

Ecology Action

the journal
of cultural
transformation



Special Issue:
A CRITIQUE OF THE ECOLOGY MOVEMENT

**“An Eco-activists Fable:
The Color-in Book”**

VOL. 2 NO.2

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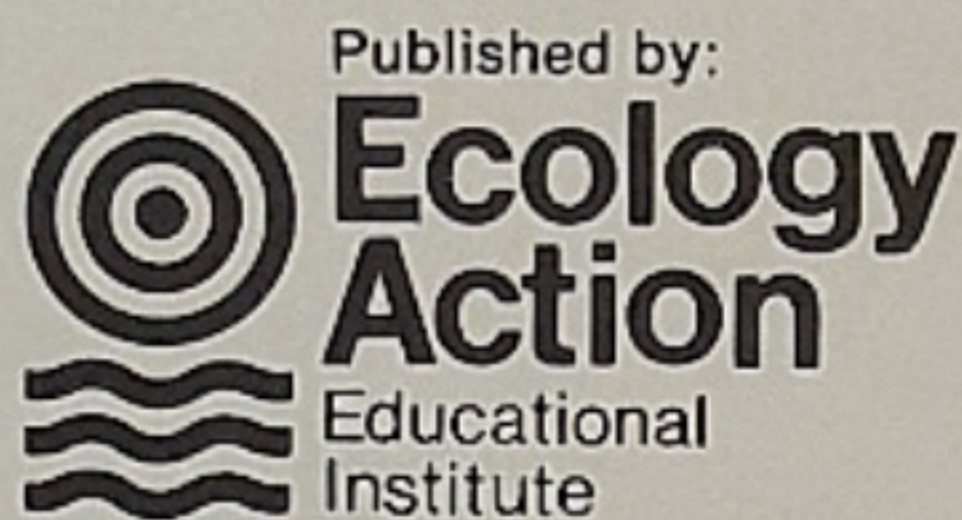
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Special Issue:

AN ECO-ACTIVISTS FABLE. THE COLOR-IN BOOK

Luther P. Gerlach and Virginia H. Hine

Illustrated by Ron Ratto and Joe Fox



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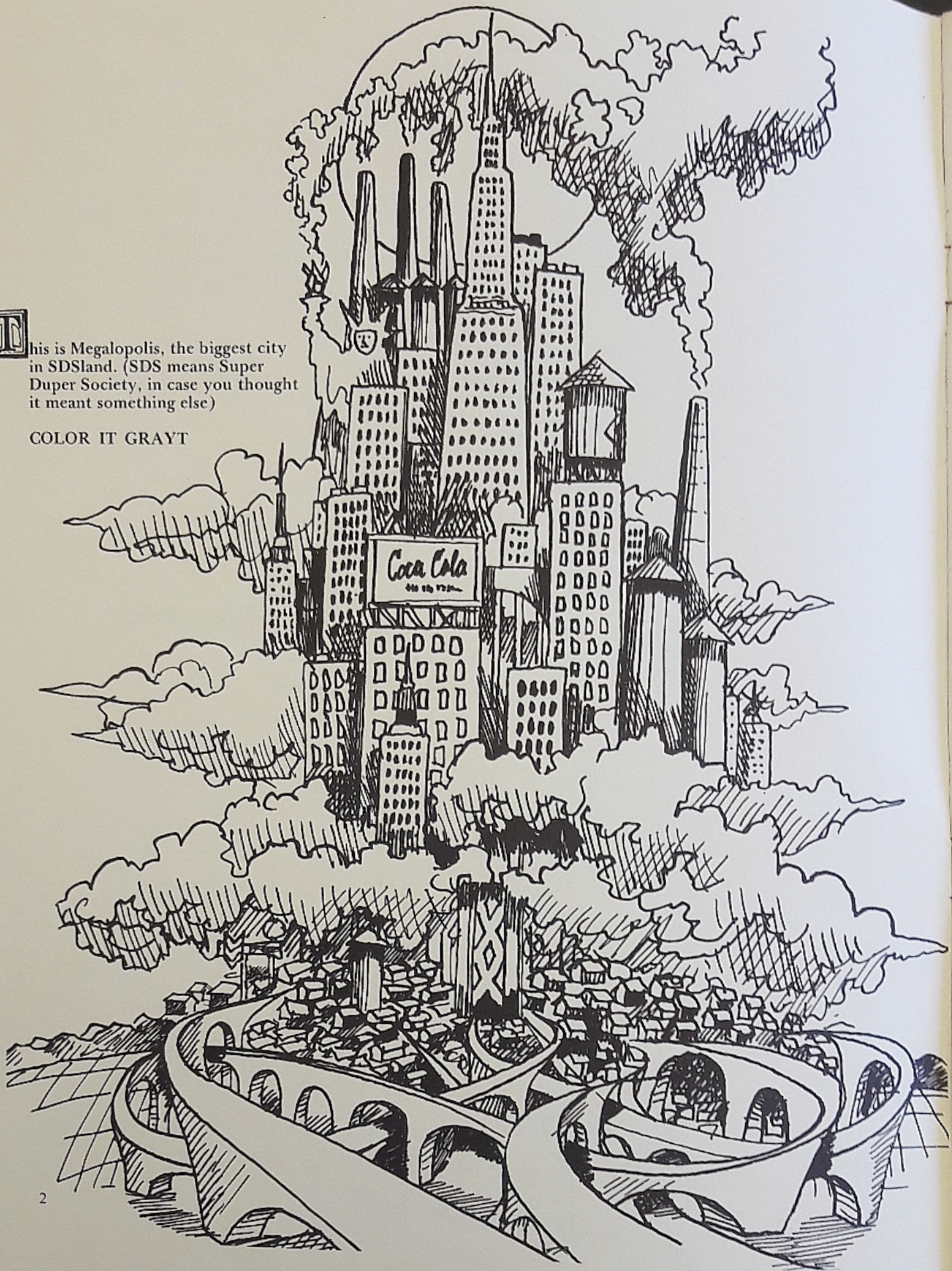
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This is Megalopolis, the biggest city in SDSland. (SDS means Super Duper Society, in case you thought it meant something else)

COLOR IT GRAYT





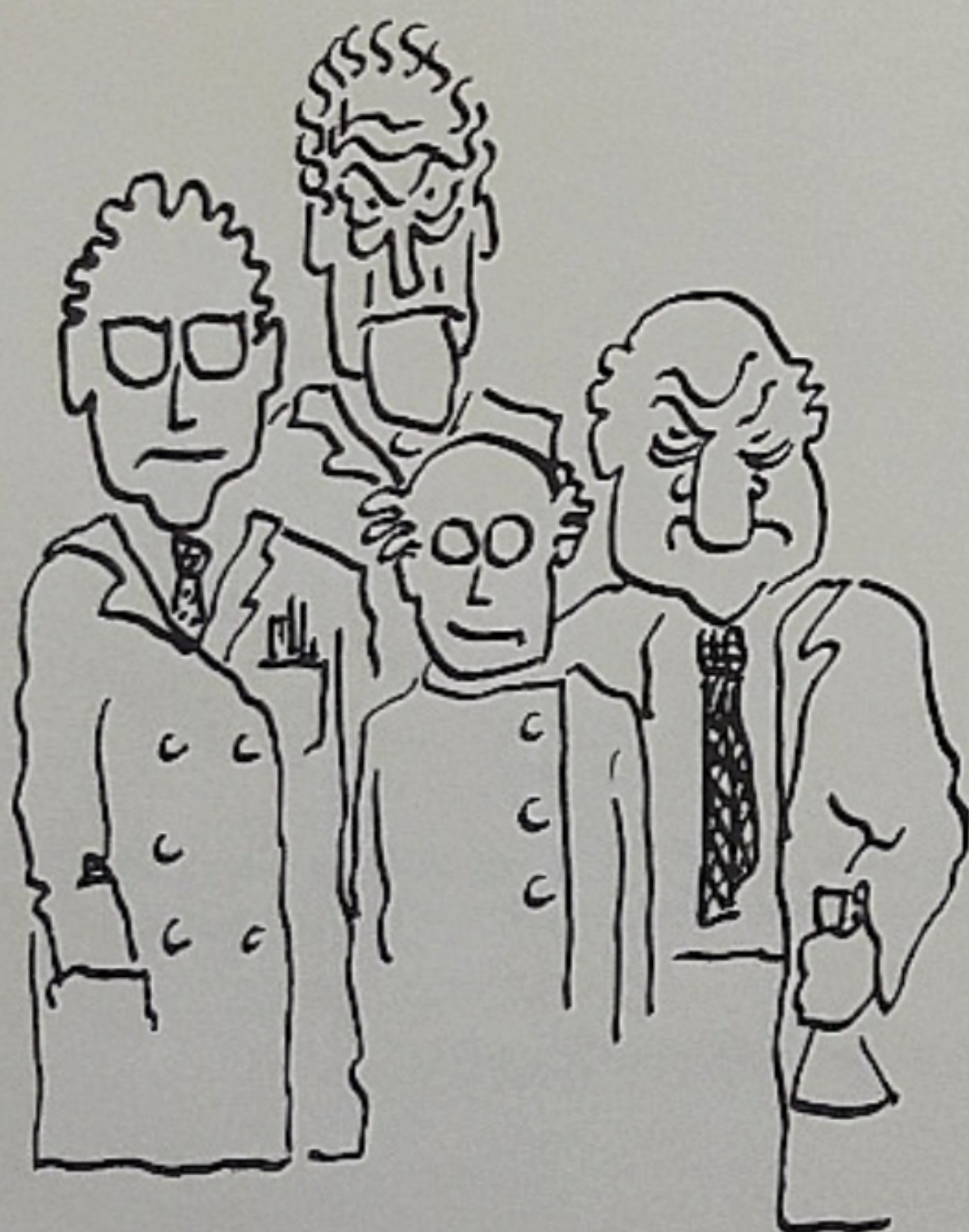
These are the distinguished directors of MPC (Megalopolis Power Corporation). They are good men, devoted public servants, and dedicated to the cause of "Progress and Development with Reasonable Concern for the Environment."

