# SECRETS

HE ANATOMY OF AN ANTI-ENVIRONMENTAL PR CAMPAIGN

# AND LIES

NICKY HAGER & BOB BURTON

## Secrets And Lies The Anatomy Of An Antienvironmental Pr Campaign

**Nicky Hager, Bob Burton** 

#### Secrets And Lies The Anatomy Of An Antienvironmental Pr Campaign:

Secrets and Lies Nicky Hager, Bob Burton, 2000 What can Americans concerned about the environment learn about a campaign to promote clearcutting in New Zealand This book offers a playbook for a PR effort that could take place anywhere and demonstrates the lengths logging firms and governments will go to get what they want It s a blueprint for an end run around democracy in New Zealand in Europe in the United States Most of us have no way of knowing what goes on behind the news what isn t true what we are not being told and who is pulling the strings This book changes that Using the example of environmental controversy in this case logging of West Coast native forests by the New Zealand state owned Timberlands West Coast Nicky Hager and Bob Burton have produced a remarkable expose of how governments and business interests can use public relations to manipulate political debate The story that emerges of unscrupulous PR tactics by the international PR firm Shandwick and a casual policy of telling the public what is useful rather than what is true serves as a warning and an example of the same forces at work in the United States Using hundreds of pages of internal PR documents that were leaked by insiders offended at what they saw happening Secrets and Lies provides a unique window on how PR muscle can steamroll public opinion We see Timberlands systematically attacking critics arranging the creation of an independent pro logging community group cultivating allies in academia government and environmental groups compromising the independence of politicians and journalists and much more all for the unworthy cause of keeping native forest logging going after most New Zealanders believed it should end Managing Activism Denise Deegan, 2001 Endorsed by the Institute of Public Relations Managing Activism is essential reading for managers and PR practitioners in any organisation vulnerable to activism be it a company government university institution or charity BOOK JACKET Handbook of **Anti-Environmentalism** Tindall, David, Stoddart, Mark C. J., Dunlap, Riley E., 2022-03-22 This thought provoking Handbook provides a theoretical overview of the wide variety of anti environmentalisms and offers an integrative research agenda for future research on the topic Probing the ways in which groups have organized to oppose environmental movements and proenvironmental policies in recent decades it examines those involved in these countermovements and studies their motivations and support systems This Handbook explores core topics in the field including contestation over climate change wind power mining forestry food sovereignty oil and gas pipelines and population issues Secrets and Lies Nicky Hager, Bob Burton, 2000 What can Americans concerned about the environment learn about a campaign to promote clearcutting in New Zealand This book offers a playbook for a PR effort that could take place anywhere and demonstrates the lengths logging firms and governments will go to get what they want It s a blueprint for an end run around democracy in New Zealand in Europe in the United States Most of us have no way of knowing what goes on behind the news what isn t true what we are not being told and who is pulling the strings This book changes that Using the example of environmental controversy in this case logging of West Coast native forests by the New Zealand state owned Timberlands West Coast Nicky Hager and Bob

Burton have produced a remarkable expose of how governments and business interests can use public relations to manipulate political debate The story that emerges of unscrupulous PR tactics by the international PR firm Shandwick and a casual policy of telling the public what is useful rather than what is true serves as a warning and an example of the same forces at work in the United States Using hundreds of pages of internal PR documents that were leaked by insiders offended at what they saw happening Secrets and Lies provides a unique window on how PR muscle can steamroll public opinion We see Timberlands systematically attacking critics arranging the creation of an independent pro logging community group cultivating allies in academia government and environmental groups compromising the independence of politicians and journalists and much more all for the unworthy cause of keeping native forest logging going after most New Zealanders believed it should end Moving Mountains Geoffrey Russell Evans, James Goodman, Nina Lansbury, 2002 Transnational mining companies are key agents of corporate globalization They are often larger than national economies and dominate governments local peoples and their environments In response affected communities and non government organizations are creating new agendas for change and justice The Global Public Relations Handbook, Revised and Expanded Edition Krishnamurthy Sriramesh, Dejan Vercic, 2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to present information on the public relations industry in their countries and regions They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public The Routledge Handbook of Critical Public Relations Jacquie L'Etang, David McKie, Nancy Snow, Jordi affairs Xifra, 2015-08-11 Critical theory has a long history but a relatively recent intersection with public relations This ground breaking collection engages with commonalities and differences in the traditions whilst encouraging plural perspectives in the contemporary public relations field Compiled by a high profile and widely respected team of academics and bringing together other key scholars from this field and beyond this unique international collection marks a major stage in the evolution of critical public relations It will increasingly influence how critical theory informs public relations and communication The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions critiques and actions methodologies and future implications This makes it an essential reference for public relations researchers educators and students around a world that is becoming more critical in the face of growing inequality and

