



**IRA Proposal, 09-10 (Funding Spring 2010)
Clarke & Kelly**

Activity Title:

The Rhetoric of Sustainable Development: Policy and Communicative Implications
(Class Visits and Campus-wide Event)*

Project Sponsor/Staff (Name/Phone):

Tracylee Clarke, 3305
Sean Q. Kelly, 3309
Brad Monsma, 8948

Activity/Event Date(s): Spring 2010 (April)

Date Funding Needed By: Spring 2010 (April)

Please check if any of the following apply to your IRA:

- Equipment Purchase
- Event
- IT Requirements
- International Travel
- Risk Management Consultation
- Late Submission (Passed Deadlines: **Fall 3/14, Spring 10/15**)
- Field Trip
- Participant data collection for public dissemination
i.e. interviews/surveys that result in publication
- Space/OPC Requirements
- Infrastructure/Remodel

Previously Funded: YES NO Yes, Request # _____

Does your proposal require IRB (Institutional Review Board) approval: Yes No

Assessment submitted for previously Funded Activity: YES NO

Academic Program or Center Name and Budget Code: Communication 032

Date of Submission: October 15, 2009

Amount Requested: **\$1500**

Estimated Number of Students Participating:

This activity will serve the entire campus community, as it is an all-campus event. In addition, 70 students (35 in *COMM/ESRM/POLS 443 Environmental Communication* and 35 in *POLS 150 American Political Institutions*) will greatly benefit from the in-class presentations and guest lectures.

* This event will take place in spring 2010 and prior to that time we will work within the appropriate channels for planning, room reservation and set up.

The Rhetoric of Sustainable Development: Policy and Communicative Implications (Class Visits and Campus-wide Event)

1. Description:

The Center for Integrative Studies and the Communication & Political Science Programs will co-sponsor a campus wide speaking event, "***The Rhetoric of Sustainable Development: Policy and Communicative Implications***" featuring Dr. Tarla Rai Peterson, Professor and Boone & Crockett Endowed Chair, Wildlife & Fisheries, Texas A&M (see attached CV). This event focuses on the interdisciplinary connections between policy development and communication and will be open to the all students.

In addition to an all-campus event, Dr. Peterson will give two classroom presentations, tailoring her presentation to compliment current course curriculum. Dr. Peterson will speak to students enrolled in *COMM/ESRM/POLS 443 Environmental Communication* about the role of symbolism and language as it relates to our interaction and social construction of the environment and the escalation of environmental conflict. Dr. Peterson will also speak to students enrolled in *POLS 150 American Political Institutions* about the role of language in the development and sustainment of political institutions and ideologies.

2. Relation to course offerings.

The all campus event is related to general course offerings in various programs such as Communication, Political Science, English and History. The classroom presentations and guest lectures are specific to:

- *COMM/ESRM/POLS 443 Environmental Communication*
- *POLS 150 American Political Institutions*

3. Assessment

Students attending the all campus event will be asked to fill out a survey evaluating the presentation. Students enrolled in *COMM/ESRM 443* and *POLS 150* will be asked to write a 1-page assessment of the event relating it to course teachings.

4. Budget

Speaker stipends/ honorarium	\$750
Speaker travel:	<u>\$750</u>
Total Request	\$1500*




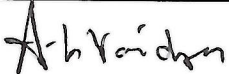
**Please also see attached application budget.*

5. Source of Support

There are no other identified sources of support for this activity.

The Rhetoric of Sustainable Development: Policy and Communicative Implications (Class Visits and Campus-wide Event)

6. Acknowledgment & Signatures

Project Sponsors	Tracylee Clarke, Communication Program		Date: 10.12.09
	Sean Q. Kelly Political Science Program		Date: 10/12/09
	Brad Monsma Center for Integrative Studies		Date:
Program Chairs	Terry Ballman, Languages & Communication		Date: 10.13.09
	Scott Frisch, Political Science program		Date:
Dean	Ashish Vaidya, Faculty Affairs		Date: 10/13/09

Devins, Mary

From: Clarke, Tracy lee
Sent: Tuesday , October 13, 2009 1:06 P M
To: Devins, Mary
Subject: FW: IRA funded guest speaker sponsored by CIS

To attach to my ira proposal

----- Forwarded Message

From: Brad Monsma <brad.monsma@csuci.edu>
Date: Fri, 09 Oct 2009 15:33:52 -0700
To: "tracylee.clarke" <Tracylee.clarke@csuci.edu>
Conversation: IRA funded guest speaker sponsored by CIS
Subject: Re: IRA funded guest speaker sponsored by CIS

Yes, that's fine for CIS to co-sponsor.

Just as a side note: I remember thinking her presentation was a bit thin and not convincingly argued. But I also feel bad saying that since I can't remember the specifics. Just that general impression, which I remember talking with Blake about. But it's certainly a worthy topic, and anything to get a good discussion going is fine with me. This time, we'll work to get a good audience out.

Thanks for putting this together.

Brad

On 10/9/09 1:08 PM, "tracylee.clarke" <Tracylee.clarke@csuci.edu> wrote:

Hi Brad,

Sean Kelly and I are seeking IRA funding to bring Taral Rai Peterson to campus to speak on "*The Rhetoric of Sustainable Development: Policy and Communicative Implications.*" I believe you met Tarla last spring when Blake and I brought here in for the Interdisciplinary Research Lecture Series.

We are wondering if the Center for Integrative Studies (CIS) would be interested in co-sponsoring the event with us. Please see attached grant application for more information. If this is acceptable, please let us know and I will move forward and seek the appropriate signatures.

Thank you in advance for your consideration,

~Tracylee

Tracylee Clarke, PhD
Assistant Professor of Communication
California State University Channel Islands
One University Drive
Camarillo, CA 93012
(805) 437-3305
tracylee.clarke@csuci.edu

----- End of Forwarded Message

The Rhetoric of Sustainable Development: Policy and Communicative Implications (Class Visits and Campus-wide Event)

1. Operating Expense Budget

A. Supplies	_____
B. Vendor Printing	_____
C. In-State Travel	_____
D. Out-of-State Travel	\$750 _____
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	_____
H. Honorarium	\$750 _____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____

TOTAL Expenses \$1500 _____

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____
C. Out of Pocket Student Fees (exclusive of course fees)	_____
D. Additional Sources of Funding. (Please specify And indicate source)	_____
E. Requested Allocation from IRA	\$1500 _____

Total Revenue \$1500 _____

Tarla Rai Peterson

EDUCATION

PhD, Interdisciplinary Program (Environmental Conflict), Washington State University, 1986.
Dissertation: *Conceptual Metaphor in Soil Conservation Service Rhetoric and Farmers' Responses*.

MA, Speech Communication, Washington State University, 1980. Thesis: *A Rhetorical Analysis of the National Park Service's Interpretive Program in Grand Teton National Park*.

BA, History, University of Idaho, 1976.

PROFESSIONAL EXPERIENCE

Professor and Boone & Crocket Endowed Chair in Wildlife & Conservation Policy (beginning 2006), Wildlife and Fisheries Science Dept, College of Agriculture and Life Sciences, Texas A&M University.

Visiting Professor of Environmental Communication, Swedish Agricultural University. 2008-present.

Adjunct Prof (beginning 2006), Communication Dept, University of Utah.

Professor (2004–2005), Associate Prof (2001–2003), Communication Dept; Peace & Conflict Studies Program Coordinator [(2004-2005) *developed new program 2003-2004*], U of Utah.

Adjunct Prof (2004-2005), Wildlife & Fisheries Science Dept, Texas A&M University.

Associate Prof (1993–2000), Assistant Prof (1987–1992), Communication Dept, Texas A&M University.

Adjunct Professor (Fall 1996–2000), Department of Environmental Planning, U of Texas.

Assistant Professor (1986–1987), Senior Instructor (1985), Department of Communication & Theater, Idaho State University.

PROFESSIONAL HONORS

J. JEFFREY AUER LECTURE AND ROUNDTABLE—Communication & Culture, INdiana University, March 27-28, 2008, Bloomington, IN.

Stepping Up to 1 Sky for Everyone: Environmental Rhetoric in Today's Climate Change Movement

KEYNOTE SPEAKER—Western States Rhetoric and Literacy Conference, October 25-27, 2007, Arizona State University Institute for Humanities Research, Tempe, AZ.

From "Family of Man" to "Biotic Community": Global Warming as Sustainability Primer

INVITED SPEAKER—Counterpublics, Media, and Social Change: Kern Communication Symposium, April 11-12, 2007, Rochester Institute of Technology, Rochester, NY.

Stepping up for Earth: Broadcasting an invitation to "Help start a Movement" for action on global climate change.

KEYNOTE SPEAKER—National Communication Association 6th Annual Pre-convention Seminar in Public Sphere Theory and Praxis, November 2003, New Orleans, LA.

Public Sphere Theory as a Guide to Community Action

KEYNOTE SPEAKER—Western States Communication Association Pre-conference on Communication and Sustainability across Domains of Life, February 2003, Salt Lake City, UT.
Communicating to Promote Environmental Sustainability

ANNUAL KEYNOTE ADDRESS—Calvin Environmental Assessment Program, Calvin College, Grand Rapids, MI, April 25, 2003.
Sustaining Democracy through Bounded Conflict: How Adversarial Relationships can Enrich Opportunities for Managing Environmental Conflict

BEST SCIENTIFIC ARTICLE—Texas Chapter of the Wildlife Society's 2003 Annual Publication Award for Significant Contributions to the Wildlife Literature.
M. N. Peterson, **T. R. Peterson**, M. J. Peterson, R. R. Lopez, and N. J. Silvy. "Cultural Conflict and the Endangered Florida Key Deer," *Journal of Wildlife Management* 66 (2002), 947–968.

