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Wilderness: A Visual Communication for Conservation

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WILDERNESS

A Visual Communication
For Conservation

BOOK ONE

WILDERNESS

A Visual Communication
For Conservation

PRESENTED BY
JOAN MARINELLI

Candidate for the
Master of Fine Arts
in the College of
Fine and Applied Arts
of the Rochester
Institute of Technology

August 9, 1963

ADVISOR
MR. H. J. BARSCHTEL

TO MY ADVISOR,

Prof. H. J. Barschel,
for the giving of his
wisdom, wit and
understanding.

7/27/66

ii

80342

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WILDERNESS

A Visual Communication
For Conservation

INTRODUCTION

Thesis Proposal

Prologue

A Brief History of
Conservation

THE THESIS PROPOSAL

Purpose of the Thesis:

The purpose of this thesis is to investigate and design an effective visual communication which will emphasize to public the necessity of preserving our country's wilderness areas.

Scope of Thesis:

Written and visual materials will be obtained from national, state and private groups concerned with the use and preservation of our natural lands. With the use of this material, six meaningful visual communications, within the area of graphic design, will be developed.

Procedures:

Presently used posters, brochures, stamps and other materials will be studied to aid in planning an effective visual presentation. Sketches will be done in natural areas.

After research and questioning indicate the kinds of visual communications used most effectively with the public, I will complete six varying presentations, which could be used to further this important wilderness preservation message.

PROLOGUE

My grandfather was carpenter by trade, and an outdoorsman by choice. Although the problem of how to spend leisure time in my grandfather's day was not a great one, he took the time to build a little fishing cabin on the bay of an Adirondack lake. He loved every part of the outdoors. He loved most of all the great whispering pines that edged the bay and its marsh. He was very frugal in clearing the site of his cabin, to the point of cutting a notch in the eave of the roof to permit one small tree to remain standing. The cabin and the tree remain so today.

Across the bay from the cabin stretched a long, niney point known to those who lived on the lake as "Turtle Hill". In the spring of the year, the turtles would come in and lay their eggs on the steep sandy beach of the point. Back deep in the woods of the point sat one lone cottage. You could barely see the glow of the kerosene lamps through the windows at night.

The marsh at the edge of the water prevented further human population, but maintained a metropolis of wildlife. Water-lilies and pickerelweed made a home for rock bass and dragon-flies. Just beneath the surface of the water lurked ancient logs. There lived the turtles. The frogs were everywhere.

At night we heard the whip-poor-wills and the loons. The mist would rise up from the lake to sharpen the scent of the pine, and I would fall asleep listening to the fish-stories of the grown-ups. Their talk was punctuated by the scurryings of chipmunks and falling pine cones on the roof over my bed.

Summer is a magic time when you are a child, and my summers at the lake are times that are vivid in my memory. My duties were to get the water from the asthmatic old hand pump, and gather kindling for the woodstove. The most fun of all was being allowed to climb down the ladder of the outside cold cellar and bring up the eggs, milk, or butter that my mother needed for supper.

I had a tiny rowboat, named the "Cockle-shell". With my boat, I explored the bay. I could pole up the inlet for a remarkably long way, all the time listening to the strange rustlings in the reeds.

These are the things I remember. Our lake is much different now. The sounds of the motor-boat and the chain-saw are constant daytime companions. Our primitive plumbing has been replaced. We have kept our woodstove, but we have added the clock-radio.

Our bay has changed. I am glad that my grandfather did not see the day that the bulldozer came to Turtle Hill. Where once there were trees, there are now cottages and power boats. In front of one of the cottages stands a row of seedling pines.

A BRIEF HISTORY OF CONSERVATION

The word "wilderness" means many things to many people. Wilderness could be one of the great forests in the northwestern part of our country. Wilderness could be a natural wooded area next to your own back yard. At one time the entire area of what is now the United States was a complete wilderness. In the scant time of a little more than three-hundred years, that wilderness has been changed into one of the richest countries in the world.

The wealth of a country can be measured by its natural resources, and resources are what built America so rapidly. To early settlers, there seemed to be no end to timber, water and game. With a living based primarily on an agrarian economy the forests, in many cases, were an impediment to farming, a barrier to further travel and a hiding place for Indians.

As the country grew, so grew the lumbering industry. Wood was used for building homes, ships and furniture. Wood was used for fuel. Loggers cleared the land,

and people moved west. Stump farmers settled in the denuded wood lots. The plow followed the axe. Forest fires destroyed almost as much timber as the loggers cut.

In 1831, Congress passed a timber trespass law to protect naval timber reserves, which included all public lands.

The opening of the West was accomplished at a quickening pace. The railroad was rapidly traversing the country, spreading out spurs as it went. The buffalo were being slaughtered at a wholesale rate to aid in subduing the Indian. The cattlemen took over the grazing lands after the diminishing buffalo herds. Someone found gold in California.

Yellowstone National Park was established in 1872.

The United States Forest Service was established in 1905, during the presidency of Theodore Roosevelt. President Roosevelt was also instrumental in naming large areas of public land as national forests.

A prevailing attitude by many towards land management was, if this land does not produce, or if its worn out....move on, there's more ahead. Overgrazing by cattle on plains and would-be forest areas, coupled with drought conditions in the arid west, brought about the "dust-bowl" conditions of the early nineteen-thirties and taught a bitter lesson on the need for improved land practices.

In 1933 the Civilian Conservation Corps planted a few million trees.

In 1946 the Bureau of Land Management was formed to administer to federally owned public lands.

