence. In A. Tesser (Ed.), *Advanced social psychology*, (pp. 257-281). New York: McGraw-Hill.
- Connor, S. (2009, January 10). Forty years since the first picture of earth from space. *The Independent*. Retrieved from <http://www.independent.co.uk/news/science/forty-years-since-the-first-picture-of-earth-from-space-1297569.html>
- Coppola, N. W. (1997). Rhetorical analysis of stakeholders in environmental communication: A model. *Technical Communication Quarterly, 6*(1), 9-25.

- Cox, R. (2006). *Environmental communication and the public sphere*. Los Angeles: Sage Publications.
- Cresswell, T. (2004). *Place: An introduction*. Marseilles: Blackwell Publishing.
- Cronon, W. (Ed.). (1997). *John Muir: Nature writings: The story of my boyhood and youth; My first summer in the Sierra; The mountains of California; Stickeen; Essays*. New York: Library of America.
- Delia, J. G.; O'Keefe, B. J.; O'Keefe, D. J. (1982). The constructivist approach to communication. In F. E. X. Dance (Ed.), *Human communication theory* (pp. 147-191). New York: Harper and Row.
- DeLuca, K. M. (1999). *Image politics: The new rhetoric of environmental activism*. New York: Guilford Press.
- Devall, B., Sessions, G. (1985). *Deep ecology: Living as if nature mattered*. Salt Lake City: Gibbs Smith Publishing.
- Dreiling, M., Lougee, N., Jonna, R., & Nakamura, T. (2008). Environmental organizations and communication praxis: A study of communication: Strategies among a national sample of environmental organizations. *Organization Environment, 21*(4), 420-445.
- Dunlap, R. E. (2008). The new environmental paradigm scale: From marginality to worldwide use. *Journal of Environmental Education, 40*(1), 3-18.
- Dunlap, R.E., Van Liere, K. D. (2008). The "new environmental paradigm." *The Journal of Environmental Education, 40*(1), 19-28. (Original work published 1978)

- Ellen, P.S., Wiener, J. L., & Cobb-Walgren, C. (1991). The role of perceived consumer effectiveness in motivating environmentally conscious behaviors. *Journal of Public Policy & Marketing*, 10(2), 102-117.
- Ehrlich, P. R. (1971). *The population bomb*. New York: Ballantine Books.
- Environmental Protection Agency. (2010). *EPA United States Environmental Protection Agency*. Retrieved from <http://www.epa.gov/>
- Fountain, H. (2010, May 9). New setback in attempt to contain Gulf oil spill. *New York Times*, pp. A1.
- Foust, C. R., & Murphy, W. O. (2009). Revealing and reframing apocalyptic tragedy in global warming discourse. *Environmental Communication: A Journal of Nature and Culture*, 3(2), 151-167.
- Griffin, E. (2009). *A first look at communication theory*. New York: McGraw-Hill.
- Gusfield, J. R. (1989). *On symbols and society*. Chicago: University of Chicago Press.
- Habermas, J. (1984). *The theory of communicative action*. Boston: Beacon Press.
- Harré, R., Brockmeier, J., & Mühlhäuser, P. (1999). *Greenspeak: A study of environmental discourse*. London: Sage Publications.
- Herndl, C. G., & Brown, S. C. (1996). *Green Culture: Environmental rhetoric in contemporary America*. Wisconsin: University of Wisconsin Press.

Hourigan, T. F. (2009). *Conserving ocean biodiversity: Trends and challenges*.

Retrieved from

[http://oceanservice.noaa.gov/websites/retiredsites/natdia\\_pdf/7hourigan.pdf](http://oceanservice.noaa.gov/websites/retiredsites/natdia_pdf/7hourigan.pdf)

Keen, S. (1991). *Faces of the enemy*. New York: Harper Collins.

Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51-60.

Killingsworth, M. J. (2005). From environmental rhetoric to ecocomposition and eco-poetics: Finding a place for professional communication. *Technical Communication Quarterly*, 14(4), 359-374.

Killingsworth, M. J., & Palmer, J. S. (1992). *Ecospeak: Rhetoric and environmental politics in America*. Illinois: Southern Illinois University Press.

Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239-260.

Lakoff, G. (2010). Why it matters how we frame the environment. *Environmental Communication: A Journal of Nature and Culture*, 4(1), 70-81.