COLOR THEM GRAY, TOO



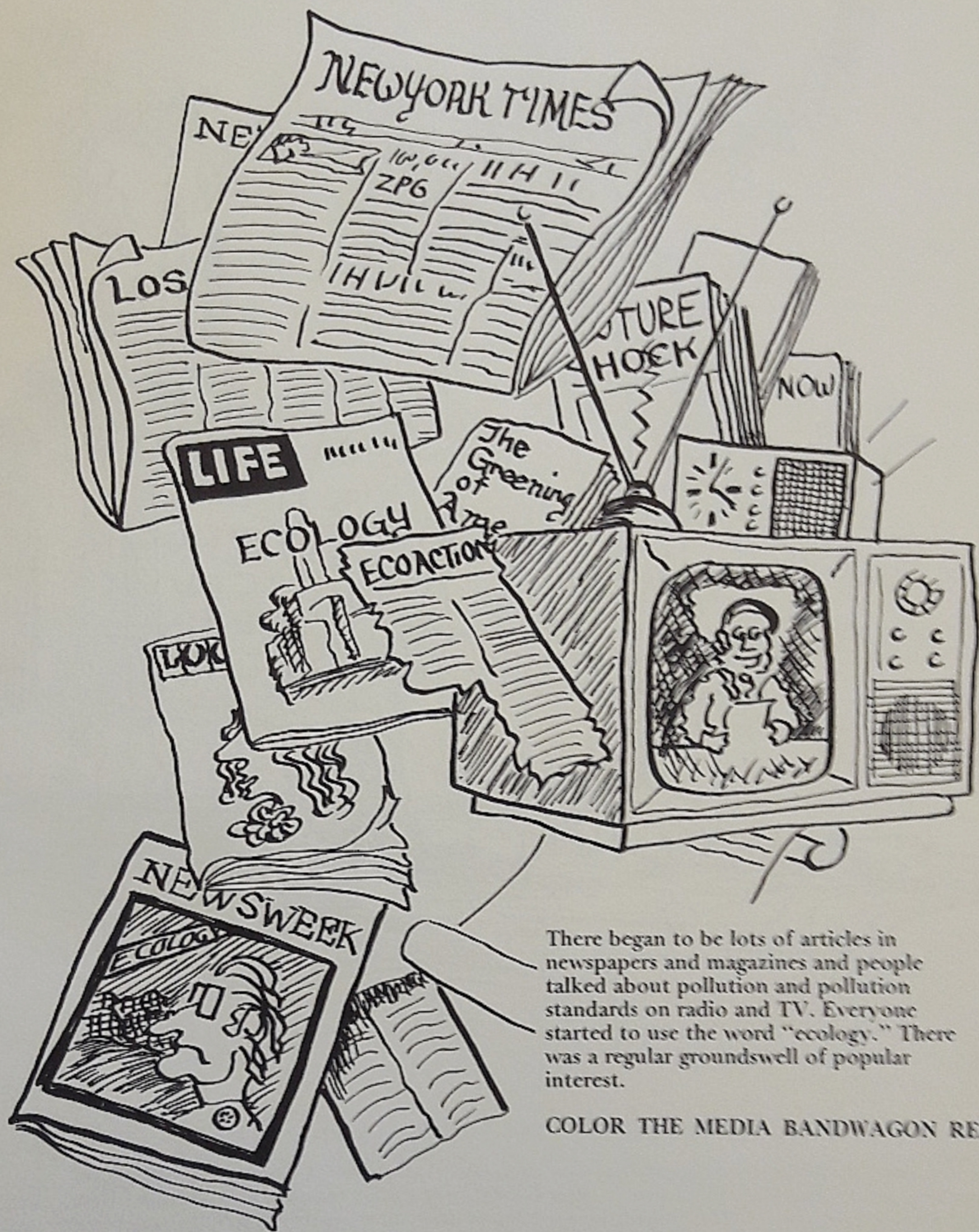
These are the distinguished members of MPCC (Megalopolis Pollution Control Commission). They are good men, devoted public servants, and dedicated to the cause of "Progress and Development with Reasonable Concern for the Environment."

COLOR THEM SHADES OF GRAY WITH STREAKS OF AMBIVALENCE



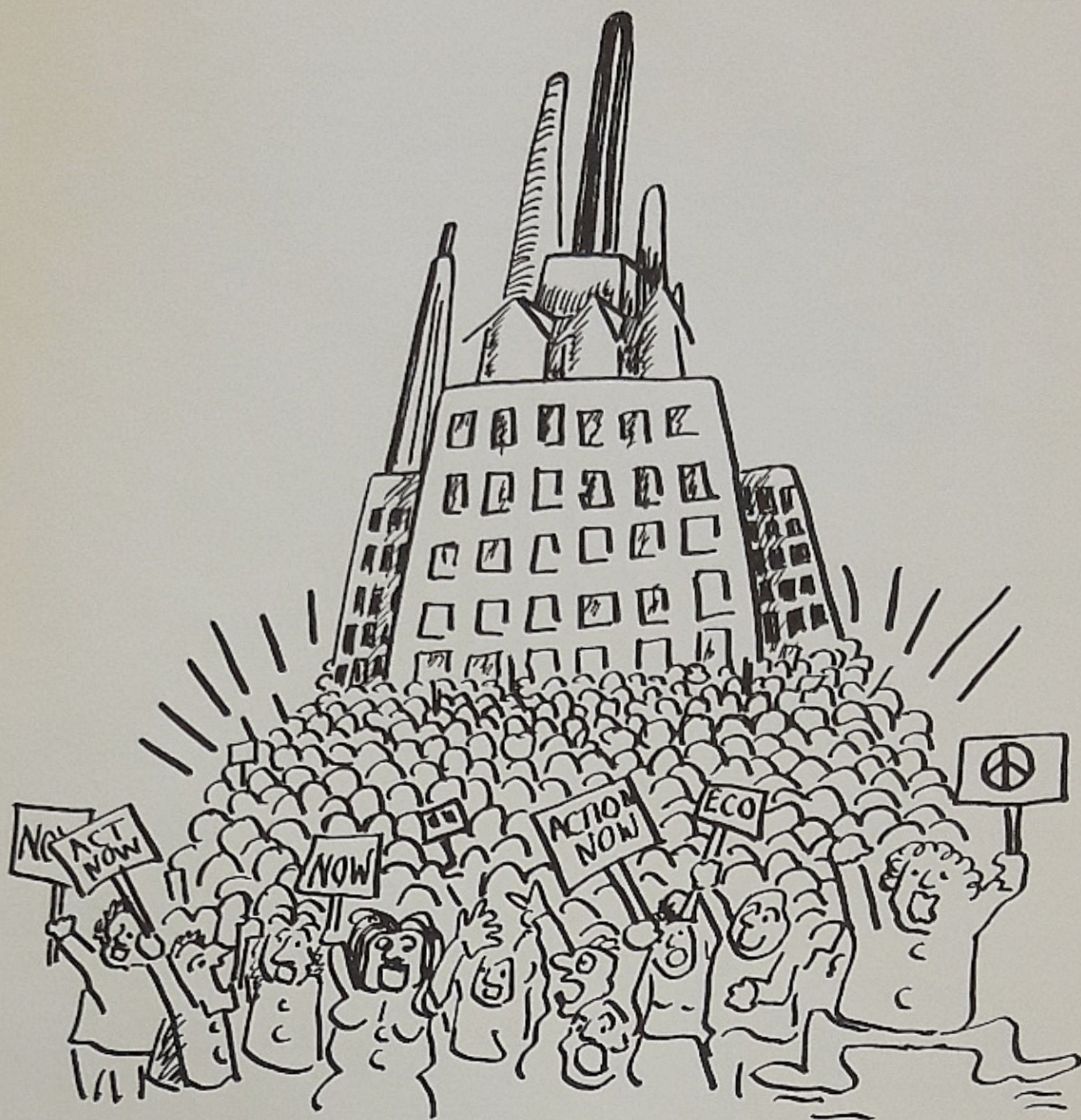
These are the distinguished scientists on the MPCCC (Megalopolis Professional Consultants for Conservation Control). They are good men, devoted public servants, and dedicated to the cause of "Progress and Development with Reasonable Concern for the Environment." They are biologists, geologists, and some other kinds of ists.

THEY WOULD LIKE TO BE COLORED NEUTRAL. WHAT COLOR ARE THEY IN YOUR CITY?



There began to be lots of articles in newspapers and magazines and people talked about pollution and pollution standards on radio and TV. Everyone started to use the word "ecology." There was a regular groundswell of popular interest.

