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# FOIA MARKER

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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 File, 1989-1993

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**OA/ID Number:** 13551  
**Folder ID Number:** 13551-010

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**Folder Title:**  
Good Housekeeping Article, 12/11/90

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| Stack: | Row: | Section: | Shelf: | Position: |
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Document No. \_\_\_\_\_

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 12/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI               |                                     |                  | ACTION FYI               |                                     |
|----------------|--------------------------|-------------------------------------|------------------|--------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE          | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| SUNUNU         | <input type="checkbox"/> | <input type="checkbox"/>            | NEWMAN           | <input type="checkbox"/> | <input type="checkbox"/>            |
| SCOWCROFT      | <input type="checkbox"/> | <input checked="" type="checkbox"/> | PORTER           | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DARMAN         | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH           | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CARD           | <input type="checkbox"/> | <input checked="" type="checkbox"/> | UNTERMEYER       | <input type="checkbox"/> | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>ROGERS</u>    | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST       | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>WINSTON</u>   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PINKERTON</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| GRAY           | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>DELAND</u>    | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| HAGIN          | <input type="checkbox"/> | <input type="checkbox"/>            | _____            | <input type="checkbox"/> | <input type="checkbox"/>            |
| HOLIDAY        | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____            | <input type="checkbox"/> | <input type="checkbox"/>            |

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

December 10, 1990

90 DEC 10 AM 9:34

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST  
FROM: DEB AMEND / JEFF RILEY  
OFFICE OF MEDIA RELATIONS

SUBJECT: GOOD HOUSEKEEPING ENVIRONMENTAL ARTICLE

I. SUMMARY

Good Housekeeping would like to publish an environmental essay from you, for their March 1991 issue. The magazine's circulation is 5,000,000.

II. DISCUSSION

Attached, please find a draft of the article for the March issue of Good Housekeeping for your review.

In order to meet their deadline, we would like to have your approval or revisions by Friday, December 14.

Riley  
Dec. 6, 1990

**PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING**

Springtime is a season of change. But the coming of spring is not only a frame of reference, it's also a frame of mind -- a season of hope and new beginnings.

A healthy environment is a blessing to be enjoyed by all who inhabit the Earth. Americans share an instinctive, deeply-rooted concern for our natural heritage. We share a wealth of natural resources that enrich our physical and spiritual lives. And more and more, Americans are recognizing our responsibility to protect those resources not just for ourselves, but for our children and grandchildren.

We have taken enormous new steps. Last fall, I signed into law the Clean Air Act of 1990 -- launching some of the most sweeping environmental reforms in years. This innovative package breaks with the old tradition of cumbersome regulation, replacing it with a new brand of environmentalism that's driven by the understanding that a sound ecology and a sound economy not only can coexist, but in fact go hand-in-hand.

Our new Clean Air Act will leave Americans breathing easier for generations to come. designed to attack the "big three" of air pollution -- smog, acid rain, and toxic emissions -- it will scrub 56 billion pounds of pollution from our skies every year. That's more than 200 pounds for every man, woman, and child in America. It will cut in half the emissions that cause acid rain.

by 10 million tons. It will slash the emissions at the root of urban smog, promising that by the year 2000, more than 100 major U.S. cities now suffering from poor air quality will have cleaner, healthier air. It encourages broader use of alternative fuels that are not only safer for the environment, but also help us reduce our dependence on foreign oil. Just as important, it achieves many of these unprecedented pollution reductions by using economic incentives that harness the power of America's market economy.

Here in America, we've entered a new era of environmental commitment. The size and scope of the new Clean Air Act are without precedent in our history. But as I said in Europe almost two years ago, this is one job America cannot do alone. Environmental destruction knows no borders.

The democratic revolution that swept Eastern Europe in 1989 revealed that mankind's love of freedom wasn't the only thing hidden behind the Berlin Wall. When the Wall came down, it also revealed a shocking, soot-blackened landscape, a place where some children were literally covered by untreated chimney exhaust. The years of industrial neglect in Eastern Europe serve to place the world on notice, and present compelling evidence of the importance of environmental progress.

Just as America's steadfast vigilance helped Eastern Europe liberate itself from the oppression of communism, now we must help these fledgling democracies liberate themselves, and indeed

all of us, from the disaster of a polluted environment. That is why our Administration has taken the lead in offering technical assistance and American know-how to Eastern European countries now working to save their ravaged environments.