The history of state and other publicly owned lands would run a close parallel to that of Federal property, varying with the attitude of its administrators.

Today we have learned about contour plowing and planting to prevent soil erosion. Agriculture has become, in some cases, a big and efficient business. However, we go on polluting our air and our rivers. We exploit and litter our land.

Many people are vitally concerned about the conservation of our nation's resources. The great number of governmental, public and private groups working for improved practices attests to this.

A positive public attitude is needed towards conservation. A way is pointed out in this paragraph by Ernest Swift of the National Wildlife Federation.

"If there is any solution to this involved subject, that solution is in the field of education, and it commences with the child. Educators hold the destiny of this nation in the hollow of their hands. Not only to teach a basic appreciation of resources but all other values to which we subscribe." ¹

I would like to think of education in its broadest sense. Surely what a person is and the habits he practices, will reflect those things learned from much more than his formal education. A man's attitude is formed, directly and indirectly, by all people and things around him.

1. Ernest Swift, "Attitude", By Which We Live, Washington, D.C.: National Wildlife Federation, 1957, pg. 38

WILDERNESS

A Visual Communication
For Conservation

EXPOSITION

Investigations

Decisions

Procedures

Presentations

INVESTIGATIONS

OND



THIS WE BELIEVE



**STATEMENT OF
CONSERVATION POLICY**

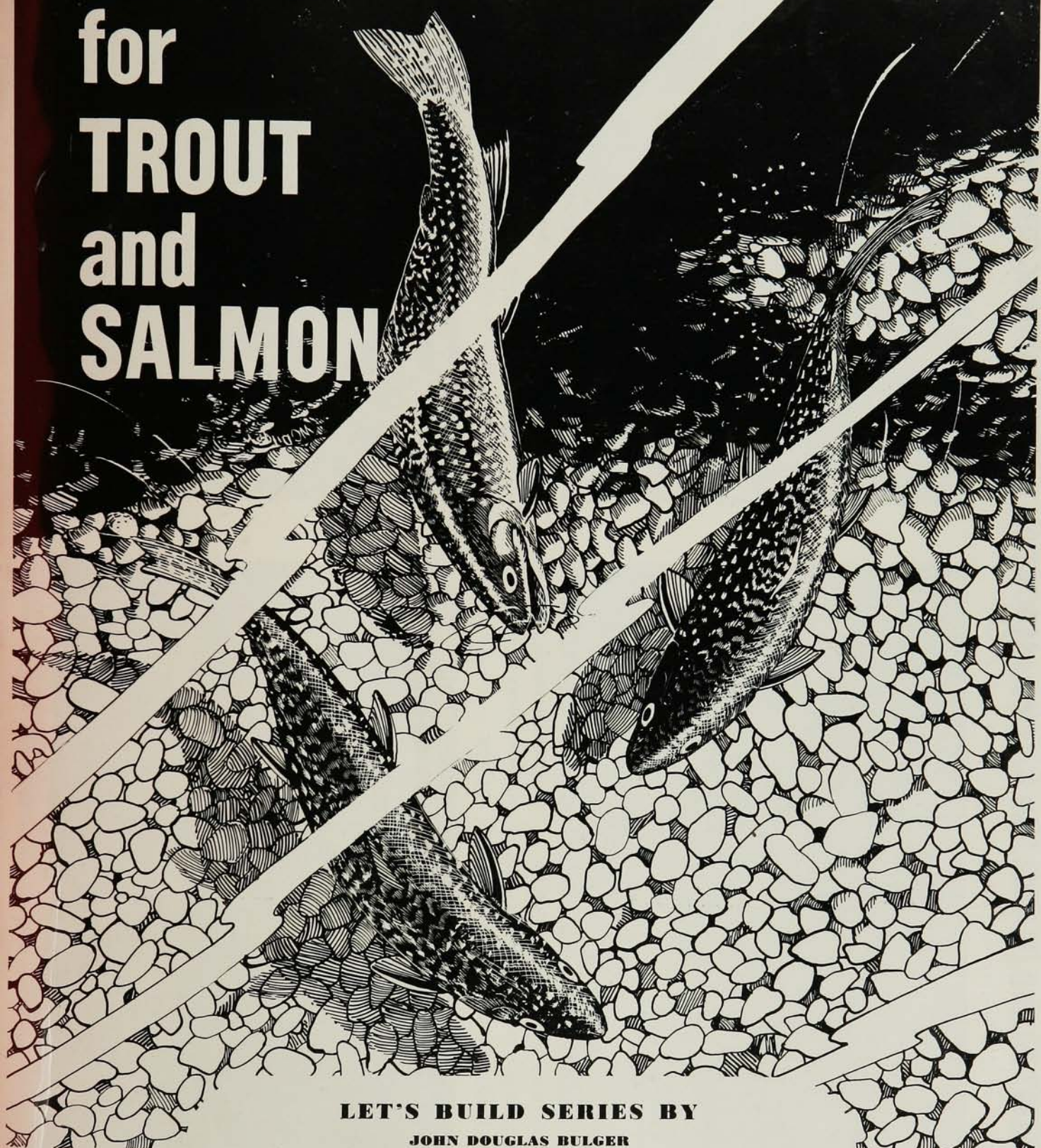


NATIONAL WILDLIFE FEDERATION

1412 16th STREET, N.W.

WASHINGTON 6, D. C.