LANDMARK ESSAY IN RHETORIC; Reprinted in Craig Waddell (ed.), *Landmark Essays on Rhetoric and the Environment*, Lawrence Erlbaum Associates, 1998, pp. 165–194.
T. R. Peterson & C. C. Horton, "Rooted in the Soil: How Understanding the Perspective of Land–Owners can Enhance the Management of Environmental Disputes," *Quarterly Journal of Speech* 81 (1995), 139–166.

COLLEGE OF LIBERAL ARTS RESEARCH FELLOW, Center for Science and Technology Policy and Ethics, Texas A&M University, 1995–1997.

VISITING RESEARCH FELLOW, Faculty of Humanities and Social Sciences, University of Western Sydney, Nepean, Summer 1995.

TOP THREE ARTICLE IN HEALTH COMMUNICATION—National Communication Association, 1993.
K. Witte, **T. R. Peterson**, S. Vallabhan, M. T. Stephenson, C. D. Plugge, V. K. Givens, J. D. Todd, M. G. Bechtold, M. K. Hyde, & R. Jarrett, "Preventing Tractor–related Injuries and Deaths in Rural Populations: Using a Persuasive Health Message Framework in Formative Evaluation Research," Speech Communication Association Convention, Miami, FL, Nov. 1993; Published in *International Quarterly of Community Health Education* 13 (1992–1993), 219–251.

OUTSTANDING TEACHER AWARD—Communication Department 1992 nominee for College of Liberal Arts Teaching Award, Texas A&M University.

TOP THREE ARTICLE IN PUBLIC ADDRESS—National Communication Association, 1990.
T. R. Peterson, "Telling the Farmers' Story: Competing Responses to Soil Conservation Rhetoric," Speech Communication Association Convention, Chicago, Nov. 1990.; Published in *Quarterly Journal of Speech* 77 (1991), 289–308.

TOP THREE ARTICLE—Western Speech Communication Association's 1989 *B. Aubrey Fisher Research Award for Best Article*.
T. R. Peterson, "The Rhetorical Construction of Institutional Authority in a Senate Subcommittee Hearing on Wilderness Legislation," *Western Journal of Speech Communication* 52 (1988), 259–276.

TOP THREE ARTICLE IN ORGANIZATIONAL COMMUNICATION—Western States Communication Association, 1986.

T. R. Peterson, “Dramatistic Analysis of Organizational Myth,” Western States Communication Association Convention, Tucson, AZ, Feb. 1986; Published as “The Meek Shall Inherit the Mountains: A Dramatistic Criticism of Grand Teton National Park's Interpretive Program,” *Central States Speech Journal*, 39 (1988), 121–133.

GRANTS & CONTRACTS

Dates	Amount	Source	Senior Personnel	My Role
21. Diffusion of Emerging Energy Technologies within a State Context				
2008-2010	\$136,995.	NSF	PI—T.R. Peterson	Identify socio-political factors important for development and future deployment of large-scale wind, and Carbon Capture and Storage in different states; Contribute to energy policy discourse on societal response to climate change.
20. Edwards Aquifer Recovery Implementation Program—Initiation				
2007-2008	\$11,500.	USFWS	PI—T. R. Peterson	design and evaluate public process, supervise graduate student, interact with appropriate federal and state agencies.
19. Southwest Regional Partnership for CO₂ Sequestration—Phase 2				
2006–2008	\$625,996	U.S. DOE via NM Tech	PI—T. R. Peterson	<i>Public Outreach Leader</i> —Liaison with NETL; supervise data collection and analysis on public understanding of science & technical processes; recruit participants; coordinate facilitation web page, community meetings, and mediated-modeling workshops.
18. Southwest Regional Partnership for CO₂ Sequestration—Phase 1				
2004–2006	\$1,500,000	U.S. DOE	PI—B. McPherson, New Mexico Tech Leads from UT, TX, AZ, CO, OK, KS,	<i>Public Outreach Leader</i> —Liaison with NETL; recruit participants; coordinate facilitation web page, community meetings, and mediated-modeling workshops.
17. Assessment and Development of Professional Master's in Conflict Resolution				
2004	\$6,000	Council of Grad Schools/Ford Foundation	CoPIs—Ann Darling, T. R. Peterson	Assess the feasibility of implementing a professional Masters of Environmental Conflict Management at the U of Utah.
16. Urban Trace-gas Emissions Study (UTES): Interactions Among Canopy Processes, Anthropogenic Emissions, and Social Institutions in the Salt Lake Valley, Utah				
2002–2006	\$1,498,973	NSF	PI—D. E. Pataki; CoPIs—P. C. Emmi, C. B. Forster, J. C. Klewicki, T. R. Peterson	<i>Human Dimensions Coordinator</i> —Develop, facilitate, and evaluate mediated modeling workshops to assist policy makers & opinion leaders in using scientific findings.
15. Environmental Decision-making and Scientific Modeling: A Critical Analysis of Model Use in the Legacy Highway Case				
2003	\$10,000	NSF	PI—T. R. Peterson, CoPIs—R. Adler, C. B. Forster	Identify & Interview all major stakeholders, analyze transcripts & documents from public hearing; recommend changes for future use of similar models.
14. Salton Sea—Preliminary Examination of Social Dynamics				

Dates	Amount	Source	Senior Personnel	My Role
2002	\$6,000	SW Center for Environmental Research & Policy	PI—T. R. Peterson	Develop and conduct a preliminary social network analysis of the region.
13. Development of an Urban Watershed Rehabilitation Method Using Stakeholder Feedback to Direct Investigation and Restoration Planning				
1999–2001	\$905,931	EPA	PI—M. D. Matlock, Co-PIs—A. L. Kenimer, W. H. Neill, T. R. Peterson, C. D. Samuelson, G. D. Whitten	Design, implement, and evaluate collaborative learning workshops for stakeholders in TMDL process.
12. Inter-University Consortium on Intractable Environmental Conflict (multiple conflicts & states)				
1999–2002	\$600,000	Hewlett Foundation	PI—B. Gray CoPIs—G. Burgess, S. Kauffman, R. Lewicki, T. R. Peterson, L. Putnam, M. Elliot, J. Wondolleck.	Develop common interview protocol & analytical metric, coordinate interviews & analysis in Texas case; develop training in Reframing Conflict for environmental conflict professionals.
11. Feasibility Study for the Land Heritage Institute of the Americas				
1999–2000	\$100,000	San Antonio Water System	PI—D. Whitaker, CoPIs—T. R. Peterson, A. Thoms	Conduct focus groups with local stakeholders to determine policy preferences.
10. Ethical Issues for Food Biotechnology Policy—A North America/Northern Europe Comparison				
1998–2000	\$66,797	NSF	PI—T. R. Peterson, CoPIs—S. H. Priest, P. B. Thompson.	Design, implement, and evaluate workshops where European and U.S. researchers could identify & initiate cooperative research related to biotech policy.
9. Clean Water for Armand Bayou				
1998	\$5,000	TAEX	PI—C. D. Samuelson, CoPI—T. R. Peterson	Train Watershed Advisory Group to use Collaborative Learning Approach.
8. Managing Agroecosystems: An Integrated Model for Agriculture and Conservation in the Mexico/U.S. Border Corridor				
1997–1998	\$24,360	TAMU Interdisc. Prog.	PI—W. E. Grant CoPIs—J. E. Christiansen, T. R. Peterson, P. B. Thompson	Develop social dimensions for a systems model of the region.
7. Toward an Augmented Theory of Collaborative Behavior: A Cross-disciplinary Analysis of Ecosystem Management				
1996–1997	\$25,000	TAMU Interdisc. Prog.	PI—T. R. Peterson CoPIs—A. Purvis, P. B. Thompson	Coordinate integration of economic and philosophical dimensions into a theory of collaborative behavior.
6. Hispanic Audience Values and Attitudes Related to Extension Programs				
1994–1995	\$5,000	TAEX	PI—T. R. Peterson CoPIs—S. J. Gilbertz, A. Salazar	Coordinate interviews & focus groups with Spanish-speaking Texans; explore user perceptions of existing TAEX programs & name; recommend changes.

Dates	Amount	Source	Senior Personnel	My Role
5. Addressing Coastal Challenges Through Environmental Ethics Education				
1993– 1994	\$60,000	EPA	PI— S. J. Gilbertz, CoPIs—T. R. Peterson, G. E. Varner.	Facilitate ethics-based workshops among stakeholders in conflict over land-use policy; evaluate influence of workshops for future conflict participation.
4. A Field Study to Promote Tractor Safety: An Integration of Critical Interpretive and Logical Positivist Perspectives in Public Health Campaigns				
1992	\$1,200	National Communication Association	PI—T. R. Peterson, Co PI—K. Witte	Evaluate farmer responses to interview & questionnaire regarding equipment safety; Make policy recommendations to TAES.
3. Pilot Phase of Field Study to Promote Tractor Safety				
1992	\$1,000	TAES	PI—T. R. Peterson, Co-PI—K Witte	Coordinate design and implementation of interviews with farmers in targeted counties.
2. Public Perceptions of Texas Water Quality				
1991- 1992	\$16,000	TWRI	PI—T. R. Peterson	Supervise design, implementation, and analysis of questionnaire for Texas water consumers; Make policy recommendations to TWRI.
1. Communication and Whooping Crane Policy				
1991- 1992	\$12,000	TAES	PI—T. R. Peterson	Supervise design, implementation, and analysis of interviews for land owners in targeted region.

