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Series: Sununu, John, Files
Subseries: White House Offices Files

OA/ID Number: 29177
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Folder Title:
Communications (Demarest) (1990) [3]

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Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Memo	From Sichan Siv to POTUS Re PRC Exchange Delegation in the U.S. (1 pp.)	3/15/90	<u>P5</u>	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Communications
(Demarest) (1990) [3]

Open on Expiration of PRA
(Document Follows)
By JP (NLGB) on 10/28/05

Date Closed:	12/14/2004	OA/ID Number:	29177-004
FOIA/SYS Case #:	1999-0004-F[1]	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
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(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
(b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE

WASHINGTON

March 15, 1990

1990 MAR 16 PM 12:02

THE CHIEF of STAFF
has seen

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *AA*
ASSISTANT TO THE PRESIDENT FOR COMMUNICATIONS

FROM: SICHAN SIV *Sichan*
DEP. ASSISTANT TO THE PRESIDENT FOR PUBLIC LIAISON

SUBJECT: PRC EXCHANGE DELEGATION IN THE U.S.

The first PRC delegation to visit the U.S. on exchange issues since last June is ending its 10 day visit after having met with various leaders of the U.S. exchange community. The three person delegation from the semi-official Chinese Education Association for International Exchange (CEAIE) is the guest of the 400 member American Association of State Colleges and Universities (AASCU).

CEAIE Executive Vice President Li Tao was Director of Overseas Studies at the Ministry of Higher Learning when you were Ambassador to China. His host, AASCU President Allan Ostar who led a delegation to China in 1975, told me that you had "saved the life" of Eastern Kentucky University President Robert Martin by giving him a bottle of bourbon through your friend, Southwest Texas State University President Lee Smith.

CEAIE and AASCU (which supported you on Pelosi bill) have agreed to resume their exchange programs with the October visit to the PRC of 5-10 U.S. university presidents and chancellors. The programs will also include exchange of administrators and language teachers. The two parties plan a conference on the economic development role of state institutions, to be held within two years in Xian, Mr. Li Tao's home town.

CEAIE meetings with other exchange organizations were generally termed as "very cordial". Although at some meetings there was a slight tendency to "shoot the messenger", the Chinese visitors were found to be "anxious to communicate" and very soothing and reassuring. Confronted with the credibility question of official pronouncements that no students were killed in Tiananmen Square, they reassured their hosts that no students were killed in Tiananmen. They seemed to stick to party line whenever policy issues arose, although they reemphasized many times they were not a governmental organization.

In general, the meetings were found beneficial. The majority of exchange professionals who supported you on Pelosi considered the CEAIE visit the first opportunity to improve exchange programs.

Withdrawal/Redaction Sheet

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02. Memo	From Scott Sewell to Selma Sierra Re Bayou Sauvage (1 pp.)	3/28/90	P5	

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Record Group: Bush Presidential Records
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OFFICE OF THE
ASSISTANT SECRETARY

United States Department of the Interior

WASHINGTON, D.C. 20240

Rec'd 3/29 855 A

— Onw

Forward to Register
to considerTHE CHIEF OF STAFF
has seen APR - 3 1990

MEMORANDUM

TO: Selma Sierra
Assistant to the Secretary and
Director of External Affairs

FROM: Scott Sewell *Scott Sewell*
Principal Deputy Assistant Secretary
Fish and Wildlife and Parks

SUBJECT: Bayou Sauvage

Bayou Sauvage consists of 18,000 acres nine miles from the New Orleans Superdome. It constitutes the largest and most pristine Urban Wildlife Refuge in the country. We have an appropriations deadline to proceed with acquisition of this Nationally significant wetlands by the end of April. This appears to be an excellent opportunity to meet several Presidential environmental objectives. The closing can be set for anytime in April.

This acquisition provides THE excellent Earth Day opportunity for the President or the Secretary.

The President will be traveling in Alabama and Florida, April 19-23, 1990 and I believe the Department should make a formal request for him to attend the closing for Bayou Sauvage. If the President is unable to do this event, this should be a must for the Secretary.

J

JHS copy

THE WHITE HOUSE
WASHINGTON

March 30, 1990

MEMORANDUM TO THE PRESIDENT

FROM: DAVID DEMAREST

You had inquired as to the degree of attention directed towards "Earth Day," April 22, 1990. This is a partial listing of activities sponsored by environmental activists as well as mainstream community or corporate sponsored events highlighting the environment in April.

- 1) EARTH DAY 1990 Washington, DC
Rally on the Mall with Tom Cruise, John Denver, national environmental and political leaders. Exhibits by environmental and community groups on the Mall from April 16th through April 22nd.
- 2) EARTH DAY 20 Columbia Gorge, WA
Week-long exposition along the Columbia River. Events will be broadcast via satellite in the U.S. and abroad.
- 3) NATIONAL CELEBRATION OF THE OUTDOORS 7,000 communities
(Derrick Crandall's association is very involved with this.)
Providing local organizers across the country with organizer packets, educational materials and national media coverage; coordinating efforts from Washington, DC. They already have over 7,000 local communities planning events for the 22nd, including "Celebrate Minnesota 1990," organized by Governor Perpich; "NC Outdoors Day," planned by the city of Greenville, North Carolina; a fishing derby, campout, hikes and exhibits in Scottsdale, Arizona; inner city grounds improvement and cleanup organized by the garden club and local boy scout troops in Memphis, Tennessee.
- 4) COLLEGE CAMPUSES Across the U.S.
At least 1,000 college campuses across the country are organizing volunteer projects, symposiums, etc. on and around April 22nd.

High schools and elementary schools around the country are planning educational activities to recognize Earth Day as well.

- 5) MT. EVEREST INTERNATIONAL PEACE CLIMB Nepal
Team of U.S., Soviet and Chinese climbers plan to reach the summit of Mt. Everest on April 22nd.
- 6) AMERICAN FORESTRY ASSOCIATION Across the U.S.
With the theme "Make Earth Day Last a Lifetime," planning tree planting ceremonies all over the country on April 22nd.
- 7) APPALACHIAN MOUNTAIN CLUB Across the U.S.
12 regional chapters are coordinating activities for April 22nd. Mailing an Earth Day calendar of events to their 36,000 members.
- 8) ENVIRONMENTAL ACTION 5 U.S. cities
Promoting a "Clean Motion Campaign" supporting transportation alternatives in Los Angeles, Philadelphia, Nashville, Dallas and Portland on April 22nd.
- 9) IZAACK WALTON LEAGUE 21 states
Conservation action projects in their 400 chapters and 21 state divisions on April 22nd.
- 10) NATIONAL AUDUBON SOCIETY Across the U.S.
510 chapters organizing events on April 22nd.
- 11) INTERNATIONAL EVENTS
At least 121 countries are organizing events to recognize Earth Day, including a mass rally in Malawi, a tree planting campaign in Kenya, a bicycle procession and tree planting in Madras, India, and "Save Peace and Nature" rallies and concerts in the U.S.S.R.

FYI: Estimates suggest there are at least 10 million duespaying members of environmental organizations in the United States. Earth Day activities are estimated to attract between 50 and 100 million participants this year as opposed to 20 million who took part in 1970.

cc: Governor Sununu

Attachments



The way to the consumer's wallet: Union Carbide pushes recyclable plastic containers

CHARLES REX ARBOGAST—AP

ENVIRONMENT

The Selling of Earth Day

Marketers see green in the greening of America

The big bash isn't for five weeks yet, but the invitations to Earth Day 1990 have gone out—and if you didn't get one, you and Capt. Joseph Hazelwood must be the only two. The coordinators of the 20th anniversary of Earth Day on April 22 expect up to 50 million Americans to take part in one or another of as many as 3,000 activities, from racing in San Diego's three-mile "Run for the Rainforest" to building nesting boxes for ducks on Chesapeake Bay. Millions more will watch E-Day specials on television (box). But it's not only concerned individuals who are climbing aboard the green bandwagon. Scores of companies, as different as Domino's Pizza and Union Carbide, Hermès and the maker of Glad plastic bags, are trumpeting themselves as friends of the Earth—and signing on as corporate sponsors of various Earth Day events. A dozen Hard Rock Cafes in the Western United States and Australia have even established a "Save the Planet Department" on their premises to ensure proper ecobehavior such as serving tuna caught only on lines, not in dolphin-snaring nets.

What's happening to Earth Day, in other words, echoes the 1984 Los Angeles Olympics, with its "official" cars, cameras and credit cards. The greening of the boardroom raises the question of whether slick marketing techniques don't contradict the original spirit of Earth Day. More troubling, the pitches are often so misleading, warns Minnesota Attorney General Hubert Humphrey III, that they may make the often deceptive "no cholesterol" claims for food "look like a Sunday-school picnic."

Some corporations are also using Earth Day to associate themselves with such worthy practices as sponsoring ecology courses in grade school—even as they continue to use gases that harm the ozone layer. The mass embrace of ecology prompts a question. Can *anyone* become an environmentalist just by saying he is?

The first Earth Day was a decidedly less commercial affair. Conceived by Wisconsin Sen. Gaylord Nelson, the day was planned

as a nationwide teach-in about the environment at some 1,500 colleges and 10,000 other schools. But the celebration took on a certain Woodstock-era flair. In West Virginia, demonstrators dumped five tons of roadside trash on the steps of a courthouse to protest litter; in San Jose, Calif., students buried a car to protest auto pollution; drivers snipped their gasoline credit cards in half. Twenty million people participated in Earth Day 1970. Corporate involvement was basically limited to CEOs drawing up plans to evacuate their offices if the protesters stormed the citadels.

'Recycled' packaging: This time, CEOs are more likely to invite the participants in for herbal tea. Corporations have come to realize that the way to the consumer's heart is through "ecologically friendly" wares and associating the company with environmental do-gooding. Firms don't miss a chance to describe the plastics they use as "degradable" and their packaging as "recycled." In press releases and brochures (few printed on recycled paper, or even on both sides of the sheets), they trumpet their contributions to save the rain forest and their efforts to reuse office computer paper.

Seizing on the environment as a marketing tool is nothing short of "deceptive exploitation," says ecologist Barry Commoner of Queens College. "Recycled" paper is often made from scraps left over from the mill, not truly reused paper, and much "biodegradable" plastic isn't (industry, when pressed, admits as much). Amway, which marketed biodegradable cleansers long before they became the rage, brags that its spray products "have been free of ozone-damaging chlorofluorocarbons for more than a decade"; Magic Sizing, an iron-

Hoopla Highlights

Television

ABC: "The Earth Day Special" on April 22, 9 p.m.

With Bette Midler, Meryl Streep, Michael Keaton, Kevin Costner, Robin Williams, Quincy Jones and Barbra Streisand

CBS: "The Hard Rock Cafe-Save the Planet Special" on April 20, 11:30 p.m.

Hosts are Bob Goldthwait and "Married ... With Children's" Katey Segal.

Events

Mount Everest Cleanup: Climbers from the United States, China and the U.S.S.R. plan to reach the summit April 22 and remove garbage left by earlier expeditions.

Household Waste Fair: Exposition Park in L.A. will be the site of a Household Hazardous Waste Round-Up on April 7.



BOB D'AMICO—CAPITAL CITIES-ABC

Signing up the celebs: Streep, Costner

ing spray, makes a similar boast. Neither mentions that the United States banned CFCs from aerosols in 1978. "The green movement [is in danger of being] steamrollered by corporate America," says environmental gadfly Jeremy Rifkin.

Brown river: Image advertising can be even more misleading. Champion International is sponsoring canoe and kayak races on four scenic rivers—none of them the Pigeon (N.C.) River, into which its paper and pulp mill legally spews 42 million gallons of brownish chemical-laced waste daily. Monsanto, which has deservedly won praise for its program to cut factory toxic emissions 90 percent by 1992, makes alachlor. This widely used herbicide is a suspected carcinogen and a major cause of ground-water pollution. Notes environmental group Greenpeace in a recent newsletter: "If these companies spent as much on environmental reform as they do on public relations, we would really see some progress."

Corporations, not surprisingly, resent being portrayed as ecovillains. Says Richard Seibert of the National Association of Manufacturers, "Corporations have done a lot [for the environment] and have every right to participate in Earth Day." True enough. The problem is that the image hype may make Americans complacent, figuring that the environment is uppermost in industry's mind. "It also diverts people from demanding something truly meaningful," charges Commoner, such as cleaner, high-mileage cars. He worries that company boasts may allow them to duck pressure for more substantive reforms. It's terrific for a utility to donate land to a nature group, for example. It would be better if it also supported solar energy, he says, to reduce the greenhouse effect.

As business gets Earth-oriented, environmentalists are operating like businessmen. Earth Day 1990 is being marketed with all the slickness of a new cola launch. The Environmental Media Association (EMA), a Hollywood group, has persuaded the staffs of TV shows to write environmental themes into their plots. Thanks to EMA, ALF has campaigned against a toxic polluter and "Murphy Brown's" crew swore off Styrofoam for a week. Earth Day organizers plan a "message of the day" for the week preceding E-Day, trying to place news stories on energy efficiency one day, on recycling the next. They are selling baseball caps, bumper stickers and green T-shirts with an Earth Day logo. "I want to see a sea of green on the 22nd," says Earth Day 1990 chairman Denis Hayes. But if celebrants figure they've done their duty to the planet by merely being part of that sea, Earth Day's legacy will be little more than tons of trash left at next month's rallies.

SHARON BEGLEY with MARY HAGER in Washington and LYNDIA WRIGHT in Los Angeles

A Sickroom With a View

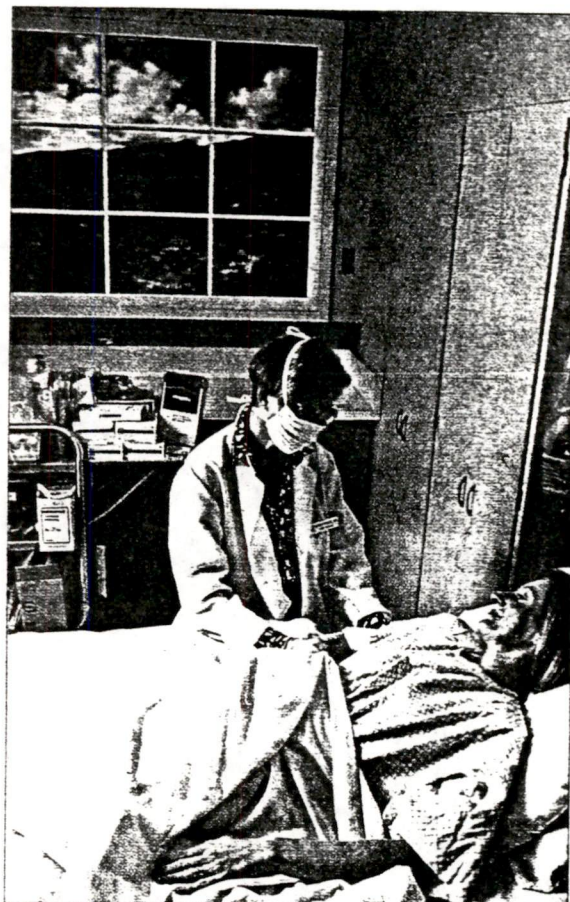
A new artificial window brightens patients' days

A hospital intensive-care unit can be a kind of twilight zone; it functions on a round-the-clock basis, so the patients' normal sleep-wake rhythms are disrupted. When there is no window, the disorientation is intensified, and patients can become mentally confused. The prolonged absence of natural light, studies have found, can delay recovery and even bring on symptoms of psychosis. In fact, federal law requires that all inpatient hospital rooms constructed or remodeled after 1977 include a window or skylight. When a recent renovation eliminated the windows from three rooms in Stanford University Medical Center's cardiac intensive-care unit, the hospital found a way to compensate. This month Stanford became the first U.S. medical facility to install a computerized "window" that simulates the progress of daily light changes—and the passage of time—from sunrise to sunset.

The artificial window, which measures 4 feet by 5 feet, was developed by California nature photographer Joey Fischer, who saw a need when his father had a heart attack and spent hours counting holes in the hospital ceiling tiles because there was nothing else to look at. The Stanford window is actually a computer-controlled light box behind a blowup of a 35-mm slide. The scene depicts a peaceful pasture with billowing clouds in the background. An electronic digital timer produces 650 separate light changes every 24 hours, starting with the pale pink hues of sunrise and ending—on the opposite side of the window—with deeper shades of coral fading into dusk. An updated version will include a moon and twinkling stars.

Salutary effect: The window, which costs about \$9,000, serves more than just an esthetic function. The California Office of Statewide Health Planning and Development is optimistic enough about its potential salutary effect to have granted Stanford a temporary exemption from the federal regulation—pending patient evaluations.

Fischer had previously developed a less



RICK BROWNE—PHOTOREPORTERS

Faking it: Sunrise, sunset and everything in between

expensive, stationary, back-lit artificial window which—along with his nature prints—is used by more than 800 hospitals worldwide. A stationary window was recently installed in the AIDS unit of the Manhattan VA Medical Center, and Leon Washington, a 40-year-old patient there, is enthusiastic. "It gives me a good feeling," he reports. "With this disease, if I sat back and dwelled on it, I'd probably be dead. But the artwork is positive and encouraging."

Use of the windows is spreading beyond hospitals; two dozen of the computerized models have been ordered by an underground U.S. Air Force base in Turkey and a naval air station in Iceland. In the future, says Fischer, he will try to bring motion to the windows, using rear video projection to create the illusion of trees blowing in the wind or waves breaking on the shore. If he succeeds, he could shatter the maxim that a hospital stay is no day at the beach.

JEAN SELIGMANN and LINDA BUCKLEY

LET EARTH HAVE ITS DAY

But the biggest demonstration in history should be only the beginning

BY JEANNE MCDOWELL

It will begin at sunrise on April 22, with church bells pealing for the health of the planet. In tiny chapels and grand cathedrals, Sunday sermons will stress the moral responsibility of environmental awareness. And in thousands of communities around the world, citizens will stage a cacophony of events: parades, proclamations, protests, teach-ins and eco-fairs. In Seattle, residents will demonstrate against pollution in Puget Sound. Environmentalists in West Bengal, India, are planning a bicycle procession. Schoolchildren on Mauritius, a tiny island in the Indian Ocean, will plant trees. And a team of climbers from the U.S., the Soviet Union and China intends to reach the summit of Mount Everest and clean up debris left by previous expeditions. **If all goes as planned, at least 100 million people will take part in the largest global demonstration in history: Earth Day 1990.**

The April 22 date has special meaning for environmentalists: it marks the 20th anniversary of the first Earth Day. In that memorable 1970 mobilization, which evolved from an idea by Senator Gaylord Nelson, more than 20 million Americans, many of them students, rallied under the banner of Mother Nature. Their plea for action helped lead to the passage of the Clean Air Act and the creation of the U.S. Environmental Protection Agency.