Here at home, no individual effort to improve the environment should be considered too small. We can beautify our outdoors simply by picking up trash. In homes and businesses, new opportunities to create and carry out recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate character and a sense of stewardship in our kids.

We're not just out to protect the environment, but to promote it, to go on the offensive and work to improve the quality of our environment across the board. Just in the last two years, we've added over a half billion dollars' worth of new lands to America's treasury of national parks, forests, and wildlife refuges; we've set new records for forcing polluters to clean up toxic waste sites; and we've passed new laws to ban the production of CFC's, which deplete the ozone layer.

Part of this effort began last year, when I launched a grassroots effort aimed at nothing less than the greening of America -- an unprecedented new program to plant a billion trees a year. Trees can cool the heat of a summer day, quiet a highway's

noise, and add natural beauty to America's communities. And every tree planted is a compact between generations.

With Arbor Day not far away, there's an opportunity for every American to get involved. I encourage all Americans to give back to the Earth, and help make tree-planting a major national and international objective for the benefit of the entire world.

Government must continue its efforts to enrich the environment through innovative legislation like our new Clean Air Act. Cities must continue to promote environmental programs, and individuals must continue to pitch in by launching and using new recycling programs. And this new environmental ethic must become a touchstone for the cleaner, better world we want to bequeath to our children.

It's planting time in America. People everywhere have proven their concern and their willingness to act. Together, we can all make a difference. Together, we can change the world.

# # #

THE WHITE HOUSE

WASHINGTON

December 10, 1990

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# # #



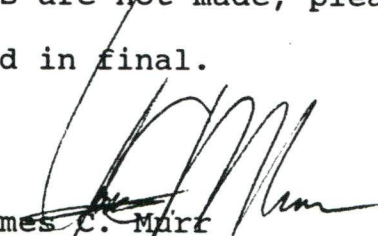
EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

90 OCT 3 P1:14

**NOTICE:**

Enclosed are comments from staff members of the Office of Management and Budget (OMB). Such comments do not necessarily represent the official position of the Director of OMB or of the Office of Management and Budget. If you wish to have the Director's personal comments, please let me know -- and contact me if you have any questions.

If our proposed substantive changes are not made, please let us know before the material is prepared in final.

  
James C. Merritt  
Associate Director for  
Legislative Reference  
and Administration

Document No. \_\_\_\_\_

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

RESPONSE:

*see comments*

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

90 NOV 28 PM 1:17  
Riley  
Nov. 28, 1990

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Ozone  
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With Arbor Day not far away, there's an opportunity for every American to get involved. I encourage all Americans to give back to the Earth, and help make tree-planting a major

10 million tons. It slashes the emissions at the root of urban smog, promising that by the year 2000, more than 100 major U.S. cities now suffering from poor air quality will have cleaner, healthier air. It encourages broader use of alternative fuels that are not only safer for the environment, but also help us reduce our dependence on imported foreign oil. Just as important, it achieves these unprecedented pollution reductions by using economic incentives that harness the power of America's market economy.

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The democratic revolution that swept Eastern Europe in 1989 revealed that mankind's love of freedom wasn't the only thing hidden behind the Berlin Wall. Because when the Wall came down, it revealed a shocking, soot-encrusted landscape, a place where some children were literally blackened by untreated chimney exhaust. The years of industrial neglect in Eastern Europe serve to place the world on notice, and present compelling evidence of why we must not waver in our commitment to build a better environment.

Just as America's steadfast vigilance helped Eastern Europe liberate itself from the oppression of communism, now we must help these fledgling democracies liberate themselves, and us,

UNCLASS

CLASSIFICATION

CIRCLE ONE BELOW

MODE

PAGES 12

IMMEDIATE

SECURE FAX # \_\_\_\_\_

DTG \_\_\_\_\_

PRIORITY

ADMIN FAX # \_\_\_\_\_

RELEASER \_\_\_\_\_

ROUTINE

FROM/LOCATION

1. SPEECHWRITING / WASHINGTON

TO/LOCATION/TIME OF RECEIPT

1. URUGUAY STAFF OFFICE / CHRISTINA MARTIN

2. 598-42-89510

3. DROP 218

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

INFORMATION ADDRESSEES/LOCATION/TIME OF RECEIPT

1. \_\_\_\_\_

2. \_\_\_\_\_

SPECIAL INSTRUCTIONS/REMARKS:

GOOD HOUSEKEEPING COMMENTS

UNCLASS

CLASSIFICATION

THE WHITE HOUSE

WASHINGTON

November 30, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Good Housekeeping Article

The article is well written and effectively communicates the President's concern for the environment. The article also highlights the benefits of enacting the Clean Air Act. We hope to have the opportunity to review similar articles in the future.

