

Originally Processed With FOIA(s):

S

FOIA Number:

S

# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

---

**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

---

**OA/ID Number:** 13700  
**Folder ID Number:** 13700-001

---

**Folder Title:**  
Earth Day 1/3/90 [OA 8309]

---

Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>19</b>	<b>5</b>	<b>6</b>

---

IF PROBLEMS OCCUR WITH THIS TRANSMISSION, PLEASE NOTIFY NWF AT (202) 797-6801 OR 797-6692

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments: Information on Earth Day programs

Number of pages to follow: 16

Date: 12-19-89  
Address: Carolyn Cowley  
Dept: White House Speech Writing  
Telephone: #111  
From: Ann Krumboltz  
Dept: Earth Day Programs  
Time: 12:15  
Telephone: 202/397-6858

FAX TRANSMISSION SHEET  
TELECOPY NUMBER (202) 797-6646

NATIONAL WILDLIFE FEDERATION



## In Brief: EARTH DAY

### The issue:

The first Earth Day, April 22, 1970, was the largest organized environmental demonstration in history. An estimated 20 million people took part in the activities, which gave birth to the modern American environmental movement.

The first Earth Day took place almost exclusively in the United States and involved 10,000 schools, 2,000 colleges and universities and virtually every community in America. Activities ranged from nature walks to "sit-ins." The mayor of New York turned Fifth Avenue into the world's largest pedestrian mall, and 100,000 people attended an eco-fair in Union Square.

In the wake of Earth Day 1970 came an outpouring of public concern so strong that President Nixon proposed legislation to establish the Environmental Protection Agency. The newly born environmental movement grounded the supersonic transport plane and prompted passage of a Clean Air Act, Clean Water Act and Environment Education Act.

The changes made were not just confined to government. Tens of millions of people began changing their lifestyles--growing or buying organic produce, recycling aluminum and glass, insulating their houses, and driving smaller cars.

### NWF's position:

Now, observing April 22, 1990--the 20th anniversary of the original Earth Day--as a rallying point, NWF is working with other environmental and conservation groups to convince the people of the world that our environmental problems are critical.

NWF's program uses the theme EARTH DAY EVERY DAY (TM). The program hopes to carry the message that with global participation we can, by the year 2000, avert environmental catastrophe and move towards a sustainable global society. The program includes:

\*launching a college campus program called COOL IT! that challenges students to organize global warming projects;

\*producing free resources for the public that review steps every citizen can take to make a difference;

\*providing organizing and issue expertise through speaker's bureaus, outreach and articles in National Wildlife and International Wildlife; and,

\*reaching grade schoolers and junior high schoolers with special Earth Day issues of Ranger Rick and The Wildlife Week theme packet "Earth Day Every Day: You Can Make A Difference!"

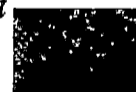
The 1990's should become the Decade of the Environment and revive a commitment to protect the planet by every citizen throughout the world.



NATIONAL WILDLIFE FEDERATION 1400 Sixteenth Street, N.W., Washington, D.C. 20036-2266

Printed on recycled paper

*Carolyn -  
You may  
use this  
theme  
if  
you  
want.*





# NATIONAL WILDLIFE FEDERATION

## EDITORIAL VIEWPOINT

PUBLIC AFFAIRS DEPARTMENT, 1400 16th Street, NW, Washington, DC 20036-2266 (202) 797-6850

### Make Earth Day Count

By Jay D. Hair

President, National Wildlife Federation

WASHINGTON, D.C. -- "You can make a difference." It's a phrase used to encourage activism about everything from beautifying a neighborhood to stopping global nuclear proliferation. The phrase is so frequently invoked that we dismiss its validity. Don't.

Individual lifestyles do have environmental consequences. When Americans apply conservation ideals to their personal actions, some of the nation's environmental problems -- even problems like global warming -- can be reduced.