TAMU Mini-Grants

Risk Communication as Social Empowerment, \$600, June 1992; Voices from the Dust: Consciousness—Raising Among Mormon Women During the Nineteenth Century, \$600, June 1990; Strategic Management of Cultural Conflict: Abandonment of Mormon Polygamy, \$500, April 1989; Mormon Women's Discourse Regarding Woman Suffrage (1870–1910), \$500, June 1988.

NATURAL RESOURCE POLICY

ENERGY—As public outreach leader for the *Southwest Partnership in Carbon Sequestration*, I am responsible for recommending to the U.S. DOE an effective approach to public outreach and education regarding CO₂ sequestration in the southwestern states (defined as CO, NM, OK, UT, and portions of AZ, KS, TX, & WY). I am currently developing an outreach program that strategically integrates multiple communication media (web page, town-hall style meetings, mediated-modeling workshops, local media presence), as well as an evaluation component for the second phase of this initiative. Evaluation will target how resident perceptions of sustainable development in communities where technology is applied. The full program will be piloted 2006-2009. *Funded by grants 18 & 19 above.* I am also working to (1) Identify the dominant socio-political influences on energy technology decisions at the state-level; (2) Learn from the state-specific diffusion history of wind technology to identify variables important for development and future deployment of large-scale wind and CCS in different states; (3) Compare and contrast the relative importance and the interactions of socio-political factors across different states, (4) Characterize the complex interactions among the many socio-political variables that have potential to influence energy technology deployment (5) Contribute to transition management theory by integrating relevant concepts drawn from literature in technology diffusion, state-difference, and risk perception; (6) Contribute to the policy discourse related to energy technology deployment and how policy can facilitate a societal response to climate change. *Funded by grant 21 above.*

AIR QUALITY—As an investigator in the *Urban Trace-gas Emissions Study in the Salt Lake Valley*, I am responsible for a series of workshops to assist local and state policy makers, regulators, and opinion leaders in making and implementing policies that can most effectively assist with improvement of urban air quality. Participants represent highly diverse organizations, each with different (but related) mandates. For example, participating organizations include U.S. EPA Region 8, Utah Department of Environmental Quality, Utah Transit Authority (mass transit), Utah Department of Transportation, U.S. Magnesium Corporation, Kennecott Copper & Land, Salt Lake City Corporation, League of Women Voters, Sierra Club, and a municipal power company. The goal of the workshop series is to provide participants with tools for making and implementing policy that responds directly to their mandates. The final workshop was held in February 2005, and participants are now taking the learning/decision making tools back to their own organizations. I will follow up to determine if and how the tools are being used in May 2005. *Funded by grant 16 above.*

WATER QUALITY & RIPARIAN HABITAT— I trained the Armand Bayou Watershed Advisory Board in Collaborative Learning strategies & techniques. Board members applied the training to the TMDL process they were required to complete, as well as to a subsequent series of meetings with citizens interested in enhancing riparian habitat. *Funded by grant 9 above.*

As an investigator in the study of *Urban Watershed Rehabilitation Using Stakeholder Feedback*, I designed and facilitated collaborative learning processes that brought the Leon Creek and Salado Creek Watershed Restoration Councils into existence, and then provided robust public involvement for the Salado Creek TMDL process. I worked with the councils for approximately 1 year. Because the collaborative learning framework provided robust and efficient public participation to restoration efforts along Leon and Salado Creeks, The San Antonio River Authority (which held the contract for the Salado Creek TMDL) has adopted this approach to guide subsequent public involvement efforts. Although the Leon Creek Council did not continue after the conclusion of the project, individual participants have become active in local environmental politics. The Salado Creek Council developed into an independent NGO (Salado Creek Foundation) and has won city and state-level awards. Its website is <http://www.neighborhoodlink.com/org/clubsalado/>. *Funded by grant 13 above.*

WATER USE—As an investigator in the *Consortium on Intractable Environmental Conflict*, I developed a training module to assist dispute resolution professionals with reframing intractable environmental conflicts. The module was presented at the U.S. Institute for Environmental Conflict Resolution & Morris K. Udall Foundation's Annual Conference in Tucson, AZ, 2002. I also worked with L. Putnam to provide the Edwards Aquifer Authority with a set of recommendations designed to ameliorate conflicts between the board and individual users. *Funded by grant 12 above.* I am currently in the process of developing a Restoration Implementation Process for the Edwards Aquifer in TX (EARIP). This will be the first RIP to be developed and implemented in a primarily private land state. *Current funding by grant 20 above.*

LAND USE—The San Antonio Water System (SAWS) had purchased land for the proposed Applewhite Reservoir. After voters refused to fund reservoir construction, SAWS decided to develop the land into sports fields and a park. I conducted focus groups with local residents to learn their preferences, and then reported those preferences to SAWS. *Funded by grant 11 above.* I am working with the National Park Service to design the All Taxa Bioblitz Centennial Project. This project is intended to contribute to our ability to enhance public stewardship of U.S. National Parks. Funding for this project is in process.

CULTURAL ATTITUDES AND NATURAL RESOURCES—I coordinated a series of individual interviews, a telephone survey, and a series of focus groups with Spanish-speaking Texans to

explore whether and how effectively TAEX programs served its growing Hispanic audience. Results indicated different values, attitudes, and program preferences than had been expressed in previous audience surveys. I recommended a set of policy changes that would encourage increased Hispanic use of TAEX programs. Recommendations ranged from linguistic, although politically controversial (removing the word “agriculture” from the organization’s name because it has strong negative connotations for this cultural group) to personnel issues (hiring more county agents who speak Spanish). *Funded by grant 6 above.*

WILDLIFE HABITAT CONSERVATION ON PRIVATE LANDS—As an investigator in this case study of *Environmental Ethics Education* I developed and facilitated workshops that encouraged participants to interact directly with opponents in a conflict over the appropriate relationship between private land and wildlife habitat. Residents of the region around Aransas National Wildlife Refuge worked through basic environmental ethics concepts as a way to understand the competing rationales in play. I provided EPA with a “workbook” of exercises. I recommended that, although providing disputants with an understanding and vocabulary drawn from environmental ethics will not change their interests, it will encourage disputants to develop and demonstrate respect for alternative perspectives, which contributes to long term community sustainability. *Funded by grant 5 above.*

PUBLICATIONS

Books

- R. D. Rieke, M. O. Sillars, T. R. Peterson, *Argumentation and Critical Decision Making*, 7th ed., Allyn and Bacon: Boston, MA (2008).
- T. R. Peterson (ed.), *Green Talk in the White House: The Rhetorical Presidency Encounters Ecology*, Texas A&M University Press: College Station, TX (2004).
- T. R. Peterson, *Sharing the Earth: The Rhetoric of Sustainable Development*, University of South Carolina Press: Columbia, SC (1997).
- M. J. Medhurst, A. Gonzalez, & T. R. Peterson (eds.), *Communication and the Culture of Technology*, Washington State University Press: Pullman, WA (1990).

Refereed Articles (multi-volume journals & annuals)

- Peterson, M. N., M. J. Peterson, T. R. Peterson, and J. Liu. 2007. A household perspective for biodiversity conservation. *Journal of Wildlife Management* 71: .
- Peterson, M. N., M. J. Peterson, and T. R. Peterson. 2007. Environmental communication: Why this crisis discipline should facilitate environmental democracy. *Environmental Communication: A Journal of Nature and Culture* 1: 74 – 86.
- Peterson, M. N., M. J. Peterson, and T. R. Peterson. 2006. Why conservation needs dissent. *Conservation Biology* 20: 576–578.
- Peterson, T. R., M. N. Peterson, M. J. Peterson, S. A. Allison, and D. C. Gore. 2006. To play the fool: Can environmental conservation and democracy survive social capital? *Communication and Critical/Cultural Studies* 3: 116–140.
- M. N. Peterson, M. J. Peterson, & T. R. Peterson. 2005. Conservation and the myth of consensus. *Conservation Biology* 19:762-767.

