

THE WHITE HOUSE

WASHINGTON

August 30, 1971

MEMORANDUM FOR

ALLAN KULAKOW - EPA
PAUL CROMWELL - OE/EE
GLEN WEGNER - WHITE HOUSE
BILL MULLINS - NCVA
DICK FAIRBANKS - WHITE HOUSE
DOUG HALLETT - WHITE HOUSE

FROM

JAMES W. McLANE

SUBJECT

YOUTH PROJECT IN ENVIRONMENT

As I indicated at our meeting on Friday, the President is deeply committed to the participation of American youth in self-help, self-education, constructive efforts to alleviate problems of national concern, such as ecological destruction, pollution, and neighborhood improvement. He is also anxious to show that Government can provide enlightened leadership and that the American public can and should participate in its activities. One idea which has been discussed quite extensively is that of an ecology corps which young people would join for a combination of education and on-the-job training.

We agreed that the Office of Environmental Education in the Office of Education, the Environmental Protection Agency, the National Center for Voluntary Action, and the White House would each develop within the next ten days a recommended plan of attack to implement these objectives. These plans would then be reviewed at our next meeting and the most feasible approach pursued in more depth. Appropriate top-level officials then would be drawn in for review and comments.

The guidelines around which these plans should be developed include the following;

- Implementation beginning by the end of September with eventual long-term transfer to NCVA's Voluntary Action Centers when they become sufficiently established to take over such an operation.

- Principle focus on high school age students. While other age groups can and undoubtedly should be involved in the program, it should be focused primarily on the high school age group.
- Fairly massive efforts involving large numbers of people rather than merely a demonstration project. Demonstration projects will continue to be funded on an individual basis.
- Contains both an educational and service component.
- Takes advantage of existing resources, particularly high school and on-going community environmental action programs in terms of personnel, technical assistance, local leadership, and facilities.
- Should not be artificial and should not raise expectations beyond the potential for fulfillment. Yet it need not be a "perfect" model before launching period.

I suggest we all organize our recommended plans of action around a similar outline framework;

- objectives
- programs/activities to achieve objectives
- implications - cost, sources of funds, major pitfalls
- next steps to implement

We will meet again to review these plans on Tuesday, September 7 at 3 p.m. in Room 100, Executive Office Building. You should plan to spend a minimum of three hours. Please confirm your attendance with my office (456-2211) so you can be cleared for entrance.

cc: Julie Lesceux - OE/EE
Barry Bergh - EPA
Bill Rhatican - WHITE HOUSE

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September 15, 1971

survey projects (public places, inadequate, abandoned automobiles), seminars on environmental education, etc., --concentrating on projects which high (you) will be drafted.

MEMORANDUM FOR JAMES BARNES

FROM: JAMES W. McLANE

SUBJECT: Environmental Awards Program

Our meeting on Tuesday, September 14 was productive. My understanding of our conclusions and follow-up action steps to be taken are as follows:

1. You have the lead in EPA. This has been discussed with Bill Ruckelshaus. You will call upon me at any time for inter-agency assistance or push where needed.
2. Bill Olson (456-2985) will be assisting me. You can call upon him for help, especially on the operational details.
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6. Your people at EPA (Allen Kulakow, Bernie Lukco) will provide by Friday the substantive input for the booklet-- "how to" material on clean-up campaigns, recycling projects,

survey projects (public places where litter receptacles are inadequate, abandoned automobiles), seminars on environmental education, etc. --concentrating on projects which high school students can do. Standards for receiving the award based on a point system (or some variation) will be drafted. The back of the booklet will include a list of public and private ecology-oriented organizations which the project leader can turn for assistance.

Environmental Awards Program

7. Your people will also draft a cover letter to be signed by Ruckelshaus.

8. EPA will handle liaison directly with the Office of Education and any other organizations who should be involved.

9. An organization which can handle the day-to-day operation will be sought.

10. Principals of the high schools will be the final judge as to whether or not a group or individual has won the award (within our guidelines/standards).

11. There will be no test mailing.

cc: Dick Fairbanks

Bill Olson ✓

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THE WHITE HOUSE

WASHINGTON

September 9, 1971

MEMORANDUM FOR:

JAMIE MCLANE

FROM:

BILL OLSON

SUBJECT:

President's Council on Physical
Fitness and Sports

PERSONNEL

C. Carson Conrad (962-8765), Administrator, President's Council
on Physical Fitness and Sports.

Verle Nicholson, Public Information Officer

David J. Schmit, Assistant

The Council has five paid staff members.

OPERATIONS

- During the academic year 1965 - 66, the present awards set-up
began.