Lee, J. (2010, May). A massive and potentially unprecedented environmental disaster [Web log message]. Retrieved from <http://www.whitehouse.gov/blog/2010/05/02/a-massive-and-potentially-unprecedented-environmental-disaster>

- Lucy, J. A. (1997). Linguistic relativity. *Annual Review of Anthropology*, 26, 291-313.
- Marwell, G., Schmitt, D. R. (1967). Compliance-gaining behavior: A synthesis and model. *The Sociological Quarterly*, 8(4), 317-328.
- Maslow, A. (1966). *The psychology of science: A reconnaissance*. New York: HarperCollins.
- Massey, D. (1994). *Space, place, and gender*. Minnesota: University of Minnesota Press.
- McKay, J. P., Buckler, J., & Hill, B D. (1988). *A history of world societies* (2<sup>nd</sup> ed.). Boston: Houghton Mifflin.
- McKibben, B. (2009). Climate Change. *Foreign Policy*, (170), 32-38.
- Meister, M., & Japp, P. M. (Eds.). (2005). *Enviropop: Studies in environmental rhetoric and popular culture*. Westport: Praeger.
- Miller, C. (2001). *Gifford Pinchot and the making of modern environmentalism*. Washington: Island Press/Shearwater Books.
- Muir, J. (1897) Some unpublished letters of dean swift. *The Atlantic Monthly: A Magazine of Literature, Science, Art and Politics*, 80, 157-168.
- Muir, S. A., & Veenendall, T. L. (1996). *Earthtalk: Communication empowerment for environmental action*. London: Praeger.
- Myerson, G., & Rydin, Y. (2004). *The language of environment: A new rhetoric*. London: Routledge.

- Norton, T. (2007). The structuration of public participation: Organizing environmental control. *Environmental Communication: A Journal of Nature and Culture*, 1(2), 146-170.
- Obermiller, C. (1995). The baby is sick/The baby is well: A test of environmental communication appeals. *Journal of Advertising*, 24(2), 55-67.
- O'Leary, S. D. (1997). Apocalyptic argument and the anticipation of catastrophe: The prediction of risk and the risks of prediction. *Argumentation*, 11, 293-313.
- Ornatowski, C. M., & Bekins, L.K. (2004). What's civic about technical communication? Technical communication and the rhetoric of "community." *Technical Communication Quarterly*, 13(3), 251-270.
- Pauly, D., Alder, J., Bennett, E., Christensen, V., Tyedmers, P., & Watson, R. (2003). The future for fisheries. *Science*, 302(5649), 1359-1361.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 124-181.
- Plevin, A. (1997). Green guilt: An effective rhetoric or rhetoric in transition? *Technical Communication Quarterly*, 6(2), 125-140.
- Rogers, E. M. (1962). *Diffusion of innovations*. New York: Free Press of Glencoe.
- Rosteck, T., & Frentz, T. (2009). Myth and multiple readings in environmental rhetoric: The case of an inconvenient truth. *Quarterly Journal of Speech*, 95(1), 1-19.

- Sierra Club. (2010). *Sierra Club: John Muir*. Retrieved from [http://www.sierraclub.org/john\\_muir\\_exhibit/](http://www.sierraclub.org/john_muir_exhibit/)
- Simpson, J. W. (2005). *Dam!: Water, power, politics, and preservation in Hetch Hetchy and Yosemite National Park*. New York: Pantheon.
- Snyder, G. (1996). *A place in space: Ethics, aesthetics, and watersheds*. New York: Counterpoint.
- Spangle, M., & Knapp, D. (1996). Ways we talk about the earth. In S. A. Muir & T. L. Veenendall (Eds.), *Earthtalk: Communication empowerment for environmental Action* (pp. 3-26). Westport, CT: Praeger Publishers.
- Staples, L. (1984). *Roots to power: A manual for grassroots organizing*. Westport, CT: Praeger Paperback.
- Stoll, S. (2007). *U.S. environmentalism since 1945: A brief history with documents* (1<sup>st</sup> ed.). New York, NY: Palgrave Macmillan.
- Strauss, A. L., & Corbin, J. M. (1998). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (2<sup>nd</sup> ed.). Thousand Oaks: Sage Publications.
- Thoreau, H. D. (2008). *Walden*. Chicago: Megalodon Entertainment LLC.  
(Original work published 1854)
- Tohidian, I. (2009). Examining linguistic relativity hypothesis as one of the main views on the relationship between language and thought. *Journal of Psycholinguistic Research*, 38(1), 65-74. doi:10.1007/s10936-008-9083-

