

FOIA MARKER

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Carbon Dioxide Kids Pledge

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*file - CO₂ - Kids Pledge
in climate change.*

M E M O R A N D U M

DATE: - 24 January 1992
TO: AGJ
FROM: MER
SUBJECT: "Kid's State of the Earth" News Conference
National Press Club, Main Lounge
529 14th Street

WHO:

These are the "Kid's CO₂ Challenge" kids (more on them later in memo for hearing), representing kids' environmental groups from across the country (including Melissa Poe from Kids for a Clean Environment in Nashville) who have taken the "pledge" to reduce CO₂ emissions in their homes by one ton this year and, who are urging President Bush to do the same in his home. In their petitions (they hope to collect one million signatures by Earth Day), they are also urging Bush to take action for the nation and, to attend the Earth Summit.

They start the day with this news conference, then the hearing at 1 p.m., then the "Beat the Heat" Ice Cream Social at 2:30 p.m.. They are still talking about some kind of White House event (even if it is just going to the White House and dropping the petitions off with a guard), but nothing clear yet.

WHAT:

o This is the warm-up for the 1 p.m. hearing before you and Chafee. It was not originally on the agenda, but Larry Rockefeller felt strongly that there was a need for a separate event that focused on the "State of the Earth" message. (Even his publicist advised against it, as providing competition for coverage to the hearing.)

o You will open the news conference (see talking points that follow). It is important that you stick to the text and keep your remarks very brief. Rockefeller very much wants the event to focus on the children and was concerned about appearing too partisan. (I suggested to him that you were there not as a Democrat but as the recognized Congressional leader on these issues). No other adults will participate. Your role is limited to introducing the group and praising them. Leave the rest to the kids, including the Q&A. GOOD

SHOT FOR YOU BECAUSE NICKELODEON WILL BE FOLLOWING KIDS ALL DAY, TAPING FOR STORY THAT WILL AIR ON NICKELODEON.

o After you open the news conference, the children will enter the room and approach the stage. Each child will stop at the podium long enough to say their name and why they're here. Then, they'll take their seats on the stage.

o A child will serve as M.C., and different children will approach the podium to speak about:

-- why global warming is a problem, why we need to save CO2 (they think of it in terms of 'saving' CO2 because in their campaign they've each pledged to 'save' one ton of CO2 in their homes over the coming year), save energy, and what they're doing to save CO2 (recycling, bicycles instead of car pools etc)

-- what they want Government to do: what they want Congress to do (notably, a responsible energy policy), and what they want President to do. They will express their disappointment with Bush and the Administration (NO ONE has agreed to meet with them).

-- The winners of their letter contest, Erica Martinez of San Antonio, and Chris DiNero of Long Branch New Jersey, will read their letters to the President.

-- They will deliver their "State of the Earth" message, then,

-- The kids will take questions. They expect reporters from student newspapers to be there, as well as some grown-up reporters.

TALKING POINTS
"KIDS STATE OF THE EARTH" NEWS CONFERENCE
9:30 A.M. Monday, January 27, 1992
National Press Club Main Lounge

o **WELCOME** It is a pleasure and an honor for me to join you today and to share this stage with such a dedicated, courageous, and hard-working group of environmentalists.

o **ADMIRE AND RESPECT** Anyone who has children can tell you that we all have a lot to learn from our children. I don't think that will ever be more apparent than it will be today -- both at this news conference and later at a special hearing on Capitol Hill. We all have a lot to learn from these children. They are not scientists, but they know what needs to be done. They have earned our admiration and respect.

o **KIDS SEE WHAT WE DON'T** On the issue of global warming, on the environment, kids really are leading their parents. It's kids who are breaking new ground and urging adults to follow. That's what The CO2 Challenge is all about. It's a pleasure and an honor for me to introduce these children to you now.

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