We have a couple of suggestions for improving the article.

Page 1, Paragraph 3, Line 1

"Last fall, I signed into law the Clean Air Act Amendments of 1990 -- the most significant environmental legislation in over a decade. This legislation breaks..."

Page 3, Paragraph 2, Line 2

We suggest strengthening the paragraph by replacing the second sentence with the following:

"I am heartened by reports of ordinary citizens, community groups and businesses getting involved with efforts to clean up litter, with programs to monitor the health of streams and rivers, and with initiatives to restore valuable wetlands and to create habitat on private property."

cc: James W. Cicconi

# GRAY - COMMENTS

90 NOV 28 PM 1:17

Riley  
Nov. 28, 1990

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Springtime marks a season of change. But the coming of spring is not only a frame of reference, but also a frame of mind -- a season of hope and new beginnings.

~~The blessings of a~~ sound environment ~~are a freedom to be~~ <sup>is a blessing</sup> enjoyed by all who inhabit the Earth. Americans share an instinctive, deeply-rooted concern for our natural heritage. Americans are blessed with a wealth of natural resources that enrich our physical and spiritual lives. And more and more, Americans are recognizing our responsibility to protect those resources not just for ourselves, but for our kids and grandkids.

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Just as America's steadfast vigilance helped Eastern Europe liberate itself from the oppression of communism, now we must help these fledgling democracies liberate themselves, and ~~us~~.

(indeed all of

THE WHITE HOUSE

WASHINGTON

90 OCT 29 P4: 03

November 29, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON  
SUBJECT: Good Housekeeping

A fine draft.

pg. 3, para. 2, line 9 "And by cultivating a concern  
for our environment, we can cultivate character in our  
kids."

It is good to see "cultivating character" back as a stock phrase. Aside from the aptness of the word "cultivate" in the present context, it is also a theme that Secretary Sullivan and Director Bennett have been expressing forcefully (see especially Sec. Sullivan's speech on a "Culture of Character" yesterday at Yale University) with regard to their respective concerns of behavior-induced social problems.

HOLIDAY / WILLIAMSON

90 NOV 28 PM 1:17  
Riley  
Nov. 28, 1990

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<sup>We share</sup> ~~Americans are blessed with~~ a wealth of natural resources that enrich our physical and spiritual lives. And more and more, Americans are recognizing our responsibility to protect those resources not just for ourselves, but for our <sup>children</sup> ~~kids~~ and <sup>children</sup> ~~grandkids~~.

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✓ EPA-  
Haven't  
we been  
using  
ISO?

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✓ EPA

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✓EPA Here at home, no individual effort to improve the environment should be considered too small. We can beautify our  
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✓EPA businesses, new opportunities to <sup>create</sup> ~~use~~ and <sup>carry out</sup> ~~implement~~ recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate <sup>a sense of stewardship</sup> ~~character~~ in our ~~kids~~ children. ✓EPA

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national and international objective for the benefit of the entire world.

✓ *EPA* Government must continue <sup>its</sup> efforts to enrich the environment through innovative legislation like our new Clean Air Act.

Cities must continue to promote environmental programs, and individuals must continue to pitch in by launching and using new recycling programs. And this new environmental ethic must become a touchstone for the cleaner, better world we <sup>want</sup> ~~hope~~ to bequeath to our children.

✓ It's planting time in America. People everywhere have proven their concern and their willingness to act. Together, we can all make a difference. ~~And~~ together, we can change the world.