- M. N. Peterson, S. A. Allison, M. J. Peterson, T. R. Peterson, R. R. Lopez. 2004. A Tale of Two Species: Habitat Conservation Plans as Bounded Conflict. *Journal of Wildlife Management* 68: 743-761.
- T. R. Peterson, M. J. Peterson, & W. E. Grant. 2004. Social Practice and Biophysical Process. *Environmental Communication Yearbook* 1: 15-32.
- T. Jamal, M. Borges, M. J. Peterson, T. R. Peterson, and R. Santana Figueiredo. 2004. A Systems Tool for Sustainability-based Planning: Modelling Socio-cultural Impacts in Rural Texas. *Journal of Tourism Studies* 15: 18-33.
- T. R. Peterson, "Social Control Frames: Opportunities or Constraints?" *Environmental Practice* 5 (2003), 232-238.
- W. E. Grant, T. R. Peterson, and M. J. Peterson, "Quantitative Modeling of Coupled Natural/human systems: Simulation of societal constraints on environmental action drawing on Luhmann's social theory," *Ecological Modelling* 158 (2002), 143-165.
- M. N. Peterson, T. R. Peterson, M. J. Peterson, R. R. Lopez, and N. J. Silvy. "Cultural Conflict and the Endangered Florida Key Deer," *Journal of Wildlife Management* 66 (2002), 947-968.
- T. R. Peterson, S. J. Gilbertz, K. Groenendyk, J. Todd, G. E. Varner, "Reconfiguring Borders: Health-care Providers and Practical Environmentalism in Cameron County, Texas," *Women's Studies Quarterly* 29, nos. 1 & 2 (Spring/Summer 2001) 51-63.
**Reprinted in Fred A. Jandt, ed., *Intercultural Communication Reader*, Sage Publications, 2004.
- J. Burkhardt, P. B. Thompson, T. R. Peterson, "In the Field: The First Congress on Agricultural and Food Ethics and Follow-up Workshop on Ethics and Food Biotechnology: A U.S. Perspective," *Agriculture and Human Values* 17 (2000), 327-332.
- T. R. Peterson & K. L. Pauley (Groenendyk). "George Bush Goes to Rio: Implications for U.S. Participation in Environmental Governance," pp. 67-90, in *Rhetoric in Intercultural Contexts*, A. Gonzalez & D. V. Tanno eds., (Sage Comm. Annuals: Thousand Oaks, CA.) 1999.
- T. R. Peterson, "Environmental Communication: Tales of Life on Earth," *Quarterly Journal of Speech* 84 (1998), 371-393.
- M. J. Peterson & T. R. Peterson, "Ecology: Scientific, Deep, and Feminist," *Environmental Values* 5 (1996), 123-146.
- T. R. Peterson & C. C. Horton, "Rooted in the Soil: How Understanding the Perspective of Land-Owners can Enhance the Management of Environmental Disputes," *Quarterly Journal of Speech* 81 (1995), 139-166.
**Reprinted in Craig Waddell (ed.), *Landmark Essays on Rhetoric and the Environment*, Lawrence Erlbaum Associates, 1998, pp. 165-194.
- T. R. Peterson, K. Witte, E. Enkerlin-Hoeflich, L. Espericueta, J. T. Flora, N. Florey, T. K. Loughran, R. Stuart, "Using Informant Directed Interviews to Discover Risk Orientation: How Formative Evaluations Based in Interpretive Analysis Can Improve Persuasive Safety Campaigns," *Journal of Applied Communication Research* 22 (1994), 199-215.
- M. J. Peterson & T. R. Peterson, "A Rhetorical Critique of 'Non-Market' Economic Valuation for Natural Resources," *Environmental Values* 2 (1993), 47-65.

- **See also Discussion Notes (“Some Caveats” and “Reply to Anthony Clayton”), *Environmental Values*, 2 (1993), 160–165.
- K. Witte, T. R. Peterson, S. Vallabhan, M. T. Stephenson, C. D. Plugge, V. K. Givens, J. D. Todd, M. G. Bechtold, M. K. Hyde, & R. Jarrett, “Preventing Tractor-related Injuries and Deaths in Rural Populations: Using a Persuasive Health Message Framework in Formative Evaluation Research,” *International Quarterly of Community Health Education* 13 (1992–1993), 219–251.
- T. R. Peterson, “Telling the Farmers' Story: Competing Responses to Soil Conservation Rhetoric,” *Quarterly Journal of Speech* 77 (1991), 289–308.
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Peterson, T. R., D. Curtiss, C. Elsenboss, T. Norton. Education and outreach, Southwest Partnership on Carbon Sequestration. Annual Report for US Department of Energy Regional Partnership Program, 31 May 2006.

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T. R. Peterson and J. L. Thompson. Communication Environmental risk. for H. Dan O'Hair and Robert L. Heath (editors). *Handbook of Risk and Crisis Communication*, Lawrence Erlbaum, Mahway, NJ.

Challenges of Using Collaborative Approaches to Involve the Public in Environmental Policy Making (current book project).

Selected Professional Papers (Presentations)

M. N. Peterson, M. J. Peterson, T. R. Peterson, Moving Toward Sustainability through Environmental Justice 8th Biennial Conference on Communication and the Environment, Jeckyll Island, Georgia, Jun. 2005.

M. N. Peterson, S. A. Allison, M. J. Peterson, T. R. Peterson, R. R. Lopez, "A Tale of Two Species: Habitat Conservation Plans as Bounded Conflict," Annual Conference of the Wildlife Society, Calgary, Alberta, Sep. 2004.

T. R. Peterson, M. N. Peterson, & M. J. Peterson, "Ethical Implications of Integrating Individual, Population, and Community-level Concerns into Decisions about Wildlife Research and Management in Urban Areas," 3rd International Wildlife Management Congress, Christchurch, NZ, Dec. 2003.

M. N. Peterson, T. R. Peterson, & M. J. Peterson, "Improving Wildlife Conservation Policy by Exploiting its Scientific, Ethical, and Political Paradoxes," 3rd International Wildlife Management Congress, Christchurch, NZ, Dec. 2003.

T. R. Peterson, M. N. Peterson, and M. J. Peterson, "Negotiating Environmental Policy in Contemporary Democracy: An Uneasy Coexistence Between Rhetoric and Science," University of Waikato, Hamilton, NZ, 16 December 2003.

S. A. Allison, T. R. Peterson, & M. J. Peterson, "Public Participation Strategies for Citizen Empowerment: Lessons from a Community-based Conservation Planning Effort for the Houston Toad," National Communication Association Convention, Miami, FL, Nov. 2003.

T. R. Peterson, "Negotiating Epistemological and Methodological Commitments Central to Rhetorical and Qualitative Research," National Communication Association Convention, Miami, FL, Nov. 2003.

M. N. Peterson, T. R. Peterson, M. J. Peterson, R. R. Lopez, and N. J. Silvy, "Moral Culture and the Endangered Florida Key Deer," The 10th Annual Conference of The Wildlife Society, Burlington, VT. Sep. 2003.

M. J. Peterson, M. N. Peterson, and T. R. Peterson, "Embracing the Paradoxical in Environmental Decision-making. 7th Biennial Conference on Communication and the Environment, Silver Falls State Park, Sublimity, OR Jul. 2003.

T. R. Peterson, "Facilitating Violence: When the Search for Peace Inspires War," Biannual Public Address Conference, University of Georgia, Athens, GA, Oct. 2002.

S. A. Allison, M. J. Peterson, T. R. Peterson, and R. N. Wilkins, "Community-based Conservation Planning: The Endangered Houston Toad in Bastrop County, Texas," The 9th Annual Conference of The Wildlife Society. Bismarck, ND. Sep. 2002.

S. A. Allison, M. J. Peterson, T. R. Peterson, Community-based Conservation Planning: The Endangered Houston Toad in Bastrop County, Texas. Presentation at the Urban Wildland Interface: Sustaining Forests in a Changing Landscape. University of Florida, November 2001.

T. R. Peterson, M. J. Peterson, Generating Alternative Readings of Garret Hardin's Tragedy of the Commons." Conference on Communication and the Environment, Cincinnati, Jul.. 2001.

M. N. Peterson, R. R. Lopez, M. J. Peterson, T. R. Peterson, and N. J. Silvy, "The Endangered Florida Key Deer and Moral Conflict," The 36th Annual Meeting of the Texas Chapter of The Wildlife Society, College Station, TX, Mar. 2001.

R. R. Lopez, T.R. Peterson, N.J. Silvy. Emphasizing Numbers in the recovery of the Florida Key deer, 1999 *International Wildlife Management Congress*, Gödöllő University of Agricultural Sciences, Gödöllő Hungary.

T. R. Peterson & M. J. Peterson, "Silent Spring's Influence on Contemporary Ecological Science Education," Conference on Communication and Our Environment, Syracuse, NY, July 1997.

T. R. Peterson, Voices from the bottom of the Rio Grande: Communicating Risk in Cameron County, Texas. Agriculture, Food, and Human Values Convention, Madison, WI, June 1997.

T. R. Peterson, S. J. Gilbertz & G. Varner, "Communicating Environmental Ethics as a Prelude to Developing Sustainable Community," Speech Communication Association Convention, San Diego, CA, Nov. 1996.