Consider a few everyday examples. Taking a cup of coffee along the way to your morning appointment? Stopping for lunch at the nearest fast-food stop? Having a few people over and plan on using throwaway plates? In every instance, you have a choice: you could use products that are made of rigid foam plastic or you could use a substitute. Make the latter choice and you've also made an environmentally responsible decision.

About one half of all rigid foam is inflated with chlorofluorocarbons (CFCs), which destroy the Earth's protective ozone layer and add to the problem of global warming. But you don't have to drink from a plastic cup. Paper cups do just fine; washable cups are even better for the environment. And fast-food shops can readily get plastic packaging without the harmful CFCs. Ask for it.

-more-

Printed on Recycled Paper

-2-

Next, travel to the self-service gas station. By squeezing that last nickel's worth of gasoline into the tank -- only to watch it dribble down the side of your car -- you are harming the environment.

"Topping off" releases hydrocarbons that react with sunlight and other atmospheric gases to create ozone, a gas that causes \$3 to \$4 billion a year in crop damage and is another of the "greenhouse" gases that adds to the global warming trend.

Finally, take an environmental tour on trash pick-up day. Americans throw out 150 million tons of garbage a year. Reusable glass containers, recyclable paper and plastic and valuable metals make up most of the load.

The volume has overtaken our ability to deal with it. In just three years, more than half the cities in the United States are expected to exhaust their garbage landfills. By next year, cities and towns in California are expected to pay \$1 billion annually to get rid of their trash. In Minneapolis, the cost of burying a ton of refuse has increased sixfold in just six years.

Yet, half of the aluminum, paper and glass that ends up in landfills could be recycled, saving the cost of disposal as well as the energy used to manufacture new products. One California study found that the net cost of a curbside recycling program is a third less than the cost of landfilling the throwaways.

At the same time, making paper from discards instead of trees cuts energy consumption by 75 percent, and the use of fossil fuels is the prime culprit in global warming. Producing aluminum cans from scrap instead of bauxite cuts energy use and air pollution by 95 percent.

-more-

-3-

Can you make a difference? The National Wildlife Federation believes the answer is a resounding "yes." That's why we've created a program -- "COOL IT!"-- especially for college students and especially timed for Earth Day that will focus on the global warming problem.

The idea of the original Earth Day was born on a college campus. In 1970, during the first Earth Day, more than 2,000 colleges and universities held special programs. In many ways, the modern environmental movement began on America's campuses.

Now, we need more than talk; we need effective, immediate attention. The world today is faced with vexing -- but not insurmountable -- environmental problems. The enthusiasm and determination that make Earth Day 1970 the largest demonstration of public will in American history can also help solve the environmental problems of the 1990s.

So join us in a "COOL IT!" project and act out our slogan -- "Earth Day, Every Day." Because you can make a difference.

-30-

**NATIONAL WILDLIFE FEDERATION'S  
EARTH DAY PROJECTS**

The National Wildlife Federation (NWF) will be using the "Earth Day" focus in new and ongoing programs, projects and publications. The major components of "Earth Day Programs" are listed below:

- **Theme: Earth Day Every Day (TM)** is a theme to promote the concept that individual action makes a difference. It promotes the idea that choices are made on a daily basis which impact on global environmental problems. The theme will run through many of our educational outreach programs and will be promoted through our ongoing work with TV, radio and print media.
- **COOL IT! (TM)**: NWF's college campus program challenges student groups and faculty members to develop projects which identify local solutions to global warming. Projects could include launching a campus-wide recycling program or re-lighting a university with energy efficient light bulbs. Students will submit their project to NWF for certification as an official COOL IT! project. The five top projects will receive \$2,500 towards the continuation of the programs they developed. NWF will provide COOL IT! merchandise to certified projects wholesale so students can fund raise for their projects. The projects must be sustainable to benefit the university community in years to come.
- **Earth Day Every Day Packet**: Available to the public in November 1989, this information packet will include a letter on the history and importance of Earth Day. It will include a piece describing solutions to environmental problems that individuals can take (to be tacked up on refrigerators with an Earth Day Every Day magnet which will also be enclosed).
- **Earth Day Every Day Citizen Action Guide**: This sixteen page booklet will expand on the refrigerator piece (mentioned above) with more details on what steps citizens can implement in their community to remedy environmental problems. It will be available to the general public in December 1989.
- **NWF Wildlife Week**: April 22-28, 1990  
Using the theme: "Earth Day Every Day: You Can Make A Difference," this annual week of education was moved to coincide with Earth Day and is designed for an audience of 650,000 primary school classrooms. Educational materials on the environment and environmental concerns designed for classroom projects, this year using the Earth Day theme.

