

Illinois

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS: These are all to be on Excellence Awards Certificates

OAK PARK AND RIVER FOREST HIGH SCHOOL

Kim Baker	Mary Rudzinski
Jean Brizzolara	Thomas Sheahan
Don Brennan	Robert Skiles
Todd Gray	Drake Shepard
Alan Hubble	James Schmitt
Robert James	Sally Tapio
Margaret Johnson	Steven Thudium
Laura Kazawitch	Wayne Toberman
Randy Klein	Deborah Volkland
Barbara Langer	Curt Wagner
Alan Lemke	William Weigil
James Massura	Ann Williams
Matt McDonald	Jerry Williams
Gerald Michael	Richard Witte
Katie Pozorski	Donald Zoltan
Robert Pruitt	Nancy Stockholm
Michael Rains	John Rudzinski
Michael Reichenbach	Edward C. Radatz - <i>school</i>
Barbara Rice	<i>sponsor</i>

August 30, 1972

File
PEMAP

MEMORANDUM FOR ELISKA HASEK

FROM: Richard M. Fairbanks

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

ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

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

Enclosure

A suggested message from President Nixon to American Youth

To: Young America

From: Richard Nixon

Last year, responding to thousands of letters from young people who wrote requesting information on environmental problems and asking how they could help, we initiated the President's Environmental Merit Awards Program. It was designed to encourage and recognize, at the national level, the dedicated efforts of youth to restore, preserve and protect our living environment. Response was spontaneous and enthusiastic.

Projects undertaken by individuals, by classes, entire schools, and often by the collective effort of a group of schools, were remarkable in concept and achievement. Over five thousand Awards of Merit and Excellence were presented.

This year the program is expanded to include elementary and junior high schools, youth groups and summer camps. We expect a quantum jump in enrollment and welcome all.

As we greet these new candidates for awards, we salute those who took part last year and encourage them to continue their fine work. Our best wishes are extended as we advance together in the fine spirit of the program's theme - Life . . . Pass It On.

July 11, 1972

MEMORANDUM FOR: CHARLES W. COLSON
FROM: HOWARD A. COHEN
SUBJECT: Status of President's Environmental
Merit Awards Program (PEMAP)

HISTORY:

- The President's Environmental Merit Awards Program was created by Executive Order on October 25, 1971.
- Informational brochures were mailed to 25,000 high schools in November concerning the program. Of these 25,000, 2,800 responses were received.
- The first bulletin from the Environmental Protection Agency was transmitted to enrolled high schools early in January, 1972.
- Responding to the obvious lack of participation, William D. Ruckelshaus expanded PEMAP to include summer camps as of March 10, 1972.
- The first Merit Awards were presented at a White House ceremony by Ms. Julie Nixon Eisenhower on April 19, 1972, (remarks attached). At that time, it was announced that the program was again expanding to include not only high schools and summer camps, but also junior highs and elementary schools (Tab A). The President also established a 13 member Advisory Committee on the Environmental Merit Awards Program on April 19, 1972, (Tab B).
- On April 26, your office coordinated a mailing with EPA (Tab I), which, if accomplished in a timely fashion, might have stimulated awareness of both PEMAP and also this Administration's environmental actions. The mailing was not sent until June 21. The materials were directed to 2,700 schools, 1,942 campus press, and 605 campus radio stations, but were 8 weeks later than the PEMAP ceremony.

-- In May and June, 1972, 4,600 awards of merit and excellence were presented to students and schools. Total enrollment last semester was 2,900 high schools (Tab C). To date, 355 summer camps have enrolled.

PROBLEM:

The media coverage of PEMAP since its conception in October has been relatively sparse (Tab D). Poor media management and planning are possible reasons why visibility of this worthy program was minimal.

SUGGESTED REMEDIES:

Reportedly, 115,000 high, junior high, and elementary schools will be enrolled in 1973 in addition to 11,000 summer camps. To adequately plan awards ceremonies, media coverage and managing staff, the PEMAP has prepared a timetable (Tab E) for both summer camp activities (Tab F) and next years school program (Tab G). Requested, of course, is an increased budget and more staff (Tab H).

Initially, President Nixon's signature did not appear on the PEMAP awards. To direct attention to the President's personal involvement with this program, the awards are now personally signed by the President.

Public awareness of environmental action could be stimulated by the presentation of a certificate and picture of RN to each school which participates in PEMAP. These suitable-for-framing certificates would remind the pupils, teachers, and parents of the President's involvement with the environmental cause.

Because PEMAP received little press coverage, few of the target participants are aware of the expansion of the Merit Awards Program. Prior to the opening of school, possibly in the latter part of August, a press release should remind the public of our statistical accomplishments, the program's expansion, and the President's legislative initiatives.

Public visibility of the President's concern for the environment is a vital part of the public's perception of the President, particularly among young people and relatively affluent suburbanites. PEMAP, if effectively and efficiently operated, could and should help provide that visibility.

THE WHITE HOUSE
WASHINGTON

7/19

TO: *Howard Cohen*

FROM: Richard M. Fairbanks

*Call Ginger Savell
& Coordinate with her.*

*He can't be a
national representative, but
he could no doubt do
things in and around*

S.F.

**Young
Voters**
FOR THE PRESIDENT

*Call
Sawell*

May 8, 1972

MEMORANDUM FOR:

HOWARD COHEN

FROM:

KEN SMITH *KS*

SUBJECT:

Environmental Awards Program

We would like to see Tom Campbell, disk jockey on station KLOK in San Francisco, be put on the President's Environmental Awards Program as one of the endorsers. He is more than willing to actively participate in the program and we would very much like to see him put aboard.

Please advise.

cc: Ken Rietz

PRESERVATION COPY

THE WHITE HOUSE
WASHINGTON

Go to HAC to
talk to Fairbanks
Shd we feed these
names into

Put at #701?

OK with
Jim and
Prof.



4/14/72

Names Calif.

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS: These are all to be on Excellence Awards Certificates

Long Beach Unified School Program (5 high schools)

JORDAN HIGH SCHOOL

Carol Blumberg

Paula Goodman

Tom Kasser

Ouida Halby

Vance Shaw

Nancy Kerr

Rick arbati

Ronald Magsaysay

Janet Jones

Gregory Millema

Nancy Butterworth

Mark Mulholland

Jenny Miller

Robert Simeone

Kathy Coats

Leslie Watts

Lisa Carieri

Jeffrey Kellogg

John Mottram

Dexter Williams

Cheryl McMillan

Guy Megliola

Victor Arce

Jamie Silvers

JEFFREY ~~Jeff~~ Bentley

Judy Soty

Debbie Bonesteel

Wally Wiggam

Cindi Bullock

Cindy Gardner

Janis Cantwell

Phil Tukua

Leona Carpenter

Lynette Jenkins

Carol Flynn

Susan Chelius

Marshall Frick

Michael Lister

Kathy Williams

Beth Lehne

MORE

(2)

Jordan High School (continued)

Debbie Sanders	Evans Williams
Chuck Corcoran	Paula Goodman
Linda Bennett	Bob Murphy
Tim Aycock	Domenic Saraceno
Steve Boss	Richard Leach
Charles Collins	Larry Kogut
James Daniels	Frank Palmer
Dan Dunn	Dennis Summers
Bruce Frambach	Phillip Peek
Don Frambach	Steve Beckman
Roger Feenstra	Mike Plant
Tim Inlow	Jim Whipple
Dan Jordan	Bill Hartman
Guy Jiminez	Gary Earl
Chris Paulsen	Steve McCoy
Walt Sawall	Dave Fisher
Bob Schaff	John Smith
Robert Simeone	Steve Snedeker
David Streetz	Mark Sorensen
Don Streetz	Ron Beere
John Townsend	Robert Morgan
Dexter Williams	Chris Hamilton

MORE

Jordan High School (continued)

Michael Adams	Ronald Ford
Brian Berry	Janice Foss
Tina Brancatelli	Eugene Fox
James L. Dorsey	Larry Gittleman
Ann M. Doty	Dena Graffis
Elizabeth Lehne	Gary Hooper
Brad Matthews	Laurie Kedinzer
Kathy McLatyre	Cheryl Kramer
David Sandbrook	Teresa Kuhn
Merry Beth Scharfe	Patrick LeBlanc
Cheryl A. Scott	Teresa Leech
Dan Seeky	Eddie Meneses
Gail L. Spurrier	Victoria Stark
Daniel Toohill	Steve West
Jim Richards	Frank Zeigie
Susan Edelbrock	Kelly Butler
Harold Anderson	Sherry Emberton
John Robinson	Jim Butler
Bill Devary	Kathy Schwarz
Robert Bennett	Mike Marin
Cathy Clark	Bill Wilkinson
Sheila Crabtree	Edward Minard

PRESIDENTS'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS (continued)

Long Beach Unified School Program page 4

LAKEWOOD HIGH SCHOOL

Marine Hardenbrook	Jeff Schiller
Esther Cistone	Judy Piercy
Mark Ritz	Cheryl Piercy
Mary Wickman	Jennifer Morris
Linda Dolan	Bonnie McBride
Tom Forbes	Daley Kunkel
Norm Vaughn	Joe Geesman
Cheryl Poss	Aleck Edwards
David Fruechting	Marilyn Roseman
Marji Charlop	Robert Bush
Beth David	Pattie Dole
Jeff Sumners	Mark Hutchinson
Jackie Stark	Bob Hyer
Bruce Lundquist	
Sheryl Maxson	
Kim Porrazzo	
Bob Peters	
Janet Lederer	
Gary Weiss	
Janice Darr	
Cynthia Jones	

More

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS (continued)

Long Beach Unified School Program page 5

MILLIKAN HIGH SCHOOL

Judy Rapport

Dan Mandell

Keith Curry

Tom Tom Laing

Peggy Quigley

Dave Swift

Robbin Britt

Gary Napper

Cheryl Wullschleger

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS (continued)

Long Beach Unified School Program page 6

POLYTECHNIC HIGH SCHOOL

John Adler	June Ida
Teri Arihara	Susanne Ishimini
Shawn Ashley	Kathy Kinnoin
Elizabeth Bell	Bonnie Lancaster
Toni Bernstein	Bruce Linsley
David Boyer	Cheryl Loftis
Chris Campbell	Larry Love
Teri Kline	James Matthews
Linda LeLange	Bill Martin
Jeanne DeNoyelles	Oscar Meza
Diane Desfor	Steve Mills
Danny Dodd	Mike Moore
Connie Durr	Debbie Moreno
Toni Forde	John Mungo
Barbara Garcia	Pia Narita
Lorraine Griego	Muriel Peasley
Frank Hays	Sharon Pittman
Tony Hill	Elaine Pope
Wendy Hogan	Mike Ramsay
Marcia Horn	Mark Resnick

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS (continued)

Long Beach Unified School Program page 7

POLYTECHNIC HIGH SCHOOL (continued)

Mike Robinson

John Rhynerson

Barbara Schilling

Julie, Scholar

Richard Simms

Lin Takeuchi

Sherry Tanaka

Joan Tobin

Nancy Wallace

Cedric Watkins

Roberta Wilkinson

Jerry Wright

Aya Ushiroji

Allen VerSteeg

SHERRY E. SWAN

(school sponsor)

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS (continued)

Long Beach Unified School Program page 8

WILSON HIGH SCHOOL

Sue Lowe	Patty Ruppelt
Kathy Bowman	Pam Snow
Penny Wilson	Michele Severean
Pam Kellum	Martha Swatik
Lorie Burkhardt	Rosalind Valdivia
Carolyn Baker	Sandy Santa Cruz
Joanne Baker	Sara McCook
Ann Began	Pat Devoy
Dana Teele	Ann Schmeckloth
Pam Britton	Kathy Walls
Lisa Engelbrecht	Janet Lawhead
Kay Herrington	Randy Liken
Beth Hoppe	
Cindy Morales	
Lucy Magean	
Ann Olson	
Colleen O'Toole	
Janis Roberts	

Pennsylvania

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS: These are all to be on Excellence Awards Certificates.

STUDENT NAMES:

Jeffrey L. Lash

Vickie L. Kearns

William C. Lash

Rodger L. Miller

Allen A. Fultz

Jerry E. Auker

Judy A. Brower

Edwin D. Miller

Thomas E. Marker

Dorothy A. Kline

Terry R. Arbogast

Allen M. Frankhouser

Roger J. Manbeck

Allen F. Myers

Randall L. Wright

Sidney B. Yoder

Timothy W. Goss

Timothy D. Marker

Doreen K. Wray

Ronald J. Rhodes

James H. Brought

MORE

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS: Juniata-Mifflin Counties (Pennsylvania) page 2

ADULTS:

Richard Owens

Clyde W. Krepps

Edward G. Mann

Frank A. Bonson

Roy Mountz

Terry L. Rogers

James Reilly

Elvin G. Summers

James E. Harpster

Darvin J. Yoder, Jr.

Jesse L. Council

Bruce L. Witmer

OTHER AWARDS:

Big Valley FFA Chapter

Mifflin County Soil and Water Conservation District

Juniata - Mifflin Counties Area Vocational Technical School

Texas

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

FIRST AWARDS: These are all to be on Excellence Awards Certificates

Fort Worth United High School Council

(21 high schools and 22 junior high schools: total 43)

HIGH SCHOOLS

	Diamond Hill-Jarvis High School		
	Nolan	"	"
	North Side	"	"
Amon	Carter-Riverside	"	"
	O. D. Wyatt	"	"
	Paschal	"	"
	Lamar	"	"
	Arlington Heights	"	"
	Western Hills	"	"
Trimble	Technical	"	"
	Trinity	"	"
	Southwest	"	"
	Castleberry	"	"
	Eastern Hills	"	"
	Polytechnic	"	"
	Dunbar	"	"
	Terrell	"	"

More

Fort Worth High Schools (continued)

Fort Worth Christian High School

Haltom " "

Burleson " "

Richland Hills " "

MIDDLE
JUNIOR-HIGH SCHOOLS:

Middle

Stripling ~~Junior High~~ School

Daggett " " "

Handley " " "

Eules " " "

Hutcheson " " "

Monnig " " "

Riverside " " "

Meadowbrook " " "

Rosemont " " "

Mansfield " " "

McLean " " "

Hurst " " "

Bailey " " "

Central " " "

Bedford " " "

Hughes " " "

MORE

Middle
Fort Worth ~~Junior~~ High Schools (continued)

Elder	Middle School		
Morningside	"	"	"
Wedgewood	"	"	"
Watauga	"	"	"
Forest Oak	"	"	"
Leonard	"	"	"

Coming to Washington to represent the school:

Dian S. Korman

Dan Goldstein

Frank J. Laux

*Draft sent over to
White House 4-14-72*

DRAFT
APeters/ddh
4/14/72
755-2760

EMBARGOED UNTIL 10:30 A.M., APRIL 19, 1972

In a special ceremony this morning in the Oval Room at the White House, President Nixon (represented by Mrs. Julie N. Eisenhower) honored the constructive environmental activities of youth across the nation.

