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Biological Conservation

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Letter to the Editor

To the editor: Reply Confuses Newsprint with Media

"Is Science in Danger of Sanctifying the Wolf" (Mech, 2012), contends that some scientists have claimed that wolf (*Canis lupus*) restoration has led to many ecological benefits lower in the food chain but that other scientists have questioned the evidence for those claims. Furthermore, my article claims that "the media become complicit [in promoting positive studies about wolves] by immediately publicizing such studies (Table 1). . . ." Dr. Bruskotter's letter (Bruskotter, 2012) contends that Houston et al. (2010) refute that statement.

However, Houston et al. (2010) covered only newsprint, including many local newspapers dating back to 1999 before most of the scientific articles I mentioned were published. My article said nothing about newsprint or news media. It stated "media" which of course includes radio, TV, blogs, websites, magazines, social media, etc. These types of media reach a wider and often different audience than newsprint. The Houston et al. (2010) analysis included none of these latter types of media so does not refute my statements.

References

- Bruskotter, J.T., 2012. If science is "sanctifying the wolf" the news media is not complicit. *Biological Conservation* 000, 000.
- Houston, M. J., Bruskotter, J.T., Fan, D.P., 2010. Attitudes toward wolves in the United States and Canada: A content analysis of the print news media, 1999–2008 *Human Dimensions of Wildlife* 15, 389–403.
- Mech, L.D., 2012. Is science in danger of sanctifying the wolf? *Biological Conservation* 150, 143–149.

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