SPAWNING BEDS for TROUT and SALMON



**LET'S BUILD SERIES BY
JOHN DOUGLAS BULGER**

NATIONAL WILDLIFE FEDERATION

STATEMENT OF CONSERVATION POLICY OF THE NATIONAL WILDLIFE FEDERATION

OBJECTIVES

The Conservation Policy of the National Wildlife Federation has these objectives:

To create and encourage an awareness among the people of this Nation of the need for wise use and proper management of those resources of the earth upon which the lives and welfare of men depend; the soils, the waters, the forests, the minerals, the plantlife, and the wildlife.

TO REACH THESE OBJECTIVES THE FOLLOWING POLICIES ARE ADOPTED:

CONSERVATION EDUCATION

As an instrument of democracy in a free society, the NATIONAL WILDLIFE FEDERATION is organized to stimulate a proper public attitude and appreciation regarding the wise use and management of all natural resources. If the United States of America is to maintain a position of world leadership and survive, its citizens must be competent to appraise the values and importance of all resources, and learn to husband and wisely manage them in perpetuity. Conservation Education therefore is recognized by the NATIONAL WILDLIFE FEDERATION as the principal tool to reach these objectives.

It is the policy of the FEDERATION to promote improved educational methods, to encourage the training of teachers in conservation, and to provide useful educational materials for schools, youth groups and adult organizations for the enlightened advancement and understanding of resource management.

COOPERATION

The FEDERATION recognizes the interdependence and relationship of all elements, organic and inorganic, in developing a balanced civilization. Further, our structure of government, our social philosophies, and the husbandry of our natural resources are one and inseparable, since all are factors basic to the perpetuity of an enlightened civilization. For these reasons the FEDERATION allies itself with all other agencies and organizations, public or private, that concern themselves with the sound management and wise use of the land and its products. For these same reasons the FEDERATION makes available to every individual free for the asking, a number of educational and informative abstracts, articles, pamphlets and books on the conservation and wise use of resources.

We recognize that the depletion of the natural resources of another nation or another continent will adversely affect the welfare of the United States by placing an added drain on this nation's resources. For that reason the FEDERATION pledges to cooperate with agencies and organizations of other nations toward the common objective of mutual survival.

PARTISAN INFLUENCE IN THE MANAGEMENT OF RESOURCES

An intelligent appreciation of resource management includes not only an understanding of plants, animals, soils and water, and their interrelationships, but an accurate appraisal of industry, standards of living, education, markets, courts, and the democratic processes of free enterprise. It is the firm conviction of the NATIONAL WILDLIFE FEDERATION that the management of the nation's resources should neither be directed nor influenced on the basis of partisan politics or special user interests which conflict with over-all public benefits; and it follows that agencies charged with the administration of resources cannot perform their responsibilities with the highest degree of honesty and in the best interests of the people when subjected to and hampered by partisan considerations.

Therefore the FEDERATION will encourage public recognition of:

1. The selection of individuals to policy-making boards and commissions, and officials who are legally protected from political pressures and free to discharge their duties without partisan considerations;
2. The selection of policy-making groups at the state level whose members serve for overlapping terms and who are selected on the basis of their ability to carry out the long-range continuity so vital to conservation programs that may take decades to accomplish; and who possess the proper qualifications to recognize the necessity of planning the best possible long-range programs designed to use wisely America's natural resources;
3. The selection of qualified personnel in all state and federal agencies on a non-partisan basis;
4. The continuous upgrading of personnel standards in state and federal conservation agencies commensurate with the duties of office.

EFFICIENCY IN GOVERNMENT

Efficiency and economy in government are essential parts of conservation, just as is elimination of unnecessary waste everywhere. In recognition of the principle that all natural resources are related in management and use, the FEDERATION will strive to bring about a better public understanding of a need for the coordination of all con-

servation agencies and programs, and for the elimination of over-lapping in functions and of unnecessary agencies or personnel.

RESOURCE CONSERVATION

Multiple Use

To meet mounting demands of an expanding human population, the NATIONAL WILDLIFE FEDERATION believes the nation must adopt and apply the multiple use principle to the management of all natural resources. In this respect, "multiple use" means the harmonious and coordinated utilization of resources in the combination of purposes best suited to meet the needs of the American people, and not necessarily all purposes or those giving the greatest monetary return or unit output. These values, therefore, should be adequately provided for by governmental agencies in planning and development at federal, state, and local levels. If necessary to meet these requirements in the public interest, resources should be acquired from private ownership; however, landowners should be encouraged to continue to provide for wildlife on their properties in all ways compatible with other requirements. When these values and commercial demands come in conflict on public lands, the issue should be resolved in favor of esthetic and recreational uses needed to meet the public demand. On such areas broad multiple use is not the best use. The adoption and application of the multiple use principle demands balanced conservation planning for the future.

Wildlife

The FEDERATION recognizes the esthetic and recreational values of wildlife as highly important to the public welfare. Where these values and commercial demands come in conflict, the issue is to be resolved in favor of the esthetic and recreational uses.

In the management of wildlife the FEDERATION strives by educational means to protect and enhance the esthetic values, including the quality of wildness in game and, in man, the attitudes of sportsmanship. These qualities, we believe, add to the recreational benefits accruing to man in the utilization of wildlife crops.

Wildlife Research

The NATIONAL WILDLIFE FEDERATION vigorously endorses and encourages scientific research to increase knowledge and understanding of all natural resources, and especially research and management techniques for the enhancement and preservation of wildlife.

Water Resources

The FEDERATION believes it is basic for the public to understand that projects and programs for the prevention of floods should begin on the up-

lands and in the headwaters of streams where the floods commence. We endorse the rapid application and extension of an adequate watershed protection and management program.

