

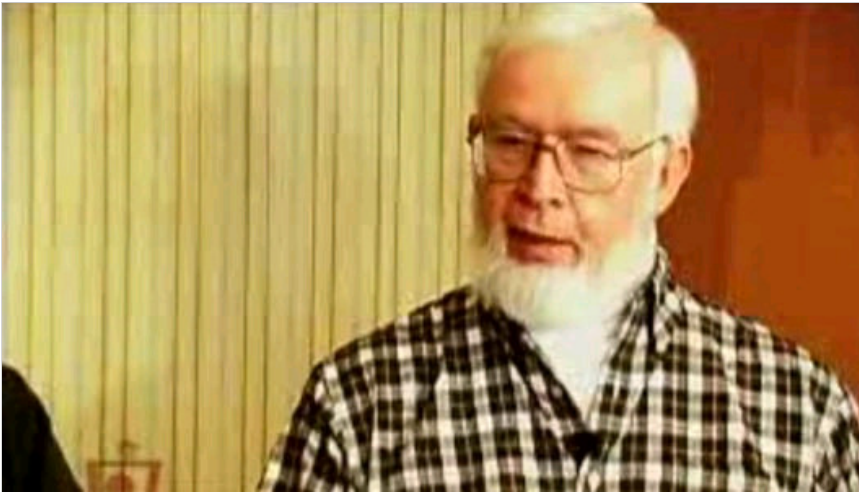
## Green States: Hall of blame

The eco-villains: Meet eight guys who have worked hard to make the Earth a lousier place to live.

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By *Peter Dykstra*

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MAN ON A MISSION: Ron Arnold is the king of environmental backlash. (Photo: YouTube)



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The potent allure of either money or ideology, or both, leads a lot of people to devote their lives to either impeding environmental progress, or enabling environmental destruction. This is by no means a complete list, but here are eight men who have a special place in this realm.

**1) Bruce Harrison:** He is the father of [Greenwashing](#). As a young public relations executive in 1962, he was assigned to launch a counterattack to the publication of Rachel Carson's *Silent Spring*.

And attack he did, unleashing a mountain of criticism, negative book reviews, and more. While it was never traced directly to Harrison, Rachel Carson also endured a torrent of personal attack, questioning everything from her patriotism to her personal life. Carson died in 1964, eight years too soon to see her work vindicated by the banning of DDT. Harrison went on to bigger and better greenwashing fame (he calls it "sustainable communications," writing a book called *Going Green* about corporate environmental measures. Or half-measures.

**2) Frederick Seitz:** He had the kind of resume that many distinguished scientists would kill for: A physicist who did pioneering work on developing transistors, he served seven years as President of the National Academy of Sciences, then eleven more at the helm of the lushly-funded, respected research machine at Rockefeller University. You can't buy that kind of prestige. Or maybe you can. As his stint at Rockefeller wound down, [Seitz](#) took a job consulting on behalf of the R.J. Reynolds Tobacco Company, dispensing more than \$45 million in "research" grants, [according to journalist Mark Hertsgaard](#). And just what does a tobacco company research? "They didn't want us looking at the health effects of cigarette smoking," Seitz said. Oh.

What RJR and its tobacco cronies *did* do is cast doubt on the harmful effects of cigarette smoke. Sort of like what [global warming deniers](#) do. And that was Seitz's next step. He founded the George C. Marshall Institute, a Washington think tank devoted to the smoke and mirrors of denial; and he drew an unprecedented rebuke from the National Academy of Sciences over his involvement in the [Oregon Petition Project](#), the discredited list of "scientists" who dispute global warming. Seitz passed away last year.

**3. Frank Luntz:** He is a [world-class Republican consultant](#) who penned a now-infamous memo in 2002, when President Bush enjoyed record-high approval ratings. Luntz's