- Utley, G. (1999, October 12). *World's wealthiest 16 percent uses 80 percent of natural resources*. CNN.Com. Retrieved from <http://www.cnn.com/US/9910/12/population.cosumption/>
- Valenti, J. M. (1998). Ethical decision making in environmental communication. *Journal of Mass Media Ethics*, 13(4), 219-231.
- Waddell, C. (1998). *Landmark essays on rhetoric and the environment*. Mahway, NJ: Hermagoras Press.
- Whitney, W. D. (1875). *The life and growth of language: An outline of linguistic science*. New York: D. Appleton and Company.
- Zeller, T. J. (2010, April 27). Estimates suggest spill is biggest in U.S. history. *New York Times*. Retrieved from <http://www.nytimes.com/2010/05/28/us/28flow.html>
- Ziman, J. (2000). *Real science: What it is and what it means*. Cambridge: Cambridge University Press.

## Appendices

## **Appendix A**

### **Original Contact Email**

Greetings,

I am a Master's student at Florida Atlantic University. I am working on my thesis entitled "Environmental Rhetoric Used by Grassroots Environmental Organizations." As you can tell by the title I am examining how local environmental groups get their messages out to the public.

I am hopeful that your organization may like to participate in this work as a case study. Your participation would include filling out a questionnaire and providing me with your current newsletter. You may also choose to share any other outreach materials that you currently use. I would be happy to chat with you and answer any questions you may have about participating. I will contact your organization next week to see if you would like to learn more. If you would not like me to call please let me know via email and I will not contact your organization again.

Thank you for your time,

Kimberly Estep  
klestep@hotmail.com  
503 840-7564

## Appendix B

### Completed Written Interview

#### Outreach Communication in Local Environmental Organizations Research Questions

##### Donations:

1. What kind of outreach does your organization use to garner donations?  
We have a partnership with a local television station that airs monthly PSAs promoting membership to our organization. We communicate membership offers on our weekly email message to our volunteers and members and our printed quarterly newsletter. We advertise membership/donation opportunities on our website. We send out press releases on our fundraisers to the local print, radio and TV media to get the word out through news segments, community newsletters and newspapers. We list our fundraisers on local community calendars. We also list opportunities on our Twitter and Facebook accounts. We do direct mailings for our special events and an end of the year request.
2. Of the different types of outreach used for donations, which ones are most successful? Our weekly email message reaches over 5,000 of our supporters so I would say it is most successful.
3. Of the different types of outreach used for donations, which ones are least successful? I would say the Twitter account is the least successful.
4. What is your success rate with getting any amount of money donated?  
We don't track success rates.
5. What is your success rate with getting the amount of money you asked for donated? We don't track success rates.
6. What are some of the things that hamper the success of getting donations? The poor economy is a definite hamper to receiving donations.
7. Are you currently using any modern communication theory to garner donations? no
8. Do you feel that your organization uses unique tools to garner donations? no

9. How does your organization get help or ideas on how to better garner donations? We regularly get input from our Board of Directors and executive committees. Our staff attends educational workshops and webinars as they are available. Additionally, we recently did a SWOT analysis/strategic planning meeting with our staff and Board of Directors.
10. What percent of your budget is spent on fundraising? 7%
11. Do you think you have an adequate budget for fundraising? yes
12. How much time does the organization spend on fundraising? Our executive director continually works with our Board of Directors for fundraising.
13. Do you normally reach your fundraising goals? We typically come close to our fundraising goals, but the economy has made goals difficult to achieve.
14. How much does the organization receive annually in donations? Approximately \$53,986 through membership program and \$55,060 through special events in 2008.
15. Do you have anything you would like to add about garnering donations? We are in the process of hiring a Development Director to focus efforts on fundraising.

### **Volunteers:**

16. What kind of outreach does your organization use to garner volunteers? We attend community events and fairs to promote our organization and encourage volunteerism. We conduct presentations at local community club meetings, such as fishing clubs, boat clubs and rotary clubs. We have a partnership with a local television station that airs monthly PSAs promoting our volunteer projects. We advertise volunteer opportunities on our weekly email message to our volunteers and members and our printed quarterly newsletter. We post volunteer opportunities on our website. We send out press releases on volunteer to the local print, radio and TV media to get the word out through news segments, community newsletters and newspapers. We list our volunteer opportunities on local community calendars and our Twitter and Facebook accounts.
17. Of the different types of outreach used for volunteer recruitment, which ones are most successful? We get a really good response from our weekly email message.

