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Record Group/Collection:	George H.W. Bush Presidential Records
Collection/Office of Origin:	Speechwriting, White House Office of
Series:	Speech File Draft Files
Subseries:	Chron Files, 1989-1993
OA/ID Number:	13526
Folder ID Number:	13526-011

Folder Title:
Washington Times Earth Day Op-Ed Article 4/12/90 [OA 4727]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	2	4

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/17/90 **ACTION/CONCURRENCE/COMMENT DUE BY:** ----

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☐	☑
SUNUNU	☐	☑	NEWMAN	☐	☑
SCOWCROFT	☐	☑	PORTER	☐	☑
DARMAN	☐	☑	ROGICH	☐	☐
BATES	☐	☑	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☐	☑
DEMAREST	☐	☑	DELAND	☐	☑
FITZWATER	☐	☑	BROMLEY	☐	☑
GRAY	☐	☑	BOSKIN	☐	☑
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

THE WHITE HOUSE

WASHINGTON

1990 APR 16 PM 9:29

April 13, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON

FROM: EDWARD McNALLY

SUBJECT: WASHINGTON TIMES EARTH DAY OP-ED ARTICLE

I. SUMMARY

Attached is a draft submission for your environmental op-ed article, to be published next Friday in a special Earth Day section in the Washington Times.

II. DISCUSSION

Next Friday, April 20, 1990, the Washington Times will publish a special "Earth Day" section along with their regular paper. Along with EPA Administrator William Reilly and others, you have been invited to provide an op-ed article on your Administration's environmental efforts.

The proposed draft emphasizes America's leadership role in spurring the worldwide environmental movement over the past two decades. But it also takes note of the many tough challenges that remain -- both at home and abroad -- since "environmental destruction knows no boundaries."

The draft includes a call for Congressional action on your proposals for a new Clean Air Act and the Department of Environmental Protection, includes a list of Administration accomplishments and environmental initiatives, and concludes with a call for "every community, every business, and every family" to get involved.

McNally/Simon
April 13, 1990
Draft Five (E:EARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, a polluted American river literally caught fire, whole cities were blanketed in clouds of industrial air pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance. But Native Americans have an old saying: "We don't inherit the Earth from our parents. We borrow it from our children."

Twenty years ago today, Americans started calling in the debt. Earth Day was a phenomenon that was both the culmination of much that had come before and the beginning of a new and sustained effort. Those who worry about our environment today sometimes forget how far we've come not only as a people but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxics into the air, carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of

trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new awareness, new environmental ethos.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. Over the past two decades, America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This nation has made solid headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste and wastes too many material resources. And as I said in Germany last year, whether it's Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest, "environmental destruction respects no boundaries." A global problem demands global attention.

Part of the solution lies in America's technological and

legislative leadership. Automobile emissions standards, pioneered here in the early 1970s, will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or in the Eastern European environments that were ravaged by decades of official neglect.

During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. For instance, the DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned the hard way in America, developing nations must find a responsible balance between quality of life, a sound environment, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs. Maintaining quality of life, which in the developing world often means life itself, requires maintaining a strong economy. Poverty does not allow the luxury of the long view. Yet we must make the investments vital to maintaining our beautiful planet.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've

also embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about the framework for an international agreement on research and other efforts on climate change.

Back at home, America has continued to lead by example, setting the pace in balanced efforts to protect the world's air.

The Clean Air initiative we kicked off in the Grand Tetons last summer is an ambitious, aggressive piece of legislation. It will help bring into compliance 100 or more cities that have failed to meet national standards for carbon monoxide and ozone. It includes the first acid rain control program in the U.S. and powerful new incentives for burning cleaner fuel. Environmental forces were harnessed to boost the economy; today we are harnessing economic forces to boost the environment.

And it's not only good for the <u>environment</u> -- it's also good for the <u>economy</u>. We should never lost sight of the benefits of environmental cleanup -- benefits that range from economic savings in health care costs and lost productivity to the opportunity for increased enjoyment of outdoor activity and the beauty of nature.

Working with the White House, the Senate has now passed a clean air bill. This is a bill that was gridlocked through the 1980s. It's been 13 years coming. But no American should have to wait another day for clean air. The House should move

promptly to produce a bill consistent with the principles I have stated are necessary for an environmentally strong and economically sound new Clean Air Act.

The House also has been the battleground for our campaign to elevate the Environmental Protection Agency to the highest level of the federal government -- the Cabinet level. The American people want this done. But they also want it done right. They want it done responsibly.

What the EPA needs is new clout -- not a new bureaucracy loaded down with management directives from the U.S. Congress. EPA deserves a seat at the table. Let's get it done without changing its mission.

The campaign to protect the environment is a marathon, a race for life for all Americans, a race in which the final triumph will ultimately belong to the long distance runner.

But it's needed a jump start. And during its first year in office, our Administration has:

- Asked Congress for nearly half a billion dollars to expand new land for national forests, parks and wildlife refuges, and other public lands.
- Launched an ambitious, billion dollar a year research program on climate change.
- Proposed a significant increase for the EPA.
- Concluded a historic, international conference on climate change at the White House this week.