The organizers of Earth Day 1990 hope it will have a similar galvanizing effect, that it will change individual behavior and launch a decade of environmental activism. This time the event will be international, reflecting the recognition that all the major environmental threats are global in scope. **More than 100 countries, including Hungary and Uganda, have started to form committees and plan activities.** Says Denis Hayes, a San Francisco lawyer and chairman of Earth Day 1990, an international umbrella organization: "The whole thrust of Earth Day as we go into the 1990s is an environment that is much brighter, a far more diversified movement and, hopefully, a working agenda for the next ten years."

If Earth Day 1970 was almost spontaneous, next year's sequel has become a strategic operation. Hayes, who was a 25-year-old Harvard law student when he temporarily dropped out of school to help organize the first Earth Day, is the driving force behind the current campaign. With principal funding from foundations and individuals, **Earth Day 1990 has a 115-member American board of directors** that includes prominent environmentalists, politicians, business executives, religious leaders, celebrities, labor officials and journalists, among others. There is an international arm with representatives from 33 countries.

At Earth Day 1990 headquarters in Palo Alto, Calif., 20 staff members are plotting strategy as if the event were a political campaign. "We're organizing neighborhoods, regions and special constituencies," says communications director Diana Aldridge. The group has taken a few marketing cues from Madison Avenue as well. As part of a drive to raise \$3 million, Earth Day 1990 is licensing its logo, which will be plastered on everything from coffee mugs to windbreakers. Posters and ads will soon appear carrying the slogan EARTH DAY 1990: WHO SAYS YOU CAN'T CHANGE THE WORLD?

But Hayes' group is not trying to run the whole show. It will organize nationally and regionally and offer support for local groups, making suggestions for setting up events. Several smaller organizations are extremely active. Earth Day 20, a group based in Seattle, is planning a week-long exposition in a natural amphitheater in the Columbia River Gorge during the seven days leading up to Earth Day. The events, which will combine exhibits, musical performances and speeches, will be broadcast live by satellite to screens in shopping malls and on college campuses around the U.S. Earth Day 20 is also co-sponsoring grass-roots action by the National Toxics Campaign to urge companies that release excessive amounts of pollution to sign good neighbor agreements on reducing toxic emissions.

One of the main goals of Earth Day 1990 is to help broaden the environmental movement far beyond its upper-class, bird-watcher base. Six national labor unions have already endorsed the event, and in February a group from Earth Day 1990 will embark on a nationwide tour to urge minority-group members to get involved. Observes Gerry Stover, executive director of the Environmental Consortium for Minority Outreach: "In this country 4 out of 5 toxic-waste dumps are in or near minority communities. These people have as much stake in what happens as mainstream America, maybe more."

Above all, the organizers hope to have political impact. Says Christina Desser, a lawyer and executive director of Earth Day 1990: "Whereas 1970 awakened people to the issues, 1990 needs to make the environment the screen through which all other decisions are made. I want to see millions of people metaphorically standing in the same direction and yelling the same thing to policymakers: 'Hey, get it, you guys? We mean it. If you don't respond, we'll find someone who will.'"

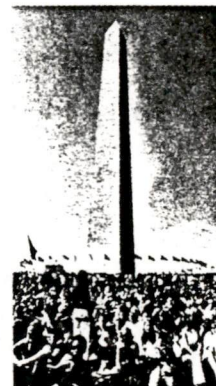
Earth Day 1990 will show how much people care about their planet. The challenge of the next decade will be to channel that concern into strong and sustained action to save endangered earth.



The symbol in 1970



The first rally: a gas



Two decades ago, thousands converged on the Mall in Washington



1990: broader scope



DOING YOUR BIT TO SAVE THE EARTH

ENVIRONMENT ■ Small efforts do count—some much more than others

Pre-Earth Day Syndrome is in full voice. Anticipating the nationwide rally on April 22, every new book and magazine seems to serve up lists of steps you can take to clean up the planet, halt global warming and keep the dolphins safe.

Unfortunately, an environmentally correct life cannot be reduced to a simple, do-it-yourself checklist. "I'm an expert in this business, and when I walk through a supermarket, I get frustrated," says Jan Beyea, a scientist at the National Audubon Society in New York. Trash bags or diapers that are labeled "biodegradable," for instance, will in all likelihood remain hale when buried in a tightly packed landfill, never exposed to the sunlight or air that would break them down. And it's not just a matter of sorting out truth from hype: Consumers also must ponder the relative merits of countless plastic and paper containers. Sometimes it's easy. A box made of recycled paper is clearly preferable to plastic. But the choices are not always so straightforward, as the sections that follow make clear.



and carted off to landfills. Each year, 16 billion are tossed, making up 1.7 percent, by weight, of municipal solid waste. That may not seem like much, but it is a significant amount for any single product, particularly one contaminated with human waste.

Cloth diapers are hardly friendly to the environment, however. Harvesting cotton leaves little residue behind, making the soil susceptible to erosion. The energy consumed in making and laundering cloth diapers exceeds that expended in producing disposable diapers. And when parents subscribe to a diaper service, the truck that picks up the dirty diapers burns gasoline or diesel fuel and pumps out carbon dioxide, carbon monoxide and other pollutants.

Environmentalists concede that perhaps too much attention is being focused on diapers. But they firmly believe that cloth is better, citing the risk of disease from disposables and the sheer wastefulness of the product. Yet fair-minded researchers also admit that parents may have no choice. Some day-care centers accept only toddlers in disposable diapers, and some studies show that disposables may discourage diaper rash.

Parents who simply prefer the convenience of disposables should feel a bit guilty, says Allen Hershkowitz, a senior scientist at the Natural Resources Defense Council in New York. But they need not bear the guilt alone, since the makers of disposable diapers have gone to great effort to market that convenience—and since there could be an alternative. "Call the company's 800 number, and pressure them to recycle disposable diapers," suggests Hershkowitz. The research is already in progress at Procter & Gamble, which in April will begin collecting used diapers in Seattle. The goal is to break them down to plastic and wood pulp and reuse the materials. "The problem isn't disposable diapers, it's how we manage our garbage," says a spokesman. Meanwhile, a push from parents couldn't hurt.

THE GREAT DIAPER DEBATE



The media hoopla might lead an interplanetary visitor to conclude that the fate of the earth depends on switching from disposable to cloth diapers.

Obviously, disposable diapers do Mother Nature no favors. Manufacturing them gobbles up 510,000 tons of wood pulp a year. After covering a baby's bottom for a few hours, the diapers are dumped into trash bags

BOOKS THAT MAKE YOU SEE GREEN

Whatever the literary virtues of today's "how to save the earth" books, at least no trees fell; all are printed on recycled paper. Here is a sampling:

■ *50 Simple Things You Can Do To Save the Earth*, by The Earthworks Group (Earthworks Press, \$4.95). The best. Lively facts ("to

produce one pat of butter, 100 gallons of water is required") and homely advice (save a gallon per flush by putting a water-filled plastic jug in the toilet tank).

■ *The Green Lifestyle Handbook*, edited by Jeremy Rifkin (Henry Holt, \$10.95). An activist will welcome the 1,001 tips and the thoughtful

chapters on the environment; a newcomer to the movement might be overwhelmed.

■ *The Green Consumer*, by John Elkington, Julia Hailes and Joel Makower (Penguin, \$8.95). A wealth of mostly helpful information about what to buy, from baby products to rain-forest nuts.

■ *Heloise: Hints for a Healthy Planet*, by Heloise (Perigee, \$7.95). Put dryer lint out for

nest-building birds, says the columnist; use plastic tabs as guitar picks. Thus will the planet be saved.

■ *Shopping for a Better World*, by the Council on Economic Priorities (Ballantine, \$4.95). Think keeping track of coupons is hard? Try shopping with this list of 1,400 products and the political and environmental stands of their manufacturers.

TUNA SANDWICHES AND DOLPHINS



Each year, an estimated 100,000 dolphins die because of tuna fishing. In parts of the Pacific, the big fish swim beneath the marine mammals, so one way that fishermen trap the tuna is to spread nets around dolphins. It's easier

than waiting to spot a school of tuna. But the dolphins can drown while entangled in the net. Others are wounded in the process and become prey for sharks.

That doesn't mean your tuna sandwich cost a dolphin its life. Less than 10 percent of the world's tuna is caught this way. But the major U.S. companies that sell canned tuna buy from boats that are responsible for dolphin kills, says David Phillips, director of Earth Island Institute, a San Francisco-based conservation group.

That led to a call by environmental groups in 1988 for a lasting boycott of canned tuna. Tuna sales have not slumped, but publicity about the boycott has led restaurants and schools to ban tuna from the menu. Phillips and other activists are hopeful. "The H. J. Heinz Company, which owns StarKist, does not want its reputation damaged," he says. A spokesman for StarKist says that the U.S. tuna fleet reduced its dolphin kill from 20,500 in 1986 to 12,600 in 1989. That may be true, Phillips says, but StarKist and other companies buy from foreign vessels as well.

Consumers would have an easier time if the Dolphin Protection Consumer Information Act, a bill pending in Congress, passes. It would require cans of tuna to be marked "dolphin safe" or "dangerous to dolphins." Then people could have their tuna and still send a message.

Dolphin devotees need not completely swear off tuna. Health-food stores sell Deep Sea and Miramonte tongol tuna, a species that does not swim near dolphins. And fresh tuna steak is O.K. It was caught with a hook or a harpoon, not a net. □

SOME TIPS WORK

1. **Just Say No to bags.** Bring your own bag on errands or stuff the goods in your pockets, purse or briefcase.
2. **Replace a few light bulbs with screw-in fluorescents.** "Compact fluorescents" cost \$10 to \$20 each but slash electricity consumption by 75 percent and last 10,000 hours. The savings over the life of the fluorescent: About \$30.
3. **Avoid hazardous cleaners.** Vinegar, ammonia, baking soda and detergent are cheaper anyway.
4. **Keep your tires properly inflated.** It will give you up to 5 percent more miles per gallon. The tires last longer, too.
5. **Install a low-flow shower head.** Water use is cut by about half. Taking a daily 7-minute shower requires 5,000 fewer gallons a year.
6. **Snub throwaways.** Do you really need a disposable camera or razor? Neither do landfills.

A GOOD BAG IS HARD TO FIND



"Paper or plastic?" asks the supermarket cashier. It's a question capable of tripping up the most dedicated do-gooder. The production of both plastic and paper bags pollutes the air and water. Making paper bags exacts a toll on trees as

well. And a plastic bag takes up less space in a landfill than a paper bag. So which is better for the environment? "I've been studying the issue for two years and I still don't know," says Howard Levenson, senior analyst at the Office of Technology Assessment, the research arm of Congress.

The far-from-ideal solution is to bring your own canvas or string bag. That is feasible for a few items, but hardly practical for a family's weekly \$157 shopping excursion.

So you move to a more exotic level of relevant information. Coastal residents, for example, should know that plastic bags could blow off a garbage truck or barge and land in the water. Wildlife, particularly turtles, could ingest the bags and die. The winner near the ocean, then, is paper. Elsewhere, plastic has the edge. It weighs less than paper, and as a rule, the lighter a product, the less pollution it causes when it is manufactured, says Jan Beyea, a scientist at the National Audubon Society. Unless, that is, the plastic bag is dyed

yellow or red. The dyes might contain lead or cadmium, says Beyea. These toxic elements enter the atmosphere if the bags are incinerated, and could leach out in a landfill.

Whether your choice is paper or plastic, experts recommend that you try to use bags more than once. Keep them handy and tote them back to the store the next time you shop. The cashier may give you a funny stare, but you could be blazing a trail for shoppers of the future. If stores start charging per bag, as some discount chains and environmentally minded supermarkets now do, most folks will bring their own. □

A STEP FORWARD, A STEP BACK

Battered by information, some of it conflicting, many people aren't quite sure what to do. Consider the following day in the life of a well-intentioned, hypothetical American.

7:05 a.m. Shave, turn off faucet between razor rinsings. A 3-minute shower saves energy and water. Feel virtuous.
7:30 a.m. Toss breakfast litter into supposedly biodegradable garbage bag. Recall that bag breaks down in sunlight. Sun

doesn't shine inside landfills.
8:05 a.m. Bus to work. No second car; saves about 5,500 pounds a year of globe-warming carbon-dioxide emissions.
9:37 a.m. Drink coffee from mug, not foam cup made from ozone-gobbling chlorofluoro-

carbons. Mistake: Many cups are now made with CFC substitutes. Real CFC problem is car's leaky air conditioner, unfixed since last summer. Feel guilty.
12:32 p.m. Ask fast-food place to hold the pickles—and the plastic tray. Forget it. Pleading for understanding, manager says he does each night's inventory by counting the unused containers.
4:15 p.m. Sort office trash for recycling. Even bring in junk



GARBAGE AND MORE GARBAGE



In theory, Americans can continue throwing away as much as they want and there will be room for it somewhere. Urban cynics might propose that Wyoming, the least populous state, be turned into a national landfill.

But garbologists believe people can and should throw away less than the current 160 million tons per year they discard, an amount equal to 3.6 pounds per person per day. "The public doesn't want more landfills, and we are depositing materials that are easily recycled," says Daryl Ditz, a senior extension associate at Cornell University's Center for Environmental Research.

Creating less garbage means disposing of your "disposable" mind-set. "When you go shopping, think of all the products as 'pre-garbage,'" says Ditz. Buying the largest container of a product, for instance, saves money and reduces the number of cans and boxes you'll be tossing out. And pointless trash comes from tiny products like deodorant and makeup often surrounded by layers of packaging.

One way to sharpen your trash consciousness is to move to Seattle. The city efficiently recycles paper, glass, aluminum, plastic and yard waste. You store the refuse in special cans that you then put out for curbside pickup. In 1989, 34 percent of Seattle's solid waste was recycled, up from 24 percent in 1987. That compares with a national average of 10 percent.

You can start your own Seattle-type program—with yard waste. Grass clippings, leaves and other yard debris make up 20 out of every 100 pounds in a typical landfill. These lawn leftovers can be dumped into a plastic bin about 3 feet high, or into a corner of the yard fenced with chicken wire. Rained on or watered regularly, says Carl Woestendiek, a waste-reduction planner for the Seattle Solid Waste Utility, they will decompose into rich, crumbly compost, an excellent fertilizer. □

AND SOME DON'T

1. **Biodegradable plastics:** They don't break down in tightly-compacted landfills any better than banana peels and newspapers do.
2. **Don't bother with "recyclable" plastic containers.** In the U.S., only 1 percent of plastic refuse is recycled. You'll do more good buying eggs in cardboard cartons, which are made from recycled newspaper.
3. **Paper coffee cups are no panacea.** Unless they are recycled, paper cups end up in landfills just like their polystyrene cousins. Bring a mug from home for your coffee.
4. **"Friendly" aerosol sprays often aren't.** Most aerosol sprays are free of ozone-damaging chlorofluorocarbons. That's been the law in the U.S. since 1978. But spray propellants like propane and butane are pollutants. Look for pumps or alternative forms like roll-ons.

COOLING OFF A WARMING GLOB



Planting trees, especially faster growing types like sycamores and pines, would help take care of global warming. As trees grow, they absorb carbon dioxide, a major player in the greenhouse effect because it traps heat in the atmosphere that

ordinarily would escape into outer space.

Realistically, of course, global warming can't be stopped with sycamores. "The U.S. is the leading contributor of carbon dioxide, but it's not the sole source of the problem," says Richard Somerville, chief of the climate research division at the Scripps Institution of Oceanography at the University of California at San Diego. "It's been estimated that you'd have to plant 1,000 trees for each person on the planet to halt the worldwide increase in carbon dioxide emissions."

Far more significant are the energy-conserving steps supposedly drilled into every U.S. citizen during the energy crunch of 1974. If they sound as obvious now as they did then, the fact is that they work. Heat your home more efficiently (and turn down the thermostat at night). Wear sweaters and long underwear to keep warm. Cut back on hot showers. Turn off lights when you're going to be out of a room for 15 minutes or more. Look for an energy-efficient replacement after your old

washer shudders through its final spin cycle. Drive less. This time around, it may be harder to motivate yourself to take the bus instead of driving. You don't get a quick payoff as you did in the '70s, when a gallon of gas saved meant you could put off by a day having to wait in the line of cars snaking around the gas station. But conserving energy is the one strategy virtually everyone can follow, and one that could truly help to save the earth. ■

by Marc Silver

mail from home. Can't remember whether Post-it stickers, brown envelopes and candy wrappers go into "recycle" or throwaway basket. Office recycling person out. Make random choice. Feel silly.

5:30 p.m. Buy "biodegradable" disposable diapers. Critical fellow shopper announces they're irresponsible because they really don't break down. Also, cloth diapers are cheaper. Valid but irrelevant; kid's day-care

center accepts only disposables.

8:15 p.m. Make quick run to the grocery store. Choose paper over plastic bag for groceries. Discover later that polyethylene plastic bags cause less pollution per pound to make than virgin paper and take up less space in landfills. Oh, well.

8:47 p.m. Can't find sponge. Wipe up spilled milk with paper towel.

7:25 p.m. Load dishwasher, scraping but not rinsing dishes.

Most people also rinse, wind up using more hot water.

8:02 p.m. Wash laundry with phosphate-free detergent in cold water. Set dryer on low. Feel close to nature.

8:15 p.m. Read daughter story about saving dolphins. Replace burned-out light with "energy saving" bulb. Notice fine print on package: Only save 5 watts. Call cousin, an accountant. She says annual savings comes to 40 cents a bulb. Big deal.

9:35 p.m. A beer to go with TV.

Snip plastic six-pack rings before tossing away. Uncut rings can strangle seals and sea birds.

11:01 p.m. TV news says fuel bills will jump.

11:30 p.m. Turn down thermostat, get out \$450 handmade Amish quilt.

11:45 p.m. Dream of pursuit by ferocious dolphins. Wake up sweaty. Swear off tuna.

by Michael Kieman

Coral Reefs Off 20 Countries Face Assaults From Man and Nature

CORAL reefs off the coasts of more than 20 countries are suffering from increasingly severe human and natural assaults, new research shows.

Overfishing, coral harvesting and vessel groundings, widespread pollution caused by chemicals, sewage and deforestation, and such natural phenomena as sharp swings in water temperature have threatened the corals, scientists say.

The problem affects the coasts of Australia, China, Japan, Panama, Thailand, Malaysia, the Philippines, India, Indonesia and Kenya, as well as the Red Sea and many reefs in the Caribbean and the Atlantic.

Off the Florida coast, more than 100 square miles of the only barrier reef in North America are being threatened by toxic pollutants and vessel groundings. In the last few months, groundings in the Florida Keys have caused \$20 million in damage and pulverized thousands of square feet of coral, according to the Center for Marine Conservation in Washington. In many cases, the dam-

'Virtually every system in the world is suffering.'

age has been irreparable.

