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OFFICE OF THE PRESIDENT
THE UNITED STATES JAYCEES

October 19, 1971

Mr. Robert H. Finch
Counsellor to the President
The White House
Washington, D. C.

Dear Mr. Finch:

file w/ 10/19/71
As President Au is currently out of the country, I'm taking the liberty of acknowledging receipt of your letter of October 11, regarding the President's Environmental Service Awards Program. Please be assured that this will be brought to his attention upon his return to the office later this month.

Sincerely,

Jeannette Carter
(Mrs.) Jeannette Carter
Secretary to the President

jc



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THE WHITE HOUSE

WASHINGTON

THE PRESIDENT HAS SEEN...

October 28, 1971

MEMORANDUM FOR:

THE PRESIDENT

FROM:

CHARLES W. COLSON *WNC*

SUBJECT:

Photograph with William Ruckelshaus
October 29, 1971
11:25 am (2 minutes)
Oval Office

I. PURPOSE

To initiate the President's Environmental Merit Awards program -- photo with Ruckelshaus.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

- A. Background: This photo opportunity permits Ruckelshaus to brief here before the White House press corps and to say that this project was initiated by the President to encourage young people to participate in environmental activities. This is principally a youth activity, not an environmental effort. Participants will receive a Presidential certificate.
- B. Participants: William Ruckelshaus, Administrator, EPA
John Whitaker
- C. Press Plan: A brief photo opportunity of the President presenting to Ruckelshaus the poster and booklet.

Ruckelshaus will meet with the press in the press room after the meeting to discuss the program and answer questions.

October 28, 1971

MEMORANDUM FOR:

CHARLES W. COLSON

FROM:

DWIGHT L. CHAPIN

The President will see William Ruckelshaus tomorrow to present the poster announcing the President's Environmental Merit Awards Program. The presentation will take place at 11:30 a.m. in the Oval Office and should last no longer than 2 minutes.

There will be a brief photo opportunity.

You should prepare the briefing paper. John Whitaker will accompany Ruckelshaus into the Oval Office.

cc: Mr. Bull
Mr. Butterfield
Mr. Huntsman
Mr. Warren
Mr. Whitaker
Mr. Ziegler

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THE WHITE HOUSE
WASHINGTON

C
~~HIGH PRIORITY~~

SCHEDULE PROPOSAL

Date: October 26, 1971

FROM: Charles Colson *WC*

VIA: Dave Parker *DP*

PHOTOGRAPH:

The President presenting to Ruckelshaus the poster announcing the President's Environmental Merit Awards Program.

DATE:

Friday, October 29. *11:30 am*

PURPOSE:

The photo opportunity is needed for two purposes:

1. It will permit us to have Ruckelshaus brief here before the White House press corps -- and he can say that this project was initiated by the President in order to encourage young people to participate in environmental efforts. This will greatly increase the visibility. We also intend to embargo Ruckelshaus' briefing for Monday a.m. papers to give us something of a news story on an otherwise dull Monday.
— P. will be in Florida —
2. The photograph itself will be distributed to all campus and high school newspapers and will be part of the promotional package that we distribute. Because of the need to make this whole project appear non-political, it was decided that we could not use the photograph of the President on the poster that will be hung in high schools. This picture will give us a substitute.



This is a youth activity, not an environmental effort.

FORMAT:

Oval Office
2 minutes

PRESS COVERAGE:

A brief photo opportunity would be desired, but in the interest of conserving time, if it's not approved, we will then only have an Ollie Atkins photo.

STAFF:

Whitaker

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RECOMMEND:

Colson (strongly), Finch, Moore, Whitaker, Ziegler.

BACKGROUND:

* This is one of the best political efforts we have going for us with youth. It enables us to literally get into every high school with an appeal to young people to involve themselves in an environmental effort. Most polls show that this is the number one positive issue with youth. It identifies the President with this issue of concern to youth.

It is patterned exactly after the President's program in physical fitness in sports. We don't give a damn about a substantive accomplishments. It is designed as a political appeal to young people, to show that the President is concerned with an issue of interest to them and to get Presidential certificates widely distributed to youth who participate.

APPROVE

DISAPPROVE

FOLLOW UP:

If students qualify for Presidential certificates, they will be distributed by HEW. A sample certificate is contained in the attached brochure. We have an extensive promotional effort under way to promote this ;in the high schools and to keep a steady stream of material flowing out to campus and high school newspapers. Many of the conservation organizations will help us and we would subsequently hope that selected students who win Presidential certificates could be brought in for a photograph with the President.

If we are successful, as many as 25,000 Presidential certificates could be awarded. Each would generate some local publicity; al of them would identify the President with students and young people.

That's a brilliant line to write in a memo!

SCHEDULE PROPOSAL

Date: October 25, 1971 (4:00 p.m.)

FROM: Charles Colson

VIA: David Parker

PHOTOGRAPH:

With Wm. Ruckelshaus to be used in the announcement of the President's Environmental Merit Awards Program.

DATE:

Soonest

PURPOSE:

The photograph will be distributed with the packet of materials going out to every high school principal in the U.S. (20,000) announcing the President's program.

It will personally identify the President with the most popular issue with high school youth - ecology/pollution control. The aim of the program is to recognize and to distribute as many award certificates as possible to high school students -- many of whom will be voting for the first time in 1972 and all of whom have voting parents.

FORMAT:

- Oval Office
- 3 minutes

PRESS COVERAGE:

To be announced with a Press photo opportunity. Ruckelshaus will go to the WH Press Room after to discuss the program and answer questions about the President's Environmental Merit Awards Program.

STAFF:

Colson
Whitaker

RECOMMEND:

~~Coleen~~ - "strongly
Finch
Moore
Whitaker
Ziegler

BACKGROUND:

This program, patterned after the President's Program for Physical Fitness and Sports, is a self-participation, self-education program designed to reward young Americans who have committed themselves to responsible, constructive environmental service in their own communities. Activities qualifying for the award include such action as:

- launching camera contests and writing surveys of environmental preservation;
- conducting a science fair on environmental topics;
- cleaning up litter;
- landscaping a park;
- staffing a community environmental information center;
- operating a recycling collection program.

APPROVE _____ DISAPPROVE _____

FOLLOW-UP:

Hopefully the President will presne the first "E" Awards early next spring to the first winners after the program has been announced and the first selections are made.

P.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: October 21, 1971

Thru: Charles W. Colson

Via: Dwight L. Chapin

PHOTOGRAPH
ANNOUNCE:

WITH WM. RUCKELSHAUS TO BE USED IN THE ANNOUNCEMENT OF

The President's Environmental Merit Awards Program which will be launched on this date.

DATE:

SOONEST ~~SOMETIME~~ ~~FRIDAY~~ **Next week**

PURPOSE:

The photograph will be distributed with the packet of materials

To personally identify the President with the most popular issue with high school youth-- ecology/pollution control. The aim of the program is to recognize and to distribute as many award certificates as possible to high school students--many of whom will be voting for the first time in 1972 and all of whom have voting parents.

The program will have posters and program booklets going out to every high school principal in the U.S. (20,000) announcing the President's program.

FORMAT:

--Oval Office

--**5** minutes

~~Participants: Secretary Richardson~~
~~Commissioner Marland (OE)~~
Administrator Ruckelshaus (EPA)
~~Ross & Wink~~

PRESS

COVERAGE:

To be announced with a Press photo opportunity. Ruckelshaus will go to the White House Press room after the meeting to discuss the program and answer questions **about the Environmental Merit Awards Program** (Story would be embargoed for Monday AM per Ziegler.)

STAFF:

John Whitaker
Charles Colson

RECOMMEND:

J. Whitaker
C. Colson ("strongly")
R. Finch
R. Moore
R. Ziegler

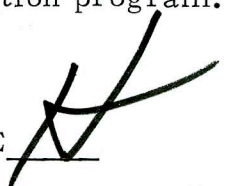
BACKGROUND:

This program, patterned after the President's Program for Physical Fitness and Sports, is a self-participation, self-education program designed to reward young Americans who have committed themselves to responsible, constructive environmental service in their own communities. Activities qualifying for the award include such action as:

- launching camera contests and writing surveys of environmental preservation;
- conducting a science fair on environmental topics;
- cleaning up litter;
- landscaping a park;
- staffing a community environmental information center;
- operating a recycling collection program.

APPROVE _____

DISAPPROVE _____



Follow-up:

Hopefully the
~~Pres. will be requested~~
~~to present the first~~
~~"Σ" awards early next~~
~~spring to the first~~
~~winners as a logical~~
~~follow on to this. Is pre. to~~
~~to send out with packet.~~
has been announced after the program
the first selections are made

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: October 15, 1971

~~From: James W. McLane~~ *me*

Thru: Charles W. Colson *me*

Via: Dwight L. Chapin

ANNOUNCE:

DATE:

Friday Oct. 22 11:00am
~~Friday, October 22, 1971.~~

PURPOSE:

next pg.

~~To review~~ The President's Environmental Merit Awards Program ~~to be launched~~ *on this date.*
which will

FORMAT:

- ~~Oval Office 10 minutes.~~
- ~~10 minutes~~
- ~~participants:~~

PRESS COVERAGE:

To be announced with a press photo opportunity.
~~Commissioner Marland and Administrator Ruckelshaus meet with the press in~~ *will go to*
the White House press room after the meeting to discuss the program and answer questions. ~~Photo opportunity in Oval office.~~

STAFF:

Charles W. Colson
John Whitaker

BACKGROUND:

This program, patterned after the President's Program for Physical Fitness and Sports, is a self-participation, self-

education program designed to reward young Americans (~~high school students~~) who have committed themselves to responsible, constructive environmental service in their own communities. ~~The~~ Activities qualifying for the award ^(list) include such action as: launching camera contests and writing surveys of environmental preservation, conducting a science fair on environmental topics, cleaning up litter, landscaping a park, staffing a community environmental information center, and operating a recycling collection program.

Purpose:

of the program is to recognize and

The whole purpose of this effort is ~~to~~ personally identify the President with the most popular issue with high school youth--ecology/pollution control. The aim ~~is~~ to distribute as many ^{award} certificates as possible to high school students--~~some~~ ^{many} of whom will be voting for the first time ^{in 1972 and} all of whom have voting parents.

The program will have posters and program booklets going out to every high school principal in the ~~country~~ ^{U.S.} (20,000) announcing the President's program.

F A C T S H E E TMERITPRESIDENT'S ENVIRONMENTAL ~~SERVICE~~ AWARDS PROGRAM

Objective - To provide a vehicle through which the Federal Government may recognize and reward environmental services performed by American youth throughout the country.

MERIT

Scope - The President's Environmental ~~Service~~ Awards Program will encompass youth activities throughout the entire country and will be offered through more than twenty-five thousand high schools, both public and private.

MERIT

Structure - Environmental ~~service~~ awards will recognize two levels of accomplishment in the performance of environmental service. The first level will be granted to all students or student groups who undertake and complete a responsible environmental service project. The second level will be awarded for projects which are considered by a judging panel to merit special recognition for achievement.

Administration - The awards program will be administered at the local level, using judging and advisory panels made up of student, faculty and community representatives. This method of administration is considered essential because evaluation of projects should be made using community needs and problems to determine the criteria.

Participation -- Students may take part as individuals or as members of school organizations. They can choose a more passive role concerned in a general education-type project or play a more active role by becoming involved in a project concerned with governmental process.

Categories of Concern--Individual or group activities could be undertaken under a number of objectives such as:

EDUCATION--Possible activities could be to conduct pollution surveys, to gather watershed analysis data, to develop inventories of consumer habits or to study government and legislative processes.

ENVIRONMENTAL AWARENESS--This category would carry the education process one step further by giving presentations at community meetings, preparing articles for local newspapers, sponsoring ecology fairs and working with younger children.

COMMUNITY SERVICE--Suggested projects could include restoring streams to their natural state, eliminating verming, cleaning up litter, landscaping a part, staffing an environmental information center or operating an recycling program.

GOVERNMENT PARTICIPATION--Direct involvement in government at work could include cooperating with public officials, attending public hearings, presenting environmental data to zoning boards, sewage districts planning authorities and utility commissions.

Support -- Private as well as governmental agencies at all levels--Federal, State, and local offer a wide variety of assistance to projects. While capable of supplying general information needs, large agencies are best utilized once specific program objectives have been determined. Local libraries and environmental groups are the primary source of information during initial project development.

DRAFT

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

President Nixon announced today that he is establishing a President's Environmental Merit Awards Program to recognize the achievements of high school students who have made constructive environmental contributions during the scholastic year.

The President said that young people make up the vanguard of the population most concerned with environmental renewal. He added: "With their resourceful and industrious approach to an ever increasing number of environmental issues, young people can be an extraordinarily capable force for improving the quality of life in America. Such service to the national and community well-being must not go unrecognized or be dismissed with a mere 'thank you.'"

President Nixon said that the program is designed to reward ongoing student efforts, to encourage a wide variety of activities and to promote excellence by recognition of environmental service projects in the schools and surrounding communities.

The President has instructed William D. Ruckelshaus, Administrator of the Environmental Protection Agency, and S. P. Marland, Jr., U.S. Commissioner of Education, to contact high school principals throughout the country to explain the objectives of the program to them.

(more)

Because the program is designed to provide national recognition for the activities of the youth in their own communities, project guidance, evaluation of programs and presentation of awards will be made at the local level. An awards panel composed of faculty, student and community representatives is to be appointed by each participating school principal.

Awards will be judged on the basis of service in the fields of educational achievement, environmental awareness, community service, or governmental participation. If there is a positive outcome of a project, this will merit presentation of the President's Environmental Merit Award.

In addition, a small number of the President's Special Awards for Environmental Excellence will be awarded to those projects that display exceptional qualities. These would be projects which could be utilized as a basis for other activities, result in continued positive environmental improvement, or include planning that could be implemented in the future.

Individual or group activities that could be undertaken under the category of educational achievements might be the conducting of pollution surveys, an inventory on consumer habits, a comparative analysis of environmental legislation developed by a history class, camera contests based on environmental preservation topics, and exhibits of reforestation needs and methods that the Future Farmers of America or 4-H

(more)

clubs could produce.

Environmental awareness projects could be presentations made at community meetings, sponsorship of ecology fairs, or community attitude surveys on environmental matters published in the school newspaper.