# # #

HOLIDAY / WILLIAMSON

Just in the last two years, we've added over a half billion dollars' worth of new lands to America's treasury of national parks, forests, and wildlife refuges; we've set new records for forcing polluters to clean up toxic waste sites; and we've pushed new laws to ban the production of CFC's, which deplete from the disaster of a toxic environment. That is why my Administration has taken the lead in offering technical assistance and American know-how to Eastern European countries now working to save ravaged national environments.

the ozone layer.

Brady  
4/8/94

Here at home, no individual effort to improve the environment should be considered too small. We can beautify our outdoors simply by picking up the trash. In homes and businesses, new opportunities to use and implement recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate character in our kids.

We're not just out to protect the environment, but to promote it, to go on the offensive and work to improve the quality of our environment across the board. Part of this effort began last year, when I launched a grassroots effort aimed at nothing less than the greening of America -- an unprecedented new program to plant a billion trees a year. Trees can cool the heat of a summer day, quiet a highway's noise, ~~help feed the hungry,~~ <sup>and add natural beauty</sup> ~~and provide shelter from a winter's storm.~~ And every tree planted is a compact between generations.

Brady  
4/8/94

With Arbor Day not far away, there's an opportunity for every American to get involved. I encourage all Americans to give back to the Earth, and help make tree-planting a major

Darman comments  
G. Housekeeping



**United States Office of Personnel Management**

**You are cordially invited  
to attend a reception  
in honor of the recent  
Schedule C Appointees  
of the Bush Administration**

**Wednesday, December 12, 1990  
6:00—7:00 p.m.**

**Indian Treaty Room  
Old Executive Office Building**

**RSVP by December 7th, with DOB  
Joan McEnery: (202) 606-1000**

*Accept  
or*

*Decline?*

The Offices of  
The Attorney General  
and  
The Deputy Attorney General  
request the pleasure of your company  
at a  
holiday reception  
Wednesday, December 12  
at four-thirty p.m.  
Room 5111, Main Justice Building  
10th and Constitution Avenue, N.W.

R.S.V.P. by  
Friday, December 7  
(202) 514-2004



Attorney General's Entrance

William K. Reilly  
Administrator  
U.S. Environmental Protection Agency

cordially invites you to  
EPA's 20th Anniversary and Awards Ceremony

Monday, December 3, 1990  
Washington, D.C.

Awards and Anniversary Ceremony  
1:00 - 3:00 p.m.  
Constitution Hall  
18th and C Streets, Northwest

Anniversary Reception  
Immediately following Ceremony  
Waterside Mall  
401 M Street, Southwest

R.S.V.P (202) 245-4150 (Acceptances Only)

Roger Ailes  
Greg Stevens  
and  
The Media Team

cordially invite you to attend a

Holiday Open House

on Monday, the seventeenth of December

6:00pm - 8:30pm

101 North Union Street, Suite 210  
Old Town, Alexandria

RSVP  
(703) 631-3126



Document No. \_\_\_\_\_

90 OCT 28 11:55 AM WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/28/90 ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMEYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

RESPONSE:

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

90 NOV 28 PM 1:17  
Riley  
Nov. 28, 1990

**PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING**

Springtime marks a season of change. But the coming of spring is not only a frame of reference -- but also a frame of mind -- a season of hope and new beginnings.

The blessings of a sound environment are a freedom to be enjoyed by all who inhabit the Earth. Americans share an instinctive, deeply-rooted concern for our natural heritage. Americans are blessed with a wealth of natural resources that enrich our physical and spiritual lives. And more and more, Americans are recognizing our responsibility to protect those resources not just for ourselves, but for our kids and grandkids.

We have made enormous new steps. Last fall, I signed into law the Clean Air Act of 1990 -- launching the most sweeping environmental reforms in 25 years. This innovative package breaks with the old tradition of cumbersome regulation, replacing it with a new brand of environmentalism that's driven by the knowledge that a sound ecology and a sound economy not only can coexist -- but in fact go hand-in-hand.

Our new Clean Air Act will leave Americans breathing easier for generations to come. Designed to attack the "big three" of air pollution -- smog, acid rain, and toxic emissions -- it will pull 56 billion pounds of pollution from our skies every year. That's more than 200 pounds for every man, woman, and child in America. It cuts in half the emissions that cause acid rain, by

10 million tons. It slashes the emissions at the root of urban smog, promising that by the year 2000, more than 100 major U.S. cities now suffering from poor air quality will have cleaner, healthier air. It encourages broader use of alternative fuels that are not only safer for the environment, but also help us reduce our dependence on imported foreign oil. Just as important, it achieves these unprecedented pollution reductions by using economic incentives that harness the power of America's market economy.