The FEDERATION believes that wildlife and recreational uses should receive consideration proportional to other resource values in the multiple use planning and execution of river development projects and watershed programs. We endorse the necessary decisions and administrative policies to guarantee the adequate consideration of, and constructive multiple use planning for, wildlife and recreational values in connection with all water impoundment and water diversion projects.

We urge greater research to ascertain the extent, the sources and the factors affecting underground water supplies and shall attempt to inform the people promptly of the necessity of protecting and conserving such supplies in the public interest. We also urge additional research on possibilities of increasing availability of usable water supplies through such techniques as saline water conversion, evaporation control, weather modification, etc.

In the development and revision of state and federal water-rights policies, the FEDERATION will, through the educational process, insist upon recognition of recreation, including fish and wildlife management, as a beneficial use of water.

Coordination of River Basin Development

The FEDERATION believes that the primary responsibility for the multiple use planning of river basin development should not rest with the construction agencies whose engineers lack educational training and experience in the appraisal and management of biological resources. The first Hoover Commission recommended creation of an independent "Board of Analysis" to pass on projects proposed by the Corps of Engineers, Bureau of Reclamation and other federal agencies concerned with water development. The FEDERATION favors such a Board or some other effective administrative device, with competent powers to secure adequate consideration of all resource values and truly coordinated planning and execution of river basin programs.

Natural Stream Values

Certain streams are uniquely rich in scenery, productive of wildlife and valuable for human recreation and esthetic enjoyment. In such streams the natural values outweigh in social importance the artificial values and the products to be attained through engineering structures. The NATIONAL WILDLIFE FEDERATION, therefore, asserts and promulgates the optimum use principle that such streams should be so classified and not be altered by dams or diversions, but must be preserved in a natural state.

Water Pollution Control

The FEDERATION asserts the principle that the producer of contaminating wastes, whether citizen, industry or municipality, has a social responsibility and moral obligation voluntarily to prevent the pollution of public waters. Users of public waters have the responsibility for returning them as clean as when they were taken. At the same time we recognize that regulations and enforcement are necessary to restore and to preserve clean waters. In recognition of growing water shortages and of the seriousness of the pollution menace to the public health and welfare, the FEDERATION declares the following policies and objectives in water pollution control:

1. Sound and effective pollution control programs in every state.
2. Adequate federal authority to clean up pollution in cases where the state, interstate or private agencies cannot or will not do the job.
3. Adequate sewage treatment facilities in every community; adequate waste prevention or waste treatment by every industry; application of land and water management techniques to curtail siltation and eliminate pollution of surface and subsurface water supplies by dangerous agricultural chemicals, or radioactive wastes or debris.
4. Adequate research by public agencies and private organizations aimed at improving the efficiency of sewage treatment and at solving difficult problems of industrial waste control.

Waterfowl Areas

The future destiny of waterfowl on the North American continent is dependent wholly on wetlands. Much waterfowl habitat has been destroyed by drainage, pollution, stream diversion and other water manipulation until the waterfowl population is but a remnant of the former multitudes. The FEDERATION opposes subsidies financed by tax revenues and will continue to deplore all such factors that tend to encourage the destruction of valuable wetlands. A carefully-planned, well-financed land acquisition program should be vigorously pursued by crusading, determined agencies, public and private, to restore and conserve for posterity the esthetic and recreational heritage of this once vast and abundant resource.

The Public Lands

The FEDERATION recognizes the latent wealth in the forest and grazing lands, the minerals, the waters, and the agricultural and recreational potential of the public lands. These vast resources, we believe, should be managed on a multiple use basis and held in trust for the benefit of all the people.

1. We believe that watershed protection should be a primary objective in the multiple use management of all public lands.

2. In the administration of the National Forests – and except in designated areas where wilderness, recreational, scientific and esthetic values are recognized as the highest public benefit—we believe that multiple-use management based on a sustained yield of the renewable resources is good conservation and entirely consistent with, and often beneficial to, wildlife and recreational values.

3. On the remaining 477 million acres of public lands exclusive of the National Forests, units of the National Park System and Wildlife Refuges, located primarily in eleven Western states and Alaska, we support the most efficient administration of programs designed to protect watersheds, prevent erosion, restore depleted grazing lands, and to develop a long-range multiple use program with due consideration for both economic and recreational interests.

4. We further recommend there be a continuing and unbroken program of research to strengthen and fortify the administration and management of all public lands. This research should be coupled with systematic educational efforts aimed at acquainting all citizens with public land values and problems.

Private Land

It is the desire of the FEDERATION to educate the public to a better understanding of the economics of private enterprise and its impact on the natural resources of this country. The FEDERATION recognizes that the highest production of wood products—where this is the primary objective—may be achieved on lands properly managed on a sustained yield basis by private enterprise. The FEDERATION further recognizes that the living standards of this nation will be conditioned by the land management practices of various agricultural interests of the nation; that the water resources of this continent are dependent on the proper management of all lands; and that private land tenure implies a custodial responsibility of all resource values for present as well as future generations.

Because much of the recreational opportunity in the United States today is on private property, it is the desire of the FEDERATION to develop a proper public attitude and sense of responsibility toward the use of private lands. Only through mutual and intelligent understanding between the public desiring to use private land for recreation and the owners and occupants of such land will this goal be accomplished.

We support the research and educational programs, public and private, that tend to develop a fundamental understanding of the ecological relationships necessary to the management of land and all its products.