-more-

-2-

- **Ranger Rick:** This monthly NWF magazine has 886,000 subscribers. It will announce Wildlife Week's Earth Day theme in the January 1990 edition. The April issue will carry a special Earth Day section including an Earth Day poster for children.
- **You Can Do It:** This is a booklet from Ranger Rick, now available for children who write requesting information on how they can help save the environment.
- **National Wildlife:** Our bi-monthly magazine will publish a special issue featuring Earth Day in February 1990. It will include articles on peoples's lifestyles and their effect on the environment; the earth's changing climate; wildlife habitat; and ozone depletion. The magazine has 944,000 subscribers.
- **International Wildlife:** This bi-monthly magazine will feature an 18-page Earth Day "world environmental quality index." (March/April 1990) It has 512,000 subscribers.
- **National Wildlife Merchandise Catalog:** The catalog will feature many Earth Day theme items, including the Environmental Scientist Kit, T-shirts, cups, watches, tote bags and calendars which all include an Earth Day message.
- **NWF's Conservation Education Center:** Our Virginia office in Laurel Ridge is planning a 2nd Annual Conservation Fair in the month of April 1990. The NWF Wildlife Gallery of Art will feature an Earth Day theme exhibit, April 1990.
- **NWF State Affiliates:** State affiliates will be working hard at the local and state level to promote Earth Day with a variety of local events, projects and speakers.
- **NWF Working in Coalition/and Providing National Outreach:** We are coordinating all our Earth Day programs with the Earth Day 1990 coalition which is made up of dozens of national environmental and conservation organizations and public figures. As part of a coalition we are providing outreach and leadership on coalition initiatives such as the Earth Day event on the Mall in Washington, DC and general promotion of our resources to allied groups and the general public. NWF president and staff will be available for speaking opportunities at conferences and especially college campus events.



A PROJECT OF  
NATIONAL WILDLIFE  
FEDERATION  
Earth Day - Every Day

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**  
Ann Krumboltz (202)797-5468  
Nick Keller (202)797-6858

**EARTH DAY: LOOKING BACK, LOOKING FORWARD**

WASHINGTON, D.C. -- In the lingo of the 1970's, April 22, 1970 - Earth Day -- was a "happening." On that single day, more than 20 million people in 10,000 schools, 2,000 colleges and universities and in virtually every community in the United States did something for the environment. In the process, the modern environmental movement was born.

Earth Day events ran the gamut of the imagination. In New York, Fifth Avenue was transformed into a pedestrian mall and 100,000 people attended an eco-fair in that city's Union Station. In Chicago, 38 separate ecology fairs were held around the metropolitan area. In Pittsfield, Mass., a bank which offered a penny for each bottle and can collected more than 1 million containers in one week. Even Congress formally adjourned for the day to allow members to participate in events in their home town districts.

-more-



National Wildlife Federation • 1400 16th Street NW • Washington, DC 20036-2266 • (202) 797-5435

Printed on Recycled Paper

-2-

But more important than what happened on April 22, 1970 is what has happened in the years since then.

In 1965, only 17 percent of a national opinion sampling put air and water pollution among the nation's top problems. Yet, in a Gallup poll just after that first Earth Day, 53 percent ranked environmental cleanup as second in importance only to crime prevention.