- T. R. Peterson, "Muddling Through Environmental Conflict: Understanding Multiple Perspectives," Western States Communication Association Convention, Pasadena, CA. Feb. 1996.
- T. R. Peterson, M. Durham & R. Miles, "Strategies for Failure: Affirmative Action and Equal Employment Opportunity Legislation in the Australian Workplace," Western States Communication Association Convention, Pasadena, CA. Feb. 1996.
- T. R. Peterson, S. J. Gilbertz & G. Varner, "Facilitating Identification Across Divergent Perspectives Through Environmental Ethics Education," Conference on Communication and Our Environment, University of Tennessee, Chattanooga, TN. 1995.
- T. R. Peterson, "Coexistence as an Alternative Expectation to Value Consensus for Resolving Environmental Disputes," Western States Communication Association Convention, Portland, OR. Feb. 1995.
- T. R. Peterson, "Attaining Stakeholder Status Through Community Resistance in Texas," Speech Communication Association Convention, New Orleans, LA, Nov. 1994.
- T. R. Peterson, G. Varner & S. Gilbertz, "Co-existence Among U.S. Health Care, Producer, and Environmental Organizations Along the Gulf of Mexico: From Divergent Interests to Convergent Goals," International Communication Association Convention, Sydney, NSW, Australia, July 1994.
- T. R. Peterson, "Using Interpretive Analysis of Informant Directed Interviews to Discover Value Orientation," International Association for Conflict Management Conference, Eugene, OR, June 1994.
- T. R. Peterson & C. Horton, "Retrieving Points of Affiliation through Mythic Criticism of Informant Directed Interviews," Speech Communication Association Convention, Miami, FL, Nov. 1993.
- K. Witte, T. R. Peterson, S. Vallabhan, M. T. Stephenson, C. D. Plugge, V. K. Givens, J. D. Todd, M. G. Becktold, M. K. Hyde, & R. Jarrett, "Preventing Tractor-related Injuries and Deaths in Rural Populations: Using a Persuasive Health Message Framework in Formative Evaluation Research," Speech Communication Association Convention, Miami, FL, Nov. 1993.
- T. R. Peterson, K. Witte, E. Enkerlin-Hoeflich, L. Espericueta, J. T. Flora, N. Florey, T. K. Loughran, R. Stuart, "Using Informant Directed Interviews to Discover Risk Orientation: A Case Study of Texas Farmers' Risk Related Values," Speech Communication Association Convention, Miami, FL, Nov. 1993.
- T. R. Peterson & M. J. Peterson, "Potential Connections between Scientific, Deep, and Feminist Ecology," Conference on Communication and Our Environment, Big Sky, MT, July 1993.
- T. R. Peterson, "Narratives of Environmentalism," Speech Communication Association Convention, Chicago, Nov. 1992.
- T. R. Peterson, "Enhancing Community Integrity By Politicizing the Mechanistic Metaphor: Subversive Participation in Environmental Impact Analysis," Third Biannual Public Address Conference, University of Minnesota, Minneapolis, ME, Oct. 1992.
- C. Horton & T. R. Peterson, "Conflicts Between Core Values Articulated by Landowners of Golden-Cheeked Warbler Habitat, and Values Articulated by the Ecological Services of the U.S. Fish and Wildlife Service," Texas Parks & Wildlife Association Annual Meeting, Austin, TX, Feb. 1992.
- T. R. Peterson, "Feminist Christian Ethics and Abortion: An Analysis of 'Feminists for life' Rhetoric," Western Communication Association Convention, Phoenix, AZ, Feb. 1991.
- T. R. Peterson, "Telling the Farmers' Story," Speech Communication Association Convention, Chicago, Nov. 1990.
- T. R. Peterson & M. J. Vickery, "The Rhetorical Construction of Heresy in the Scientific and Religious Communities," Speech Communication Association Convention, Chicago, Nov. 1990.
- A. Gonzalez & T. R. Peterson, "Entree in Gender Research: Responsibilities, Difficulties, and Potential," Gender and Communication Conference, Atlanta, GA, March 1990.
- T. R. Peterson & M. J. Vickery, "Encouraging Students to Develop a Critical Perspective Toward 'Trained Incapacity'," Western Speech Communication Association convention, Sacramento, CA, Feb. 1990.
- T. R. Peterson, "Analyzing Sources of Argument Used to Justify Organizational Action," Speech Communication Association Convention, San Francisco, CA, Nov. 1989.
- T. R. Peterson, "The *Woman's Exponent*: Advocate for Polygamy and Woman Suffrage," Speech Communication Association Convention, San Francisco, CA, Nov. 1989.
- T. R. Peterson, "'Homestead': A Rallying Cry for Agrarianism," Speech Communication Association Convention, New Orleans, LA, Nov. 1988.
- T. R. Peterson, "Organizational Rhetoric and the Constitution of Institutional Authority," Speech Communication Association Convention, New Orleans, LA, Nov. 1988.

T. R. Peterson, "Agriculture's Brave New World: An Analysis of soil Conservation Service Rhetoric," International Communication Association Convention, New Orleans, LA, May 1988.

T. R. Peterson, "Justifying Ethnocentrism: The American Ethnic Coalition and Official English," Western Speech Communication Association convention, San Diego, CA, Feb. 1988.

T. R. Peterson, "Legitimization of Authority: A Burkeian Perspective on Cultural Performance," Speech Communication Association Annual Meeting, Boston, Nov. 1987.

T. R. Peterson, "The Frontier: A Self Defeating Myth in Farm Crisis Rhetoric," Speech Communication Association Convention, Boston, Nov. 1987.

T. R. Peterson, "Dramatistic Analysis of Organizational Myth," Western Speech Communication Association Convention, Tucson, AZ, Feb. 1986.

top three paper in Organizational Communication

T. R. Peterson, "The Will to Conservation," Speech Communication Association Annual Meeting, Chicago, Nov. 1984.

TEACHING

Primary Teaching Interests

Environmental Conflict & Policy

Democracy & Public Participation in Environmental Decision Making

Rhetoric of Science & Technology

Student Awards, Presentations, & Publications

Student's class papers from

Fall 2004

*Todd Norton and Rebecca Franks, "A Structuration Model of Environmental Public Participation."

**Damon M. Hall, "Justifying Radical Environmental Activism with Justice and Natural Law."

**Sun Zhen. "Water Resources and Economic Development: A Content Analysis of Western Development Coverage in Newspapers in China."

**Xinkai Huang. "Rhetoric of Environmental Integrity: The Multi-sides Debate of the Hydraulic Projects in Southwestern China."

**Terri Martin. "Public Participation in the Allain Duhangan Environmental Impact Assessment: How Communication Practices can Exclude Citizen Involvement."

**Julie Kalil Schutten. "Nature Isn't: Toward a Queer Theory of Environment/Human Relationships."

***Deborah C. Callister, "Breathing an Airshed: The Intersection between Air Pollution and Human Health in the Salt Lake Valley."

***Xinkai Huang, "Tourism, Local Economy, and Ecosystem: The Contribution of the Press to the Conflicts."

***Carlo A. Pedrioli, "The Controversy over the Legacy Highway in Utah: An Opportunity for Invitational Rhetoric."

***Cara Wieser, "Disclosure under the Bush Administration: Environmental Whistleblowing and the Reporter's Privilege."

***Damon Hall, "Looking at the Forest through the TWiGs: Collaboration's Role in Developing the National Precedent for Forest Management Plans."

***Brenden E. Kendall, "The Nature of Practice and Practice of Nature: Rethinking Wilderness and Environmental Conflict in the Case of Helicopter Skiing in Utah's Wasatch Mountains."

***Leah Jaramillo, "The International Chamber of Commerce and Public Participation in Environmental Decision-Making."

*Top Paper Award, National Communication Assoc. Annual Convention, Boston, Nov 17-21, 2005.

**8th Biennial Conference on Communication and the Environment, *June 2005 (To be published in Conference Proceedings)*.

***20th Anniversary Conference of the Society for Human Ecology, Salt Lake City, Oct. 13-16, 2005.

Fall 2003

**Julie Kalil Schutten “The Skull Valley ‘Temporary’ Radioactive Storage Conflict: Examining the Nuances of Identity and Sovereignty”

**Art Holscher, “Collaborative Learning and Web-Based Communication: Analysis and Suggested Improvements for BLM Public Meetings”

**Deborah Callister, “Growth and Development Meets Open Space in Corner Canyon: An Emerging Conflict”

**Gavin Wenzel, “Land Use/Ownership in Australia: A 215 Year Conflict”

**Phonesavanh Daoheuang, “Communication, Dialogue and Environmental Conflict in the Nam Ngum Watershed”

**Trish Stuhan, “Cultures in Conflict: An Analysis of the Proposed Arizona Snowbowl Expansion and Artificial Snow Plan”

*Rebecca J. Franks, “Contested Social Identities of Public Lands Ranchers: Agents of Destruction vs. Stewards of the Range,”

**Western Social Science Assoc. Annual Conference, Salt Lake City, April 21–24, 2004.

*National Popular Culture Association/American Culture Association Joint Conference, San Antonio, TX, April 7–10, 2004.

Fall 2002

*Rebecca DaPra, *The Gaze and Rhetorical Conflict in Woman Suffrage Advertising:*

*Mary Gould *From Humbug to Horror: The Art of P.T. Barnum and the Emergence of the Middle Class.*

*Carlo A. Pedrioli. *Burning the Flag Lawfully: Texas v. Johnson and Justice William Brennan’s Philosophy of Free Expression in Self-Government (Awarded Top 3 Paper in Communication and Law)*

**Tracy Willburn, “The site of Memorial: Current Discussion in the Negotiation of Memorial Forms and Spaces Appropriate for the World Trade Center on the World Wide Web”

***Jane Campbell, *Conflict along the River: Negotiating Access to the Grand Canyon*

***Ann L. Carlstrom, *Radioactive Waste Storage Discourse: After an Initiative Campaign, What is the Issue? And is there Room for Collaboration?*

***Jessica L. Durfee, *Come Out, Come Out, Wherever You Are: Finding Solutions for Hidden Peak*

***Terri Martin *Conflict Over the San Rafael Swell: Is Collaboration Possible?*

***Rebecca A. Royer, “Implications of Passionate Attachments in Environmental Conflict: A Case Study of (In)Dependent Public Lands Ranchers.”

****Jeffrey Taylor, “Communicative Interaction In An Interdisciplinary Research Team,”

*National Communication Assoc. Annual Convention, Miami, Nov 19-23, 2003.

**Humanities Graduate Conference, *Construction of Knowledge Across the Humanities.* University of Utah, Salt Lake City. April 4–5, 2003.