COLOR THE MEDIA BANDWAGON RED

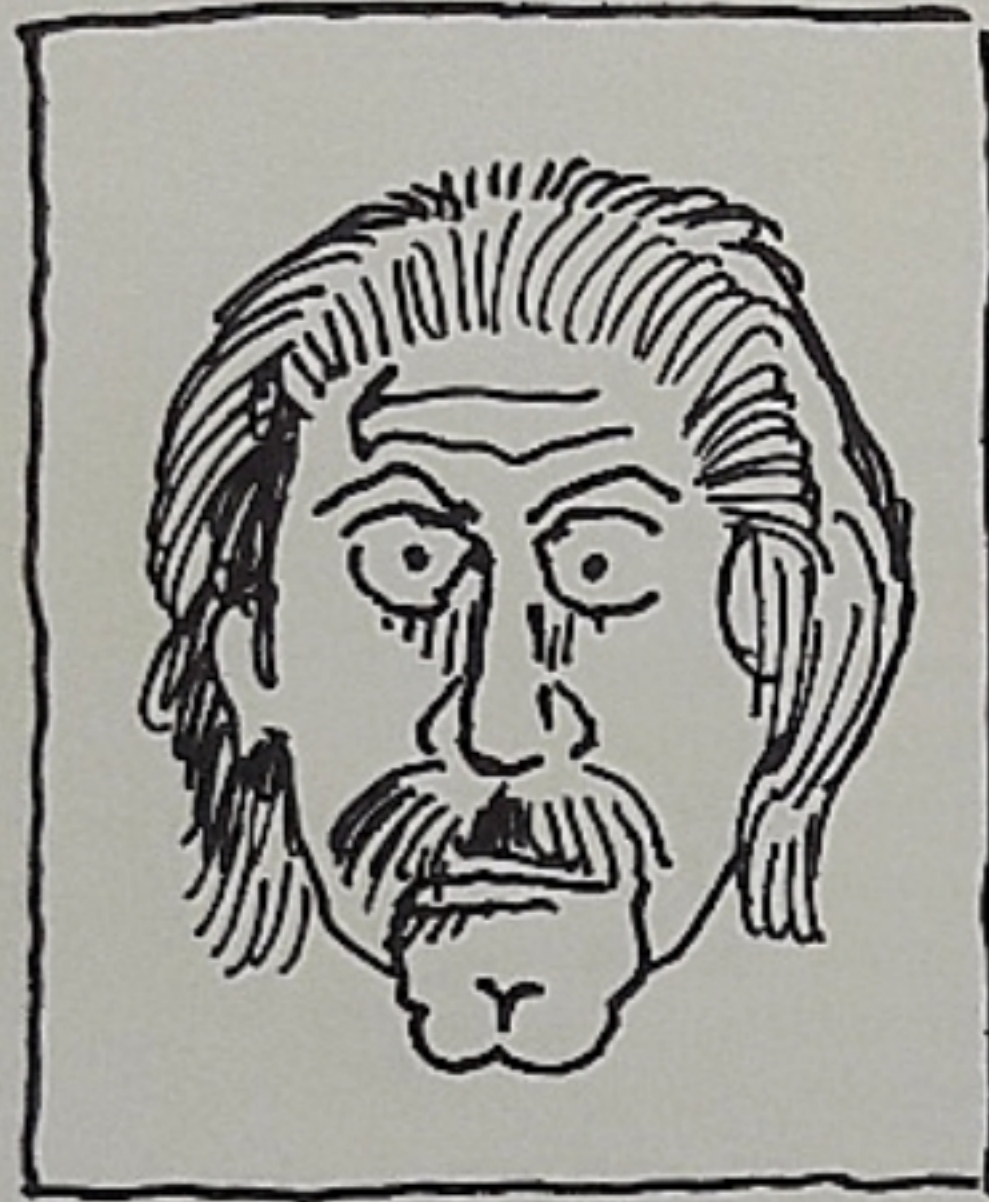


So the Pollution Protestors questioned the meaning of "Reasonable" and redefined "Progress." They went so far as to demand the MPC stop one of the Director's favorite plans for development. They called up members of MPCC and had lawyers draw up an injunction. They called the Directors of the MPC hypocrites. Protest rallies and leaflets were seen throughout the land. The voters took notice. The mayor took notice. Some congressmen took notice. Finally MPCC took notice. The day they made the decision about the Injunction the hearing hall was jammed.

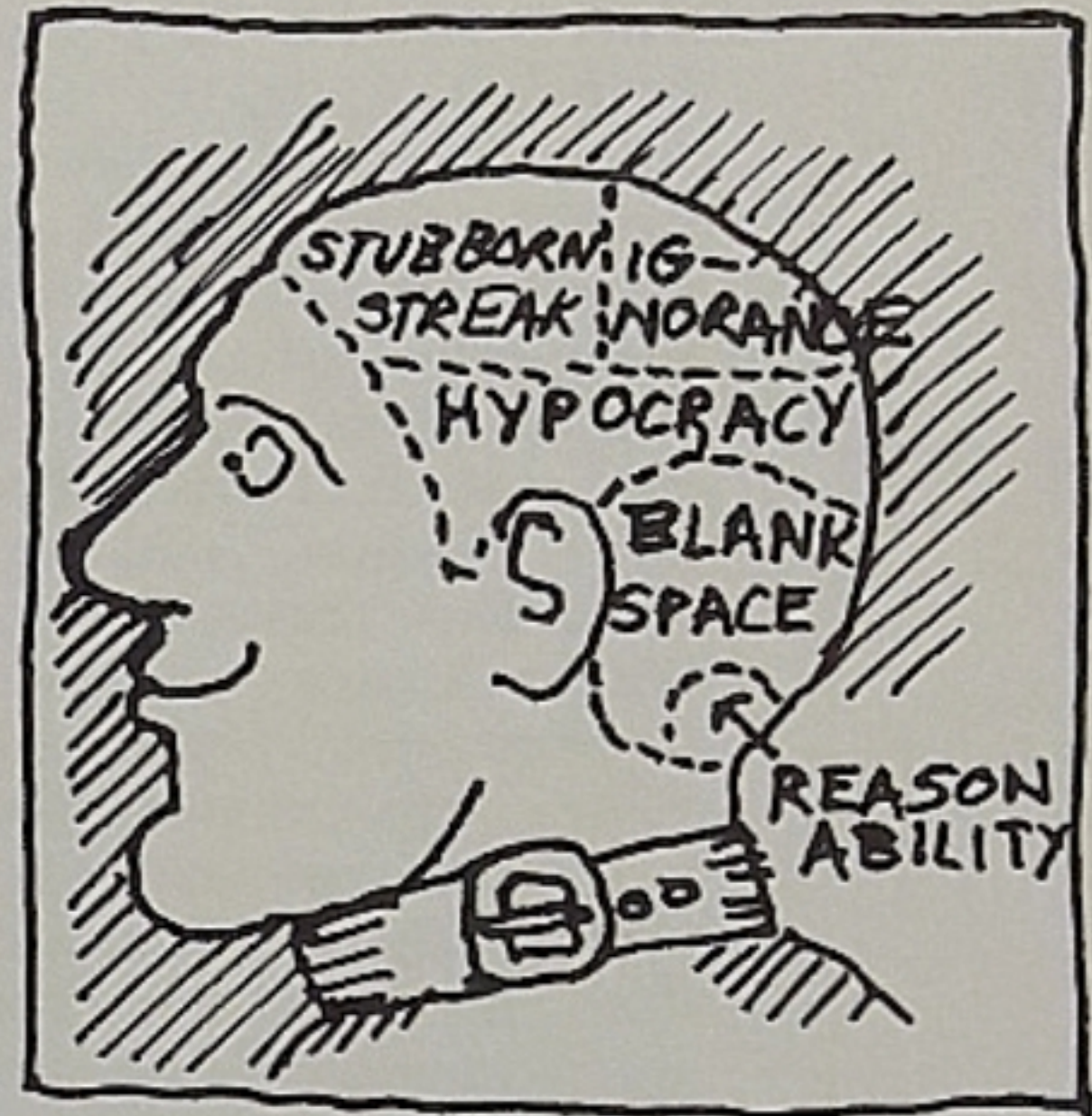
COLOR THE AUDIENCE VIOLE(N)T

The investigators told the MPC Directors, "When people see and hear about pollution, they begin to take radical action, such as sending donations to the big, well known ecology organizations. Once they get involved, they stir up others to get involved with them—their relatives, their friends, people at work, their neighbors." The Directors of MPC heaved a sigh of relief. "If that's how people get involved there must be a ringleader. Find out who the ringleader is," they said happily, "We will hire him to be our ecology consultant. Then we can have ecology and development too." But the Investigator looked very doubtful. "There are lots of ringleaders," he said, "One in every group." The directors of MPC were sure of themselves, however, "There must be a ringleader of the ringleaders. Who is the ringleader of the biggest group of pollution protestors?" The Investigator told them his name. The ringleader took the job and soon the Directors had him brainwashed. He then tried to get the other Pollution Protestors to "See the Light" of the MPC way. But, his old group called him a traitor. They held a lot more meetings and told so many people what had happened that their membership doubled in two weeks.