- o Worked to protect the ozone layer by backing a world-wide phase-out of CFC's, which will help reduce greenhouse warming potential.
- o Outlawed virtually all uses of asbestos.
- o Began developing policies to implement our goal of "no-net-loss" of wetlands -- a policy first for America -- and for the world.
- o Barred all African elephant ivory imports to the U.S.
- o Added three quarters of a billion dollars this year alone to clean up hazardous waste at federal facilities.
- o Targeted the Superfund towards faster clean-up and better enforcement at hazardous waste sites -- an effort now being copied in Italy and West Germany.

Programs like the Superfund, aimed at cleaning up the problems of the past, are important. But there's also an emerging new philosophy in fighting pollution -- pollution prevention. Whereas Earth Day 1970 was devoted to cleaning up the mess, Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left but to take the offensive and improve our environment. Nature has powerful rejuvenative forces, but we need to help them along. We need to reforest this bountiful land.

Renewing my call for every American to get involved, we have launched a program to encourage an even greater degree of

voluntary tree planting nationwide, with a target of one billion trees planted a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean the air by absorbing carbon dioxide, a gas that contributes to possible greenhouse warming. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, and provide shelter from the wind. And every tree planted is a compact between generations.

About a year after the first Earth Day, Dr. Seuss introduced America's kids to the fable of a lakeside forest and the brave little man who defends it. "I am the Lorax," he says. "I speak for the trees."

But at the end of his story, no trees remain. Gross ecological mismanagement leaves the forest leveled, the air unbreathable, the water choked with dying fish. And all that's left is a pile of barren rocks, and the Lorax's one-word warning: "UNLESS."

Today the Earth Day kids have grown up. But the message of the Lorax still rings true. Unless every business, every community, and every family -- in this nation, and in <u>every</u> nation -- pauses to consider what they can do to fight pollution, our dream of a reborn healthy, productive global environment will remain elusive. The race to protect the environment is not a spectator sport.

# # #

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER agree w/ RINC	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY 7803 Jeff	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

90 MAR 12 A8:34

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught fire, whole cities were blanketed in clouds of industrial pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance.

But Native Americans have an old saying: "We don't inherit the Earth from our parents, we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon the culmination of much that had come before the beginning of a new and sustained effort.

Those who look at our environment today only with increasing apprehension sometimes forget how far we've come not only as a people but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ~~ethic~~ ethos, a new awareness.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. Over the past two decades, America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made ~~tremendous~~ solid headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste ~~,~~ and wastes too ~~much of~~ money ~~the worlds's non-renewable~~ natural resources. And as I said in Germany last year, ~~it~~ whether its Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest, ~~is~~ "environmental

destruction ~~knows~~ respects no boundaries." A global problem demands ~~a~~ global ~~solution~~ attention.

Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline, ~~which~~ pioneered here in the early 1970's, ~~which~~ will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or ~~even~~ in the Eastern European ~~ecologies~~ environments that were ravaged by decades of ~~communist~~ official neglect.

~~My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go.~~ During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. For instance, the DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned the hard way, in America, developing nations must find a responsible balance between quality of life, a sound ~~ecology~~ environment, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs. Insert A

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've also embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about the framework for an international ~~treaty~~ agreement on climate change. research and other efforts on

Back at home, America has continued to lead by example, setting the pace in balanced efforts to protect the world's air.

The Clean Air initiative we ~~launched~~ announced kicked off in the Grand Tetons last summer is a ~~very~~ ambitious, ~~very~~ aggressive piece of legislation. It will help bring in to compliance 100 or more cities that have failed to meet ~~health safety~~ national standards for ozone, carbon monoxide and in the U.S. It includes the first acid rain control program and powerful new incentives for burning cleaner fuel.

And it's not only good for the environment -- it's also good for the economy. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

Working with the White House, the Senate has now passed a historic compromise -- a strong and cost-effective compromise --a

Insert B

Insert C

balanced compromise that today awaits fast action in the House.

This is a bill that was gridlocked throughout the 1980's. It's been 13 years coming. But no American should have to wait another day for clean air. The House should pass the new Clean Air Act now.

The House has also been the battleground for our campaign to elevate the Environmental Protection Agency to the highest level of the federal government -- the Cabinet level. The American people want this done. But they also want it done right. They want it done responsibly.

What the EPA needs is new clout -- not a new bureaucracy. Especially not a $100 million bureaucracy loaded down with management directives from the American Congress. As one congressional critic of the House bill put it: "Never try to teach a pig to sing. It frustrates you, and irritates the pig."

The campaign to protect the environment is a marathon, a race for life for all Americans, a race in which the final triumph will ultimately belong to the long distance runner.

But it's needed a jump start. And during its first year in office, our Administration has:

- Made good our pledge of "no-net-loss" of wetlands -- a policy first for America -- and for the world.
- Asked Congress for nearly half a billion dollars to buy new land for parks, and wildlife refuges.
- Launched an ambitious, billion dollar a year research program on climate change.

