Creating the Papahanaumokuakea Marine National Monument: Discourse, Media, Place-making, and Policy Entrepreneurs

Abstract
President George W. Bush established the Papahanaumokuakea Marine National Monument in 2006. Environmental conservation efforts surrounding the Northwestern Hawaiian Islands began more than 100 years ago with President Theodore Roosevelt, yet creation of the Monument by executive order under the authority of the 1906 Antiquities Act occurred seemingly overnight. In a mere decade, protection of the islands progressed from Coral Reef Ecosystem Reserve in 2000 to Marine National Monument in 2006 to United Nations World Heritage Site in 2010. However, geographers have understood for decades that text, discourses, and cinema create a powerful sense of place and that geographic imagination can spur collective action. This case study offers coastal resource managers and ocean advocates broadly an in-depth examination into a well-orchestrated and successful environmental communication campaign. This case study applied social, critical, and mediated discourse analysis techniques to several forms of data—56 media reports, 13 email surveys or telephone interviews, a collection of photographs in the book Archipelago: Portraits of Life in the World's Most Remote Island Sanctuary, and the documentary Blm Voyage to Kure—to reconstruct the genealogy of place-making by an elite network of scientists, writers, photographers, filmmakers, environmental advocates, and policymakers. Media reporting identified possible factors influencing the Monument's creation and informed survey questions. Discourse analysis of policymaker surveys suggest the existence of important, strategic communication networks between state and federal governments and interested groups inside and outside of government. Established models from the disciplines of environmental communication and political science helped interpret results, including John Kingdon's 2003 policy window concept. The effectiveness of Voyage to Kure is explained using Nichols' (2001) elements of documentary voice and Whiteman's (2004) coalition model of filmmaking. The rise of the Northwestern Hawaiian Islands to the top of a full 2006 political agenda resulted from a combination of factors and complicated interactions, all achieved through orchestrated communication efforts employing evocative media. The collective efforts of an elite network `made place' by envisioning the Northwestern Hawaiian Islands as a unique, fragile ecosystem—distinct geographic space inscribed with particular characteristics and meanings worthy of territorial boundaries and policy protections. The National Oceanic
The Papahānaumokuākea Marine National Monument (roughly /pəˈhoːnaumɑːkuəˈkeə/) is a World Heritage listed U.S. National Monument encompassing 583,000 square miles (1,510,000 km²) of ocean waters, including ten islands and atolls of the Northwestern Hawaiian Islands. Created in June 2006 with 140,000 square miles (360,000 km²), it was expanded in August 2016 by moving its border to the limit of the exclusive economic zone, making it one of the world’s largest protected areas. It is Papahānaumokuākea marine national monument expansion. - by the president of the united states of america a proclamation. Through Proclamation 8031 of June 15, 2006, as amended by Proclamation 8112 of February 28, 2007, the President established the Papahānaumokuākea Marine National Monument (Monument), to protect and preserve the marine area of the Northwestern Hawaiian Islands and the historic and scientific objects therein. Nothing in this proclamation shall change the management of the Papahānaumokuākea Marine National Monument or any of the provisions specified in Proclamations 8031 and 8112. Terms used in this proclamation shall have the same meaning as those defined in Proclamation 8031.

URI
http://hdl.handle.net/10342/3191

Subject
Geography; Communication; Natural resource management

Date
2010

Citation:
APA:

Collections
Dissertations
Institute for Coastal Science and Policy

Publisher
East Carolina University
Papahānaumokuākea Marine National Monument is the largest contiguous fully protected conservation area under the U.S. flag, and one of the largest marine conservation areas in the world. It encompasses 139,797 square miles of the Pacific Ocean (362,073 square kilometers) - an area larger than all the country's national parks combined. (See map). The Northwestern Hawaiian Islands Marine National Monument was established by Presidential Proclamation 8031 on June 15, 2006 under the authority of the Antiquities Act (16 U.S.C. 431-433). It was expressly created to protect an exceptional array