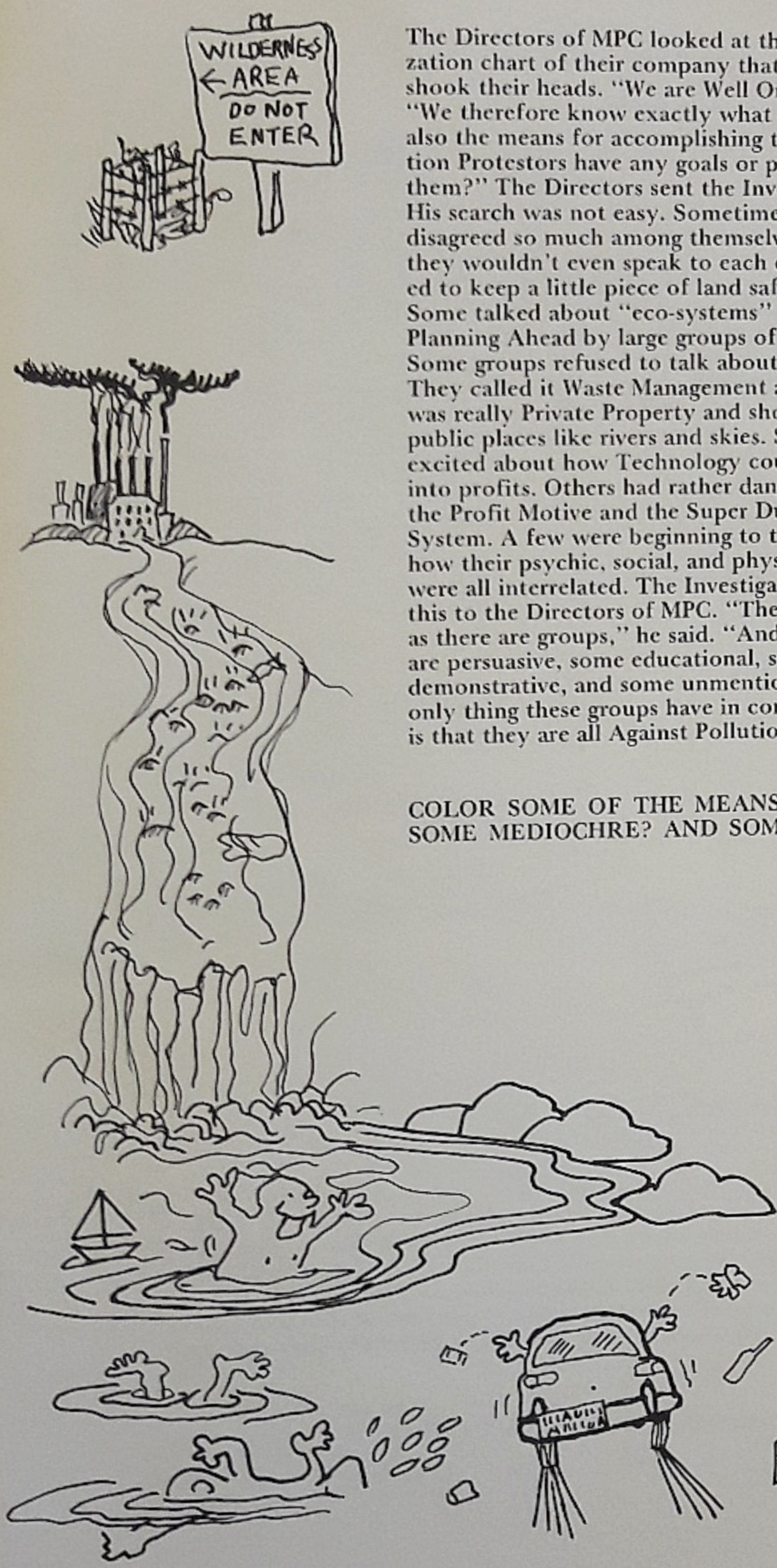
COLOR HIS BRAIN WASHED AND HUNG OUT TO DRY



BEFORE

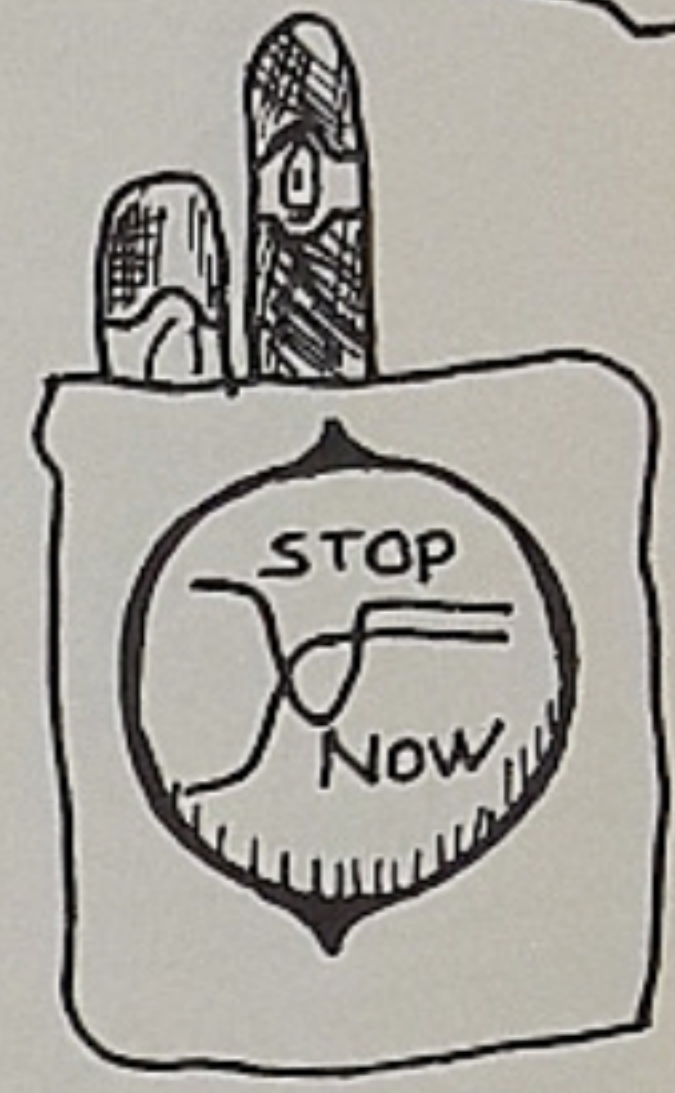
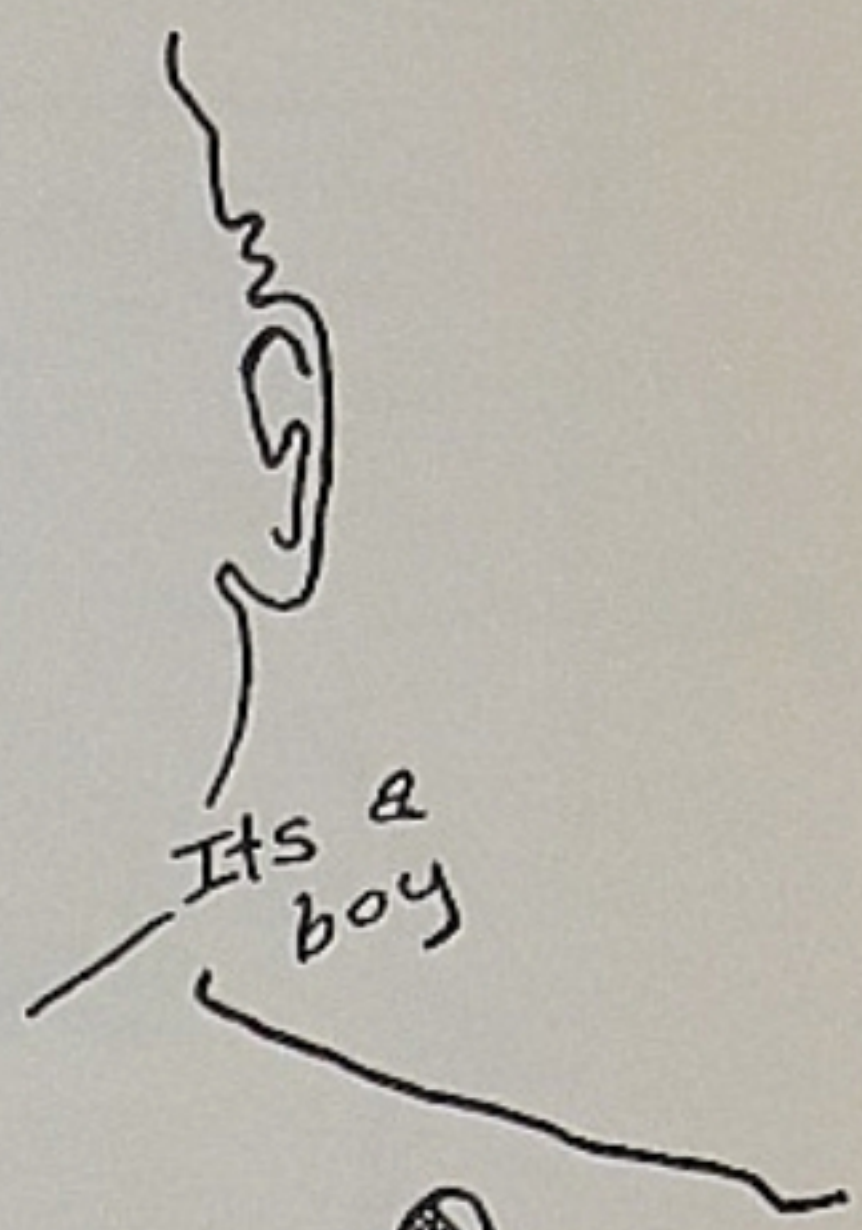