By 1985, Pollster Louis Harris found that 85 percent of a national sampling favored strict enforcement of the Clean Air and Clean Water Acts. From his polling, Harris concluded that Americans' support for environmental protection paralleled "nothing less than belief in free elections, in the right to free speech, the right to worship and the right to private ownership of property."

Before Earth Day, 1970, there were few effective federal or state regulations protecting the environment. But just two months after Earth Day, President Richard M. Nixon proposed legislation establishing the Environmental Protection Agency. Later that year, a tough Clean Air Act was passed, the Supersonic Transport was grounded and new in-plant pollution laws were passed to protect workers' health.

In more recent years, laws have been passed to protect and enhance air quality, to clean up abandoned toxic waste sites, to require environmental impact statements on a wide range of activities and to protect the purity of drinking water, among other issues.

-more-

-3-

Earth Day, 1970 created intense awareness about environmental problems and an acute urge to begin solving them. One writer observed that Earth Day, 1970 made Americans realize that "the only way people can escape facing up to environmental problems is for the world to stop and let them off."

While Earth Day, 1970 marked the birth of the environmental movement, the years since that "happening" have marked the maturing of the movement. Today, environmental organizations boast more members and supporters than ever before. The movement has grown to include corporate executives and college students, farmers and urbanites, political activists and everyday citizens. As a result, environmental issues take center stage in political debates and elections.

The environmental crisis facing the world in 1990 is more complex and dangerous than ever before. Global issues, including climate change, ozone depletion, acid rain, overpopulation, deforestation and chemical pollution threaten the quality of life on earth. As a result the NWF has declared Earth Day in 1990 as the beginning of the Decade of the Environment, a ten year effort to reverse current trends and move towards a sustainable world society.

-30-



A PROJECT OF  
NATIONAL WILDLIFE  
FEDERATION  
Earth Day • Every Day

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION:**  
Ann Krumboltz (202)797-5468  
Nick Keller (202)797-6858

**NWF URGES COLLEGE CAMPUSES TO "COOL IT!"**

WASHINGTON, D.C. -- National Wildlife Federation (NWF) is urging college campuses to "COOL IT!" by fashioning projects in their own communities that will help halt the global warming trend.

By Earth Day, April 22, 1990, the 20th anniversary of the nation's largest citizens demonstration, student-initiated "COOL IT!" projects will be well underway nationwide. The success of these projects will lead the way for a major nationwide or even worldwide celebration.

"The very words 'global warming' make us believe that it is a global problem, not a local problem. That is precisely the misconception the 'COOL IT!' program is designed to reverse," said NWF President Jay D. Hair. "All environmental problems are really local problems. And when they are not solved at the local level, the problems naturally evolve into global dilemmas.

"Furthermore, global problems can best be solved at the local level. The "COOL IT!" program will show student and community leaders that they can indeed make a difference and

-over-



National Wildlife Federation • 1400 16th Street NW • Washington, DC 20036-2266 • (202) 797-5435

Printed on Recycled Paper

determine the quality of the world in which they live," Hair concluded.

Under the program, a single "COOL IT!" project will be recognized by NWF on each campus. The recognized project will encourage involvement by all possible segments of the university community in devising a sound, local approach to the problem of global warming. The programs are expected to become sustainable community projects rather than ending when today's college leaders leave the campuses.

"The scope of acceptable projects is wide," according to Ann Krumboltz, Director of Earth Day Programs. In some cases, the local effort could be an extension of an existing program. For example, some campus "COOL IT!" projects may expand existing recycling programs to double or triple the amount of waste that is reused rather than land-filled. Other campuses may try to persuade food establishments to eliminate plastic packaging that contribute to the problem of global warming.

"In all cases, the projects will produce measurable results, not only heightening the public's environmental consciousness, but making progress towards specific environmental goals," said Krumboltz.

In addition, every college campaign will be encouraged to use the "COOL IT!" slogan -- "Earth Day, Every Day." NWF will provide direct support to campus organizations by assigning regional staff to work with students in designing projects, devising fundraising strategies and maintaining an information

-more-

network with other students involved in "COOL IT!" programs.