In the South China Sea, widespread coral harvesting for aquariums has wiped out all but 20 of 110 coral species recorded in 1960, according to a United Nations report, "Human Induced Damage to Coral Reefs." In Indonesia, blasting of coral and fishing with traps has damaged corals. In Bali and the Maldives, coral mining, spear-fishing, dredging and pollution are killing corals.

Tiny Tentacled Animals

"Virtually every reef system in the world is suffering," said John Ogden, director of the Florida Institute of Oceanography, a consortium of nine Florida universities studying the problem. "We have reached the point

where coral reefs are being turned into wastelands."

The tropical reefs are the handiwork of minute, tentacled coral animals. They range in size from a half an inch to eight inches and live in large, tightly knit colonies, attached permanently to the limestone skeleton that the colony builds as it grows.

For reef-reliant economies, the continued loss of corals could be devastating. Living coral reefs form the basis of a delicate ecosystem that shelters thousands of marine organisms, including fish, crabs and other seafood. Their loss would be most severely felt in underdeveloped nations because coral reefs are a crucial source of food and provide jobs for thousands of fishermen.

Brian Lapointe of the Florida Keys Land and Sea Trust estimated that 30 percent of all coral cover in the Keys has been lost since 1970. In one study, James W. Porter, a zoologist at the University of Georgia, and fellow researchers have documented the disappearance of 8 percent of corals on several large reefs in only a two-year period. Dr. Porter, who used time-lapse photography in the study, said he was worried that the loss would continue. "We saw a significant loss of coral," he said. "But the exact cause seem to be elusive."

"It's a very complicated problem which has many causes," said Jeremy B. C. Jackson, chief scientist at the Smithsonian Tropical Research Institute in Panama. "Some would like to say it's because of human activity, but there's also a natural component."

Nature Joins in Conspiracy

Hurricanes, radical swings in water temperature and El Niños, the warm ocean currents that periodically cause climate disturbances, are among the natural causes.

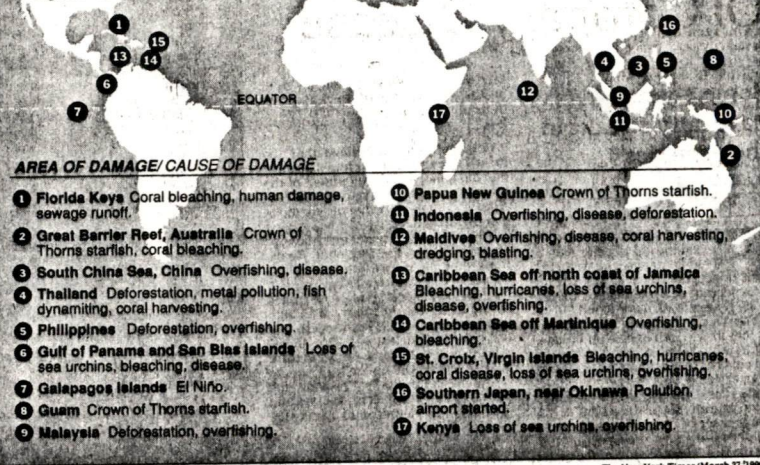
On many reefs the shortage of fish as a result of overharvesting and the loss of coral-protecting sea urchins have stripped away two major natural protections of corals. In many places the urchins have been replaced by a venomous, coral-eating starfish known as the Crown of Thorns.

The Crown of Thorns is abundant in a dozen countries, including Japan, where teams of divers working together are injecting them with lethal poison and putting up underwater fences to halt their migration.

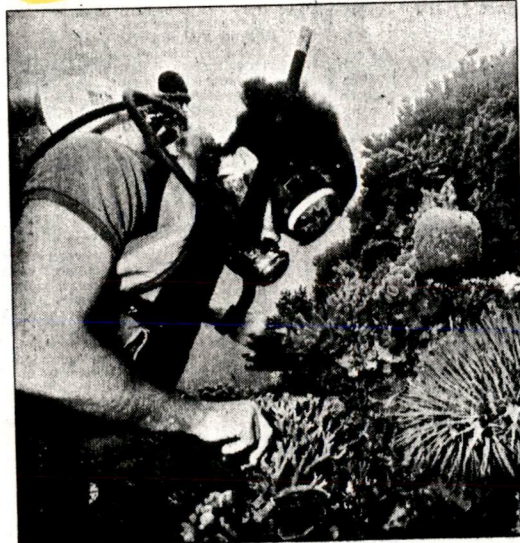
Since 1987, Caribbean corals have suffered from widespread bleaching, a blight that impairs or kills corals. Scientists blame rising water temperatures, which sensitive corals cannot withstand. The bleaching occurs

Some Areas of Heavy Reef Damage

Coral reefs face a variety of direct and indirect threats. For example, loss of sea urchins permits overgrowth of algae; deforestation leads to runoff of soil nutrients that feed algae.



The New York Times/March 27, 1990



One threat to coral is the Crown of Thorns starfish, shown to the right of a diver in the Great Barrier Reef Marine Park in Australia.

Overfishing, vessel groundings and pollution are proving devastating.

when the algae that coral organisms depend on die. Because the algae give corals their coloration, their death causes the reef to turn ghostly pale.

Oil Spills and Chemicals

Scientists say that the human impact on reefs, such as freighter groundings, oil spills and chemical pollution are now the main threat to coral survival.

In an ecological study on spills in tropical waters, Dr. Jackson reported last year that such damage to coral is not only immediate and severe but can leave them susceptible to disease and blight for years.

Scientists say reef-killing algae can proliferate as a result of human pollution. This occurs when groundwater and streams carry nutrients from treated sewage and agricultural chemicals from crops and golf courses into the ocean. The nutrients there they fertilize the algae. The algae outcompete corals for living space, effectively killing them.

But scientists say the most long-

term damage occurs when stands of coral are leveled by freighters or knocked down by objects like boat anchors. They say the branching elkhorn coral, which take 400 years to grow and are the most common of 1,000 coral species, can take up to 50 years to grow back.

Concern in Congress

Some Federal lawmakers have voiced concern about what is happening. Last fall Congress ordered the National Oceanic and Atmospheric Administration to study three Florida sites for inclusion in the National Marine Sanctuary Program.

Then within three weeks, four major vessel groundings in the Keys flattened thousands of square feet of coral and prompted further Congressional action. Representative Dante B. Fascell, Democrat of Florida, introduced a bill to create a Florida Keys Marine Sanctuary that would extend 122 miles from the coast of Key Largo to the Dry Tortugas near Key West out to the 300-foot depth. If passed, the law would give teeth to current enforcement, allotting additional Federal funds for more enforcement agents and mooring buoys.

A Senate bill introduced on March 7 by Bob Graham, Democrat of Florida, would make most marine sanctuaries off-limits to freighter traffic. The Coast Guard, meanwhile, has been holding hearings on a proposal to ask the International Maritime Or-

ganization to create "areas to be avoided" by international freighters off the Florida coast.

In less developed countries, corals have suffered decades of abuse directly related to slash-and-burn deforestation, which consumes thousands of acres of trees each year. Heavy nutrient runoff from clear-cutting has led to sediment-filled waters, which spur algae growth and choke corals. "The Caribbean reefs seem to be in an advance state of decline," Mr. Lapointe said.

Aiding Third World Countries

In an effort to halt the decline of coral reefs in the third world, the Bush Administration has drafted guidelines for the United States representative to the World Bank to follow in considering the financing of projects that might adversely affect rain forests and coral reefs.

Scientists are urging that Federal and state governments continue to reorganize their environmental priorities toward coastal resources, imposing tougher penalties on freighters that run aground, imposing bans on some agricultural chemicals and installing mooring buoys along reefs.

They warn that unless further steps are taken, corals could become endangered within decades. "We still don't know if we're dealing with long-term variations," said Mr. Ogden of the oceanography institute. "There are natural cycles we know little about."

New Long Island
Store Hours!

47th Commuter

PLAN AHEAD!
NYC stores close Fridays
at 2 p.m. Long Island at
4 p.m. All stores closed

TWENTY YEARS AFTER HE MOBILIZED EARTH DAY, DENIS HAYES IS STILL RACING TO SAVE OUR PLANET



In 1970, 20 million Americans turned out to celebrate Earth Day, including these demonstrators in New York City.

The rain was pelting down, and the wind was howling at the walls of New York City's Museum of Natural History. Inside, a tall, intense man was speaking to an audience of 500, his steely-blue eyes commanding their attention to a grim message. "Twenty years after Earth Day, those of us who set out to change the world are poised on the threshold of utter failure," he said softly. "Measured on virtually any scale, the world is in worse shape today than it was two decades ago. How could we have fought so hard and won so many battles, only to find ourselves on the verge of losing the war?"

In the pantheon of America's environmental crusaders, Denis Hayes, 45, may be less well known than Barry Commoner, less combative than Ralph Nader. But in terms of mobilizing people, he has no equal. Two decades ago, Hayes was a 25-year-old college student who coordinated a day of teach-ins about the dangers of air and water pollution, pesticides and garbage. The April 22, 1970, event came to be known as Earth Day. Hayes delivered

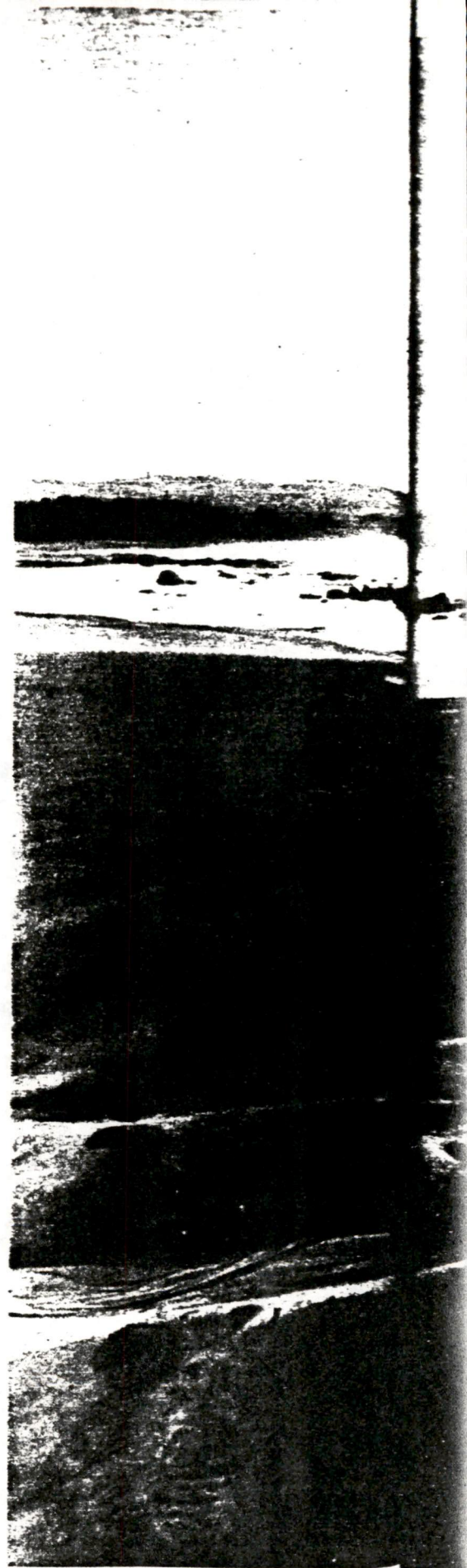
an impassioned call to action that day, inspiring demonstrations by 20 million Americans and launching the modern environmental movement. "In terms of the environment," says longtime conservationist David Brower, "Denis Hayes is undoubtedly the most important figure of his generation."

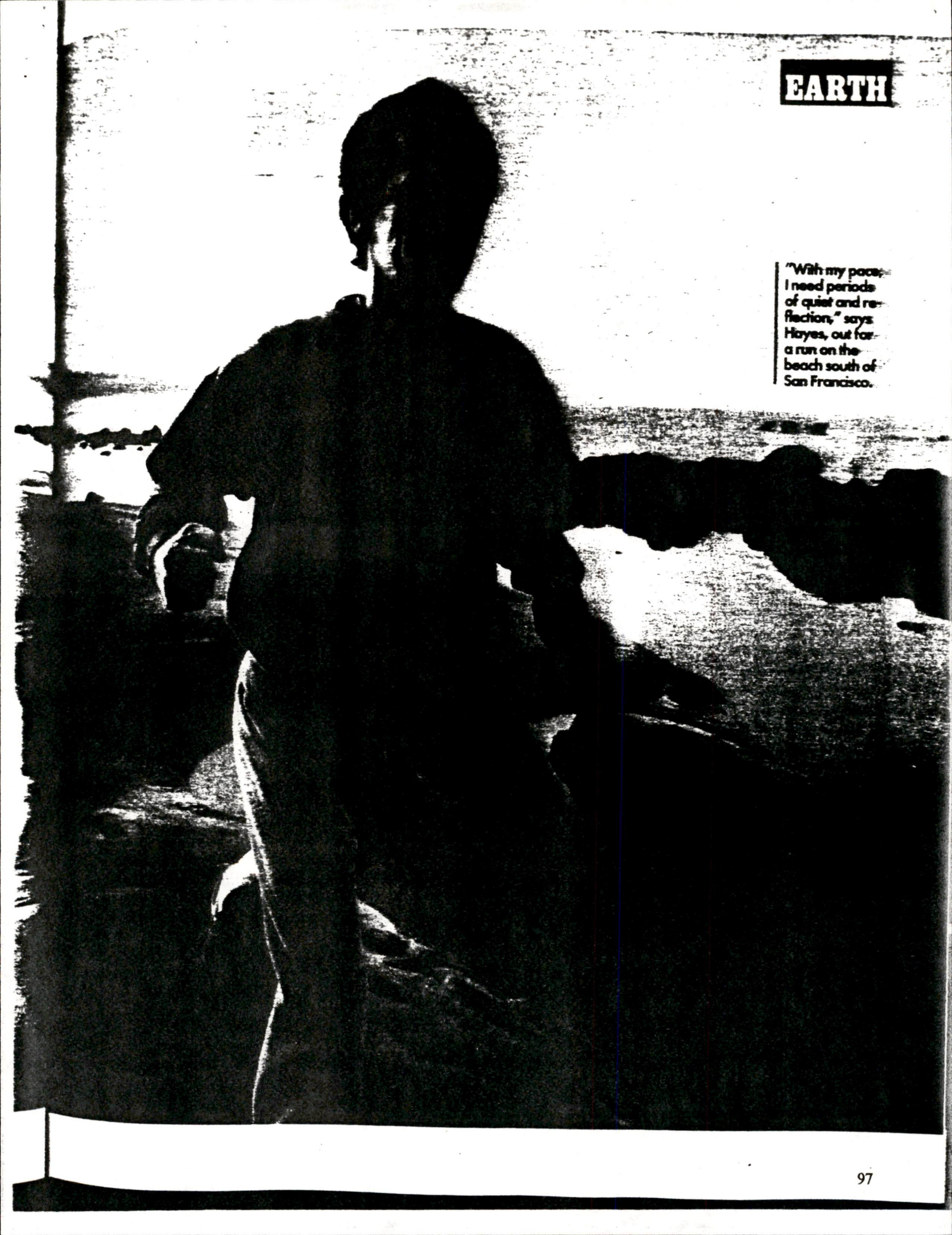
Twenty years later, Hayes is back, coordinating an ambitious sequel that he hopes will reach 100 million people in 134 countries on April 22. Hayes decided two years ago that the moment was ripe for an environmental encore; he took a leave of absence from his San Francisco law firm and began to assemble a board of directors. "Our problems are more serious than they were in 1970," says Hayes. "The ozone layer is being destroyed. Global warming is increasing. The rain forests are being cut down. We're poised at some crucial thresholds from which, if we cross them, we'll never return."

In spirit, Earth Day 1990 evokes the idealistic fervor of the 1970 operation. The base of operations—a donated Palo Alto, Calif., storefront—resembles a frenzied political headquarters. "Don't just stand there, stuff envelopes!" staffer Teresa McGlashan, 27, says to a visitor as she hurriedly finishes a mailing to groups in France and Latin America. Beneath the friendly chaos, however, is a slick \$3 million campaign, out of which comes Hayes's \$7,000 monthly salary. Funded by foundations, corporate sponsors and private donors, the organization employs publicity firms, celebrity coordinators, focus groups, product licensing and sophisticated marketing plans. "Earth Day is essentially a political campaign without the politician," explains Executive Director Christina Desser.

The goals of the campaign are formidable: first, to alter people's behavior through educational blitzes. The staff has developed two programs for schools and colleges. A week-long media onslaught will blanket the nation, offering practical advice and urgent warnings on environmental hazards. A sister project will teach municipalities how to improve environmental programs.

Hayes's second goal is to reach out to





EARTH

"With my pace,
I need periods
of quiet and re-
flection," says
Hayes, out for
a run on the
beach south of
San Francisco.

new groups that have not historically been identified as environmentalists: churches, labor, minorities, even business. Says Earth Day Issues Director Mark Valentine: "Denis can explain to bureaucrats, students, families and auto workers why it's important that they replace ordinary light bulbs with folded fluorescent bulbs, eat more organic produce and drive more efficient cars. If one person can articulate that message to the world, it's Denis Hayes."

Hayes is a quiet, driven man. Staff members say his aloofness makes him difficult to get to know. "I didn't come here to make friends with Denis," says one. "I came because I admire his commitment to the environmental movement."

On a recent mid-afternoon lunch break at a local restaurant called the Good Earth, Hayes sips herbal iced tea and speaks eloquently about the history of the environmental movement. His face is still imprinted with fatigue from the previous month's promotional sprint through Washington, D.C., New York City, Warsaw, Prague and Moscow. He begs off questions about his recent separation from his wife of 18 years, Gail. "I'm much better on dialectical materialism than I am on my personal life," he says with a pained laugh.

