



NEWS

U.S. Department of the Interior

Office of the Secretary
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MEDIA ADVISORY

Annual Rachel Carson Lecture: *Videophilia and Our Changing Relationship with Nature*

WASHINGTON –Dr. Patricia Zaradic will address the issues and implications related to electronic media replacing outdoor activities during the 3rd annual Rachel Carson lecture. This event is hosted by the Department of the Interior Cultural Resources Division, which includes the Educational Partnerships Program, Interior Library, and Interior Museum. The lecture is free and open to the public.

Since the late 1980s, after years of steady increase, participation in nature-based activities has waned by as much as 25%, leading to serious implications for biodiversity and conservation. Dr. Patricia Zaradic identifies this decline and its close correlation to *videophilia*, defined as our growing fascination with electronic media. She conducted research at U.S. national and state parks in order to gauge participation in nature-based recreation. Experience with nature, particularly as a child, is the most highly cited indicator for environmental behavior as an adult. In the end, the fate of biodiversity and ecosystems depends on the contact that current and future generations have with nature. Following the lecture, Dr. Zaradic will field questions from participants and offer her expertise regarding the *videophilia* research and possible outreach strategies.

Dr. Patricia Zaradic is a conservation ecologist who explores the interface between human resource needs and nature. She has received support from an Environmental Protection Agency Science to Achieve Results doctoral grant, the National Science Foundation and a Nature Conservancy Smith Conservation Research Postdoctoral Fellowship. She is a recent Environmental Leadership Program Fellow for the Delaware Valley Region, the Director and co-founder of Red Rock Institute and provides science research for The Nature Conservancy. Her current work combines economic, social science and ecological approaches to address pressing conservation issues.

About the Annual Rachel Carson Lecture: In July of 1956 Rachel Carson (1907-1964) wrote an article in *Woman's Home Companion* magazine titled "Help your Child to Wonder," later published as "The Sense of Wonder," which discussed ways to engage a child out of doors, in nature, to ensure a life long interest in the natural world. Fifty-three years later we are well aware of the effects a life spent in a sterile, indoor environment has on children. In 2007 (the centennial anniversary of Rachel Carson's birth) the Cultural Resources Division of the Department of the Interior instituted the annual Rachel Carson lecture to increase children's activity in nature.

WHO: Dr. Patricia Zaradic

WHAT: Rachel Carson Lecture: *Videophilia and Our Changing Relationship with Nature*

WHEN: Saturday, April 18, 2009 2:00 pm to 3:00 pm

WHERE: Library, DOI Main Interior Building

Special Assistance – For those in need of special assistance (such as an interpreter for the hearing impaired) or inquiries regarding the handicapped entrance, please notify Diana Ziegler at (202) 208-1169 in advance of the lecture. Special needs will be accommodated whenever possible.

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