NATIONAL WILDLIFE FEDERATION

1412 SIXTEENTH ST. N. W.
WASHINGTON 6, D. C.



*ask me
another!*



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EXPOSITION SECTION

To best understand the contemporary meaning of conservation, in order to design a meaningful visual presentation for it, I first had to communicate with those concerned with it. To ask for information, I wrote letters to national, state and private groups concerned with conservation. The form I used is shown on the following page.

Answers seemed slow in arriving. In due time a very large amount of printed and illustrative material arrived from the National Wildlife Federation. Much credit here should be given to Mr. Spencer M. Smith, Jr., secretary to the Citizens Committee on Natural Resources, whose letter follows. His interest aided in obtaining such a bountiful response.

December 12, 1962

Citizens Committee on Natural Resources
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Sirs:

I am engaged in graduate study at Rochester Institute of Technology, School of Art and Design. I have chosen for my Thesis, a project on conservation, specifically concerned with natural areas.

I would appreciate any materials that you might send me, such as pamphlets, posters, stamps, seals or other illustrative materials.

It would also interest me greatly to know some of the methods and medias which you feel most effectively make the public aware of the great importance of conservation and the future of natural lands.

Sincerely yours,

Joan Marinelli (Mrs.)

CITIZENS COMMITTEE ON NATURAL RESOURCES

1346 Connecticut Ave., N.W.
710 Dupont Circle Building
Washington 6, D. C.
387-1261 & 1262

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December 17, 1962

Mrs. Joan Marinelli

Dear Mrs. Marinelli:

Thank you for your letter of December 12th, inquiring of us as to any material that might be useful in your project, and further asking how the public can be made aware of the importance of conservation.

We are primarily a legislative action group and do not maintain any inventory on any of the materials that might be helpful to you. As a result, I am taking the liberty of forwarding your letter to Mr. Louis Clapper, Director of the Conservation Education Department of the National Wildlife Federation here in Washington, who I am sure will be able to make a number of materials available to you.

Perhaps many of us should have a better answer to the problem of how to create a public awareness of the importance of conservation, but I must confess that any and all media is used by most organizations in this field. Our own effort is primarily that of bringing the attention of the people to legislation before the Congress. We have run the gamut of techniques and procedures to effect this kind of education and while we never achieve all to which we aspire, we have been blessed with some rather important successes in the eight years of our operation.

I am sorry we cannot be more definitive in responding to your second inquiry, but the techniques and methods are so many and the problem so large, it is difficult to know precisely which means to choose to solve which specific situation.

Thank you again for your inquiry.

Yours very truly,

SMS:seg

Spencer M. Smith, Jr.
Secretary

cc: Mr. Louis Clapper

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An Illustrated Quarterly

9 February 1963

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Mrs. ~~John~~ Marinelli

Dear Mrs. Marinelli:

As far as I am aware, our organization does not have any material concerning Conservation, specifically of natural areas. The individual members are, of course, interested in conservation, but the organization as a whole does not sponsor any sort of conservation program.

Since we have no conservation program, we also have no experience with effective methods and media of making people aware of the great importance of the conservation of our natural lands.

I enclose an article from a recent issue of AIBS bulletin which you might not have seen.

Sincerely,

Richard L. Hauke, Treas.

Mr. Frederick D. Regetz, the Urban Renewal Planner for Washington, D.C., sent information from the Urban Renewal Administration on preserving urban open space.

Points emphasized were these:

"Desirable open space in and near urban areas is fast diminishing while at the same time the urban population and the demand for open space are fast increasing.

There is an urgent need for States, metropolitan areas, and municipalities to develop and carry out comprehensive programs for preserving open space for recreation, conservation, and shaping development.

An understanding of the effect of urban growth upon our natural resources is a vital prerequisite to an adequate open space program." 2

Mr. Regetz also pointed out that those who live in urban areas need natural areas within their reach. An urban development should not pollute or destroy natural resources. Enough natural land should be put aside to meet the needs of future generations.

Some groups were small and had no printed materials or information to send.

2. Ann Louise Strong, Preserving Urban Open Space, Washington, D.C., Urban Renewal Administration February 1963. pp. 32-33

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LOCUST 2-4340
226 POWERS BUILDING
ROCHESTER 14, NEW YORK

WILLIAM G. STAUDENMAIER
COUNSEL

March 29, 1963

Mrs. Joseph Marinelli

Dear Mrs. Marinelli: Re: Conservation

I am in receipt of your letter of March 26, 1963.

I would be very happy to discuss the above subject
with you at your convenience.

Please feel free to call me, if you so desire.

Very truly yours,

KEENAN, CARROLL, HARRIS
CREARY & BECK

Wayne M. Harris

WMH:nam

Democrat and Chronicle

ROCHESTER, N. Y., TUESDAY, JULY 23, 1963

No Sampling of River **Pollution Battle Murky**

By JOHN VAN BUREN

The estimated \$40 million that has been spent on abating pollution in the lower Genesee River may or may not be helping. No one really knows.

This curious state of affairs arises from the fact that there has been no routine sampling of the stream to gauge the effect of the program.

Both local and state health engineers yesterday confirmed the absence of any regular monitoring, leaving them without any "hard evidence" to go by.

Wayne M. Harris, chairman of the Monroe County Conservation Council's committee on water pollution, termed the situation "ridiculous."

"It is inconceivable," Harris said, "that a program of such magnitude should be carried out without a reliable means of checking on the results."