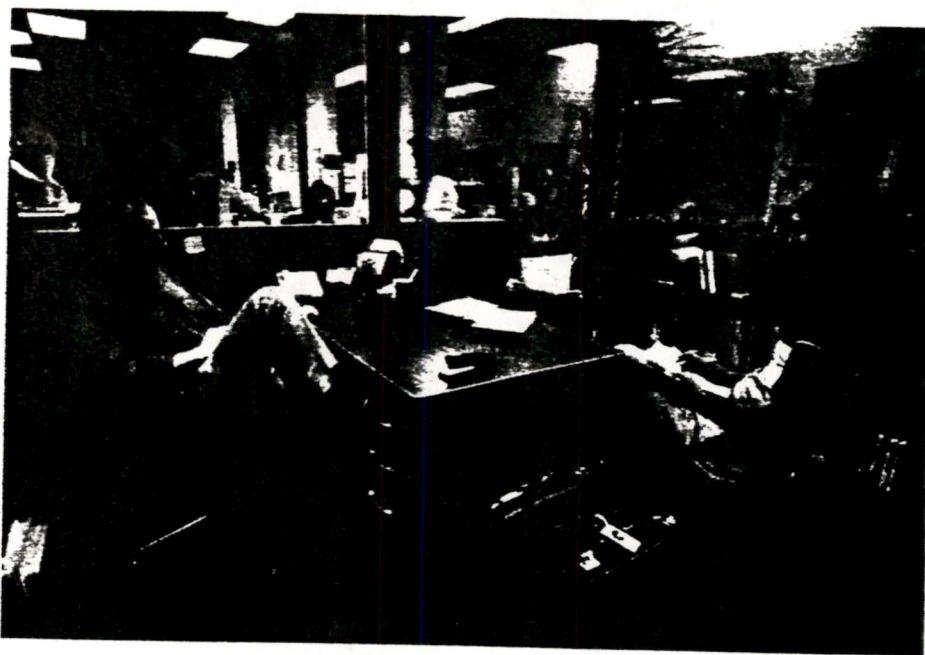
When not traveling, Hayes tries to live consistently with his values. "I chose my apartment for its energy efficiency," he says. "I try to walk or ride a bike most places. I installed a superefficient shower head in my bathroom. I recycle everything, and I try to avoid any product that just gets used once."

Hayes was born in Wisconsin and raised in Camas, Wash., a town of 4,000 near the Pacific Northwest's spectacular Columbia River. While Hayes spent much of his boyhood among the towering Douglas firs around his home, his father worked for a paper company with mills discharging wastes into the river. "Even then, I remember being upset by the havoc being wreaked," he says.

Hayes went off in 1962 to Clark College in Vancouver, Wash., but dropped out after two years. "It was a classic identity crisis," he says. "I was totally wrapped up in misgivings about the [Vietnam] war, the production of nuclear, chemical, biological weapons. All I knew was that I didn't want to go on with my life the way it was."

So Hayes traveled the world. He sold surfboards in Hawaii, taught at an athletic club in Japan, rode the Trans-Siberian railway and hitchhiked through Eastern Europe, the Middle East and Africa. It was in 1965, while stranded in the rugged, barren desert of South West Africa (now Namibia) that Hayes says he came to terms with himself and his future. "I found myself at an intersection on a terribly lonely, desolate road. The sky was huge and bright, and the air was rapidly turning frigid cold. I was very aware that a lot of snakes and scorpions would be

On Earth Day 1970, Hayes, 25, spoke at a rally in Washington, D.C. "We were impatient and idealistic," he says.



Hayes strategizes with staffers Teresa McGlashan and Mark Dubois at Earth Day 1990 headquarters in Palo Alto.

looking for something warm to curl up next to. If I died, no one would know for a long time. I decided then that I wanted to go home, to become engaged in the system and try to change society for the better. I wanted to make a mark."

He enrolled in Stanford University and after graduation was accepted by a joint government-and-law program at Harvard. Three months later he heard about Wisconsin Sen. Gaylord Nelson's idea for a day of workshops about the environment. Nelson, preoccupied with his senatorial duties, needed a coordinator for the event. Within four months, Hayes had transformed the idea into a nationwide network of lectures, workshops and rallies that became the country's biggest

demonstration since the end of World War II.

"Denis was the first person of my generation who talked about a sense of duty to the planet," says Steven Haft, producer of *Dead Poets Society* and one of Hayes's 1970 Earth Day organizers. "Back then, environmentalists divided themselves between politicians and the nuts-and-berries people," says Haft. "Then there was Denis. He was our theologian."

Within months of the first Earth Day, the Environmental Protection Agency was formed. Interested in testing the political mettle of the movement, Hayes incorporated his Earth Day followers into a lobbying group called Environmental Action. During that year, they helped defeat seven of 12 congressmen whom they had labeled the Dirty Dozen because of their opposition to environmental laws.

In 1971 Hayes married Gail Boyer in



Hayes and his daughter, Lisa, a high school debater, romp with their Newfoundland, Celie, on the Stanford campus.

the Stanford University Chapel. Four years later the couple had a daughter, Lisa. By this time Hayes had become a self-taught expert in solar, wind and other renewable energy sources. After a stint as the director of the Illinois State Energy Office, Hayes returned to Washington, D.C., to write a book promoting solar energy.

When Jimmy Carter was elected President in 1976, he named Hayes head of the Solar Energy Research Institute (SERI) in Golden, Colo., making the environmentalist, then 35, the youngest person and the first nonscientist ever to head a national laboratory. With 1,000 employees and a \$130 million budget, Hayes set SERI on course designing solar technology for houses, cars and agriculture. "The way we were going," says Hayes, "a third of the country's energy could have come from clean energy sources by the year 2025."

But Ronald Reagan's inauguration in January 1981 slammed the door on Hayes, on SERI and on the environmental movement in general. Stunned, angry and disillusioned, Hayes and his family returned to Palo Alto, where he finished law school and began practicing general litigation. "What happened to the environmental movement during the '80s," says Hayes, "made me realize that its constituency wasn't broad enough or strong enough to withstand Reagan. We got rolled."

But now it is Hayes who is on a roll. When the sun sets on Earth Day 1990, he will begin reaching out to two constituencies long ignored by environmentalists, consumers and business. On May 1 Hayes starts full-time as chairman of Green Seal, Inc., which has offices in Palo Alto and Washington, D.C. Founded in February, Green Seal will work with scientists, environmentalists and businesses to develop environmentally sound products. These products will earn a "green seal" of approval, "revolutionizing the consumer-purchasing patterns of the public," hopes Hayes. "In the past we haven't asked much more of our supporters than to send us an occasional check," says Hayes. "People want to make the right choices in their lives, and now they have to. Talk is no longer sufficient. Time is running out."

—Susan Reed

ALBUM
THE SONG
BUSINESS
BROS.
RECORDS
TOUR



Vanishing wildlife. Everglades wading birds, like roseate spoonbills, once numbered more than a million, but drought and pollution have

helped

Can the Everglades still be saved?

The nation's premier wetland is dying, but a massive restoration project may revive the park

From dawn to dusk, the tourists flock to Eco Pond like the birds that roost here deep in the heart of Everglades National Park. It's an avian paradise, color-splashed with roseate spoonbills, blue herons, purple gallinules, white ibises, reddish egrets, cormorants, cranes and anhingas. The spot evokes an image of nature's finest, unspoiled handiwork. But Eco Pond, the best place to view birds, is actually a man-made lagoon that is part of the sewage-treatment system for the Flamingo lodge and visitors' center.

Close to a million people visit Everglades Park each year, to marvel at the wildlife and gaze at the steamy landscape that is part African veld, part tropical swamp. Life plays out here as it has over the millennia: Primal, unchanging, indestructible. At least, that is how it seems. Everglades *looks* healthy, but parts of the finely tuned ecosystem are near total collapse. The park is dying.

Years of mismanaging the water supply, with agriculture and urban development increasingly diverting the flow that

sustains the park, have desiccated much of its wetlands. An 18-month drought is exacerbating the situation. Wading birds, the park's signature feature, like Yellowstone's bison or Glacier's grizzlies, numbered more than a million a century ago. Today, the flocks have been reduced to a scant 5,000 birds, and none has nested in two years. Voracious alligators, whose population in the dried-out park is also drastically shrinking, are cannibalizing their young. Exotic plants, thriving on nutrients in agricultural runoff, are forcing out natural vegetation. Bass and catfish should not be eaten because they are laced with natural mercury leached into ponds from soil dried to dust. Panthers, snail kites and wood storks, three of the park's 13 endangered wildlife species, teeter on the brink of extinction. Says park wildlife biologist John Ogden: "This is our Silent Spring."

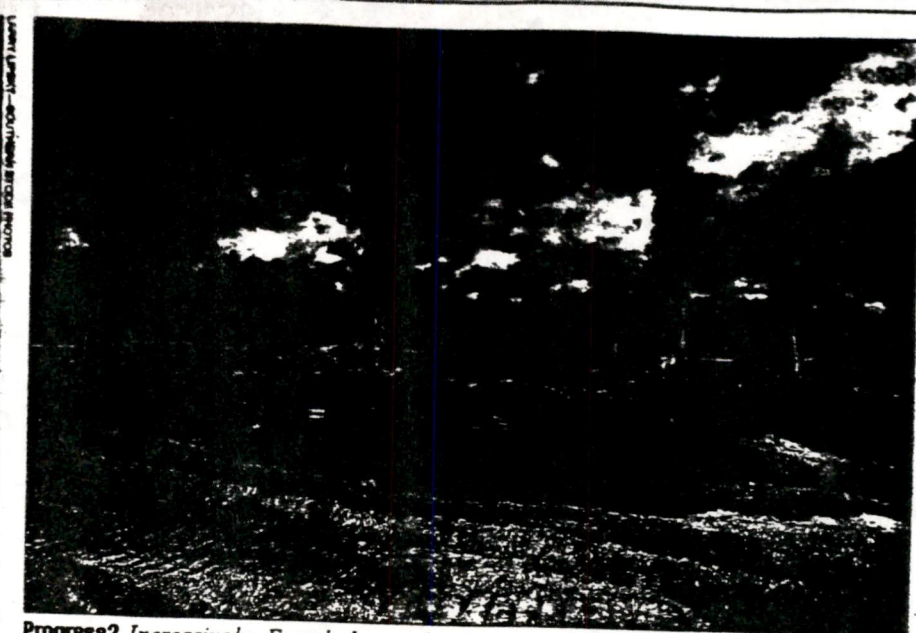
At this eleventh hour, an unlikely coalition has come together, in the nation's biggest environmental-restoration project ever, to try to revive the park. While



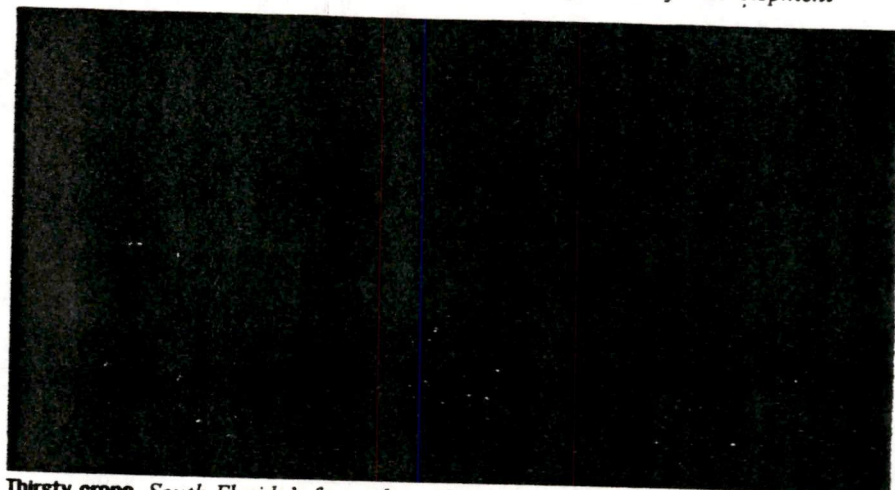
have helped to deplete their ranks to 5,000 or fewer

the scale of the Everglades plan pales beside huge tasks such as restoring the poisoned landscapes of Eastern Europe or healing the world's ravaged rain forests, the effort in Florida will be the first crucial test for a fragile alliance of state and federal conservation agencies, government officials, environmental groups and their longtime ecology foe, the U.S. Army Corps of Engineers.

But is it already too late to save the Everglades? Predicting the future health of the park is about as tricky as forecasting when the next substantial rains will drench it. Some observers fear it may already be past reclamation, but many officials, including environmentalists, believe that with swift and decisive action the park can be revived. "No one really knows when something this big and complex reaches the point of no return," says Joe Podgor, director of Friends of the Everglades, a national environmental-support group. "It may already have happened." Biologist Ogden acknowledges this gloomy possibility but



Progress? Increasingly, Everglades wetlands are being drained for development



Thirsty crops. South Florida's farms have first call on the free, but precious, water

is optimistic. "I have to be," he says. "The alternative is a biological desert, with a remnant of park containing a few alligators here, a few bird nests there and a nice museum with a stuffed panther as the centerpiece."

Water fight. The resurrection process has begun. It includes two restoration projects by the Corps of Engineers and a major park expansion that together will cost more than \$360 million. Everyone agrees, however, that reviving the park will eventually require more millions, a decade or longer to complete massive public-works projects and a commitment by South Florida, especially its agricultural interests and urban citizens, to conserve water.

Even with all that, the Everglades can never be fully restored to its natural state. The entire ecology of the region has been drastically altered to allow man—not nature—to control the flow of water south from Lake Okeechobee. In the best-case scenario, the ecosystem will be in constant need of skilled attention

from hydrologists and biologists and eternally dependent on an artificial supply of water.

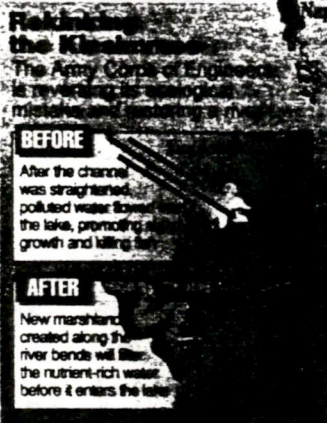
The base line for success is cleaner water—and plenty of it—that can come only at the expense of agriculture or urban areas. South Florida's sugar plantations and vegetable farms are the likeliest targets. "Slicing the water pie will be tough, but we've given enough, and we can't give any more," insists Everglades Park Superintendent Robert Chandler. "There has to be serious conservation by others." As the region's farms, and cities like Miami and Palm Beach, have expanded, water has trickled into the park in ever decreasing, ever more polluted amounts. "It's like an intensive-care patient on an IV drip," grumbles Podgor. "The patient is still alive, but it's a pitiful sight."

When it comes to crown-jewel parks, Everglades has always been the tarnished gem. Americans have aggressively protected their beloved national parks from proposals that would cause serious

desecration: Building a dam across the Colorado River in the Grand Canyon or logging Yosemite's redwoods. But wetlands have long been regarded as wastelands good for little but draining for development or farms. As a result, the nation's wetlands have been reduced from 215 million acres in colonial times to 93 million acres today, a folly only recently recognized by the environmental community.

Clogged arteries. After Everglades Park was established in 1947, about 2 million acres of wetlands to the north were drained for farms and urban development. South Florida boomed. Some 4.5 million people now live in the horseshoe crescent around the Everglades region, and 600 new residents arrive each day. But the ecological costs, even beyond the park, have been high. The once crystalline waters of Lake Okeechobee are now polluted with dairy-farm runoff and choked with algae. Much of the rich Everglades muck on the vegetable farms and sugar plantations is drying to dust and blowing away. Before the current drought began, the Loxahatchee National Wildlife Refuge was home to more than 30,000 pairs of nesting wading birds. This year, it has none. Cattails that proliferate in the phosphorus-laden runoff from sugar plantations are choking waterways in much the same way cholesterol clogs human arteries. Off-shore from the national park at Key Largo Marine Sanctuary, parts of the only living coral reef in the continental U.S. are being smothered by algae that thrive in the polluted waters that seep into the Atlantic Ocean.

Environmentalists think their best chances for improving the supply and quality of water in the Everglades will



Extinction looms. A Florida panther

Threatened: 'One tough cat'

One of the world's most endangered animals clings to life a scant 40 miles from downtown Miami. The Florida panther, which once roamed the Southeast from Louisiana to South Carolina, is threatened by poachers' bullets and speeding cars and is being debilitated by parasites, mercury poisoning and inbreeding. Because South Florida's population is growing so rapidly, the loss of natural habitat to development is the greatest threat to the panther's survival. That the feline still prowls the Everglades—30 to 50 panthers are thought to survive there and in Big Cypress National Preserve—is a tribute to its own adaptability and to the

determination of conservationists. Says Oron "Sonny" Bass, a U.S. wildlife research biologist: "This is one tough cat."

One of 13 subspecies of North American mountain lion, the Florida cat is a smaller, darker version of the West's cougar, with a distinctive kink in its tail and a cowlick on its back. The solitary, nocturnal carnivores roam up to 250 square miles to hunt deer, wild hogs and small mammals in the harsh Everglades environment.

To help the panther survive, underpasses have been built along Interstate 75, known as Alligator Alley, and speed limits are being more strictly enforced. Also, habitat has been purchased from landowners and game hunting restricted to build up the cats' supply of prey. Inbreeding has left most males suffering from genetic deficiencies that hamper

successful in vitro fertilization.

A captive transfer from wild to zoo is planned. It is the first time panthers have been reintroduced to their natural habitat. Land like the panther preserve is in opposition to the endangered species act and the game laws of Wyoming. The state's panther-breeding program is finding a place for the challenging

come in a pending federal-court battle in Miami and in the state capital, where water officials will decide questions of future need and allocation. The conservationists have already made it clear that agriculture—particularly the sugar industry—is their main target. Some 430,000 acres of the drained Everglades are in sugar production. Since the water is free, South Florida's farmers take as much as they need and have little incentive to conserve. Phosphorus pollution in runoff provided ammunition for the lawsuit filed by the U.S. Attorney in October, 1988, as the first salvo in what has been dubbed "the war against sugar."

Ecological allies. The suit charges the state with pumping polluted sugar-plantation runoff onto federal lands, and the case looms as the nation's second-biggest environmental litigation after the Alaskan oil spill. To deal with the phosphorus, a state plan would create a 40,000-acre marsh on Florida-owned lands to filter the effluent. Environmentalists are furious that the state is offering public land instead of requiring the sugar industry to convert its own fields. But Dalton Yancey, executive vice president of the Florida Sugar Cane League, notes that growing vegetables that require pesticides instead of growing sugar, or allowing urban development, would be far more damaging.

The battle has also been joined in the sweltering pastures north of Lake Okeechobee, where conservationists have found an unusual ally: The Army Corps

Saw-grass void. Biologist John Ogden says the park can be saved

of Engineers. For decades the nemesis of environmentalists for its dam building and other projects that radically altered the landscape, the Corps is now seen as a strong ecological partner in South Florida. In the late 1960s, over the protests of environmentalists, the Army engineers turned a 52-mile stretch of the meandering Kissimmee River above Lake Okeechobee into an arrow-straight waterway. The engineering was intended to control floods and improve navigation, but it also destroyed water-cleansing marshes. This allowed millions of gallons of nutrient-rich dairy-farm runoff to pollute the lake, which in turn sends its waters flowing south as far as the park. Now the Corps is spending \$275 million to restore the Kissimmee to its natural state, with twisting oxbow curves and extensive wetlands. Scientists are confident it will improve water quality in the lake and downstream.