- Concluded a historic, international conference on climate change at the White House ~~just yesterday~~ this week.
- Worked to Protected the ozone layer by backing a world-wide phase-out of CFC's which will help reduce greenhouse warming potential
- ~~Virtually~~ outlawed, ~~the~~ use of asbestos. virtually all
- Banished ~~"A"~~ "Alar" from America's supermarkets.
- Barred all African elephant ivory imports to the U.S.
- Added three quarters of a billion dollars this year alone to clean up ~~toxic~~ hazardous waste at federal facilities.
- Targeted the Superfund towards ~~finding permanent remedies for abandoned~~ faster clean up and better enforcement at hazardous waste sites -- an effort now being copied in Italy and West Germany.
- Launched a pilot tracking program to stop the medical-waste wash-ups that ~~threatens~~ our beaches.

wetlands

rewrite

~~Our medical waste tracking program is a good example of the emerging new philosophy~~ in fighting pollution ~~is~~ pollution prevention. Where as Earth Day 1970 was devoted to cleaning up the mess, ~~it~~ Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left ~~is~~ but to take the offense ~~is~~ ive and improve our environment. Nature has powerful rejuvenative forces, But we need to help them along. We need to reforest this bountiful land.

Insert A

~~We have launched a program that~~ to would promote the planting ~~of a billion new trees a year.~~ Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean

the air by ~~reducing~~ absorbing carbon dioxide, a gas that contributes to possible greenhouse warming. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, and provide shelter from the wind~~, and warmth in winter.~~ And every tree planted is a compact between generations.

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But ~~in~~ at the end of this story, no trees remain. Gross ecological mismanagement leaves the forest leveled, the air unbreathable, the water choked with dying fish. And all that's left is a pile of barren rocks, and the Lorax's one-word warning: "UNLESS."

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# # #

– "Alas"

Was there a good reason for finishing alas?

THE PRESIDENT HAS SEEN

THE WHITE HOUSE

WASHINGTON

1990 APR 16 PM 9:28

rec'd oval off. p.m.

April 13, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON cw

FROM: EDWARD McNALLY EMM

SUBJECT: WASHINGTON TIMES EARTH DAY OP-ED ARTICLE

OK but I would like a sentence or two along the following:

I. SUMMARY

Attached is a draft submission for your environmental op-ed article, to be published next Friday in a special Earth Day section in the Washington Times.

II. DISCUSSION

Next Friday, April 20, 1990, the Washington Times will publish a special "Earth Day" section along with their regular paper. Along with EPA Administrator William Reilly and others, you have been invited to provide an op-ed article on your Administration's environmental efforts.

The proposed draft emphasizes America's leadership role in spurring the worldwide environmental movement over the past two decades. But it also takes note of the many tough challenges that remain -- both at home and abroad -- since "environmental destruction knows no boundaries."

The draft includes a call for Congressional action on your proposals for a new Clean Air Act and the Department of Environmental Protection, includes a list of Administration accomplishments and environmental initiatives, and concludes with a call for "every community, every business, and every family" to get involved.

All of this can be done without going to the extreme — without throwing men & women out of work into wholesale unemployment. We must not let the extremes dominate the debate

THE WHITE HOUSE

WASHINGTON

April 13, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON

FROM: EDWARD McNALLY

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McNally/Simon
April 13, 1990
Draft Five (E:EARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

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On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of

trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

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This nation has made solid headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste and wastes too many material resources. And as I said in Germany last year, whether it's Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest, "environmental destruction respects no boundaries." A global problem demands global attention.

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And it's not only good for the <u>environment</u> -- it's also good for the <u>economy</u>. We should never lost sight of the benefits of environmental cleanup -- benefits that range from economic savings in health care costs and lost productivity to the opportunity for increased enjoyment of outdoor activity and the beauty of nature.

Working with the White House, the Senate has now passed a clean air bill. This is a bill that was gridlocked through the 1980s. It's been 13 years coming. But no American should have to wait another day for clean air. The House should move

promptly to produce a bill consistent with the principles I have stated are necessary for an environmentally strong and economically sound new Clean Air Act.

The House also has been the battleground for our campaign to elevate the Environmental Protection Agency to the highest level of the federal government -- the Cabinet level. The American people want this done. But they also want it done right. They want it done responsibly.

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- o Barred all African elephant ivory imports to the U.S.
- o Added three quarters of a billion dollars this year alone to clean up hazardous waste at federal facilities.
- o Targeted the Superfund towards faster clean-up and better enforcement at hazardous waste sites -- an effort now being copied in Italy and West Germany.

Programs like the Superfund, aimed at cleaning up the problems of the past, are important. But there's also an emerging new philosophy in fighting pollution -- pollution <u>prevention</u>. Whereas Earth Day 1970 was devoted to cleaning up the mess, Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left but to take the offensive and <u>improve</u> our environment. Nature has powerful rejuvenative forces, but we need to help them along. We need to reforest this bountiful land.

Renewing my call for every American to get involved, we have launched a program to encourage an even greater degree of

voluntary tree planting nationwide, with a target of one billion trees planted a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean the air by absorbing carbon dioxide, a gas that contributes to possible greenhouse warming. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, and provide shelter from the wind. And every tree planted is a compact between generations.

About a year after the first Earth Day, Dr. Seuss introduced America's kids to the fable of a lakeside forest and the brave little man who defends it. "I am the Lorax," he says. "I speak for the trees."

But at the end of his story, no trees remain. Gross ecological mismanagement leaves the forest leveled, the air unbreathable, the water choked with dying fish. And all that's left is a pile of barren rocks, and the Lorax's one-word warning: "UNLESS."

Today the Earth Day kids have grown up. But the message of the Lorax still rings true. Unless every business, every community, and every family -- in this nation, and in <u>every</u> nation -- pauses to consider what they can do to fight pollution, our dream of a reborn healthy, productive global environment will remain elusive. The race to protect the environment is not a spectator sport.

