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# e Chat

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# Important Bird Areas in Ohio

A warming world could adversely affect the climate ranges needed by many North American birds as described in Audubon's Climate Report. Increasing conservation efforts are needed to preserve critical habitats birds need today and in the future. Audubon works to protect habitat by its Important Bird Area Program (IBA) which identifies and conserves areas vital to birds and biodiversity.

IBAs are areas of conservation value providing habitat for one or more species of birds including sites for breeding. Audubon is the US partner of this BirdLife International program and Audubon established programs state by state. The science-based program applies criteria to identify sites including places where:

- Rare species of birds are found; i.e., sites that regularly support significant breeding or non-breeding densities of one or more particular species.
- Rare natural habitats with birds that are found only in these special habitats; i.e., sites with rare, unique or exceptional examples of habitats that support bird species dependent on that habitat type. In Ohio that could include grasslands,

mature forests and riparian corridors.

- Large numbers of birds are found; i.e., sites that regularly hold significant numbers of one or more species, breeding or nonbreeding, including migration.
- There have been longtime studies of birds; i.e., sites of long-term monitoring projects such as counts.

The Ohio identification of IBA started in 2000. Areas throughout the state were identified including in this Southwest Ohio area: Burnet Woods, Caesar Creek Lake, Cowan Lake, East Fork State Park and William H. Harsha Lake, Gilmore Ponds, Great Miami River-Lower (including the riparian corridor. Miami-Whitewater Forest and Oxbow), Hueston Woods, Little Miami River including Spring Valley Wildlife Area), and Voice of Ameri-

Identified IBAs are prioritized for conservation action as meeting global, continental, or state-level criteria. Ohio IBAs meet state-level criteria including sites for state species of concern. Some of these sites could be modified and additional areas could be added. However, there is no state-wide Audubon committee to oversee the

program at this time.

For Audubon, Ohio is in the eastern portion of the Mississippi flyway. Ohio IBAs have natural resources for the prothonotary warbler needing forested wetlands, cerulean warbler needing mature forests and bobolink and dickcissel needing grasslands. Visit these sites. Help protect these habitats. Talk about the importance of habitat protection and IBAs with your friends, and by lettersto-the-editor, and contacts with elected officials.

Visit Audubon Ohio for an overview of Ohio IBAs. Also see Audubon for a compendium of IBAs for all 50 states.

Contributed by Chris Moran.



Short-eared owl. Courtesy L. Hays.

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# **Upcoming ASO events:**

- 18 May... "Weeds of Ohio" presented by Carol Mundy
- 15 Jun... "Remarkable Birds, Up Close and Personal" presented by Jim Mundy

# Programs (Contributed by Allan Beach)

# **Rattlesnakes of Ohio**

Location: Winton Centre
Date: Monday, March 16, 2015

Time: 7 PM

Speaker: Doug Wynn

Doug's presentation will discuss Timber Rattlesnakes which were historically found across much of Ohio, encompassing at least 24 counties, but have now been reduced to three general areas – largely public forests. Timber Rattlesnakes were listed as an endangered species in Ohio by the Ohio Division of Wildlife in 1992 and are protected in about two dozen other states. Timber Rattlesnakes have a low reproductive rate which served them well for hundreds of years since they may live over 40 years. At this time however, their reproductive characteristics are insufficient for survival since they do not take into account the present levels of intentional killings, road mortality, commercial collecting, diseases and habitat destruction. A realistic evaluation recognizes that controlling habitat destruction is the only practical solution to preventing the Ohio Timber Rattlesnake from extirpation.

Doug Wynn is a retired high school ecology teacher and has been a visiting scholar at The Ohio State University since 2007 where he teaches herpetology. He also taught herpetology at Hocking College for three years. The Ohio Division of Parks presented Doug with their Naturalist Award in 1994. The Ohio Division of Wildlife presented one of his classes with a special award in 2000 and presented Doug their 2011 Conservationist Award. In 2006 Doug and Scott Moody authored the Ohio Turtle, Lizard, and Snake Atlas. Doug also received the Ohio Biological Survey's 2010 Naturalist Award and in 2013 he co-edited and co-authored the Amphibians of Ohio. He and others are presently writing the Reptiles of Ohio which is scheduled to be completed in the summer of 2015.

See Doug's official biography here.

Visit this ODNR <u>link</u> for a video interview with Doug.

Visit Ohio History Connection for an account of a day in the field with Doug.