Students and faculty advisors from four schools representative of the nation were presented with certificates for the President's Special Award for Environmental Excellence.

The students' projects were selected from among numerous awards applications, representing all areas of the nation and reflecting a wide array of projects.

In Long Beach, California, the student councils of five high schools banded together to establish programs ranging from tree planting and recycling to teaching ecology at elementary schools.

Similarly, Oak Park-River Forest High School in Illinois developed a wide ranging program involving community awareness and promotion of environmental legislation.

(more)

CONCURRENCES

SYMBOL							
SURNAME							
DATE							

In Texas, the Fort Worth United High School Council working with radio station KFJZ conducted an interschool recycling contest and used the proceeds to plant trees and provide an irrigation system for them. The program saved 19,932 trees. The Juniata-Hifflin School in Lewistown, Pennsylvania, developed a soil conservation and beautification program which provided a low cost tree planting program for Union County. Over 2,750 trees were planted as a result.

Student and their adult sponsors accepting the awards for the projects were: Miss Elizabeth Bell, Mrs. Jeffrey Roy Bentley, and Miss Sherry E. Swan~~X~~ of Long Beach; Mr. Frank J. Laux, Mr. Dan Goldstein, and Miss Dian S. Korman of Fort Worth; Miss Dorothy A. Kline, Mr. William C. Lash and Mr. Bruce L. Witmer of Lewistown; and Miss Nancy Stockholm, Mr. John Rudzinski and Mr. Edward C. Radatz of Oak Park.

During the ceremony, the President (or Mrs. Eisenhower as appropriate) also announced that he had established a special Advisory Committee for the awards program. This committee, composed of well-known and concerned citizens, will aid the President and the Environmental Protection Agency in making awards nation-wide and will, where possible, make personal appearances. Mrs. Julie N. Eisenhower was named honorary chairman.

(more)

Mr. Nixon (or Mrs. Eisenhower) further announced that because of the great interest and enthusiastic response the awards program, it will be expanded to include junior high and elementary schools this fall. Formerly it was open only to high school age youth in schools and summer camps programs.. All ages participating in summer camp programs will be eligible immediately under the previous arrangement made for summer camps.

To date, the Environmental Protection Agency has received applications for awards from approximately 50 schools. Of these, 4 schools were chosen to receive the symbolic first awards at the first awards ceremony in Washington during Earth Week. These schools are representative of the North, South, East and West sections of the United States. Ten more symbolic first awards will be given on the regional level within the next two weeks.

The awards program, with the theme "Life -- Pass It on" was established by President Nixon in October of last year to recognize responsible and constructive activities of youth in improving the quality of life and environment.

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ENVIRONMENTAL NEWS

ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, D. C. 20460

MODEL PRESS RELEASE

(MODIFY AS DESIRED)

*Sent to
Regional offices*

FOR RELEASE

PRESIDENT HONORS YOUTH

_____ on behalf of President Nixon, today presented awards to participants in environmental projects. Presented in a ceremony at _____. The awards were made to projects in (LIST OF SCHOOLS & LOCATIONS).

These schools are among the first fifty awards made nationally under the President's Environmental Merit Awards Program. The program, with the theme "Life -- Pass It On" was established by President Nixon to recognize responsible youth activity toward improving the quality of life and environment.

As a result of the enthusiastic response at the high school level and of many requests, the program was expanded on March 10, 1972 to include summer camping programs. A further expansion of the program to include elementary and junior high schools was announced by President Nixon last Wednesday at the White House ceremonies honoring representatives of the first awards groups.

By participating in this program, high school age youth and persons working with them can earn one of two awards issued by authority of the President. Recipients of awards are determined by local awards panels within participating high schools or coalitions of schools.

Panels made up of faculty, student and community representatives determine which of two award levels projects earn. The Merit Award is given to students who participate in constructive and responsible environmental projects in areas ranging from educational achievement to involvement in governmental processes. The President's Special Award for Environmental Excellence is given to projects which result

(more)

in significant environmental improvements.

The awards made today are representative of the fine projects being conducted by young people nation-wide. Topics covered by the projects were _____.

REGION I

KEN CROTTY

1. Awards to be given next week
2. Certificates mailed air mail special
3. Special materials Magnafaxed per request
4. Congressional offices notified
5. Schools and Awards to be given are:

a. Habitat High School, Belmont, Mass.

9 Excellence Awards given for a study on "Effects of De-Icing Salts on the Environment" resulting in distribution of 500 copies and publication of extracts in an environmental newsletter with a circulation of 60,000. Also has been brought to attention of local and state legislative people.

b. Killingly High School, Danielson, Conn.

1 Excellence Award for an individual study of an Ecosystem in Connecticut. (Note: This will be used without identification as one of the projects which should not have been given excellence awards under our criteria) No significant external impact of the project was noted.

REGION II

BOB JACOBSON

1. Awards made 4/25/72 by Mr. Ruckelshaus
2. Representatives from all award winning projects at ceremonies
3. Congressional offices notified
4. Schools and awards given are:

- a. Audubon Society, Onandaga Chapter and local schools of Syracuse, New York

200 Excellence Awards given for coalition of students participating in Earth Week "Walkathon" in local natural areas. Proceeds from project to be used for purchase of "open areas" for public use.

- b. John F. Kennedy High School, Somers, N. Y.

20 Excellence Awards given for project on recycling of aluminum and glass. This is a continuing program, but is also a project which is questionable as to its rating of excellence. This one also will be used in refining our criterion guidance to schools.

- c. Levittown Memorial High School, Levittown, N.Y.

31 Merit Awards given to Ecology Class for ecology experiments. Student worked individually and prepared reports for in-school use. This is a fine example of a merit award project.

- d. Dwight Morrow High School, Engelwood, New Jersey

1 Excellence Award given to school for supporting a broad spectrum student program for environmental activity. Individual

REGION II (continued)

projects will be submitted separately and evaluated as to their impact.

Includes in-school and community project elements.

e. St. Joseph High School, Hammonton, New Jersey

67 Excellence Awards made for two project areas - Ecology Club and classroom. Again, the impact on the environment is not clear and future guidance will be given.

REGION III

MARK SILVERMAN

1. Awards to be given next week
2. Certificates mailed special delivery
3. Congressional offices notified
4. Schools and awards to be given are:

a. Halifax Area High School, Halifax, Pa.

50 Excellence Awards given for a program to improve wildlife management in the local area with particular emphasis on fish management in Powell Creek. Covers the entire range of planning, preservation control and restoration defined in the guidance brochure. This was a club project.

b. Moniteau Junior-Senior High School, West Sunbury, Pa.

3 Excellence and 2 Merit Awards given in connection with a poster contest. Awards were allowed to go through like this only because student had already been told they would receive them by local panel. In future only merit awards will be given for such projects.

c. Williams Valley High School, Reinerton, Pa.

16 Merit Awards given for a class project of testing and cleaning a local creek. The project is a continuing one and shows potential for becoming an Excellence Award project.

d. Bishop Denis J. O'Connell High School
Arlington, Va.

25 Merit Awards given for project involving participation in Environmental Fair,

REGION III (Continued)

conducting surveys and preparation of Graphics, including movies. This is a continuing project which shows potential for Excellence Awards.

REGION IV

HAGAN THOMSON

1. Awards to be given 9:00 Thursday, April 26, 1972
2. Certificates sent air mail special to school contact
3. This is a ghetto school, roughly 50% black. Has won several other awards for ongoing environmental work.
4. Congressional offices notified
5. School and awards to be given is:

Hume-Fogg Technical Vocational High School
Nashville, Tenn.

36 Merit Awards given for involvement of entire student body in a project to improve the school environment. Incorporated speakers, contests and experiments. Won first place in Nashville competition of the Medical Auxiliary Assn. and third place in state-wide competition. Beyond this, the project did not have any significant environmental impact beyond school. However, this effort is a fine example of a merit level project.

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.

#

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.

#

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.

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.

ENVIRONMENTAL NEWS

ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, D. C. 20460

Hoffmann (202) 755-2770

Deister (202) 755-2770

FOR IMMEDIATE RELEASE - THURSDAY, JANUARY 20, 1972

EPA ASKS COURT ACTION TO STOP POLLUTION OF LAKE SUPERIOR

William D. Ruckelshaus, Administrator of the Environmental Protection Agency, today asked the Department of Justice to file suit against the Reserve Mining Company to halt pollution of Lake Superior by Reserve's ore processing plant at Silver Bay, Minnesota.

In a letter to Attorney General John N. Mitchell, Ruckelshaus said that Reserve's daily discharge of 67,000 tons of taconite tailings "endangers a unique natural resource". The volume put into the Lake by the company is many times greater than the total volume of material carried into the Lake by its tributaries, he added. The Environmental Protection Agency Administrator requested the Department of Justice to institute legal action requesting a federal district court to set "a schedule of time within which the company must terminate the pollution."

Ruckelshaus added that a notice had been issued to Reserve on April 28, 1971, calling formal attention to its violation of water quality standards, and that in an effort to reach an amicable solution, EPA had employed the consulting firm of Roy F. Weston, Inc., of West Chester, Pennsylvania, to determine the feasibility of alternative methods of total and partial on-land disposal. Weston, after extensive investigation, reported five alternative plans, all of which were rejected by Reserve Mining Company, leading to the present impasse.

The EPA Administrator said that Reserve raised many objections to each of the plans, and that this could have led to "endless discussions and technical arguments, with little possibility of a fruitful conclusion." Ruckelshaus said, "My responsibility is to protect the environment, and I intend to discharge that responsibility as expeditiously as possible." He further said, "I have concluded with regret that our dispute cannot be resolved without the assistance of the court, and for that reason I have on this date forwarded the matter to the Department of Justice for appropriate legal action."

Ruckelshaus noted that the States of Wisconsin, Minnesota, and Michigan have frequently expressed a continuing concern in protecting the purity of Lake Superior. These States are parties to the Lake Superior Federal-State enforcement conference. For that reason, he said he has written to the respective Governors suggesting that they consider intervention in the proposed action and participation with EPA and the Department of Justice in seeking an end to the pollution.

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"Although non-pesticide uses of mercury constitute the major source of environmental contamination, mercurial pesticides account for a significant proportion of such contamination," Ruckelshaus said. "The continued widespread use of such pesticides would raise serious questions of safety to man and the environment."

EPA pesticide officials estimated that approximately 12 products would be suspended and about 750 cancelled as a result of the two orders.

In October, the EPA affirmed the cancellation of three mercury pesticides used to kill algae in swimming pools and water cooling towers after the original cancellation notices had been reviewed by a scientific advisory committee on appeal from the manufacturer, with the committee recommending that the cancellations be sustained.

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ENVIRONMENTAL NEWS

ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, D. C. 20460

Deister (202) 755-2770

Farkas (202) 254-7526

FOR RELEASE P.M.'S FRIDAY, MARCH 24, 1972

EPA MOVES TO SHARPLY CURTAIL USE OF MERCURY PESTICIDES

William D. Ruckelshaus, Administrator of the Environmental Protection Agency, today acted to stop the interstate shipment of nearly all remaining pesticide products containing mercury in an effort to avoid further hazard to human health and contamination of the environment from this source.

In a two-part move, Ruckelshaus ordered the suspension of federal registrations for all alkyl mercury pesticides and all other mercury products applied to laundry fabrics and rice seed, and mixed in marine anti-fouling paints for vessels.

Suspension is the most drastic regulatory measure available to the Environmental Protection Agency.

The order immediately halts all interstate commerce in these products on the grounds that their continued sale would constitute an imminent hazard to the public.

"Alkyl mercury is highly toxic and can accumulate in the brain, causing damage to the nervous system," Ruckelshaus said. "The other suspended products come in direct contact with and can contaminate water resources. Once in the water, they can be converted by biological processes into a more toxic form of mercury whose residues find their way into fish and other aquatic life likely to be consumed by the public."

The order cited the concern for build-up in the environment and food chain. Ruckelshaus said in his order: "To allow a course of conduct today that may create an uncorrectable and highly dangerous situation tomorrow is to engage in environmental brinksmanship."

The alkyl mercury products suspended by the order are registered for fungicidal use on cotton, farm and greenhouse equipment, ornamentals, turf, and on trees and shrubs to control anthracnose,

leaf spots, and blights. They are also used to retard mold and mildew on surfaces and as a wood preservative. Alternative methods of control are available for most of these uses, according to the EPA.

Certain alkyl mercury pesticides used to treat seed were suspended in 1970 by the Federal Government after several New Mexico children were seriously poisoned after eating meat from a hog fed waste seed treated with the chemical.

No attempt will be made by the Government to recall the suspended mercury products already in the hands of distributors or on dealers' shelves because of serious problems related to disposal and storage that a massive recall would create. The Agency pointed out that safe disposal techniques for mercury, particularly in large quantities do not now exist. The safest method of disposal is to proceed with normal use, observing established precautionary procedures, with resulting diffusion in the environment.