There are other reasons for optimism.

wildlife food chain. Today, the slough is as dry and barren as a Kansas farm pond in a midsummer drought. Restored, its shallow waters will bring fish and other organisms to feed the park's decimated wading birds.

As the nation's most ambitious attempt to put a little wild back in the wilderness is launched, the Everglades project has an excellent chance to succeed—if it is not too late. Therein lies the irony. Were the Everglades a purple-mountains'-majesty expanse of towering peaks, game-filled forests and rushing rivers, the park would never have been allowed to deteriorate this far. It will be a measure of America's ecological commitment and maturity in this so-called decade of the environment if the inhospitable, table-flat, trackless swamp can one day relinquish its status as America's most endangered national park.

by Michael Satchell



Army engineers are embarking on a separate, \$20 million modification of canals, spillways and pumping stations to assure a steadier supply of cleaner water for the park. In addition, last fall Congress authorized the purchase of 107,000 acres to be added to the east section of the park. The \$67 million project will help restore natural flow in the Shark River Slough, a 50-mile-wide, inches-deep sheet of water that in normal times trickles southwest through the park to the Gulf of Mexico and is a critical part of the

successful reproduction, and attempts at in vitro fertilization have failed.

A captive-breeding program will soon transfer five pairs of panthers from the wild to zoos, but the plan poses a dilemma. It is intended to provide 200 healthy panthers by the year 2000, and wildlife researchers like Sonny Bass are eager to reintroduce the animals into their original habitat. But even if tracts of public land like wildlife refuges can serve as panther preserves, there is likely to be opposition. Recent attempts to return the endangered red wolf to the Carolinas and the gray wolf to the Yellowstone National Park region of Montana and Wyoming have met with fierce resistance from farmers and ranchers. If the panther-breeding program is successful, finding a place for the big cats will be as challenging as assuring their survival.



Rare sight. No more than 50 panthers survive in the shrinking Everglades habitat

THE WHITE HOUSE
WASHINGTON

Earth
Day ✓

April 6, 1990

TO: GOVERNOR SUNUNU

FROM: BOBBIE KILBERG
KATHY JEAVONS

FYI.

cc: David Demarest

INDUSTRY COALITION FOR THE ENVIRONMENT

Dear Member:

Earth day offers American industry an opportunity to demonstrate its support for the environment. We need your help.

The 20th anniversary celebration of the first Earth Day, April 22, 1990, will be a milestone event by environmental groups to rally support for campaigns addressing a variety of issues from ozone depletion to global warming. The implications for American industry are clear.

Earth Day could begin a new wave of anti-corporate publicity, legislation and regulations, like the original event in 1970; or it could be an opportunity for industry and the people who work in it to demonstrate that we also support environmental protection and that we are proud to do our part toward environmental goals.

Corporate America need not surrender the moral high ground on Earth Day. American industry has spent hundreds of billions of dollars over the past 20 years to improve the environment and there are impressive success stories to tell. Your key audiences -- employees, customers, shareholders, communities, government officials, the media, opinion leaders -- need to believe that you are working for the environment, not against it. It is up to you to help tell that story.

This handbook will give you information, suggestions and ideas for turning Earth Day into an opportunity to demonstrate your environmental awareness and commitment. Please contact NAM Vice President Richard Seibert at (202) 637-3157 to make sure you are sent updated material as it becomes available.

It is important to recognize that this is not a one-day event. Concern for the environment is a center-stage issue now, and will remain so long after Earth Day is over. While the anniversary celebration is an occasion to express your environmental support, it also is an opportunity for you to begin developing a long-range strategy for communicating your commitment to the environment.

Plan your own Earth Day event, or get involved in a worthwhile community project. And please let us know of your plans.

Sincerely,



David Banks
Chairman, Communications Committee

ORGANIZER'S HANDBOOK

A Planning Guide for Earth Day and Beyond

Industry Coalition For The Environment

National Association of Manufacturers

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EARTH DAY

The First Earth Day

...was conceived by former Senator Gaylord Nelson of Wisconsin. He suggested in a speech that a one-day demonstration be held to show concern for the environment. A young Harvard Law School student named Denis Hayes read a newspaper account of the speech, dropped out of law school, and began organizing what would become "Earth Day," April 22, 1970.

It was an age of demonstrations, and the event Hayes organized became historic. There had never been anything like it. More than 10,000 schools and 2,000 universities and colleges held activities ranging from nature walks and teach-ins to protest demonstrations against major polluters.

Congress adjourned so Members could speak at Earth Day events; the Mayor of New York banned automobiles from Fifth Avenue; some 100,000 people attended an eco-fair in New York's Union Square. National magazines devoted entire issues to the environment, all three networks covered the events, and the Public Broadcasting System devoted its entire broadcast day to Earth Day coverage.

The next day the front page of *The New York Times* was filled with pictures and the headline shouted "Millions Join Earth Day Observance Across the Nation." The momentum of that day contributed to the entire "environmental ethic" that arose in the 1970s, and to the development of an entire new framework of environmental legislation and regulation.

Just two months after that historic Earth Day celebration, President Richard Nixon introduced legislation to establish the Environmental Protection Agency. A short time later, the Clean Water Act, Clean Air Act and other environmental legislation was introduced and ultimately passed.

The 1990 Anniversary

...is being organized by many of the same people involved in the original event, and former Senator Gaylord Nelson is predicting that up to 300 million people will participate worldwide.

There are actually two coalitions of environmental groups that are planning 20th anniversary activities — Earth Day 1990 headed by Denis Hayes, and Earth Day 20 headed by Edward Furia, a former EPA official. Senator Nelson and the Rev. Jesse Jackson are on the advisory boards of both organizations.

While both groups have impressive lists of supporters, the Hayes-led Earth Day 1990 group has a decidedly East Coast look, with members of Congress and business and labor leaders prominently listed. The Earth Day 20 group seems to have a West Coast character with high-visibility media events planned and an entertainment advisory board membership ranging from James Stewart and Elizabeth Taylor to Robin Williams and Whoopi Goldberg.

Planned activities range from simultaneous concerts in London, Los Angeles and Tokyo, linked by satellite, to a team of mountaineers from the United States, Soviet Union and China who plan to scale Mount Everest and originate an international live telecast from the summit.

This kind of media hype suggests that individual firms may have difficulty getting press attention next April 22. This means you need to design your Earth Day program creatively and effectively and strive for media attention in the days, weeks and months before and after April 22. Remember, the environment is a major issue now, and will remain so for years to come.

Another good strategy will be to aim at audiences you have direct access to — employees, customers, shareholders, community leaders, and the local and regional press. They should know that you care about the environment and you are involved in Earth Day.

Your Involvement in Earth Day

...should be based on enlightened self-interest. Public opinion polls tell us that support for the environment is the highest it has ever been. How your firm is perceived in the context of this heightened concern for the environment is important to your corporate image, the morale of your employees, and your overall business interests. Many voices will be speaking out in support of the environment; yours should be one of them.

There are lessons to be learned from the past that also may be helpful to you as you consider how best to communicate your environmental concern. The recently concluded Economic Summit Conference in Paris pointed out just how closely economic and environmental policies are linked. The joint communique issued by the leaders of the seven leading industrialized nations was truly historic in its attention to environmental concerns and in its implications for governments and businesses throughout the world. The communique stated, in part:

“Environmental protection is integral to issues such as trade, development, energy, transport, agriculture and economic planning. Therefore, environmental considerations must be taken into account in economic decision-making. In fact good economic policies and good environmental policies are mutually reinforcing.”

The past 20 years of environmental legislation also has shown us that it is far cheaper and more efficient to prevent pollution than to clean it up. The cost of dealing with toxic wastes, for example, along with the associated liability suits, is far more expensive than redesigning industrial processes so they generate less waste.

These considerations — current public environmental concern, recent international attention to environmental issues, and the economic lessons of the past twenty years — make it clear that corporate concern for the environment is good business.

GETTING STARTED

The Audience

...you want to reach should be one of your first decisions. Your involvement in Earth Day is a form of communication. Therefore, you should answer the same questions you ask yourself before you plan a news release or media strategy — what do you want to say; and to whom do you want to say it? For example, do you want to:

- ◆ Show employees that you—and they—are on the right side of the environment?
- ◆ Show your customers and communities that you are doing your share in operating with minimal impact on the environment?
- ◆ State your corporate environmental philosophy to shareholders and describe the actions you have taken to improve the environment over the past twenty years?
- ◆ Position your company, or specific officials in your company, as local or regional experts and spokespersons on environmental issues?
- ◆ Show government officials that you support effective, reasonable environmental policies?

You get the point — whatever you plan, your message and audience should be clearly identified and your planned activity appropriate to the group and message.

The Message

...should convey your corporate concern for the environment. We are not talking about slogans, we are talking about values. Surveys show us that Americans, including your employees, customers and shareholders, care more about the environment

today than they ever have. It's no wonder, when you consider what they have been exposed to in recent years:

- oil spills,
- medical waste on New Jersey beaches,
- the ozone hole,
- global warming,
- massive dolphin deaths along the East Coast,
- acid rain.

The central message you want to convey is that your corporate commitment to the environment. It will be strengthened, however, if you can center your message, and Earth Day plans, around a specific issue or issues of concern to your audience — clean air, water, waste disposal, the workplace environment, etc. For example:

- ◆ Some 216,000 miles of formerly polluted rivers in the United States are now swimmable and fishable — did your firm contribute to the improvement?
- ◆ Ocean dumping of industrial waste is down 94% — have you contributed to the clean-up?
- ◆ The water quality of Puget Sound, Delaware Bay and other estuaries is improving — has your firm played a role in this improvement?
- ◆ New car emissions of carbon monoxide and hydrocarbons are down 96% and oxides by 76% over cars built in the early 1980s — was your corporation's ingenuity part of this impressive performance?
- ◆ Scrubbers in new generating plants and the use of low-sulfur coal has reduced total sulfur oxides emissions by 21% — was your company part of this improvement?

The Planning

...process should involve many of your corporate colleagues. Here are steps that we suggest corporations take to assure that they will be able to take full advantage of the opportunities offered by the worldwide attention to the environment next year:

1. Assemble an Earth Day coordinating committee of representatives from all environmental and communications activities within the company to begin internal organizing. Representatives could come from environmental research or operations, media relations, employee communications, community relations, investor relations (or the office responsible for the Annual Report), government affairs and regulatory affairs.

2. Through the coordinating committee, begin assembling the base of data, facts and messages that the company will need to communicate effectively about its role in environmental protection. For example:

- ◆ Products your company makes that help protect or improve the environment.
- ◆ Quantifiable improvements in the company's environmental record since 1970 — e.g., amount of waste reduction; reductions in air or water pollution emissions per unit of output, etc.
- ◆ Number of environmental permits and regulations the company complies with.
- ◆ Number of environmental scientists it employs, such as biologists, biochemists, seismologists, archaeologists, ecologists, etc.
- ◆ Amount of money the company has spent on environmental protection measures since 1970.

- ◆ Specific actions the company has taken, like the closing of an environmentally unacceptable facility or cleaning up of a waste dump or other source of pollution.
- ◆ Specific actions the company has taken to support community environmental activities such as donating funds or land for a park, sponsoring a community clean-up drive, or corporate executives serving on community boards or committees to improve the environment.
- ◆ Awards for environmental protection that the company has received.

3. Through this committee, begin developing a 1990 environmental communications plan that spells out your objectives. It should include:

- ◆ Key audiences to be reached (e.g., employees, communities, customers, government officials, media, shareholders, etc.)
- ◆ Key messages for each audience. These messages should not be obviously self-serving, and comments about your corporate environmental successes and improvements should be couched in terms of your broader support for the environment.
- ◆ Existing opportunities for communicating those messages (advertising, speakers bureau, publications, annual report, media programs, community programs, etc.).

4. Review your plans for surveying key audiences over the next several months, including the public, your employees, customers, and communities near your facilities. Include a few questions in opinion polls or focus group tests to learn more about the primary environmental issues of concern to these audiences, and their views of your company's image in terms of environmental protection.

You Are The Best Judge

...of the appropriate manner for your company to express its corporate commitment to the environment. Your decision will be based on a number of factors, including the character of your corporation, the financial and other resources available, and the strength of your commitment to environmental issues.

For some firms, a fundamental change in the way they deal with environmental concerns may be appropriate. Appointing an environmentalist to the Board of Directors, or naming a senior executive to oversee corporate environmental policy would be a strong indication that environmental concerns are a part of their corporate decision-making process.

Other firms may feel that this type of action is not necessary, and their environmental concern can best be demonstrated by developing an employee or community-based program or activity.

It may be wise to consider a two phase approach to your planning. Over the next few months, you can use the growing interest in the environment to talk about what you have done to reduce pollution and clean up the environment. Tell your success stories; new products or environmentally sound manufacturing processes introduced over the past 20 years; talk about the biologists and other environmental scientists you employ and their contributions.

But around Earth Day, we believe companies should pull back from hard issues and instead emphasize positive environmental themes. The heart of Earth Day is not a debate of facts and figures, it is a demonstration of values.

What follows are not necessarily recommendations, but rather ideas to help you sort through some of the options and identify the right activity for your company. Once decided, your actions become the subject of corporate publicity and reinforce your commitment to the environment.

THE MEDIA

Earth Day

...will be a big media story. So big, in fact, that the closer we get to April 22, 1990, the more competition you will have from others looking for media coverage of their activities. We urge you, therefore, to get started early and look for opportunities for coverage *before* and even after April 22.

One caution we would like to share with you. We are urging companies not to make speeches or get into discussions about "them." Some corporate executives love to talk about "them," and "us." "Them" is always misinformed and short-sighted. Not only are such comments divisive and antagonistic; they are usually counterproductive. Today, everyone is an environmentalist.

The activities you plan to commemorate Earth Day may be the foundation of your media message. It will be a tangible demonstration that you care about the environment. But there is more you can do. For example:

- ◆ Prepared byline articles by corporate executives for newspapers, magazines, trade press, etc. Creative angles such as "Why Corporate America is Celebrating Earth Day," as well as articles telling your own environmental story would be appropriate.
- ◆ Begin working an environmental theme into upcoming speaking engagements, and use these speeches (including the ones we will provide you) as the basis for environmentally oriented news releases.
- ◆ If you have environmental scientists or experts in related fields working for your firm, prepare a resource book for the media in which you offer their expertise for news stories, interview programs, etc. If this is a new experience for these people, you should consider some media training first, to prepare them for dealing with a possible adversarial situation.

- ◆ Come up with something special for the few reporters who cover you regularly. Perhaps a day-long series of activities that could include a tour of a new facility, a briefing by your environmental scientists, and a private lunch with your CEO.
- ◆ Consider local or national public service announcements and/or paid advertising as part of your communications strategy. The local public service announcements could be in support of a specific project; the national advertising could be directed at enhancing your corporate image.
- ◆ Determine how your local and regional press are planning to cover Earth Day, and look for ways to be part of that coverage.
- ◆ Designate someone who is familiar with your environmental record as your environmental spokesperson.
- ◆ Review all news releases over the next year to see if there is an environmental angle or message that could be included in them.

It is worth repeating that while April 22, 1990 is the anniversary of Earth Day, organizers see it as only part of a sustained effort to rally support for environmental causes. We already are seeing a buildup of media interest in the environment. That interest, and public concern, will remain high for months and years to come. Environmentalism has become a global political issue.

This means that your activities and your media relations effort should not be restricted to April 22, or even that month. Plan now to continue to speak out long after the anniversary celebration has ended. Corporate America has the right, indeed the responsibility, to help shape and define environmentalism.

NATIONAL MEDIA PROGRAM FOR EARTH DAY 1990

Situation Assessment and Program Rationale

The 20th anniversary of the original "Earth Day", which will occur on April 22, 1990, is expected to be "the largest global demonstration in history" (in the words of Time magazine). It promises to be a milestone event in the emergence of a new era of environmentalism--with far-reaching implications for public policy, politics and industrial practices.

Several recent developments are giving Earth Day a prominence that could not have been envisioned earlier in the 1980s:

- o The warnings about the potential seriousness of the greenhouse effect, which have received widespread media coverage since the summer of 1988, have transformed environmental issues from regional aesthetic concerns to a potential worldwide crisis.
- o The Alaskan oil spill has reinforced the image of corporations as villains in the environmental debate, and has made corporate accountability a central issue.
- o The crumbling of the Iron Curtain--like the winding-down of the Vietnam war before the original Earth Day--is leaving many political action organizations without a clear-cut issue, and the environment is filling that vacuum.
- o The American public's obsession with health is leading to a dramatic increase in concerns about the environment, as indicated in attitude surveys--particularly about clean air, clean water, toxic wastes and similar issues that Cambridge Reports says reflects "environmental self-protection."
- o The rapid rise of the environment as a public concern, and the increase in the proportion of the public who say that costs should not be a major factor in environmental protection, is undoubtedly being detected among politicians, who can be expected to see Earth Day and the entire "year of the environment" as an opportunity for them to demonstrate their leadership in environmental protection.

Fundamentally, Earth Day 1990 is a decentralized, non-establishment, grassroots celebration. It would be prudent for industry to adopt that logic--by capitalizing on opportunities to show that it is part of the overall movement toward improved environmental protection, without trying to dominate or co-opt Earth Day for the Establishment.

The national coalitions of environmentalists that are organizing for Earth Day are largely providing grassroots groups with motivation, information, generic tools, and the like--as well as the national backdrop in the form of national media relations and major events to attract government officials and the media.

The media drama is already unfolding. The national magazines have increased their environmental reporting significantly, frequently featuring such stories on their covers. Network news coverage of environmental issues has more than tripled over the past year. Ted Turner's SuperStation has premiered a new weekly environmental magazine program, and public television recently announced a year-long campaign on environmental issues.

Industry should be fully represented in the massive media coverage of Earth Day and surrounding events--not as a separate "sidebar" about its own activities, but as an integral and concerned participant in the national celebration.

We believe the following media relations program will make an important contribution to conveying industry's environmental commitment and the key roles it has played, and will play in the future, in improving the environment.

Synopsis of National Media Program

The goals of this national media effort are to generate media coverage that shows that American industry cares about protecting and improving the environment; that it has already made substantial progress in dealing with existing environmental problems; and that it is committed to future actions to solve emerging environmental problems.

In order to build and conduct an effective national media program for industry, four key ingredients are needed:

- o Message strategy,
- o Factual support for the key messages,
- o Credible authorities to act as media spokespersons and resources,
- o Visuals that dramatize industry progress, accomplishments and commitment.

Formulating a Message Strategy

The foundation of a successful media effort starts with development of a brief document that spells out the overall messages that industry wants to convey, and the key facts that support it. For example, does industry want to emphasize past environmental successes, future environmental plans, or both? If the answer is both, what are the best examples to demonstrate or support that message?