- National fitness norms are established at the 85 percentile of
physical activity achievement. That is, the top 15% qualify for
the category. There are seven categories within which a person
must meet these standards, and it is found that 10% of all those
who participate in their program qualify for the highest award
which is the President's Award. There are also two lower
awards, a Gold Award and a Silver Award. In addition there
is an Instructors Award

- The program is aimed at those between the ages of 10 and 17.

- For the last 6 years, the program has been run through the
high schools. This year it will be, in addition, expanded to boys
clubs, etc.

- On the patch there is a number to indicate how many times that particular person has received it.

- The Scandinavians and the Germans have established their comparable programs on a somewhat different basis. Instead of meeting an established standards, they must do certain tasks in order to qualify for their awards. They have a 100 step check sheet on which they mark off those tasks that they have accomplished each day. When they finish their 100 steps they mail in their check sheets, and there is no approval from a principal or the equivalent. In order to climb a step a different amount of different types of work must be done. For example, 30 minutes of walking might be equivalent to 5 minutes of swimming, and each is equivalent to one check mark. Mr. Nicholson believes that patches are the best rewards for those 17 and under and pins (lapel, tie pins, etc) are the best type of awards for those over 17.

- The President's Council on Physical Fitness and Sports was set up by Executive Order of the President.

- The Council has a \$373,000 budget. Out of this budget, \$100,000 is spent on their information program.

- On October 1 of each year, a mailing is made to 100,000 schools, elementary, intermediate and secondary. Each mailing includes the following items:

- a. A four color, 16 by 22 inch poster for bulletin board display.
- b. A letter signed by Captain Lovell written on White House stationery
- c. A return postcard for the use of ordering more posters
- d. A brochure

The October 1 date is chosen because it is about two weeks after school begins. The American Association for Health, Physical Education and Recreation which is the Physical Education arm of the National Education Association, handles all the operation for the Council. Because the Council is organizationally part of HEW, and thereby enjoys the HEW franking privileges, they handle the actual mailing, but the NEA purchases all the awards and the posters and handles the operations on a day to day basis. It is done on a self-supporting basis as well, because each patch which is requested and approved cost 50¢. The idea is that the school pays for the patch, or some volunteer organization such as Rotary and the child does not pay. There was an embarrassing incident concerning the Miami school

system where children were asked to pay. The poster is paid for by the President's Council on Physical Fitness and Sports. Each state's educational system is different. In some states there may be a person in charge of programs related to conservation for that state's schools.

- Most of their mailings go to the athletic directors of the schools. In the area of environment we have no comparable figure to push our programs.

- On September 10 at 10:00 a.m. in room 1137, HEW North, there will be a kick-off meeting of a new program dealing with physical fitness participation of older persons over the age of 17. This has the potential of involvement with college students.

APPLYING THESE LESSONS TO THE ENVIRONMENT

- We face the following four major problems:

1. Material preparation
2. Distribution of material
3. The logistics of a continuing operation
4. Funding

- As I understand it, we are going to be beginning small dealing with only the high schools at first, and our mailing will be to high school principals.

- The target date for this mailing is September 17.

- The idea is to have the Office of Education send the letters so that high schools pay attention to them.

- The National Center for Voluntary Action (NCVA) is being considered as a place to center the continuing logistical problems.

- Dick Fairbanks is now in the process for creating a point sheet for this program.

- In 1970 - 71 there were 275,947 winners of the Presidential Physical Fitness Award. Mr. Nicholson estimates there were probably 10 times as many participants, that would mean about 2.8 million students trying out for the award.

20,000
high schools

cc: Roy Morey

- More from EPA

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
722 JACKSON PLACE, N. W.
WASHINGTON, D. C. 20006

SEP 9 1971

MEMORANDUM FOR RICHARD FAIRBANKS
White House

SUBJECT: Presidential Awards to Youth for
Environmental Action

Pursuant to your request yesterday, I am submitting a suggested list of specifications for a possible program of Presidential awards to high school student groups for constructive environmental actions. We suggest the following as a program for action that would require physical activity as well as intelligent analysis, that could produce constructive accomplishments and useful information in the communities involved, and that would be educational for parents and local officials as well as for the students.

In order to qualify for an award, the student group program should include these elements (with appropriate flexibility to account for local circumstances):

See there
1. A two-pronged cleanup campaign covering (a) inner city litter, and (b) natural area (e.g., park or stream-bank) litter. *commercial areas shopping centers*

2. A beautification project; e.g., tree or flower planting. *window boxes; growing things*

3. A program of relevant information gathering for State or local environmental officials; e.g., examining adequacy of sewage treatment and solid waste disposal facilities and their operation, analyzing industrial effluent in relation to applicable standards.