The "COOL IT" campaign will culminate during Earth Day 1990 activities with a report on student achievements toward stemming global warming and the announcement of special merit awards for outstanding and creative projects. Special merit projects will receive a \$2,500 award to be used for environmental programming at the college or in the community.

Environmental problems have become increasingly complex and commonplace in the past decade: Americans face such thorny issues as toxic contamination of neighborhoods, health-threatening acid rain, and contaminated groundwater, among a host of others. But no environmental problem may be as immediate -- or as reversible -- as the problem of global warming.

In recent years, scientists and natural resource experts have presented data clearly indicating that man-made pollution is radically changing the Earth's climate. By some estimates, even a few degrees of warming in the next several decades could transform some farming communities into dust bowls, put coastal communities under water and speed the extinction of some wildlife species.

"But global warming isn't inevitable," noted Hair. "People created the problem and we can change much of the outcome. The National Wildlife Federation picked the issue of global warming for the 'COOL IT' program because we can still change the course of our folly. And students on America's campuses can lead the way."

NATIONAL WILDLIFE FEDERATION

# Cool it! Connection

The Student Newsletter for Environmental Projects

**EDITOR'S BOX:**

This is the FIRST ISSUE of COOL IT! Connection. It's the forum for sharing information about exciting Earth Day programs on college campuses. Students should send letters and ideas. For more information call us at (202) 797-6646.

"African Americans, Native Americans, Hispanic and Asian American communities are plagued by environmental hazards and problems. We need to play a more active role in solving these problems," says Dada, a Spelman College graduate. "COOL IT! needs everyone's participation to be effective."

## COOL IT! HITS THE CAMPUSES!

Campus leaders across the country are joining a campaign to "cool" global warming. Through "COOL IT!," sponsored by the National Wildlife Federation (NWF), campus leaders can start to solve worldwide pollution problems by working in their own communities.

"The very words 'global warming' make us believe that it is a global problem, not a local problem. That is the misconception COOL IT! is designed to reverse," says NWF President Jay D. Hair. "All environmental problems are really local problems. And when they are not solved at the local level, the problems naturally evolve into global dilemmas."

By Earth Day, April 22, 1990, the 20th anniversary of the nation's largest citizens' demonstration, NWF anticipates that student-initiated COOL IT! projects will be well underway.

### What is COOL IT!?

"Students are this country's most creative leaders," says Nick Keller, COOL IT! National Coordinator. NWF's program, he explains, encourages students to launch local projects that attack the pollution causing global warming.

For example, some campus COOL IT! projects may double or triple the size of existing recycling programs. Other campuses may promote public transportation, energy efficiency, bike paths and walkways, or try to persuade local food establishments to switch from plastic packaging to biodegradable paper cups and plates.

"We want to structure local programs as sustainable community projects," says Keller. "Ideally, COOL IT! will continue even after today's students have graduated."

NWF offers students a jump-start on their projects by providing organizing materials, fund raising help, and networking resources to reach other campuses that participate in COOL IT!

NWF has also hired five recent college grads as regional resource staff. This summer, COOL IT! organizers geared up for action with a two-week training session in Washington, D.C. "We're ready now!" says Kristen Brown, a Stanford graduate and COOL IT! Northeast organizer. "There are so many good project ideas that I'm running to keep up."

COOL IT! emphasizes supporting projects initiated by culturally diverse groups. COOL IT! organizer Yewande Dada is assisting college students from diverse communities who are not traditionally active in environmental issues. "African Americans, Native Americans, Hispanic and Asian American communities are plagued by environmental hazards and problems. We need to play a more active role in solving these problems," says Dada, a Spelman College graduate. "COOL IT! needs everyone's participation to be effective."

## THE EARTH DAY CONNECTION

Earth Day celebrations abound, ranging from glitzy to humble. The founder of the original Earth Day, Denis Hayes, has launched a coalition effort called "Earth Day 1990." NWF is part of this coalition, which promotes local environmental education and action. COOL IT! staff will coordinate program activities with Earth Day 1990's outreach efforts.