Here in America, we've entered a new era for environmental quality. The size and scope of the new Clean Air Act are without precedent in the history of our country. But as I said in Europe, now almost two years ago, this is one job America cannot do alone. Environmental destruction knows no boundaries.

The democratic revolution that swept Eastern Europe in 1989 revealed that mankind's love of freedom wasn't the only thing hidden behind the Berlin Wall. Because when the Wall came down, it revealed a shocking, soot-encrusted landscape, a place where some children were literally blackened by untreated chimney exhaust. The years of industrial neglect in Eastern Europe serve to place the world on notice, and present compelling evidence of why we must not waver in our commitment to build a better environment.

Just as America's steadfast vigilance helped Eastern Europe liberate itself from the oppression of communism, now we must help these fledgling democracies liberate themselves, and us,

from the disaster of a toxic environment. That is why my Administration has taken the lead in offering technical assistance and American know-how to Eastern European countries now working to save ravaged national environments.

Here at home, no individual effort to improve the environment should be considered too small. We can beautify our outdoors simply by picking up the trash. In homes and businesses, new opportunities to use and implement recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate character in our kids.

We're not just out to protect the environment, but to promote it, to go on the offensive and work to improve the quality of our environment across the board. Part of this effort began last year, when I launched a grassroots effort aimed at nothing less than the greening of America -- an unprecedented new program to plant a billion trees a year. Trees can cool the heat of a summer day, quiet a highway's noise, help feed the hungry, and provide shelter from a winter's storm. And every tree planted is a compact between generations.

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# # #

## WHITE HOUSE STAFFING MEMORANDUM

90 OCT 31 P8:00

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY:

11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLES: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

## REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

## RESPONSE:

December 1, 1990

TO: CHRISS WINSTON

The NSC concurs with the attached.

  
 Brent Scowcroft

cc: James Cicconi

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

90 NOV 28 PM 1:17  
Riley  
Nov. 28, 1990

**PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING**

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# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

RESPONSE:

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

90 NOV 28 PM 1:17  
Riley  
Nov. 28, 1990

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# # #

Document No. \_\_\_\_\_

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLES GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

RESPONSE:

*No Comments 11/29/90*

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

Document No. 194698SS**WHITE HOUSE STAFFING MEMORANDUM**DATE: 11/30/90ACTION/CONCURRENCE/COMMENT DUE BY: 6:00 PM TODAYSUBJECT: PRESIDENTIAL REMARKS: ARRIVAL STATEMENT, MONTEVIDEO

|                | ACTION                              | FYI                                 |                   | ACTION                              | FYI                                 |
|----------------|-------------------------------------|-------------------------------------|-------------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMEYER        | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <u>ROGERS</u>     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <u>WINSTON</u>    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <u>PINKERTON</u>  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input type="checkbox"/>            | <input type="checkbox"/>            | <u>BOSKIN</u>     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            | <u>          </u> | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <u>          </u> | <input type="checkbox"/>            | <input type="checkbox"/>            |

## REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 6:00 PM TODAY, Friday, November 30, with a copy to my office. Thank you.

## RESPONSE:

*No Comment 11/30/90*

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

Document No. \_\_\_\_\_

# WHITE HOUSE STAFFING MEMORANDUM

90 OCT 29 A 9:33

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

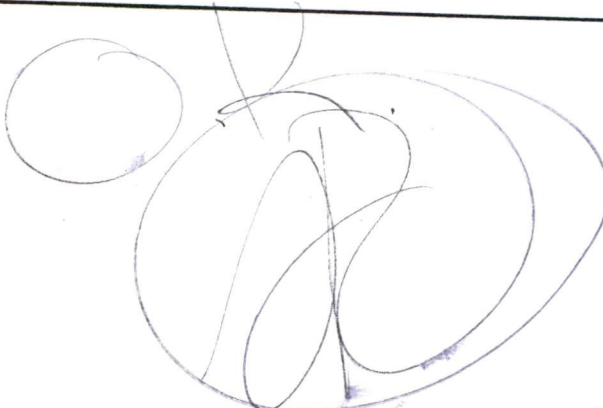
SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Friday, November 30, with a copy to my office. Thank you.

