

Public Education Prevents Orca Obliteration

Dear Maia Bellon the Washington State Department of Ecology Director (State Level),

① Peter Ross, a research scientist at the Canadian government's Institute of Ocean Sciences, states the Puget Sound habitat is a "hot spot for PCBs" and "other contaminants" for orcas ("Salmon in Near-shore Pacific Contaminating Killer Whales"). A staggering average of 140,000 pounds of ② toxic chemicals enters the Puget Sound daily where 75 percent of the chemicals come from storm water runoff ("Control of Toxic Chemicals in Puget Sound | Department of Ecology."). How can we humans halt this unrighteous pollution of our killer whales? (Not only orcas are being polluted, but ③ humans shall consume toxins and toxins shall eventually consume humans if we do not act). Orcas ④ are becoming an increasingly endangered species in the Puget Sound due to a process called biomagnification which results in high levels of contaminants accumulating at the top of the food chain, in this case, in orcas. Orcas' impending extinction can be prevented through the increase in public education of the detrimental effects of storm water runoff pollution resulting in healthy environmental behaviors in citizens that benefit the well-being of the Puget Sound ecosystem. Some effective public education strategies have already been implemented. In 2012 a survey of Puget ⑤ Sound residents found 96 percent of respondents never flush chemicals like paint thinners due to past education campaigns ("Effectiveness of Public Education and Outreach Programs for Reducing Impacts of Stormwater on Rivers and Streams."). If public education has worked before with ⑥ reducing pollution, it can work again in saving orcas. A state-wide increase of public education of citizens' ability to stop storm water runoff contamination that seeps into the waters and hearts of the ⑦ poor, faultless orcas can work. It will work. It does work. ⑧ Public education about environmental issues has proved to be effective with the Columbia Riverkeeper group using "public education...to protect priority habitats in the Columbia River....from shortsighted development proposals" ("Our Story."). Popular sovereignty is a powerful tactic to save a species. The public would become aware ⑨ of the storm water run-off they are contributing the orcas' downfall. When outraged—as the public would be if they knew more about the unrighteous decline of charismatic orca whales—the WILL of ⑩ the PEOPLE always WINS. Greedy companies can be stopped from establishing polluting businesses when the public is educated too, as seen with the Columbia Riverkeeper. Similar to the Constitution ⑪ principle of independent judiciary, when the people are aware they cannot be bribed or swayed by another power or conniving advertising. People stay true to the necessary, moral cause—saving our keystone species, the orca. Charles Saylan, author of *The Failure of Environmental Education*, argues "environmental education has failed because it's not keeping pace with environmental degradation, with human impacts on the environment" ("Green Failure: What's Wrong With Environmental Education?"). Saylen states environmental education cannot keep up with the negative impacts humans impose on our environment, however, if public education goes beyond creating awareness to making citizens make significant, green behavior changes, progress can be made. As orcas edge closer to extinction, public education is a necessity to impede the horrific amounts of pollution from storm water run-off that are damaging Puget Sound's orcas.

Sincerely,

1. Peter Ross, a research scientist at the Canadian government's Institute of Ocean Sciences
-**Ethos**: I used a research scientist's quote to establish ethos at the beginning of my letter to create credibility with the reader from the very start.
2. 140,000 pounds of toxic chemicals enters the Puget Sound daily where 75 percent of the chemicals come from storm water runoff
-**Logos**: A powerful, eye-opening fact was used at the opening of the letter as a hook, to interest the reader, and further create credibility.
3. Humans shall consume toxins and toxins shall eventually consume humans
-**Chiasmus**: This rhetoric device was implemented to create a little concern or fear in the reader and cause them to dawn on the realization that the pollution we humans produce also affects us.
4. Humans shall consume toxins and toxins shall eventually consume humans
-**The Rule of Law**: This chiasmus also demonstrates the constitution principle, the rule of law by implying not even humans can avoid the pollution, just like no one can avoid or be above the law.
5. In 2012 a survey of Puget Sound residents found 96 percent of respondents never flush chemicals like paint thinners due to past education campaigns
-**Card Stacking**: Choosing the facts that supports my argument adds to the strength of my side by showing all the positives and how it is working, while not stating negatives of public education.
6. If public education has worked before with reducing pollution, it can work again in saving orcas.
-**Bandwagon**: I simply used evidence that public education has worked before and that it will work again to help the environment. So why not do what other people have successfully done?
7. ...Seeps into the waters and hearts of the poor, faultless orcas
-**Pathos**: I created empathy and emotion in the reader to listen and support my case of saving the orcas. The Washington State Director of Ecology may feel at fault for this injustice and support my argument.
8. ... can work. It will work. It does work.
-**Epiphora**: The repetition of the ending 'does/can/will work' almost uplifts the reader by stating confidently and strongly that my plan will work.
9. Popular sovereignty is a powerful tactic to save a species...
-**Popular Sovereignty**: Bringing forth the constitutional principle of popular sovereignty strengthens my position of educating the public about environmental issues, as the will of the people would reside in cute, innocent animals.
10. ...the WILL of the PEOPLE always WINS
-**Glittering generalities**: The will of the people having their way is an important aspect to most Americans, therefore having public education is supported with this agreeable statement.
11. ...independent judiciary, when the people are aware they cannot be bribed or swayed by another power or conniving advertising.
-**Independent Judiciary**: This constitution principle persuades the audience that public education of environmental issues leads to righteous, unbiased decisions as it protects people from being tricked by greedy corporations—as it is from the Constitution it has got to be, right?