In developing a message strategy (including positioning, tone and key message points), it is recommended that strategic emphasis be placed on environmental values. Earth Day should be seen as the occasion for embracing the shared goal of environmental quality, and not as the occasion for arguing specific legislative or regulatory policies.

The process of identifying a theme, formulating a message strategy, and developing key messages need not be a lengthy one, but it is the vehicle for establishing cohesion and direction for the effort and for achieving an internal consensus among industry participants about the direction and purpose of a media effort.

Developing Factual Support

Industry's commitment to the environment can best be demonstrated by identifying and publicizing those examples and success stories that support the message strategy. Working with the industry coalition, we will identify, refine, package and distribute to the national media those stories that show what industry has done over the past 20 years, and will continue to do in the future, to improve the environment.

In addition to success stories, the media will be interested in industry's position on emerging environmental issues. We recommend that special attention be given to developing a position on major issues, such as the Valdez Principles, that cut across all of industry.

Identifying Key Spokespersons

In many cases, the presentation of a story line or concept to a journalist or producer will result in the need for an industry spokesperson to provide additional information or appear on a television program. Working with the industry coalition, we will identify key spokespersons -- scientists, corporate executives, environmental experts, and others -- who will be suitable and available to participate in media interviews.

Media Contact Identification

Simultaneous with the development of the message and strategy, we will contact the target media to identify the producers, editors and reporters who have been assigned to the programs and news beats of interest. They will include:

- o Producers for the TV network morning, evening and weekend news and interview programs,
- o Producers assigned to the special television program devoted to environmental issues such as TBS' "Earthbeat" and the CBS prime-time features "Earth Quest,"
- o Reporters who cover science, the environment and business beats for the target newspapers, magazines and wire services,
- o Editorial page editors.

Supporting Visuals

Visuals can play an important role in supporting and dramatizing the environmental success that industry has had over the past 20 years. In addition to researching and packaging industry success stories, we will research and distribute historical and current photos and/or film and video that show dramatic environmental progress.

These visuals will be used to support specific industry success stories, as well as broader environmental successes (e.g. Pittsburgh before and after the clean-up, the Cuyahoga River when it caught fire and today, Lake Erie when it was "dead" and today, etc.).

Program Implementation

By mid-February, having completed the preparation previously described, we will begin contacting the target national media in a systematic manner. This effort will be coordinated closely with the industry coalition to assure that new environmental issues and media opportunities are promptly identified and responded to quickly.

The implementation phase of the program will consist of:

- o Motivating the targeted media to seek out and incorporate industry angles and stories in their coverage,

- o Providing information to the media designed to spark interest and attention, using a combination of press releases, press advisories and personal contact,
- o Coordinating media requests for spokespersons and backgrounder-type briefings,
- o Monitoring media plans for features, specials, planned coverage of major events, especially looking for opportunities to bring industry into the story,
- o Arranging editorial board meetings with targeted newspapers and magazines,
- o Acting as a clearinghouse for good media visuals -- photos, video, film footage--that dramatize industry success stories and environmental improvements.

Media Targets

The targets for this national media program are the Washington and New York-based reporters, editors and correspondents with the following organizations:

TV Networks

ABC
NBC
CBS
CNN
PBS

Radio Networks

ABC
NBC
CBS
Mutual
National Public Radio

Magazines

Time
Newsweek
US News & World Report
Business Week
Forbes
Fortune

Newspapers

The New York Times
The Washington Post
USA Today
The Wall Street Journal
Christian Science Monitor
Boston Globe
Los Angeles Times
Chicago Tribune

Wire Services Associated Press
 United Press International
 Reuters

News Services Copley News Service
 Cox Newspapers
 Gannett News Service
 Hearst Newspapers
 Knight-Ridder Newspapers
 Newhouse News Service
 Scripps-Howard News Service

In each instance we will identify the key producers, editors and reporters--and any special interests or requirements they may have. Through mailings and direct contact we will promote awareness and coverage of industry's environmental commitment, its success stories, and its position on current environmental concerns.

This will not be a "shotgun" approach to marketing industry's story, but a refined approach in which the message will be packaged and presented to producers and journalists to meet their specific program or story needs.

SOME IDEAS

Corporate Actions

—*Appoint an environmentalist to your Board of Directors.*

This is a new concept that is still being studied by many observers, but some corporations have taken the step. Some question whether an environmentalist will fit into the board room and if they can really help shape policy. Others argue that shareholders will benefit from the sensitivities an environmentalist will bring.

—*Name a senior executive to oversee corporate environmental policy.*

This is not a new concept and many corporations already have taken such action. It provides a focus for environmental concerns at a level that will give them visibility at the policy level. The executive also can serve as your corporate environmental spokesperson.

—*Establish a corporate environmental scientific team.*

If environmental scientists, such as chemists, biologists, oceanographers, etc. are part of your corporate structure, you have the foundation of a team that could conduct an ongoing review of manufacturing processes and other related practices and propose ways to improve them environmentally.

—*Establish plant city environmental committees to advise local managers on environmental issues of concern to the community.*

This could be a natural extension of your ongoing liaison with local government and citizen groups. University scientists could be added to the mix to give such a group some scientific expertise.

—*Open lines of communication and cooperation with local and national environmental groups.*

The days of corporate and environmental representatives glaring at each other over the conference table are changing. While some environmental groups are still confrontational, others would welcome an opportunity to counsel together.

—Fund an environmental research project of importance to you and your local community.

The science department of the local or state university would be a useful place to begin planning such a project which could involve city and state officials.

Internal Actions

—Publish your corporate environmental policy, or establish such a policy if none exists, to show your employees, customers, shareholders and others important to you that concern for the environment is part of your corporate decision-making process.

—Devote some or all of your next Annual Report to telling your environmental story.

—Feature articles about the environment in your employee publications; some could tell your corporate story, others could be written by employees.

—Produce a videotape and/or special publication for employees, customers, etc. telling your environmental story. Multiple copies can be used for home viewing or reading, and public-access cable television channels may broadcast the videotape.

—Establish an incentive program to reward managers and employees for suggestions or activities that promote environmental improvement.

—Establish an employees committee to plan a special event to commemorate Earth Day at your plant or facility.

—Produce an exhibit to tell your environmental story for display in your lobby, employee cafeteria, etc.

—If you have a speakers bureau, make your environmental story an integral part of its presentation; if no speakers bureau exists, establish one for Earth Day.

—Organize a series of brown bag lunches at which corporate scientists and outside experts are invited to give lectures or presentations on environmental issues to your employees.

—Organize an open house/plant tour for your employees and their families to show them what you are doing to protect the environment.

External Actions

—Make a donation — land, expertise, funds, equipment, etc. — to a community environmental project.

—Sponsor your own community environmental project such as a new city park, a tree or flower planting campaign, etc.

—Establish a wildlife management area or habitat on property owned by your firm.

—Establish a community award program with an environmental theme, and organize a colorful ceremony to recognize the winners.

—Volunteer your scientists or executives to work with the local school system to develop a special environmental module in the science classes. Education is a popular Earth Day activity.

—Identify allies—bankers, lawyers, suppliers, vendors, customers, jobbers, etc.—in your area that might work with you to plan a large regional environmental program.

—Demonstrate or introduce a new product, process or service that will help the environment.

—Identify groups in your area that will be most active in 1990 environmental activities and seek ways you can participate in or support appropriate activities.

—Develop an environmentally oriented exhibit for display at schools, malls, and other appropriate locations in communities — Sponsor an essay or photo contest with an environmental theme for employees, students, or the general public.

—Sponsor or co-sponsor a community improvement campaign such as a park or beach cleanup.

- Sponsor an essay or photo contest with an environmental theme for employees, students, or the general public.

- Open your plant or facilities for public tours, and use the occasion to emphasize features or processes designed to protect the environment.

- Sponsor a home videotape competition with an environmental theme and arrange for the winner's production to be shown on local television.

The following booklet, "101 Ways," is the product of the communications group of the Council of Chemical Association Executives. The Chlorine Institute cover is an example of how this booklet is being used. Any company or association is free to put its own cover on the booklet and distribute it.

101 Ways

For Chlorine Institute Companies

To Play A Role In Earth Day...



...And Benefit Their Communities

Throughout The Year

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Introduction

April 22, 1970 -- Earth Day -- was a pivotal day in the modern cultural history of the United States and the world. On that day, individuals and organizations from around the globe held demonstrations and celebrations designed to raise public consciousness of the fragile, irreplaceable relationship between *Man* and his *Home*. Many of the environmental efforts and activities that have helped make earth a cleaner, safer planet owe their start, and much of their eventual success, to that one dramatic day.

April 22, 1990, also will be a benchmark event in our times. This day -- Earth Day's 20th anniversary -- will begin the second generation of the modern ecological movement. Civic groups, corporations, government agencies and private citizens will come together as part of a year-long recognition of the event. They will gather in cities and towns across the country to reaffirm America's commitment to a healthy world, and to set the agenda for future environmental progress.

As an industry, chemical companies have played a leading role in broadening the ecological knowledge base and in creating successful programs to eliminate harmful waste. Because of this vested interest, these companies, large and small, can play an important role in the commemoration of Earth Day in their communities.

A wealth of possible public outreach activities exists at the grassroots level to highlight a company's ongoing commitment to corporate citizenship and environmental responsibility. This

booklet offers a list of projects that have been successful for companies around the country in demonstrating their sensitivity to the social and ecological priorities of their communities. Each company success story is followed by a boldface notation listing a contact for further information.

Beyond the real-life activities conducted by individual companies, this booklet contains proven ideas used by trade associations and other industry groups to build stronger community awareness of the chemical industry's commitment to a strong, safe community and a clean environment. And it includes suggestions from environmental organizations on what individuals can do to protect the environment.

It is important to note that the ideas in this booklet are only starting points to help you develop your own community-benefitting activities; the imagination and energy committed to a program will be keys to a positive outcome. In addition, the staffs of trade associations participating in the Council of Chemical Association Executives (CCAEE) stand ready to offer advice and assistance to help ensure the success of any company event.

Earth Day 1990 is an unique opportunity for the chemical industry to demonstrate in substantive terms its commitment to the world in which we live. The efforts of individual companies in towns and cities across the country will make the difference in the success of Earth Day 1990, and will help set the tone for the industry's relationship with the American public into the 21st century.

What Organizations Are Doing...

Everyone has heard the adage: "If you are not part of the solution then you are part of the problem." Many companies, both large and small, are doing a great deal to be part of the solution -- to protect the environment and to otherwise create better communities in which to live and work. These companies believe that we can provide a better environment for future generations without giving up the benefits of modern-day life.

The keys are *stewardship* to prevent environmental harm today and *education* to find solutions for tomorrow. Programs in the following list have been successful for their sponsors. That does not mean they are right for every company. If any one of them sparks one idea for your company, then this idea bank is a success.

...To Build A Better Environment

■ General Electric, the Du Pont Co., Delmarva Power and Light, Remington Arms, ARCO Coal Co., Consumers Power, Dow Chemical and Exxon are members of the Wildlife Enhancement Council. The Council is a relatively new coalition of leading corporations and conservation groups dedicated to creating, enhancing and protecting habitat on corporate lands in a manner that benefits plant and animal life. Council members are engaged in a significant number of habitat-enhancement projects, and others are planned. Wildlife Enhancement Council, Silver Spring, Md., contact Joyce M. Kelly.

■ Allied-Signal's Fluorine Products Division, Morristown, N.J., is purchasing and donating a siren system to Massac County. The system will be operated through the county Emergency Services and Disaster Agency. It will warn county residents in cases of fire, natural disasters, defense emergencies, and hazardous material spills. Allied-Signal, Inc., Morristown, N.J., contact Bill Corcoran.

■ Because Dow Chemical U.S.A. makes potentially hazardous chemicals at its Freeport, Texas, plant, the company acts as emergency planning and communications hub for major industries in the area. Full-scale drills are conducted at least twice yearly. As part of the program, Dow donated emergency breathing apparatus to equip more than 50 police cars in the area. Dow Chemical U.S.A., Freeport, Texas, contact Margaret Gaspard or Jim Hinton.

■ As part of its participation in the American Forestry Association's (AFA's) Global ReLeaf project, Amway Corp. hosted a tree-dedication ceremony for area tree-planting and conservation groups in a Grand Rapids, Mich., park. Participants included the mayor and county commission chairman, heads of major corporations, and the AFA's executive vice president. Many Amway employees and independent Amway distributors also planted trees in their communities. Amway Corp., Ada, Mich., contact Kim Bruyn.

■ Applied Energy Services received the Council on Economic Priorities 1989 environmental award for donating \$2 million to plant 52 million trees in Guatemala as a way to help offset the potentially harmful greenhouse effects of its Connecticut coal-burning plant. Applied Energy Services, Arlington, Va., contact Sheryl Sturges.

■ Bristol-Myers, Syracuse, has created a "Good Chemistry Scholarship" that will annually award \$10,000 to the Syracuse University Chemistry Department. The scholarship is to be awarded at the end of the basketball season in the name of a Syracuse player who meets a special set of criteria, including team leadership, academic achievement, community service and serving as a positive role model. Beneficiaries will be worthy central New York students who are majoring in chemistry. Bristol-Myers Co., Syracuse, N.Y., contact Charles A. Borgognoni.

■ In eastern Maine, Champion International Corp. a forest-products company, initiated a plan to provide improved habitat for the wood duck, a beautiful species that is recovering from near extinction. Wood ducks are partial to hollow trees in swampy areas. Champion put out nesting boxes simulating the trees and the ducks moved in. The program has been underway for several years and has grown significantly. A thriving duck population keeps returning to its new homes. **Champion International Corp., Stamford, Conn., contact Robert W. Turner.**

■ Dow Chemical donated materials to increase food production and enhance habitat for wildlife in Michigan. Included were 10,000 pounds of polyethylene for use as drainage tile to improve crops in the Nayanquing Point Wildlife Area, and 27,000 pounds of lime given to the Michigan Department of Natural Resources to benefit alfalfa production in three state game preserves that are home to white-tail deer, wild turkeys and cottontail rabbits. In addition, Dow funded and built three boat ramps to provide better, safer access to some of Michigan's favorite sport fishing spots. **Dow Chemical U.S.A., Midland, Mich., contact Matt Davis.**

■ Chemical Specialties Manufacturers Association provides an information program to consumer groups and community planners on proper disposal of household wastes. Leaflets with disposal tips are provided for community collection days and environmental events. Guidance on establishing collection programs is offered to environmental officials by way of a more detailed brochure. **Chemical Specialties Manufacturers Association, Washington, D.C., contact Connie Neuman.**

■ The Du Pont Co. and the state of Illinois are cooperating in a plastics-recycling venture designed to reduce the state's solid-waste-disposal problem by reprocessing plastics into usable highway construction and maintenance products. Among them: highway cones, markers, barriers and signs. **The Du Pont Co., Wilmington, Del., contact Linda Koffenberger.**

■ Florida Power & Light Co. uses "thermal pollution" to warm the waters around its Turkey Point plant, making it one of the three areas in the U.S. to have breeding populations of crocodiles. Endangered manatees also seek out these warm waters in the winter months, and the power company once kept its Fort Myers plant operating for 11 extra days to protect 100 manatees gathered there. The company won the Florida Audubon Society's award for innovation in wildlife management. **Florida Power & Light Co., West Palm Beach, Fla., contact Pete Quincy.**

■ The Chemical Products Group of FMC has provided the Academy of Natural Sciences' Chesapeake Bay Research Center with financial support. The Academy's Division of Environmental Research is a national leader in basic and applied research studies of streams, rivers, lakes and estuaries. The importance of the Academy's research extends beyond the Chesapeake Bay, since it is considered a model for other waters in the United States. **FMC Corporation, Philadelphia, Pa., contact Deborah F. Witmer.**

■ Hercules, Inc., has turned a lake on the property of its Parlin, N.J., plant into a recreational facility serving a number of community groups. The lake hosts some 15,000 visitors each year, including Boy Scouts, Red Cross lifesaving and diving classes, as well as employees, families and guests. Perhaps most importantly, for the past 20 years the Parlin facility also has been home to Camp Donna, a summer day camp for brain-injured youngsters. Hercules co-sponsors the day camp with the Sayreville (N.J.) Association for Brain-Injured Children. **Hercules, Inc., Wilmington, Del., contact William Hawkesworth.**

■ IBM Corporation provided funding to the League of Women Voters' California Educational Fund for the development of two films on the reduction of toxic wastes. In addition, the company donated money to the Council on the Environment of New York City to promote awareness of environmental issues for the citizens of New York City, and to upgrade an

environmental education center for school children in Rochester, Minn. IBM, Stamford, Conn., contact Barbara S. Burnett.

■ As part of its 1989 Earth Day observance, the 3M Company started a year-long recycling-awareness program. The goal is to "establish a recycle mind set among employees, at work and at home," according to the company. In 1975, 3M began its 3P (Pollution Prevention Pays) Program, focusing on reducing pollution at its source. By April 1989, the program had saved the company \$408 million and had prevented the release into the environment of 11,000 tons of air pollutants, 15,000 tons of water pollutants, and 388,000 tons of sludge and solid waste. 3M Company, St. Paul, Minn., contact Jo Anne Broom.

■ IBM Corp. lends environmental engineering staffs' expertise to provide local community and governmental agencies with technical assistance on environmental issues and concerns. IBM, Stamford, Conn., contact Barbara Burnett.

■ In 1986, Dow Chemical U.S.A. started a program called WRAP (Waste Reduction Always Pays), which involves a waste-inventory data base, waste-reduction projects, and employee awards. The company estimates that WRAP projects are reducing Dow waste streams by nearly 90 million pounds a year. Dow Chemical U.S.A., Midland, Mich., contact Joe Lindsly.

■ As part of Monsanto Company's safety program, the company annually provides a week of fire-control training to local fire department personnel. For the past 19 years, the training has taken place at the renowned Texas A&M University Fire School. Monsanto Co., St. Louis, Mo., contact Damon Snow.

■ Graffiti is a major environmental problem in many cities. The Los Angeles chapter of the National Paint & Coatings Association (NPCA) joined forces with Mayor Tom Bradley to combat the city's "unauthorized art." The local NPCA

recruited 364 painters, 20 contractors, more than 200 junior high school students, gang members, ex-graffiti artists, and five high school bands, among others, to cover up the graffiti in a 12-block area with new paint. Other NPCA chapters around the country have donated paint and/or labor to spruce up the Birmingham, Ala., zoo; parks and a steamboat in Cincinnati; a Cleveland-area summer camp for handicapped youngsters; a historical carousel in the New York City area; a women's and children's shelter in Oshkosh, Wis.; a cemetery in Philadelphia; homes in Chicago, Portland, Ore., and Portsmouth, Va.; a post office in Van Nuys, Calif.; a lighthouse in New England, and the Rhode Island State House. National Paint & Coatings Association, Washington, D.C., contact Katrina Norfleet.