Group vs. individual

*- costs money
- not national
Country Ed's leader*

*too complicated
H.S. students
can do under 4*

Air Pollution } games
Water Pollution }

-2-

4. As a followup to 3, both a presentation to parents-school officials or civic groups and an article prepared for a local publication describing conditions that were discovered and, where appropriate, recommending managerial, financial or enforcement actions needed for consistency with applicable standards (e.g., air, water) or policies (e.g., EPA's "Mission 5000" to replace open dumps with sanitary landfills).

Focus more

5. Conduct seminars on environmental problems as part of student and adult education programs.

Why not schools, civic groups, etc.
understanding of the city

6. Carry out a field trip for inner city youngsters to enjoy nearby environmental amenities (e.g., lakeshore, hiking trip) they otherwise would be unlikely to experience.

7. Review local master plan or its equivalent, if any, and analyze (a) whether its projections for growth seem orderly and desirable, and (b) the extent to which actual growth and development are proceeding in accordance with it. Analysis and conclusions might be incorporated in 4, above.

Too technical to educate to kids - 4-10
completely
* where might not even be
3 more examples
to help local officials

8. Survey for appropriate officials (a) the number and location (and ownership, if possible) of abandoned automobiles, and (b) public places such as downtown parks where litter receptacles appear to be inadequate or do not exist. (This also could be tied into 4, above.)

9. Participate in a wildlife survey with a conservation group. *and also, 4-14*

Not people projects
don't have capacity
to handle markets

Alvin L. Alm

Alvin L. Alm
Staff Director for
Program Development

THE WHITE HOUSE

WASHINGTON

September 10, 1971

MEMORANDUM FOR:

JAMIE MCLANE

FROM:

BILL OLSON

SUBJECT:

Environment Awards Program --
A Step by Step Plan aimed at
October 1 Target Date

I. General Organization and Funding

A. Who handles the day to day responsibilities once the program is under way?

- 1. "Environmental Protection Agency" (public)
- 2. "National Center for Voluntary Action" (private)
- 3. A newly formed "President's Council on Environmental Concerns" (public)

stabs stds
Monitor operations
public relations
capacity for doing?
willingness
Environment Educ. task force
EPA

B. With what education organization does the group in charge coordinate?

- 1. "National Education Association" (private)
- 2. "Office of Education" at HEW (public)

environmental org
- EPA
- environ. interest group

C. What is the name of the award?

- 1. President's Award for Environmental Action (public)
- 2. Voluntary Action Award for Environmental Service (private)

OE
is it educ grp, environ grp, or
environmental educ group
is not interested

D. What should the award be?

- 1. A certificate
- 2. A patch

Lyons Bros in Balt. do emblems
best + most expensive

Park Advertising
Advert. mtg.
Sally Rosenfeld

Advert mtg.

3. A pin
4. A combination of the above.

E. Should a Blue Ribbon Advisory Committee be set up to add prestige? - *consider it who pays?*

Colson

F. Should there be a prestigious National Chairman? - *who?*

Colson

1. For example, Arthur Godfrey

G. Is it possible for a private group to give out a "President's Award?" And would we constantly be forced to insure that the private group was in Republican hands? - *no problem*

H. What is the theme?

1. To inspire the voluntary action of young people in assisting in the correction of our environmental problems by providing a Presidential Award for accomplishments.

I. Should the Award be self-sustaining? Should the Award be charged for as with PCPFS? *Think 1 year but possibility of extension open ended*

J. Should there be different levels of award for different levels of accomplishment. *maybe by age group*

K. Does a supervisor certify that the student deserves the award? And who should the supervisors be? *U.S. principals or their designees*

L. Is the award(s) established in such a way that all who spend sufficient time and energy on environmental projects can attain it? Or is it internally competitive where only a small portion of those who try are likely to receive it. This could increase the value of the award because it would be more scarce.

sho.

(A certificate of participation could be given to those who do not win (earn) the award, so all have the President's signature on a document on their wall, but there is still a goal to strive for that only a few percent reach.)

*→ certify of participation to the group
+ patches to individuals*

- M. Should the criteria be broad enough to give credit to projects originating from the student's own initiative as well as what is done through already organized groups. *not broad enough
to "don't force" credit*
- N. Should there be a proviso that the student should not be paid for the work which he does. *is it necessary*
- O. Should the criteria for the award differ for each age group. *yes*

II. Material Preparation

- A. Posters (art work, printing) should be gotten to work on early. As soon as name and theme is set, a few posters should be designed from which to select basic design.

• who design?
• set theme + name

- B. Cover letter (writing, printing)

1. Signed by representative of education coordinating group
2. Signed by director of group responsible.
3. Signed by President
4. Signed by prestigious National Chairman
5. Sent to principals

write letter
get signature

- C. Post card insert (writing, printing) included in packet so principal or designee can order more posters.

same person
who designing
A
same person
as A person

- D. Brochure (writing, art work, printing) on same stype as PCPFS brochure. Designed to double as form to request awards.