RESPONSE:



11/29/90

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

from the disaster of a toxic environment. That is why my Administration has taken the lead in offering technical assistance and American know-how to Eastern European countries now working to save ravaged national environments.

Here at home, no individual effort to improve the environment should be considered too small. We can beautify our outdoors simply by picking up the trash. In homes and businesses, new opportunities to use and implement recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate character in our kids.

We're not just out to protect the environment, but to promote it, to go on the offensive and work to improve the quality of our environment across the board. Part of this effort began last year, when I launched a grassroots effort aimed at nothing less than the greening of America -- an unprecedented new program to plant a billion trees a year. Trees can cool the heat of a summer day, quiet a highway's noise, help feed the hungry, and provide shelter from a winter's storm. And every tree planted is a compact between generations.

With Arbor Day not far away, there's an opportunity for every American to get involved. I encourage all Americans to give back to the Earth, and help make tree-planting a major

national and international objective for the benefit of the entire world.

Government must continue efforts to enrich the environment through innovative legislation like our new Clean Air Act. Cities must continue to promote environmental programs, and individuals must continue to pitch in by launching and using new recycling programs. And this new environmental ethic must become a touchstone for the cleaner, better world we hope to bequeath to our children.

It's planting time in America. People everywhere have proven their concern and their willingness to act. Together, we can all make a difference. And together, we can change the world.

# # #

THE WHITE HOUSE

WASHINGTON

November 30, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS AND DIRECTOR OF SPEECHWRITING

FROM: JEFFREY R. HOLMSTEAD *JRH*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Article on the Clean Air Act:  
Good Housekeeping

Attached are our comments on the article referenced above.

Thank you for the opportunity to review this matter.

Attachment

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

90 OCT 30 4:39 PM

Document No. \_\_\_\_\_

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMEYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

REMARKS:

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RESPONSE:

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

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 11/30/90 4:00 PM

SUBJECT: PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING

|                | ACTION FYI                          |                                     |            | ACTION FYI                          |                                     |
|----------------|-------------------------------------|-------------------------------------|------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MCCLURE    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| SUNUNU         | <input type="checkbox"/>            | <input type="checkbox"/>            | NEWMAN     | <input type="checkbox"/>            | <input type="checkbox"/>            |
| SCOWCROFT      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | PORTER     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| DARMAN         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | ROGICH     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| CARD           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | UNTERMAYER | <input type="checkbox"/>            | <input type="checkbox"/>            |
| CICCONI        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | ROGERS     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| DEMAREST       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | WINSTON    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| FITZWATER      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | PINKERTON  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| GRAY           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | DELAND     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| HAGIN          | <input type="checkbox"/>            | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| HOLIDAY        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |            | <input type="checkbox"/>            | <input type="checkbox"/>            |

## REMARKS:

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## RESPONSE:

*See comments. Mrs.  
Holly Williamson  
11-30-90*

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

90 OCT 28 P12: 34

Riley  
Nov. 28, 1990

**PRESIDENTIAL ARTICLE: GOOD HOUSEKEEPING**

Springtime marks a season of change. But the coming of spring is not only a frame of reference -- but also a frame of mind -- a season of hope and new beginnings.

The blessings of a sound environment are a freedom to be enjoyed by all who inhabit the Earth. Americans share an instinctive, deeply-rooted concern for our natural heritage. Americans are blessed with a wealth of natural resources that enrich our physical and spiritual lives. And more and more, Americans are recognizing our responsibility to protect those resources not just for ourselves, but for our kids and grandkids.

We had made enormous new steps. Last fall, I signed into law the Clean Air Act of 1990 -- launching the most sweeping environmental reforms in 25 years. This innovative package breaks with the old tradition of cumbersome regulation, replacing it with a new brand of environmentalism that's driven by the knowledge that a sound ecology and a sound economy not only can coexist -- but in fact go hand-in-hand.