In a simultaneous action, the EPA Administrator has given notice of intent to cancel the federal registration of all other mercury pesticide products, including those used in mildew-proofing paint, treatment of logs and lumber to prevent stain and mildew, and for control of stinking smut on wheat, snow mold on golf courses, and leaf stripe disease on barley.

A cancellation notice does not immediately stop interstate commerce in the affected products, as is the case with a suspension order. Rather, it allows manufacturers or users 30 days in which to challenge the cancellation notice itself by filing an administrative appeal. An appeal initiates a scientific review or a public hearing on the cancellation action, during which period the manufacturers can continue to market their products.

Under the law the Environmental Protection Agency must commence administrative action by cancellation whenever a "substantial question of safety" exists with regard to a pesticide.

Last year, over 771,000 pounds of mercury were used in mildew-proofing paint, 137,639 pounds in agricultural products, and as much as 44,000 pounds for treating an estimated 10 billion board feet of logs and lumber. Agricultural use of mercury pesticides declined 33 percent from 1969.

(more)

ENVIRONMENTAL NEWS

ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, D. C. 20460

EPA NEWS FEATURE

Deister (202) 755-2770

Hoffman (202) 755-2770

FOR RELEASE SUNDAY, MAY 14, 1972

EPA WILL BUILD "ARTIFICIAL OCEAN" TO TEST OIL SPILL CLEANUP METHODS

An "artificial ocean"--complete with its own wavemaking machinery -- will be built in New Jersey by the U.S. Environmental Protection Agency, to test equipment for cleaning up spills of oil and other hazardous materials.

The \$1.8 million concrete test tank -- measuring 600 feet long and holding more than two million gallons of water -- will be the only one of its kind in the world.

The test facility, to be completed by May 1973, will be built on a five-acre marshland site leased to EPA by the Earle Naval Ammunition Depot in Leonardo, New Jersey, located on the south shore of Raritan Bay.

Known as OHMSETT (Oil and Hazardous Materials Systems Environmental Test Tank), it will test new types of booms, skimmers and other devices used to contain and clean up spills.

In order to test the various devices under realistic conditions, the OHMSETT facility will be equipped with a wave generator, to produce regular, irregular and "confused" waves up to two feet high.

The tank, 65 feet wide and 8 feet deep, will contain about 2.6 million gallons of water drawn from Raritan Bay. A tracked bridge spanning the tank will tow test equipment lengthwise down the tank at speeds of up to six knots.

Data will be transmitted to a small control building for recording and processing. Some water quality analyses will be done in a small laboratory near the tank.

The data collected from OHMSETT will help EPA reduce the harmful impact of accidental discharges of hazardous pollutants upon beaches and the marine environment. Such spills have become a problem of major dimension for America's lakes and coastal waters.

(More)

In 1970, the U.S. Coast Guard recorded 3,335 oil spills (a total of about 15 million gallons) and 376 spills of hazardous materials and other substances (about 1/4 of a million gallons).

Since the OHMSETT facility will, on a continuous basis, make use of oil and other hazardous materials, EPA has taken precautions to insure that the tank does not harm the surrounding environment.

Wastewater, oil and other materials from the tank will be piped directly to an adjacent treatment facility; the effluent from the treatment facility will be of higher quality than the water pumped in from Raritan Bay.

Oily portions separated from the wastewater will be re-refined, and solids will be stored and eventually transferred to State-approved landfill sites.

The OHMSETT facility is funded by EPA's National Environmental Research Center in Cincinnati, Ohio. It will be operated by NERC's Water Quality Research Division in Edison, New Jersey, which is located in EPA's Region II.

The winning construction bid -- of \$1,828,800 -- was submitted by Remsco Associates of Matawan, New Jersey. Another New Jersey firm, Engineers Incorporated of Newark, designed the OHMSETT facility and will supervise its construction.

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(Note to editors: A photo of a model of the "artificial ocean" is available upon request from the Office of Public Affairs, Environmental Protection Agency.)

ENVIRONMENTAL NEWS

ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, D. C. 20460

Temple (202) 755-2770
Hoffman (202) 755-2770

FOR RELEASE AFTER 4:30 P.M., FRIDAY, MAY 12, 1972

EPA DENIES ONE-YEAR EXTENSION OF 1975 AUTO EMISSION STANDARDS

William D. Ruckelshaus, Administrator of the Environmental Protection Agency, today denied a one-year extension of the legal requirement for 1975 auto emission standards that had been requested by five companies.

Ruckelshaus said the companies had failed to produce sufficient evidence required under the Clean Air Act to justify such a postponement of the standards.

"We have concluded that although auto manufacturers demonstrated difficulties in their efforts to reduce exhaust pollutants, they have not established that the technology does not exist. Impressive progress has been achieved in controlling auto emissions by a variety of control systems employing catalysts. Our analysis of all data suggests the technology may well be available for the 1975 cars to meet these standards," Ruckelshaus said.

"We recognize that it may require financial commitments by auto makers to catalyst suppliers before all testing has been completed, but it appears that such commitments, already taken by one major auto company, are necessary to achieve the air pollution control objectives mandated by the 1970 Clean Air Act."

The Clean Air Act calls for a 90 percent reduction in emissions of hydrocarbons and carbon monoxide in 1975 model autos compared with emissions from 1970 models.

The Act also authorizes the EPA Administrator to grant a one-year suspension of the 1975 standards if after hearings and examination of evidence he determines that the suspension is

(more)

essential to the public interest or public health and welfare; that the applicant for a waiver has made good faith efforts to meet the 1975 standards; and that the applicant has established that effective control technology is not available or has not been available long enough to achieve compliance with the standards.

Five companies applied for the one-year suspension prior to EPA hearings that began April 10. They were Volvo, Incorporated, of Sweden; International Harvester; General Motors; Ford; and Chrysler. A sixth company, American Motors, also filed for a suspension after the hearings began, but its application was not included in today's decision, and a separate hearing will be scheduled soon on its request. Any other company seeking a suspension must submit a formal application with supporting data.

A number of other auto companies and makers of emission control systems, as well as public interest groups, testified during the three weeks of hearings. A total of 2,926 pages of testimony were received and are on file at EPA headquarters for public inspection.

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FACT SHEET

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

The President's Environmental Merit Awards Program will make it possible for students of the Nation's high schools to receive recognition for individual or group projects that benefit the environment. Opportunity to participate in the program is being offered to some 38,000 public and private high schools across the country.

All students who undertake and complete a responsible environmental service project will receive an award. Additional awards will be given to projects deserving special recognition. Panels made up of student, faculty and community representatives will administer the program. National support for this program will be provided through the Environmental Protection Agency and the Office of Education.

Suggested projects for the program could fit into four categories -- education, environmental awareness, community service and public affairs. Students could seek assistance with their projects from private as well as governmental agencies at all levels -- Federal, State and local. The best primary sources of help would be provided by local libraries and environmental groups.

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

Scope - The President's Environmental Merit Awards will encompass youth activities throughout the entire country and will be offered through more than thirty eight thousand high schools, both public and private.

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 vermin, cleaning up litter, landscaping a park, staffing an environmental information center or operating a recycling program.

Public Affairs - 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.

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MORE

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ENVIRONMENTAL AWARDS (JULIE EISENHOWER)

All of us know that this is Earth Week, certainly a very appropriate time to be honoring excellence in environmental action.

But let me also remind you of another important anniversary which we observe today. It was on April 19, 1775 -- 197 years ago this day -- that the Minutemen took their stand at Lexington and Concord and fired the "shots heard round the world."

Now America, especially young America, is on the march again -- fighting this time not for national independence, but for ecological interdependence. We have declared our basic human right to surroundings that are green and healthy and alive and clean. We have accepted our patriotic duty to defend that right. We will not be summer patriots or sunshine soldiers -- we are in the battle to stay. We know that the earth we save will be our own.

I like to think of the Environmental Merit Awards as decorations for valor, for heroism above and beyond the call of duty in serving the environmental cause. It is with great pleasure that I will now present the first four of these awards to participants in four outstanding projects across the United States -- north, south, east, and west.

First, from Oak Park, Illinois, Miss Nancy Stockholm and Mr. John Rudzinski, winners of an excellence award for their innovative

environmental education and action program at Oak Park-River Forest High School.

Next, from Fort Worth, Texas, Mr. Frank Laux and Mr. Dan Goldstein, to receive an excellence award for their successful paper collection and recycling project in the Fort Worth community -- with special mention to Diamond Hill High School for its outstanding leadership efforts in that project.

Next, from Lewistown, Pennsylvania, Miss Dorothy A. Kline and Mr. William C. Lash of Juniata-Mifflin Area Vocational Technical School, to receive an excellence award for that school's county-wide, low-cost tree planting project.

And finally, from Long Beach, California, an excellence award to Miss Elizabeth Bell and Mr. Jeffrey Bentley for an ambitious and highly successful program of recycling, tree planting, and environmental education at the elementary level, involving students from 5 Long Beach High Schools.

On behalf of my father, may I congratulate all eight of you, and all your fellow students, teachers, and advisers who shared in these projects.

Many, many more students will be following in your footsteps during the months and years ahead. Already the growth in this program has been phenomenal. Seven months ago there was no

Environmental Awards program at all. Now there are more than 2500 senior high schools taking part, representing all 50 States. Recently the scope has been broadened to take in summer camps as well. And I am delighted to tell you at this time that my father has asked me to announce plans to include junior high schools and elementary schools too in the awards competition beginning this fall.

Ladies and gentlemen, that amounts to a tremendous mobilization of youth power on behalf of environmental quality in the United States. With thousands of schools and millions of young people taking part, and with the support and leadership of this distinguished new Advisory Committee for the program, I predict that we are going to see some miracles performed. Thank you very much.

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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.

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PROJECTS IN REGIONS

REGION I

MAINE
NEW HAMPSHIRE
VERMONT

MASSACHUSETTS
RHODE ISLAND
CONNECTICUT

MAINE

- (1) Katahdin High School
Sherman Station, Maine 04777
(207) 365-4272

"Environmental Control"

MASSACHUSETTS

- (1) Habitat High School
10 Juniper Road, Box 184
Belmont, Massachusetts 02178

"De-Icing Salts and the Environment"

CONNECTICUT

- (1) Killingly High School
Danielson, Connecticut 06239
(203) 774-8985

"Survey of an Ecosystem in Connecticut"
(an individual project)

REPRESENTATIVE
REG. PROJS. '71-'72

PROJECTS IN REGIONS

REGION II

NEW YORK
NEW JERSEY

VIRGIN ISLANDS
PUERTO RICO

NEW YORK

- (1) John F. Kennedy High School
Somers, New York 10589
(914) 232-5061

"Recycling of Aluminum and Glass"

- (2) Levittown Memorial High School
Ranch & Abbey Lanes
Levittown, New York 11756
(516) PY6-6800

"Environmental Experiments by Ecology Class"

NEW JERSEY

- (1) Dwight Morrow High School
Englewood, New Jersey 07631
(201) 871-4300

"Interdisciplinary Environment
Education and Independent Research"

- (2) Morris County Board of Chosen Freeholders
has presented a grant to

Morristown/Morris County National Parks
Centennial Association to conduct

"LIFE...Pass It On" program in 23 high schools
in Morris County

- (3) St. Joseph High School
North Third St.
Hammonton, New Jersey 08037
(609) 561-0689

561-0348 (Convent phone)

"Environmental Awareness"

PROJECTS IN REGIONS

REGION III

DELAWARE
MARYLAND
PENNSYLVANIA

VIRGINIA
WEST VIRGINIA
DISTRICT OF COLUMBIA

PENNSYLVANIA

- (1) Juniata Mifflin Area Vocational
Technical School
Lewistown, Pennsylvania 17044
(717) 248-3933
"Green Up Your Back Yard"
- (2) Bishop McDevitt High School
Harrisburg, Pennsylvania 17103
(215) 236-7973
"Environmental Action Program"
- (3) Williams Valley High School
Reinerton, Pennsylvania 17980
(717) 647-2646
"Clean Wiconisco Creek"
- (4) Moniteau Jr-Sr High School
West Sunbury, Pennsylvania 16061
(412) 637-2821
"Ecology Poster Contest"
"Ecology Photo Contest"

MARYLAND

- (1) Severna Park Senior High School
Robinson & Evergreen Roads
Severna Park, Maryland 21146
(301) 647-2333
"Environment of Severna Park Area"
SPOT - Severna Park Organized Teens

(more)

REGION III (cont.)

VIRGINIA

- (1) Bishop Denis J. O'Connell High School
Arlington, Virginia 22213
(703) 534-8100

"Life As We See It"

PROJECTS IN REGIONS

REGION IV

ALABAMA
FLORIDA,
GEORGIA
KENTUCKY

MISSISSIPPI
NORTH CAROLINA
SOUTH CAROLINA
TENNESSEE

TENNESSEE

- (1) Hume-Fogg Technical Vocational High School
Nashville, Tennessee 37203
(615) 244-6070

"Environmental Pollution"

Note: Science club won 1st place in Nashville, 1971
Medical Asso. Contest and 3rd place in the
Tennessee Medical Asso. contest.

PROJECTS IN REGIONS

REGION V

OHIO
INDIANA
MICHIGAN

WISCONSIN
ILLINOIS
MINNESOTA

OHIO

- (1) Swanton High School
Swanton, Ohio 43558

"Glass Collecting for Recycling"

Note: Robert L. Bratton, senior, outstanding student

- (2) Woodward High School
Toledo, Ohio 43608
(419) 726-1540

"School Clean-Up" "Ottawa River Clean-Up"

"Plastic Recycling" (student & community programs)

- (3) Watkins-Memorial Jr-Sr. High School
Pataskala, Ohio 43062
(614) 927-2061

"Governmental Protection of Ecology; a Problem
in Survival"

- (4) 80 high schools working with Institute
for Environmental Education
8911 Euclid Avenue
Cleveland, Ohio 44106
(216) 231-5010
Joseph H. Chadbourne, Principal

- (5) Fields High School
Mansfield, Ohio 44901 P.O.Box 788
(419) 522-3632
Baylis L. Prater - Consultant 324-8022

"Ecology Behind Prison Walls"

more

REGION V (Cont.)