18. Of the different types of outreach used for volunteer recruitment, which ones are least successful? Possibly the community fairs are least successful in volunteer recruitment.
19. What is your success rate with getting a person to volunteer any time? We don't measure the success rate, but we do have a very large and responsive volunteer base.
20. What is your success rate with getting a person to volunteer the full amount of time you requested? Usually our opportunities involve a one time project, so this success rate would be good. Of course there are always a few people who don't show up, but then there are others who attend the project without signing up.
21. What are some of the things that hamper the success of getting volunteers? The majority of our projects are during the work week, so a lot of people want to get involved but cannot due to their job obligations.
22. Are you currently using any modern communication theory to get volunteers? no
23. Do you feel that your organization uses unique tools to get volunteers? no
24. How does your organization get help or ideas on how to better recruit volunteers? We recently had a strategic planning meeting for our organization, otherwise it is the responsibility of our volunteer coordinator to recruit volunteers.
25. What percent of your budget is spent on recruiting volunteers? We do not have a budget for volunteer recruitment, but we our indirect costs including the expenses of our volunteer coordinator, communications, administration and equipment was 12% in 2008.
26. Do you think you have an adequate budget for recruiting volunteers? We have a very good volunteer base, so yes, our budget is adequate.
27. How much time does the organization spend on recruiting volunteers? It is the responsibility of our full-time volunteer coordinator to recruit volunteers.
28. Do you normally reach your goal or number of volunteers? Yes.
29. How many volunteers does the organization use annually? 10,000

30. How many volunteer hours does the organization use annually? I do not have the exact number.
31. Do you have anything you would like to add about recruiting volunteers?  
no

### **Fostering Change:**

32. What kind of outreach does your organization use to foster changes in behavior?  
We attend community events and fairs to promote our organization's environmental projects. We conduct presentations at local community club meetings, such as fishing clubs, boat clubs and rotary clubs to spread the word of our mission. We have a partnership with a local television station that airs monthly PSAs promoting our hands-on environmental projects. We communicate environmental projects on our weekly email message to our volunteers and members and our printed quarterly newsletter. We advertise projects on our website. We send out press releases on our projects to the local print, radio and TV media to get the word out through news segments, community newsletters and newspapers. We list our projects on local community calendars. We also list opportunities on our Twitter and Facebook accounts.
33. Of the different types of outreach used to foster changes in behavior, which ones are most successful? Attending community events and conducting presentation to large groups of people and PSAs and news segments; basically any way to reach a lot of people. Although the best way to foster change is for the community to participate in our projects so they become stewards of our environment and spread the word to their friends and family members of our organization's mission.
34. Of the different types of outreach used to foster changes in behavior, which ones are least successful? Possibly our Facebook and Twitter accounts since they are just getting started.
35. What is your success rate with getting any changes in behavior? We don't have a way to measure this success rate.
36. What is your success rate with getting the degree of change in behavior you asked for? When people come out to our facility and participate in our projects around the bay, a large majority of them take a stake in our mission, so the success rate is great.

37. What are some of the things that hamper the success of fostering changes in behavior? The problem lies in getting the word out to as many people as possible.
38. Are you currently using any modern communication theory to foster changes in behavior? no
39. Do you feel that your organization uses unique tools to foster changes in behavior? no
40. How does your organization get help or ideas on how to better foster changes in behavior? We have strategic planning meetings and work with our board of directors to get the word out.
41. What percent of your budget is spent on fostering changes in behavior? I'm not sure how to measure such, but we spend 81% of our budget on our environmental restoration programs.
42. Do you think you have an adequate budget for changes in behavior? Yes
43. How much time does the organization spend on fostering changes in behavior? Well, the majority of our time is spent conducting hands-on environmental restoration projects.
44. Do you normally reach your goals in changing behavior? Yes.
45. How do you measure your success in this area? By the number of volunteers who participate in our projects, the number of oyster domes installed, the feet of oyster bar constructed, the acres of land restored by salt marsh planting, the tons of trash collected from our beaches and the number derelict crab traps removed from the bay.
46. Do you have anything you would like to add about fostering changes in behavior? no

### **Types of Appeals**

47. Would it be possible to hear you ask for a donation? You have played a significant role in Tampa Bay Watch's progress in fulfilling our mission of restoring the marine environment of the Tampa Bay estuary by supporting us through the years. We are requesting a donation in the amount of \$10,000 to fund our environmental restoration and education programs. Tampa Bay Watch mobilizes over 10,000 community volunteers each year in an effort to spread a commitment of

environmental stewardship. In 2009 we installed over 1,000 oyster domes and 700 feet of oyster bars to restore hard bottom habitat, improve water quality and reduce shoreline erosion. We planted 13,107 plugs of coastal plants to restore 5.5 acres. Our Bay Grasses in Classes wetland nursery program has expanded to involve 14 middle and high schools maintaining 18 salt marsh nurseries. Our volunteers found 674 scallops in our annual scallop search which indicates improving water quality across Lower Tampa Bay.