Doug Wynn with Timber Rattlesnake, Tar Hollow State Forest, Ohio, June 2014. Courtesy Robert Glotzhober.

# Edge of Appalachia

Location: Winton Centre
Date: Monday, April 20, 2015

Time: 7 PM

Speaker: Chris Bedel

Did you know that just 75 miles east of Cincinnati you can find a 16,000-acre nature preserve of global importance? One of the most bio-diverse natural areas in the region? It is the Richard and Lucile Durrell Edge of Appalachia Preserve System and, located in Adams County, Ohio, it is one of the largest privately owned preserves east of the Mississippi. The name comes from the location on the western flank or "edge" of the Appalachian Escarpment. It consists of eleven unique preserves including: Ohio Brush Creek, Cedar Falls, The Wilderness, Buzzardroost Rock, Red Rock, Lynx Prairie, Cave Hollow, Hanging Prairie, Germany Hill Prairie, Abner Hollow and the Rieveschl Preserves. Four of these sites have been recognized as national natural

landmarks—a testimony to their national significance and ecological importance. Museum Center has been working with our collaborative partner, the Ohio chapter of the Nature Conservancy, to protect these areas for more than 50 years.

Chris is preserve director and has been with Museum Center since 1985. He started out in the exhibits department as an exhibit designer before moving to the Edge in 1992, to assume the preserve director role in 1992. His professional interests are biodiversity cataloging and natural area management. He directs stewardship activities, shares ecological management of the preserve with The Nature Conservancy, and facilitates visiting researcher efforts at the preserve.

In 2005, he began a comprehensive biological inventory of understudied organisms on preserve lands with staff, and visiting scientists. The educational arm of this effort is the Advanced Naturalist Workshop Series. The series brings visiting scientists to the preserve to teach average citizens identification/ecology of Ohio flora/fauna and, in most cases, to conduct the first survey on the preserve for the group being studied. He also oversees management of the preserve's natural history collections, such as the EOA Reference Herbarium.



Chris Bedel at Edge of Appalachia Preserve, Adams County, Ohio. Courtesy Cincinnati Museum Center.

His vocation and avocation is learning identification and ecology of eastern woods inhabitants. From freshwater mussels to land snails to lichens, He is dedicated to learning more about the biodiversity of the preserve and beyond.

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# Field Trips (Contributed by Jay Stenger)

# **Waterfowl Auto Tour**

**Location: Brookville Lake Region** 

Date: Sunday, March 8, 2015

Meet: 8 AM Park & Ride I-275 Exit #7

(See directions below)

**Leader: Jay Stenger** (513) 522-8147

jaystenger@cinci.rr.com

Leader: Jack Stenger (513) 503-3389

jackstenger@gmail.com

The focus of this trip will be the spring waterfowl migration, which should be near peak at this date. Our trip leaders Jay and Jack Stenger plan to visit several spots around the Brookville Lake Region and if time permits make the short hop over to Hueston Woods to take a quick look around Acton Lake before returning home. Both of these locations are hotspots and are excellent for attracting waterfowl and water birds at this season. The rural countryside surrounding these two large lakes has diverse habitats so we expect to find a great variety of species along the way. Finding 18+ species of Anatidae (ducks, geese, and swans) is quite possible. We also expect to find numbers of grebes, gulls, Sandhill cranes, eagles, other raptors, and songbirds including early spring migrants and lingering winter visitors. Jay and his son Jack are exceptionally skilled birders and have high expectations for this trip.

Because Brookville Lake is so large this field trip will be an auto-tour type, which will consist of driving from spot to spot interspersed with a few short easy walks. While the trip duration is long and does entail considerable driving, the rewards, in terms of what we see, always make it worth the effort.

The trip will run into mid to late afternoon, but of course you can leave at any time you like. Bring your lunch and drinks. It always seems colder around large lakes so dress accordingly. If you have a scope it will prove useful. Restrooms will be available. One important note, Indiana State Parks charges a daily per car entrance fee (\$5 resident, \$7 nonresident). At this time of year there are usually no attendants on duty but we cannot be sure of that.

This is a combined trip with the Cincinnati Bird Club. Please note that daylight saving time begins on this date. We will meet at 8 AM (the correct, *new* time) at the park & ride lot, located on SR 128 at the I-275 Exit #7 at SR 128 marked Cleves-Hamilton. This is the first exit just west of the Great Miami River at Miamitown. We will caravan from there to the Brookville area, about a 30-minute drive. Call or email Jay or Jack if you have any questions.