# # #

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
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CARD	☐	☑	ROGERS	☐	☑
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DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

-pm 122

RESPONSE:

4/12/90

Good!

90 MAR 13 A9:36

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

1990 APR 11 PM 6:29

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught on fire, whole cities were blanketed in thick, black clouds of industrial pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance.

But Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon -- the culmination of much that had come before -- the beginning of a new and sustained effort.

Those who look at our environment today only with increasing apprehension sometimes forget how far we've come -- not only as a people -- but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

destruction knows no boundaries." A global problem demands a global solution.

Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or even the Eastern European ecologies that were ravaged by decades of communist neglect.

My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about an international treaty on climate change.

Back at home, America has continued to lead by example, setting the pace in balanced efforts to protect the world's air.

The Clean Air initiative we launched in the Grand Tetons last summer is a very ambitious, very aggressive piece of legislation. It will bring in to compliance 100 or more cities that have failed to meet health safety standards for ozone. It includes the first acid rain control program and powerful new incentives for burning cleaner fuel.

And it's not only good for the <u>environment</u> -- it's also good for the <u>economy</u>. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

Working with the White House, the Senate has now passed a historic compromise -- a strong and cost-effective compromise --a

balanced compromise that today awaits fast action in the House.

This is a bill that was gridlocked throughout the 1980's. It's been 13 years coming. But no American should have to wait another day for clean air. The House should pass the new Clean Air Act now.

The House has also been the battleground for our campaign to elevate the Environmental Protection Agency to the highest level of the federal government -- the Cabinet level. The American people want this done. But they also want it done right. They want it done responsibly.

What the EPA needs is new clout -- not a new bureaucracy. Especially not a $100 million bureaucracy loaded down with management directives from the American Congress. As one congressional critic of the House bill put it: "Never try to teach a pig to sing. It frustrates you, and irritates the pig."

The campaign to protect the environment is a marathon, a race for life for all Americans, a race in which the final triumph will ultimately belong to the long distance runner.

But it's needed a jump start. And during its first year in office, our Administration has:

- Made good our pledge of "no-net-loss" of wetlands -- a policy first for America -- and for the world.
- Asked Congress for nearly half a billion dollars to buy new land for parks and wildlife refuges.
- Launched an ambitious, billion dollar a year research program on climate change.

- o Concluded a historic, international conference on climate change at the White House just yesterday.
- o Protected the ozone layer by backing a phase-out of CFC's.
- o Virtually outlawed the use of asbestos.
- o Banished alar from America's supermarkets.
- o Barred all African elephant ivory imports to the U.S.
- o Added three quarters of a billion dollars to clean up toxic waste at federal facilities.
- o Targeted the Superfund towards finding permanent remedies for abandoned hazardous waste sites -- an effort now being copied in Italy and West Germany.
- o Launched a pilot tracking program to stop the medical-waste wash-ups that threatens our beaches.

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the air by reducing carbon dioxide. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, provide shelter from the wind and warmth in winter. And every tree planted is a compact between generations.

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Today the Earth Day kids have grown up. But the message of the Lorax still rings true. Unless every business, every community, and every family -- in this nation, and in <u>every</u> nation -- pauses to consider what they can do to fight pollution, our goal of a reborn world environment will always remain elusive. The race to protect the environment is not a spectator sport.

# # #

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
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FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

90 MAR 13 A10:21

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

THE WHITE HOUSE

WASHINGTON

April 13, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: Earth Day Op-ed For The Washington Times

This draft's positive tone at the beginning, putting environmental policy in perspective by showing how much has already been accomplished, is right on target: factual, realistic, a counter-weight to the apocalyptic warnings about our situation on the one hand, and the utopian solutions that are offered on the other hand.

We suggest that the draft not neglect to recapitulate the State of the Union theme of stewardship, the ethos behind the President's environmental policies. Stewardship is one aspect of what can be seen as three principles of the Bush environmental program; the other two, which are mentioned in the draft, are: aggressively seeking increased environmental benefits while balancing the need for economic growth; and an emphasis on market-oriented methods.

pg. 2, para. 2, line 4 "Ethos" instead of "ethic."

2,4,1 Typo: "nation" instead of "Nation"

2,4,3 "The U.S. still produces too much waste -- and wastes too much of the world's non-renewable resources."

This sentence is, strictly speaking, true. But the way it is worded leaves a slight "Small Is Beautiful" tinge of Malthusianism on the one hand and self-guilt for the American standard of living on the other. One could infer from the sentence that the U.S. is exploiting the rest of the world's wealth, taking more than our fair share; an idea familiar to Marxists and the Left. The related idea that waste of resources is causing irreparable shortages is also somewhat controversial, with many pointing out that almost all commodities, including non-renewables, are cheaper now than they were in the '70's.

(more)

We are safer to knock waste because it is wasteful, i.e., neglectful, prodigal, and squandering of our natural patrimony. Otherwise we permit some to use the President's remarks to unqualifiedly support the notion both that the U.S. is disproportionatly greedy and that the world is running out of resources.

Thus, we suggest simply: "We still waste too much in producing what we consume, and produce too much waste in consuming it."

4,3,3 Typo: "into" instead of "in to"

5,3,1 "What the EPA needs is clout -- not a new bureaucracy. Especially not a $100 million bureaucracy loaded down with management directives from the American Congress."