48. If not, please pretend that I am a potential donor. Please explain your organization's mission and ask for a donation.
49. Would it be possible to hear you ask for someone to volunteer? Tampa Bay Watch relies on volunteers from the community to accomplish our hands-on environmental restoration projects such as coastal cleanups, salt marsh plantings and oyster bar construction. Please sign up on our website as a volunteer to receive our weekly email message advertising our upcoming projects.
50. If not, please pretend that I am a potential volunteer. Please explain your organization's mission and ask for a donation.
51. Would it be possible to hear you ask for changes in behavior? Tampa Bay Watch has proven highly effective in mobilizing the Tampa Bay community to participate in restoration and protection activities. So far, more than 75,000 volunteers have joined forces with Tampa Bay Watch to help the bay recover from its devastating environmental problems. Individuals from community groups, scout troops, public and private schools, and other associations have participated in salt marsh plantings, oyster reef construction projects, seagrass transplanting, storm drain markings, coastal cleanups, and wildlife rescue, demonstrating environmental activism in its purest form.
52. If not, please pretend that you would like me to change my behavior. Please explain your organization's mission and ask for a change in behavior.
53. How often do you vary your appeals? We vary appeals depending on the audience.
54. Has your organization studied different types of appeals? no
55. Has your organization studied different types of outreach techniques? no

56. How does your organization go about gathering stakeholder information?  
We get contacts through our board of directors and research environmental funding opportunities.
57. Does your organization seek to create a sense of place? If so how?  
Marine and Education Center, which serves as a focal point for Tampa Bay Watch habitat restoration, youth education and community outreach efforts. Tampa Bay Watch facilitates more than 275 student field trips each year where 7,000 students and adults visit our Marine and Education Center on the shores of Tampa Bay.
58. Does your organization seek to create an “environmental self”? If so how? When volunteers participate in our hands-on projects and when students visit our facility for school field trips, we encourage them to become stewards of the local environment.
59. Does your organization seek to create environmental education programs in schools? We have a large education program where students visit our facility almost every day of the week to learn about marine science through classroom activities and fieldwork. We also coordinate ‘Bay Grasses in Classes’ where science classes in middle and high schools establish their own salt marsh nurseries which are harvested for community salt marsh restoration projects.
60. In your community how do most people get news about the issues your organization is working on? Volunteers and members of our organization receive a weekly email message regarding our upcoming projects and events. We mail a quarterly newsletter to 3,000 of our volunteers and members. We have a partnership with a local news station who airs monthly PSAs on our projects. We send out press releases for our major projects and events so the community is aware of the environmental issues we are working on. We attend community events and fairs to promote our organization and encourage volunteerism. We conduct presentations at local community club meetings, such as fishing clubs, boat clubs and rotary clubs. We post volunteer opportunities on our website. We send out press releases on volunteer to the local print, radio and TV media to get the word out through news segments, community newsletters and newspapers. We list our volunteer opportunities on local community calendars and our Twitter and Facebook accounts.
61. Do you have anything you would like to add about the types of appeals your organization uses? no

## Appendix C

### Table of Expected Rhetorical Appeals

Appeals	Source	Properties
Divisive	(Spangle & Knapp, 1996)	“...Focuses on the contrast between movement followers and opponents but also on the contrast between movement ideology and opponent ideology” (11)
Guilt	(Boster et al., 1999).	as an “unpleasant emotional state that arises from the perception that one has acted non-normatively, or that one has failed to act normatively” (168)
Apocalyptic	(Foust & Murphy, 2009)	The hallmarks of apocalyptic rhetoric include “...a linear temporality emphasizing a catastrophic end-point that is more or less outside the purview of human agency.” (152)
Fact Based	(Obermiller, 1995)	“Straightforward presentation of information” (55)
Tailored to the Audience	(Myerson & Rydin, 2004; Valenti, 1998)	Appeals that take in to account the audience’s values, perspectives, and culture
Sense of place	Cantrill, 2010	A “sense of place is the perception of what is most salient in a specific location, which may be reflected in value preferences or how that specific place figures in discourse” (303)
Environmental-self	Cantrill, 1998	a “portion of one’s self construct system associated with the larger environment, seen through the lens of personal history” (304)
Framing the Issue	(Lakoff, 2010)	“Typically unconscious structures [in our thought patterns]...that include semantic roles, relations between roles, and relations to other frames” (72)
Variety of Appeals	Cantrill, 1993	An organization’s “repertoire of influence strategies and tactics” (8)