- (6) E. L. Bowsher High School
3548 South Detroit Avenue
Toledo, Ohio 43614

"Ecological Environment Problems"
Local and National

MICHIGAN

- (1) Ashley High School
Ashley, Michigan 48806
(517) 847-2341

"Pollution in the Maple River"

- (2) Lawton Community High School
Lawton, Michigan 49065
(616) 624-4655

"Recycling Center: Operation Pig Pen"

- (3) Gaylord Community High School
Gaylord, Michigan 49735
(517) 732-5551

"Petroleum in Otsego County"

"Study of Gaylord Sewer System"

- (4) Royal Oak Dondero High School
709 North Washington
Royal Oak, Michigan 48067
(313) 541-7100

"SCUM: STUDENTS CLEANING UP MESSSES"

ILLINOIS

- (1) Oak Park & River Forest High School
201 North Scoville Avenue
Oak Park, Illinois 60302
(312) 383-0700 Ext. 561

"Pollution Control Center"

(more)

REGION V (Cont.)

WISCONSIN

(1) Cumberland High School
Cumberland, Wisconsin 54829

"Are Cumberland Lakes Dying?"

"Is Beaver Dam Lake Dying?"

PROJECTS IN REGIONS

REGION VI

ARKANSAS
LOUISIANA
TEXAS

OKLAHOMA
NEW MEXICO

TEXAS

(1) EAGLE PASS HIGH SCHOOL
Eagle Pass, Texas 78852
(512) 773-9536

"Environmental Control Organization"
(High School Club)

NEW MEXICO

(1) Hot Springs High School
Truth or Consequences, New Mexico 87901
(505) 894-2839

"Save Our Surroundings SOS"

"State Ecology High School Seminar"

PROJECTS IN REGIONS

REGION VII

KANSAS
MISSOURI

IOWA
NEBRASKA

KANSAS

- (1) Wichita High School North
Wichita, Kansas 67203
(316) 264-7351

"City-County Pollution Survey"
1970 1972

MISSOURI

- (1) Academy of the Sacred Heart
St. Charles, Missouri 63301
(314) 723-1818

"Water and Air Pollution."

IOWA

- (1) Maquoketa Valley Community High School
Delhi, Iowa 52223
(319) 522-2713

"Operation Clean-Up"

NEBRASKA

- (1) Central Catholic High School
West Point, Nebraska 68788
(402) 528-3280

"Does Chlordane Affect the Food Chain?"

PROJECTS IN REGIONS

REGION VIII

COLORADO
WYOMING
MONTANA

UTAH
NORTH DAKOTA
SOUTH DAKOTA

UTAH

(1) Clearfield High School
Clearfield, Utah 84015
(801) 825-2216

"Environmental Research Center -
The Clearfield Project"

PROJECTS IN REGIONS

REGION IX

CALIFORNIA

GUAM

WAKE ISLAND

NEVADA

HAWAII

ARIZONA

AMERICAN SAMOA

TRUST TERRITORIES OF PACIFIC ISLANDS

CALIFORNIA

- (1) Willow Glen High School
2001 Cottle Avenue
San Jose, California 95125
(408) 266-7340

"Environmental Education and Community Problems"

- (2) San Clemente High School
700 Avenida Pico
San Clemente, California 92672
(714) 492-4165

"An Ecological Survey of Dana Point Harbor"

- (3) Five High Schools
Long Beach Unified School District
701 Locust Avenue
Long Beach, California 90813
(213)

"Beautification and Ecology Program"
at School & Community Level

- (4) Anderson Valley High School
Boonville, California 95415

"Fire Prevention Poster"

- (5) Salesian High School
2851 Salesian Avenue
Richmond, California 94804

"Save Sea Life"

PROJECTS IN REGIONS

REGION X

WASHINGTON
OREGON

IDAHO
ALASKA

IDAHO

- (1) Marsh Valley High School
Arimo, Idaho 83214
(208) 254- 3376

"Saving Environment and Human Resources"

WASHINGTON

- (1) Selkirk High School
Ione, Washington 99139
(509) 446-2941

"Selkirk Environmental Center"
(Outstanding project)

- (2) Tacoma Public School
701 South 37th St.,
Tacoma, Washington 98408

"Youth Conservation Corps"

JUN 1 1972

New
England
Newscliz

Habitat environment study earns President's award

Senator Edward W. Brooke presented on May 19, ten special awards for Environmental Excellence to the Habitat School of the Environment of Belmont, and nine of its students.

The awards, granted under the President's Environmental Awards Program, are the first to be presented in New England, according to John A. S. McGlennon, Regional Administrator of the U. S. Environmental Protection Agency (EPA).

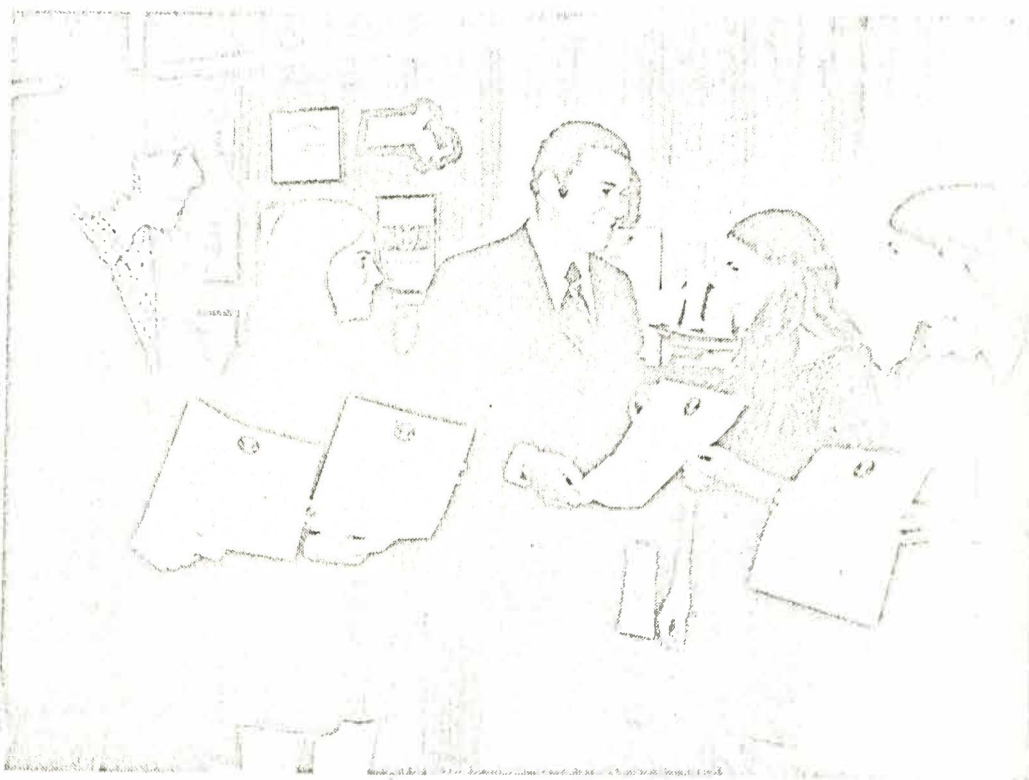
Habitat, a private secondary school, and its students, received the award for a fifty page study they prepared on "De-icing Salts and the Environment" for the Massachusetts and National Audubon Societies.

Students receiving the awards from Senator Brooke were: Pamela M. Baldwin, Concord; Sandra S. Bisset, Simsbury, Conn.; Anne K. Burnett, Long Meadow; Barrie E. Goodman, Windsor, Vermont; James A. Graham, Pleasantville, New York; Mary Ellen Hawes, New Bedford; Jennifer Lewis, Baltimore, Md.; John K. Nessel, Boston; Sarah F. Russell, New York City.

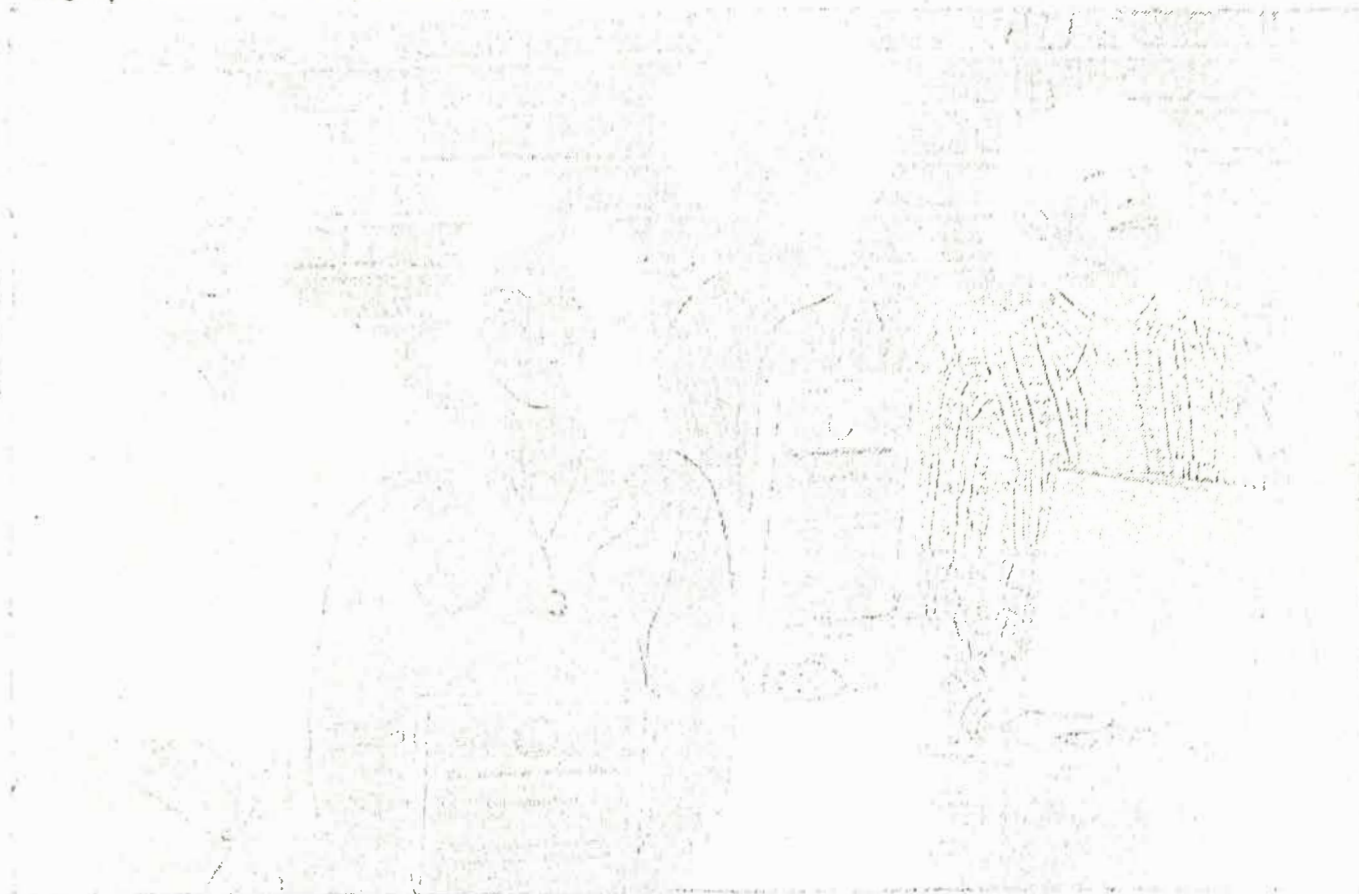
Mr. McGlennon, whose Agency along with the U. S. Office of Education, is primarily responsible for supporting the awards program, noted that the Habitat study was completed in February of 1972 and is a comprehensive review of the side effects of de-icing salts.

Sections of the report deal with the chemistry and application of de-icing salts; automobile corrosion; damage to public works; water pollution; effects on vegetation and wildlife; effectiveness of salting; alternatives; and economics of salting.

Mr. McGlennon explained that the President's environmental Merit Awards Program is a nation-wide endeavor to recognize the activities and achievements of students who have committed themselves to constructive environmental service.



Senator Edward W. Brooke of Massachusetts presided at the presentation of the Presidential Awards of Excellence to the Habitat School of the Environment, Belmont, Mass. and seven of its students for outstanding achievement in environmental services. From left to right, John K. Nessel, Boston; Sandra S. Bisset, Simsbury, Conn.; Senator Edward W. Brooke; Anne K. Burnett, Long Meadow, Mass.; and Mary Ellen Hawes, New Bedford, Mass.



RECEIVE PRESIDENT'S ENVIRONMENTAL MERIT AWARD

Four Clear Creek High School students were recognized last week for their contributions in environmental work in the Clear Lake area. Recipients of the President's Environmental Merit Award were Bob Sjoberg, Cheryl Whaley, Paul Naecker, and John Crane. All four served as "summer scientists" last year when they tested water samples

from Clear Lake for the Clear Creek Water Quality Survey. The presentations were made by Sigmund Sjoberg, deputy director of flight operations at the Manned Spacecraft Center. President Richard Nixon's representative at the program was Mrs. Nina Harmon, assistant director of public affairs for the Environmental Protection Agency.

Atlanta Journal 5-16-72



ERIC GOLDBERG (LEFT) HOLDS SAMPLE OF PEACHTREE CREEK WATER
He and Robert Shearer helped to update Water Quality Control Report



FIONA TURNBULL READS NADER STUDY
She is Co-Chairman of First STEP Group

Staff Photo—Guy Hever

ATLANTA YOUTH PROJECT STEP Toward Awareness

By GINGER M. TROY

Fiona Finkler, sitting at the end of a library table in Northside High School, was hard-pressed for a good answer.