Community service could be restoring of a stream, landscaping a park, operating a waste recycling center, or staffing a community environmental information services center.

Under the category of governmental participation, students could present environmental information to zoning boards and sewage districts, work with local authorities to establish a wildlife refuge, or participate in urban renewal projects.

•The Environmental Protection Agency and the Office of Education will be in touch with school administrators to explain the specific criteria that will be used as a guide in judging the projects.

The President emphasized that the major premise that will be applied in judging the merits of all projects will be the constructive contributions which they make to improving the local quality of life.

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EXECUTIVE

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THE WHITE HOUSE FG298

WASHINGTON

RAY

FILE

October 29, 1971

MEMORANDUM FOR:

JEB MAGRUDER

KEN RIETZ

LEE HUEBNER

✓ DAVE GERGEN

FROM:

JAMIE McLANE

SUBJECT:

President's Environmental Merit
Award's Program

We launched today the President's Environmental Merit Award's
Program for high school youth across the nation.

You might be interested in the attached.

✓ Dave
Franklin
12/

cc: Chuck Colson

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ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

October 25, 1971

OFFICE OF THE
ADMINISTRATOR

Dear Principal:

President Nixon's deep commitment to the restoration and preservation of our environment has been warmly embraced by the American people, and has won the wholehearted, bipartisan support of the Congress.

The crusade to protect our natural inheritance has captured the imagination of young people, particularly. To them, and to their own children in the years ahead, it is truly a matter of life, itself.

Since December of 1970, when the President created the Environmental Protection Agency, we literally have been swamped with letters from high school students who want to "do something."

The President has initiated his Merit Awards Program to give them that opportunity.

The program is designed not only to get them in on the action at every level of individual competence, but to provide environmental educational opportunity and motivational stimulus.

I urge you to read the enclosed handbook and to establish the President's Environmental Merit Awards Program at your school.

Although this first letter is necessarily a general one, I would like to hear from you personally -- by letter or on the enclosed card. Please, also advise me of the name of the faculty member whom you appoint to head the President's Program.

The poster is for your bulletin board -- as a suggested starter for other student-designed artwork calling attention to the Merit Awards.

Sincerely yours,

William D. Ruckelshaus
Administrator



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

October 25, 1971

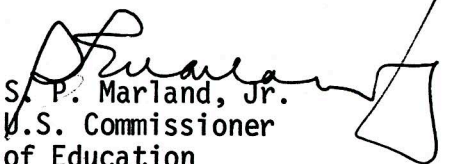
Dear Principal:

The Office of Education is delighted to endorse the President's Environmental Merit Awards Program in the Nation's high schools. Administration of this program by the Environmental Protection Agency (EPA) is also to be warmly welcomed as an important example of coordination in the Federal government's effort to preserve and protect our threatened environment.

As U.S. Commissioner of Education, I am especially enthusiastic about this effort because it meshes so well with our new Environmental Education Program which, like EPA, came into being less than a year ago. The four essential elements of the President's Environmental Merit Awards Program as set forth in the manual -- environmental planning, preservation, control and restoration -- are clearly consistent with the range of activities called for by the Environmental Education Act of 1970. More importantly, they provide the schools with not only an opportunity to imbue every subject in the high school curriculum with an environmental orientation but also to encourage students to use their own communities as living laboratories. We see an excellent chance to enable students to initiate, organize and carry out their own service projects. We have a strong vehicle to provoke constructive student participation in their schools and communities. It is this approach, instead of merely encouraging new "add-on" courses about the environment, that is essential if our effort is to be meaningful. I am therefore encouraged in my belief that we are working together successfully toward an objective which President Nixon has described in these words:

"The building of a better environment will require in the long term a citizenry that is both deeply concerned and fully informed. Thus, I believe that our education system, at all levels, has a critical role to play."

Sincerely,


S. P. Marland, Jr.
U.S. Commissioner
of Education

EMBARGOED UNTIL 6.00 P.M. EST
SUNDAY, OCTOBER 31, 1971

OCTOBER 29, 1971

Office of the White House Press Secretary

THE WHITE HOUSE

STATEMENT BY THE PRESIDENT

Never have the Nation's young people responded so enthusiastically as today to the challenges and needs of our society. In particular, I have been impressed by the thousands of letters I have received from young people who want to join our national effort to reclaim, protect and preserve our natural inheritance. Environmental programs sponsored by high school students can play an important part in this vital effort.

To help encourage such programs, and to give deserved recognition to the achievements of those who participate, I have initiated the President's Environmental Merit Awards Program. Through it, America will have a chance to say "thank you" to the hard-working young people who give their time and their energy to the great goal of a better environment for everyone.

We have purposely made the program flexible so that every student will be encouraged to participate and so that those who do will receive recognition for their constructive and responsible contributions. The program will be administered locally -- assuring that the efforts of our young people will be relevant to individual community needs and special problems. It is my sincere hope that every high school principal in America will share enthusiastically in the program -- in the same fine spirit of its theme: "Life -- pass it on."

#



The President's Environmental Merit Awards Program

To Say 'Thank You'..

Never have the Nation's young people responded so enthusiastically as today to the challenges and needs of our society. In particular, I have been impressed by the thousands of letters I have received from young people who want to join our national effort to reclaim, protect and preserve our natural inheritance. Environmental programs sponsored by high school students can play an important part in this vital effort.

To help encourage such programs, and to give deserved recognition to the achievements of those who participate, I have initiated the President's Environmental Merit Awards Program. Through it, America will have a chance to say "thank you" to the hard-working young people who give their time and their

energy to the great goal of a better environment for everyone.

We have purposely made the program flexible so that every student will be encouraged to participate and so that those who do will receive recognition for their constructive and responsible contributions.

The program will be administered locally—assuring that the efforts of our young people will be relevant to individual community needs and special problems.

It is my sincere hope that every high school principal in America will share enthusiastically in the program—in the same fine spirit of its theme: "Life—Pass it on."

October 25, 1971

Richard Nixon





Youth And The Environment

Educational leaders, environmental specialists and ecological experts agree that the most important step in the restoration and preservation of our environment is to create an acute awareness and a deep understanding of it.

Secondary schools are a vital link to the future of the environment. The total scope of knowledge high school students will bring to the world; the level and degree of their participation, involvement and awareness right now will help solve—or, unhappily, intensify—the life systems problems that threaten man's very existence.

America's young people have been in the vanguard of concerned citizens rising to meet the grave challenge of environmental renewal. Their enthusiasm and energies have been inspired and encouraged by the nation's dedicated corps of school principals, teachers and student advisors.

The President of the United States believes that the great work of our high school faculties and the remarkable follow through of their students in environmental achievements deserves continuing encouragement and recognition at the national level.

The President's Environmental Merit Awards Program will not only recognize those achievements but will provide schools with an important vehicle for expanding the reach of their environmental education and awareness influence to the entire community.



The President of the United States

Presents This

Certificate of Merit

To

James Lane

*for service to the community and the nation
through environmental protection achievement.*

*The White House
Washington, D.C.*

(Sample Certificates—actual size is 9½" by 11½")



The President of the United States

Presents This

Award of Excellence

To

Patricia McKee

*for outstanding achievement in
environmental protection services.*

*The White House
Washington, D.C.*

The Awards Program

The President's Environmental Merit Awards Program is a nationwide endeavor to recognize the activities and achievements of high school students who have committed themselves to constructive environmental service:

1) The President's Environmental Merit Award will be presented to students who take an active part in the program itself.

2) The President's Special Award for Environmental Excellence will be presented for major individual and group achievements.

It is an ongoing program—starting with the current scholastic year and carrying through the summer months to succeeding school years. It provides for recognition of students' environmental service both in classroom-related and extra-curricular activities.

Administration

To assure that the program will be relevant to community needs and special problems, it will be administered locally—including awards criteria, project guidance, evaluation and presentation of awards.

An Awards panel, comprised of faculty, student and community representatives, will be appointed by the individual high school principal.

Participation and Eligibility

The program is designed to encourage the highest degree of student participation and involvement at every level of scholastic competence. Therefore, the school's panel is free to designate any responsible project—individual, group or class—as being eligible for these awards.

Cooperative projects between school and community groups, local clubs and youth organizations particularly should be encouraged, with the end objective of achieving total community involvement and awareness.

Awards Guidelines

Using local and regional criteria, the Awards Program will cover four general areas of activity:

1) Educational Achievement—environment-related classroom and homework in the sciences, languages, economics, literature, history, arts and crafts and other studies where applicable. The category includes self-motivated special studies, research, theme papers and educational pilot projects.

2) Environmental Awareness Action—Communications activities designed to broaden the scope of influence. The category includes advising and tutoring children's groups, contributing newspaper and magazine articles, writing letters, designing posters and other promotional material, speech and debate activities, music and drama, preparation and distribution of educational literature.

3) Community Service—direct involvement in any way with any local or regional environmental project.

4) Public Affairs—representation at public hearings and town meetings; youth government projects; correspondence with local and state governing bodies and officials; other student-governmental opportunities as provided by local service clubs and organizations.

There are four general areas of concern:

Planning Preservation Control Restoration

These are basic to any environmental program—whether the subject deals with water, land, air, transportation, urban, suburban or rural development.

Planning provides the structure,

priorities and direction. Preservation, control and restoration represent the follow through action.

Merit Awards projects should be established and judged on the relative involvement of the student, group or class—ranging from assigned studies, through self-motivated effort, to extensive community service and governmental participation.

Since any one project could cross over into several areas of activity, the degree of student involvement would be judged accordingly.

Sample Activities

The following outlines briefly review possible topics in the four Award categories, and illustrate how specific projects can be related to the concern areas of Planning, Preservation, Control and Restoration.

Educational Achievement

—Information projects designed for in-school use.

In addition to regularly assigned class work, individual or group activities in this category could include: conducting pollution surveys, gathering watershed analysis data, developing inventories of consumer habits, studying government and legislative processes and performing environment-related academic work.

—Related Activities:

...planning: Historical surveys and comparative analysis of environmental legislation (history or social studies class).

...preservation: Camera contests based on environmental preservation topics (photography club).

...control: Local pollution control topics developed for assemblies (Key club).

...*restoration*: Exhibits, models and pilot programs for vest pocket parks, reforestation, land, air or water reclamation (entire school).

Environmental Awareness Action

—*Information projects designed to expand community awareness.*

This category dovetails with Achievement activities, accenting public relations and communication. Additional projects may include: presentations at community meetings; articles in local newspapers; sponsorship of ecology fairs and art exhibits; working with younger children on tutorial environmental projects.

—*Related Activities:*

...*planning*: Locate or develop materials on environmental education for use by local civic organizations (social and civic clubs).

...*preservation*: Present programs on wildlife conservation (drama, music, arts and crafts clubs).

...*control*: Conduct a science fair based on means of curbing local pollution (science club).

...*restoration*: Conduct and publish a community attitude survey on environmental restoration (school newspaper).

Community Service

—*Responsible and constructive environmental action projects involving the community.*

This category could include service in restoring streams to their natural state, eliminating vermin, cleaning up litter, landscaping a park, campaigns to eliminate civic ugliness and any activity which improves the social, aesthetic or physical environs of the community. Students might help operate a recycling program, or work with local service agencies on environmental problems.

—*Related Activities*

...*planning*: Assist Chamber of Commerce in local land use survey (business education department).

...*preservation*: Staff a community environmental information services center (English department).

...*control*: Participate in community pollution monitoring projects (vocational educational department).

...*restoration*: Beautification projects (art department).

Public Affairs

—*Direct involvement in and contribution to governmental processes.*

This category would include attending public hearings; presenting environmental data to zoning boards, sewage districts, planning authorities, and utility commissions; conducting pilot projects for the local planning commission; encouraging local governments to adopt sound environmental protective legislation.

—*Related Activities*

...*planning*: Assist highway planning authorities in transportation surveys (civic club, math club).

...*preservation*: Work with local authorities to establish a park sanctuary or wildlife refuge (botany and biology classes).

...*control*: Assist local, state and federal authorities in maintenance of monitoring stations (physics club).

...*restoration*: Participate in urban, suburban and rural renewal projects (entire school).

The Awards Panel

Key to the success of the Merit Awards Program is the school-student-community panel appointed by the principal.

The panel will:

...Set guidelines and criteria for the program based on local environmental problems and needs.

...Establish Award categories with realistic achievement goals.

...Counsel students on individual and group participation; help them set attainable goals.

...Evaluate results of student involvement and achievement and determine level of Award to be presented—that is, *The President's Environmental Merit Award* or *The President's Special Award for Environmental Excellence*.

...Make arrangements for appropriate Awards ceremonies.

Awards Eligibility

All students whose programs attain an identifiable degree of success—including regularly assigned class work relating to the environment—will be eligible for a *President's Environmental Merit Award*.

Extraordinary student achievement beyond the school room may be judged eligible for the higher degree of recognition.

The President's Special Award for Environmental Excellence, as well as possible local special awards, might also be presented to faculty advisors and community leaders for outstanding service to the program and to participating students.

Criteria and Program Evaluation

The major premise for all criteria is the responsible and constructive contribution the program or project has made to the quality of life within the community.

All programs—whether they involve a single student or a group; affect one person or the entire community; whether short or long term—should be evaluated in relation to the objectives originally established for them and the positive results obtained.

—*Objectives*

...Did the program or project set

realistic, attainable goals?

...Were the objectives specified at the planning stage?

...Were they geared to local needs?

...Was the program designed to involve other community interest groups?

...If the program sought to change local attitudes or behavior: what indicators of long or short term success were established?

—Results

...Were the objectives met?

...To what degree did the program or project help the school or community?

...Can the program or project be repeated? By other students? In other locations?

...Has the activity resulted in a continuing program? Does it include plans for implementing constructive recommendations?

...To what extent were others in the school or community involved and/or influenced?



Enroll Your School

Completion of the enclosed card will identify your school as a Merit Awards Program participant.

Those schools responding will be sent additional supporting materials to encourage the continuation and growth of this important high school endeavor.

Two federal agencies are primarily concerned with the support and growth of the Awards program:

Environmental Protection Agency
Public Affairs Office
Washington, D.C. 20460

Office of Education
Environmental Education Office
Washington, D.C. 20202

Informational Resources

There are an increasing number of national, regional and local organizations concerned with environmental affairs. Private as well as governmental agencies at all levels offer a wide variety of resource information. Local libraries and environmental groups are a primary source of information and bibliographies during initial project development.