AFTER

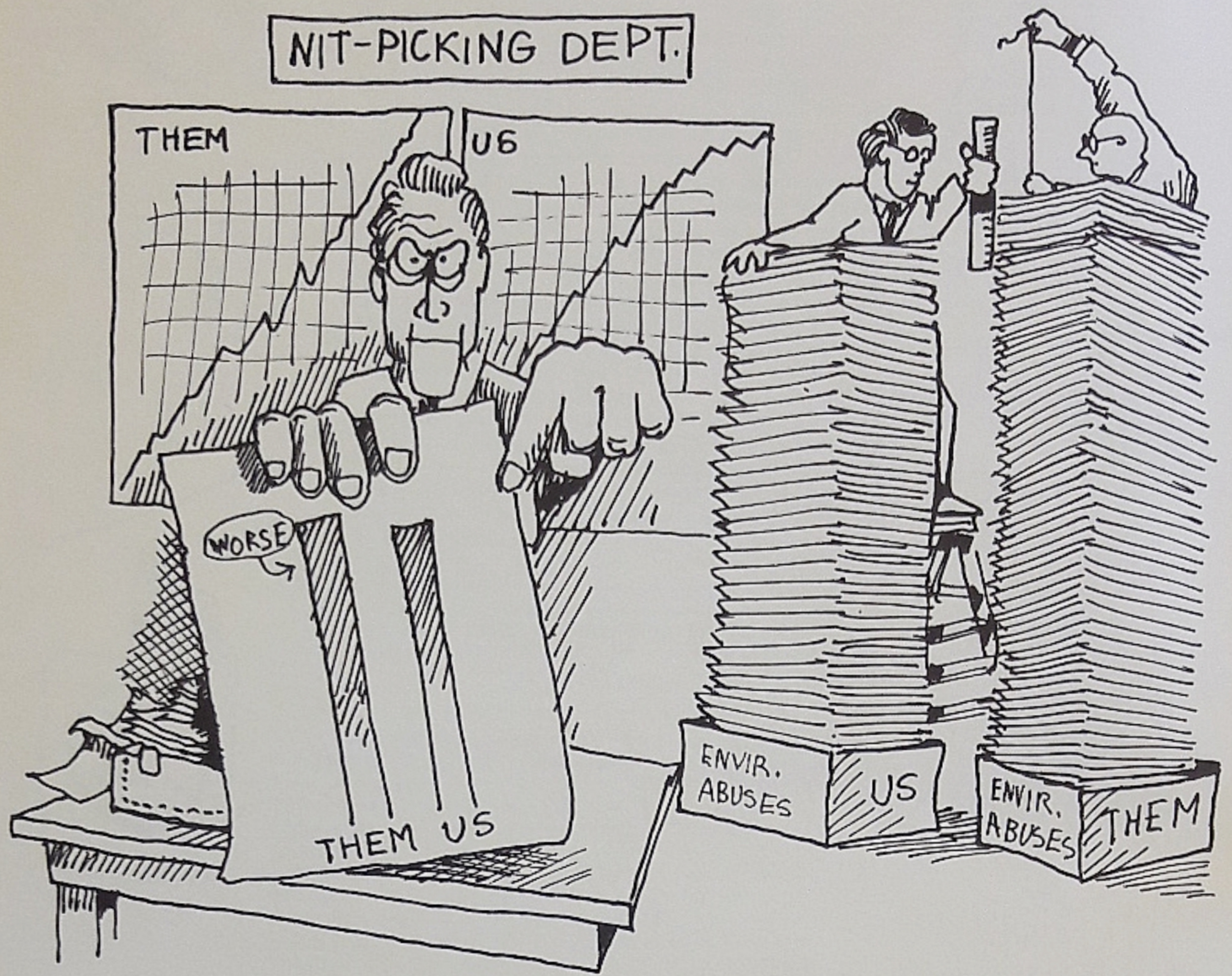


The Directors of MPC looked at the nice clear organization chart of their company that hung on the wall and shook their heads. "We are Well Organized," they said. "We therefore know exactly what our goals are. And also the means for accomplishing them. Do the Pollution Protestors have any goals or plans for achieving them?" The Directors sent the Investigator to find out. His search was not easy. Sometimes Pollution Protestors disagreed so much among themselves about goals that they wouldn't even speak to each other. Some just wanted to keep a little piece of land safe for the wildlife. Some talked about "eco-systems" and wanted more Planning Ahead by large groups of Clever Scientists. Some groups refused to talk about pollution control. They called it Waste Management and said that Waste was really Private Property and shouldn't be dumped in public places like rivers and skies. Some got quite excited about how Technology could turn pollutants into profits. Others had rather dangerous ideas about the Profit Motive and the Super Duper Land Value System. A few were beginning to talk mystically about how their psychic, social, and physical environments were all interrelated. The Investigator reported all of this to the Directors of MPC. "There are as many goals as there are groups," he said. "And as for means, some are persuasive, some educational, some legal, some demonstrative, and some unmentionable. About the only thing these groups have in common at this point is that they are all Against Pollution."

COLOR SOME OF THE MEANS CONVENTIONAL? SOME MEDIOCHRE? AND SOME ULTRA-VIOLENT.

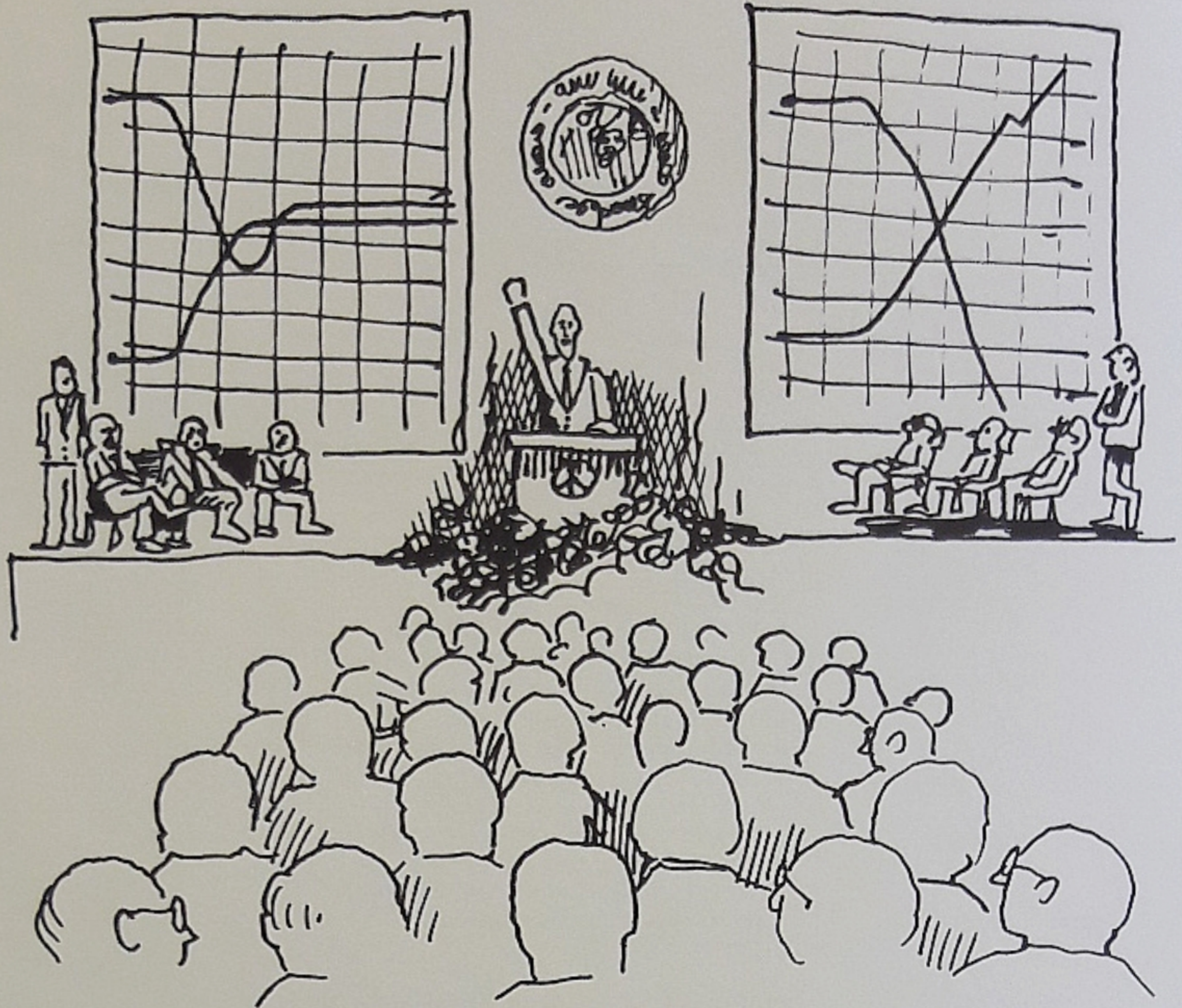


NIT-PICKING DEPT.