"I don't know why I care," she murmured. To her, being concerned that a quality environment exists is just as natural as buying groceries or going to school.

Since April, the Marietta High School senior has been taking groups of elementary school students on weekly nature walks through the Girl Scouts' Camp Timber Ridge.

FIONA NEVER recites the correct names of trees or insects the children see.

Instead, she might point out a fallen tree. What will happen to the birds that were nesting there? Weren't there bugs and worms depending on that tree for life? Why did it fall? What will come up in its place?

"I want to work with the

children so they will grow up with awareness," Fiona explained. "If you can get them thinking about the environment, doing something about it, then maybe they will go home and educate their parents."

Fiona is co-chairman of a fairly new association of young people which has recently received national attention.

IT IS CALLED STEP (Student: Toward Environmental Awareness), but the students didn't think up the name.

They have no officers, only co-chairman to "do the dirty work" for 80 members, and they feel that STEP meetings would be nice, but not necessary. Most work is done on an individual basis.

"We're a clearing house for information and projects that people might be interested in doing. Or, if somebody has work to be done, we'll find someone to do it," Fiona explained of the loosely knit student group which draws in members from four counties.

"OUR PRIMARY function is individual awareness and education of others, rather than going around picking up beer cans.

"It doesn't even matter whether kids start a STEP in their schools, as long as they themselves become aware of environmental problems, do something about them, and talk to others about it."

The National Parks Service and the United States Commission for UNESCO are so impressed with the initiative of the Atlanta area students that they have given STEP a name and plan to sponsor it nationally.

THERE ARE only two commitments which STEP requires: To form an "environmental ethic" by spreading environmental awareness to youth and adults, and to participate in programs of environmental activism.

Last weekend, the National Parks Service and UNESCO jointly sponsored a STEP conference at Northside High School in cooperation with the Atlanta Public Schools' Environmental Education Project.

More than 350 students from the Southeast spent two days here discussing ways to form their own STEP groups and projects which would have an immediate impact on their communities.

"STEP HAS GOT a fantas-

tic potential," said Fiona, pointing out that the students rarely ever hash over priorities of things that need to be done, they simply do them.

"If you can get enough people — young and old — truly concerned to begin to do things right now, whether it be legal action or building a recycling center, then it will make a big difference."

The 40 original members of STEP got together at the U.S. National Commission's Environmental Conference which met in Atlanta last November. Ray Geerdes, chief historian at Kennesaw Mountain National Battlefield Park, had arranged for the high school students to attend the conference as observers.

"WE WERE SADLY disappointed," Fiona remarked. "There were a lot of fantastic people pointing out all this knowledge, but they didn't relate to each other. We went there hoping to learn more about the environment than we could from newspapers, but we didn't. The delegates didn't even have any suggestions for things to do."

After the conference was over, the high school students met in a separate room to discuss their feelings. They agreed to begin an inter-school alliance to get young people involved in actual environmental work.

LATER, THEY called a meeting at Kennesaw Mountain Park to discuss projects for their group and decided to

take the National Park Service's 10-hour course to qualify as environmental study area leaders.

All the STEP members have worked to make nature walks at Camp Timber Ridge and since April have been taking groups of children through the trails.

Aside from serving as park guides, each STEP member has worked individually on some environmental project which is important to him and his community.

The Atlanta Journal

Young Living

Ginger H. Troy, Editor

6-B The Atlanta Journal Tuesday, May 16, 1972

PROJECTS CARRIED OUT

15 Students Honored For Environment Aid

Presidential Environmental Excellence Awards were given to 15 Atlanta area students at the STEP conference in Atlanta last weekend. The awards are in recognition of environmental service to the community.

The students and their projects are:

North Fulton High School: Robert Shearer, Eric Goldberg and Linda Hardy. "Water Quality of Peachtree Creek Basin: The South Fork, the North Fork, and Nancy Creek — Update of 1968 Water Quality Control Board Report."

Marietta High School: Rick Hume and Russell McNair. "Chemical Analysis of Rottenwood Creek in Cobb County."

Northside High School: Jim Hughes and Rardy Spratt. "A Case Study of the Effects of an Apartment Complex on the Chattahoochee Through Examination of Bacterial Pollution, Amount Dissolved Oxygen, Phosphate Content, and Organic Matter."

Northside High School: Christie Mason. "Effects of Land and Water Use on the Flint River as presented in an Original Film 'The River Speaks for Itself'."

Dykes High School: Bob Cannon. "A Winter Study of Life Forms and Water Quality of Nancy Creek."

Northside High School: Tommy Jones. "Informing the Community of the Effects of Clearcutting, Channelization and Fire on Wildlife."

Henry Grady High School: Sarah Patterson. "A Plan of Reforestation to be Implemented at Tiber Ridge."

Northside High School: Dee Hanner. "How Adequate is Emergency Medical Care in Densely Populated Areas of Atlanta?"

Northside High School: Tere Darnell. "Teaching First Graders about Ecology and Pollution."

Henry Grady High School: Annette Cook. "Teaching 9 through 12-Year-Old Children About the Environment Through Various Teaching Approaches: Environmental Study Area, Lecture, Demonstration and Discussion."

Northside High School: Steve Berger. "Housing Patterns in the City of Atlanta as Indicated by the 1970 Census."

34 AREA STUDENTS GET ECOLOGY AWARDS

By United Press International

Presidential environmental awards were presented to 34 greater Atlanta high school students Saturday night at the close of a two-day environmental conference.

The award recipients, members of Students Toward Environmental Participation (STEP), were honored for ecological work ranging from a water quality study of Peachtree Creek Basin to the effects of channelization and clearcutting on wildlife.

Jack E. Ravan, regional administrator of the Environmental Protection Agency, praised the youngsters as "an outstanding example of the commitment of young people have made to a better environment."

"They are aware of the problems and they are acting constructively to remedy the situation," he said.

THE HOUSTON POST
FRIDAY, MAY 12, 1972

Clear Creek students cited by Nixon for pollution study

Twelve students from Clear Creek High School got "well done" commendations from President Nixon Thursday for a 1971 summer study of pollution in Clear Lake.

The students were presented with presidential merit awards "for service to the community and the nation in environmental protection achievement."

Sigurd A. Sjoberg, deputy director of the Manned Spacecraft Center, handed out the certificates during a high school assembly. One of the awards went to Sjoberg's son, Bob.

Sjoberg said the students' work could be "a real catalyst in improving water quality in Clear Creek and Clear Lake."

Nina Harmon, a public affairs officer with the Dallas regional office of the Environ-

mental Protection Agency, told the students their work was "one of the outstanding projects in the country, and the only water quality study in the nation that has been chosen to receive these awards."

The students spent last summer criss-crossing the lake in small boats, and taking samples for analysis by the University of Houston. A report on their findings is being printed and will be released shortly.

Besides young Sjoberg, the award winners still in high school are John Crane, Cheryl Murphy and Phil Naecker.

The remaining award winners, who have since gone on to college, are Linda Betancourt, Charles Doland, Craig Faupell, Jim Huggins, Gregg Lake, Ruth Melton,

Jeff Rosenberg, and David Klopstein.

A special award of excellence was presented to the group's graduate student-adviser, Mrs. Pam S. Ward, who returned here from Michigan for the ceremony.

Ten sponsoring organizations and advisers also got the awards.

Astronaut Fred W. Haise, Jr., was scheduled to speak at the ceremony but the program's sponsors said Rear Adm. Alan B. Shepard Jr., chief of the astronauts, canceled Haise's appearance because it had not been cleared through him.

THE PAXTON HERALD
Harrisburg, Pa. W-N.A.

MAY 10 1972

MUTUAL PRESS CLIPPING
Philadelphia, Pa. 19102

High School Wins President's Environmental Award

Halifax Area High School, Halifax, will receive the "Presidential Award of Excellence" for its outstanding contribution to its community through environmental achievement.

In making the announcement Edward W. Furia, Regional Administrator of the Middle Atlantic Region, U.S. Environmental Protection Agency said that Halifax was the first school within the Region to receive the citation.

Mark N. Silverman, an official of EPA will present the award to 50 students on behalf of President Richard Nixon at a special ceremony on May 5, at the Halifax High School Auditorium at 10:00 A.M.

Furia said Halifax was selected from more than 600 applicants for the Presidential award because of their outstanding efforts to clean up the Powell Creek in Halifax.

"The students cleared the stream of all debris; constructed dams to improve conditions for the breeding of trout and constructed barriers to remove sedimentation from the bottom of the stream," Furia said. "Their efforts and accomplishments are a credit to their community and the entire Region."

Congratulations!

duplicate

U.S. ENVIRONMENTAL PROTECTION AGENCY

ONLY TO
ANN OF

10A M/S 549

May 9, 1972

SUBJECT

Current Status of Pemap in Region 10

TO:

Ginger Sayell, Regional Coordinator, OPA, EPA, Washington, D.C.

The Awards to Selkirk High School in Ione, Washington were presented by Don Moos, Assistant Regional Administrator, on Friday, April 28. The ceremony was very successful and the eastern Washington press used the item (see attached clipping) in newspapers and TV. This award was doubly appreciated by the school since a school levy vote was due the next week, and favorable publicity was valuable.

The Regional Public Affairs office last week sent a letter (copy attached) to each of the 95 schools listed on the print-out received from headquarters. With each letter we included applications with instructions and a copy of our press release on the first regional award.

We have as yet received no replies from the schools, but anticipate at least a 30 per cent response.

We have requested that your office furnish us with blank certificates so we can make immediate response to any completed applications that come to us. We will make as many presentations as possible before the end of the school year.

We will also send originals of any applications to your office, keeping copies for ourselves, and keep your office informed of any other activities concerning Pemap.


Herbert E. Simison
Director, Public Affairs
Division

Spokane Daily Chronicle 4/28/72 549

Around the Region

Environmental Class Cited

NETALINE FALLS, Wash.—Selkirk High School was to receive the first regional Presidential Award of Excellence for an environmental project in ceremonies this afternoon.

Dennis Nees, deputy regional administrator for the Environmental Protection Agency, presented the award recognizing the school's 40-acre nature classroom.

The land, leased from Plamond International Lumber

Company, is located across the highway from the school. Students from grades one to 12 have been using the forested land for an outdoor classroom. Classes in biology, botany, survival instruction and drawing use the land three or four times a week during the fall and spring. Principal Ray Hanson said.

A wildlife recreation class has done most of the clean-up on the land and blazing of trails, Hanson said.

Teacher George Fisher directs the project.

Community participation in the project has been good, Hanson said, with representatives of Georgia Pacific and the Forest Service sometimes instructing classes.

The award, one of 10 given nationally, was presented in an assembly attended by students and community members. Selkirk's project was singled out from 18 applications from Alaska, Idaho, Oregon and Washington.

ENVIRONMENTAL PROTECTION AGENCY

Date: May 2, 1972
Reply to
Attn of: Public Affairs Office, Region IV, EPA
Subject: Hume Fogg School Presidential Merit Award presented April 27, 1972
To: Mrs. Ginger Savell, Regional Coordinator, Office of Public Affairs
EPA, Washington, D.C.

Publicity regarding the presentation, made for the President by
Region IV EPA Deputy Administrator James R. Westlake, is as
follows:

WLAC-TV: ran a news segment....
WSIX-TV: ran a news segment....

WLAC Radio ran it....
WSIX Radio ran it....

The National Banner newspaper ran a news article, a copy of which
is being forwarded.

The school's coordinator, Mrs. Tish Finch, gave the above report.

She commented that the school also received many calls and
telegrams, including one from Senator Howard Baker. She reported
Mr. Westlake made a splendid appearance and was well received.
School board officials and others also attended.

Hagan Thompson
Public Affairs

Hume-Fogg Wins EPA Merit Award

Nashville's Hume-Fogg Technical Vocational High School received the President's Environmental Merit Award today in special ceremonies held at the school.

Hume-Fogg was the first school in the Southeast to be honored under the new program which is sponsored by the U.S. Environmental Protection Agency.

EPA Deputy Regional Administrator James R. Westlake of Atlanta, on behalf of President Nixon, presented certificates of merit to 34 students and three adult advisers.

The students, under the guidance of Mrs. Tish Finch, included members of the biology and health occupation classes and members of the science club.

The President's Environmental Merit Awards Program was established to recognize activities and achievements of high school students who have committed themselves to constructive environmental service.

The program has recently been broadened to include elementary and junior schools and summer camping programs.

Part I—Thurs., April 20, 1972 The Los Angeles Times ★

ENVIRONMENT AWARD GOES TO 8 STUDENTS

WASHINGTON (AP)—Julie Nixon Eisenhower presented the first presidential Environmental Merit Awards to eight high school students from four states at a White House ceremony Wednesday.

President Nixon's younger daughter announced that her father was expanding the awards program, which honors constructive environmental activities of young people, to junior high schools and elementary schools.

Mrs. Eisenhower presented special certificates to students Elizabeth Bell and Jeffrey Bentley of Long Beach, Frank J. Laux and Dan Goldstein of Ft. Worth, Tex., Dorothy A. Klein and William C. Lash of Lewiston, Pa., and Nancy Stockholm and John Rudzinski of Oak Park, Ill.

Mr. Nixon initiated the program last October with the hope that many thousands of high school students would strive for certificates under the theme: "Life—Pass It On."

Halifax School Club The Patriot, Harrisburg, Pa. 5/2/72 Gets Ecology Award

HALIFAX — High grades usually mean a place on the honor roll.

But a group of ecology-minded Halifax Area High School pupils aimed a bit higher and their efforts have been rewarded with straight A's from the very top — the Office of the President of the United States.

All 52 members of the school's Conservation Club yesterday were presented a "Presidential Award of Excellence," the first such award ever given by the U. S. Environmental Protection Agency.

The awards were presented on behalf of the President at a special program at the school by Mark N. Silverman, director of the agency's Public Affairs Division, with offices in Philadelphia.