The second sentence here is somewhat unclear in making the point that the $100 million bureaucracy is what Congress wants, i.e., it is not what already exists at EPA.

5, first bullet "Made good our pledge of 'no-net-loss' of wetlands -- a policy first for America -- and for the world."

This is incorrect. We suggest: "Put forward a national goal of "no-net-loss" of wetlands..."

6, fourth bullet Typo: "Alar" instead of "alar" -- Alar is a brand name.

6, fifth bullet "Barred all African elephant ivory imports to the U.S."

For clarity, we suggest: "Barred ivory imports in order to protect the threatened African elephant population."

6,2,3 Typo: "Whereas" instead of "Where as"

(more)

6,4,1 "We have launched a program that would promote the planting of a billion trees a year."

To prevent the likely misconception that taxpayer funds will be paying for these trees, we suggest: "Renewing my call for every American to get involved, we have launched a program to encourage an even greater degree of voluntary tree planting nationwide, with a target of one billion trees planted a year."

###

Insert

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL OF ECONOMIC ADVISERS
WASHINGTON, D.C. 20500

90 MAR 13 AM : 06

April 13, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: HOWARD GRUENSPECHT

SUBJECT: Presidential Earth Day Op-Ed

Dr. Boskin had a number of serious concerns with the op-ed draft:

1. The discussion of the economic benefits of environmental protection on page 4, paragraphs 4 and 5 should be recast.

As written, it implicitly endorses the Lung Association study, which is not, to my understanding the position of our health agencies.

The cite to the $40 billion figure would also lead some observers to question why we are so concerned with holding the annual costs of the new clean air bill in the $20 billion range.

The sentence at the end of paragraph 5 belongs in paragraph 3 --it was a key part of the President's initiative.

SUGGESTED REWRITE: We should never lose sight of the benefits of environmental cleanup--benefits that range from economic savings in health care costs and lost productivity to the opportunity for increased enjoyment of outdoor activity and the beauty of nature.

2. The discussion of the Senate clean air bill at the bottom of page 4/top of page 5 suggests that the bill is a faithful version of our agreement. In several ways it isn't. We are asking for some important changes and prefer the House version in some respects. A ringing endorsement of the Senate version cuts our leverage to get the bill we want.

SUGGESTED REWRITE: Working with the White House, the Senate has now passed a clean air bill. This is a bill that was gridlocked through the 1980s. It's been 13 years coming. But no American should have to wait another day for clean air. The House should take fast action on its own version of the legislation now so that we can immediately begin to work with both houses to develop an environmentally strong and economically sound new Clean Air Act.

90 MAR 13 AM : 12

3. Page 6, bullet 2 should make the point that CFC phaseout will significantly reduce greenhouse warming potential.

4. Page 6 (last word). We should be careful not to suggest that carbon dioxide, which we all exhale regularly, is a pollutant or somehow "unclean". Such an admission could have serious implications under NEPA. Instead, we should make the correct point that growing trees absorb carbon dioxide, a gas that contributes to possible greenhouse warming.

Attachment

cc: Jim Cicconi

Document No. 131884

Action: Howard
cc RLS
JBT

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

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REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught on fire, whole cities were blanketed in thick, black clouds of industrial pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance.

But Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon -- the culmination of much that had come before -- the beginning of a new and sustained effort.

Those who look at our environment today only with increasing apprehension sometimes forget how far we've come -- not only as a people -- but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

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My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about an international treaty on climate change.

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And it's not only good for the environment -- it's also good for the economy. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

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balanced compromise that today awaits fast action in the House.

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But it's needed a jump start. And during its first year in office, our Administration has:

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- Asked Congress for nearly half a billion dollars to buy new land for parks and wildlife refuges.
- Launched an ambitious, billion dollar a year research program on climate change.

global

and reduced our contribution to greenhouse warming potential

- o Concluded a historic, international conference on climate change at the White House just yesterday.
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- o Banished alar from America's supermarkets.
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We have launched a program that would promote the planting of a billion new trees a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean

40

the air by reducing carbon dioxide. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, provide shelter from the wind and warmth in winter. And every tree planted is a compact between generations.

About a year after the first Earth Day, Dr. Seuss introduced America's kids to the fable of a lakeside forest and the brave little man who defends it. "I am the Lorax," he says. "I speak for the trees."

But in the end no trees remain. Gross ecological mismanagement leaves the forest leveled, the air unbreathable, the water choked with dying fish. And all that's left is a pile of barren rocks, and the Lorax's one-word warning: "UNLESS."

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# # #

INSERT A:

In the late 1960s an American river caught fire because of the industrial pollutants that saturated it. By 1970 incidents like that caused a firestorm of indignation over environmental degradation in this country. We were squandering our natural inheritance, on on April 22, 1970--Earth Day--the American people said, "No more."

INSERT B:

As we have learned in America, all nations need to find a responsible balance betwen quality of life, a sound environment, and a sound economy. Maintaining quality of life, which in the developing world often means life itself, requires maintaining a strong economy. Poverty does not allow the luxury of the long view. Yet we must make the investments vital to maintaining our beautiful planet.

insert A

Document No. 131884

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DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

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REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE: See comments
Bob Grady will call in comments
x4844

90 MAR 13 P1:16

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

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But Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon -- the culmination of much that had come before -- the beginning of a new and sustained effort.