Visit the Brookville Lake website here.

Visit the Whitewater Memorial State Park (at Brookville Lake) website <u>here</u>.

Note: This field trip will be conducted jointly with the Cincinnati Bird Club. Also note daylight saving time begins on this date.

## Nocturnal Vocalizations

Location: Miami Whitewater Park (Shaker Trace Wetlands)

Date: Friday, March 27, 2015

Meet: 7 PM Baughman Road parking lot (See directions below)

Leader: Brian Keane (513) 961-4476 keaneb@muohio.edu

The theme of this trip is nocturnal vocalizations and if it sounds familiar to you, it probably is. We did this trip for the first time last year and it was met with great success. If you're looking for something different you might not want to miss this one. Join our trip leader Brian Keene for what should be a leisurely evening/night walk around the Miami Whitewater wetlands known as Shaker Trace. Brian is a zoology professor at Miami University and is a past president of our Audubon chapter. Brian is a skilled naturalist and an expert in vertebrate zoology. His goal on this night will be to find and identify a variety of wildlife by ear.

Brian plans to begin the trip in the marsh a half hour before sunset. We should see waterfowl, Wilson's snipe, raptors and some songbirds before sunset. At dusk we will listen for the raspy flight calls of snipe and the "peenting" of American woodcock. Once woodcock are located by sound we will be able to watch their

courtship displays. We should hear many and see several. Once night has completely fallen we will turn our attention to the amphibian chorus which should be quite loud in this wetland habitat. American toads, spring peepers and chorus frogs should dominate the musical, but wood frogs and leopard frogs might be heard as well. Other species that might possibly be heard during our walk would be our resident owls. Even howling covotes are possible as they are becoming quite common in our rural areas. We are still a week or two early on this date for rails and bitterns but they are known for their nocturnal vocals as well. So come out and join Brian for what should be a fun and interesting trip.

Note that sunset on March 27th is 7:57 PM and civil twilight ends (becomes dark) at 8:24 PM. The trip will consist of level, moderate walking. However the trails through the wetlands are not all paved and can be damp and muddy, so wear appropriate footwear. Heavy rain at the time will cancel this trip but we have set a rain date for the following evening, Saturday, March 28th, same time, same place.

This trip should end a couple hours after sunset, around 10 PM. There are no restroom facilities at the Miami Whitewater wetlands, but they are available nearby in the main park area. A Hamilton County park pass is required (\$3 daily, \$10 annual) at Miami Whitewater for each vehicle. If you have any questions feel free to contact Brian.

Directions: We will meet at 8 PM at the wetlands parking area on Baughman Rd. From I-74, take the Dry Fork Road exit #3, and turn right. Continue past West Rd, and stay on Dry Fork until it ends. Turn right onto New Haven Rd. At the first stop sign, turn left onto Oxford Rd, and then immediately left again onto Baughman Rd. The dirt parking area is on the right side of the road, just past the bike trail crossing.

Visit Miami Whitewater/Great Parks here.

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# Field Trips (Continued from Page 3)

# **Spring Migration**

Location: Spring Valley Wildlife Area/ Caesar Creek SP region

Date: Sunday, April 12, 2015

Meet: 7:30 AM (for breakfast) or 8 AM McDonalds restaurant in Waynesville, Ohio, located at the intersection of US 42 & SR 73 (See directions below)

Leader: Ann Oliver (513) 307-0929

annieobirder@yahoo.com

Join our trip leader Ann Oliver for what should be a great day of spring birding in one of our regions best birding sites. Ann is a skilled and ardent birder and she doesn't miss much. And that's a good thing, because spring migration will be well under way on this date and birds should be abundant. Our destination for this trip is located in the extreme northeast corner of Warren County, Ohio. Spring Valley Wildlife Area (SVWA) is made up of 842 acres of riparian woodland, fields and brushy areas situated along the banks of the upper Little Miami River. It is noted for its excellent marsh (150 acres) and wetlands and represents one of the few remaining large wetlands in our region. The nearby Caesar Creek State Park has over 7900 acres of varied habitat including a 2830 acre lake.

Ann plans to have us meet at 7:30 AM at the McDonalds in Waynesville, to give everyone a chance to use the restroom and get breakfast or coffee if so desired. Ann plans on leaving there at 8 AM sharp and heading straight to SVWA, about a 10 minute drive. Ann says we will spend most of the morning at SVWA, but she plans to hit a few other spots in and around Caesar Creek SP before calling it a day.