Works Cited

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May 8th, 2016

Defend Our Priceless Sanctuary: The Earth

Dear Judy Clibborn,

By protecting 200,000 acres of North Cascade forests, Washington's environment will be rescued allowing thousands of Washingtonian citizens to enjoy life longer and healthier. The state of Washington is a charming place to live due to its many attractive forests and astonishing parks. Unfortunately, one of Washington's most precious forests are unprotected such as the forests surrounding the North Cascades. Around 200,000 acres of fragile forests able to sustain life are left to the murderous companies that clear-cut and destroy millions of trees and animal habitats (*Protect the North Cascades*). Baker Rainforest is one of the many forests that are vulnerable to deforestation, which contains ancient trees 15 by 15 feet wide (*Protect the North Cascades*). Even the famous Skagit River that is home to hundreds of salmon, including the Endangered Chinook salmon is exposed and unprotected (*Protect the North Cascades*). However, not only salmon are caught on the edge of danger. Animals such as bears and elk are unsafe. If common sense is protecting life, then isn't protecting life-such as forest habitats- common sense? In the United States' Preamble of the Constitution, it promotes General Welfare and the ability to "secure the Blessings of Liberty to Ourselves and our Posterity" (*Preamble to the United States Constitution*). Our founding father's intentions were clearly stated to protect the U.S's well-being and ability to prosper, which can only happen in a healthy environment. Many people believe in the natural goods that nature has to offer, so join the community and help save the north cascade forests. Not only Washingtonians love the environment, Ward Burton- a NASCAR winner of the Daytona 500- is a well-known founder of a mission to conserve America's land and wildlife (*Environmental Friendly Celebrities*). Together, Washington's citizens can help save its future by getting Congress to protect the 200,000 acres of North

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Cascade forest. It may be the case that some **savage earth slaughterers** may argue that protecting forests from mining companies and logging companies could hurt some Washingtonian's jobs and decrease paper and fuel production. However, many fuel issues are being solved by solar energy. Many jobs that include logging will not be a great loss if the impact of cutting trees is more hurtful to the citizens rather than the loss of a job. The world runs on trees. **Tom Hanks** is a strong eco-friendly enthusiast, and he even contributes to the green organization "The Nature Conservancy" (*Environmental Friendly Celebrities*). Washington's citizens have already bonded together to protect many places such as the Carbon River Valley Rainforest, Mount Rainier National Park, and one thousand acres of the San Juan Islands. Protect Washington and its residents by getting Congress to protect our forests, now is the time show our support to the nature that surrounds us.

Works Cited

"Environmental Friendly Celebrities." *Green Celebrities: Environmental Friendly Green Celebrity Causes*. N.p., n.d. Web. 08 May 2016.

"Preamble to the United States Constitution." *Wikipedia*. Wikimedia Foundation, n.d. Web. 08 May 2016.

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 → Annotations → Explanations → 

Example One

"The state of Washington is a charming place to live due to its many attractive forests and astonishing parks."

→ Here I used GLITTERING GENERALITIES to show the out-of-this-world and too-good-to-be-true expressions to categorize Washington as something that should be put high on the reader's priorities.

Example Two

"Around 200,000 acres of fragile forests able to sustain life..."

→ The rhetoric appeal that was used here is LOGOS, where high numbers or statistics are used to persuade a person of how dire the situation is. The reader is supposed to be shocked at the high number of acres that are unprotected.

Example Three

"... fragile forests are left to the murderous companies that clear-cut and destroy millions of trees and habitats."

→ NAME-CALLING was used to portray mining and logging companies as murderous so the reader will be more convinced to reason with me - the author.

Example Four

"Even the famous Skagit River that is home to ~~hundreds~~ hundreds of salmon, including the endangered chinook salmon is exposed and unprotected."

→ PATHOS is used to convince the reader that the poor salmon are going to die, and endangered species always hit the heart of Americans.

Example Five

"If common sense is protecting life, then isn't protecting life - such as forest habitats - common sense?"

↳ CHIASMUS was cleverly used to draw attention towards the irony of humans trying to protect precious life, but they tend to forget animal life too. Chiasmus = repetition of phrase but in reverse order.

Example Six

"In the United States' Preamble of the Constitution, it promotes General Welfare and the ability to 'secure the Blessings of Liberty to Ourselves and our Prosperity'..."

↳ I used the US. Constitution principle to add constitutional qualities to the letter and to persuade the reader to put their best interest in the forests.

Example Seven

"Many people believe in the natural goods that nature has to offer, so join the community and help save the north cascade forests."

↳ SANDWAGON lets people the reader feel the need to join what other people are doing - especially in the community.

Example Eight

"Ward Burton - a NASCAR winner of the Daytona 500 - is a well known founder of a mission to conserve America's land and wildlife."

↳ TESTIMONIAL was used to show how major influences such as celebrities believe in helping the topic I was trying to convince the reader to do.

Example Nine

"It may be the case that some **sausage earth slaughterers** may argue that protecting forests from mining companies and logging companies could..."

↳ NAMECALLING the other "side" or the opposing "team" to make them seem worse than they could be.

Example Ten

"**Tom Hanks** is a strong eco-friendly enthusiast, and he even contributes to the green organization "The Nature Conservancy.""

↳ TESTIMONIAL is used to persuade the reader how reliable the cause is and who believes in it, as well as wants to help.