Those who look at our environment today only with increasing apprehension sometimes forget how far we've come -- not only as a people -- but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

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Sally
x5178

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piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

destruction knows no boundaries." A global problem demands a global solution.

Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards ~~and unleaded gasoline~~ -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or even the Eastern European ecologies that were ravaged by decades of communist neglect.

My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about an international treaty on climate change.

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The Clean Air initiative we ~~launched~~ announced in the Grand Tetons last summer is a very ambitious, very aggressive piece of legislation. It will bring in to compliance 100 or more cities that have failed to meet health safety standards for ozone. It includes the first acid rain control program and powerful new incentives for burning cleaner fuel.

Scully x5178

And it's not only good for the environment -- it's also good for the economy. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the approximately 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

Working with the White House, the Senate has now passed an historic compromise -- a strong and cost-effective compromise --a

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Our medical waste tracking program is a good example of the emerging new philosophy in fighting pollution -- pollution <u>prevention</u>. Where as Earth Day 1970 was devoted to cleaning up the mess -- Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left -- but to take the offense -- and <u>improve</u> our environment. Nature has powerful rejuvenative forces. But we need to help them along. We need to reforest this bountiful land.

We have launched a program that would promote the planting of a billion new trees a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean

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Simon edits

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

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The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

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Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

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Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or even the Eastern European ecologies that were ravaged by decades of communist neglect.

My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about an international treaty on climate change.

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All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

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- Asked Congress for ~~nearly half a billion dollars~~ $250 million to buy new land for parks and wildlife refuges.
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Ken Yale says no

- Concluded a historic, international conference on climate change at the White House ~~just yesterday.~~ this week.
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~~Our medical waste tracking program is a good example of the~~ Tough enforcement ~~and the heavy liability for~~ against hazardous waste dumpers is one reason for an emerging new philosophy in fighting pollution -- pollution prevention. Where as Earth Day 1970 was devoted to cleaning up the mess -- Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left -- but to take the offense -- and improve our environment. Nature has powerful rejuvenative forces. But we need to help them along. We need to reforest this bountiful land.

We have launched a program that would promote the planting of a billion new trees a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean

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# # #

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

Please see comments, p. 5.

4/12/90

90 MAR 13 AM 11:53

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

1990 APR 11 PM 6:29

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# # #

THE WHITE HOUSE

WASHINGTON

90 MAR 13 A11 : 57

April 13, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: JEFFREY R. HOLMSTEAD JRH
ASSISTANT COUNSEL TO THE PRESIDENT

SUBJECT: Presidential OP-ED Article: Washington Times Earth Day Issue

Attached are the comments of Counsel's Office on the article referenced above.

Thank you for the opportunity to review this matter.

cc: James W. Cicconi
Assistant to the President and
Deputy to the Chief of Staff

Document No. 131884

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CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
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HAGIN	☐	☐	WINSTON	☐	☑

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This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

destruction knows no boundaries." A global problem demands a global solution.

Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or even the Eastern European ecologies that were ravaged by decades of communist neglect.

My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the U.S. suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. Convention to help achieve this goal. And we've offered to host a landmark meeting designed to bring about an international treaty on climate change.

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The Clean Air initiative we launched in the Grand Tetons last summer is a very ambitious, very aggressive piece of legislation. It will bring into compliance 100 or more cities that have failed to meet health safety standards for ozone. It includes the first acid rain control program and powerful new incentives for burning cleaner fuel.

And it's not only good for the environment -- it's also good for the economy. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

All in all, one estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to boost the environment.

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What the EPA needs is new clout -- not a new bureaucracy. Especially not a $100 million bureaucracy loaded down with management directives from the American Congress. As one congressional critic of the House bill put it: "Never try to teach a pig to sing. It frustrates you, and irritates the pig."

The campaign to protect the environment is a marathon, a race for life for all Americans, a race in which the final triumph will ultimately belong to the long distance runner.

But it's needed a jump start. And during its first year in office, our Administration has:

- Made good our pledge of "no-net-loss" of wetlands -- a policy first for America -- and for the world.
- Asked Congress for nearly half a billion dollars to buy new land for parks and wildlife refuges.
- Launched an ambitious, billion dollar a year research program on climate change.

- Concluded a historic, international conference on climate change at the White House just yesterday.
- Protected the ozone layer by backing a phase-out of CFC's.
- ~~Virtually~~ Outlawed ~~the use~~ virtually all uses of asbestos.
- Banished alar from America's supermarkets.
- Barred all African elephant ivory imports to the U.S.
- Added three quarters of a billion dollars to clean up toxic waste at federal facilities.
- Targeted the Superfund towards finding <u>permanent</u> remedies for abandoned hazardous waste sites -- an effort now being copied in Italy and West Germany.
- Launched a pilot tracking program to stop the medical-waste wash-ups that threatens our beaches.

Our medical waste tracking program is a good example of the emerging new philosophy in fighting pollution -- pollution <u>prevention</u>. Whereas Earth Day 1970 was devoted to cleaning up the mess, Earth Day 1990 is aimed at stopping it at the source.

But of course, it's not enough to prevent environmental damage. Our mission is not just to defend what's left, but to take the offense and <u>improve</u> our environment. Nature has powerful rejuvenative forces. But we need to help them along. We need to reforest this bountiful land.