- E. Rule book (writing, art work, printing)

1. Point sheet - how to qualify
2. Introduction to program (similar to cover letter)
3. Pep talk on environment
4. Recent initiatives by Federal Government to help
5. Pep talk on voluntary action

• writing
• then design

III. MATERIAL DISTRIBUTION

- A. Where should the physical assembly of inserts in mailing occur and who does the work?
- B. Whose franking privilege is used?
- C. Where does the list of high school principals come from and in what form is the list provided?
- D. Who other than high school principals should receive the mailing?

cc: Roy Morey

cc Roy

ENVIRONMENTAL PROTECTION AGENCY

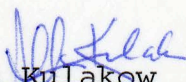
WASHINGTON, D.C. 20460

September 10, 1971

MEMORANDUM TO: Mr. Richard Fairbanks
The White House

Attached is a proposal for the establishment of a high school environmental projects award program as suggested by Mr. Bernard Lukco, the Director of the Environmental Education Task Force, EPA.

We would be pleased, of course, to offer our fullest cooperation in any such programs.


Allan Kulakow
Office of Public Affairs

Attachment

SSFM - Barry Bergh
\$6,000

Student Environmental Projects Awards Program

The current interest in environmental matters by both individuals and groups should be encouraged. Since a large segment of this interest lies in the senior high school age individual, a program to recognize their efforts is advisable. For example, a regional environmental fair can be established to judge individual and group environmental projects. Criteria for scientific and socially related projects can be established rewarding both individual and group action oriented efforts. Winners in each category can be brought to Washington where national judging can take place.

The NCVA can coordinate the program in conjunction or apart from existing Science and Engineering Fairs. The present Science and Engineering Fairs do not, however, reward group projects nor do they reward out-of-school projects such as the type ecology clubs or summer out-of-school programs would conduct.

Projects should be judged in several categories:

1. Individual: School sponsored
2. Individual: Out-of-school
3. High school or class projects
4. Club or organization projects
5. Summer projects

Rewards can vary: certificates, medals, scholarships, etc.

The age group should be limited to 13 - 18 yearsold students.

Costs: Regional and National fairs can be conducted in a university near the regional office. Faculty, judges, and administration for each fair should be approximately \$25,000 including development of criteria, announcements, etc. Total cost including the national fair would be approximately \$300,000.

Possible supporting Agencies:

EPA
Office of Education
Department of Interior
National Science Foundation

September 15, 1971

MEMORANDUM FOR JAMES BARNES

FROM: JAMES W. McLANE

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cc: Dick Fairbanks
Bill Olson

I <u>General Organization</u>	Sept. 13 M (T-18)	14 T (T-17)	15 W (T-16)	16 T (T-15)	17 F (T-14)	18 S (T-13)
A) Game Plan	Write game plan which covers Questions in Olson Memo of 9/10					
B) Operations					Detail operations plan for follow through by EPA	
C) Public Relations						
II. <u>Material Preparedness</u>						
A) General			Find out who does art wrk & printing			
B) Award			Commission sample award design			
C) Poster			Commission poster design			
D) Cover letter			Decide who signs letter	Draft letter		
E) Booklet				Finalize point sheet		
F) Poster order Post card					Draft sent to artist	
G) Application						
III <u>Material Distribution</u>						
A) Mailing list					Know how to get high school principal list	
B) Mailing operation						

18 S (T-13)	19 S (T-12)	20 M (T-11)	21 T (T-10)	22 W (T-9)	23 T (T-8)	24 F (T-7)	25 S (T-6)
actions plan brought by				Develop PR campaign			
		Choose best award design		Best poster to printer			
		Get signature send to printer		Draft sent to artist			
			Artist to printer		Artist to printer		
		Draft to artist					
				Complete list to mailing operation			
		Line up mailing operation					

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PRESERVATION COPY

25 S (T-6)	26 S (T-5)	27 M (T-4)	28 T (T-3)	29 W (T-2)	30 T (T-1)	OC 1 F
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All
printing to
those doing
mailing

Artist to
printer

All
letters
into
mail

September 15, 1971

MEMORANDUM FOR JAMES BARNES

FROM: JAMES W. McLANE

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3. The same group which met yesterday will meet again on Friday or Saturday to iron out problems which come up. You set the time and place since most participants are from EPA.
4. Our plan of action is to follow the attached time schedule.
5. Sandy Rosenfeld of Park Advertising Agency will do our design work. By Friday he will have separate, itemized cost estimates for 20,000, 25,000, and 30,000 complete kits plus 5,000 extra posters for follow-up work. He will also provide a few options for: poster design, the name (or theme) of the awards program, patch design and certificate design.
6. Your people at EPA (Allen Kulakow, Bernie Lukco) will provide by Friday the substantive input for the booklet-- "how to" material on clean-up campaigns, recycling projects,

survey projects (public places where litter receptacles are inadequate, abandoned automobiles), seminars on environmental education, etc. --concentrating on projects which high school students can do. Standards for receiving the award based on a point system (or some variation) will be drafted. The back of the booklet will include a list of public and private ecology-oriented organizations which the project leader can turn for assistance.