environmental challenges The volume is also of interest to scholars in advertising branding communication consumer studies cultural studies marketing media studies political communication and sociology **Stealth Communications** Sue Curry Jansen, 2017-05-23 Public relations is by design the least visible of the persuasive industries It operates behind the scenes encouraging us to consume vote believe and behave in ways that keep economies moving and citizens from storming the citadels of power In this important new book Sue Curry Jansen explores the ways in which globalization and the digital revolution have substantially elevated PR s role in management marketing governance and international affairs Since the best PR is invisible PR it violates the norms of liberal democracy which require transparency and accountability Even when it serves benign purposes she argues PR is a commercial enterprise that divorces communication from conviction and turns it into a mercenary venture As a primary source of what now passes as news PR influences much of what we know and how we know it Stealth Communications will be an indispensable guide for students of media studies and public relations as well as anyone interested in the radical transformation of PR and the democratization of public communication Relations Handbook Krishnamurthy Sriramesh, Dejan Vercic, 2003-06-20 This handbook represents the state of the public relations profession throughout the world with contributions from the Americas Europe Asia and Africa A resource for scholars and advanced students in public relations international business The Deep State Rita Santos, 2018-07-15 It used to be that deep state was a shadowy term used to describe developing nations whose governments operated outside of democratically elected leaders The term has evolved and has been applied to transparent countries such as the United States What is the deep state and how does it apply to the United States and other democratic governments This fascinating and informative volume presents a variety of perspectives that helps readers to decide whether a deep state is something to fear or simply a conspiracy theory **Secret Manoeuvres in the Dark** Eveline Lubbers, 2012-06-14 Shortlisted for the Bread and Roses Prize 2013 The exposure of undercover policeman Mark Kennedy in the eco activist movement revealed how the state monitors and undermines political activism This book shows the other grave threat to our political freedoms undercover activities by corporations Secret Manoeuvres in the Dark documents how corporations are halting legitimate action and investigation by activists Using exclusive access to previously confidential sources Eveline Lubbers shows how companies such as Nestl Shell and McDonalds use covert methods to evade accountability She argues that corporate intelligence gathering has shifted from being reactive to pro active with important implications for democracy itself Secret Manoeuvres in the Dark will be vital reading for activists investigative and citizen journalists and all who care about freedom and democracy in the 21st century Issues in Green Criminology Piers Beirne, Nigel South, 2013-09-05 Explores the ways in which governments transnational corporations military apparatuses and ordinary people routinely harm environments other animals and humanity Handbook of Environmental Sociology Beth Schaefer Caniglia, Andrew Jorgenson, Stephanie A. Malin, Lori Peek, David N. Pellow, Xiaorui Huang, 2021-11-01 This handbook defines the contours of environmental sociology

and invites readers to push boundaries in their exploration of this important subdiscipline It offers a comprehensive overview of the evolution of environmental sociology and its role in this era of intensified national and global environmental crises Its timely frameworks and high impact chapters will assist in navigating this moment of great environmental inequality and uncertainty The handbook brings together an outstanding group of scholars who have helped redefine the scope of environmental sociology and expand its reach and impact Their contributions speak to key themes of the subdiscipline inequality justice population social movements and health Chapter topics include environmental demography food systems animals and the environment climate change disasters and much more The emphasis on public environmental sociology and the forward thinking approach of this collection is what sets this volume apart This handbook can serve as an introduction for students new to environmental sociology or as an insightful treatment that current experts can use to further their own research and publication It will leave readers with a strong understanding of environmental sociology and the motivation to apply it to their work Public Relations, Activism, and Social Change Kristin Demetrious, 2013 This book draws significant new meaning to the inter relationships of public relations and social change through a number of international case studies and rebuilds knowledge around alternative communicative practices that are ethical sustainable and effective Demetrious offers a critical description of the dominant model of public relations used in the twentieth century showing that PR was characterized as arrogant unethical and politically offensive in ways that have weakened its professional credibility She offers a principled approach that avoids the contradictions and flawed coherences of essentialist public relations and instead represents an important ethical reorientation in the communicative fields International Encyclopedia of Environmental *Politics* John Barry, E. Gene Frankland, 2014-02-25 Why care about the environment Is the earth's climate really changing for the worse What are CFCs exactly And who or what is the WTO What are the causes of environmental problems Who are the main actors and what are the main ideas and issues in international environmental politics. Which countries have the best worst environmental record and policies The International Encyclopedia of Environmental Politics is the essential reference source to enable all those with an interest in the politics of the environment particularly students and academics working within political science to answer these questions and to explore many other related topics in international environmental politics It will be welcomed as an essential teaching resource and a trusty companion to independent study Written by a team of international experts the Encyclopedia is vital for fact checking provides authoritative initial orientation to a particular topic or issue and will serve as a solid starting point for wider explanation With over 300 fully cross referenced entries many of which are followed with suggestions for further reading the Encyclopedia includes Country and regional entries with country entries giving a concise overview of the history main actors issues and policies related to its environmental politics Normative and ethical dimensions of environmental politics from animal rights social and global justice to deep ecology Environmental movements organizations struggles and actors from local to international levels Issues in international