Life... Pass It On

Participation in *The President's Environmental Merit Awards Program* offers every high school in the nation—regardless of its location or student enrollment—an opportunity to:

...encourage responsible involvement of young Americans in meeting the challenge of environmental problems

...focus attention on their positive contributions to the environment and provide a means of recognizing their achievements

...expand the educational impact of school activities to the community as a whole

...demonstrate relevance of educational experience to local, regional and national needs.

Name	Date
<i>Cindy VanderHemmel</i>	<i>12/8/71</i>

ME3-2/07

MA2-53

HE9

November 15, 1971

Dear Friends:

I was greatly encouraged to learn that you share my concern for the quality of life in America. Perhaps the greatest gift we can leave to future Americans is a cleaner, purer environment. Simply in setting a personal example you can help control the pollution of our lands. In addition, you can join the federal, state and local agencies which are active in the area of environmental quality.

Winston Churchill once said: "What is the use of living if it be not to make this world a better place for those who will live in it after we are gone."

I hope you will want to enroll your school in The President's Environmental Merit Awards Program, and I am confident that, if we work together, we can make life in America the symbol of hope for millions around the globe.

With my best wishes,

Sincerely,

RICHARD NIXON

X Ecology Club
* Oceanside Junior High School
X Oceanside, New York 11574

cc: Mr. Harry H. Baumann

RN:AVHiggins:hc X

65

EXECUTIVE

PU2-1

PR7

MA2-53

(4)

THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

Date: November 23, 1971

TO: DWIGHT CHAPIN

VIA: CHARLES W. COLSON

FROM: BILL RHATICAN

MEETING:

"Charlie Ecology Coloring Book" Authors

DATE:

PURPOSE:

To congratulate two young fifteen year olds for creating a fictional penguin in coloring book form for use by children in the first to third grade.

FORMAT:

Brief meeting in the Oval Office where the President would present the youngsters with the President's Environmental Awards, Environmental Merit Awards Certificate. The two youngsters are Judi Gelman, 15, a student at Winston Churchill High School, and Carol Dornbrand, 15, a student at Thomas S. Wootton High School, both of Silver Spring, Maryland.

SPEECH MATERIAL:

To be provided by Ray Price's office

PRESS COVERAGE:

Full press pool.

STAFF:

Colson

AGAINST:

Klein

RECOMMEND:

Colson

Whitaker

PREVIOUS
PARTICIPATION:

The President recently announced his Presidential Certificate for young people who perform an unusual service for the environment. This is an outstanding example of the kind of activity that was considered.

EXECUTIVE

ME 3-2/R

MAR-53

QUANTZ, Richard
MEADOWS, M. G.

January 10, 1972

Dear Mr. Quantz:

The special efforts made by the students of your sixth grade class to protect our environment recently came to my attention. I understand that, under their own initiative the students successfully advertised the fight against pollution and served as "anti-litter bugs" during the PTA Halloween carnival, donating proceeds to the Boy Scouts of America's environment program. Their outstanding concern does indeed deserve the appreciation and admiration of all our fellow Americans and I welcome this opportunity to congratulate all the students for their important contribution to a better environment for America.

With my best wishes,

Sincerely,

RICHARD NIXON

Mr. Richard Quantz
Sixth Grade Teacher
Ravenworth Elementary School
5411 Nutting Drive
Springfield, Virginia

cc: Art Peters, EPA
Roland Elliott

RN:DHumes:MS:baw

34

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CENTRAL FILES

ms
November 17, 1971

(3)+
EXECUTIVE

ME1/LA

MA2-53

HE9

PU2-1

Dear Frank:

Your talents, as usual, were again evident in the way you put together the booklet on the new Environmental Merit Awards Program. I was particularly pleased to see in the opening pages how you captured the enthusiasm of young people for our efforts.

With best wishes,

Sincerely,

RN

Mr. Frank Leonard
1112 Sixteenth Street, N. W.
Washington, D. C. 20036

RN:JMcL:Relliott:DG:blf - y

O-L

55

THE WHITE HOUSE
WASHINGTON

January 14, 1972

57
EXECUTIVE

MEI/M*

MA2-53

WE

NR3

Dear Miss Mansure:

I was greatly encouraged to learn from your letter that you share my concern for the quality of life in America. Perhaps the greatest gift we can leave to future Americans is a cleaner, purer environment. Simply in setting a personal example you can help control the pollution of our lands. In addition, you can join the federal, state and local agencies which are active in the area of environmental quality.

Winston Churchill once said: "What is the use of living if it be not to make this world a better place for those who will live in it after we are gone."

I hope you will want to enroll your school in The President's Environmental Merit Awards Program, and I am confident that, if we work together, we can make life in America the symbol of hope for millions around the globe.

With my best wishes,

Sincerely,



Miss Irene Mansure

X Garces Memorial High School
2800 Loma Linda Drive
Bakersfield, California 93305

JAN 18 1972
CENTRAL FILES

MEMORANDUM OF INFORMATION FOR THE FILE

DATE 2-25-72

EXECUTIVE
MAJ-53
PP5-3

LETTER, MEMO, ETC.

TO: David Parker

FROM: Richard M. Fairbanks

SUBJECT: President's Environmental Merit Awards
Program

CORRESPONDENCE FILED CENTRAL FILES - CONFIDENTIAL FILE

G.F.
MA 2-53

ET-
RDC

THE WHITE HOUSE
WASHINGTON

DETERMINED TO BE AN ADMINISTRATIVE MARKING
E.O. 12356, Section 1.1

February 25, 1972

1972 FEB 25 AM 11 43

By SKH NARA, Date 9/1/89

~~CONFIDENTIAL~~

MEMORANDUM FOR DAVID PARKER

FROM: Richard M. Fairbanks

SUBJECT: President's Environmental
Merit Awards Program

I enclose a computer printout listing all of the schools that have so far signed up for the program. Further response to your memorandum to John Whitaker of February 22, the program is taking shape as follows: EPA is well down the track to producing initial spot radio and TV messages to plug the program. As we get celebrity involvement, new spots will be cut to take advantage of their support. We presently plan to set up an honorary Advisory Committee to the program within the White House. The Committee would be established by Executive Order. I hope that Julie can still be Chairman of the Committee. We are hoping to get other well-known people such as Robert Redford, Dick Butkus, Wilt Chamberlain and others to participate as well. The major chore of the Committee would be to make awards on behalf of the President at particular high schools around the country. We are still withholding presentation of the first award under the program so that it can be made by the President next month. Because Earth Week is scheduled for the third week in April, we may want to suggest that Julie host a representative group of student participants for official White House recognition of their efforts at that time.

I will send you a brief synopsis of the functions of the Committee to show to Julie shortly. I will also get you schedule proposals covering the events mentioned above.

Enclosure

cc: Bill Rhatican

April

BF
Schools participating in program
pink + choose

3/17
talked to Fairbanks

2653
RMF

get specific about prop.

THE WHITE HOUSE
WASHINGTON

Julie
1/31

TO: DAVE PARKER

1972 JAN 31 PM 4 20
FROM: Richard M. Fairbanks

Please let me know your reaction to
these suggestions, particularly

- . Julie as Hon. Chairman
- . President giving first
awards in March.

*Hold till 5/1
Order is signed
Apr. 15
pending*

MEMORANDUM

TO: Jamie McLane

FROM: A. James Barnes

SUBJECT: Possible Activities for Celebrities in
Connection with the President's Environ-
mental Merit Awards Program

Enclosed is a proposal, which Art Peters and Bitsey Folger have put together, for utilizing the talents of those individuals who have indicated a willingness to support FEMAP.

It includes:

- 
1. The suggestion that Mrs. Julie N. Eisenhower become the Honorary Chairman of the committee.
 2. Ideas for specific activities in which these people could become involved.

Before proceeding further, I will wait to hear your reaction to their proposal.

CONCURRENCES

SYMBOL							
SURNAME							
DATE							

EPA FORM 1320-1

RECEIVED
APR 13 1972

CENTRAL FILES OFFICIAL FILE COPY

Initially, we feel that the name "Advisory Committee" means that these people have given technical direction to the operation of the program as opposed to personal support. For this reason we suggest that the group be called The National Council, President's Environmental Merit Awards Program.

This committee should serve to meet these objectives:

1. To make the general public aware of the commitment we all have for the quality of life and;
2. To stimulate action and participation in the President's Environmental Merit Awards Program on the part of adults and youth alike.

We feel that these objectives can be met through a basic publicity campaign that calls for action on everyone's part and offers a chance for everyone to get involved.

Make-up of the Committee

This committee should have as members those persons on the original list with additional people who have offered their services to EPA for this type of activity. Because of her interest in the environment, perhaps it would be appropriate for Mrs. Julie N. Eisenhower to become the Honorary Chairman of this Committee.

Work Plan

I. Participation in Awards Ceremonies.

A. We suggest that we have as many members of the committee attend the first awards ceremony in early March along with the President and other notables. Following the first awards we will coordinate at least 10 regional awards ceremonies. At these we will want to get one or two of the celebrities to attend along with any one else who can fit it into his schedule. These will be stretched out from spring into the summer.

B. In addition, we could schedule more awards ceremonies as conditions demand. Two to three weeks notice should be sufficient in order to set one up. This would be to fill up a western trip or a slow week. For instance, if someone is going to make a trip to San Francisco and has an off night, we could make arrangements to put a ceremony together, either on his way or while he was in San Francisco.

2
ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

I believe we should coordinate with the White House on this. Also, citizen groups and other organizations will be ^{their own} ~~be~~ ^{ADMINISTRATOR} their own ceremonies and will inform us as to time and place. As soon as we know we will pass that information along.

C. In most cases we will try to arrange those personalities who will attend ceremonies to attend those with groups whom they could closely identify with and vice-versa. For example, Wilt Chamberlain or the Jackson Five would bring the house down for an affair in D.C. The same would be true of Glen Campbell in Dallas, and Dick Butkus in Chicago. This application would largely depend on the group sponsoring the ceremonies, but it would be worth the effort to do this kind of match-making.

De. We will also be working with other groups in an attempt to take advantage of their functions and conventions etc. to make awards. The Boy Scouts National Jamboree is a natural case in point.

Aileen Lubin of WTTG, Washington, D.C. has indicated that there are going to be more of these high school environmental affairs like the one Mr. Ruckelshaus will be attending next Monday at Tyson's Corner. One will be held in Boston and another in St. Louis that we know of. These fairs provide an excellent environment in which to have awards ceremonies. We will attempt to get some of the celebrities to attend these fairs.

II. Activities to stimulate participation in PEMAP

A. Under this proposal all committee members would make at least one TV and one Radio spot. The sound track from the TV spot would do for a radio spot.

Col. William Gallogly of EPA, has made contact with the USAF and has indicated that we could use DOD facilities for making these spots. All that would be necessary to begin would be to secure approval from DOD. A letter from WDR to the man in charge at DOD has been written and is awaiting his signature. Col. Gallogly has informed us that these spots would cost EPA only the Color Video Tape which is minimal in comparison to the average of \$6,000 it would cost to have each one done commercially. Our costs will rise, however, when we have the tape dubbed onto film for distribution. We might have to request help if they go too high.

We have also been advised by Bill Sanders, V.P. and General Manager of WWDC, Avco Broadcasting that as far as Public Service Announcements are concerned, we should keep the length down to thirty seconds or less. The general rule seems to be "the shorter, the better chance it has of making the air."

- B. Personal appearances in schools throughout the country for the purpose of discussing the program and giving examples of projects already initiated. This could be supplemented by a brief film showing several projects in action.
- C. Ongoing personal involvement with home town school system, perhaps even working on a specific project which was particularly deserving of special attention.
- D. Film combining the performances of a number of entertainers with an occasional pitch for the program. Mrs. Eisenhower or Mr. Ruckelshaus could participate by introducing the film. Distribution of this film could be handled through EPA's regional offices.

EPA

Volume 1, Number 3
November 23, 1971

CITIZENS' BULLETINS

Science and the Environment

Firms Failing to Apply for Refuse Act Permits

Motor Vehicle Meets 1976 Emission Levels

President's Environmental Merit Awards Program Set

U.S. ENVIRONMENTAL PROTECTION AGENCY • WASHINGTON, D.C. 20460

Science and the Environment

The most characteristic activity of 20th Century man has been his relentless drive to master the natural world. We have started to conquer time and space; we have provided unprecedented comforts and stabilized our food supply. We have extended life spans and opened up opportunity for millions, and we can even see the dawn of genetic and behavioral engineering in the distance.

The American Chemical Society, both collectively and through the painstaking diligence of its individual members, has contributed in countless ways to this drive. Every age has its symbols and its heroes. The white-coated scientist locked in his laboratory, unravelling the secrets of nature with great effort and repeated applications of midnight oil, freely giving his findings to the world for whatever use can be made of them, has been a childhood hero to many of us. If the feet of a hero turn out to be made of clay it's not always the fault of the man but rather the prism through which his feet are viewed.

The prime goal of modern society has been knowledge because knowledge meant progress, of that we were certain. But knowledge, as Adam discovered, is not an unmixed blessing. With knowledge must come responsibility and wisdom in its use or it will surely overwhelm man. Suspicion of raw knowledge shapes the new prism through which the scientist is presently perceived.

You may recall that when Prometheus stole fire from Olympus and gave it to man, Zeus chained him to a rock and condemned him to slow death by torture. Prometheus was eventually rescued by Chiron and Hercules, but not until he had paid his price in agony.

It would seem that if Prometheus had known how long it would take man to develop a total assessment of the impact of new technology -- and that's what the fire symbol stands for -- he might have spared himself the trouble.

There may be something in this mythical example that is germane to the predicament of scientists, engineers and technicians in our society at this juncture. Man has derived every conceivable and many inconceivable benefits from technology, and like all ingrates, he is now questioning the motivation of his former benefactor and the desirability of his handouts.

What Prometheus never knew and what we have

oft times forgotten is that there is no such thing as an action without reaction, an input without an output, a cause without an effect. Prometheus did not ask himself the question: Is fire really a gift to man? If he had asked, his answer would undoubtedly have been: Yes. More importantly, the discipline of asking the question would have been established.