***7th Biennial Conference on Communication and the Environment, *July 2003 (To be published in Conference Proceedings)*.

****Proceedings of the National Conference on Undergraduate Research (NCUR) 2003*,
University of Utah, Salt Lake City, Utah, March 13–15, 2003.

Fall 2001

Jessica L. Durfee, "Images of Nature in Organizational Stakeholder Publications: The Rhetorical Function of Ecopornography in Green–washing." (Awarded Top Paper in Environmental Communication), Natnl Comm Assoc, Nat. Convention, New Orleans, Nov 21-24, 2002.

Radharani Ray, M.A. thesis, *Negotiating Identity: The Construction and Communication of a Lesbian Gay Existence*. Recipient of Texas A&M Distinguished Graduate Student Master's Research Award, 1997.

Carmen Heider–Russell, M.A. thesis, *A Rhetorical Analysis of Interaction between the Church Growth Movement and Lutheranism in the United States*, MA, Spring 1993.

Recipient of Texas A&M Distinguished Graduate Student Master's Research Award, 1993.

Top Paper in Environmental Communication), Natnl Comm Assoc, Nat. Convention, New Orleans, Nov 21-24, 2002.

Current Graduate Students

Major professor (Chair–Co-chair):

Name	Degree	Department	Projected graduation
Terri Martin	M.A.	COMM ¹	2008
Tracy Willburn	Ph.D.	COMM ¹	2009
Jodi Minion	M.S.	WFSC ²	2008
Andrea Feldpausch	Ph.D.	WFSC	2009
Damon Hall	Ph.D.	WFSC	2008
Anna Muñoz ³	Ph.D.	WFSC	2009
Cristi Horton	Ph.D.	WFSC	2010
Tim Lucas	M.S.	WFSC	2010

¹ Communication Dept, U of Utah

² Wildlife and Fisheries Science Dept, Texas A&M U

³ Co-chair with Roel R. Lopez.

Committee Member:

Name	Degree	Department	Projected graduation
Taylor Bickford	M.S.	WFSC	2007
Maureen Bennett	Ph.D.	PRT ¹	2008
Kathleen Bingham	Ph.D.	COM ²	2008
Huan Xinkai	Ph.D.	COM ²	2008
Sarah Bernhardt	Ph.D.	LAUP ³	2008
Lavell Merritt	Ph.D.	RPTS ⁴	2009
Bianca Whitaker	Ph.D.	WFSC	2009
Jiaying Lu	Ph.D.	RPTS	2010

¹ Parks, Recreation, Tourism Dept, U of Utah.

² Communication Dept, U of Utah

³ Landscape, Architecture & Urban Planning, Texas A&M U

⁴ Recreation, Parks, and Tourism Sciences, Texas A&M U

Previous Graduate Students

Major Professor:

Name	Degree	Dept.	Institution	Thesis or Dissertation Title	Graduation
Jessica Leigh Thompson	Ph.D.	COMM ¹	U of U	A Systems Approach to Characterizing and Understanding Communication in Interdisciplinary Research Teams	2007

<i>Name</i>	<i>Degree</i>	<i>Dept.</i>	<i>Institution</i>	<i>Thesis or Dissertation Title</i>	<i>Graduation</i>
Julie Schutten	Ph.D.	COMM ¹	U of U	Coming out of the Coven and going public: Theorizing new social movements in late capitalism	2007
Todd Norton	Ph.D.	COMM	U of U	Grand Staircase-Escalante National Monument: Organizing Land Politics.	2006
Raymond Yu	M.A.	COMM	U of U	Non-thesis	2005
Robyn Brickey	M.A.	COMM	U of U	Development of a Health and Wellness Manual for the Catholic Community Services of Utah Refugee Resettlement Program	2005
Deborah Callister	M.A.	COMM	U of U	Social Responses to Difference: Community-based Research in the Glendale Neighborhood of Salt Lake City, Utah	2005
Carina Elsenboss	M.A.	COMM	U of U	Southwest Regional Partnership on Carbon Sequestration Website Development: Goals, Planned Outcomes, and Difficulties	2005
Stacy A. Allison ¹	M.S.	WFSC	TAMU	Community-based Conservation Planning: The Case of the Endangered Houston Toad in Bastrop County, Texas	2002
David C. Gore	M.A.	COMM	TAMU	Adam Smith's Rhetorical Sympathy: A Return of Moral Sentiments to Public Policy	2001
Monica Harmon	M.A.	COMM	TAMU	Non-thesis	1999
Johanna White	M.A.	COMM	TAMU	"The Spirit of Cairo:" The Rhetoric of Unity within Diversity at the International Conference on Population and Development	1997
Alisa Van Order	M.A.	COMM	TAMU	How Diabetics Create and Display Their Identities in Routine Communication	1997
Kristy J. Wicker ²	M.S.	WFSC	TAMU	An Analysis of Public Testimonies on the Reintroduction of Wolves to the Greater Yellowstone Ecosystem	1996
Radharani Ray	M.A.	COMM	TAMU	Negotiating Identity: The Construction and Communication of a Lesbian Existence	1996
Matthew Lerner	M.A.	COMM	TAMU	The Ronald McDonald House of Cleveland as a Case Study in Organizational Rhetoric	1996
Kristi Wuensche	M.A.	COMM	TAMU	"And Man Shall have Dominion over the Earth:" Rhetorical Modifications in Environmental Discourse for Evangelicals	1996
Karen M. Taylor	M.A.	COMM	TAMU	Rhetorical Strategies in the Campaign for the Superconducting Super Collider	1996
Heather Hanks	M.A.	COMM	TAMU	An Interpretive Analysis of Alternative Health Care Models in Texas	1995
Carmen Heider-Russell	M.A.	COMM	TAMU	The Church Growth Movement as Catalyst for the Rhetorical Reconstitution of Lutheranism in the United States: Highlighting the Tension between Stability and Change	1993
Tamara Kay Loughran	MA	COMM	TAMU	Oregon as Unspoiled Nature: A Rhetorical Criticism of Oregon's Tourism Campaign	1993

<i>Name</i>	<i>Degree</i>	<i>Dept.</i>	<i>Institution</i>	<i>Thesis or Dissertation Title</i>	<i>Graduation</i>
Cynthia Matthes Friedrich	M.A	COMM	TAMU	Reckoning with Risk: A Rhetorical Analysis of the Social Construction of Risk Associated with Texas Drinking Water	1992
Cristi Choat Horton	M.A	COMM	TAMU	An Interpretive Analysis of Texas Ranchers' Perceptions of Endangered Species Management Policy as Related to Management of Golden-cheeked Warbler Habitat	1992
Elizabeth Bigham	M.A	COMM	TAMU	Non-thesis	1992

¹ Co-chaired with Markus J. Peterson, WFSC, TAMU
² Co-chaired with Jane M. Packard, WFSC, TAMU

Committee Member:

<i>Name</i>	<i>Degree</i>	<i>Department</i>	<i>Institution</i>	<i>Graduation</i>
Amy Williams	M.S.	REMN	TAMU	2007
Edith Gonzalez	Ph.D.	WFSC ²	TAMU	2006
Tracy Marifioti	Ph.D.	COMM	U of U	2006
Deborah Cowman	Ph.D.	WFSC	TAMU	2005
Laura Card	Ph.D.	COMM	U of U	2005
Alex Bailey	M.A.	COMM	U of U	2005
Phonesavanh Daoheuang	M.S.T.	MST ¹	U of U	2005
Brenden Kendall	M.A.	COMM	U of U	2005
Carlo Pedrioli	Ph.D.	COMM	U of U	2005
Art Holscher	M.S.T.	MST	U of U	2004
Jose F. Bernal Stoopen	Ph.D.	WFSC	TAMU	2004
Jane Campbell	M.A.	COMM	U of U	2003
Tina Hatch	M.A.	COMM	U of U	2003
Carlo Pedrioli	M.A.	COMM	U of U	2003
Jessica Durfee	M.A.	COMM	U of U	2003
Ricard Jensen	Ph.D.	EDAD ²	TAMU	2002
Steven Glen Hill	Ph.D.	RPTS ³	TAMU	2002
Anna Toness	Ph.D.	AGED ⁴	TAMU	2002
Susan Gilbertz	Ph.D.	GEOG ⁵	TAMU	2002
Roel Lopez	Ph.D.	WFSC	TAMU	2001
Karin McClinton Robbins	Ph.D.	ENGL ⁶	TAMU	2001
Karl L. Hayes	M.S.	LAUP ⁷	TAMU	2001
Valeen Silvy	Ph.D.	CRP ⁸	U Texas	2000
David H.B. Speary	M.S.	RPTS	TAMU	2000
Alida Madero-Enkerlin	M.S.	WFSC	TAMU	2000
William Cannon Hunter	Ph.D.	RPTS	TAMU	1999
Carla Prater	Ph.D.	PLSC ⁹	TAMU	1999
S. Rene Dechert	Ph.D.	ENGL	TAMU	1997
Ann Alsmeyer	Ph.D.	EDAD	TAMU	1994
Thomas C. McKinney	Ph.D.	FORS ¹⁰	TAMU	1993
Roger Riley	Ph.D.	RPTS	TAMU	1993

¹ Masters of Science and Technology² Educational Administration³ Recreation, Parks, and Tourism Science⁴ Agricultural Education⁵ Geography⁶ English⁷ Landscape Architecture and Urban Planning⁸ Community and Regional Planning⁹ Political Science¹⁰ Forestry**Recent Teaching Schedule (past 5 years)**