■ Olin Corp. conducted training programs at its Charleston, Tenn., plant for emergency responders from the local area. The training, focusing on chlorine and related products, attracted more than 200 participants. It consisted of classroom instruction and hands-on sessions designed to help participants develop a good working knowledge about handling chemical-related emergencies. Olin Corp., Stamford, Conn., contact Alec Houston.

■ Procter & Gamble is addressing the solid waste and disposable diaper issue. The first step is a pilot project in Seattle to collect and recycle disposable diapers. Plastic from the diaper backsheets will be recycled into plastic flower pots and artificial lumber. Paper pulp from the padding will be reused in cardboard boxes and computer paper. Procter & Gamble Co., Cincinnati, Ohio, contact Robert Fitzpatrick.

■ S.C. Johnson Wax is working with the American Forestry Association to help offset the greenhouse effect. For every consumer purchase of Deep Woods OFF insect repellent, the company is donating 50 cents to support local tree planting efforts of the AFA's Global ReLeaf program, up to \$25,000. S.C. Johnson & Son, Inc., Racine, Wis., contact James P. May.

■ Forest products company Weyerhaeuser started a recycling program for brown corrugated paper in 1974. Today, the company annually recycles about 1.5 million tons of paper through 16 resource-recovery locations across the United States. Weyerhaeuser also developed a recycling program called WOW (Wecycle Office Waste), and offers it to businesses in several cities. Weyerhaeuser Co., contact Doris Zacher in Kent, Wash., or Bob Kovich in Carrollton, Texas.

■ Working with the local Sierra Club and Minnesota environmental officials, the H. B. Fuller Co. rejuvenated a dying pond as part of a nature preserve on land owned by the company and county. Plans for the preserve include re-creating a tall-grass prairie and protecting upland hardwood stands. Now used exclusively by Fuller employees, the preserve will open to the general public in the next several years. H. B. Fuller Co., St. Paul, Minn., contact Richard Johnson.

■ Dow Chemical U.S.A. conducts an annual "Hazardous Materials Day" at its Freeport, Texas, plant. The company collects household wastes (oil, weed-killers, insecticides, paints) for disposal. Dow Chemical U.S.A., Freeport, Texas, contact Margaret Gaspard or Jim Hinton.

■ FMC's Marine Colloids plant in Rockland, Maine, recently gave the Rockland fire department a computer-based system to help it quickly identify, handle and control emergency situations using information available under the Emergency Planning and Community Right-to-Know Act. FMC employees and firefighters also share training and emergency equipment. FMC Corporation, Philadelphia, Pa., contact Deborah F. Witmer.

■ Dow Chemical provided technical support to the Louisiana Department of Environmental Quality to start the Mississippi River Water Monitoring Project, which checks for volatile organics in water. The company's Plaquemine, La., facility serves as one of eight sampling and analysis stations between Baton Rouge and New Orleans. Dow Chemical U.S.A., Plaquemine, La., contact Tom Joffrion.

■ In order to provide local newspapers with interesting perspectives on the progress made in environmental areas over the past two decades, the Monsanto Company is seeking out employees who were involved in Earth Day activities in 1970. These employees are working with reporters to show how the early environmental movement has become part of the corporate initiative toward a cleaner world. Monsanto Co., St. Louis, Mo., contact Nancy Pollock.

■ Managers at Olin Corporation's chemical plant in Rochester, N.Y., went door to door to talk with community residents about plant operations, to hand out samples of shampoo made with a plant product, and to invite them to lunch at a local restaurant and to visit the plant. More than 300 citizens showed up for a subsequent open house. Olin Corp., Stamford, Conn., contact Alec Houston.

■ "Dawn" dish-washing detergent by Procter & Gamble Co. is so effective in removing oil from birds and animals that the company donates the product to the International Bird Rescue Center. The company also donated the resources to make a home video instructing volunteers in the Valdez, Alaska, oil spill on how to rescue and clean affected animals. Procter & Gamble Co., Cincinnati, Ohio, contact Robert Fitzpatrick.

■ To help clear the air around Racine, Wis., S.C. Johnson Wax buys methane gas, a natural by-product from a local sanitary landfill operation, and uses it as supplemental heating fuel for its production plant, thus reducing its dependence on valuable fossil fuels. S.C. Johnson & Son, Inc., Racine, Wis., contact James P. May.

■ To protect the over-harvested redbird species, Dow Chemical U.S.A. raises the fish in two ponds at its Freeport, Texas, complex. Fry arrive at the plant from a hatchery in Corpus Christ. When they reach finger-size, they are transferred to nearby local waters. From there, they mature and make their way to seafood lovers' plates. Millions of redbird have been reared since the program began,

ensuring a continuing supply of this Gulf of Mexico specialty. Dow Chemical U.S.A., Freeport, Texas, contact Margaret Gaspard or Jim Hinton.

■ ARCO Chemical Co. sponsored a household hazardous waste clean-up and collection day for more than 400 residents of Newton Township, Pa. By the end of the six-hour collection period, some 140 drums had been carefully packaged with hazardous materials ranging from weed killers to asbestos and outdated medicine. Nearly all of the material was incinerated; the rest was sent to secure landfills. ARCO Chemical Co., Newtown, Pa., contact Gerald Davis or Larry Taylor.

■ In the summer of 1989, S.C. Johnson Wax hosted an environmental seminar for 270 students from 31 countries. It was part of the third annual Caretakers of the Environment program and demonstrated how corporations and state governments work together to address environmental issues. Topics included discussions on air pollution and waste management. S.C. Johnson & Son, Inc., Racine, Wis., contact James P. May.

■ Chlorine suppliers donated water purifiers to help the Pan American Development Foundation prevent outbreaks of waterborne disease on hurricane-stricken Caribbean islands. Participants included Allied Universal Corp., Miami; Jones Chemicals, Inc., Leroy, N.Y.; P.B.&S. Chemical Co., Henderson, Ky., and PPG Industries, Pittsburgh. Water supplies can be damaged very rapidly when a hurricane strikes. They must be chlorinated quickly to prevent the spread of diseases like typhoid and dysentery. Pan American Development Foundation, Washington, D.C., contact Ann Goldman.

■ Each year, S.C. Johnson Wax of Racine, Wis., invites some 34,000 local area students to the company for a variety of educational presentations. Topics covered in the program, which is called "Kaleidoscope," include rain forests, soil preservation, wetlands and special programs on endangered wildlife such as

timber wolves and eagles. S. C. Johnson & Son, Inc., Racine, Wis., contact James P. May.

■ Dow Chemical U.S.A., along with other members of the Brazoria County (Texas) Emergency Management Committee, produced a supplement for the local *Brazosport Facts* newspaper explaining how to protect yourself in an electrical storm, thunderstorm, tornado, flash flood, power outage, hurricane or hazardous materials emergency. Distributed to 32,000 subscribers, the supplement is similar to a poster prepared by Dow's Midland, Mich., Community Awareness and Emergency Response (CAER) group. Dow Chemical U.S.A., Freeport, Texas, contact Jim Hinton.

■ Monsanto Company is recommending that its plants sponsor poster contests in local schools with environmental and Earth Day themes. The company is seeking out environmentalists and other community activists to serve as judges for the contests. Monsanto Co., St. Louis, Mo., contact Nancy Pollock.

■ When civilization pushed a flock of black skimmers out of their coastal nesting areas along the Gulf of Mexico in 1968, they took over an old, oyster shell-covered parking lot at Dow Chemical U.S.A.'s Freeport, Texas, complex. Since then, Dow has fenced off the lot, mowed grass and weeds, and held an annual open house for community residents to get a close-up look at the flock of 1,600 birds. The National Audubon Society holds bird watching contests on wetlands on and around the plant, which is considered one of the country's best bird-watching sites. In addition, Dow donated nearly 35 acres of land (valued at \$139,000) near Big Slough, Texas to the U.S. Fish and Wildlife Department to provide access to a wildlife refuge that was surrounded by private lands. Local residents now enjoy this wetland preserve. Dow Chemical U.S.A., Freeport, Texas, contact Fay Beard.

■ To counter the nation's continuing loss of wetlands, employees at Dow Chemical's Joliet, Ill., plant have worked with the state Department of Conservation to enhance surrounding wetlands. In seven years, wetlands acreage on the site has

increased three-fold to 170 acres. Dow employees also have installed duck houses, provided supplemental food for wildlife during the winter, and used landscaping techniques to improve nesting areas for birds and small animals. Dow Chemical U.S.A., Strongsville, Ohio, contact Mimsy Shuck.

...To Enhance Education and Public Understanding of Chemicals and Chemistry

■ The Chlorine Institute is making its booklet on the chlorine industry available without charge to science teachers nationwide for use in their instructional programs. The booklet includes information on how chlorine is made, its history, health effects, properties, uses and economic benefits. It also is being sent to every daily newspaper and television station in North America in order to promote more accurate coverage involving chlorine and related chemicals. The Chlorine Institute, Washington, D.C., contact Joseph L. Walker.

■ DuBois Chemicals of Sharonville, Ohio, is actively involved in a workshop called "Partners for Terrific Science," which is sponsored by Miami University as a five-credit-hour, post-graduate course for elementary, junior and senior high school teachers. Participants develop ties with local companies as they learn more about industrial science and its interrelationships with their community. The teachers learn how to infuse into science teaching an overall picture of the importance of chemistry in everyday life. DuBois Chemicals, Sharonville, Ohio, contact Linda Coffey.

■ Exxon Chemical Co. developed a 45-minute presentation, "Products from the World of Chemicals," for use in middle- and high-school classrooms. The presentation is designed to expand students' knowledge of the chemical industry and chemical products, and to heighten their interest in chemical-field careers. Developed by a team of middle-school educators and Exxon employees, the program includes a 13-minute video explaining chemical processes and product

end uses. Exxon Chemical Americas, Houston, Texas, contact Paula McWherter.

■ GE Plastics plants in Burkeville, Ala.; Mount Vernon, Ind., and Parkersburg, W.Va., all publish full-color calendars using drawings by children of employees. These calendars feature safety and environmental themes in their communities. GE Plastics, contact Sherry Woodry in Burkeville, Lois Dopler in Mount Vernon, or Karen Nelson in Parkersburg.

■ Officials of the Georgia Gulf Corp. plant at Plaquemine, La., meet regularly with their neighbors to explain what is going on at the plant. All people living within two miles of the plant are invited to these "focus meetings." They hear a presentation on any changes being planned and then have an opportunity to ask plant managers questions on any subjects. Purpose is to open up a full dialogue with and establish credibility in the community. Georgia Gulf Corp., Plaquemine, La., contact Vince Tretter.

■ Pepsi Cola Co. is piloting an anti-dropout program for students at high schools in Detroit and Dallas. "The Pepsi Challenge" is aimed at inner-city schools with high percentages of minority students. It allows students to earn up to \$2,000 during their high-school years for post-secondary education or job training. The program also includes a unique incentive for teachers -- \$1,000 grants to faculty members who are designated "program mentors" for the students. Pepsi-Cola Co., Somers, N.Y., contact Becky Madeira.

■ Shell Oil Co. is sponsoring a program for elementary schoolers called "Say Yes to a Youngster's Future," which emphasizes math and science among minority and female students. The program, conceived by the National Urban Coalition, focuses on parental and community involvement in the early, impressionable learning years. It encompasses hands-on, activity-based lessons, tutoring sessions and career information, as well as free weekend field trips and events to involve family and the community. Shell Oil Co., Houston, Texas, contact Paula Saizan.

■ The Society of the Plastics Industry is distributing free to science teachers nationwide an educational study kit on plastics. Developed in cooperation with Lifetime Learning Systems, Inc., the program is designed to introduce students to the world of plastics from both historical and personal perspectives. Students learn where plastics come from, the array of different plastics that exist, and their myriad applications. **Society of the Plastics Industry, Washington, D.C., contact Ron Bruner.**

■ Management and employees of Solkatronic Chemicals, Morrisville, Pa., are educating municipal and county officials and emergency responders about the properties of Solkatronic's products. Solkatronic hopes that such education will improve local emergency response capabilities. To help responders, Solkatronic donated a weather station to the communities surrounding the facility, developed a coordinated emergency response plan with area facilities, held a seminar on dispersion modeling to help local officials understand the use of such modeling during an emergency, and donated equipment and funds to the Bucks County Hazardous Incident Response Team. **Solkatronic Chemicals, Morrisville, Pa., contact Eugene Ngai.**

■ Union Carbide's Hahnville, La., plant invited the community to an open house. Some 5,600 'neighbors' were treated to food and entertainment, plant tours, exhibits, and a chance to visit with players from the New Orleans Saints football team. **Union Carbide Corp., Hahnville, La., contact Stan Dufrene.**

■ Ecolab's Quest for Excellence in Education Program rewards exceptional teachers with grants of up to \$2,500 to purchase classroom materials, such as special laboratory equipment or literary classics that may not be available through the school district. **Ecolab Inc., St. Paul, Minn., contact Kristie L. Greve.**

■ GE Plastics' plant in Parkersburg, W.Va., has developed a full-color environmental brochure about the plant for distribution to community leaders and the media. **GE Plastics, Parkersburg W.Va., contact Karen Nelson.**

■ Dow Chemical U.S.A. runs a community outreach effort called EXCEL (Excellence in Career Education and Life) at its Freeport, Texas, plant. It sends plant people into the high schools and brings high schoolers into the plant with the aim of showing them the importance of mathematics and science in various careers. **Dow Chemical U.S.A., Freeport, Texas, contact Margaret Gaspard or Jim Hinton.**

■ Employee spouses are invited to a monthly "Community Roundtable" at the GE Plastics plant in Mount Vernon, Ind. They are given an opportunity to learn more about and give their views on the local operation. Spouses are encouraged to bring a friend or neighbor to the briefing. At the GE Plastics plant in Pittsfield, Mass., management regularly briefs local, state and federal officials concerning the impact of laws and regulations on plant operations. **GE Plastics, contact Lois Dopler in Mount Vernon, Ind., and Bruce Farren in Pittsfield, Mass.**

Council of Chemical Association Executives'

Tips to Build A Better Environment

The following suggestions for community betterment are drawn from the experience of members of the Council of Chemical Association Executives' Communications and Public Relations Committee. As with the proven programs given in the previous sections, these ideas are intended merely to provide a framework upon which individual companies can build their own environmental-enhancement and community-relations programs.

■ Appoint a committee of employees to develop a plan of what should be done in conjunction with Earth Day. On a blackboard or flip chart, list all the things that could be done. You should come up with a lot of good ideas. Whatever plan you implement, try to get as many employees involved as possible.

■ If you live in a coastal area, organize an employee group to participate in beach clean-ups that are held at the end of the summer season.

■ If you hold an open house or demonstration for local emergency responders, invite the local newspaper and radio and television stations as responders themselves. They are an integral part of the emergency response process and certainly the fastest way for you to reach your hometown public. Moreover, ensure that the media are included in any emergency response drills -- table-top or full-scale.

■ Develop a chemistry road show for schools and civic organizations in your area. Use a portable booth to provide information on your company, and its environmental and emergency-response activities. It also could feature a display of everyday items made from your company's products. And it could be used for demonstrations of chemical magic, like combining two liquids to make a rigid plastic foam. Purpose would be to show how chemistry at your plant benefits everyday life.

■ Offer your facility as a field-trip site for local school students. Even if you cannot tour younger children through the whole plant, there certainly are parts where they can visit. Create some interesting experiments to show them in the laboratory. Tell them about the importance of your products to everyday life. Explain your processes in language they can understand.

■ If hunting and fishing are popular in your area, support local sportsmen's clubs by providing equipment and supplies for stream restoration, planting of food patches and so forth.

■ Is your company buying new computers and getting rid of old ones? If so, consider donating the old computers to local schools, where they can be used to train the business leaders of tomorrow. Your company will derive far more in community good will from such a gesture than would be the financial return from trading in the old computers.

■ Sponsor lunch-hour programs (videos/films) that educate employees about various environmental issues, such as the value of home insulation, water conservation and so forth.

■ Set up in-plant and office recycling programs for paper, glass, aluminum and plastic materials.

■ Do you have laboratory equipment that is not being used any more? Why not donate it to local schools. Microscopes, glassware, instruments, almost anything still in usable shape will be welcomed by high schools in your area.

■ If your plant is located in a smaller town, take the environmentally conscious step of offering to buy radon gas test kits for all the families in your community. The kits are inexpensive, particularly purchased in bulk, and you will be performing a valuable public service.

■ Sponsor a science/ecology supplement or article for the local newspaper on a regular or semi-regular basis. Local papers usually are more than willing to work with you in developing editorial materials. You may also want to enlist the help of your local schools in putting together materials that would be of particular interest to young people.

■ Participate in the local "Adopt-A-Highway" campaign. Through the program, groups take responsibility for clearing trash from and beautifying sections of highway. Contact the local office of your state highway department to find out if the program exists in your area.

■ Do you have video productions about your company or your plant that may have some interest to the community? If so, give them to the local community-access cable television channel for broadcast in your area.

■ Distribute information about your company, your plant and your products to local schools for classroom use. Make it a point to get to know the high school science teachers in your community. Offer to speak to their classes on practical science.

■ Work with a local television station to produce a home-safety or community-safety video for free distribution to families in your area. You could agree to underwrite the costs of reproducing and distributing the video, with the station bearing the costs of production. A home-safety video could center how to avoid common household mishaps. Footage for

a community safety video could be obtained during an emergency response drill.

■ Sponsor or co-sponsor programs to preserve the heritage of your area. If chemicals are an important part of that heritage, sponsor a display on their local history at the museum or county courthouse.

■ Donate a science library to the local high school and/or library. It might include biographies of noted scientists, science history books, literature on your company, and so forth. Ask the librarian to consider a practical-science program for youngsters, and offer to participate.

■ Spruce up your plant site. A few natural buffers and some nicely placed shrubs and flower beds can work wonders.

■ Co-sponsor school science fairs. Offer special prizes for projects that stress ecology or solutions to environmental problems. Offer to supply your local high schools with tutors in science and chemistry for an hour or two a week.

■ Provide an on-site day-care center for your employees' children and/or offer your plant meeting rooms free of charge for use by reputable, non-profit community groups to demonstrate the safety and security of your operations.

■ Form alliances with local environmental groups aimed at achieving specific objectives, for example providing an improved habitat for an endangered species.

Suggestions From Earth Day Planners On How Individuals Can Mark Earth Day

■ Earth Day 1990:

- * Use a coffee mug instead of a disposable cup.
- * Take your grocery bags back to the store for reuse.
- * Call ahead before you shop and consolidate errands.
- * Buy a living Christmas tree.
- * Insulate, caulk and weatherstrip your home.
- * Install a solar water heater.

Earth Day 1990, Stanford University, Calif., contact Christina L. Desser.