7. Your people will also draft a cover letter to be signed by Ruckelshaus.

8. EPA will handle liason directly with the Office of Education and any other organizations who should be involved.

9. An organization which can handle the day-to-day operation will be sought.

10. Principals of the high schools will be the final judge as to whether or not a group or individual has won the award (within our guidelines/standards).

11. There will be no test mailing.

cc: Dick Fairbanks
Bill Olson

September 21, 1971

MEMORANDUM FOR JAMES BARNES

FROM: JAMES W. McLANE

SUBJECT: Environmental Awards Program

I understand now that we will be meeting on Friday, September 24 in Dick Fairbank's office at 9 a.m. I look forward to ironing out the final details of our program at that point. I think the following items should be covered at that meeting:

- Review of the booklet to be distributed--I understand we are now thinking of one booklet which will encompass the four page pamphlet as well as the guidelines and criteria.
- Final poster and cover design.
- Letter to be distributed.

I would also appreciate your comments on the idea of the prestigious national chairman as a figurehead which we discussed.

I am still on the line for October 1 so we can't slip too far. I would expect the mailing to go out at the absolute latest on October 8. I hope you will have outlined the decision steps or next steps which have to be taken after Friday's meeting so that we can all move into action to make sure these steps are pursued without losing any more time. In regard to the idea of two awards--the President's Environmental Service Award and the President's Award of Excellence in addition to a certificate of participation--I feel that this is getting too complicated and will be an administrative nightmare. Let's keep it simple with an individual certificate relating to the President's Environmental Service Award as well as the option for winners to buy patches through their school.

cc: Dick Fairbanks
Bill Olson

September 29, 1971

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

Dear Frank:

As we discussed on the telephone today in regard to the President's Environmental Service Awards Program, I am forwarding copy for:

- the cover letter to high school principals from Bill Ruckleshaus,
- the President's statement to be used just inside the booklet,
- the booklet, and
- a response card.

You already have the design work for the poster, the booklet, and the certificate. You picked it up earlier this week.

As you have discussed with Chuck Colson, I must have design work and copy here for review by appropriate parties on Tuesday, October 5. We must have all the material ready to go into the mail on Friday, October 15. This means finished packages to our distribution point by the morning of Wednesday, October 13.

Page 2 - Mr. Frank Leonard

You will send me the appropriate paper work for EPA to review and sign. I understand all design and printing costs will come to no more than \$20,000.

Sincerely,

James W. McLane
Staff Assistant to the President
for Youth Affairs

Enclosures

cc: Chuck Colson
Jim Barnes - EPA

THE WHITE HOUSE
WASHINGTON

File

TO:

FROM: JAMES W. McLANE

Youth - Environment
Service Awards
Program

FOR ACTION

THE WHITE HOUSE
WASHINGTON

TO:

FROM: JAMES W. McLANE

FYI

FOR ACTION



Advertising & Sales Promotion.
701 Newark Ave. Elizabeth, N.J.
201 354-2373

Who provides initial funds
Who does operations &
supports them

September 17, 1971

Mr. James McLaine
The White House
Washington, D. C.

Dear Jaime:

We are pleased to submit the enclosed quotations for the EPA High School program and hope they meet with your approval.

You will note that we are working for an October 1st deadline and, as a result, must incur overtime charges totalling over \$1400. In addition to the enclosed quotations, there will be a shipping charge of approximately \$500.00 which will cover a private truck rolling from New York to whatever destination you desire in Washington, D. C. on October 1st.

I hope to be able to commence final work immediately to satisfy all your requirements.

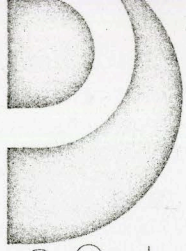
Very truly yours,
PARK ADVERTISING

F. S. Rosenfeld
President

fsr:bbm
encs. 4

Frank Leonard -
484-6636
KTE →
authorizing
Per our conversation, have
our approval get printer

J.

Park. 

Advertising & Sales Promotion.
701 Newark Ave. Elizabeth, N.J.
201 354-2373

07208

September 17, 1971

Mr. James McLaine
The White House
Washington, D. C.