You chemists have completely transformed the face of the modern world. You have provided a vast quantity of synthetic materials for man's convenience. You have dramatically raised industrial productivity. You have created products which represent a substantial part of the GNP. You have altered patterns of work and leisure and consumption.

Your discoveries form an intricate part of modern life from drugs to crop and life-saving pesticides.

Surely, it would be naive to think that the social, economic and environmental consequences of these break-throughs would go unnoticed and un-commented upon forever. The question had to be asked--Are these all gifts? Just look at the facts.

Modern chemistry provides the motive power for millions of automotive vehicles, ships, RR locomotives, and aircraft.

Chemistry provides each man, woman and child in this country with thousands of pounds of raw materials every year, including foodstuffs, building materials, fabrics, wood, pesticides, metal and fuels. Each year thousands of new chemical compounds are put into use. The way we consume and dispose of these goods has become a major environmental problem and a potential threat to the health and comfort of the human race, if not to its survival.

For years the benefits of science have been accepted without either the public or the creator seriously questioning the multi-faceted impact that acceptance of the benefit might have on the earth. But in recent years there has been a change in our thinking. People no longer want benefits promised without due regard to the detriments they may produce. They realize that inherent in a decision about how much nuclear-powered electricity they have is another decision about how much radiation or heat they are willing to tolerate in the environment. They realize that the desire to have the maximum amount of food at the lowest possible price must be tempered by the amounts and kinds of agricultural chemicals they are willing to tolerate being released into the environment.

This change in thinking has vast significance for you - the scientist--and me - the Administrator

of EPA as well as for the society as a whole.

People want to know the risks involved in the use of a certain chemical, as well as the benefits. They want to know what these risks and benefits are before a decision is made as to the chemicals' use. They want to make their views known on the value judgment the Administrator of EPA or any other Governmental official must make. I believe that in a free and open society people have a right to participate in this value judgment.

Decisions such as the fate of DDT are not decisions solely within the purview of the scientist for him to make in the solitude of his laboratory. Rather they are basic societal decisions about what kind of a life people want and about what risks they are willing to accept to achieve it. In many cases the responsibility for making the difficult judgments about the control of potentially hazardous and toxic substances is committed by Congress to me, but there can be no doubt of my accountability to the public.

In order to make wise decisions, I need your help. Wise decisions require the very best scientific evidence and assessments that you can give me. This is a contribution that the scientists are particularly equipped to make and which they have selflessly made in the past.

But in this day and age our decisions must not only be wise, but also the public must understand the ingredients of the wisdom. The need for full public understanding places an additional burden on our shoulders and it is a burden that requires your willing assistance, if it is to be successfully borne.

First, I am convinced that if a decision regarding the use of a particular chemical is to have credibility with the public, and with the media who may strongly influence that public judgment, then the decision must be made in the full glare of the public limelight. It no longer suffices for me to call a group of scientists to my office and, when we have finished, to announce that based on their advice I have arrived at a certain decision. Rather, it is necessary for me to lay my scientific evidence and advice on the table where it may be examined and, indeed, cross-examined by other scientists and the public alike before I make a final decision.

This is not an effort to question the validity of scientific advice, but rather to ensure that it is complete and restricted to its proper sphere. The scientists provide the fact and theory to measure the risks and the benefits. The public, ultimately acting through a fallible governmental official,

makes the value judgment based on the balance of risks against the benefits.

I fully realize that my announcements calling a public hearing on the fate of DDT and making the scientific advisor committee report public in the case of 245T and then calling a subsequent public hearing has concerned some scientists I fully understand the scientist's desire to seek a quiet spot to contemplate and carefully work out rational solutions, as well as his distaste of the hysteria that sometimes accompanies public discussion of environmental issues. However, the demands of a free and open society will not permit such a luxury. My obligation is to make a public accounting of my decision -- to explain why I have taken or refused to take certain action. You, too, must participate in this explanatory process, if it is to be successful. Regardless of whether those who support the decision speak out, some of the opposition to the action will be heard. And, all sides must be heard. Regardless of the emotion surrounding an issue, reason must prevail. To fail to publicly support a wise decision may well be to concede defeat in the battle to convince the public of the credibility of the decision, and without such credibility, neither you nor I will long be entrusted with decisions that the public considers vital to their lives.

In addition, merely participation in the public decision-making and explanatory process is not enough. You--the scientist--and I--the lawyer, indeed, all professions, have a potentially debilitating trait that can easily undermine our case with the public. Scientists and lawyers, and professionals of all stripes, have developed their own jargon--highly useful to conversations with members of our professions--but highly unintelligible to the layman. This jargon tends to create an air of apartness from the public. Even worse, it may obscure our own inability to understand and thus to explain in plain English the reasons for our conclusions. Complex as they may be, our decisions must be reduced to language and concepts which the ordinary member of the public can understand. Though we might will it otherwise, a decision which cannot be articulated is a suspect decision and one not likely to receive, or to deserve, public approval.

Thus far, I have dealt with the nature of the decision-making process in a democracy where the basic value judgments on the quality of life must rest in the end with the citizens themselves. At this point, I think it desirable to discuss two measures now pending before Congress which can greatly expand our decision-making options on

chemicals and help assure that our release of them will be in harmony with the environment.

The President has submitted a Federal Environmental Pesticide Control Bill to Congress which could ensure that these vital chemicals are employed circumspectively.

Today, all we can do is either prevent a product from coming onto the market at all, or insist upon strict labeling. That is to some extent helpful, but if a product proves dangerous for certain applications in spite of precautionary labeling our only choice is to let it continue in use virtually uncontrolled or to ban it outright. What we seek in the pesticide bill is not an indiscriminate ban on all uses, but more flexibility in deciding just how and when a pesticide should be employed.

The bill has been through many drafts in the House Agriculture Committee but the essence of the Administration's position is to gain control over the ultimate use of the pesticide so as to maximize the benefits to the society and to minimize or eliminate the human or environmental hazards.

Many of the basic provisions of the present labeling act would be retained, but the Bill would streamline the cumbersome regulatory process, establish a national pesticide monitoring plan, regulate intrastate as well as interstate shipments and disposal of certain pesticides, and assist the states in training and licensing applicators, so as to minimize inadvertent poisoning of man, livestock and wildlife.

We do not oppose the addition of a Scientific Advisory Committee to this bill, but it would be vital to make sure its structure and modus operandi would not greatly delay decisions, as is happening today. We need a timely input from scientists and then fast action. As in the law, justice delayed is justice denied.

We think this bill merits your support. It certainly should greatly clarify many of the issues that now beset the pesticide industry, ease societal tensions, and ensure efficient, economical use of chemicals while providing much better protection to the world we inhabit together.

A second legislative initiative of President Nixon, the Toxic Substances Bill, would help us anticipate problems before they develop by requiring manufacturers to provide information to EPA on the names, chemical identity, molecular structure, amount produced and intended usage of each new product, plus a description of the consequences of normal use. Then the product would be tested to verify its safety.

EPA could require manufacturers of chemicals already in the market place to supply results of their own tests and could solicit comments from the public on side effects. The Administrator could conduct such research and monitoring as necessary to determine the effects of long-term, low-level exposures. If he found an imminent or other hazard to public health or the environment, he could restrict distribution of the offending substance. A toxic Substances Control Board, composed of members nominated by the National Academy of Sciences, would be created to advise us on test protocols and other regulations. Its objective would be to encourage rapid but responsible decision making.

Again, we think this bill deserves the widest support in the professional community. The time to act is now, not in response to periodic scares so typified by mercury.

Applied chemistry, like science in general, is changing from a period of extraordinary and unquestioned growth and innovation to a time of caution. Until recently, it seemed there was nothing we could not do. Now, we are repeatedly and most cogently reminded that we depend on living processes for survival--processes we only dimly understand and cannot completely control or even supplant.

The conclusion is inescapable, that from now on our applications of technology will be monitored, subjected to critical review, and modified in advance to meet social requirements. This does not mean we should discontinue or even slow the development of new technology, rather that we need to better understand the human and environmental impact of its ultimate use. In the long run, this will be less expensive than having to undo our mistakes after the fact.

This means that scientists will have to be more active in the public forum, laying out the facts and helping to formulate and clarify issues. When complex questions confound the layman--and outside our immediate expertise we are all laymen--there is no substitute for accurate evidence and informed advice. I am not saying that any opinion, expert or otherwise can expect to dominate the formation of policy, but merely that sound policy making is impossible without a full exposition of all relevant thought.

You may, therefore, be confident of your role in our society. You are helping to assure a future that is prosperous, safe, clean, comfortable, healthy and humane.

The image of the disinterested chemist or physicist breaking down the barriers of ignorance,

wiping out misconceptions, discovering new facts, laying the foundation for knowledge, prosperity, progress and peace--this image has been enormously influential and persuasive as a model of stewardship.

It will continue to be, if we treat technology as a means, and never as a goal in itself.

When historians of the future look back on this period, they will say it was an age of enlightenment when man first understood that his limitless capacity to innovate always takes place within nature, not outside it, and that maintaining the life systems of the earth is our most sacred task. It is a time of adjustment--even for scientists. But who is better equipped for the life of creative adaptation than yourselves?

With science integrated into the total culture of mankind, I have no fear for the future. Man will not only survive, but prosper, and advance in wisdom as a guardian of the Earth.

2

(September 24, 1971)

Firms Failing to Apply for Refuse Act Permits

The Environmental Protection Agency has asked the Department of Justice to take legal action under the Refuse Act against 35 industrial firms for failure to apply for discharge permits.

EPA Administrator William D. Ruckelshaus said that more cases will be referred to the Justice Department as firms that have failed to apply for permits are identified.

Ruckelshaus added that regional representatives of EPA and district engineers of the Army Corps of Engineers, who together administer the program, have identified the 35 firms that are being referred by the EPA for action by local U.S. attorneys. "The Corps of Engineers has been most helpful in working with us in identifying those companies against which we are now moving," the EPA Administrator said.

All industries that discharge material into navigable waters or their tributaries were required to apply for permits by July 1. As of September 17, 17,933 applications for Refuse Act permits had been received, including a large percentage of the major industrial dischargers in the country.

In announcing the action, Ruckelshaus said: "If the permit program is to be successful, both in providing a more accurate index of the nature and extent of industrial pollution and in providing more explicit guidance to industry on waste treatment requirements, then we must have applications from all companies required to have permits. We are,

therefore, taking action today to ensure that industrial dischargers will not take lightly their responsibility to file under the permit program."

The firms being referred to the Justice Department represent a cross-section of industrial producers throughout the United States.

The July 1 deadline for filing permit applications required certain basic information from all industrial dischargers, with an October 1 deadline for some industries to supply more detailed or difficult to obtain laboratory data about their discharges.

President Nixon announced the new program to control water pollution in a December 23, 1970 executive order. It is based upon the River and Harbor Act of 1899 (also called the Refuse Act). Under the program, permits for discharges cannot be issued until both the EPA and the States involved agree that water quality will not be adversely affected.

Following is a list of the names and locations of the companies whose failure to file permit applications led to the request for legal action:

<u>Firm</u>	<u>Location</u>
1. Armstrong Chemical Co.	Janesville, Wis.
2. Atlantic Sulphur Terminal, Inc.	Carteret, N.J.
3. Bancroft Dairy	Marquette, Mich.
4. Basset-Walker Knitting Co.	Basset, Va.
5. Benton Harbor Malleable Indus.	Benton Harbor, Mich.
6. Champale, Inc.	Trenton, N.J.
7. Clermont Fruit Packers	Hudson, N.Y.
8. Crown Prince Pet Foods	North Platte, Nebr.
9. Denton Sleeping Garments	Centreville, Mich.
10. D & B Products	Youngstown, Ohio
11. Denver & Rio Grande Western Railroad Co.	Roper, Utah
12. Diventco, Inc.	New Milford, Conn.
13. Eastern Foundry Co.	Boyertown, Pa.
14. El Dorado Terminal Corp.	Bavonne, N.J.
15. Forest Products Co.	Smelterville, Ida.
16. Foster Wheeler Corp.	Dansville, N.Y.
17. Kaiser Cement & Gypsum Corp.	Delanco, N.J.
18. Kennebec River Pulp & Paper Co., Inc.	Madison, Maine
19. Lisbon Mills, Inc.	Lisbon Falls, Maine
20. McRae Packing Co.	Edison, Wash.
21. Meadowbrook Coal Co.	Lvkins, Pa.
22. Menominee Enterprises, Inc.	Neopit, Wis.
23. Metals Applied, Inc.	Cleveland, Ohio
24. Moline Malleable Iron Co.	St. Charles, Ill.
25. Northwestern Steel & Wire Co.	Sterling, Ill.
26. Ponce Asphalt Co.	Ponce, Puerto Rico
27. Remington Brothers Produce	St. Anthony, Ida.
28. Schafer Manufacturing Co.	Union City, Mich.

<u>Firm</u>	<u>Location</u>
29. Stockton Cheese Co.	Stockton, Mo.
30. Tri-County Growers, Inc.	Monitor, Wash.
31. Union Pacific Railroad Co.	Salt Lake City, Utah
32. U.S. Steel, Universal Atlas Cement Div.	Cohoes, N.Y.
33. U.S. Steel, Universal Atlas Cement Div.	Hudson, N.Y.
34. U.S. Steel, American Bridge Div.	Trenton, N.J.
35. Virginia Iron, Coal and Coke Co.	Wise County, Va.

3

(September 24, 1971)

Motor Vehicle Meets 1976 Emission Levels

A prototype engine being developed by the U.S. Army and the Environmental Protection Agency has met the EPA's 1976 emission standards in initial tests, EPA Administrator William D. Ruckelshaus has announced.

"EPA and the Army, together with Ford Motor Company and Texaco, Incorporated, have been working on this project for the past two years as part of President Nixon's program to develop ultimately a virtually pollution-free automobile engine" said Ruckelshaus in announcing the initial test results. The test engine, the first to be developed, is in a one-quarter-ton light truck. The prototype was developed under a government contract by Ford engineers. It was tested in the EPA test center in Willow Run, Michigan.

A light duty motor vehicle engine does not fully meet the Federal emission standard until it has demonstrated satisfactory emission reductions through its useful life, 50,000 miles, Ruckelshaus pointed out. "It remains to be seen how well this engine will perform in the coming 50,000-mile durability tests," he added, "but this engine is the cleanest we have ever tested. It represents a breakthrough in emissions-control technology and means that the truly clean car is not as far away as many people thought.