Harris, who led a campaign six years ago to raise standards of water purity for the lower Genesee, said the abatement program is undoubtedly improving conditions

but public officials "ought to be able to tell us specifically what has been accomplished."

Efforts to find out what the program has achieved in the last five years were fruitless yesterday. Milton Bidwell, chief of environmental sanitation at the Monroe County Health Department, and Andrew J. Fuller, Rochester regional state health engineer, said they couldn't tell because no continuous sampling has been made.

Health engineers occasionally inspect the lower Genesee, according to Fuller, and check, visually, whether there is any prohibited floating or settleable solids. Such inspections, he said, have indicated a reduction in such matter. But he agreed there was no reliable index of abatement progress without a continuous monitoring program in which water samples would be analyzed for purity.

The same situation exists in the Irondequoit Bay

Basin and apparently in other streams throughout the state, where pollution abatement programs also are under way at costs running into the millions.

Questioned about it, Irving Grossman, chief of the water pollution control section of the State Health Department in Albany, said his department last year proposed the expenditure of about \$200,000 to set up an automatic system to monitor waters in the major streams of the state. The program was put in the department's budget, he said, but "it was caught in the governor's austerity program." This program would have put one automatic monitor in the lower Genesee.

Grossman said his department has been getting "some data" on the lower Genesee from the city's Lake Ontario water treatment plant, the Brighton sewer district, and Eastman Kodak Co. He said the data from the water treatment plant indicate there has been no change in the character of lake water, which would mean that the river is not polluting the lake to any harmful extent. "But without any continuous monitoring system we have no hard evidence to go by for the river itself," he said.

The state originally surveyed the lower Genesee — from the Barge Canal to the lake—seven years ago and then established standards and set up a long-range abatement program, to eliminate "gross pollution" in the stream. The city has borne the largest share of the abatement program, spending \$18 million for a reorganization of its sewer and sewage treatment system.

Several industries along the river have spent considerable sums: Kodak put \$1½ millions into a special treatment tank.

The lower river was assigned a special "B" classification by the state, which means that the waters must be safe enough for fish life and swimming.

Yachtsmen, meanwhile, report the waters at the mouth of the river are the "dirtiest" in years. One observer reported seeing a considerable amount of floating matter.

Bidwell said such conditions might be due to low river flow, a result of the summer's drought. Grossman said it might be due to conditions in the upper river or to an unknown sewer in the lower river. Open sewers, which no one ever knew existed, occasionally are found emptying into the lower Genesee, he said.

Continued on Page 2B

Fresh (Ugh) Air Is What We Have

Dr. James H. Sterner, medical director of Eastman Kodak Co., does well to alert the community to one of its most insidious health foes—polluted air.

There is no cause for comfort in what scientists have learned or suspect about the air we breathe. Evidence points to a direct relationship between respiratory ailments and air contamination. In this relatively new field, nobody can enumerate all potential hazards. It therefore makes sense when Dr. Sterner calls for intensive study of this health hazard.

The problem is peculiar in that while it is a national and state problem, it is a painfully local one. In its current progress report the State Air Pollution Control Board brings it down to a personal level, thus: "We pollute the air as individuals. Our activities as citizens, employes of industry and residents of municipalities create air pollution. No segment of the public is alone responsible."

It is our ragweed-infested lot, our automobile, our leaf and trash burning, our burning dumps, the factory we work in that create the problem. The SAPCB has indicated there will be no comprehensive survey covering the Rochester area for several years. In the meantime a study on a local basis should be made. Rochester's smog level last year during a high pressure period was shown in monitoring comparisons to be among the worst in the nation. We may learn that air impurities are even more serious than now suspected.

The state has a loose, overall responsibility in air pollution but the primary responsibility for control belongs at the community level.

Air Pollution Target of County Unit

The Monroe County Conservation Council is pressing the county to do more in the field of air pollution control. Specifically, the council wants air samples analyzed routinely and the results made public at least once a month.

In a letter to Norman H. Selke, chairman of the Board of Supervisors, Wayne M. Harris, chairman of the council's committee on air pollution, said:

"It is our feeling that a program should be adopted by the Monroe County Health Department to have samples taken of our air and the same analyzed to determine the substances that the said air contains.

"We believe it is extremely important that a program be undertaken immediately which would tell our people what is in the air . . . and when and where any detrimental concentrations of any substances takes place. It is our belief that the technical equipment to conduct such a study would cost between \$750 and \$1,000."

Unanimous Approval

Harris went on to say in the letter that the council unanimously adopted a resolution asking Selke and the supervisors to "take such action in the immediate future as is necessary to establish an air sampling unit . . . and that these samples be made available to the public at least once a month." Copies of the letter were sent to Alexander Rihm Jr., executive secretary of the State Air Pollution Control Board, and Dr. Wendell R. Ames, county health director.

Selke said the matter has been referred to Dr. Ames for his opinions as to whether more efforts are needed here in air pollution control.

Questioned, Dr. Ames noted that the County Health Department has been cooperating in studies with the State Health Department's Air Pollution Control Section for several years. He said air samples have been collected periodically from monitoring equipment atop the Fire Bureau in Franklin Street. The air samples are collected by county health personnel and sent to Albany for analysis.

Collecting Information

"We've been collecting a lot of information," in preparation of the state's plan to zone and classify air, just as has been done in water pollution control, Dr. Ames said.

He further pointed out that the installation of automatic monitors, providing detailed air sampling analysis, must be uniform throughout the state. Otherwise, communities would be collecting data differently and a broad picture of its meaning would be impossible.