The "COOL IT!" campaign will culminate with a NWF report on student achievements toward addressing global warming, to be released during Earth Day 1990 activities in April. NWF will recognize outstanding and creative projects with special merit awards of \$2,500, to be used for environmental programming at the college or in the community. Active COOL IT! participants also will have access to an environmental resume bank.

Look to future issues of COOL IT! Connection for more project ideas, legislative progress on global warming and details on the resume bank.



Left to right: Nick Keller, Mark Williams (student, University of Georgia, Athens) and Jerry McCollum (Executive Director Georgia Wildlife Federation).

# COOL IT!

## Projects Underway

*NWF's COOL IT! project is well underway, with our five COOL IT! regional organizers trained and in the field. Here are examples of the cross-section of innovative projects that have been certified as official COOL IT! projects.*

The campuses are calling! COOL IT!'s five regional organizers rolled up their sleeves in early September as projects took off on campuses across the country. Here's a sample:

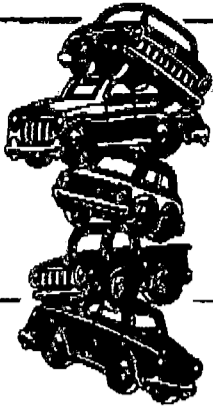
Roald Hazelhoff, an assistant professor of political science at **Birmingham Southern College (BSC)** in Midfield, Alabama, calls his project **BSC Conservancy**. Roald explains that a pilot BSC campus recycling project started in the fall of 1988 has grown steadily. By involving sororities and fraternities through a competitive point accumulation system, BSC Conservancy plans to double the campus' current aluminum intake. In addition to recycling, the BSC Conservancy hopes to increase community awareness of global warming by coordinating activities with groups such as Circle K, the Alabama Conservancy, and the BSC Energy Committee.

**Texas Environmental Alliance of Merchants, or TEAM**, is a COOL IT! project organized at **Texas A&M University**. Michael Wovsham, Mary Turner Albert, and Geoff Smith are A&M students affiliated with the Texas Environmental Action Coalition. Through COOL IT!, TEAM aims to enlist at least a dozen local businesses and merchants in recycling. Half the proceeds from recycling efforts will support TEAM. The other half will pay for tree planting and educational projects. Michael observes that TEAM already looks like an ongoing COOL IT! project.

At the **University of Florida**, Heather Weiner and Mike deGiovanni launched a COOL IT! project that will expand the university's current recycling program. Weiner and deGiovanni are affiliated with the campus' "Environmental Action Group" (EAG), which has initiated a campus-wide inter-departmental paper recycling program in conjunction with the previously organized on-campus aluminum recycling effort. For organizing help, EAG approached The Wildlife Society, the University of Florida student government, and the administration. To encourage long-term commitment to recycling and conservation, EAG plans to promote its concerns and accomplishments through school newspaper stories, and even produce a film on recycling. Mike is working to connect the problem of global warming with other concerns of culturally diverse groups on campus.

At **Springfield Technical Community College (STCC)** in Springfield, Massachusetts, Michael Van Dyke is not just COOLing IT!. He's STCCing IT! As Director of Student Activities, Michael sees a real need for recycling on his campus. STCC IT! found that campus waste disposal costs are expected to increase by 25-30 percent in 1989-'90. STCC IT! would initiate a campus-wide paper recycling program and a year-long community educational campaign on global warming issues. In its publicity campaign, the project plans to utilize a weekly newsletter, the student newspaper and flyers. Michael's goal for the recycling project is to save money for the college by keeping campus waste disposal costs at their current level for the next few years.





# Global Warming Issue Update

Vicious drought in the summer of '88 and continuing weather changes have spurred White House and congressional action. This fall, President Bush has arranged an environmental summit to discuss global warming with world leaders, while Members of Congress develop bills to shape U.S. policy.