The engine on the vehicle tested by EPA is a "stratified charge engine" with many hardware characteristics of a conventional engine. Differences appear mainly in the combustion chamber design and the use of fuel injection. The engine is a 72-horsepower, 4-cylinder type. It uses 91-octane unleaded gasoline and features exhaust-gas recirculation and a catalytic muffler. The vehicle has a manual, four-wheel drive transmission.

Development of similar prototype engines has been underway since 1963 under direction of the Army Tank Automotive Command. The Army originally sought a utility vehicle that could get acceptable mileage and run on a greater variety of fuels than engines currently in use. After tests showed the prototype engine was a low emitter, EPA assumed one-third of the \$600,000 cost of the program in Fiscal Year 1971. EPA and the Department of Defense each requested two million dollars for the project in Fiscal 1972, hoping to further reduce emissions while maintaining acceptable fuel economies and working toward other Army goals.

Under the joint EPA-Department of Army program, Ford was to deliver next month two of the test military vehicles and a similar vehicle employing an automatic transmission for experimental use by the U.S. Post Office. One of the vehicles was delivered early for the EPA tests. Texaco is to deliver two more of the military prototype engines in November.

Ruckelshaus said today, "The EPA is very pleased to be working closely with the Army and with private industry. The research and development efforts of the armed services often contribute substantial accomplishments benefiting the civilian sector of our society, and this is another example of such a contribution."

The Environmental Protection Agency is charged under the Clean Air Act with responsibility for regulating emissions from new motor vehicles. The law provides for cars in the 1975 model year and after to reduce hydrocarbon and carbon monoxide emissions by at least 90 percent below 1970 levels, and for cars in the 1976 model year and after to reduce nitrogen dioxide emissions at least 90 percent below those of 1971 cars having no such controls.

The test results, reflecting the use of the 1975 Federal Test Procedures, showed emissions of hydrocarbons, carbon monoxide, and nitrogen dioxide as follows:

GRAMS /MILE																
AUGUST					ADJUSTED EXHAUST GAS RECIRCULATION LINKAGE	SEPTEMBER				ADJUSTED DECELERATION FUEL RATE						Average All Tests 1976 Standards
30	31	1	2	3		7	7	8	9		9	10	13	13	14	
HC	.41	.36	.46	.47	.33	.37	.43	.38	.36	.27	.30	.32	.38	.40	.37	0.41
CO	.98	.71	.84	.83	.80	.96	1.09	1.19	1.07	.58	.54	.76	1.47	1.21	.93	3.4
NO _x	.45	.37	.39	.35	.46	.21	.30	.28	.31	.28	.29	.26	.31	.35	.33	0.4

(October 31, 1971)

President's Environmental Merit Awards Program Set

A Presidential Environmental Merit Awards Program is being established to recognize the achievements of high school students who have made constructive environmental contributions during the scholastic year, William D. Ruckelshaus, Administrator of the Environmental Protection Agency, announced.

Ruckelshaus made the announcement after he conferred with President Nixon on the program.

"The President feels that young people make up the vanguard of the population most concerned with environmental renewal," Ruckelshaus said. "He feels that young people can be an extraordinarily capable force for improving the quality of life in America, and that such service must not go unrecognized or be dismissed with a mere 'thank you.'"

The EPA Administrator said that the President's program is designed to reward student efforts, to encourage a wide variety of activities and to promote excellence by recognition of environmental service projects in the schools and surrounding communities. The program was developed through the joint efforts of EPA and the Office of Education.

"The President has instructed Dr. Sidney P. Marland, Jr., U.S. Commissioner of Education, and me to contact high school principals throughout the country to explain the objectives of the program to them," Ruckelshaus added.

Because the program is designed to provide national recognition for the activities of the youth in their own communities, project guidance, evaluation of programs and presentation of awards will be made at the local level. An awards panel composed of faculty, student and community representatives is to be appointed by each participating school principal.

Awards will be judged on the basis of service in the fields of educational achievement, environmental awareness, community service, or public affairs. If there is a positive outcome of a project, this will merit presentation of the President's Environmental Merit Award.

In addition, a small number of the President's Special Awards for Environmental Excellence will be awarded to

those projects that display exceptional qualities. These would be projects which could be utilized as a basis for other activities, result in continued positive environmental improvement, or include planning that could be implemented in the future.

Individual or group activities that could be undertaken under the category of educational achievements might be the conducting of pollution surveys, an inventory on consumer habits, a comparative analysis of environmental legislation developed by a history class, camera contests based on environmental preservation topics, and exhibits of reforestation needs and methods that the Future Farmers of America or 4-H clubs could produce.

Environmental awareness projects could be presentations made at community meetings, sponsorship of ecology fairs, or community attitude surveys on environmental matters published in the school newspaper.

Community service could be restoring of a stream, landscaping a park, operating a waste recycling center, or staffing a community environmental information services center.

Under the category of public affairs, students could present environmental information to zoning boards and sewage districts, work with local authorities to establish a wildlife refuge, or participate in urban renewal projects.

The Environmental Protection Agency and the Office of Education will be in touch with school administrators to explain the specific criteria that will be used as a guide in judging the projects.

Ruckelshaus said that President Nixon emphasized that the major premise that will be applied in judging the merits of all projects will be the constructive contributions which they make to improving the local quality of life.

EXECUTIVE

MAR-53

PG 298

PE 13

March 4, 1972

Dear Ham:

Thank you for your letter regarding the President's Environmental Merit Awards Program and its possible curtailment because of a reduction of its staff.

Certainly there has been no lessening of Administration support for this important program which the President initiated last October. I will be pleased to request a current status report. You may be assured I appreciate having an opportunity of checking into this for you.

With warm regards,

Sincerely,

Bill

William E. Timmons
Assistant to the President

Honorable Hamilton Fish, Jr.
House of Representatives
Washington, D.C. 20515

bcc: w/incoming to Gary Baise, Director of Congressional
Relations, Environmental Protection Agency
For DRAFT REPLY - ASAP
bcc: w/incoming to John Whitaker - FYI

WET:EF:VO:vo

5

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HAMILTON FISH, JR.
28TH DISTRICT, NEW YORK

DISTRICT OFFICES:

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292 FAIR STREET 12401
PHONE: 914-331-4466

HUDSON OFFICE
509 WARREN STREET 12534
PHONE: 518-823-6960

DELHI OFFICE
72 MAIN STREET 13753
PHONE: 607-746-2752

Congress of the United States
House of Representatives
Washington, D.C. 20515

February 29, 1972

JUDICIARY COMMITTEE

WASHINGTON STAFF:

JOHN D. BARRY
ADMINISTRATIVE ASSISTANT

MARIAN G. CLOW
EXECUTIVE SECRETARY

AYA H. ELY
APPOINTMENT SECRETARY

ALAN F. COFFEY
LEGISLATIVE ASSISTANT

MAR 2 1972

Mr. William E. Timmons
Assistant to the President
The White House
Washington, D. C.

Dear Bill:

It has come to my attention that the President's Environmental Merit Awards Program under the Environmental Protection Agency is in danger of being severely limited due to proposed budget cutbacks for Awards Program staff.

I find this news particularly disturbing for two reasons. First, I have found this newly announced program is beginning to receive very high and positive acceptance among young people in my Congressional District. Second, and of peculiar interest to me personally, is that a fine young constituent of mine from the 28th Congressional District is presently serving as the Deputy National Coordinator of the program and is in danger of being caught in this curtailment.

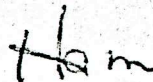
For both these reasons, I would like to strongly recommend serious consideration on any plan to cut back on a program which has only begun to get off the ground, and which promises to let young people know the positive environmental program initiated by this Republican Administration. I have been strongly supporting the effort, as the program promises to win us influence in the vital youth area -- an area whose importance cannot, I feel, be underestimated. That this program be strengthened rather than weakened, I feel will be of

Mr. William E. Timmons - February 29, 1972
Page Two

service not only to President Nixon, but to every Republican who will
be seeking office this fall.

Warmest best wishes.

Sincerely,

A handwritten signature in dark ink, appearing to read "H. Fish, Jr.", written in a cursive style.

Hamilton Fish, Jr.
Member of Congress

HF:Bsf

EXECUTIVE

H065

FE13

ST

MA2-53

PR16

(4)

THE WHITE HOUSE
WASHINGTON

April 13, 1972

Dear Editor:

The week of April 17-23 has been proclaimed by President Nixon as National Earth Week.

In an effort to involve as many Americans as possible in a "conscious and sustained effort" to protect this earth we all share, the President has written to all the Governors to seek their support and to bring attention to his Environmental Awards Program.

I have enclosed a copy of the President's letter and a copy of the Proclamation for your information and use.

With best wishes,

Sincerely,

Ken W. Clawson

Ken W. Clawson

Deputy Director of Communications

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APR 19 1972
CENTRAL FILLS

MA2-3
PP5-3

April 18, 1972

MEMORANDUM FOR: JULIE EISENHOWER
FROM: DAVID PARKER
SUBJECT: Environmental Merit Awards Ceremony

Attached is Dick Fairbanks' (Whitaker's Assistant) memorandum regarding this event tomorrow.

The scenario for the event is as follows:

- 10:00 A. M. You will come down from the residence and be greeted on the ground floor by William Ruckelshaus, the Administrator of the Environmental Protection Agency. He will escort you directly to the Rose Garden where the students and press will be pre-positioned.
- 10:05 A. M. Ruckelshaus will introduce you to the students and say a few words.
- 10:08 A. M. You will greet the students and give some extemporaneous remarks. (Talking points provided at Tab A)
- 10:10 A. M. Fairbanks will hand you the certificates which you will present to each of the 8 students. (There will be group and individual photos at this time)
- 10:15 A. M. Ceremony concludes and you will invite the students to view the President's Oval Office.
- 10:20 A. M. Event concludes and you will return to the residence.

If you have any questions, please call.

cc M. Farrell
C. Blumenthal
Dick Fairbanks
Steve Brill } all sent

RECEIVED
APR 18 1972
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April 19, 1972

Dear Mr. Administrator:

#11667
The enclosed copy of an Executive Order by the President entitled "Establishing the President's Advisory Committee on the Environmental Merit Awards Program" and a copy of a press release issued in connection therewith are transmitted for the files of the Environmental Protection Agency.

Sincerely,

Noble M. Melencamp

Honorable William D. Ruckelshaus
Administrator
Environmental Protection Agency
Washington, D.C. 20024

Enclosures

ms

2

EXECUTIVE

MA2-53

FG298

PRI

April 25, 1972

Dear Arthur:

The reports crossing my desk indicate that the inauguration of the Environmental Merit Awards Program was an outstanding success in every respect and you can be justly proud of the major role you played in bringing this fresh concept to reality. Keep up the good work!

Sincerely,

RICHARD NIXON

X
Mr. Arthur W. Peters
National Coordinator
President's Environmental
Merit Awards Program
Environmental Protection Agency
Waterside Mall
Washington, D. C. 20460

cc: The Administrator, EPA
Dick Fairbanks

RN:JBentler:RE:blf
-4

55

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APR 26 1972
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THE WHITE HOUSE

WASHINGTON

April 20, 1972

MEMORANDUM FOR MICHAEL SMITH

FROM: Richard M. Fairbanks

RWF

Could you please prepare Presidential congratulatory letters for the two people at EPA who were most responsible for getting the President's Environmental Merit Awards Program off the ground?

Mr. Arthur W. Peters
National Coordinator, President's
Environmental Merit Awards Program
Environmental Protection Agency
Waterside Mall
Washington, D. C.

Mrs. Nancy M. Folger (*Mrs. Lee M.*)
Staff Assistant to the Administrator
Environmental Protection Agency
Waterside Mall
Washington, D. C.

It is an appropriate time to send out these letters, because we had a most successful event with Julie Eisenhower in the Rose Garden yesterday at which she presented the first awards given under the program. The White House publicity material on the event is attached for your information.

Mrs. Folger came up with a number of the ideas for the program including its expansion to summer camps, junior high school and elementary school students and has coordinated the institution of the Advisory Committee. Peters is in day-to-day charge of the program at EPA and worked with the EPA regional offices in selecting the national award winners we brought in for yesterday's ceremony.

Attachments

April 19, 1972

Office of the White House Press Secretary

THE WHITE HOUSE

EXECUTIVE ORDER

ESTABLISHING THE PRESIDENT'S ADVISORY COMMITTEE
ON THE ENVIRONMENTAL MERIT AWARDS PROGRAM

On October 31, 1971, I announced the establishment of the President's Environmental Merit Awards Program. The Administrator of the Environmental Protection Agency and the Commissioner of Education sent letters to high school principals inviting them to participate in this program by establishing local tripartite committees to supervise and direct local Environmental Merit Awards Programs, and to make awards to individual students or groups of students for significant environmental accomplishments by them. These committees were to be composed of students, faculty and interested members of the community.

Today, more than 2,500 high schools, including schools in each of the 50 States, are actively involved in this program.

In view of this encouraging response, I have concluded that I should establish a national committee to advise me of ways in which this program can be further expanded and enhanced and of other ways in which the environmental accomplishments of individuals and groups may be appropriately recognized.

NOW, THEREFORE, by virtue of the authority vested in me by the Constitution and laws of the United States, it is hereby ordered as follows:

Section 1. (a) There is hereby established the President's Advisory Committee on the Environmental Merit Awards Program. The Committee shall be composed of a Chairman, to be designated by the President, and such members as the President may, from time to time, appoint.

(b) The Committee shall advise the President and the Administrator of the Environmental Protection Agency on ways in which the Environmental Merit Awards Program can be expanded and enhanced. The Committee shall select individuals or groups of individuals who deserve special recognition for their local environmental accomplishments and confer appropriate Environmental Merit Awards upon them on behalf of the President. The Committee shall perform such other related functions as the President may, from time to time, specify.

Section 2. No member of the Committee shall receive compensation from the United States by reason of service as a member of the Committee but such members may be allowed such travel expenses, including per diem in lieu of subsistence, as may be authorized by law.

Section 3. The Environmental Protection Agency shall provide, to the extent permitted by law, administrative support for the Committee and the Environmental Merit Awards Program.