Fall 2007 WFSC 607 Environmental Conflict Theory and Practice (grad)

Spring 2007 WFSC 608 Public Participation in Conservation Policy (grad)

Fall 2006 WFSC 607 Environmental Conflict Theory and Practice (grad)

Spring 2006 WFSC 608 Public Participation in Conservation Policy (grad)

Fall 2005

COMM/URBPL 5/6030 Public Participation (undergrad/grad)

COMM 7350 Empirical Research Methods (grad)

Spring 2005

COMM 3000 Peace & Conflict Studies (undergrad)

COMM 5/6360 Environmental Communication (undergrad/grad)

Fall 2004

COMM 7210 Environmental Conflict (grad)

COMM 7320 Historical and Critical Research Methods (grad)

COMM 1270 Analysis of Argument (undergrad, service learning)

Spring 2004—Develop new minor in Peace & Conflict Studies

Fall 2003

COMM 1270 Analysis of Argument (undergrad, service learning)

COMM 5/6000 Environmental Conflict & Policy (undergrad/grad)

Summer 2003

COMM 1270 Analysis of Argument (undergrad, service learning)

COMM 3460 Rhetoric of Environmental Justice (undergrad, service learning)

Additional Undergraduate Courses Taught

Business & Professional Speaking

Conflict Management

Interpersonal Communication

Language and Communication

Managing Environmental Conflict

Organizational Communication

Organizational Metaphor

Organizational Rhetoric

Principles of Speech Communication

Public Speaking

Rhetoric of Sustainable Development

Rhetorical Theory

Small Group Communication

Technology and Human Communication

Additional Graduate Courses Taught

Communication and Technology

Foundations of Communication Inquiry

Interpretive Methods

Organizational Rhetoric

Rhetorical Analysis of Org. Metaphor

Rhetorical Theory

SERVICE

Editorships

Book Review Editor, *Quarterly Journal of Speech*, 1998–2001.

Associate Editor:

- Environmental Communication: A Journal of Nature & Culture, 2007--.
- *Environmental Communication Yearbook*, 2001–2006.

Editorial Board Member:

- *Communication and Critical/Cultural Studies*, 2003–2005.
- *Quarterly Journal of Speech*, Jan. 1993–1995, 2001–2004, 2007-present.
- *Journal of Contemporary Ethnography*, 1999–present.
- *Western Journal of Communication*, 1999–2005.
- *Journal of Religious Communication*, 1998–2002.
- *Women's Studies in Communication*, Jan. 1992–1995.
- Special Issue on Kenneth Burke, *Southern Communication Journal*, 1995.
- A Rhetorical History of the United States Significant Moments in American Public Discourse (volumes 1–10), M. J. Medhurst, ed.

Referee

Journals

- *Agriculture and Human Values*
- *Communication Monographs*
- *Communication Report*
- *Environmental Practice*
- *Environmental Values*
- *Legal Studies Forum*
- *Management Communication Quarterly*
- *Public Understanding of Science*
- *Rhetoric and Public Affairs*
- *Science Communication*
- *Society and Natural Resources*

Book Manuscripts

- Texas A&M University Press
- University of Alabama Press
- University of Illinois Press
- University of South Carolina Press
- Houghton
- Sage Publications
- Island Press

International Service

Advisor for Building and Maintaining an Interdisciplinary, Cross-sector, and International Team, B+20 Project exploring Quality of Life Issues on U.S./Mexico border, Southwest Center for Environmental Research & Policy, 2001–2004.

Retreat Organizer and Facilitator, International Fellows Program, George Bush School of Government and Public Service, April 2001.

Workshop Secretary, “Developing A Research Agenda Regarding Public Involvement,” Transatlantic Platform on International Trade and Consumer Concerns, Sponsored by the European Society for Agriculture and Food Ethics, Lelystad, The Netherlands, June 16–17, 2000.

Outside Reader for MA candidates Extended Essays (Theses), Humanities Faculty, University of Western Sydney–Nepean, 1995.

Reviews

Tenure and Promotion Reviews

- Indiana University, 2007
- University of Colorado, 2007
- University of Texas at El Paso, 2007
- University of Utah, 2007
- Oregon State University, 2006
- North Carolina State, 2006
- University of New Hampshire, 2005
- University of Montana, 2005
- Utah State University, 2005
- University of Indiana, 2005
- Humboldt State University, 2004
- Calvin College, Michigan, 2004
- University of Pittsburgh at Johnstown, 2004

Southern Methodist University, 2004
 University of Georgia, 2002
 University of North Dakota, 2002
 Lewis and Clark College (Portland, OR), 2002, 2004
 Washington State University, 1998
 State University of New York, 1998
 University of Northern Arizona, 1997

Program Reviews

University of Wyoming's Masters Program in Environment & Natural Resources, for Western Interstate Commission for Higher Education (WICHE), 2004.

Research Proposal Reviews and Panels

Review Panel Member, CSREES–USDA Initiative for Future Agriculture and Food Systems, Economic and Social Aspects of Biotechnology (David Holder, John Michael, National Program Leaders), 2001.

Reviewer for competitive grants offered by Texas Water Resources Institute, Spring 2000.

Reviewer for National Research Council, Board on Sustainable Development report, *Our Common Journey: Toward a Sustainability Transition*. 1999.

Textual Analysis Advisor, *Global Partners? Environmental NGOs in India and the United States*, (PI—Priscilla Weeks, Anthropology, University of Houston). National Science Foundation, 1994–1996.

Selected Workshops & Facilitation

Workshop Design and Facilitation

Beyond Biosafety & Public Health: Addressing Concerns of Use and Morality in U.S./European Acceptance of Genetically Engineered Foods, European Society of Agriculture, Food & Ethics, University of Florence, Florence, Italy, Oct. 2001.

EU and US Arguments Regarding Environmental & Human Health Risks Associated with Genetically Modified Foods, European Society of Agriculture, Food & Ethics Royal Veterinary and Agricultural University, Copenhagen Denmark, Aug. 2000

Developing Communication Skills for Community Action Groups, Environmental Studies Program, Alma College, Alma, Michigan, May 8–9, 2000.

Comparison & Contrast of U.S. and European Research on Ethics, Risk and Public Attitudes toward Genetic Food Technology, National Science Foundation, United States and the Applied Philosophy Group, Wageningen Agricultural University), Wageningen Agricultural University, The Netherlands, June 1999.

Collaborative Decision Making, Workshop for Texas Agricultural Extension Agents, George Bush School of Government and Public Policy, 1998, 1999.

Facilitator, Values Consensus Workshop, U.S. Dept. of Energy, Knoxville, TN, Oct. 1998.

Leadership in Idaho Agriculture, Communication Training Workshops Idaho Department of Agriculture (1986, 1987).

Facilitation and Training

Communication Challenges Associated with Collaborative Approaches to Environmental Planning, Governor's Conference on Collaborative Land Use Planning in the Intermountain West, Cedar City, UT, August 2003.

Private Land Stewardship and Conservation: Partnerships for Collaborative Problem Solving, George Bush School's Center for Public Leadership Studies and the College of Agriculture and Life Sciences' Institute of Renewable Natural Resources; Texas A&M University, College Station, TX, April 2–4, 2000.

Redesigning the Funding Formula for Texas Education, Workshop for Education Professionals, Austin, TX, Sept. 1999.

Selected Guest Lectures

Negotiating Environmental Policy in Contemporary Democracy—An Uneasy Co-existence between Rhetoric and Science, Southern Methodist University, February 2004;

Improving the Sustainability of Environmental Policy by Exploiting Its Argumentative Potential, University of Waikato, December 2003.

Sustainability through Bounded Conflict: How Adversarial Relationships can Enhance Environmental Policy, Natural Resource & Environmental Policy Program, Utah State University, February 2002.

Facilitating Adversarial Political Relationships: Watershed Councils in San Antonio, Texas. Tanner Humanities Center, University of Utah. March 2002.

Managing Environmental Conflict among Citizen Groups, Kick-off Lecture for Masters of Science & Technology Program, University of Utah, February 2002.

Challenges Associated with Coordinating Interdisciplinary Research Teams, Environmental Studies Program, University of Utah, January 2001.

Beyond Biosafety: Cultural and Ethical Conflicts Associated with Genetically Modified Foods, University of Utah, January 2001.

A Critical comparison of arguments advanced by U.S. and Western European advisory bodies on agricultural biotechnology, Odense University, Denmark, August 2000.

Cultural Valence of Science & Technology, U.S. Hastings Center Workshop on U.S./European Acceptance of Genetically Engineered Food, Utrecht, The Netherlands, May 2000.

Beyond Biosafety & Public Health: Addressing Concerns of Use and Morality, Hastings Center Workshop on U.S./European Acceptance of Genetically Engineered Food, Utrecht, The Netherlands, May 2000.

Resolving Conflict: The Necessary Art of Persuasion, Women's Faculty Network, Texas A&M University, February 1999.

Rhetorical Analysis of Environmental Conflict, Dept. of Recreation, Parks, and Tourism Sciences, TAMU, April 1999.

Defining Sustainability in Wood Buffalo National Park, Women in Science Program, State University of New York, Syracuse, NY, February 1999.

Managing Environmental Conflict through Grass-roots Collaborations, Dept. of Recreation, Parks, and Tourism Sciences, TAMU, November 1997.