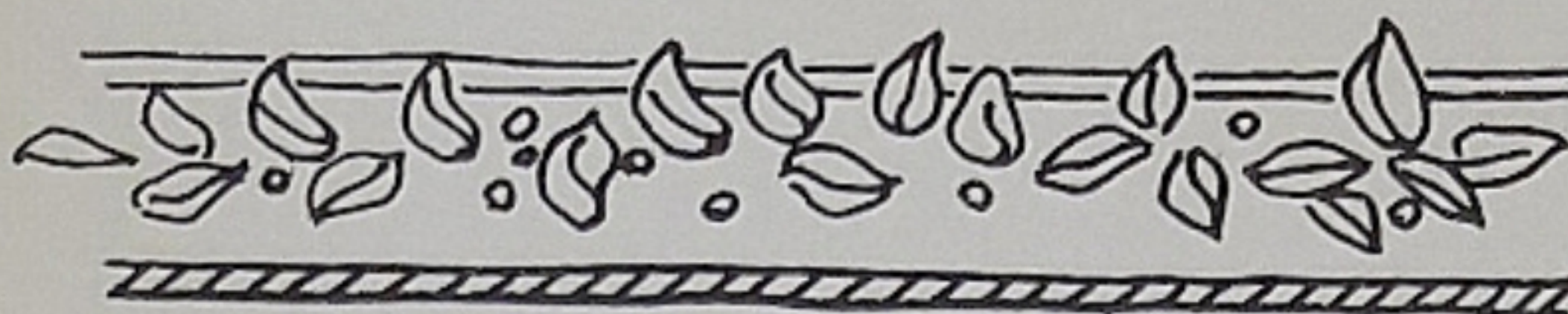
At this the Directors of the MPC rose in a body. "So are we!" they cried with one voice. "We have been Against Pollution since before there were any Pollution Protestors. That's why MPC is the best polluter around this city. Other Industries are much worse! And the City itself dumps raw sewage into our river every day!!! We refuse to be singled out like this!!!!" So the Chairman of the Board himself met with members of MPCC and demanded that the injunction against MPC Development plans be removed and the project revived. He had a brief-case full of reports about pollution caused by Other Industries. And a whole suitcase full of Proof that the City of Megalopolis was the worst polluter of all.

COLOR THE CHAIRMAN A RIGHTEOUS INDIGO



The chairman of the Board of MPC was in a regular fury. He called a meeting with the scientists of MPCCC and went all through the briefcase and the suitcase again. Then he asked for the reports they had been working on that would show exactly how little MPC was really contributing to the pollution. But something had happened to MPCCC too. There was a terrible split between ITS members. They all had fat scientific reports to present. Some of them gave evidence that proved beyond a shadow of a doubt that MPC Development could move ahead and still keep pollution well below danger levels. But others gave evidence that proved beyond a shadow of a doubt that MPC pollution had already gone past the danger point and that Development would make it positively lethal.

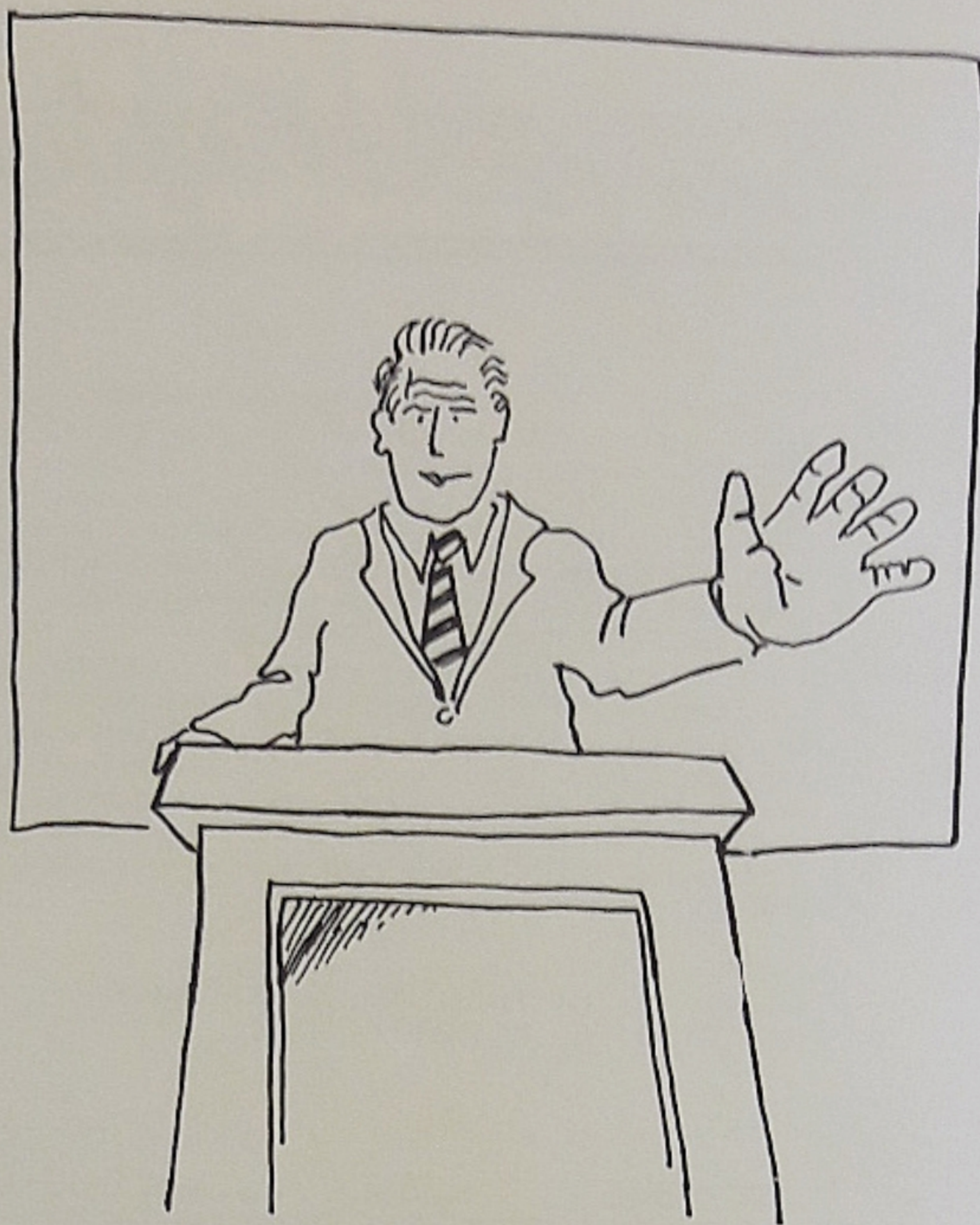
COLOR ALL THE EVIDENCE INCRIMSONATING.



So the Chairman of the Board called the Directors of MPCC together. "Some of the members of MPCC and MPCCC are beginning to talk like Pollution Protestors," he said. "Something must be done. Let us show them once and for all that MPC really cares." So they called in their Engineers and Technologists and told them to come back with Alternative Plans for Development. They did. Some of them were very ingenious. But every time the Directors of MPC thought that they had something that would work and not cost too much, someone would criticize it. Either a Pollution Protestor or a member of MPCC or a scientist from MPCCC would show how it would do something entirely unsuspected and Terrible to the Environment. It was getting so that the Directors of MPC couldn't tell who was on which side of anything. Even among themselves.

COLOR ALL OF THESE PLANS EXPENSIVE,
DESTRUCTIVE, OR INEFFECTIVE.





After a long time, the Investigator spoke. "Pollution
Protesting," he said slowly and impressively, "is a Not-
Quite-Yet-Movement." "A WHAT?" answered the
startled Directors. "A Not-Quite-Yet-Movement," re-
peated the Investigator. "Pollution Protestors have the
same peculiar network-like organization as other move-
ments—with the same face-to-face recruiting techniques,
the same petty bickerings, and the same habit of rising
up all together on a few basic issues. And the more
opposition they have, the bigger and stronger they
grow. But the reason that pollution protesting is a Not-
Quite-Yet-Movement is because . . .," the Investigator
lowered his voice, ". . . because there isn't enough
Commitment yet." "Commitment?" echoed the
Directors. "What is that?"

COMMITTED PEOPLE WILL KNOW WHAT
COLOR TO USE



"Commitment," said the Investigator, "is what's causing the Commotion. Commitment is something that happens to people. Once people have it, they are never the same again. What they believe, they believe so hard that nothing can change their minds. They act differently. They do things that Normal people find silly, dangerous or bad. They have a Purpose and make Sacrifices and no one can scare them. But the most important thing about Committed People is that they Change Things." There was silence in the board room. The Chairman cleared his throat. "How can we stop this movement?" he asked. "If I were you," said the Investigator, "I wouldn't try to stop it. I'd get with it. You still have time. Remember why I said it was a Not-Quite-Yet-Movement."