RICHARD NIXON

THE WHITE HOUSE,

April 19, 1972.

#

APRIL 19, 1972

Office of the White House Press Secretary

THE WHITE HOUSE

The President today announced the appointment of thirteen persons to be members of the President's Advisory Committee on the Environmental Merit Awards Program which is being created by Executive Order signed today. Members include:

Mary Belle Bloch, 24, of Louisville, Kentucky, Graduate Student, University of Michigan, Ann Arbor, Michigan. Miss Bloch has been designated as Chairman of the Committee.

Karen Dreifort DuMont, 27, of New York City, Executive Director, Environmental Action, New York, New York.

Lester John Fischer, 19, of Pascagoula, Mississippi, Junior, Mississippi Gulf Coast College, Pascagoula, Mississippi.

Clark Graebner, 28, of New York City, Tennis Star and Assistant to the President, Hobson Miller Paper Company, Inc., New York, New York.

Lance King, 19, of Santa Cruz, California, Sophomore, University of California, Santa Cruz, California.

Marlin McKeever, 32, of Corona Del Mar, California, Linebacker, Los Angeles Rams, Corona Del Mar, California.

James Larry Parker, 25, of Atlanta, Georgia, Junior, Clark College, Atlanta, Georgia.

Donald Schollander, 25, of Lake Oswego, Oregon, Olympic Swimmer, Lake Oswego, Oregon.

Jody Smith, 19, Mayor of Ayrshire, Iowa.

Fredrick Snowden, 36, of Detroit, Michigan, Head Basketball Coach, University of Arizona, Tucson, Arizona.

Bart Starr, 38, of Green Bay, Wisconsin, Quarterback, Green Bay Packers, Green Bay, Wisconsin.

Roger Staubach, 30, of Richardson, Texas, Quarterback, Dallas Cowboys, Dallas, Texas.

Esther Stroy, 18, of the District of Columbia, Olympic Sprinter, Washington, D. C.

The Committee is established for the purpose of advising the President on ways in which the President's Environmental Merit Awards Program, which was established on October 31, 1971, can be expanded and the accomplishments of individuals and groups recognized. The Committee shall also select individuals or groups who deserve special recognition for accomplishments in the environmental area and confer appropriate Environmental Merit Awards on behalf of the President.

#

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

REMARKS OF WILLIAM D. RUCKELSHAUS,
ADMINISTRATOR, ENVIRONMENTAL PROTECTION AGENCY
AND
JULIE NIXON EISENHOWER
AT THE PRESENTATION OF THE FIRST CERTIFICATES
FOR ENVIRONMENTAL EXCELLENCE

THE ROSE GARDEN

AT 10:01 A.M. EST.

MR. RUCKELSHAUS: Good morning. I am Bill Ruckelshaus, the Administrator of the Environmental Protection Agency, and we are very pleased today to announce the first awards under the President's Environmental Merits Award Program.

I think it is particularly fitting that these awards would be presented here in this beautiful setting here in the Rose Garden.

As all of you know, just two years ago this week, the first Earth Week was inaugurated in this country, and this year the President has announced this week as National Earth Week.

Recognizing the tremendous interest that young people of this country have had in environmental improvement, the President last October, announced the President's Environmental Merit Awards Program. In that program, students all over the country have been participating and trying to develop projects that would merit the kind of award that these students are being presented today.

The program itself has been enormously successful. We now have some 2,600 high schools all over the country participating.

The awards today will be given to students from across the country, from Pennsylvania, from Illinois, Texas and California. And this really is just the first wave of participation in award-giving of these students, and we expect in the months and years to come that there will be many more just like it.

I think that we are particularly honored to have the President's daughter today to participate and give these first awards. She herself has shown a good deal of interest and enthusiasm, as has youth all over this country, in the environment.

Just a few months ago, we were in North Carolina dedicating one of the National Environmental Research Centers, and Julie Eisenhower participated in that.

MORE

Without any further ado, I would like to introduce Julie Eisenhower, who will present the awards.

MRS. EISENHOWER: I think that it is fair to say that in many cases youth leads the way in our nation today, and I think particularly in the field of the environment that youth has led the way and set the tone for the entire nation.

The Nixon Administration is committed to a program of earth renewal, and I believe we see its commitment in the great success and vigorous activity of the Environmental Protection Agency and Bill Ruckelshaus, who is here with us this morning.

My father wants to enlist the efforts of all Americans in the field of the environment and one way that he thought he could recognize the efforts of young Americans and encourage their efforts was through the Presidential Environmental Awards Program.

I have two exciting announcements today. The program has been so successful that it is now being extended to junior high and elementary schools. I think that is very fine and I am glad that the response has been so good.

Then the second announcements is that there is now an Advisory Committee of Concerned Citizens, who will be helping my father to present the awards and to encourage participation through the nation.

I would like now to present the awards individually to our representatives from the East, North, South and West of the Nation.

First, from Oak Park, Illinois, Nancy Stockholm and John Rudzinski, and their Excellence award was for environmental education. And we have to give credit to the school, which is Oak Park-River Forest High School.

Then, from Fort Worth, Texas, Frank Laux and "Red" Goldstein, an Excellence award for their successful paper collection and recycling project.

And from Lewistown, Pennsylvania, Dorothy Kline and William Lash. Congratulations for your country-wide, low-cost tree planting project. 20,000 trees, that is terrific.

And last, from Long Beach, California, Elizabeth Bell and Jeffrey Bentley. Congratulations for tree planting and environmental education, and also a recycling project. This project involved five Long Beach schools and they saved 19,000 trees. That is wonderful.

The motto of the Environmental Merit Awards program is "Life -- Pass It On," and I just want to add that I am personally very honored to be able to present these awards, because you all are really passing on life, and you are living up to the motto.

Congratulations.

END

(AT 10:09 A.M. EST.)

mb
EXECUTIVE

MA 2-53

FG 298

PR 1

April 25, 1972

Dear Nancy: *FOLGER*
x

From all accounts the first presentation of the Environmental Merit Awards was highly successful and I know that much of the credit must go to you for your imaginative contributions to this most important program. Congratulations.

Sincerely,

RICHARD NIXON

x
Mrs. Lee M. Folger
Staff Assistant to the
Administrator
Environmental Protection
Agency
Waterside Mall
Washington, D. C. 20460

cc: The Administrator, EPA
Dick Fairbanks

RN:JBentler:RE:blf -4

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THE WHITE HOUSE

WASHINGTON

April 20, 1972

MEMORANDUM FOR MICHAEL SMITH

FROM: Richard M. Fairbanks *RWA*

Could you please prepare Presidential congratulatory letters for the two people at EPA who were most responsible for getting the President's Environmental Merit Awards Program off the ground?

Mr. Arthur W. Peters
National Coordinator, President's
Environmental Merit Awards Program
Environmental Protection Agency
Waterside Mall
Washington, D. C.

Mrs. Nancy M. Folger (*Mrs. Lee M.*)
Staff Assistant to the Administrator
Environmental Protection Agency
Waterside Mall
Washington, D. C.

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Attachments

KEEP AMERICA BEAUTIFUL, INC.



THE NATIONAL PUBLIC SERVICE ORGANIZATION FOR THE PREVENTION OF LITTER

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ex officio

LEE W. MINTON
International President Emeritus
Glass Bottle Blowers Association

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ex officio

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G. A. STINSON
President, National Steel Corporation

THOMAS S. THOMPSON
Senior Vice President
General Foods Corporation

GLEN P. WOODARD, JR.
Vice President, Winn-Dixie Stores, Inc.

FYI Xerox to H6K; Whitaker; Puckelsham

April 26, 1972

EXECUTIVE
MA2-53
WE

Mr. Ken W. Clawson,
Deputy Director of Communications
The White House
Washington, D. C.

Dear Mr. Clawson:

Thank you for the copies of the President's letter to the Governors in support of his Environmental Merit Awards Program. We read with considerable interest of the presentation of the first of these awards at the White House last week.

We thought you might like to know that, in cooperation with Pepsi-Cola Company, we have developed a program in support of the President's, one that is designed to foster the formation of ecology clubs in high schools across the country and to provide the clubs with project ideas and "how to" materials that would help them to achieve the President's goals.

A program outline is enclosed. Arthur Peters of the President's Environmental Merit Awards Program office at the Environmental Protection Agency has been most helpful and cooperative in the refinement of the concept, seeing our program as a way of extending the President's at no further cost to the taxpayer. Pepsi-Cola Company is sponsoring the program as a public service.

We are indeed grateful to the President for providing leadership in encouraging young people to take action to improve the environment and are happy to be able to provide concrete support for his program. We think you will agree that the cooperative efforts of government, industry and citizens' organizations such as Keep America Beautiful, Inc., offer the best opportunity to make wise use of available resources for the solution of environmental problems.

Sincerely,

ROGER W. POWERS

RWP:rjk

cc: Mr. Victor Bonomo, Pres.
Pepsi-Cola Company

TRUSTEES

Chairman REUBEN L. PERIN Scarsdale, New York	DONALD J. HARDENBROOK Nantucket, Massachusetts	HAROLD A. LEY, Jr. New York, New York	WILLIAM C. STOLK Weston, Connecticut
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Reproduced at the Richard Nixon Presidential Library and Museum

APR 5 1974

CENTRAL FILES

Printed on 100% recycled paper.

EXECUTIVE

MA 2-53

ADAMS, DAVID

May 25, 1972

Dear Clarence:

This is in response to your May 19 inquiry on behalf of Mrs. Carolyn Adams concerning the Certificate of Merit her son has received.

These certificates are awarded, as you know, for service to the community in the area of environmental protection. The response to this program has been tremendous and many school children throughout the country have made an outstanding contribution. Because of the limitations on the President's time, and the number of these certificates he wished to present, it was not possible for each one to be individually signed by the President. It was for this reason that the certificate is worded as it is.

With warm regards,

Sincerely,

Richard K. Cook
Deputy Assistant
to the President

Honorable Clarence E. Miller
House of Representatives
Washington, D.C. 20515
RKC:EF:VO:vo

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CLARENCE E. MILLER
TENTH DISTRICT, OHIO

ROOM 128
CANNON BUILDING
WASHINGTON, D.C. 20515
202-225-5131

DISTRICT OFFICE
212 SOUTH BROAD STREET
LANCASTER, OHIO 43130
654-5149

Congress of the United States
House of Representatives
Washington, D.C. 20515

COMMITTEE ON AGRICULTURE
SUBCOMMITTEES
FAMILY FARMS AND RURAL
DEVELOPMENT
DAIRY AND POULTRY
TOBACCO

COMMITTEE ON PUBLIC WORKS
SUBCOMMITTEES
FLOOD CONTROL AND
INTERNAL DEVELOPMENT
PUBLIC BUILDINGS AND GROUNDS
WATERSHED DEVELOPMENT
SPECIAL SUBCOMMITTEE ON
ECONOMIC DEVELOPMENT PROGRAMS

May 19, 1972

MAY 25 1972

Mr. William Timmons
Assistant to the President
The White House
Washington, D. C.

Dear Bill:

Enclosed is information we received from our district office regarding a Certificate of Merit received by David Adams of Baltimore, Ohio.

Apparently, David's certificate was not signed, and his mother wishes to know if it was supposed to be signed by the President.

Any information you can forward to us in this regard will be appreciated.

Thank you.

Sincerely,

Clarence

Clarence E. Miller
Member of Congress

CEM:bh
Enc.

HONORABLE CLARENCE E. MILLER
10th District of Ohio

47740
Date May 17, 1972

TO: Washington

FROM: Melcha

SUBJECT: _____

Mrs. Carolyn Adams
1280 Blacklick Road
Baltimore, Ohio 43105

Her son David Adams, along with the rest of his 7th grade class, received a Certificate of Merit for service to the community and nation through environmental protection achievement. She would like to know if, when the President presents a certificate of merit is it supposed to be signed by him. She says that her son's is not signed, all it has is the White House, Washington, D. C. at the bottom.

BROUGHT FORWARD

EXECUTIVE

MA 2-53
Previously filed

5/30/72
Date

Name Schedule Proposal

Organization President's Environmental
Merit Awards Program

Same
New File Symbol

6/26/72
Date

FINAL ACTION Schedule proposal

re above

June 2, 1972

Dear Al:

I wish to acknowledge and thank you for your May 23 letter to Bill Timmons on behalf of Mr. Jack Walsh who has written to you about the Certificates of Merit he received in recognition of the environmental project he initiated.

It is my understanding that these awards are not made on an individual basis but rather are made to all of those participating in a school project and that the names of the individuals are to be filled in on the certificates by the project sponsor. Also, because of the excellent response to this program, and the resulting large number of presentations, it is not possible for the President to sign the certificates individually. They were worded in such a manner that his signature would not be necessary.

I have forwarded this correspondence to the Environmental Protection Agency which is handling the program at the direction of the President, with the request that Mr. Walsh receive a reply further clarifying the project. A copy of that letter will be sent to you.

With warm regards,

Sincerely,

Richard K. Cook
Deputy Assistant
to the President

Honorable Alvin E. O'Konski
House of Representatives
Washington, D. C. 20515

bcc: w/incoming to Gary Baise, Environmental Protection Agency - for

DIRECT REPLY - ASAP. Please furnish Congressman O'Konski and Bill Timmons w/cc of response. Note: Cong. Vernon Thomson sent similar ltr to Clark MacGregor which was referred to you on May 31

RKC:EF:VO:mmb

RECEIVED
JUN 6 1972
CENTRAL FILES

ALVIN E. O'KONSKI

DEAN OF WISCONSIN DELEGATION
10TH DISTRICT, WISCONSIN

WASHINGTON STAFF:

DIANA HENITZ
ELIZABETH TEITGEN
MARY ROWE
JAN ZESZUTEK
JAMES F. KAPPUS

TELEPHONE:
(202) 225-3361

MAY 20 1972

Congress of the United States
House of Representatives
Washington, D. C.

COMMITTEE ON
ARMED SERVICES
SUB-COMMITTEES:
CENTRAL INTELLIGENCE
MANPOWER
NATIONAL PLANNING
RETIREMENT

HOME OFFICE:
BOX 858
RHINELANDER, WISCONSIN

HOME OFFICE STAFF:
ROBERT DIERKING
MARY MARTY
GEORGE MEADOWS

TELEPHONE:
(715) 369-4700

May 23, 1972

Mr. William E. Timmons
Assistant to the President
The White House
Washington, D. C.