Since last January, senators have introduced five bills, led by Colorado Democrat Tim Wirth's "National Energy Policy Act of 1989" (S. 324). House members have introduced four bills. Rep. Claudine Schneider's (R-R.I.) "Global Warming Prevention Act" (H.R. 1078) is the most comprehensive. All measures attack the causes of global warming: human pollutants.

The Wirth bill would touch a number of issues, from automobile emissions to population control efforts in the Third World. It would boost research funds for alternative energy sources — solar, wind, geothermal, and alternative auto fuels like ethanol and methanol. Some environmentalists were disturbed by the bill's increased research funding for new standardized nuclear power plant designs (efficiency is cheaper, so why waste time and money on nukes?), but these provisions may be dropped from final legislation.

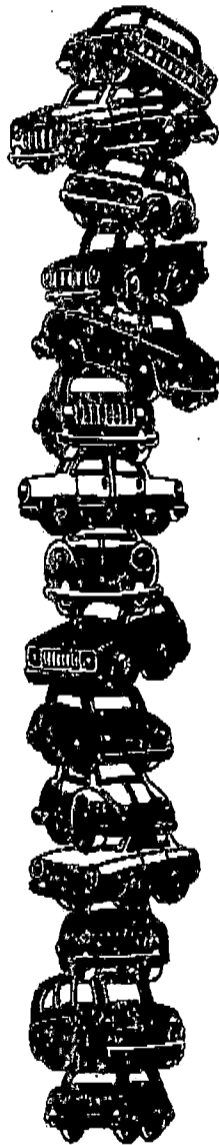
Schneider's bill also would loosen the tap on research funding for alternative energy sources, and sets tougher emission standards for industry and vehicles. This bill would require new cars to get better gas mileage (eventually as high as 45 miles per gallon) and encourage state governments to adopt energy planning laws that emphasize using the cheapest energy supplies first.

A joint resolution backed by the National Wildlife Federation calls on the nation to adopt some of the best provisions of both the Wirth and Schneider measures. The resolution (S.J.Res. 88 and H.J.Res. 207) calls for a national commitment to reduce current U.S. carbon dioxide emissions by 20 percent by the year 2000, and increase funding and research for alternative energy sources, energy and automobile efficiency. It also

recommends banning ozone depleting chemicals by 1995, and measures reducing deforestation and increasing investments in mass transit.

Unfortunately, none of these measures will succeed without pressure from the grassroots (that's you). The hitch? Politics.

Wirth's bill must first make its way through the Senate Energy Committee, facing tough opposition from conservative oil-state senators. Schneider's bill suffers two downfalls. Her legislation may be too progressive for many House members. She's also a Republican in a Democratically controlled House, and is running against Democrat Claiborne Pell for Rhode Island's open Senate seat next fall. Democrats aren't likely to grant any of her legislation easy passage. Because of its stringent automobile efficiency and emissions requirements, some speculate that her bill may be black-holed in committee anyway by John Dingell, (D-Mich.) chair of the House Energy and Commerce committee.



**Believe it: Congress will focus on the polittque while the world fries unless you apply pressure. So get on the phone or the terminal and raise... their consciousness. Because many people don't bother to let Congress know how they feel, Congressmembers figure that one call or letter represents about 500 constituents. COOL IT! with a campus letter campaign. Write your senators and representative at:**

**House:**  
Honorable \_\_\_\_\_  
U.S. House of  
Representatives  
Washington, D.C. 20515

**Senate:**  
Honorable \_\_\_\_\_  
U.S. Senate  
Washington, D.C. 20510

## What's HAPPENING

### Earth Day 1990

This non-profit organization serves as the hub for coordinating Earth Day 1990 events. Earth Day 1990 and COOL ITI are working together to galvanize the powerful energy of college students. Specifically, Earth Day 1990 urges students across the nation to form Earth Day coalitions and to perform environmental audits of their own campus. For more information, contact Owen Byrd at (415/321-1990).