■ U.S. Environmental Protection Agency:

- * Reuse, repair and recycle as often as possible; don't throw away what can be used again.
- * Avoid filling quickly disappearing landfills with disposables; consider using reusable mugs, glasses, dishes, cloth towels and sponges.
- * Set back the thermostat to save energy and money; it's an investment in yourself and your environment.
- * Use car-pooling, mass transit, biking and walking to reduce air pollution.
- * Take auto wastes to recycling centers or appropriate disposal facilities. Spent oil, batteries and tires pose significant environmental problems.

U.S. Environmental Protection Agency, Washington, D.C., contact Ann Boren.

■ National Celebration of the Outdoors:

- * Encourage local businesses, corporations and service clubs to support campaigns to save the local environment.

* Convene a group to design a regional network of open space greenways for your area.

* Construct or repair trails, picnic tables, signs, interpretive exhibits or other amenities related to the use and appreciation of the environment. Or, design and work to establish a new community park, picnic area or greenway.

* Conduct a street tree inventory and develop a plan for planting new trees where none exists.

* Conduct contests and competition related to the environment through the use of photography, athletics, essays and posters; get school teachers involved.

* Organize a rally calling for billboard controls, local tree protection ordinances, or other community appearance objectives.

National Celebration of the Outdoors, Washington, D.C., contact Clay Peters.

■ National Wildlife Federation:

* Recycle newspapers and other materials.

* Convince two people to do something for the environment, and ask them each to convince two more people until everyone takes action.

* Use energy-efficient fluorescent lights.

* Install a water-saving showerhead.

* Water lawns early in the day or late to prevent excess evaporation.

* Switch to an energy-efficient refrigerator.

* Ask for paper packaging.

* Use cloth diapers.

National Wildlife Federation, Washington, D.C., contact Ann Krumboltz.

Acknowledgements

These suggestions to benefit your community were compiled from a wide variety of sources by the Communications and Public Relations Committee of the Council of Chemical Association Executives, Washington, D.C.

The committee would like to acknowledge the efforts of those who collected and organized this material: Eric Christensen, communications manager, Synthetic Organic Chemical Manufacturers Association; Joseph L. Walker, director, public & member communications, the Chlorine Institute; Patricia Hamilton, director, communications, American Wood Preservers Institute, and Marilyn Ludwig, director, communications, National Paint and Coatings Association.

For More Information

More information on the suggestions is available by contacting the individuals identified with each corporate project. General questions may be directed to Joseph Walker at the Chlorine Institute, 2001 L St., N.W., Suite 506, Washington, DC 20036, (202) 775-2790.

If you would like to contribute your own ideas to the first update of this information, please contact Patricia Hamilton at the American Wood Preservers Institute, 1945 Old Gallows Road, Suite 550, Vienna, VA 22182, (703) 893-4005.

The CCAE also would like to hear about your success stories based on these suggestions. Please pass them along to Eric Christensen at the Synthetic Organic Chemical Manufacturers Association, 1330 Connecticut Ave., N.W., Suite 300, Washington, DC 20036, (202) 659-0060.

Member Organizations of the Council of Chemical Association Executives

Adhesive and Sealant Council
 Adhesive Manufacturers Association
 American Association of Importers and
 Exporters
 American Coke and Coal Chemicals
 Association
 American Fiber Manufacturers
 Association
 American Petroleum Institute
 American Wood Preservers Institute
 Cadmium Council
 Chemical Manufacturers Association
 Chemical Producers and Distributors
 Association
 Chemical Specialties Manufacturers
 Association
 Chlorine Institute
 Commercial Development Association
 Compressed Gas Association
 Cosmetic, Toiletry and Fragrance
 Association
 Council for Solid Waste Solutions
 Drug, Chemical and Allied Trades
 Association
 Dry Color Manufacturers Association
 Ecological and Toxicological Association
 of the Dyestuffs Manufacturing
 Industry
 Fertilizer Institute
 Flexible Packaging Association
 Formaldehyde Institute

Halogenated Solvents Industry Alliance
 Hazardous Materials Advisory Council
 International Institute of Synthetic
 Rubber Producers
 International Sanitary Supply Association
 Metal Finishing Suppliers Association
 National Agricultural Chemicals
 Association
 National Association of Chemical
 Distributors
 National Association of Manufacturers
 National Association of Printing Ink
 Manufacturers
 National Association of Solvent Recyclers
 National Lime Association
 National Paint and Coatings Association
 National Printing Equipment and Supply
 Association
 Pharmaceutical Manufacturers
 Association
 Powder Coatings Institute
 Printing Industries of America
 Pulp Chemicals Association
 Rubber Manufacturers Association
 Soap and Detergent Association
 Society of American Wood Preservers
 Society of the Plastics Industry
 Synthetic Organic Chemical
 Manufacturers Association
 U.S. Chamber of Commerce



ENVIRONMENTAL HAZARDS
MANAGEMENT INSTITUTE

10 NEWMARKET ROAD
P.O. BOX 932
DURHAM, NH 03824
603-868-1496
FAX: 603-868-1547

Earth Day 1990 Is Coming... Is Your Organization Ready?

Earth Day 1970 was the largest organized demonstration in human history:

20 million people participated

The United States Congress formally adjourned

New York's Fifth Avenue was closed

All three television networks covered Earth Day events around the country. Chicago alone hosted 38 separate ecology fairs

Two months after Earth Day, President Nixon established the Environmental Protection Agency

What will YOU do for Earth Day 1990, the 20th anniversary of the modern environmental movement?

Distribute "The Perfect Earth Day handout"...

FAST ... LOW-COST ... EFFECTIVE ...

HOUSEHOLD HAZARDOUS WASTE WHEELS

make it easy for anyone and everyone to "do something" about pollution.

Show people how THEY can make a difference.

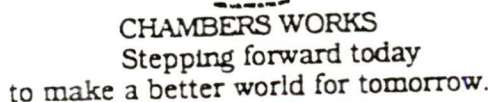
They will appreciate and remember you for it.

Put YOUR logo and custom Earth Day message on Household Hazardous Waste Wheels.

Full page advertisements in HazMat World, Garbage, and Newsweek will thank your organization for its commitment to a cleaner, safer earth for all of us.

Call now toll-free 1-800-446-5256 for more information on the best Earth Day program going.

The Household Hazardous Waste Wheels get RESULTS!



We challenge tomorrow, everyday.

No. 1 Monsanto Road Nitro, W.Va.



Clean Environment – Team Requirement

*Set an environmental example at home,
dispose of wastes responsibly.*

Compliments of the Baton Rouge Chemical Plant
Environmental Planning Department's
Waste Management Center.



DOW CHEMICAL CANADA INC.

* Trademark of The Dow Chemical Company

WASTE CATEGORIES	SE	FOI
CHEMICAL PRODUCTS ➔	leaners	Moth
HAZARDOUS INGREDIENTS ➔	potassium hydrogen sodium cium lorite	naphtha paradic benz
ALTERNATIVES ➔	y, 1/2 cup exameta- hate allons iter	Cedar c newspa laver flow
HAZARD PROPERTIES ➔	sive ic	toxi
WASTE MANAGEMENT □ ➔		

HOUSEHOLD HAZARDOUS WASTE WHEEL



HOUSEHOLD HAZARDOUS WASTE WHEEL

If the products/chemicals are ingested, telephone your local fire or police station to connect you with your state or regional poison information center.

•HAZARD PROPERTIES

The hazards for each household hazardous waste were evaluated after careful scrutiny of the chemical reference literature. A quantitative rating system was not developed because the concentrations and the quantity of chemicals in a product must be known before a definitive health hazard can be determined.

Health hazard ratings listed on the wheel are therefore qualitative ratings that provide to potential household disposers only a general "awareness" of the physical or biological hazards associated with each waste. Please note that many chemicals are toxic when swallowed in sufficient quantities.

The wheel provides citizens with information concerning proper waste management. For each household waste found on the wheel, a symbol identifies preferred waste management options: to recycle, fully use and discard, store wastes until a collection day is organized in your community, or special instructions.

(B) Recycle your wastes. Bring to a service station or reclamation center.

 Fully use these products so that no waste remains except residuals attached to the container. Containers should be rinsed with water. The container may then be disposed at the municipal landfill while the rinse water may be either reused, or poured down the drain with great quantities of water. In rare circumstances when these products will not be com-

ethylene gly



10 NEWMARKET ROAD
P.O. BOX 932
DURHAM, NH 03824
603-868-1496
FAX: 603-868-1547

WATER SENSE WHEEL
AND
HOUSEHOLD HAZARDOUS WASTE WHEEL ORDER FORM

Date _____

PO# _____

Check # (If Prepaid) _____

PRICES

<u>Quantity</u>		<u>Price/Wheel</u>
10	- 99	2.75
100	- 499	2.50
500	- 999	2.25
1000	- 4,999	2.00
5,000	- 9,999	1.85
10,000	- 14,999	1.70
15,000	- 24,999	1.55

Quantity

Personalized (min. 500)

Colors

Date Needed

Color(s)

SHIP TO:

BILL TO:

Attn: _____
Telephone # _____

Attn: _____
Telephone # _____

I WOULD LIKE TO ORDER:

Household Hazardous Waste Wheels @ \$____ each = \$____

Water Sense Wheels @ \$____ each = _____

Plate Charge (\$90/per color)
Enclose camera ready artwork

Other
Shipping*:

Total: _____ U.S. Dollars \$ _____

*(We ship via UPS, FOB Durham, NH. Please call 1-800-446-5256 or (CANADA 603-868-1496), for shipping charges, if necessary to your procedures)



A program of The American Forestry Association

P.O. Box 2000 • Washington, DC 20013 • (202) 667-3300

Earth Day/Global ReLeaf Arbor Day Kit

Earth Day 1990 and Global ReLeaf have joined forces to create the Earth Day/Global ReLeaf Arbor Day Kit. This kit contains information to help plan and publicize any tree-related Earth Day/Arbor Day celebrations.

The kit is divided into four sections which include information on planning and promoting the event, what to do at the event and follow-up materials.

Some information includes:

- Ideas for Arbor Day events
- List of State Global ReLeaf Coordinators
- Where to get technical assistance
- Sample media advisory
- Sample feature article for local media
- Checklist for a press conference
- Sample Global ReLeaf bumpersticker, decal and brochure.

The Earth Day/Global ReLeaf Arbor Day kit has information for a successful event!



Global ReLeaf Tree Care Checklist

The Global ReLeaf Tree Care Checklist is an educational tool for the homeowner on how to plant and care for trees. The Checklist, presented in understandable terms with clear illustrations reinforcing key teaching points, is based upon the most up-to-date scientific information available on the planting and care of trees in the home landscape.

The Checklist includes five basic teaching points:

1. **Planning for trees**
2. **Planting trees**
3. **Providing or caring for trees**
4. **Protecting trees**
5. **Pruning trees**

The Checklist contains basic information regarding trees and utility lines, and watering, mulching, and fertilizing trees. Sources of additional advice and information in the way of technical assistance and publications are also included.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
03. Memo	From Kristin Clark Taylor to John Sununu Re Future Media Outreach Efforts (1 pp.)	2/15/90	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Communications
 (Demarest) (1990) [3]

Open on Expiration of PRA
 (Document Follows)
 By JP (NLGB) on 10/28/05

Date Closed:	12/14/2004	OA/ID Number:	29177-004
FOIA/SYS Case #:	1999-0004-F[1]	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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 P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

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 (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
 (b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE
WASHINGTON

February 15, 1990

THE CHIEF of STAFF
has seen

MEMORANDUM TO GOVERNOR SUNUNU

THROUGH: DAVID DEMAREST *AA*
 CHRISS WINSTON *CW*
FROM: KRISTIN CLARK TAYLOR *KCT*
SUBJ: FUTURE MEDIA OUTREACH EFFORTS

To start the New Year more pro-actively, Media Relations would like to establish and adhere to a baseline of media-related Presidential activities.

There are specific media events involving the President that proved successful in 1989; events that merit Presidential participation again this year. We feel it would be in our best interest to have the President participate in the following events, at the very minimum:

-- ADDRESS TO AMERICAN SOCIETY OF NEWSPAPER EDITORS: POTUS's address to this group last year received thorough and, in most cases, favorable coverage. Their convention is April 4-6 this year (in-town). They have extended an invitation and need an answer soon to begin preliminary planning of the convention.

-- ADDRESS TO AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION: POTUS addressed this group last year as well. Coming right off the Publishers luncheon with the President, many of them already have positive feelings about their relations with the WH. Their convention is April 24-25 (in L.A.). They, too, need a fairly quick response for planning purposes.

-- REGIONAL BRIEFINGS: Last year we coordinated briefings with the local media every three months (or so). Our goal is to do at least that many this year, if not more. These briefings give us good local ink and go a long way towards nurturing relations with our beyond-the-Beltway media.

-- ON-THE-ROAD INTERVIEWS: My earlier memo to you details our proposed outreach effort to local media while on the road.

-- SPECIALTY MEDIA: When appropriate, the President could meet with small roundtables of specialty media. His meeting last year, for example, with outdoor writers helped strengthen his image as a lover of the environment.

Again, these are events that we are proposing as a baseline -- at a minimum. There are countless other creative and compelling events involving specialty and regional press which could be considered on an individual basis.

Thank you for your consideration of these proposals.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
04a. Memo	From John Sununu to Bobbie Kilberg Re President's Invitation to Address United Jewish Appeal (UJA) Young Leadership Council (1 pp.)	1/22/90	P5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Communications
(Demarest) (1990) [3]

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(Document Follows)
By *JK* (NLGB) on 10/28/05

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Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
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AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

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(b)(9) Release would disclose geological or geophysical information

file

THE WHITE HOUSE
WASHINGTON

DATE: January 22, 1990

TO: Bobbie Kilberg

FROM: GOVERNOR JOHN H. SUNUNU

Hold off on this. I don't think the
President should do it.

cc: Dave Demarest

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
04b. Memo	From Bobbie Kilberg to John Sununu Re President's Invitation to Address United Jewish Appeal (UJA) Young Leadership Council (1 pp.)	1/16/90	P5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Communications
(Demarest) (1990) [3]

Open on Expiration of PRA
(Document Follows)
By JP (NLGB) on 10/28/05

Date Closed:	12/14/2004	OA/ID Number:	29177-004
FOIA/SYS Case #:	1999-0004-F[1]	Appeal Case #:	
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P-2/P-5 Review Case #:		Disposition Date:	
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AR Disposition:		MR Disposition:	
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THE WHITE HOUSE

WASHINGTON

January 16, 1989

MEMORANDUM FOR GOVERNOR SUNUNU

THROUGH: DAVID DEMAREST *DD*

FROM: BOBBIE KILBERG *BK*
SARAH DECAMP *SD*

SUBJECT: REQUEST FOR THE PRESIDENT TO ADDRESS UNITED
JEWISH APPEAL (UJA) YOUNG LEADERSHIP
CONFERENCE

We are proposing that the President address the UJA Young Leadership Conference when they meet in Washington in early March. (Please see attached schedule proposal.)

Richard Haass, National Security Council, does not support this request, but at the same time he is not adamantly opposed to it. *Hold*

We would like to discuss this proposal with you before submitting it to long range scheduling. *1/1*

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
04c. Memo	From Bobbie Kilberg to Joe Hagen Re Schedule Proposal for President's Invitation to Address United Jewish Appeal (UJA) Young Leadership Council (2 pp.)	1/10/89	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Communications
(Demarest) (1990) [3]

Open on Expiration of PRA
(Document Follows)
By JP (NLGB) on 10/28/05

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THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

JANUARY 10, 1989

TO: JOE HAGIN, DEPUTY ASSISTANT TO THE PRESIDENT
FOR APPOINTMENTS AND SCHEDULING

THROUGH: DAVID DEMAREST, ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: BOBBIE KILBERG, DEPUTY ASSISTANT TO THE
PRESIDENT FOR PUBLIC LIAISON

SARAH DECAMP,^{SD} ASSISTANT DIRECTOR FOR PUBLIC
LIAISON

REQUEST: THAT THE PRESIDENT ADDRESS THE UNITED
JEWISH APPEAL YOUNG LEADERSHIP WASHINGTON
CONFERENCE. THIS WOULD BE OUR CHOICE FOR THE
ONE PUBLIC ADDRESS BY THE PRESIDENT DURING
1990 TO A MAJOR JEWISH ORGANIZATION.

PURPOSE: TO SIGNAL THE ADMINISTRATION'S SUPPORT FOR
THE HUMANITARIAN AND SOCIAL SERVICE WORK OF
THIS MAJOR PHILANTHROPIC ORGANIZATION.

TO ACKNOWLEDGE UJA FOR ITS CRITICAL ROLE IN
PROVIDING FUNDS FOR THE RESETTLEMENT OF
SOVIET JEWS IN THE UNITED STATES AND ISRAEL.

TO FURTHER REINFORCE THE ADMINISTRATION'S
COMMITMENT TO ISRAEL TO AN AUDIENCE OF
PROMINENT YOUNG JEWISH BUSINESS AND COMMUNITY
LEADERS.

BACKGROUND:

For 50 years the United Jewish Appeal has
been the primary instrument of the Jewish
community in support of humanitarian
programs and social services in the United
States, Israel and 33 other countries around
the world. In 1989, UJA raised \$750 million
for domestic and international humanitarian
programs. Many of the programs and services
funded by UJA are available to Jews and
non-Jews alike.

In July 1988, UJA established a separate
campaign to help fund the resettlement of
Soviet Jews who were leaving the Soviet
Union. The eighteen month "Passage to
Freedom Campaign", which ended in December
1989, raised \$50 million. This month UJA
will embark on a new campaign to raise an

additional \$350 million for the resettlement effort in the U.S and Israel.

An address to this audience presents an excellent opportunity to reach a broad, nationwide spectrum of the Jewish community. Unlike most other Jewish organizations which concentrate on a single issue, UJA's mission involves volunteerism, provision of health and social services to local communities, as well as assistance to Israel and 33 other countries worldwide. It will provide a good forum for the President to reinforce a number of domestic themes in addition to strong support for Israel.

The UJA Young Leadership Washington Conference will bring 3000 prominent young Jewish business and community leaders to Washington for domestic and foreign policy briefings.

The National Security Council does not support this proposal.

DATE & TIME: Afternoon March 11; Anytime March 12 or
Lunchtime March 13

LOCATION: Washington Hilton Hotel

DURATION: 30 Minutes

PARTICIPANTS: Approximately 3000 Young Jewish Leaders
Members of the UJA Prime Minister's Council
(top leadership of UJA National)

SEQUENCE OF EVENTS:

- President meets briefly with a few members of the Prime Minister's Council and the Young Leadership of UJA in the Holding Room for a photo op.
- President is announced on stage.
- President makes remarks.
- President departs.

REMARKS REQUIRED:
Yes

MEDIA COVERAGE:
Yes.