An agency official said Halifax was selected from more than 600 applicants for the Presidential award because of the club's outstanding efforts to clean up Powells Creek.

"The students cleared the stream of all debris, constructed dams to improve conditions for the breeding of trout and constructed barriers to remove sedimentation from the bottom of the stream," said Edward W. Furia, administrator of the Middle Atlantic Region of the U.S. Environmental Protection Agency. "Their efforts and accomplishments are a credit to their community and the entire region."

The young environmentalists also achieved another first with their Powells Creek clean-up, winning of the Pennsylvania

nia Fish Commission Conservation Award, which was initiated by the commission at a meeting on April 24.

This award, which each member of the Conservation

Club received at yesterday's ceremony, consists of a certificate expressing the commission's gratitude for the club's efforts and achievements plus a cloth emblem that can be worn on a jacket or sweater to show publicly that the individual or group has made a significant contribution in aiding the Fish Commission and citizens of the commonwealth.

A Fish Commission spokesman said the award is "designed to encourage youth of Pennsylvania to study and become more knowledgeable in the areas of conservation, of the commonwealth's aquatic environment and water crafts safety and to recognize persons or organizations who guide to completion programs or projects which improve fish habitat, decrease pollution, enhance the natural beauty of water areas or provide increased fishing or boating opportunities for citizens of the commonwealth."

Ralph Abelo, executive director, and Jack Stepanek, waterways patrolman for Dauphin County, presented the Fish Commission awards.

So far, according to Kent Weller, one of the two club advisers — the other is Paul Wise — the students have built two 18-inch rock and log-type across the creek, nine long-rock deflectors, and one single-log rifle dam. For the Game Commission, they've planted trees and cut browse.

All of the work was done with the technical assistance of Stepanek and Barry Jones, land manager in Dauphin and Lebanon counties for the Game Commission.

Also assisting with all of the work were Robert N. Youtz, Millersburg, chairman of the stream improvement committee of the Dauphin County Federation of Sportsmen's Clubs and recent winner of the Conservationist of the Year award, and Clarence Hoffman, a member of the federation.

Conservation Club officers are Gerald Miller, president; Karl Laudenslager, vice president, and Jeanne Wienczkowski, secretary. All are seniors.

High School Principal Mark Drumheller presided at the awards ceremony and Superintendent Marlin Zimmerman introduced guests. Music was provided by the school band under the direction of Danie Shearer and the chorus, directed by Sally Lisi.

REGION IV
1421 Peachtree St., N.E., Atlanta, Georgia 30309

Pou--404/526-3004
Thompson--404/526-3004

For Release '8 p.m., Saturday, May 13

ATLANTA, Ga.,--Presidential Environmental Awards were presented to 34 greater Atlanta high school students Saturday night at the close of a two day conference on the environment attended by more than 500 students and teachers from southeastern states and observers from Canada and Mexico.

The award recipients, members of STEP (Students Toward Environmental Participation), were honored for their work in a number of ecological areas ranging from a water quality study of Peachtree Creek Basin to the effects of channelization and clearcutting on wildlife. STEP members were also cited for a childrens' environmental education project.

Jack E. Ravan, Regional Administrator of the Environmental Protection Agency, called STEP "an outstanding example of the commitment young people have made to a better environment.

"They are aware of the problems and they are acting constructively to remedy the situation,"he added.

Especially praiseworthy, Ravan said, is the childrens' education portion of the STEP program.

Upon completion of a National Park Service course, STEP members began serving as guides to elementary school students on weekly field trips to Camp Timber Ridge.

Ravan also praised the sponsors of the Atlanta-originated STEP for their decision to expand the program nationwide and internationally. STEP is sponsored by the United States Commission for UNESCO and the National Park Service.

The high school students receiving Merit Awards ^{for} ~~from~~ their initiative in the formation of STEP are:

Atlanta Public Schools: Ralph Millsap, Sarah Patterson, Anne Pulliam, and Lauren Walker of Henry Grady High School, Sturat Cohen of Northside High School. Cobb County Schools: Mike Collett and Dennis Hayes of South Cobb High School, Bonnie Hopper and Marynell Gould of Wheeler High School, Loy Barton, Jack Ferguson, and Cathy Koeingkramer of McEachern High School, Donna Dotson, Susan Woodlief, Kimberly Scott, Randall Wadsworth, John Tanner and the late Mrs. Sara Oliphant of Sprayberry High School, Penny

-more-

Herndon of Osborne High School. Marietta Independent School System: Fiona Turnbull, Helen Tapp, Russell McNair, Neal Pylant, Bill Sutherland, John Graves, Roderick Humes, and Patty Ryle of Marietta High School. Paulding County: June Holden, June Bennette, Sheila McClure, Dot Stephens, Pam Matthews and Sandra Smith of Paulding High School.

Fifteen students received special awards for individual activities of environmental service to the community.

For the project, "Study of Water Pollutants in Local River," Presidential Environmental Excellence Awards were given to:

North Fulton High School: Atlanta Public Schools, to Robert Shearer, Eric Goldberg and Linda Hardy. "Water Quality of Peachtree Creek Basin: The South Fork, the North Fork, and Nancy Creek - Update of 1968 Water Quality Control Board Report."

Marietta High School: Marietta Independent School System, to Rick Hume and Russell McNair. "Chemical Analysis of Rottenwood Creek in Cobb County."

Northside High School: Atlanta Public Schools, to Jim Hughes and Rardy Spratt. "A Case Study of the Effects of an Apartment Complex on the Chattahoochee Through Examination of Bacterial Pollution, Amount Dissolved Oxygen, Phosphate Content, and Organic Matter."

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Northside High School: Atlanta Public Schools, to Steve Berger.
"Housing Patterns in the City of Atlanta as Indicated by the 1970 Census."

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ENVIRONMENTAL PROTECTION AGENCY

REGION IV

1421 Peachtree St., N.E., Atlanta, Georgia 30309

Thompson--404/526-3004

For Release Thursday, April 27, 1972

* PRESIDENT'S ENVIRONMENTAL MERIT AWARD PRESENTED

Atlanta, Ga.--Nashville's Hume-Fogg Technical Vocational High School received the President's Environmental Merit Award Thursday in special ceremonies held at the school.

Hume-Fogg was the first school in the southeast to be honored under the new program which is sponsored by the U.S. Environmental Protection Agency.

EPA Deputy Regional Administrator James R. Westlake of Atlanta, on behalf of President Nixon, presented certificates of merit to 34 students and three adult advisors.

The students, under the guidance of Mrs. Tish Finch, included members of the biology and health occupation classes and members of the science club.

The President's Environmental Merit Awards Program was established to recognize activities and achievements of high school students who have committed themselves to constructive environmental service.

The program has recently been broadened to include elementary and junior schools and summer camping programs.

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TUESDAY, APRIL 18, 1972

THE WHITE HOUSE
Office of the Staff Director to Mrs. Nixon

Julie Nixon Eisenhower will present the first certificates for Environmental Excellence at a ceremony in the Rose Garden of the White House on Wednesday, April 19, 1972, at 10:00 a.m.

Mrs. Eisenhower, on behalf of the President, is honoring the constructive environmental activities of youth across the nation. The awards program, with the theme "Life -- Pass It On," was established by President Nixon in October, 1971, to recognize responsible and constructive activities of youth in improving the quality of life and environment.

The students' projects were selected from among numerous awards applications, representing all parts of the country. The students and their faculty advisors from four schools, representative of the nation, who will receive the certificates are:

Miss Elizabeth Bell and Mrs. Jeffrey Bentley of Long Beach California.

The Student Councils of five high schools in Long Beach banded together to establish a variety of innovative programs including tree planting, recycling, encouragement of and teaching of ecology at elementary schools.

Mr. Frank J. Laux and Mr. Dan Goldstein of Fort Worth, Texas.

The Fort Worth United High School Council conducted in conjunction with a local radio station an interschool recycling contest and used the proceeds to plant trees and provide an irrigation system for them.

Miss Dorothy A. Kline and Mr. William C. Lash of Lewistown, Pennsylvania.

Students at the Juniata-Mifflin School in Lewistown, developed a soil conservation and beautification program which provided low cost tree planting for Union County. Over 2,750 trees were planted as a result of the efforts of the students.

Miss Nancy Stockholm and Mr. John Rudzinski, Oak Park, Illinois.

The Students at Oak Park-River Forest High School in Illinois, developed a wide-range program to stimulate community awareness of environmental issues and to promote consideration of environmental legislation.

Participating in the ceremony with Mrs. Eisenhower will be William Ruckelshaus, Administrator of the Environmental Protection Agency.

#

April 19, 1972

Office of the White House Press Secretary

THE WHITE HOUSEEXECUTIVE 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.

to 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.

#

ENVIRONMENTAL PROTECTION AGENCY

REGION IV

1421 Peachtree St., N.E., Atlanta, Georgia 30309

Pou--404/526-3004

Thompson--404/526-3004

For Immediate Release

ATLANTA AREA STUDENTS WIN PRESIDENTIAL AWARD

ATLANTA, Ga., --Forty Atlanta area high school students will receive Presidential Environmental Merit Awards here this weekend as the highlight of a two-day conference sponsored by Students Toward Environmental Participation (STEP). Conference sessions will be held at Northside High School.

Jack E. Ravan, Regional Administrator of the Environmental Protection Agency, will present the merit awards at a banquet meeting Saturday night. The President's Environmental Merit Award Program is a nationwide endeavor to recognize the activities and achievements of students who have committed themselves to constructive environmental service.

The award recipients, all charter members of the STEP program, serve as environmental study guides for younger students touring Camp Timber Ridge. STEP members take about 200 elementary school students to the Camp each week.

The award winners are from nine high schools in four school systems: Henry Grady and Northside High in the Atlanta system; Sprayberry, McEachern, Osborne, South Cobb, and Wheeler High in the Cobb County system; Marietta High School and Paulding High School.

More than 500 students and teachers from southeastern states are expected to attend the Conference. It is sponsored by the Environmental Education Project of the Atlanta Public Schools in cooperation with the United States Commission for UNESCO and the National Park Service.

- more -

STEP is an outgrowth of the U. S. National Commission's Environmental Conference held here in November and will soon be expanded nationwide and internationally.

Conference speakers include Odom Fanning of Washington, D. C., a former science editor of the Atlanta Journal. Mr. Fanning, a native of Atlanta, in recent years has specialized in environmental writing.

#####

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

1972 - 1973 SCHEDULE

<u>1972</u> - June - August	SUMMER CAMPS
1972 - June - August	Preparation of PEMAP for up-coming school term
Late August	Mail PEMAP information and enrollment cards to 110,000 schools
October	Mail 1st bulletin to all schools that have enrolled
NOVEMBER 1	DEADLINE FOR PROJECT ENTRY IN PEMAP
December 1	Mail 2nd bulletin Mail Award application forms (in duplicate) to all participating schools for project ending with the first school semester
<u>1973</u> - JANUARY 1	DEADLINE FOR RETURN OF APPLICATIONS FOR AWARDS 1st SEMESTER
February	Mail 3rd bulletin
April	Mail 4th bulletin Mail award application forms (in duplicate) to all participating schools for school semester ending in May - June 1973
APRIL 25	DEADLINE FOR RETURN OF APPLICATIONS FOR AWARDS 2nd SEMESTER

TIME TABLE
1972-1973 SCHEDULE

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

SUMMER CAMPS

Information on PEMAP has been mailed to a major segment of the Nation's 11,000 summer camps, and enrollments are coming in daily.

The limited duration of the summer camps necessitates several changes in the nature and procedure of the program.

1. Projects to be undertaken must be those which can be completed within a short period of time.
2. Presentation of awards must follow a different format. When a camp enrolls, instructions for procedure and five certificates (4 Merit, 1 Excellence) are mailed to the camp director. The director is asked to form the Awards Panel with the assistance of park superintendent, forestry officials and others administering camp grounds.

The Awards Panel will supervise the inscription of recipients names on the certificates, and will work together toward arranging a suitable awards ceremony.

Application forms for the awards for the project will be properly completed and forwarded to PEMAP headquarters in Washington, together with the names of recipients for our records.

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

PROCEDURE

1. In late August the 1972-73 school term mailing will go out to 110,000 schools, including elementary, junior and senior high schools. Enclosed will be:

Program brochure
Ideas and resource references
Poster
Enrollment card
Covering letters:

William D. Ruckelshaus, Administrator
Environmental Protection Agency

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

This mailing will also be sent to all Regional Administrators and Public Affairs Directors, as will all PEMAP mailings.

2. All Schools responding by enrolling will be entered in our data bank, listed by number, name and address, (city, State and zip code), school contact and nature of project. This information will be immediately available to all Regions from the computer terminals being installed in Regional headquarters.
3. The second mailing will go only to schools that have enrolled by October. It will be a bulletin which will include project ideas, photographs of school projects, guidelines, information of general interest on environmental subjects. It will also include an interim report form from the school to PEMAP.

Bulletins will be mailed out in October, December, February and April, and we expect to have school reports in November, January and March. These should provide interesting and informative material for the bulletins. Student letters will be solicited and we hope each Region will make a contribution not to exceed one page double spaced. Suggested name for bulletin: LIFE...PASS IT ON.

4. Duplicate forms for award applications will be mailed to all participating schools as follows:

December - applications for semester ending in
February

March - Applications for semester ending in
May - June

Deadline for return of completed applications:

February semester - January 1st

May - June semester - April 25th

5. Award applications are to be made in duplicate accompanied by a list (also in duplicate) of the full names and addresses of all students eligible for awards.

The originals will be for our files, the duplicates will be mailed to the Regional Administrator or his designee.