Marwell and Schmitt (1967): Compliance Gaining Tactics	
Promise	If you comply, I will reward you. For example, you offer to increase Dick's allowance if he studies more.
Threat	If you do not comply, I will punish you. For example, you threaten to forbid Dick to use the car if he doesn't start studying more.
Expertise (positive)	If you comply, you will be rewarded because of the "nature of things." For example, you tell Dick that if he gets good grades he be able to get into college and get a good job.
Expertise (negative)	If you do not comply, you will be punished because of the "nature of things." For example, you tell Dick that if he does not get good grades he will not be able to get into college or get a good job.
Liking	Act friendly and helpful to get the person in a "good frame of mind" so they comply with the request. For example, you try to be as friendly and pleasant as possible to put Dick in a good mood before asking him to study.
Pre-giving	Reward the person before requesting compliance. For example, raise Dick's allowance and tell him you now expect him to study
Aversive stimulation	Continuously punish the person, making cessation contingent on compliance. For example, you tell Dick he may not use the car until he studies more.
Debt	You owe me compliance because of past favors. For example, you point out that you have sacrificed and saved to pay for Dick's education and that he owes it to you to get good enough grades to get into a good college.
Moral appeal	You are immoral if you do not comply. You tell Dick that it is morally wrong for anyone not to get as good grades as possible and that he should study more.
Self-feeling (positive)	You will feel better about yourself if you comply. For example, you tell Dick that he will feel proud if he gets himself to study more.
Self-feeling (negative)	You will feel worse about yourself if you do not comply. For example, you tell Dick that he will feel ashamed of himself if he gets bad grades.
Altercasting (positive)	A person with "good" qualities would comply. For example, you tell Dick that because he is a mature and intelligent person he naturally will want to study more and get good grades.
Altercasting (negative):	Only a person with "bad" qualities would not comply. For example, you tell Dick that he should study because only someone very childish does not study.
Altruism	I need your compliance very badly, so do it for me. For example, you tell Dick that you really want very badly for him to get into a good college and that you wish he would study more as a personal favor to you.
Esteem (positive)	People you value will think better of you if you comply. For example, you tell Dick that the whole family will be very proud of him if he gets good grades.
Esteem (negative)	People you value will think the worse of you if you do not comply. For example, you tell Dick that the whole family will be very disappointed in him if he gets poor grades.

## Appendix D

### Website Persuasive Appeals

Website					
Appeals	Frequency				
	Education	Donations	Volunteers	Action	Total
Divisive	0	0	0	0	0
Guilt	1	0	1	0	2
Apocalyptic	0	0	0	0	0
Fact Based	9	0	10	0	19
Fact Based with numbers	21	3	6	0	30
Sense of place	30	3	7	0	40
Negative Sense of place	0	0	0	0	0
Environmental-self	17	0	0	0	17
Wilting Flower	4	1	0	0	5
Identification	5	4	8	0	17
Human Use	14	4	0	0	18
Plea	0	0	0	4	4
Positive Impact	3	15	4	0	22
Marwell and Schmitt (1967): Compliance Gaining Tactics					
Promise	0	34	3	0	37
Threat	0	0	0	0	0
Expertise (positive)	0	0	0	0	0
Expertise (negative)	0	0	0	0	0
Liking	0	0	0	0	0
Pre-giving	0	0	0	0	0
Aversive stimulation	0	0	0	0	0
Debt	0	0	0	0	0
Moral appeal	0	0	0	0	0
Self-feeling (positive)	0	0	0	0	0
Self-feeling (negative)	0	0	0	0	0
Altercasting (positive)	2	0	1	0	3
Altercasting (negative)	0	0	0	0	0
Altruism	0	2	11	0	13
Esteem (positive)	0	0	0	0	0
Esteem (negative)	0	0	0	0	0