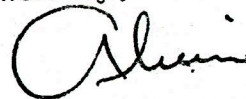
My dear Bill:

I am enclosing self-explanatory correspondence which I have received from Mr. Jack Walsh, Cumberland, Wisconsin.

You will note that Mr. Walsh received the enclosed certificate from the White House. However, it was not filled out or signed. I will be most grateful if you will take care of this matter for Mr. Walsh.

Thanking you for your attention to this inquiry, I am

Sincerely,



Alvin E. O'Konski, Congressman

Enclosures

cc: Jack Walsh

ADDRESS REPLY TO: CONGRESSMAN ALVIN E. O'KONSKI, 2406 RAYBURN BUILDING, WASHINGTON, D. C., 20515

Mr. Alvin O'Konski
U. S. House of Representatives
Washington, D. C.

High School
Cumberland, Wisc
May 18, 1972

Dear Mr. O'Konski:

About two months ago I received a long distance phone call from a Mr. Bill Hagen, Environmental Protection Agency, President's Environmental merit awards Program Washington, D. C. Mr. Hagen discussed the research I had submitted (see enclosed green sheets).

He told me to send proof of publication in local papers, radio, TV, etc, and send same to him. This I did and sent papers, pictures, etc to Mr. Hagen a few weeks after I received the phone call. He also told me someone from the "White House" would make the presentation.

I received a number of award certificates today with nothing on them. One of them listed the school I teach in but I planned the research and my name should be on the award (it also should be at least signed by someone from the "White House" - Mr. Nixon I would prefer). (see enclosed blank award certificates).

All the students did for the research projects was to collect the water samples that I asked for. If I'm one of 50 people (see enclosed letter) to receive this award in the U. S. I believe I deserve better than this.

Thank you for your time and effort.

Sincerely,

Adel Als

UNITED STATES OF AMERICA
ENVIRONMENTAL PROTECTION AGENCY
REGION V

One North Wacker Drive
Chicago, Illinois 60606

May 8, 1972

Mr. Jack Walsh
Cumberland High School
Cumberland, Wisconsin 54829

Dear Mr. Walsh:

On behalf of the President I want to congratulate you on being named as recipient of the President's Awards for Environmental Excellence. These awards are among the first that have been made nationally and they symbolize the start of a new era in the environmental movement, with the emphasis on action.

You should indeed be proud of the fact that your high school project was one of fifty nationwide to be selected to receive this award. Through your good example we in the Environmental Protection Agency hope that other schools in your area will become interested in similar environmental activities.

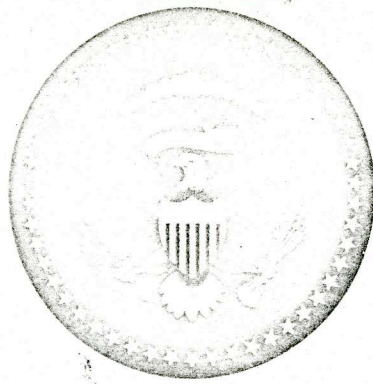
Enclosed you will find the award for environmental excellence for your school. Also enclosed you will find blank awards which can be filled out with the appropriate names and presented to the students who participated.

Although I am unable to present each one with their award I want all to know that we in EPA are proud of their efforts and congratulate each of them on a job well done.

Sincerely,

Francis T. Mayo
Regional Administrator

Enclosures



The President of the United States

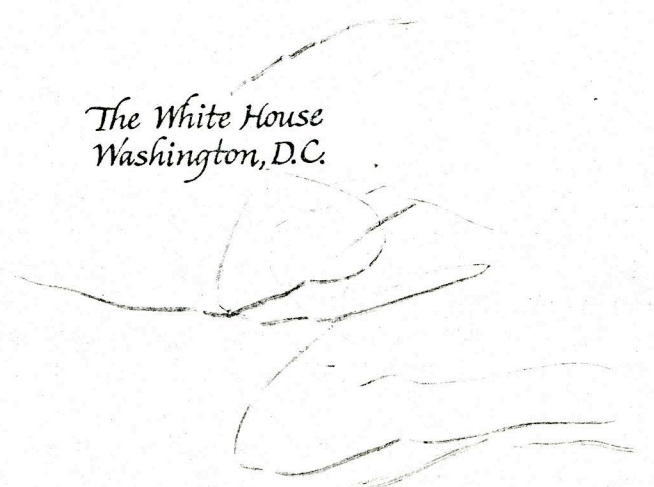
Presents This

Certificate of Merit

To

for service to the community and the nation
through environmental protection achievement.

The White House
Washington, D.C.

A large, stylized signature, likely of Richard Nixon, is written over the White House text and extends across the bottom of the page.

BB1

June 14, 1972

3

Exec
MA2-53

WE9
HE9
WE

The task of cleaning up our environment calls for a total commitment of ourselves and of our next generation. To underscore the urgency and importance of this cause, we have reached out to enlist millions of helping hands, willing spirits and volunteer citizens so that they might put to themselves the simple question: What can I do?

The answer has come forth in an especially meaningful way from the young participants in the first Presidential Environmental Merit Awards Program. In schools and communities throughout the nation, students and faculty advisors have begun hundreds of highly worthwhile projects that are imaginative in purpose and impressive in scope. Your achievements have greatly enlarged our awareness of environmental problems and have set an example for all citizens who share your concern for safeguarding our natural heritage.

Your outstanding record of service gives me confidence that the burden of responsibilities for our nation and our earth will be in safe and trusted keeping, and I am sure I speak for all Americans in expressing deep appreciation for your contributions.

RICHARD NIXON

Participants in the President's
Environmental Merit Awards Program
Parkview High School
Twenty-Sixth and Barrow Road
Little Rock, Arkansas 72204

RN:RLE:RF:mvm

June 20, 1972

EXECUTIVE

P02
FE7-1

FG298

MA2-53

Dear Gladys:

I was happy to get your letter of June 9 with which you enclosed a suggested stamp design incorporating the Environmental Protection Agency seal and the words, "Life--Pass it on."

I understand that because of the enormous number of stamp suggestions received each year, the Postmaster General acts on recommendations made by a Citizens' Stamp Advisory Committee. I have been informed that the Committee has received suggestions for a "Life" postage issue, and will be considering the subject as future stamp programs are developed. The design you transmitted has been passed along to the Committee so it will be available for their study.

Best personal regards,

Sincerely,

BoF

Robert H. Finch
Counsellor to the President

X
Miss Gladys O'Donnell
National Coordinator
President's Environmental
Merit Awards Program
Washington, D.C. 20460

bcc: Pat Hitt

USPS DRAFT/RD:bk1 -4

x file
closed referral file

RECEIVED
JUN 22 1972
CENTRAL FILE

SCHEDULE PROPOSAL

Date: June 26, 1972 (4:45 pm)

FROM: David N. Parker

PRESENTATION: Present REMAP (President's Environmental Merit Awards Program) award to two students in Hartford, Connecticut

DATE: Thursday, June 1

PURPOSE: PEMAP is an environmental program initiated by the Administration during the winter of 1972. Its purpose is to encourage students to become aware of the preservation and protection of the environment by competitively engaging in projects dealing with ecology.

FORMAT:

- ceremony in Senator Weicker's office in State Capitol
- 10 minutes
- present awards to Kenneth Prescott and Irving Fallon
- attendees to include boys' parents, teachers, EPA Commissioner Lufkin, Senator Weicker

PRESS COVERAGE: Maximum local.

PRESS FOLLOW-UP: Photographs of the youngsters to hometown papers. Mailing to weeklies in Connecticut through Mrs. Kathleen W. Balsdon. Send to NEW YORK TIMES STUDENT WEEKLY, BOYS' LIFE, SCHOLASTIC MAGAZINES, GROUP, TEEN

REMARKS: Brief remarks on PEMAP and congratulations to the boys. Ken Prescott's project dealt with the desirability of public open space. Irving Fallon's project was "The Control of the Gypsey Moth and Elm Spanworm in Southington, Connecticut."

BACKGROUND:

**This award presentation proposal was
submitted by EPA.**

APPROVE _____ DISAPPROVE _____

EXECUTIVE
MAJ-53
PR 7

SCHEDULE PROPOSAL

Date: May 30, 1972 (3:15 pm)

FROM: David N. Parker

PRESENTATION: Present PEMAP (President's Environmental Merit Awards Program) award to two students in Hartford, Connecticut

DATE: Tuesday, June 13, 1972

PURPOSE: PEMAP is an environmental program initiated by the Administration during the winter of 1972. Its purpose is to encourage students to become aware of the preservation and protection of the environment by competitively engaging in projects dealing with ecology.

FORMAT:

- 10 minutes
- present awards to Kenneth Prescott and Irving Fallon
- attendees to include boys' parents, teachers, EPA Commissioner Lufkin, Senator Weicker

PRESS COVERAGE: Maximum local.

PRESS FOLLOW-UP: Photographs of the youngsters to hometown papers. Mailing to weeklies in Connecticut. Features in NEW YORK TIMES STUDENT WEEKLY, BOYS' LIFE, SCHOLASTIC MAGAZINES, GROUP, TEEN

REMARKS: Brief remarks on PEMAP and congratulations to the boys. Ken Prescott's project dealt with the desirability of public open space. Irving Fallon's project was "The Control of the Gypsy Moth and Elm Spanworm in Southington, Connecticut."

APPROVE _____ DISAPPROVE _____

RECEIVED
JUN 3 1972
CENTRAL FILES

ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D. C. 20460

Date: May 24, 1972
Reply to
Attn of: Dorothy Goodknight 755-2760
Subject: Awards Presentation in Connecticut
To: Doreena Ninhan-Dam White House
Executive Office BLDG.
Room 100

1972 MAY 24 PM 2 19

Enclosed is information on the two awards to
be presented in Hartford, Connecticut:

Kenneth Prescott of Killingly High School
Danielson, Conn.

Irving Fallon, Jr. of Southington High School
Southington, Conn.

These are both Excellence Awards and can be
presented in:

- 1) Southington High School which is 22 miles
from Hartford on U.S. Rt. 6 OR
- 2) Senator Weicker's office in State Capitol
- 3) Commissioner Lufkin's office Environmental
Protection Agency State of Connecticut
in State Building

*This would
be our 1st choice*
→

The material on young Fallon is particularly impressive.

This is an
outstanding young
man. I allow

ENVIRONMENTAL PROTECTION AGENCY

del to me in office
 MAY 21 1972 *Sunday*
D Goodknighl

RE: Southington High School Connecticut

To: Virginia Savelle
 Gladys O'Donnell , Public Affairs

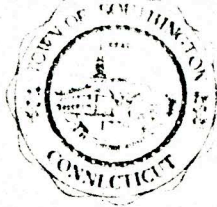
From: Steve Ells, Intergovernmental Affairs, Region 1

Re: Connecticut Award and proposed Julie Eisenhower visit

1. The committed award to Ken Prescott, Danielson, Connecticut is too slender, by itself, to hold up under a major ceremony. It is an award of excellence but is really of no significance whatsoever. It is however a nice enough school project, best in the class, with the added benefit that it was conducted on public land which is made available to schools, scouting, etc. The project thus could be promoted as an example of the desirability of public open space. It is local conservation district land, which presumably involves USDA's Soil Conservation Service, if you wish.

2. We have discovered another candidate, Irving Fallon, in the greater Hartford area (vice Danielson, which is in extreme NE corner of the state). Enclosed is a letter from his principal. I have called Connecticut's Department of Environmental Conservation, which gives him high praise, and have called the chairman of his local conservation commission, who describes him as outstanding, totally reliable, and consistently high quality. You will note that he is a junior in high school. I will forward to you early next week a copy of one of his reports cited in the letter, a 20 page effort, including three pages of bibliography and references, "The Control of the Gypsy Moth and Elm Spanworm in Southington, Connecticut", which Rita Bolbe of the Department of Environmental Conservation describes as an amazing work for such a level student.

3. I recommend that awards of excellence be given to both; that a Hartford ceremony be scheduled for May 21, 1972, at the President John F. Kennedy Library and that we keep in touch.



*School entered
program # 75
in Nov.*

SOUTHINGTON HIGH SCHOOL

SOUTHINGTON, CONNECTICUT 06489

TELEPHONE 628-0331

ASSISTANT PRINCIPAL
JOEL N. DAVIS

PRINCIPAL
JOHN J. GASECKI

ASSISTANT PRINCIPAL
DAVID H. LARSON

May 10, 1972

Mr. Stephen Ells
U.S. Environmental Protection Agency
Room 2303 John F. Kennedy Building
Boston, Massachusetts 02203

Dear Mr. Ells:

Upon the recommendation of our faculty and Ecology teachers, Mr. Albert Pedrolini and Mr. Edward Malczyk, the Department Council Review Board and I wish to nominate Irving W.E. Fallon for your Presidential Environmental Award.

Irving, an honor student at Southington High School, is a member of the Class of 1973. He has distinguished himself on a number of environmental research projects over the past four years. His latest research concerns Gypsy Moth control in the Town of Southington and in Southern New England. He is the youngest member of the Southington Conservation Commission, which is a municipal agency in the Town of Southington.

We believe Irving to be, not only the youngest member of a municipal agency in the Town of Southington, but possibly in the country. Originally, he was appointed to the Conservation Commission at age 15.

Mr. Luis Lozano serves as chairman of the Southington Conservation Commission and would be pleased to make additional information available to you on his work with that group.

Irving chairs the following committees within the Conservation Commission:

- | | |
|--------------------------------|---|
| a. water and related resources | f. liaison to Quinnipiac River study |
| b. biological experimentation | g. Town Council |
| c. air pollution | h. planning and zoning |
| d. inland wetlands | i. Department of Environmental Protection |
| e. compliance committee | |

From Irving's research have come three papers dealing with Gypsy Moth control and one concerning the Elm Span Worm. These papers were published and are available to the public. His paper on, "The Control of the Gypsy Moth and Elm Span Worm in Southington, Connecticut," is being used at Western Connecticut State College by the Biology Department.