6. Applications for Merit and Excellence Awards will be evaluated at National headquarters of PEMAP. In this process we shall hope to have close support and cooperation from the Regional offices.
7. After a determination of the awards and their preparation (inscribing names of the recipients and date), the certificates will be forwarded to the Regional Administrators for presentation to students in the Region.
8. The Environmental Protection Agency will provide Congressmen and Senators with print-outs listing the schools whose students are receiving awards in their Districts and states, also the names and addresses of the students.
9. Cooperation and counsel from Regional offices will be an important assist to local Awards Panels in helping arrange suitable awards ceremonies. This could include:

Recommendations of Regional personnel to participate;

Assistance in securing well known personalities to take part and thus focus attention and attract press coverage.

Inclusion when possible of leadership from the EPA in Washington.

10. Names of all Regional Administrators and addresses of Regional headquarters will be given in the new brochures of PEMAP. Knowledge of Regional problems and the best approach to their solutions will be of invaluable assistance to a group of young people embarking on a project to improve the environment.

Regional headquarters, by providing guidance and counsel in this area, can contribute greatly to success in this program.

Within your Regions the states also have environmental officials with similar expertise. Their names and addresses will also be provided enrolling schools for assistance.

Together we can bring real dimension to the words "Life... Pass It On", and the work it seeks to advance.

11. If each Regional Administrator will designate one staff member as our contact for PEMAP, time, duplication and correspondence can be minimal. The enclosed form, when completed, will establish our line of communication.

Region _____
(number)

Headquarters Address:

Appointee for PEMP _____

Telephone () _____
area code

Signed: _____
Regional 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 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 initiated his Merit Awards Program in November 1971 to give them that opportunity.

Response to the Program has been enthusiastic and completion of projects of outstanding merit by high school students has resulted in a broadening of participation to include junior high school and elementary schools.

To enroll, fill out the enclosed form (Please Print or Type), or notify us by letter by December 1, 1972. Be sure to include the name, address, and telephone number of the faculty member who will head the program for your school.

I look forward to a communication from you enrolling your school in this constructive, united effort to improve the quality of life.

Sincerely yours,

William D. Ruckelshaus
Administrator

Enclosure

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Office of Education
Washington, D.C. 20202

Dear School Principal:

The Office of Education is delighted to endorse the President's Environmental Merit Awards Program in the nation's 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 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 motivate constructive student participation in their schools and communities. It is this creative approach, instead of merely encouraging new "add-on" courses about the environment, that is essential if our effort is to have impact. 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

From: Norman W. Reed, Jr., Special Assistant to the National Coordinator

SUMMER CAMP PROGRAM

PEMAP

On March 10, 1972, Administrator Ruckelshaus announced that summer camps would be eligible to participate in the PEMAP.

The summer camping season is roughly from June 15 through August 15. This may vary, with bi-weekly periods, or to one month sessions, or other combinations.

There are approximately 11,000 summer camps in the United States, with attendance approximating 11,000,000 children of all ages. The average camp is estimated to have approximately 150 campers.

Because of the proximity to nature of the average camp, things environmental are a natural outlet for camper energy. For this reason, it is estimated by the camping people that for each 150 child camp, approximately 40 will be eligible for a PEMAP award.

In the overall plan for camp contact, Phase I will consist of preliminary media and camp house organ coverage. This has been accomplished already by the American Camping Association in a joint press release with EPA April 5, 1972. A similar release is planned by the Association of Private Camps, a sister, though rival, of the American Camping Association.

Direct mailing will be made to the Camp Directors of the above two associations. The Youth Conservation Corp. Camp Directors are also being contacted. These groups are furnishing mailing lists for our use.

Direct contact will also be made with state environmental education offices, and each state recreation department will be directly contacted to obtain mailing lists of any camps they have under their jurisdiction.

The Boy Scouts, Girl Scouts, Camp Fire Girls, etc., will contact their constituencies directly through their national headquarters.

SUMMER CAMP PROG.

Phase II will be the activities and awards phase, and should end between August 15th and September 1st.

It is planned to have the camps submit their applications as soon as they possibly can owing to the short summer time base. Application forms will be mailed to them when their letter of intent to join the program is received. Projects, will, by necessity, be of short duration, so we will stand ready to get the awards certificates to them as soon as the awards applications are received. We must make every effort to see that the certificates are on hand for presentation to the child at camp. It has been suggested by the camping people, and I would favor sending a supply of award certificates at the same time the applications are mailed, so there will be less chance of a disappointed child.

It is hoped that appropriate arm patches will accompany the camper awards.

Since the PEMAP school program had a White House ceremony in the Rose Garden, I strongly recommend that a similar ceremony be held at the conclusion of the camping season. We could send special criteria to the camps for use in determining these recipients such "special criteria" always are difficult to formulate, however. In this connection, it might be possible to have regional presentations in areas where summer camps are in largest concentration, and have the White House Rose Garden recipients chosen from the regional award winners. It is at the regional and Rose Garden level that the President's Advisory Committee on the Environmental Merit Awards Program, under Miss Mary Belle Bloch, Chairman, could devise the "super" criteria and handle the regional and national ceremonies.

The direct involvement of the President's Advisory Committee would effectuate their mandate in the executive order that: "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.

DISTRIBUTION OF WDR LETTER TO FOLLOWING ORGANIZATIONS:

General Federation of Women's Clubs

American Association of University Women

Federation of Business & Professional Women's Clubs

Common Cause

Democratic National Committee

Republican National Committee

Women's Equity Action League

National Organization for Women

National Women's Party

Federally Employed Women

National Education Association

National Nurses Association

American Home Economics Association

FALL PROGRAM

6

As Administrator of the Environmental Protection Agency, I am deeply aware that a vital part of our mission is the education of Americans for active involvement in efforts to clean up our environment. It is particularly important that today's young people share widely in the development of a new ethic leading toward environmental restoration and a more humane quality of life.

As a step to channel the strengths, imagination, and energy of our youth into increasingly effective activities in behalf of this goal, President Nixon last October announced the President's Environmental Merit Awards Program, and assigned the EPA to run it. After only seven months of operation the program has more than 2900 high schools enrolled. Forty-five hundred awards of Merit and Excellence have been granted, and the program is so successful that it has been expanded to include junior high schools, elementary schools and summer camps.

Mailings to over 110,000 schools will go out in late August, and we expect a quantum jump in the number enrolling in September.

The interest of youth in this modern challenge to civilization is already manifest. It will be encouraged

strengthened if it has active support of the community.

This is where civic groups can join in giving young people a sense of mission and belonging.

Enclosed is a fact sheet with detailed information. We invite you to participate by encouraging the schools in your community to enroll and by maintaining a continuing interest.

The Program's theme "Life...Pass It On" sums up the crucial importance of the work we can advance together.

ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D. C. 20460

Date: May 18, 1972
Reply to
Attn of: Gladys O'Donnell, Coordinator
Subject: Tentative Budget President's Environmental Merit
Awards Program
To: Thomas Hart

PEMAP is a nation-wide program to give recognition to all students whose interest in environment has resulted in active participation in programs to improve the quality of life.

Schools covered by the program include:

Elementary
Junior High Schools
Senior High Schools
Summer Camp Programs

The goal of the program is to encourage youth to assume responsibility in the problems of modern society, to become informed of their complexity and to develop initiative toward finding solutions; to build character and citizenship.

BUDGET
FY '73

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

TENTATIVE BUDGET

Personnel: Director
National Coordinator
Deputy
Camp Programs Coordinator
Consultants
Secretaries: Executive
Data Processing
Preparation of materials

Travel Expense \$ 70,000.00

Speakers, staff and
Advisory Committee to
present awards

Printing - brochures - 75,000.00
bulletins, posters

Radio - TV spots 60,000.00

General promotion

Stationery & Office Supplies 8,000.00

Film for schools - Videotape 35,000.00

Equipment rental - 3,000.00
data processing

Mailing Lists (Original mailing) 10,000.00

107,000 schools
(3 Interim mailings: 6,000.00
January, March, May

Summer Camp Program

Mailing	\$5,000.00		
Travel	7,500.00		
Insignias	5,000.00		
			17,500.00

\$284,500.00

ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

June 21, 1972

OFFICE OF THE
ADMINISTRATOR

As Administrator of the Environmental Protection Agency, I am deeply aware that a vital part of our mission is the education of Americans for active involvement in efforts to clean up our environment. It is particularly important that today's young people share widely in the development of a new ethic leading toward environmental restoration and a more humane quality of life.

As a step to channel the manifest strengths, imagination, and energy of our youth into increasingly effective activities in behalf of this goal, President Nixon last October announced the President's Environmental Merit Awards Program, and assigned the EPA to run it. After only seven months of operation, the program has more than 2600 high schools enrolled and has been so successful that it has now been expanded to junior high and elementary schools.

On April 19, during Earth Week '72, Mrs. Julie Nixon Eisenhower presented the first certificates honoring work of environmental excellence to students from four schools representing all areas of the Nation. I think the program's theme, "Life...Pass It On," sums up in a few words the crucial importance of the work it seeks to advance.

Because of your interest in youth and the environment, I am enclosing materials regarding the President's program, as well as some recent press releases on a variety of important issues.

I would be interested in your comments on these activities in the Environmental Protection Agency. The EPA has operated since its establishment in 1970 on the premise that response to comment and criticism by citizens is the best way to develop and maintain a sound public policy; please do not hesitate to communicate with me about your environmental concerns.

Sincerely yours,



William D. Ruckelshaus
Administrator

Enclosures



TO: Bud Evans

THE WHITE HOUSE
WASHINGTON

April 13, 1972

MEMO FOR HOWARD COHEN

FROM: Dick Fairbanks *Prof* *TO*

I have forwarded Bud Evans' recommendations for
PEMAP candidates to Jim Barnes at EPA.

Does this mean it gets done? ... or should we track it with Barnes?

[Signature]
4/13/72

Bud

*you should
be at that
Council. I'll
tell my people
[Signature]*

Thanks

PEMAP

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

*Sent to Campus Press
& College Republicans*

April 12, 1972

Office of the White House Press Secretary

THE WHITE HOUSETEXT OF A LETTER FROM
PRESIDENT NIXON TO ALL THE GOVERNORS

April 12, 1972

Dear Governor:

Recently I proclaimed the week of April 17-23 as national "Earth Week," and I would like to ask your assistance in making that period an occasion for all citizens to work together on improving and restoring our environment. Surely there could be few issues of greater moment to America.

As I observed in that proclamation, "The environmental awakening marks a new maturity in our attitudes toward the relationship of man to his surroundings... We have made a beginning in this new era of environmental enlightenment. But it is only a beginning. Every American and every citizen of the world must make a conscious and sustained effort if we are to succeed in protecting this earth which we all share."

At the Federal level, we have made a strong and irreversible commitment to this cause, setting up new agencies within the government, greatly increasing our financial support, and asking for a very large package of new laws, as set forth most recently in my message to Congress of February 8, 1972. I am most anxious that we now secure passage of these 24 pieces of legislation, for we must have the proper tools if we are to succeed in this task.

As you are aware, there is also a special need to enlist our young people in this effort. Their involvement will not only serve to renew our environment but should also be an important step in developing an informed and concerned citizenry. Last October I established the Environmental Merit Awards Program so that secondary school children could fulfill their deeply felt commitments; already, more than 2,500 high schools representing all 50 States have registered in this program.

During this coming Earth Week, I hope you will impress upon the citizens of your State how important it is that they seek a better understanding of environmental needs and opportunities on a continuing basis. Certainly we will achieve the quality of life that we want only if we make each and every day a part of Earth Week.

With best personal regards,

Sincerely,

RICHARD NIXON



Earth Week, 1972

By the President of the United States of America

A Proclamation

For the Nation and for the world, there are few issues of greater moment than the quality of our environment. As civilizations have evolved, man has increasingly altered his world to accommodate his needs. Today, our immense technological expansion affects the earth more than at any earlier time.

The air, water, and natural resources of the earth are not inexhaustible, yet we continue to make major and often contradictory demands on these resources. If man is to preserve the natural heritage upon which his survival and the quality of his life depend, he must make resolute choices and fix uncompromising priorities.

The environmental awakening of recent years marks a new maturity in our attitudes toward the relationship of man to his surroundings. We have made a beginning, but it is only a beginning. Every American—and indeed, every citizen of the world—must endeavor by earnest and sustained effort to nurture this earth which we all share.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, do hereby designate the period of April 17 through April 23, 1972, as Earth Week.

I call upon appropriate officials of the Federal Government and of State and local governments to encourage an understanding of the purposes of Earth Week, to observe the week through appropriate ceremonies, and to give special attention to the educating of our citizens in the preservation and enrichment of our natural environment.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-fourth day of March, in the year of our Lord nineteen hundred seventy-two, and of the Independence of the United States of America the one hundred ninety-sixth.

A handwritten signature of Richard Nixon in dark ink, written in a cursive style.



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

April 14, 1972

Dear Program Director:

The Environmental Protection Agency is very enthusiastic about the concept and continuing interest in Earth Week.

Music sometimes carries a message on stronger wings than speech or writing.

We thought you might be interested in this song which is a contribution to the ecology movement.

We hope you will find it suitable for the occasion and possibly enduring beyond the April Earth Week celebrations.

Sincerely,

A handwritten signature in dark ink, appearing to read "T. N. Schroth", is written over the typed name.

Thomas N. Schroth
Assistant Director for Communications
Office of Public Affairs

MEMORANDUM

DATE

TO:

☐ YOU WERE CALLED BY—☐ YOU VISITED BY—

OF (Organization)

☐ PLEASE CALL

PHONE NO.

☐ WILL CALL AGAIN☐ IS GOING TO SEE YOU☐ RETURNED YOUR CALL☐ MISSING APPOINTMENT

MESSAGE

Danny H. said to
tell you this
is the guy you're
working with on this
HAC COMPLETED!
L

RECEIVED BY

TIME

THE WHITE HOUSE
WASHINGTON

cc Hallett

"You had better
start this now
in Cohen's absence".