environmental politics such as global warming biodiversity trade and the environment Prominent individuals historical and current who have inspired or been actively involved in international environmental politics such as Mahatma Gandhi Petra Kelly Vandana Shiva and Aldo Leopold Central topics and issues in environmental politics such as global warming globalization wildlife preservation eco taxes energy production and consumption sustainable development and the World Reconfiguring Public Relations David McKie, Debashish Munshi, 2007-05-24 This book reconfigures the field of public relations so that it can better engage with the changing world of the 21st century It identifies the virtual absence of contemporary theories that are core in other disciplines and fills the gap by integrating critical postmodern poststructural postcolonial and other relevant theories into public relations Reconfiguring Public Relations reenergises thinking about diversity through equity and in terms of business enterprise and environmental sustainability It makes the case for more equitable diversity strategies in an era of increasing globalisation and establishes their relevance to organisational identity and core values The book clarifies the present by taking a look back at the past and projecting forward to possible futures including scenarios Public Relations and Neoliberalism Kristin Demetrious, 2022 Focusing on two of the most fraught and intractable public debates of the present time human induced climate change and the human rights of refugees asylum seekers immigrants and the stateless this book raises critical questions about the role and relationship of public relations in weakening democratic political systems It shows a clear but often indirect link between PR and a neoliberal agenda that has been vastly underestimated and oversimplified as spin This comes at a great cost for society Public Relations and Neoliberalism provides a panoramic view of public relations from the post war period when a powerful communication template propelled by the PR industry served the neoliberal agenda to create political diversion division and hegemony at the same time But today public relations is not just a tool of industry or government Rather it has become the default mode and style of being and relating in the world that seeps into and affects all areas of life professional corporate domestic political activist and technological And the metastasis of neoliberal meaning into so many realms has important ramifications for society and individuals Looking at the confluences and contradictions within the logic of public relations both as a practice and in terms of how it has been theorized and understood this book provides an important contribution to critical work in the communicative field The SAGE Handbook of Criminological Theory Eugene McLaughlin, Tim Newburn, 2010-07-06 For any criminologist looking to make sense of recent developments in the field this is the go to book In essays by leading specialists it provides the latest updates on traditional theories whilst charting new directions It also offers interretive frameworks for criminology s current flux and fragmentation and closely examines relationships among theory policy and criminal justice practice Invaluable and indispensible Nicole Rafter Professor Northeastern University The SAGE Handbook of Criminological Theory re centres theory in the boldest most thought provoking form possible within the criminological enterprise Written by a team of internationally respected specialists it provides readers with a clear overview

of criminological theory enabling them to reflect critically upon the variety of theoretical positions traditional emergent and desirable that are constitutive of the discipline at the beginning of the twenty first century Each chapter has been specially commissioned to include the following A brief historical overview of the theoretical perspective Core ideas and key associated concepts A critical review of the contemporary status of the perspective Reflections on future developments In addition the Handbook features a substantive introduction by the editors providing a review of the development of criminological theory the state of contemporary criminological theory and emergent issues and debates The SAGE Handbook of Criminological Theory is an indispensable international resource for libraries and scholars of all levels studying the rapidly developing interdisciplinary field of criminology Crimes Against Nature Rob White, 2013-08-21 Crimes Against Nature provides a systematic account and analysis of the key concerns of green criminology written by one of the leading authorities in the field The book draws upon the disciplines of environmental studies environmental sociology and environmental management as well as criminology and socio legal studies and draws upon a wide range of examples of crimes against the environment ranging from toxic waste logging wildlife smuggling bio piracy the use and transport of ozone depleting substances through to illegal logging and fishing water pollution and animal abuse The book is divided into three parts Part 1 sets out theoretical approaches and perspectives on the subject Part 2 explores the national and international dimensions of environmental crime and the explanations for it Part 3 deals with the range of responses to environmental crime environmental law enforcement regulation environmental crime prevention and the role of global institutions and movements

Friction Anna Lowenhaupt Tsing,2024-08-06 Co Winner of the Senior Book Prize American Ethnological Society What the struggle over the Indonesian rainforests can teach us about the social frictions that shape the world around us Rubbing two sticks together produces heat and light while one stick alone is just a stick It is the friction that produces movement action and effect Anthropologist Anna Lowenhaupt Tsing challenges the widespread view that globalization invariably signifies a clash of cultures developing friction as a metaphor for the diverse and conflicting social interactions that make up our contemporary world Focusing on the social drama of the Indonesian rainforests in the 1980s and 1990s she shows how a host of competing interests from environmentalists and North American investors to advocates for Brazilian rubber tappers international funding agencies and village elders are drawn into unpredictable messy misunderstandings but misunderstandings that sometimes work out Now with a new preface by the author Friction provides an invaluable portfolio of methods for the study of global interconnections

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