He has also worked with Deputy Commissioner, Carrol J. Hughes of the Department of Environmental Protection for the State of Connecticut, Dr. John Hitchcock of the Connecticut Agricultural Experiment Station in Hamden, Connecticut, and with Dr. Franklin Lewis of the U. S. Department of Agriculture's Forest, Insect and Disease Laboratory in New Haven in conjunction pesticide use and insect control.

He prepared a report for the Southington Planning and Zoning Commission concerning the effect of unnatural depletion of ground water at the Davy's Trout Hatchery located in Southington.

In addition, Irving prepared a report dealing with stream deflector dams in the Eight Mile River, which is located in Central Connecticut. He compiled flowrates of the Eight Mile River, the Ten Mile River and the Southington sector of the Quinnipiac River from 1935 to the present for the engineering department of Southington in regards to possible effects of proposed race track construction and stream zoning.

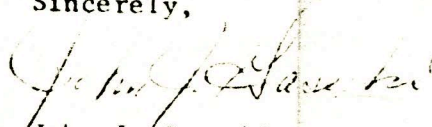
Irving brought to legal action eight violations of unlawful discharge into streams.

Some notable awards and honors he has received include:

1. Field & Stream Magazine - pollution control
2. Radio station WRCH - Good Citizen of the Day
3. Appointed Conservation Commissioner, Town of Southington at age 15.
4. Vice President of "Revive our Waters" Program
5. Environmental Editor of school newspaper
6. National Honor Society
7. Honorable Mention - Scholastic Writing Award

Enclosed please find a copy of the report Irving did for the Town of Southington. If I may be of further service, please feel free to contact me.

Sincerely,


John J. Gasecki
Principal

mly

Enc.

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

AWARDS CERTIFICATE APPLICATION

NAME OF SCHOOL KILLINGLY HIGH SCHOOL

ADDRESS: CITY DANIELSON STATE CONN ZIP 06339

(1) CONGRESSIONAL DISTRICT: DISTRICT NO. _____

(2) NAME(S) OF LOCAL NEWSPAPER(S) NORWICH BULLETIN; NORWICH CONN.
WINDHAM COUNTY TRANSCRIPT; DANIELSON CONN.

(3) TV STATION(S) CHANNEL 10+12, PROVIDENCE

(4) RADIO STATION(S) WINY PUTNAM

(5) NUMBER OF CERTIFICATES NEEDED: MERIT _____ EXCELLENCE 1

(6) NUMBER TO BE AWARDED TO: STUDENTS FROM YOUR OWN SCHOOL 1

(7) NUMBER TO BE AWARDED TO: OTHER PARTICIPANTS _____

(8) CATEGORIZE OTHER PARTICIPANTS: JR. HIGH _____ COLLEGE _____
COMMUNITY _____

(9) PROJECT DATES BEGIN 9/15/71 COMPLETION 12/24/71

(10) IS THIS PROJECT PART OF A COOPERATIVE GROUP OF PROJECTS IN YOUR SCHOOL?

YES _____ NO ✓ IF ANSWER IS YES, PLEASE EXPLAIN UNDER ITEM (21) _____

PLAN OF WORK.

(11) ARE YOU SUBMITTING ADDITIONAL DOCUMENTATION FOR POSSIBLE

USE IN THE BULLETIN? YES _____ NO ✓

(12) TYPE OF PROJECT: INDIVIDUAL ✓ CLASS _____ CLUB _____ OTHER _____

IF OTHER, SPECIFY _____

(13) NAME OF INDIVIDUAL OR GROUP KENNETH PRESCOTT

(14) EVALUATION PANEL; NUMBER OF STUDENTS 5 ADULTS 2

(15) PROJECT TITLE SURVEY OF AN ECOSYSTEM IN CONN.

(PLEASE LIMIT TO 35 SPACES)

*I have made out award
& sent to Regional office*

FOR PROGRAM OFFICE USE									
PROJECT		SCHOOL		DATES		PANEL		DIST	
01		00	84	2	28	1	05	19	24
02		00	84	2	28	1	05	19	24
03		00	84	2	28	1	05	19	24
04		00	84	2	28	1	05	19	24
05		00	84	2	28	1	05	19	24
06		00	84	2	28	1	05	19	24
07		00	84	2	28	1	05	19	24
08		00	84	2	28	1	05	19	24
09		00	84	2	28	1	05	19	24
10		00	84	2	28	1	05	19	24
11		00	84	2	28	1	05	19	24
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96		00	84	2	28	1	05	19	24
97		00	84	2	28	1	05	19	24
98		00	84	2	28	1	05	19	24
99		00	84	2	28	1	05	19	24
100		00	84	2	28	1	05	19	24

(16) PROJECT OBJECTIVES

1. TO CONDUCT AN ECOLOGICAL SURVEY OF A LOCAL ECOSYSTEM
2. TO ENABLE THE STUDENT TO MEASURE BIOLOGICAL + PHYSICAL FACTORS IN HIS ECOSYSTEM

(17) PLAN OF WORK:

1. SET UP A LIST OF FACTORS WHICH CAN BE MEASURED
2. SET UP A TIMETABLE FOR MEASURING THESE FACTORS
3. RECORD THESE FACTORS IN A REPORT
4. INTERPRETATION OF DATA.

(18) RESULTS/PROBLEMS:

1. THE STUDENT PREPARED A WRITTEN REPORT OF HIS WORK

PROBLEMS:

1. FINDING TIME TO MAKE DAILY DATA OBSERVATIONS
2. THE LIMITED TIME OF THE PROJECT

(19) WERE PROJECT GUIDANCE MATERIALS EASILY OBTAINED? YES _____ NO ✓. IF ANSWER IS NO, WHAT WERE THE DIFFICULTIES, AND WHERE WERE MATERIALS OBTAINED?

1. DIFFICULTY IN FINDING MATERIALS WHICH THE HIGH SCHOOL STUDENT COULD UNDERSTAND AND USE.
2. MANY USEFUL MATERIALS WERE OBTAINED FROM THE REGIONAL SOIL & WATER CONSERVATION DISTRICT AND THE UNIV. OF CONN.

(20) STANDARDS USED BY PANEL FOR EVALUATION OF PROJECT/RESULTS:

1. ORIGINALITY OF PROJECT
2. ~~AMOUNT OF TIME SPENT BY THE STUDENT~~ *not appropriate*
3. TYPES AND AMOUNT OF INFORMATION COLLECTED
4. THE WAY IN WHICH THE MATERIAL WAS PRESENTED
5. THE VALUE OF THE PROJECT TO THE STUDENT

[Should contain value of project to community.]

(21) STUDENT FEELING AND COMMENTS

THE STUDENTS THOUGHT THAT THE PROJECT WAS USEFUL TO THEM AS THEY HAD THE CHANCE TO GET OUT AND DO A STUDY INSTEAD OF JUST READING ABOUT IT. THEY ALSO COMMENTED ON THE CHANGES WHICH THEY HAD OBSERVED, EVEN THOUGH THE PROJECT ONLY LASTED FOR THREE MONTHS.

EXECUTIVE
MA 2-53
FG 098
PL

②

THE WHITE HOUSE
WASHINGTON

August 30, 1972

MEMORANDUM FOR ELISKA HASEK

FROM: Richard M. Fairbanks

RWF

Attached is a draft Presidential Statement and a self-explanatory covering memo from EPA requesting a Presidential boost for the next mailing to stimulate the President's Environmental Merit Awards Program. This program could give us a real plus on an important issue to youth, and was mentioned as the President's major initiative in environmental education in the Republican Platform. Could you please comply with EPA's request?

Attachments

cc: Howard Cohen - w/attachments

RECEIVED
WHITE HOUSE
AUG 30 PM 5 43

to
James Fairbanks
Draft

DATE: 9/1

TO: Claudia Korte - I think
Dove G. ought to be brought
in on this. Apparently, there
is some new thinking re the
W.H. vis a vis the Environment.



Roland L. Elliott

THE WHITE HOUSE
WASHINGTON

August 31, 1972

TO: ROLAND ELLIOTT

As we discussed, if you think
Eliska should handle this, please
just return. Thank you.

CK
Claudia Korte

Atts.

File

DATE: 12/9

TO:

Eliska Hasek -

*Is this project
dead?*

THE WHITE HOUSE

1972 DEC 11 AM 9 31

PRESIDENTIAL
MESSAGE OFFICE

Roland

Roland L. Elliott
Deputy Special Assistant
to the President

*I don't have a clue. &
it's one I've never*

ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

*Central
Files*

August 29, 1972

Mr. Richard Fairbanks
Executive Office Building
White House
Washington, D.C. 20500

Dear Mr. Fairbanks:

The 1972-73 material for the President's Environmental Merit Awards Program will be ready for mailing this week. I am sending you a complete kit and hope you will be pleased.

You recall that during this school year we will be mailing three bulletins to the schools that enter - October, January and March. In assembling material for the first of these, I would like to include a couple of paragraphs from President Nixon commending the students for past efforts and encouraging future participation. Enclosed is a tentative draft of what might be suitable, for your consideration.

Our mailing date will be October 15, 1972, our printing deadline is September 15, 1972.

We hope this idea meets with your approval and that you will help us expedite it within the time frame.

With appreciation and best wishes,

Sincerely,

Gladys O'Donnell

Gladys O'Donnell (Mrs. J. Lloyd)
National Coordinator
President's Environmental
Merit Awards Program

Enclosure

June 14, 1972

Exec
MA2-53

The task of cleaning up our environment calls for a total commitment of ourselves and of our next generation. To underscore the urgency and importance of this cause, we have reached out to enlist millions of helping hands, willing spirits and volunteer citizens so that they might put to themselves the simple question: What can I do?

The answer has come forth in an especially meaningful way from the young participants in the first Presidential Environmental Merit Awards Program. In schools and communities throughout the nation, students and faculty advisors have begun hundreds of highly worthwhile projects that are imaginative in purpose and impressive in scope. Your achievements have greatly enlarged our awareness of environmental problems and have set an example for all citizens who share your concern for safeguarding our natural heritage.

Your outstanding record of service gives me confidence that the burden of responsibilities for our nation and our earth will be in safe and trusted keeping, and I am sure I speak for all Americans in expressing deep appreciation for your contributions.

RICHARD NIXON

Participants in the President's
Environmental Merit Awards Program
Avenal High School
601 East Mariposa
Avenal, California 93204

RN:RLE:RF:hja

85

Sample

COPY

RECEIVED
JUN 17 1972
CENTRAL FILE

October 13, 1972

EXECUTIVE

HE9

AR5

MA 2-53

WE

Dear Kim:

It was a pleasure to receive a copy of the poem which you gave to Miss Dorothy Sims for her birthday. I was encouraged to learn from your poem that you share my concern for the quality of life in America. Perhaps the greatest gift we can leave to future Americans is a cleaner, purer environment. Simply in setting a personal example you can help control the pollution of our lands. In addition, you can join the federal, state and local agencies which are active in the areas of environmental quality.

Winston Churchill once said: "What is the use of living if it be not to make this world a better place for those who will live in it after we are gone."

I hope you will want to enroll your school in The President's Environmental Merit Awards Program, and I am confident that, if we work together, we can make life in America the symbol of hope for millions around the globe.

With my best wishes,

Sincerely,

RICHARD NIXON

Miss Kim Rudolph
2620 Scenic View, NE.
Grand Rapids, Michigan 49505

RN:AVH:LAS:jg

cc: Miss Dorothy Sims
468 Delaware Avenue
Marion, Ohio 43342

July 9



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

November 24, 1972

Mr. Richard Fairbanks
Old Executive Office Building
Washington, D.C. 20500

Dear Mr. Fairbanks:

This letter is a follow up to our telephone conversation concerning the President's Environmental Merit Awards Program for next spring.

We hope to target Earth Week for the completion of projects and awards ceremonies 1972-73.

Earth Day will be April 22, 1973. The week preceding, (April 16-22) or the week following (April 22-28) will be equally suitable.

Our next bulletin will go out early in January and we hope to announce the dates then. Obviously, our urgent need, before we can proceed is the Presidential Proclamation establishing Earth Week.

As you requested, a brief suggested wording is enclosed. Please edit it as you wish.

We are dependent upon your good offices to help us expedite this matter so important to the program, and deeply appreciate your counsel as to procedure.

With best wishes.

Sincerely,

A handwritten signature in cursive script that reads "Gladys O'Donnell".

Gladys O'Donnell
National Coordinator
President's Environmental
Merit Awards Program

Enclosure

PROCLAMATION

In the twilight of the 20th Century man is confronted by the consequences of vast acceleration in numbers, increased demands for consumer goods, a quantum jump in the use of energy, and depletion of the earth's resources. Scientific development and technology of the recent past now present us with the cost of conquest.

Priorities are being reordered in this Environmental Decade, as citizens reappraise their relationship to natural systems upon which every living thing depends for biological survival.

We have accomplished much, but much remains to be done. We honor those who work devotedly to restore and protect our environment, and emphasize to all citizens the urgent imperatives of stabilizing the earth's resources and managing them wisely.

Now, therefore, I, Richard Nixon, President of the United States of America, do hereby designate the period of April 22 through April 28, 1973 as Earth Week.

In witness whereof, I have hereunto set my hand this date of December, in the year of our Lord nineteen hundred seventy-three, and of the Independence of the United States of America the one hundred ninety-seventh.

ms
Dec. 29, 1972

Exec
MA2-53

WE9

The task of cleaning up our environment calls for a total commitment of ourselves and of our next generation. To underscore the urgency and importance of this cause, we have reached out to enlist millions of helping hands, willing spirits and volunteer citizens so that they might put to themselves the simple question: What can I do?

The answer has come forth in an especially meaningful way from the young participants in the first Presidential Environmental Merit Awards Program. In schools and communities throughout the nation, students and faculty advisors have begun hundreds of highly worthwhile projects that are imaginative in purpose and impressive in scope. Your achievements have greatly enlarged our awareness of environmental problems and have set an example for all citizens who share your concern for safeguarding our natural heritage.

Your outstanding record of service gives me confidence that the burden of responsibilities for our nation and our earth will be in safe and trusted keeping, and I am sure I speak for all Americans in expressing deep appreciation for your contributions.

RICHARD NIXON

Participants in the President's
Environmental Merit Awards Program
X Cumberland High School
Cumberland, Wisconsin 54829

RN:RLE:RF:ple

P-439

85

RECEIVED

JAN 4 1973

CENTRAL FILES