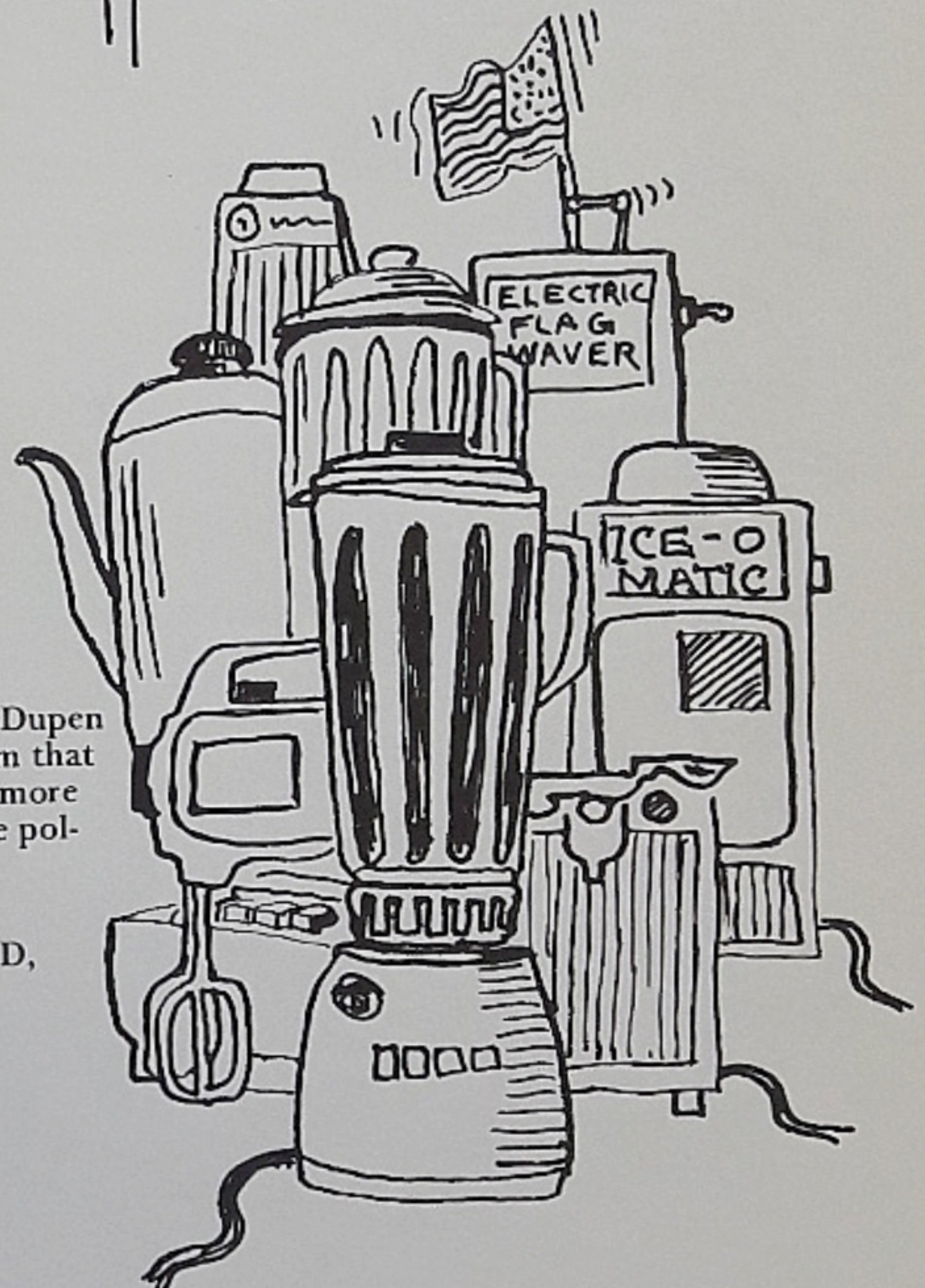
COLOR SOME OF THE MPC DIRECTORS
VISIONARY GO-REEN, SOME OF THEM MIXED,
AND SOME OF THEM PAST-EL OR EBB-ONX.
COLOR ONE OF THEM CALLTHE COPPER.





"They still complain about rising utility rates and higher taxes"

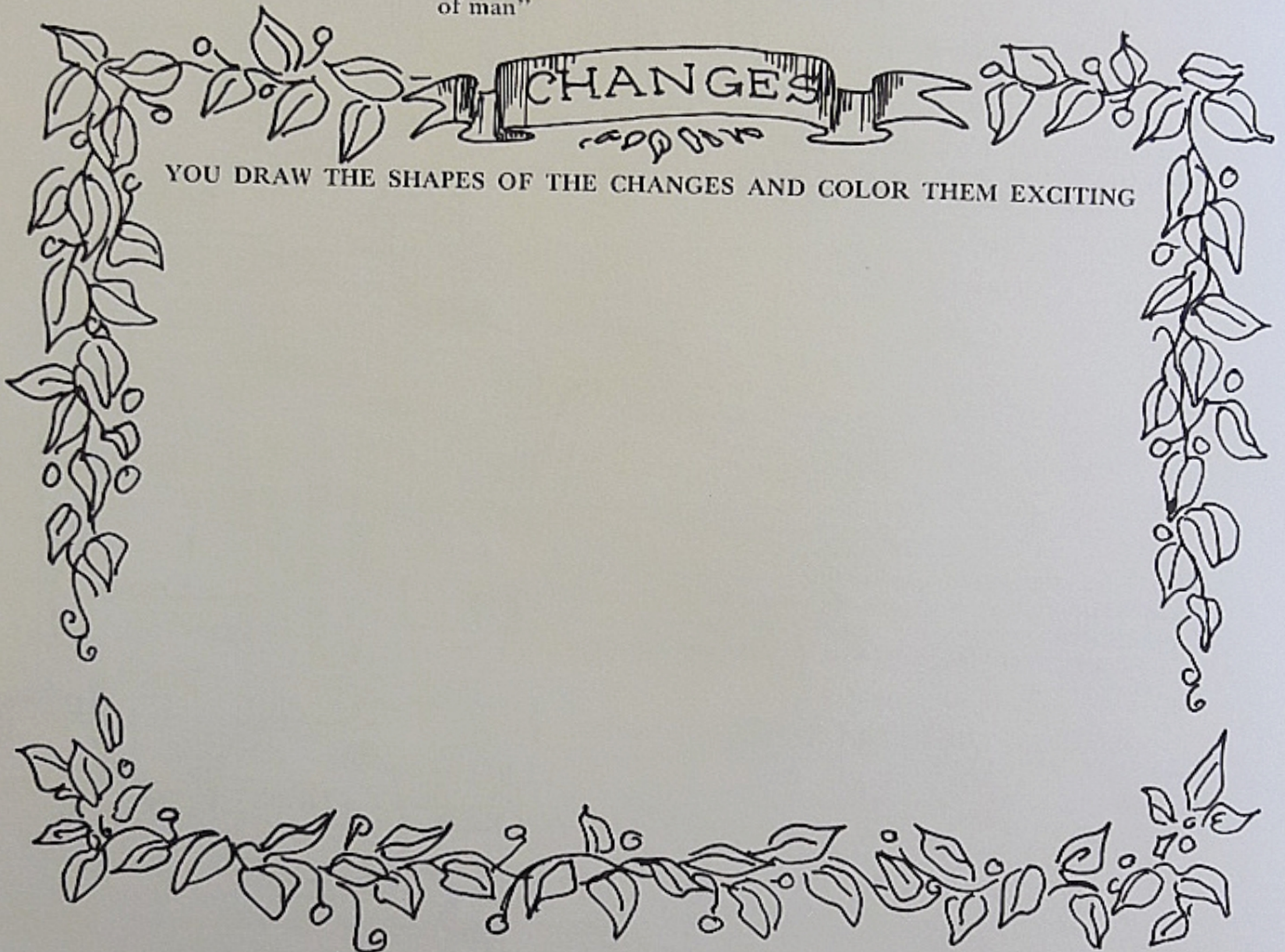
SHARPEN YOUR CRAYONS AND COLOR THESE POLLUTION PROTESTORS NARROW LINED-ED

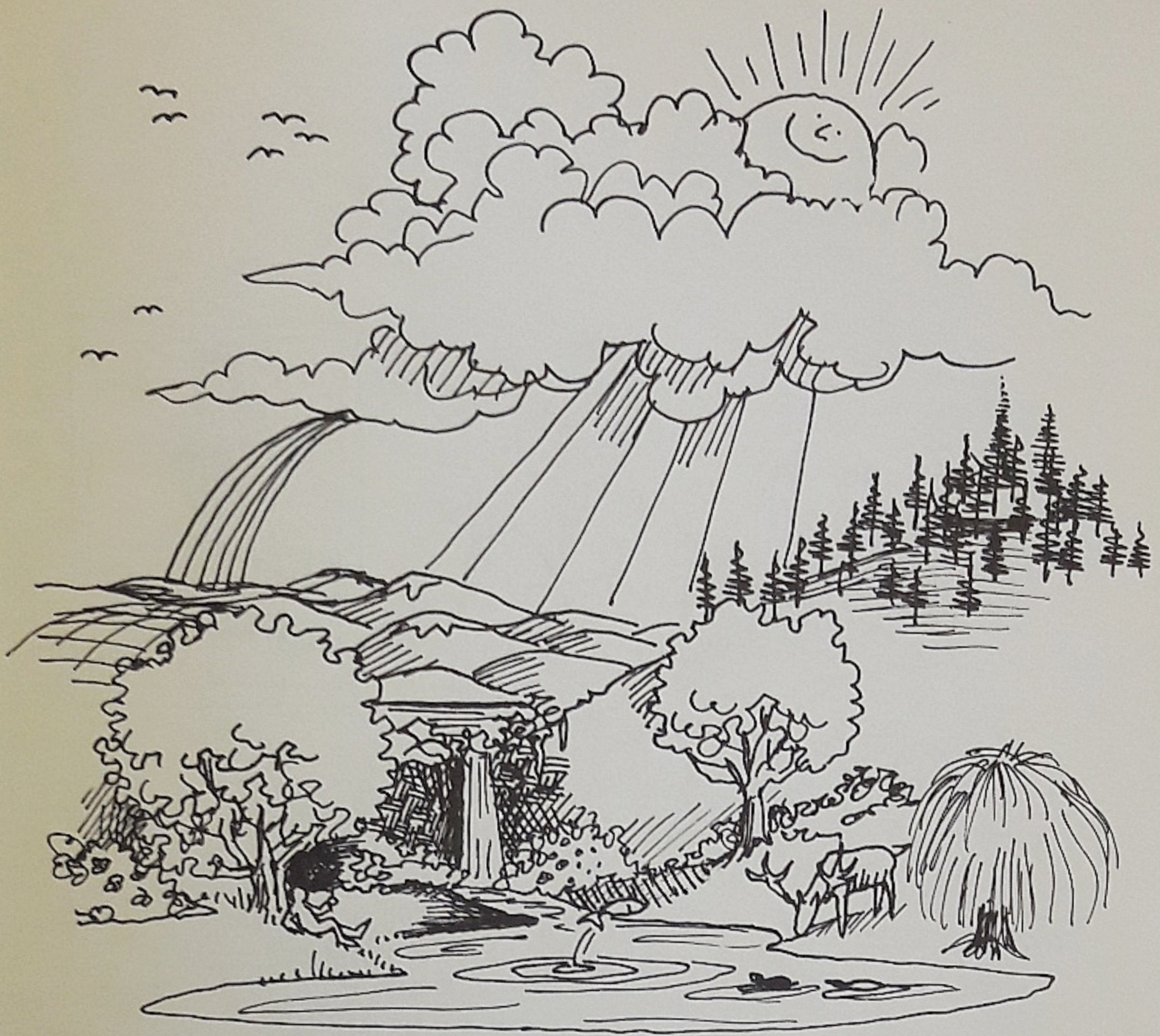


"They still accept unquestioningly the All Super-Dupen assumption of your advertising men who tell them that they need more and more appliances which take more and more electricity generated by more and more polluting plants."