Job Quotation #8220 - EPA PACE Booklet

Preparation including layout, design, typography, photo lettering, photostats, photography, and all original artwork including sketches of proposed award patches and citations, mechanical and paste-up and all miscellaneous expenses incurred in producing this piece

\$3600.00

Printing based on the following specifications:

Size: $16\frac{1}{2}'' \times 8\frac{1}{4}''$, folded and saddle stitched to $8\frac{1}{4}'' \times 8\frac{1}{4}''$

No. of Pgs.: 16 pages including cover

Stock: 80 Lb. Coated Text - two (2) sides

Ink: 2 colors, printed 2 sides

Quantity & Costs:	20M	\$4123.00
	25M	\$4788.00
	30M	\$5719.00

8 pgs
2660.00
3126.00
3590.00

Note: There is included above \$600.00 in overtime charges to produce this job and have it delivered by October 1, 1971.

Date: _____

Approved by: _____
ENVIRONMENTAL PROTECTION AGENCY

Park.
Advertising & Sales Promotion.
701 Newark Ave. Elizabeth, NJ
201 354-2373

07208

September 17, 1971

Mr. James McLaine
The White House
Washington, D. C.

Job Quotation #8222 - EPA PACE Cover Letter

Preparation including layout, refinement of
letterhead, typography for body of letter,
photostats, mechanical and pasteup

\$100.00

Printing based on the following specifications:

Size: 8 $\frac{1}{2}$ " x 11"

Stock: 25% Rag Bond

Ink: Black - printed 1 side (no fold)

Quantity & Costs:

20M

\$306.00

25M

\$373.00

30M

\$439.00

Date: _____

Approved by: _____
ENVIRONMENTAL PROTECTION AGENCY

Park.
Advertising & Sales Promotion.
701 Newark Ave. Elizabeth, N.J.
201 354-2373

07208

September 17, 1971

Mr. James McLaine
The White House
Washington, D. C.

Job Quotation #8221 - EPA PACE Double Reply
Cards

Preparation including layout, design, typography,
photostats, photo lettering, mechanical and
pasteup

\$380.00

Printing based on the following specifications:

Size: 6" x 8" perforated to form
2 cards 6" x 4"
Stock: 80 Lb. Colored Cover stock
Ink: 1 Color printed 2 sides

Quantity & Costs:	20M	\$732.00
	25M	\$878.00
	30M	\$1024.00

Note: There is included above \$70.00 in
overtime charges to produce this
job and have it delivered by
October 1, 1971.

Date: _____

Approved by: _____
ENVIRONMENTAL PROTECTION AGENCY

Park.
Advertising & Sales Promotion.
701 Newark Ave. Elizabeth, NJ
201 354-2373 07208

September 17, 1971

Mr. James McLaine
The White House
Washington, D. C.

Job Quotation #8219 - EPA PACE Poster

Preparation including layout, design, typography,
photo lettering, photostats, original artwork,
pasteup and mechanical ready for the printer,
all miscellaneous expenses incurred in producing
this piece

\$3240.00

Printing based on the following specifications:

Size: 17" x 22" - French folded to 8 $\frac{1}{2}$ " x 11"

Stock: 80 Lb. Coated stock, printed one (1)
side

Ink: 4 colors

Quantity and Costs:

25M

\$3990.00

30M

\$4390.00

35M

\$4790.00

Note: There is included above \$760.00 in
overtime charges to produce this job
and have it delivered by October 1st,
1971.

Date: _____

Approved by: _____
ENVIRONMENTAL PROTECTION AGENCY

I <u>General Organization</u>	Sept. 13 M (T-18)	14 T (T-17)	15 W (T-16)	16 T (T-15)	17 F (T-14)	18 S (T-13)
A) Game Plan	Write game plan which covers Questions in Olson Memo of 9/10					
B) Operations					Detail operations plan for follow through by EPA	
C) Public Relations						
II. <u>Material Preparedness</u>						
A) General			Find out who does art wrk & printing			
B) Award			Commission sample award design			
C) Poster			Commission poster design			
D) Cover letter			Decide who signs letter		Draft letter	
E) Booklet				Finalize point sheet		
F) Poster order Post card					Draft sent to artist	
G) Application						
III <u>Material Distribution</u>						
A) Mailing list					Know how to get high school principal list	
B) Mailing operation						

18 S (T-13)	19 S (T-12)	20 M (T-11)	21 T (T-10)	22 W (T-9)	23 T (T-8)	24 F (T-7)	25 S (T-6)
rations plan through by				Develop PR campaign			
		Choose best award design		Best poster to printer			
		Get signature send to printer		Draft sent to artist			
		Draft to artist	Artist to printer		Artist to printer		
		Line up mailing operation		Complete list to mailing operation			

COSTS - PARK ADVERTISING

	<u>BASIC</u>	<u>PRINTING</u> <u>20m</u>	<u>TOTAL COST</u> <u>20m</u>
BOOKLET (16p)	3,600	4,123	7,723
COVER LETTER	100	306	406
DOUBLE REPLY CARDS	380	732	1,112
POSTER	3,240	3,990	7,230 (25 M)

\$ 16,471

8 PP BOOKLET - $3,600 + 2,660 = 6,260$
TOTAL - \$15,008

12 PP BOOKLET - ABOUT ~~\$18,300 (25,723)~~
\$15,740

COSTS BILLED TO WHOM?