Studies by the State Air Pollution Control Board have indicated that the amount of particulate matter in the air here is average for Upstate New York urban communities. Particulate matter includes pollen, dusts, molds, ash, chemicals and other substances.

I investigated local conservation problems. The man to talk to was Mr. Wayne Harris, a prominent local attorney and chairman of the Monroe County Conservation Council. This group is made up of interested citizens who donate their own time and professional services for the cause of local conservation. They were instrumental in forcing the issue on the water pollution problem locally and are currently investigating the air pollution situation in our area, which could be one of serious consequences.

Mr. William Dennis, a Brighton, New York science teacher said,

"I teach my students about conservation. I make them become interested by saying that although they may never become conservationists, they should know what is happening in the field. Apathy will cost them money."

I read a book by Rachel Carson called Silent Spring.



DECISIONS

The time arrived to make a definite decision as to what to do. It had become very apparent to me that in the broad area of conservation, air, land, water and their natural inhabitants were of equal importance. Even more important was the attitude of man towards nature.

Much written information on the subject of conservation was available, but I felt that an appealing visual communication could be the medium that would make people become more aware of conservation problems.

I decided to work with posters. Proof of the effectiveness of this media is the example of "Smokey, the Bear". "Smokey" is a symbol used by The United States Forest Service, and is credited with preventing thousands of forest fires and saving millions of dollars in fire losses. "Smokey" means be careful with fire. Take then, for example, the "Litterbug", who serves to remind you not to strew your trash about the countryside. It is unfortunate that a reminder is needed.

I decided to do a series of four posters. The first would encompass land, air, water and their inhabitants. The second, land and the third, water. The fourth would symbolize wildlife, and be designed for use as a television spot.

For my fifth presentation, I would concern myself with air pollution. This would be in the form of a heading for a magazine article, as much is still to be written on that subject.

For my sixth presentation, I would include with land, air, water and wildlife, the child. Today's children make up an important part of our public. The attitudes they learn at home, what is taught to them in school, things observed on television or read in publications in regard to conservation, help to form their adult attitude towards it.

This last presentation would be done in the form of a magazine cover.

PROCEDURES

Sketching was important. Although I intended to drastically simplify my designs, line, space and color of the outdoors were important in doing so. Being outdoors to sketch was necessary to obtain the feeling of nature.

This was a very enjoyable phase of my project.



I started work on the poster for air, land, water and their inhabitants. Before designing with forms, I experimented with torn paper color arrangements to establish spatial relationships.

I had studied books and periodicals on Japanese poster making, and was impressed by their simplicity and use of symbolism.

I wanted to create an image with economy of line, and effectiveness of arrangement.

Colored paper images could be easily arranged, studied and re-arranged. Once a good solution had been reached, the design could easily be transferred to an illustration board for painting.

I would use this procedure in planning all of the presentations.



PROCEDURES FOR PRESENTATION I
AIR . LAND . WATER . WILDLIFE

I experimented with the arrangement of images for my poster concerning air, land, water and wildlife. I wanted to present this concept as a simple, meaningful statement.

Bright natural colors seemed necessary. The image of a bird, in black, did represent a bird, but to symbolize air as I wanted it here, the blues and greens of nature, combined with one branch, carried out an airy, treetop feeling.

The bear seemed appropriate for earth. He is a sturdy, ambling land animal, and quite undomesticated. He is dependant upon his surroundings. A rocky cave and tree bark were suggested as a background.

Blue paper, torn into irregular horizontal strips, presented a feeling of water. Fish were logical inhabitants.

I felt that the images used would be readily recognized. I chose a large condensed gothic type to fit with the design of the poster.



The solution for the first poster follows.

The images of bird, beast and fish are such that a child, in particular, might enjoy them, but the design and message are planned for a more general appeal.

A poster, to be effective, should impress the viewer with a memorable image. A quick, brief, positive statement, combined with clarity of color and form, will create a visual impact.

I have used here colors and objects that people associate with nature. For example;

"as blue as the sky..."
"grassy-green....."
"as free as a bird...."
"like a fish out of water....."
"as brown as a bear..."
"as solid as a rock..."

These familiar phrases would indicate how these colors and objects could communicate to the public in a visual manner.

PRESENTATION
I

AIR
LAND
WATER
WILDLIFE



air



land



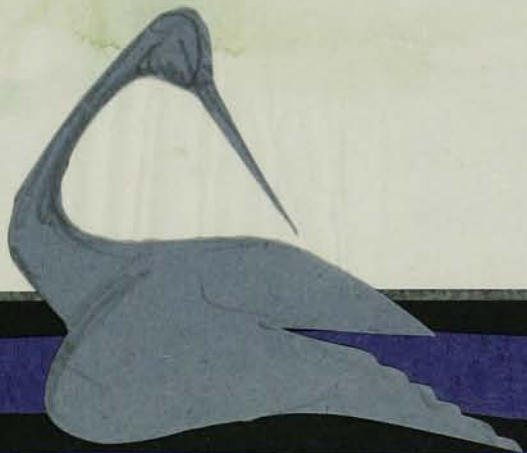
water



your *Natural* heritage

PROCEDURES
FOR
PRESENTATION
II

LAND



Tentative layout for land roster.