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the air by reducing carbon dioxide. Trees can reduce the heat of a summer's day, quiet a highway's noise, feed the hungry, provide shelter from the wind ~~and warmth~~ in winter. And every tree planted is a compact between generations.

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# # #

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
722 JACKSON PLACE, NW.
WASHINGTON, DC 20503

DATE: 4/13/90

TO: CHRISS WINSTON / STEPHANIE

TELEPHONE NUMBER:

FAX NUMBER: 6218

SUBJECT OF MATERIAL: CEQ COMMENTS ON WASHINGTON TIMES OP ED

NUMBER OF PAGES: 8

MESSAGE: FROM

FROM: TOM SUPER - 395-5750

TELEPHONE NUMBER:

FAX NUMBER: FTS: 395-3744

90 MAR 13 All : 44

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

PRESIDENTIAL ~~1990 EARTH DAY~~ ARTICLE WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught on fire, while cities were blanketed in thick, black clouds of industrial pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance.

Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon -- the culmination of much that had come before -- and the beginning of a new and sustained effort.

Those who look at our environment today ~~with discouragement~~ sometimes forget how far we've come -- not only as a people -- but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. ~~In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.~~

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have ~~today~~ resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. ~~Between 1970 and 1987~~ America cut airborne particulates by over the past two decades
60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made ~~tremendous~~ great headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

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Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. And Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, or even the Eastern European ecologies that were ravaged by decades of communist neglect.

My frequent travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the ~~United States suffered many decades of~~ environmental ~~degradation, often unintentionally, often in ignorance.~~ The DDT designed to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible balance between quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means life itself. There's no more hostile environment than one in which people are without food, shelter, or jobs.

Overseas, America is offering technical assistance, such as through the new, U.S.-led environment center in Budapest. We've embarked on a plan to stop hazardous wastes from being indiscriminately exported to foreign countries -- and thrown U.S. support behind a U.N. convention to help achieve this goal. And we ~~are pleased~~ recently hosted a landmark meeting designed to ~~bring about~~ accelerate international cooperation on climate change.

Back at home, America has continued to lead by example, setting the pace in balanced efforts to protect the world's air. The Clean Air initiative we launched ~~in the Rose Garden~~ last summer is a very ambitious, very aggressive piece of legislation. It will help bring in to compliance 100 or more cities that have failed to meet ~~health~~ safety standards for ozone. It includes the first acid rain control program and powerful new incentives for burning cleaner fuel.

And it's not only good for the environment -- it's also good for the economy. Consider, for example, the enormous savings in health care and lost productivity if we can reduce the 50,000 premature deaths a year that the American Lung Association estimates are related to air pollution.

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The campaign to protect the environment is a marathon, a race for life for all Americans, a race in which the final triumph will ultimately belong to the long distance runner. ~~We began the race during 1970 and we've run well. But it's needed a jump start.~~ During its first year in office, our Administration has:

- ~~Made good our pledge of "no net loss" of wetlands -- a policy first for America as and for the world.~~
- Asked Congress for nearly half a billion dollars to buy new land for parks and wildlife refuges.
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~~Our medical waste tracking program is a good example of the emerging new philosophy in fighting pollution -- pollution prevention. Where an Earth Day 1970 was devoted to cleaning up the mess -- Earth Day 1990 is aimed at stopping it at the source.~~

~~But of course~~, It's not enough to prevent environmental damage. Our mission is not just to defend what's left -- but to take the offense -- and improve our environment. Nature has powerful rejuvenative forces. But we need to help them along. ~~We need to reforest this beautiful land.~~

We have launched a program that would promote the planting of a billion new trees a year. Trees are the oldest, cheapest, and most efficient air purifier on Earth. They can help clean

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# # #

- how about image of Lorax ?

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

Blue = EPA comments

Please see attached comments.

4-13-90 Holly Williamson

90 MAR 13 AM 9:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

1990 APR 11 PM 6:29

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught on fire, whole cities were ~~blanketed~~ Shrouded in thick, black clouds of industrial pollution, and raw sewage was discharged directly into our ~~rivers.~~ nation's waters. In short, We were squandering our natural inheritance.

~~But~~ Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's ~~kids~~ youth started calling in the debt.

Earth Day was a ~~phenomenon~~ watershed in our relationship with the earth: -- the culmination of much that had come before -- and the beginning of a new and sustained effort.

Those who look at our environment today ~~only~~ with increasing apprehension sometimes forget how far we've come -- not only as a people -- but as a ~~planet~~ community of nations concerned about the health and productivity of planet earth.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, ~~their~~ many children carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ~~ranking~~ Some among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ~~ethic~~ awareness among our people.

And just as America's roadways have improved, so have the oceans of air that float above them. Automobile emission controls, first mandated in 1970, have today ~~resulted in~~ brought about a generation of ~~new~~ cars that when new emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether it is Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

destruction knows no boundaries." A global problem demands a global solution. And each one on the globe must be called to do their part.

Part of the solution lies in America's technological and legislative leadership. Automobile emissions standards and unleaded gasoline -- pioneered here in the early 1970's -- will go into effect in the European Community in 1992. ~~And~~ Europe is now re-tooling to copy the technological innovations that gave America the world's cleanest cars.

Unfortunately, American breakthroughs, and the kind of environmental progress we've seen in Western Europe, are far from widespread in the developing world, ~~or even the~~ including the Eastern European ~~ecologies~~ environments (EPA too) that ~~were~~ have been ravaged by decades of communist neglect.