## Appendix E

### Email Persuasive Appeals

<b>Email Alerts</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	0	0	0	<b>0</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	0	0	4	0	<b>4</b>
Fact Based with numbers	0	0	1	0	<b>1</b>
Sense of place	0	0	8	0	<b>8</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	5	0	1	0	<b>6</b>
Wilting Flower	0	0	0	0	<b>0</b>
Identification	0	0	1	0	<b>1</b>
Human Use	0	0	0	0	<b>0</b>
Plea	0	2	1	0	<b>3</b>
Positive Impact	0	0	0	0	<b>0</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	2	0	0	<b>2</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	0	1	0	<b>1</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	0	0	<b>0</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix F

### General Pamphlet Persuasive Appeals

General Pamphlet					
Appeals	Frequency				
	Education	Donations	Volunteers	Action	Total
Divisive	0	0	0	0	0
Guilt	0	0	0	0	0
Apocalyptic	0	0	0	0	0
Fact Based	2	0	0	0	2
Fact Based with numbers	1	0	0	0	1
Sense of place	5	0	0	0	5
Negative Sense of place	0	0	0	0	0
Environmental-self	1	0	1	0	2
Wilting Flower	2	0	0	0	2
Identification	1	0	0	0	1
Human Use	0	0	0	0	0
Plea	0	0	0	0	0
Positive Impact	4	0	0	0	4
Marwell and Schmitt (1967): Compliance Gaining Tactics					
Promise	0	1	0	0	1
Threat	0	0	0	0	0
Expertise (positive)	0	0	0	0	0
Expertise (negative)	0	0	0	0	0
Liking	0	0	0	0	0
Pre-giving	0	0	0	0	0
Aversive stimulation	0	0	0	0	0
Debt	0	0	0	0	0
Moral appeal	0	0	0	0	0
Self-feeling (positive)	0	0	0	0	0
Self-feeling (negative)	0	0	0	0	0
Altercasting (positive)	0	0	1	0	1
Altercasting (negative)	0	0	0	0	0
Altruism	0	1	1	1	2
Esteem (positive)	0	0	0	0	0
Esteem (negative)	0	0	0	0	0

## Appendix G

### Restoration Trail Guide Persuasive Appeals

<b>Restoration Trail Guide</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	0	0	0	<b>0</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	3	0	0	0	<b>3</b>
Fact Based with numbers	3	0	0	0	<b>3</b>
Sense of place	5	0	0	0	<b>5</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	6	0	0	0	<b>6</b>
Wilting Flower	0	0	0	0	<b>0</b>
Identification	0	0	0	0	<b>0</b>
Human Use	0	0	0	0	<b>0</b>
Plea	0	1	0	0	<b>1</b>
Positive Impact	5	2	0	0	<b>7</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	1	0	0	<b>1</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	0	0	0	<b>0</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	0	0	<b>0</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix H

### Newspaper Insert Persuasive Appeals

<b>Newspaper Insert</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	3	0	1	0	<b>4</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	21	0	2	0	<b>23</b>
Fact Based with numbers	10	0	3	0	<b>13</b>
Sense of place	25	0	1	0	<b>26</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	10	0	1	0	<b>11</b>
Wilting Flower	3	0	0	0	<b>3</b>
Identification	0	0	4	0	<b>4</b>
Human Use	4	0	1	0	<b>5</b>
Plea	0	0	0	0	<b>0</b>
Positive Impact	7	0	4	1	<b>12</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	0	0	0	<b>0</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	0	1	0	<b>1</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	0	0	<b>0</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix I

### Spring Newsletter Persuasive Appeals

<b>Spring Newsletter</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	0	0	0	<b>0</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	31	0	0	0	<b>31</b>
Fact Based with numbers	6	0	1	0	<b>7</b>
Sense of place	14	0	0	0	<b>15</b>
Negative Sense of place	2	0	0	0	<b>2</b>
Environmental-self	8	2	0	0	<b>10</b>
Wilting Flower	1	0	0	0	<b>1</b>
Identification	2	2	0	0	<b>6</b>
Human Use	3	0	0	0	<b>4</b>
Plea	0	1	0	1	<b>2</b>
Positive Impact	1	3	0	0	<b>7</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	5	4	0	0	<b>6</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	1	0	0	<b>1</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	0	0	<b>0</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix J