### EcoNet

EcoNet is a computer network that facilitates communication among environmentally concerned individuals and organizations. EcoNet allows COOL ITI projects to access updated facts on recycling, to send messages to other groups working on banning styrofoam, or to ask about global warming. Together, COOL ITI and Earth Day 1990 have planned an EcoNet gathering, called "Campus Earth." We encourage each Cool It! project to hook into EcoNet and utilize its extensive resources. For more information, talk with the COOL ITI staff, or call EcoNet at (415/923-0900).

### Global Warming Video

Educate yourself and others by watching *Greenhouse Crisis: The American Response*. This video addresses climate change questions in an entertaining and informative fashion. Perfect for COOL ITI meetings, an environmental class, or a lunch-time show in the student union. Available for \$20 from the Union of Concerned Scientists at (617/547-5552), 26 Church Street, Cambridge, Mass. 02238.

### Conservation Directory

The Conservation Directory is the most comprehensive listing of agencies, organizations, and officials involved in natural resource use and management. It lists international, national, and local groups that could serve as excellent resources in your efforts to COOL ITI. To order a directory, send a check for \$18.25 to the National Wildlife Federation, 1400 Sixteenth Street, N.W., Washington, D.C. 20036-2266.



### THRESHOLD: A STUDENT CONFERENCE ON ENVIRONMENTAL ACTION

sponsored by The Student Environmental Action Coalition  
October 27-29, Chapel Hill, North Carolina (919/962-2333)

*This national conference will equip participants with effective tactics for grassroots environmental advocacy and will mobilize a savvy environmental coalition.*

**GLOBESCOPE PACIFIC, October 31 - November 5**  
sponsored by Global Tomorrow Coalition, Inc.  
Los Angeles, California (714/754-4315)



*Billed as a National Assembly and Public Hearing on the topic of Global Sustainable Development, this conference will address issues raised by the report, Our Common Future. Participants plan to develop a national environmental strategy for the 1990s.*



### THE HEAT IS ON: THE GREENHOUSE EFFECT, ENERGY CHOICES, AND YOU

A nationwide Week of Education on campuses, November 6 - 12  
sponsored by the Union of Concerned Scientists (617/547-5552)

*Some 500 colleges and universities are expected to participate in this program, designed to raise debate over the causes and solutions to global warming.*



*Don't forget to send in your COOL ITI applications! Once your campus has started a COOL ITI project, NWF will send you resource material, buttons, posters and information on fund raising opportunities.*

*The COOL ITI Connection is published quarterly by National Wildlife Federation's (NWF) Earth Day Programs. NWF is the nation's largest conservation organization, with more than 5.8 million members and supporters and 52 affiliate organizations nationwide. Subscription to COOL ITI Connection is free. To be added to our mailing list or for more information on COOL ITI, please write: Earth Day Programs, NWF, 1400 16th St., NW, Washington, DC 20036. Contributing COOL ITI staff: Ann Krumboltz, Nick Keller, Gary San Julian, Cindy Wilkinson, Kristen Brown, Yewande Dada, Julian Kenery, Robin Rhein and Tim Stevens. Editing & design: Cutting Edge Graphics.*

# EARTH DAY

EPA

Anne Boren 245-4150  
Infr 382-2090, 4700

The Nature  
Conservancy

Beth McKnight 841-5300

"Make Earth Day  
Every Day"

~~Sierra Club~~ 547-1141

Friends O' The Earth 544-2600  
beth Stein

~~Wildlife Fund~~ 371-1808

Earth Day  
1990

Palo Alto, CA (415) 321-1990

NEI  
Wildlife  
Federation

797-6800 - general #

~~Doug Miller~~ OR Research & Education <sup>asst:</sup>

Anne Krumholz 797-5468 Cindy Wilkinson 797-5438

"Gaia" - Julian Kenney (404) 876-8316

NEI Celebration of The Outdoors 293-4800  
coalition

\* Doug Wolf  
Clay Peters - Exec. Dir