ADDITIONAL :
EPA ENVELOPES
EPA STAFF
OE MAIL ROOM
SECOND MAILING
EPA FACT SHEET PREPARATION
PATCHES + CERTIFICATES

Janie -
What's your reaction?
Ruf

ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D. C. 20460

Date: September 13, 1971

Reply to
Attn of: AP

Subject: Youth and the Environment Program; A Proposal

To: Mr. Richard Fairbanks
The White House

In order to inspire the Youth of America, to tap their ideas, and to constructively challenge their enthusiasm for local environmental problem solving and community service projects, it is suggested that the President send a personal message to every junior and senior high school principal in America.

The letter would

- 1) stress the importance of solving environmental problems at the local level through an adequate knowledge base;
- 2) suggest that students can best attain this knowledge through multi-disciplinary problem-solving activities, one approach being to design curriculum that involves students into monitoring resources such as land, air, and water, and environmental problems, such as solid waste disposal, radiation, transportation, pesticides and housing;
- 3) that students develop extra-curricular activities, such as eco-clubs and community ecology centers, recycling depots and organic gardens, environmental problem films, local eco-fairs, etc., in conjunction with local citizen organizations;
- 4) that a local environmental awards program be established to recognize outstanding contributions to environmental protection and improvement.

This approach would provide the President with the opportunity to encourage student participation in the environment through local structures. It would also generate a considerable response which would then be handled by OE, EPA and other appropriate agencies.

If this suggestion is acceptable, we would be pleased to draft the letter.

Allan M. Kulakow
Special Assistant to the Director
Office of Public Affairs

Paul Cromwell
Office of Environmental Education
Office of Education

THE WHITE HOUSE

WASHINGTON

September 21, 1971

MEMORANDUM FOR:

JAMIE McLANE

FROM:

WILLIAM J. OLSON *wjo*

SUBJECT:

Environmental Awards Program
as of September 21

As I understand our present status with the Environmental Awards Program is as follows:

Today -- Bernie would like all comments from you and I on draft of booklet text.

4 Friday
September 27 (Monday) -- Second draft completed by Bernie, circulated for comments.

7 Mon
September 29 (Wednesday) -- All comments due from senior WH and EPA personnel.

September 29 (Wednesday)
October 1 (Friday) -- Final draft completed by Bernie.

Friday - 9:00 A.M. -- Deadline for approval of poster and booklet cover design. (Sandy Rosenfeld will provide more options to compare with "President's Action Corps for Ecology" -- PACE; and "President's Crusade for a Better Environment.") Approval needed ASAP.

-- Deadline for providing finished booklet text to Park Advertising Agency.

October 22 (Friday) -- Deadline for letters in mail. One general mailing only.

As close to Oct 1 as possible

1. EPA recommends two awards -- a President's Environmental Service Award and the President's Award of Excellence in addition to a certificate of participation. This seems to be unwieldy. I recommend, to simplify administration of the program, providing individual certificates perhaps called the "President's Environmental Service Award," no group awards, and the option for winners to buy patches through their school, and no Award of Excellence. In this way the patches would be sold at cost at no loss to EPA. Only certificate cost would be substantial.

2. The question of whether the student must do one of a specific list of projects or just do a project which is responsible and falls within program guidelines, must be resolved.

3. OE will do the mailing for EPA. EPA is unequipped for this. Paul Cromwell of OE approved this in a conversation with Allan Kulakow.

4. EPA has detailed 2 men to Bernie for 2 weeks as a staff to prepare the text for the booklet, and they will create a permanent staff consisting of one full time person, one secretary and some part time help.

5. EPA is thinking of \$200,000 as a budget. I feel this is too high. PCPFS (President's Council on Physical Fitness and Sports) spends \$373,000 for 5 full time staffers, \$100,000 on PR, other programs, etc. This program is not nearly so large.

6. Whether EPA continues with the project or gives it to NCVA or some other group is not now important.

7. With this schedule there are no overtime charges. We save approximately \$1,400. We do, however, incur \$250 in extra charges for overnight truck delivery. To save this \$250, we could use regular trucking and incur an additional two or three day delay.