We will spend most of the morning walking the trails and the boardwalk around and through the marsh and woodlands at SVWA. The walking is level for the most part, but parts of the trail can be wet (we are in a marsh after all), so wear appropriate footwear. Ann has had great success attracting rails along the boardwalk in the marsh and we expect to get some good looks at sora and Virginia rails. Many early migrant and returning resi-

dent songbirds will have arrived by this date. Other species that can be expected include rails, bitterns, waders, shorebirds, marsh birds, terns, loons, waterfowl, several species of raptors, including eagles and osprey (both of which nests in the area). If time allows, Ann will likely take a look at the nearby and usually productive Roxanna gravel pits as well.

The trip will end sometime in the early afternoon, so pack a lunch and plan accordingly. Caesar Creek SP has plenty of restroom facilities but Spring Valley only offers primitive accommodations. April is always a great time to be out birding, so consider joining Ann for what we expect will be a really great day.

Directions: To get to the McDonalds meeting place from Cincinnati, take I-71 north from its intersection with I-275 for about 11 miles to SR 48 (exit #28, Lebanon). Go north on SR 48 for about 5.5 miles to US 42. Turn right onto US 42 and go north for about 7 miles to Waynesville and the intersection of SR 73. The McDonalds is on the NW corner of this intersection.

Feel free to contact Ann if you have any questions. Visit Spring Valley Wildlife Area <u>here</u>.

Visit Caesar Creek State Park here.

# **Spring Wildflowers, Trees and Shrubs**

Location: Avon Woods Nature Preserve (Cincinnati City Parks property)

Date: Saturday, April 25, 2015

Meet: 10 AM Parking Lot of the Avon Woods Nature Center (See directions below)

Leader: Denis Conover (513) 641-3651

conovedg@hotmail.com

The focus of this field trip will be spring wildflowers and other budding plants in a lovely city park. Come out and join UC professor, and skilled botanist and naturalist, Denis Conover, as he leads us on a mid-morning spring walk along the

wooded trails of the Avon Woods Nature Preserve. Many wildflowers and other plants will be in bloom. Denis, a professional botanist, will point out the tremendous diversity that we are sure to see and also point out the non-native invasive plants that are threatening our native fau-

Denis has been involved in various types of botanical research since 1981 and is a professor in the Department of Biological Sciences at the University of Cincinnati where he teaches botany and biology. He is also a long time environmental advocate and has led many field trips for our Audubon Society and other conservation organizations.

Participants should be prepared for a few hours of walking moderate woodland trails. It should be noted that on this date spring songbird migration will be well underway and Avon Woods, which is a bit of a migrant trap, is a great place to see (and hear) them. Denis has interests in all aspects of natural history and he will be sure to point out the birds and other fauna we are sure to come across. Binoculars are not necessary to see flowers and other plants but are recommended if you want to see the numerous migrant and resident songbirds that will also be present. Restrooms are available at the Nature Center. This trip should run about 2 to 3 hours. If you have any questions feel free to contact Denis.

Directions: Avon Woods Nature Preserve is a City of Cincinnati park located in the Paddock Hills/North Avondale neighborhood of Cincinnati. The address and phone number for the Avon Woods Nature Preserve is 4235 Paddock Rd, Cincinnati, OH, 45229, (513) 861-3435.

To get there from the Norwood Lateral (Rt. 562) take the Paddock Road Exit #1 and go south on Paddock Rd about 9/10 of a mile. You will pass across Tennessee Ave and Egan Hills Dr, a side street, on your right. Look for the Avon Woods sign and turn right into the parks driveway. Follow the long driveway past the golf course to the visitor center at the end

Visit Avon Woods Nature Preserve here.

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# March 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### **March Calendar**

- 07... Program: Amish birding symposium, Adams County
  - ♦... Field trip: Waterfowl,
    Fernald
- 08... Field trip: Waterfowl, ASO
- 10... Program: Cincinnati Zoo CREW, Oxbow
- 16... Program: Rattlesnakes, ASO
- 22... Field trip: Waterfowl migration, Oxbow
- 27... Field trip: Nocturnal vocalizations, ASO
- 28... Field trip: Woodcock walk (also the 14th and 21st), Fernald

# April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

# **April Calendar**

- **04...** Field trip: Full moon hike, <u>Fernald</u>
- 11... Program: Wildlife diversity conference, <u>ODNR</u>
- 12... Field trip: Spring migration, ASO
- 14... Program: Milkweed, Oxbow
- 19... Field trip: Spring migration, Oxbow
- 20... Program: Edge of Appalachia, ASO
- 24... Field trip: Warbler migration and 3-day conference, OOS
- 25... Field trip: Spring flora, ASO

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# January Program Review (Contributed by Chris Moran)

Dan Marsh, director of education at the Cincinnati Zoo, gave a lively and informative talk about "Martha" at the January program meeting. His message was uplifting and upbeat.