- Dick

JQ - PUT REMAP
MAILING, FICE,
ETC, ALL TOGETHER
WITH THIS REQUEST
TH

THE WHITE HOUSE
WASHINGTON

April 19, 1972

MEMORANDUM FOR HOWARD COHEN

When you return, I presume you will begin initiating a relatively extensive media follow-up plan for the President's Environmental Merit Award Program. Colson thinks pictures of this event should be distributed to all youth organizations, campuses, etc. conservation groups; articles should be written on the subject and distributed for these national and regional youth publications and overall, make sure that we get the widest possible distribution and coverage of this event.

VIA BALSDO ~

Dick

W. Richard Howard

EPA - Office of Public
Water Side Hall
4th + M SW

→ 1755-2760
Ant Peters
254-7480
(2)
(1)

4/19

THE WHITE HOUSE

WASHINGTON

April 12, 1972

MEMORANDUM FOR: RICHARD HOWARD

SUBJECT: President's Environmental Merit Award Program

I spoke with James Barnes in the office of the EPA Administrator and he is preparing a report which will answer all of the questions you have given me, and some that I have made up on my own. He will inform me on Wednesday, about 3 o'clock, as to when we can expect the report. I have told him that Thursday is the deadline we should be shooting for.

They have a problem in putting together the program for Wednesday, the 19th, and if we ask them to do the report, we will be taking away manpower necessary to complete that program.

I will keep you informed of further developments.

Howard A. Cohen



APRIL 19, 1972

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.)

pEMAP

April 12, 1972

MEMORANDUM FOR: RICHARD HOWARD

SUBJECT: President's Environmental Merit Award Program

I spoke with James Barnes in the office of the EPA Administrator and he is preparing a report which will answer all of the questions you have given me, and some that I have made up on my own. He will inform me on Wednesday, about 3 o'clock, as to when we can expect the report. I have told him that Thursday is the deadline we should be shooting for.

They have a problem in putting together the program for Wednesday, the 19th, and if we ask them to do the report, we will be taking away manpower necessary to complete that program.

I will keep you informed of further developments.

Howard A. Cohen

PEMAP

April 6, 1972

MEMORANDUM FOR: DICK FAIRBANKS

I forward the attached memorandum to you for appropriate action. I have told Bud that you will forward the names to the proper EPA parties.

Howard A. Cohen

**cc: L.J. Evans, Jr.
Doug Hallett**

PEMAP

April 10, 1972

MEMORANDUM FOR: L.J. EVANS, JR.

I have sent the attached memorandum to Dick Fairbanks of the Domestic Council. He, as you know, works in the area of the environment.

The PEMAP certificates, I think, are handled at the local level by designated high school officials. I have asked Dick Fairbanks to forward your request and the students names in your memorandum to the appropriate people at EPA.

Howard A. Cohen

cc - Bangs, Hill
Dick Fairbanks

PEMAP

THE WHITE HOUSE

WASHINGTON

April 10, 1972

MEMORANDUM FOR: L.J. EVANS, JR.

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Howard A. Cohen
Thanks Howard -


THE WHITE HOUSE

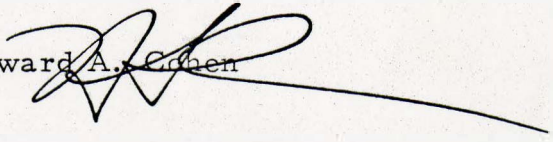
WASHINGTON

April 6, 1972

MEMORANDUM FOR: DICK FAIRBANKS

I forward the attached memorandum to you for appropriate action. I have told Bud that you will forward the names to the proper EPA parties.

Howard A. Cohen



cc: L.J. Evans, Jr.
Doug Hallett

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 5, 1972

MEMORANDUM FOR:

DOUG HALLETT
HOWARD COHEN ✓

SUBJECT:

President's Environmental Program

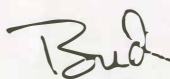
Two high school seniors at Fauquier High School in Warrenton, Virginia, whom I personally know, would be very appropriate candidates for the Environmental Awards Certificate from the President. These two students organized a club to increase the awareness of environmental problems in the area, and have sponsored, over the last two years, poster contests throughout the county, which have increased student involvement and environmental protection projects. They also organized contests for younger students who would write anti-pollution songs and developed a program where seniors from high school went into the lower grades for hour discussions on the environment, to increase the younger students' awareness of the problems affecting the environment.

I think it would be worthwhile forwarding their names to whoever is compiling the list of students who should receive the Environmental Award. Their names are :

David Mutchler
Montedaro Farm
Warrenton, Virginia

~~W~~endy Baker
Warrenton, Virginia 22186

Thanks.


L. J. Evans, Jr.

PEMAP
April 12, 1972

Office of the White House Press Secretary

THE WHITE HOUSE

TEXT OF A LETTER FROM
PRESIDENT NIXON TO ALL THE GOVERNORS

April 12, 1972

Dear Governor:

Recently I proclaimed the week of April 17-23 as national "Earth Week," and I would like to ask your assistance in making that period an occasion for all citizens to work together on improving and restoring our environment. Surely there could be few issues of greater moment to America.

As I observed in that proclamation, "The environmental awakening marks a new maturity in our attitudes toward the relationship of man to his surroundings... We have made a beginning in this new era of environmental enlightenment. But it is only a beginning. Every American and every citizen of the world must make a conscious and sustained effort if we are to succeed in protecting this earth which we all share."

At the Federal level, we have made a strong and irreversible commitment to this cause, setting up new agencies within the government, greatly increasing our financial support, and asking for a very large package of new laws, as set forth most recently in my message to Congress of February 8, 1972. I am most anxious that we now secure passage of these 24 pieces of legislation, for we must have the proper tools if we are to succeed in this task.

As you are aware, there is also a special need to enlist our young people in this effort. Their involvement will not only serve to renew our environment but should also be an important step in developing an informed and concerned citizenry. Last October I established the Environmental Merit Awards Program so that secondary school children could fulfill their deeply felt commitments; already, more than 2,500 high schools representing all 50 States have registered in this program.

During this coming Earth Week, I hope you will impress upon the citizens of your State how important it is that they seek a better understanding of environmental needs and opportunities on a continuing basis. Certainly we will achieve the quality of life that we want only if we make each and every day a part of Earth Week.

With best personal regards,

Sincerely,

RICHARD NIXON

* * * * *



The President of the United States

Presents This

Award of Excellence

To

*for outstanding achievement in
environmental protection services.*

*The White House
Washington, D.C.*

THE WHITE HOUSE

WASHINGTON

KL
June 26, 1972

MEMORANDUM FOR HOWARD COHEN

We are still waiting for your report on the Environmental Awards program. This is something that both Colson and I have asked you for nearly 100 times and have since received no reply. We keep getting rumors from people like Gergen that out of the whole program we've only gotten 100 interested replies and if the reason you are not reporting this program to us is because it's been such a failure, let's cancel that out as a reason and get the truth into us so we know what to do now. Consider this HIGH PRIORITY and get it down here no later than Wednesday.



W. Richard Howard

PEMAP

July 11, 1972

MEMORANDUM FOR: CHARLES W. COLSON
FROM: HOWARD A. COHEN
SUBJECT: Status of President's Environmental Merit Awards Program (PEMAP)

HISTORY:

- The President's Environmental Merit Awards Program was created by Executive Order on October 25, 1971.
- Informational brochures were mailed to 25,000 high schools in November concerning the program. Of these 25,000, 2,800 responses were received.
- The first bulletin from the Environmental Protection Agency was transmitted to enrolled high schools early in January, 1972.
- Responding to the obvious lack of participation, William D. Ruckelshaus expanded PEMAP to include summer camps as of March 10, 1972.
- The first Merit Awards were presented at a White House ceremony by Ms. Julie Nixon Eisenhower on April 19, 1972, (remarks attached). At that time, it was announced that the program was again expanding to include not only high schools and summer camps, but also junior highs and elementary schools (Tab A). The President also established a 13 member Advisory Committee on the Environmental Merit Awards Program on April 19, 1972, (Tab B).
- On April 26, your office coordinated a mailing with EPA (Tab I), which, if accomplished in a timely fashion, might have stimulated awareness of both PEMAP and also this Administration's environmental actions. The mailing was not sent until June 21. The materials were directed to 2,700 schools, 1,942 campus press, and 605 campus radio stations, but were 8 weeks later than the PEMAP ceremony.

-2-

-- In May and June, 1972, 4,600 awards of merit and excellence were presented to students and schools. Total enrollment last semester was 2,900 high schools (Tab C). To date, 355 summer camps have enrolled.

PROBLEM:

The media coverage of PEMAP since its conception in October has been relatively sparse (Tab D). Poor media management and planning are possible reasons why visibility of this worthy program was minimal.

SUGGESTED REMEDIES:

Reportedly, 115,000 high, junior high, and elementary schools will be enrolled in 1973 in addition to 11,000 summer camps. To adequately plan awards ceremonies, media coverage and managing staff, the PEMAP has prepared a timetable (Tab E) for both summer camp activities (Tab F) and next years school program (Tab G). Requested, of course, is an increased budget and more staff (Tab H).

Initially, President Nixon's signature did not appear on the PEMAP awards. To direct attention to the President's personal involvement with this program, the awards are now personally signed by the President.

Public awareness of environmental action could be stimulated by the presentation of a certificate and picture of RN to each school which participates in PEMAP. These suitable-for-framing certificates would remind the pupils, teachers, and parents of the President's involvement with the environmental cause.

Because PEMAP received little press coverage, few of the target participants are aware of the expansion of the Merit Awards Program. Prior to the opening of school, possibly in the latter part of August, a press release should remind the public of our statistical accomplishments, the program's expansion, and the President's legislative initiatives.

Public visibility of the President's concern for the environment is a vital part of the public's perception of the President, particularly among young people and relatively affluent suburbanites. PEMAP, if effectively and efficiently operated, could and should help provide that visibility.

THE WHITE HOUSE
WASHINGTON

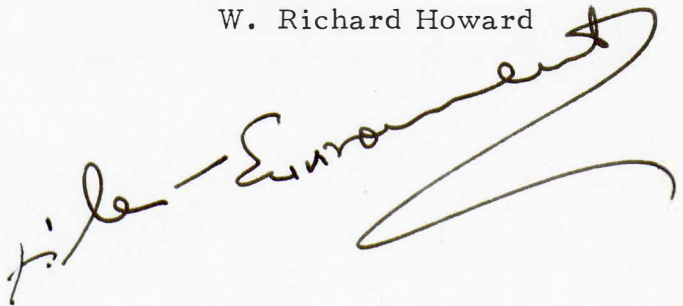
April 19, 1972

MEMORANDUM FOR HOWARD COHEN

When you return, I presume you will begin initiating a relatively extensive media follow-up plan for the President's Environmental Merit Award Program. Colson thinks pictures of this event should be distributed to all youth organizations, campuses, etc. conservation groups; articles should be written on the subject and distributed for these national and regional youth publications and overall, make sure that we get the widest possible distribution and coverage of this event.

A handwritten signature in dark ink that reads "Dick".

W. Richard Howard

A handwritten signature in dark ink that reads "file - Environment".

THE WHITE HOUSE

WASHINGTON

April 12, 1972

4/19
PEMAP

MEMORANDUM FOR: RICHARD HOWARD

SUBJECT: President's Environmental Merit Award Program

I spoke with James Barnes in the office of the EPA Administrator and he is preparing a report which will answer all of the questions you have given me, and some that I have made up on my own. He will inform me on Wednesday, about 3 o'clock, as to when we can expect the report. I have told him that Thursday is the deadline we should be shooting for.

They have a problem in putting together the program for Wednesday, the 19th, and if we ask them to do the report, we will be taking away manpower necessary to complete that program.

I will keep you informed of further developments.

Howard A. Cohen



NIXON PRESIDENTIAL MATERIALS PROJECT AUDIOVISUAL COLLECTION WITHDRAWAL RECORD

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MEDIUM/CATEGORY (CHECK ONE)

CONTROL NUMBER

ITEM NUMBER

☐ MOTION PICTURE FILM ☐ SOUND RECORDING

☒ STILL PHOTOGRAPH ☐ VIDEO RECORDING

ORIGINAL ITEM LOCATION

FILE GROUP

WHOF: SMOF Howard Cohen

ITEM DESCRIPTION

13 x 9 ~~mm~~

Black + white

SUBGROUP

Youth

CONTAINER NUMBER

4

SERIES

FOLDER TITLE

PEMAP [President's Environmental Merit Awards Program]

SUPPLEMENTAL DATA - PROVIDE WHATEVER INFORMATION IS KNOWN ABOUT THE ITEM

TITLE/EVENT

PARTICIPANTS (INDICATE PERSONS FROM LEFT TO RIGHT)

PEMAP & Recipients with Julie Eisenhower

GEOGRAPHICAL LOCATION OF EVENT

Rose Garden - White House

DATE OF EVENT

OTHER IDENTIFYING MARKS ON ITEM

CLASSIFICATION (CIRCLE ONE)

U C S TS SCI OTHER

PRESERVATION

Copy made

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NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

NLN Form 350 (rev. 3-86)

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June 8, 1972

MEMORANDUM FOR DAVE GERGEN

FROM: Richard M. Fairbanks

Attached is a draft Presidential letter to the 158 high schools who have thus far requested award certificates under the President's Environmental Merit Awards Program. I would suggest in working on the draft that you make more explicit reference to the leadership exhibited by these particular schools in pushing both the program and youth activism in the environment. For your information, the Colson operation is planning to generate Presidential plaques for these schools in the late summer to be displayed in the fall.

With the school term drawing to a close, I concur with the EPA suggestion that we try to have this in the mail by the first of next week.

Attachments

✓cc: Howard Cohen

PEMAP

THE WHITE HOUSE
WASHINGTON

February 23, 1972

MEMORANDUM FOR: CHUCK COLSON
FROM: JAMIE McLANE 
SUBJECT: President's Environmental Merit Awards Program

Attached for your information are the awards to be presented for the President's Environmental Merit Awards Program. The first awards will be presented in March.

I turned this effort over to Dick Fairbanks, in John Whitaker's office, if you have any further questions.



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.*