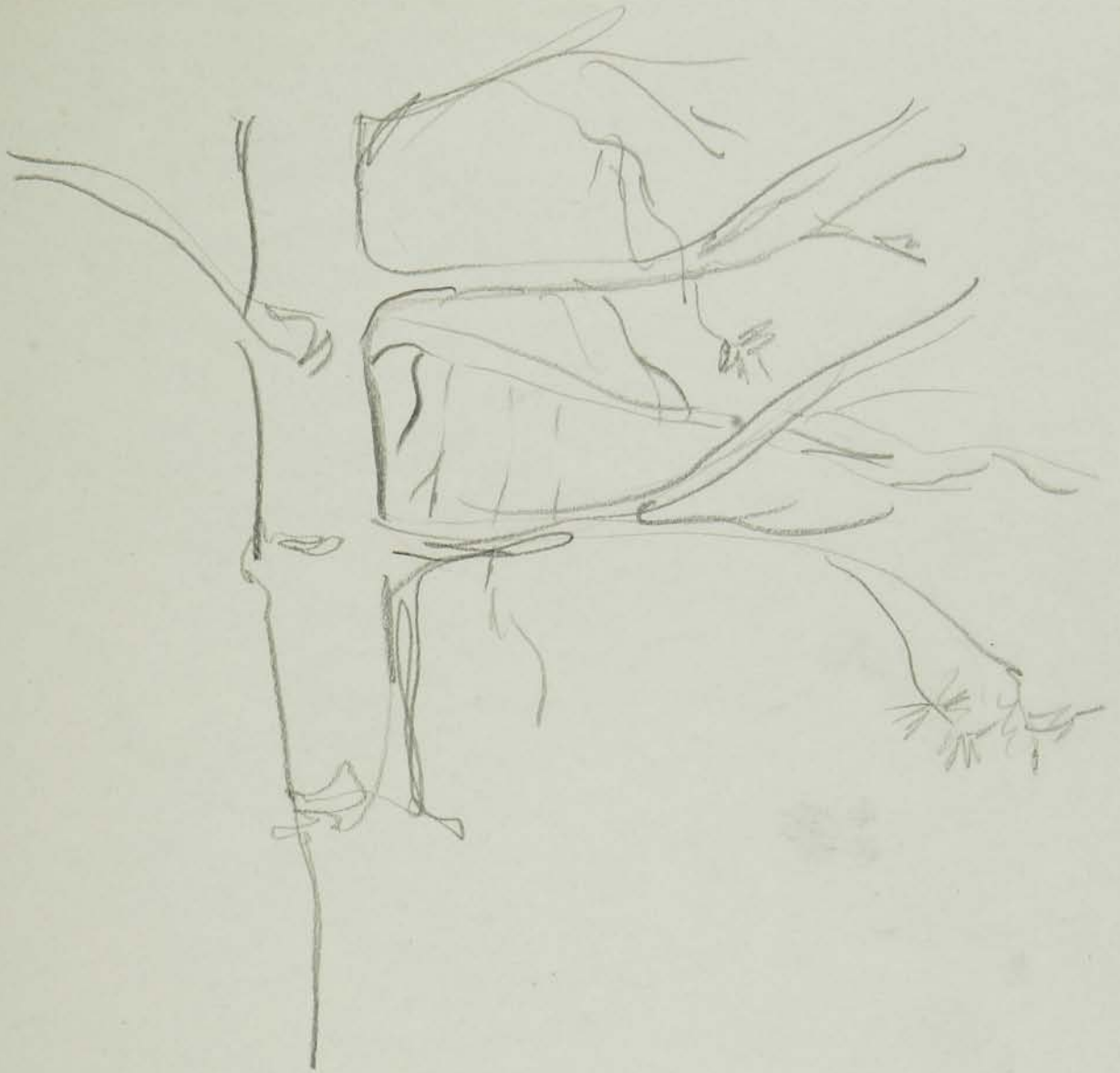


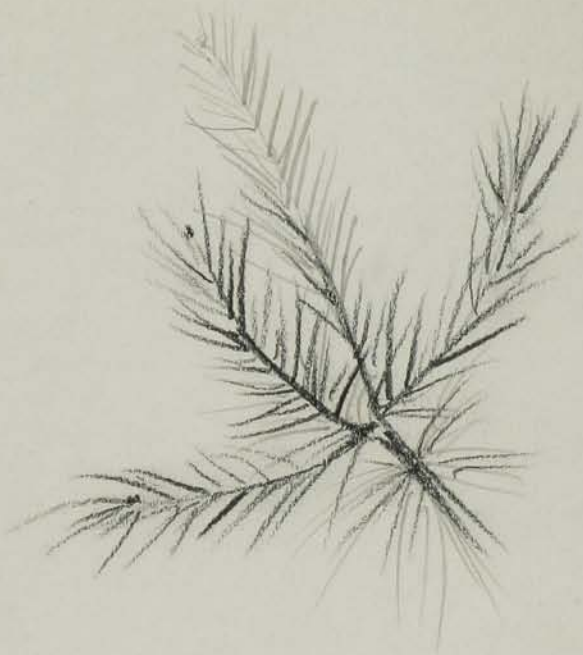
The poster for land was an enjoyable task.

In a very elementary statement, an upright, green triangle, with a short, perpendicular line extending from the center of its base, creates an image of TREE. My intention in using the tree, in this case, is to symbolize many trees. Placed behind the tree, the blue curving line says "mountains". Without the tree it would not convey this meaning.

The elemental colors have an appeal. One small six-year old said, "My favorite thing is the red bird in the tree." This was a minute detail in the arrangement, but he will remember this poster.

My sketches helped me with branch and water detail.





PRESENTATION
II

LAND