There were many reasons that combined to cause the extinction of the passenger pigeon, humanity's unsustainable assault being foremost. From an estimated 4 billion to none within a fifty year span is not an achievement for which to be proud. The great lessons to be learned are humility and education. The crash of this species caused a paradigm shift in attitudes, thinking and behavior. People noticed. The extinction mattered.

Dan went on to stress the positive outcomes which arose from the events surrounding the loss of this species. Conservation efforts became prominent and were directed toward the protection of birds and other wildlife and their habitat. The Migratory Bird Treaty Act of 1918 (MBTA) for the protection of migratory birds, the Bald Eagle Protection Act of 1940, the Endangered Species Act of 1973, the EPA (the Environmental Protection Agency) proposed by President Richard Nixon began operation in December 1970 are among the more well-known conservation laws that were enacted.

From those conservation initiatives the decline toward extinction of bison, deer, and turkey was halted. These and other creatures are better protected along with their natural habitats, flyways and green corridors than in the past. Many large corporations are stepping up to the challenge of supporting wildlife through contributions and grants, such as the recent Audubon-Toyota joint grant to ASO to make the Mill Creek more avian friendly.

There is more to be done through our efforts as individuals and through the work of Audubon.

# Is the Environment a Moral Cause?

According to a recent poll, a large majority of Americans, and roughly half of Republicans, say they support governmental action to address global warming. The poll, conducted by The New York Times, Stanford and the research organization Resources for the Future, stands in stark contrast to the vast partisan gulf in political efforts to address climate change. How could it be that so many Republicans view global warming as a problem, but so few on the right are pressuring the government to take action to address it?

A paper that Matthew Feinberg, a psychologist at the University of Toronto, and I published in the journal Psychological Science in 2013 suggests one answer to this puzzle: While the number of Republicans who say global warming is a serious problem has reached high levels, there remains a very large gap in moral engagement with the issue. We found that conservatives were less likely than liberals to describe pro-environmental efforts in moral terms, or to pass moral judgment on someone who behaved in an environmentally unfriendly way, for example by not recycling. Where liberals view environmental issues as matters of right and wrong, conservatives generally do not.

But why does this moral gap matter if most people now believe that global warming is a real threat? Other research has shown that people are generally reluctant to undertake costly political actions, even for a cause they think will be beneficial. After all, there are so many worthy causes competing for our time,

effort and resources, and we can't contribute to every one.

People think quite differently, however, when they are morally engaged with an issue. In such cases people are more likely to eschew a sober cost-benefit analysis, opting instead to take action because it is the right thing to do. Put simply, we're more likely to contribute to a cause when we feel ethically compelled to.

Still, why do liberals moralize environmental issues, while conservatives do not? The answer is complex, owing in part to the specific history of the American environmental movement. A quick review of that history reveals that, while the environment has been politically polarizing since the 1960s, there is nothing inevitably liberal about environmental concern. After all, it was a Republican president, Richard M. Nixon, who founded the Environmental Protection Agency in 1970.

Our research points to a different factor in the moralization gap: the terms in which these issues are commonly discussed in the media. We enlisted a team of research assistants to code the moral content of 51 environmental public service announcements and 402 opinion articles appearing in major American newspapers. The arguments found in these messages most often discussed environmental issues like climate change in terms of the need to protect people and ecosystems from harm and destruction. Protection from harm is a moral concern

that, past research finds, resonates significantly more with American liberals than conservatives. By contrast, moral concerns more unique to conservatives like patriotism, respect for authority, sanctity or purity rarely appeared in the environmental appeals we studied.

Continue reading the main story Continue reading the main story

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It is unclear if moral rhetoric around the environment takes the form it does because it's an intuitive fit (even the relatively conservative Mr. Nixon called it the Environmental Protection Agency), or because it is liberals who most often fashion environmental appeals. Regardless, we should not be surprised to find underlying moral polarization on issues discussed primarily in liberal moral terms.