### Green Club Persuasive Appeals

<b>Green Club Membership Flyer</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	0	0	0	<b>0</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	0	0	0	0	<b>0</b>
Fact Based with numbers	0	0	0	0	<b>0</b>
Sense of place	0	0	0	0	<b>0</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	0	2	0	0	<b>2</b>
Wilting Flower	0	0	0	0	<b>0</b>
Identification	0	0	0	0	<b>0</b>
Human Use	0	0	0	0	<b>0</b>
Plea	0	0	0	0	<b>0</b>
Positive Impact	0	2	0	0	<b>2</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	21	0	0	<b>21</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	0	0	0	<b>0</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	0	0	<b>0</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix K

### Corporate Flyer Persuasive Appeals

Corporate Flyer					
Appeals	Frequency				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	2	0	0	<b>2</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	0	7	0	0	<b>7</b>
Fact Based with numbers	0	8	0	0	<b>8</b>
Sense of place	0	20	0	0	<b>20</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	0	2	0	0	<b>2</b>
Wilting Flower	0	2	0	0	<b>2</b>
Identification	0	2	0	0	<b>2</b>
Human Use	0	3	0	0	<b>3</b>
Plea	0	0	0	0	<b>0</b>
Positive Impact	0	6	0	0	<b>6</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	2	0	0	<b>2</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	5	0	0	<b>5</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	5	0	0	<b>5</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix L

### Written Interview Persuasive Appeals

<b>Written Interview</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	<b>0</b>
Guilt	0	0	0	0	<b>0</b>
Apocalyptic	0	0	0	0	<b>0</b>
Fact Based	0	0	0	0	<b>0</b>
Fact Based with numbers	0	4	0	0	<b>4</b>
Sense of place	0	0	0	0	<b>0</b>
Negative Sense of place	0	0	0	0	<b>0</b>
Environmental-self	0	0	0	0	<b>0</b>
Wilting Flower	0	0	0	0	<b>0</b>
Identification	0	0	0	0	<b>0</b>
Human Use	0	0	0	0	<b>0</b>
Plea	0	0	0	0	<b>0</b>
Positive Impact	0	5	0	0	<b>5</b>
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	0	0	0	0	<b>0</b>
Threat	0	0	0	0	<b>0</b>
Expertise (positive)	0	0	0	0	<b>0</b>
Expertise (negative)	0	0	0	0	<b>0</b>
Liking	0	0	0	0	<b>0</b>
Pre-giving	0	0	0	0	<b>0</b>
Aversive stimulation	0	0	0	0	<b>0</b>
Debt	0	0	0	0	<b>0</b>
Moral appeal	0	0	0	0	<b>0</b>
Self-feeling (positive)	0	0	0	0	<b>0</b>
Self-feeling (negative)	0	0	0	0	<b>0</b>
Altercasting (positive)	0	0	0	0	<b>0</b>
Altercasting (negative)	0	0	0	0	<b>0</b>
Altruism	0	0	1	0	<b>1</b>
Esteem (positive)	0	0	0	0	<b>0</b>
Esteem (negative)	0	0	0	0	<b>0</b>

## Appendix M

### All Outreach Material Combined Persuasive Appeals

<b>All Outreach Materials Combined</b>					
<b>Appeals</b>	<b>Frequency</b>				
	Education	Donations	Volunteers	Action	<b>Total</b>
Divisive	0	0	0	0	0
Guilt	2	2	2	0	6
Apocalyptic	0	0	0	0	0
Fact Based	66	8	16	0	90
Fact Based with numbers	41	15	11	0	67
Sense of place	80	24	17	0	121
Negative Sense of place	2	0	0	0	2
Environmental-self	48	6	15	0	69
Wilting Flower	9	3	0	0	12
Identification	8	8	14	0	30
Human Use	20	7	2	0	29
Plea	0	3	1	5	9
Positive Impact	20	25	11	1	57
<b>Marwell and Schmitt (1967): Compliance Gaining Tactics</b>					
Promise	2	66	3	0	71
Threat	0	0	0	0	0
Expertise (positive)	0	0	0	0	0
Expertise (negative)	0	0	0	0	0
Liking	0	0	0	0	0
Pre-giving	0	0	0	0	0
Aversive stimulation	0	0	0	0	0
Debt	0	0	0	0	0
Moral appeal	0	0	0	0	0
Self-feeling (positive)	0	0	0	0	0
Self-feeling (negative)	0	0	0	0	0
Altercasting (positive)	2	3	4	0	9
Altercasting (negative)	0	0	0	0	0
Altruism	0	8	13	0	21
Esteem (positive)	0	0	0	0	0
Esteem (negative)	0	0	0	0	0