COLOR ALL THE EXTRA APPLIANCES RED, WHITE AND BLUE

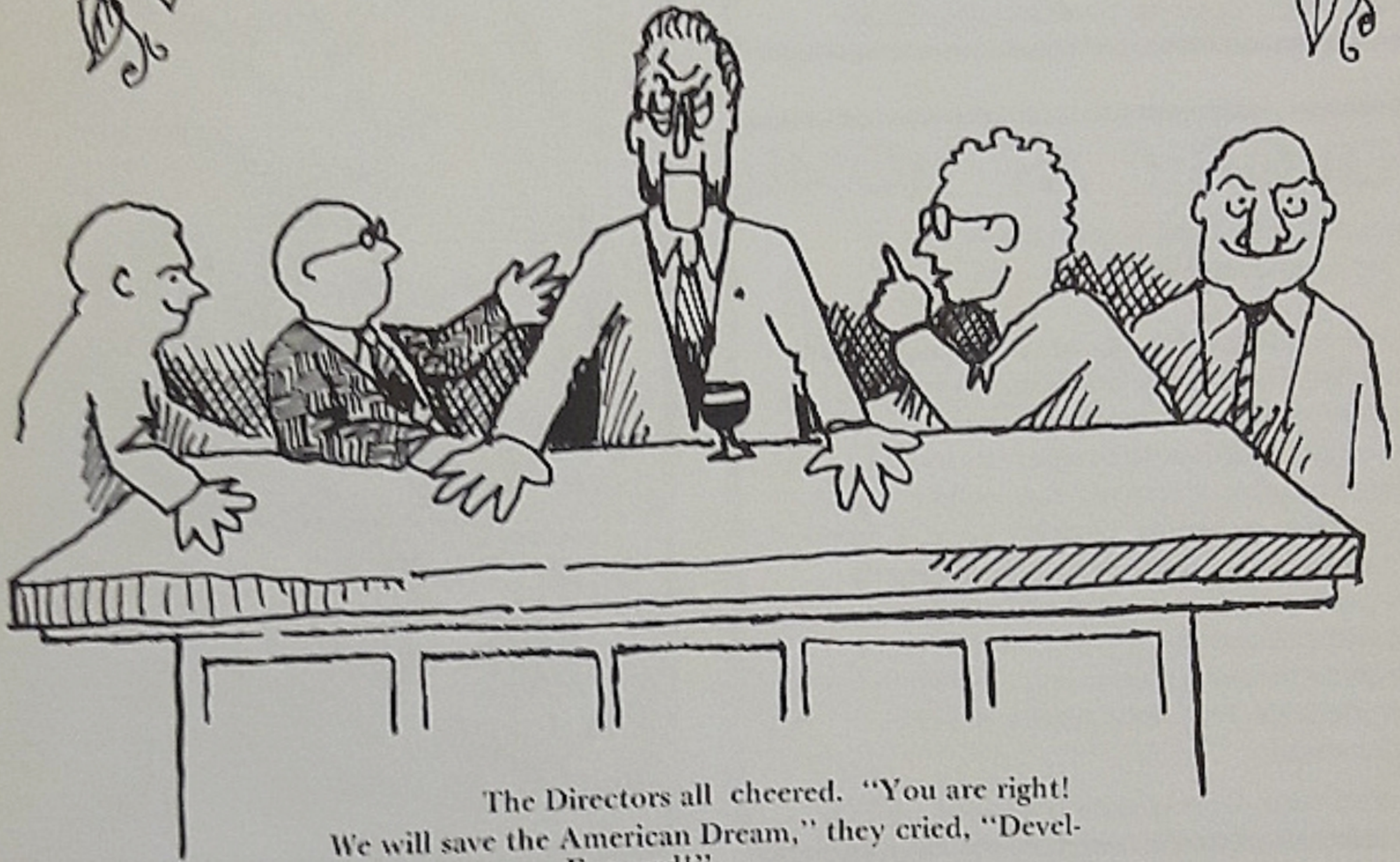
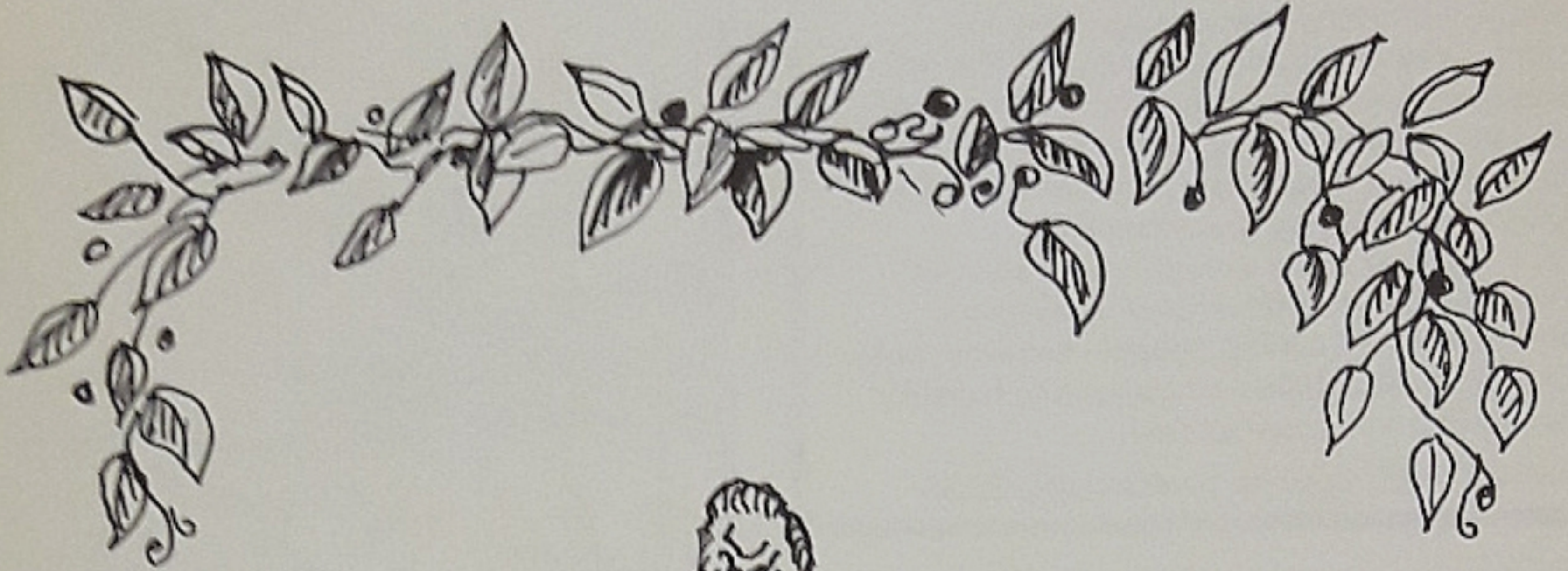
"But it is possible that commitment will happen to more and more of these Pollution Protestors," the investigator continued, "If it does, they will begin to call themselves and their movement by another name. They will see how their comforts will cost their grandchildren a living environment unless big changes are made. Therefore they will do seemingly silly things, like stop smoking and demand that others stop as well. Or embarrass other people by yelling when they litter. Or cut down on the use of appliances. Or vote themselves even higher taxes for projects which will save the environment. Or **BOYCOTT** supersonic jets. Or **REJECT** disposable bottles and non-recyclable cans. Or **STOP USING** chemicals and pesticides on plants. Or **REFUSE TO BUY** things Normal Super-Dupes dream about. They might even find that they have something in common with people in other movements who are trying to change things and chart a new course for the future of man"





For a moment a strange thing happened in the board room. The Directors suddenly felt as if a treadmill under their feet had stopped. AND THEY HEARD BIRDS SING. AND SAW FISH THROUGH THE CLEAR SUN-SPARKLED WATER IN THE RIVER. AND FELT A COOL BREEZE FROM THE WOODS. The chairman began to have a vision . . . about a whole NEW way of LIFE, about people power UNBOUNDED and MOVING forward to find this way., about MPC leaping ahead, LEADING this quest. He reached out his hand as if to connect with this people power.

COLOR PSYCHEDELICATE SWOONAROOON



The Directors all cheered. "You are right! We will save the American Dream," they cried, "Development must go Forward!"

COLOR THEIR ARGUMENTS COMPELLING AND THEIR CHANCE LOST.