Our new Clean Air Act will leave Americans breathing easier for generations to come. Designed to attack the "big three" of air pollution -- smog, acid rain, and toxic emissions -- it will pull 56 billion pounds of pollution from our skies every year. That's more than 200 pounds for every man, woman, and child in America. It cuts in half the emissions that cause acid rain, by

10 million tons. It slashes the emissions at the root of urban smog, promising that by the Year 2000, more than 100 major U.S. cities now suffering from poor air quality will have cleaner, healthier air. It encourages broader use of alternative fuels that are not only safer for the environment, but also help us reduce our dependence on imported foreign oil. Just as important, it achieves these unprecedented pollution reductions by using economic incentives that harness the power of America's market economy.

Here in America, we've entered a new era for environmental quality. The size and scope of the new Clean Air Act are without precedent in the history of our country. But as I said in Europe, now almost two years ago, this is one job America cannot do alone. Environmental destruction knows no boundaries.

The democratic revolution that swept Eastern Europe in 1989 revealed that mankind's love of freedom wasn't the only thing hidden behind the Berlin Wall. Because when the Wall came down, it revealed a shocking, soot-encrusted landscape, a place where some children were literally blackened by untreated chimney exhaust. The years of industrial neglect in Eastern Europe serve to place the world on notice, and present compelling evidence of why we must not waver in our commitment to build a better environment.

Just as America's steadfast vigilance helped Eastern Europe liberate themselves from the oppression of communism, now we must help these fledgling democracies liberate themselves, and us,

from the disaster of a toxic environment. That is why my Administration has taken the lead in offering technical assistance and American know-how to Eastern European countries now working to save ravaged national environments.

Here at home, no individual effort to improve the environment should be considered too small. We can beautify our outdoors simply by picking up the trash. In homes and businesses, new opportunities to use and implement recycling programs have sprung up everywhere. Here in the White House, America's house, we do our part by recycling newspapers and aluminum cans. Every neighborhood, every family, every child has something to contribute. And by cultivating a concern for our environment, we can cultivate character in our kids.

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# # #

OCT 30 1990

# Good Housekeeping

MARGARET ADAMS  
SENIOR EDITOR/NATIONAL AFFAIRS  
DIRECTOR, THE WASHINGTON BUREAU

October 30, 1990

Kristin Taylor, Director  
Office of Media Relations  
The White House  
Room 119  
Old Executive Office Building  
Washington, DC 20500

Dear Kristin,

Once again I write to ask your assistance in requesting a special favor from President Bush for John Mack Carter, GOOD HOUSEKEEPING's Editor in Chief.

As the attached indicates, in March 1991 the editors of GOOD HOUSEKEEPING's North American edition, published in New York City, will join with the editors of the British edition of GOOD HOUSEKEEPING, published in London, to launch, in tandem, "a landmark publishing project." It will be a joint editorial effort by both magazines to educate their readers, and the general public on both sides of the Atlantic, on progress that has been made in protecting the environment worldwide as well as opening their eyes to difficulties that still lie ahead.

It is the hope of both John Mack Carter and Noelle Walsh, Editor in Chief of British GOOD HOUSEKEEPING, that President Bush might send a brief message to the readers of both magazines (nearly 30 million in all) that expresses his own hopes for worldwide cooperation to save the environment.

Ms. Walsh and Mr. Carter are extending this same invitation to His Royal Highness The Prince of Wales.

If President Bush will send such a message, it will be best to advise Mr. Carter and Ms. Walsh quickly in order that appropriate space may be reserved in each magazine. First deadline for copy will be November 15, final deadline December 5.



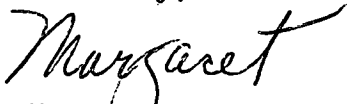
Kristin Taylor  
October 30, 1990  
Page 2

Enclosed are several copies of British GOOD HOUSEKEEPING in case you are not familiar with it. Ms. Walsh's photograph appears in each of the magazines on her editorial page.

Thank you, Kristin, for your help with this request.

Warm regards.

Sincerely,

  
Margaret Adams

Encl: GH/UK  
GH Green Watch

cc: John Mack Carter  
Noelle Walsh

national and international objective for the benefit of the entire world.

Government must continue efforts to enrich the environment through innovative legislation like our new Clean Air Act. Cities must continue to promote environmental programs, and individuals must continue to pitch in by launching and using new recycling programs. And this new environmental ethic must become a touchstone for the cleaner, better world we hope to bequeath to our children.

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# # #