Rhetorical Perspectives toward Science & Technology, JOURNALISM 610, TAMU (Issues in Science & Technology Journalism), Fall 1996.

Using Interpretive Analysis as a Basis for Formative Evaluations of Persuasive Health Campaigns, Faculty of Nursing & Health Sciences Fall Colloquium, University of Western Sydney—Nepean, August 1995.

Examining the Rhetoric of Risk: Expert vs. Public Opinion, Visiting Scholar Colloquium, University of Western Sydney—Nepean, August 1995.

Communicating Risk to the Public, Public Relations Faculty Lecture, University of Western Sydney—Nepean, July 1995.

Managing Endangered Species Habitat: Involving the Public in Decision-Making. U.S. National Park Service Training, Texas A&M University, Summer 1991.

Professional Organizations

Member

International Association for Society and Natural Resources
 National Communication Association
 Society for Conservation Biology
 The Wildlife Society
 Western States Communication Association
 Boone and Crockett Club

Service Roles

- The Wildlife Society, Leadership Institute Committee, 2005-2007.
- President, Environmental Communication Commission, National Communication Association, 2001–2002; Vice–President, 2000–2001.
- Chair of Rhetoric & Public Address Division, Western Communication Association, 1991.
- Member of Nominating Committee, Public Address Division, Speech Communication Association, 1988–1989; 1990–1991; 1995–1996.
- Panel Respondent at National Communication Association (Speech Communication Association), Western Communication Association, and International Communication Conventions.
- Panel Chair at Speech Communication Association, & Western Communication Association Conventions.
- Competitive Manuscript Reader
 - Environmental Communication Division, National Communication Association, 1999, 2003, 2004
 - Conflict Management Division, Academy of Management, 1995.
 - Communication and Our Environment Conference, Chicago, IL, 2007; Silver Springs, OR, 2003; Cincinnati, OH, 2001, Syracuse, NY, 1997; Chattanooga, TN, 1995; Big Sky, MT, 1993.
 - Discourse of Environmental Advocacy Conference, Alta, UT, 1991.
 - Public Address Division, Speech Communication Association, 1990, 1991, 1992.
 - Rhetoric & Public Address Division, Western Communication Association, 1990, 1993, 1994.

University and College Service

Texas A&M University

Deans Search Committee for WFSC Department Head. 2005-2006
 Tenure and Promotion Committee, WFSC.
 Faculty Advisor for WFSC Graduate Student Organization 2006-
 Faculty Mentor for TAMU Graduate Teaching Academy (Office of Graduate Studies and Center for Teaching Excellence). 2005-2006

University of Utah (2002-2005)

Director, Peace & Conflict Studies Interdisciplinary Minor, 2004-2005.
 Coordinator, Steering Committee for Peace & Conflict Studies Minor, 2003-2004 (state approval granted September 2004).
 Chair, College of Humanities Career Development Committee, 2002–2003.

Assisted with Arrangements for David P. Gardner Graduate Lecture in the Humanities and Fine Arts, Panel member, Environmental Scholarly Issues, April, 2002.

Comm. Dept.

Retention Promotion & Tenure Chair, 2004–2006.

Undergraduate Sequence Coordinator, Conflict Management, 2003–2004.

Annual Review Report-Helena Shugart, 2003.

Department Grants Coordinator, 2002–2004.

Member: Executive Committee, Graduate Committee, 2002–2004.

Chair: RPT Formal Review Committee for Karen Ashcraft, 2002–2003.

Member: RPT Formal Review Committee for Marouf Hasian, 2002–2003.

Texas A&M University (1987-2002)

Liberal Arts Representative, TAMU System Council of Principle Investigators, 2000–2002.

Coordinator/Trainer and Planning Team member, Private Land Stewardship and Conservation Symposium, Center for Public Leadership Studies, George Bush School of Government and Public Service, April 2000.

Coordinator, The Presidency and Environmental Policy Conference held February 28–March 2, 1997.

Presiding Officer, Liberal Arts Curriculum Committee, 1996–1997; 1999–2000; Chair Pro Tem, Liberal Arts Council Steering Committee, 1994–1995; Liberal Arts Representative—Organization for Tropical Studies, 1992–1996;

reviewer for competitive grants funded by Texas A&M University's Interdisciplinary Research Initiative, 1999, 2000.

Steering Committee Member:

- Program for Conflict and Dispute Resolution, Center for Public Leadership Studies, George Bush School of Government and Public Service, 1997–2001.
- Program in Presidential Rhetoric, Center for Presidential Studies, Bush School, 1993–2001.
- Center for Science and Technology Policy and Ethics, 1990–1998.

Member:

- Texas A&M University Press Faculty Advisory Committee, 1995–2000.
- Faculty Advisory Committee for International Studies Program Review, 1996–1998.
- College Curriculum Committee, 1991–2001.
- Dean's Council, 1993–1995.
- College Anniversary Committee, 1995.
- Texas A&M Graduate Faculty, 1987–present.

Miscellaneous Community Service

Communication skills seminars for community and church groups, 1985–present.

Boy Scouts of America, Councilor for various merit badges associated with communication, 1989–present.



California State University Channel Islands
Check Request Form

323

To be used for transactions not requiring a purchase order, service agreement or travel & expense reimbursement

MAKE CHECK PAYABLE TO:

Name: Tarla Rai Peterson _____

Address 1: on file _____

Address 2: _____

City, State Zip: _____

Amount: \$ 1500 _____

PeopleSoft Vendor ID: 5513

Note: New vendors must complete a Form 204

Check Instructions:

- Mail to payee
- * Pick up at Cashier - Ext 3253
- Mail attachments with check – include copies

Description to appear on reports (30 characters)

Peterson Honorarium _____

*Check will only be held for 48 hours after notification before being mailed out.

TYPE OF PAYMENT:

- | | | |
|--------------------------------------------------------|------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Lodging (Camarillo area) ** | <input type="checkbox"/> Subscription/Periodical |
| <input type="checkbox"/> Art Model | <input type="checkbox"/> Membership/Dues | <input type="checkbox"/> Tax Remittance* |
| <input type="checkbox"/> Bank Fee* | <input type="checkbox"/> Parking | <input type="checkbox"/> Utility/Telephone |
| <input type="checkbox"/> Freight/Postage | <input type="checkbox"/> Payroll | <input checked="" type="checkbox"/> IRA Activity |
| <input checked="" type="checkbox"/> Honorarium/Speaker | <input type="checkbox"/> Permit/License | <input type="checkbox"/> Other- must be explained |
| <input type="checkbox"/> Interpreting/Note taking | <input type="checkbox"/> Registration/Conference | |

*Accounting Use Only

**Hampton Inn/Country Inn/Courtyard Marriott

DESCRIPTION AND/OR EXPLANATION OF PAYMENT:

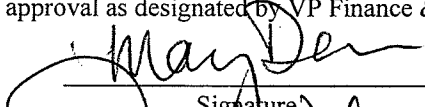
Honorarium for Tarla Rai Peterson, guest speaker for the IRA funded The Rhetoric of Sustainable Development on 2/22 and 2/23. Offer letter attached. Vendor already in database. IRA proposal attached.

ACCOUNTING & APPROVAL:

Account	Fund	Dept ID*	Program	Class	Project/Grant**	Amount
613802	TK910	732	90282			\$1,500.00
Total						\$1,500.00

*Depts. 2xx,3xx,4xx,6xx,9xx require additional approval as designated by VP Finance & Admin.

Requestor: Mary Devins _____
Printed Name & Extension

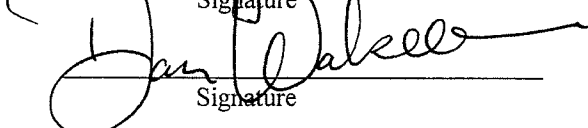


Signature

2/15/10

Date

Approver: x3253Dan Wakelee _____
Printed Name & Extension



Signature

Date

Approver: _____
(If required) Printed Name & Extension

Signature

Date

Tarla Rai Peterson, Ph.D
Professor and Boone & Crockett Endowed Chair
Wildlife & Fisheries Department
Texas A&M

February 13, 2010

Dear Tara Rai,

It is my pleasure to offer you an **honorarium of \$1500** to guest lecture at California State University Channel Islands this 2010 spring semester. As discussed, you will be lecturing /presenting in two different classes:

Monday, February 22nd, 12:00 PM to 1:15 PM, Poli-Sci Research Methods

In this presentation you will address the importance of interdisciplinary research for policy development.

Tuesday, February 23rd, 4:00 PM to 6:00 PM, Environmental Communication

In this presentation you will address the role of communication and community participation in the development of environmental policy.

Both lectures will be open to the entire campus and will be advertised as a campus-wide event.

The honorarium covers your speaking and travel fees. You are responsible for travel, lodging and per diem expenses during your visit to CSUCI.

On behalf of the Center for Interdisciplinary Studies, the Political Science Program and the Communication Program, I welcome you to our campus. I am looking forward to your presentations and believe students and faculty will be greatly enriched by your visit.

Sincerely,

Tracylee Clarke, PhD
Assistant Professor of Communication
California State University Channel Islands
One University Drive
Camarillo, CA 93012
(805) 437-3305
tracylee.clarke@csuci.edu

One University Drive, Camarillo, California 93012-8599 · Tel: (805) 437-3305 · Fax: (805) 437-3303 · www.csuci.edu