But this research also suggests an intriguing possibility: that pro-environmental messages specifically targeting conservative values could close the moral gap and persuade conservatives to join the environmental cause.

To assess this, we conducted a final study in which we constructed a proenvironmental message based in moral purity. This message emphasized the need to protect natural habitats from "desecration" so that our children can experience the "uncontaminated purity and value of nature." We presented one

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# Board of Trustees Elections (Contributed by Ned Keller)

We will hold our annual election of the trustees of our chapter at our monthly members meeting, on April 20. Following the procedures that we adopted with the amendments to our bylaws last October, board members will be elected for three-year terms. Because this is a new procedure, at the April meeting the board will be split into three groups, with one third of the trustees being elected for one, two and three years respectively.

The bylaws provide that the current board should nominate candidates. For one-year

terms, we have nominated Harris Abramson, Joe Kappa, Paul Krusling, and Jay Stenger. For two-year terms, we have nominated Richard Amable, Ned Keller, Rick Lisi, and John Stewart. And for three-year terms, we have nominated Penny Borgman, Brian Keene, and Chris Moran. In case you were wondering, we selected the nominees for the three groups by placing them into alphabetical order, then going down the list.

The procedure for electing trustees is spelled out in our bylaws. A copy is

available on our website, linked from our home page.

# Book Review: The Sixth Extinction

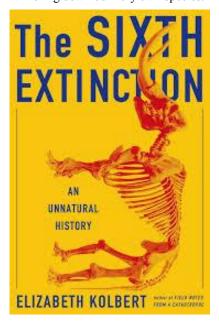
The Sixth Extinction by Elizabeth Kolbert is a sobering account of the impact of Homo sapiens on Earth's biomes. Along the way many of the natural forces that led to earlier extinctions are discussed but the bottom line is ever since humans have inhabited this planet the collateral damage caused by our species has been devastating. It would appear everywhere we've migrated extinction has followed, from the megafauna since the last ice age to the little brown bat today. By introducing an exotic fungus to this continent we have destroyed more than 6 million bats. By introducing another fungus to this hemisphere we have put amphibians on a path to extinction. And by altering the composition of the atmosphere we have put corals on the path to extinction due to ocean acidification.

The author travels to various extinction hot spots and geologic formations to both document the current loss of flora and fauna and to reinforce the scientific consensus regarding the nature of past extinction events. The record is clear—there have been catastrophic events over the course of the last 500 million years that have drastically reduced the number of living organisms on this planet through the agency of volcanism and extraterrestrial bodies (bolides). But the current global decline of biodiversity is purely due to one organism's impact on the welfare of all others. It is estimated one species per hour is lost to anthropogenic impacts. We are semi-officially (vote occurs next year) in the geologic epoch of the Anthropocene. This is defined as the span of time dominated and shaped by Homo sapiens.

The last time atmospheric levels of carbon dioxide reached levels we are on a path to was about 50 million years ago when inland seas landed crocodiles in what is now England and palm trees grew in the Antarctic.

One striking outcome and irony of this wholesale destruction of the earth's bi-

omes is *Homo sapiens* themselves will be a casualty. A self-inflicted wound that will bring down our very own species.



# Environment (Continued from Page 6)

group of self-identified conservatives with this message, another group with a more conventional message emphasizing the need to protect ecosystems from harm, and a third group with a neutral essay that didn't mention the environment. The conservatives presented with the purity message reported significantly greater support for pro-environmental legislation than the other two groups — indeed, they were as supportive as a group of liberals we also surveyed. Con-

servatives who read the moral purity message even reported greater belief in global warming, though the message itself didn't mention global warming, only environmental issues in general.

To win over more of the public, environmentalists must look beyond the arguments that they themselves have found convincing. The next wave of moral arguments for environmental reform will need to look very different from the last, if they are to be maximally effective. Such efforts to understand others' moral perspectives might not only bring both sides in line on this important issue, but also foster the sort of sincerity and respect necessary to sustain a large-scale collective effort.

<u>Robb Willer</u> is an associate professor of sociology, psychology and organizational behavior at Stanford.

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# Become a Friend of the Audubon Society of Ohio

Membership form for the Cincinnati Chapter of the National Audubon Society. Enclose a check or money order payable to "ASO."

5 Family - \$25		
State:	Zip:	
	State:	State: Zip:

Mail to: ASO

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