My ~~frequent~~ travels through the pollution-choked cities of developing nations have served to remind me how far we as a planet still have to go. During America's own development from an agrarian culture to an industrialized country, the ~~U.S.~~ nation suffered many decades of environmental destruction, often unintentionally, often in ignorance. The DDT ~~designed~~ applied to protect against pests nearly destroyed our national symbol, the Bald Eagle.

As we have learned in America, developing nations must find a responsible ~~balance between~~ symmetry among quality of life, a sound ecology, and a sound economy. And in the developing world, "quality of life" often means <u>life itself</u>. There's no more hostile environment than one in which people are without food, shelter, or jobs, or hope for a better future.

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~~All in all,~~ Another estimate puts medical bills avoided by pollution control at $40 billion per year. Where once environmental forces were harnessed to boost the economy, today we are harnessing economic forces to ~~boost~~ protect the environment.

Working with the White House, the Senate has now passed an historic compromise -- a strong, ~~and~~ cost-effective compromise --a

* HHS wants to delete these 2 paragraphs. They say they cannot reliably estimate those numbers.

I hope we will see
balanced compromise that ~~today awaits~~ fast action in the House.

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delete ?

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- o appointed a very aggressive EPA Administrator, William Reilly

NO this is very sensitive issue also. wrong

EPA ?

o achieved record or near record enforcement levels for our environmental laws.

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? pollution prevention is being reversed by OMB

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# # #

Document No. 131884

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DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

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RESPONSE:

OK

90 MAR 13 A9:07

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

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Today the Earth Day kids have grown up. But the message of the Lorax still rings true. Unless every business, every community, and every family -- in this nation, and in <u>every</u> nation -- pauses to consider what they can do to fight pollution, our goal of a reborn world environment will always remain elusive. The race to protect the environment is not a spectator sport.

# # #

Document No. 131884

WHITE HOUSE STAFFING MEMORANDUM

2850

DATE: 04/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 A.M. Friday 04/13

SUBJECT: PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	ROGICH	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
CARD	☐	☑	ROGERS	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	DELAND	☑	☐
FITZWATER	☐	☑	BROMLEY	☑	☐
GRAY	☑	☐	BOSKIN	☑	☐
HAGIN	☐	☐	WINSTON	☐	☑

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 10:00 a.m. on Friday, 04/13, with a copy to my office. Thanks.

RESPONSE:

TO: CHRISS WINSTON April 12, 1990

The idea of a Presidential op-ed piece for Earth Day is good. However, the attached draft is neither very Presidential nor inspiring. Specific points are noted on the text.

90 MAR 16 A9:36

William F. Sittmann
Acting Executive Secretary

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

cc: James Cicconi

McNally/Simon
April 11, 1990
Draft Three (E:ARTHDAY)

PRESIDENTIAL OP-ED ARTICLE: WASHINGTON TIMES EARTH DAY ISSUE
FRIDAY, APRIL 20, 1990

In the late 1960's, American rivers caught on fire, whole cities were blanketed in thick, black clouds of industrial pollution, and raw sewage was discharged directly into our rivers. We were squandering our natural inheritance.

But Native Americans have an old saying: "We don't inherit the Earth from our parents -- we borrow it from our children."

And 20 years ago today, America's kids started calling in the debt.

Earth Day was a phenomenon -- the culmination of much that had come before -- the beginning of a new and sustained effort.

Those who look at our environment today only with increasing apprehension sometimes forget how far we've come -- not only as a people -- but as a planet.

The Earth Day tradition that began in 1970 has grown into a worldwide environmental movement, a movement born in the U.S.A., a movement nurtured by two decades of American leadership.

The change in attitude has been both fundamental and pervasive. In the late 1960's many otherwise responsible citizens roared across the landscape, their cars pumping invisible toxins into the air, their children carelessly littering country roads and city streets.

On Earth Day 1970, students in Lake Ozark, Missouri, collected refuse along a stretch of U.S. Route 54, producing five

toxins refer to microorganisms, plant or animal compounds

piles along the roadside, each more than 10 feet high. In West Virginia, a five-mile span of U.S. Route 50 yielded five tons of trash. About a year later, on June 5, 1971, three and a half million Americans worked with the Boy Scouts and the Keep America Beautiful campaign to conduct what was probably the largest one-day litter clean-up project in history.

Today, America's roadways are vastly improved, ranking among the most beautiful in the world. True, government action helped spur this change. But the real change came about because of a new environmental ethic.

And just as America's roadways have improved, so have the ~~oceans of~~ air ~~that float~~ above them. Automobile emission controls, first mandated in 1970, have today resulted in a generation of new cars that emit only 4 percent as much pollution as the typical 1970 model. America cut airborne particulates by 60 percent, airborne carbon monoxide by about 40 percent. Airborne lead has all but disappeared from the American landscape. Factory smoke levels are down, as are emissions of sulfur and some of the prime ingredients of urban smog.

This Nation has made tremendous headway towards our goal of clean air for every American. But many tough challenges remain. The U.S. still produces too much waste -- and wastes too much of the worlds's non-renewable resources. And as I said in Germany last year -- whether Chernobyl's radioactive steam or the acid rain that's killing Europe's Black Forest -- "environmental

Do we really want to raise the problem of nuclear safety?
good question!
Nic

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