8. EPA envelopes and the EPA franking privilege will be used, even though OE is handling the physical mailing.

9. OE will use a mailing list of gummed labels of all senior high school principals. Some formal paperwork is necessary to get their assistance, and Allan Kulakow is taking care of it.

10. Jim Barnes tells me we need a waiver to allow EPA to contract with Park Advertising Agency to use an outside printer to do this work. Apparently, there is a regulation requiring the use of GPO on these projects. Allan Kulakow will tell us what paperwork must be done. (GPO would take six or more weeks, so we need a waiver.)

11. Sandy plans to be in D.C. tomorrow - Wednesday - to talk with Tom Hart at EPA and see what his objections are to prior design work.

cc: Roy Morey

September 21, 1971

MEMORANDUM FOR JAMES BARNES

FROM: JAMES W. McLANE

SUBJECT: Environmental Awards Program

I understand now that we will be meeting on Friday, September 24 in Dick Fairbank's office at 9 a.m. I look forward to ironing out the final details of our program at that point. I think the following items should be covered at that meeting:

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• President cite what can be done
• 650 Teen Bbs - 22 members each be - pivotal point
• Make learning fun

THE 1971-72 SAVE COMPETITION

SEVENTEEN INVITES ALL YOUTH BOARD MEMBERS TO WORK WITH THE MAGAZINE IN MOBILIZING THEIR COMMUNITIES TO PARTICIPATE IN THE 1971-72 SAVE (SEVENTEEN ACTS FOR A VIABLE ENVIRONMENT) COMPETITION.

FOR THE SECOND SUCCESSIVE YEAR, WE ASK YOU AND YOUR BOARD TO CONDUCT A LOCAL PROJECT THAT WILL HELP ALLEVIATE SOME OF THE PHYSICAL AND HUMAN ENVIRONMENTAL PROBLEMS THAT EXIST TODAY.

YOU KNOW THE GREATEST ENVIRONMENTAL THREATS TO YOUR OWN COMMUNITY. SOME EXAMPLES OF PHYSICAL ECOLOGICAL PROBLEMS ARE: CONTAMINATION OF WATER AND AIR . . . PESTICIDES THAT UPSET THE BALANCE OF NATURE . . . THE SLOW POISONING OF OUR WILDLIFE. PROBLEMS OF OUR HUMAN ENVIRONMENT: CHILDREN WHO DO NOT HAVE ENOUGH TO EAT . . . THE NEGLECT OF ELDERLY PEOPLE . . . INNER-CITY BABIES WHO HAVE BEEN BITTEN BY RATS . . . FAMILIES WHOSE MAIN RECREATION AREAS ARE LITTERED ALLEYS . . . THE THOUSANDS OF HUMAN BEINGS WHO ARE BORN, EXIST, AND DIE IN CONGESTED SLUMS. ENVIRONMENTAL CONCERN DEALS WITH SLUMS AND SEASCAPES, POVERTY AND POLLUTION, RENEWAL AND RECYCLING.

CHOOSE YOUR SAVE PROJECT FROM THESE FOUR CATEGORIES:

1. A PROJECT DEALING WITH RECYCLING.
2. A PROJECT DEALING WITH CONSERVATION: EARTH, AIR AND/OR WATER.
3. A PROJECT INVOLVING THE ACTUAL PHYSICAL CLEANUP OF A PLACE.
4. A PROJECT DEALING WITH HELPING THE HUMAN ENVIRONMENT.

DEADLINE: YOU HAVE FROM SEPTEMBER 13, 1971 TO FEBRUARY 15, 1972, TO CARRY OUT YOUR SAVE PROJECT. THE COMPETITION IS BASED ON PROJECT TYPE AND ACCOMPLISHMENT WITHIN THE OPTION CHOSEN. CHOOSE A PROJECT THAT IS NOT TOO LARGE AND COMPLICATED TO HANDLE, AND THROUGH WHICH THE BOARD BETTERS YOUR OWN IMMEDIATE, LOCAL ENVIRONMENT.

DOCUMENTATION: TO BE ELIGIBLE, YOUR SAVE PROJECT MUST BE DOCUMENTED FOR JUDGING. DOCUMENT IT ANY WAY YOUR PROJECT IS BEST EXPLAINED: VIA SCRAPBOOKS, FILMS, TAPES, TEAR SHEETS OF LOCAL NEWSPAPER STORIES, PICTURES, ETC. TELEVISION KINESCOPES ARE NOT ACCEPTABLE. REMEMBER, THE JUDGES KNOW NOTHING ABOUT YOUR PARTICULAR PROJECT, AND THEY MUST BASE THEIR DECISIONS ON YOUR VISUAL AND/OR WRITTEN REPORT. DOCUMENTATION MAY BE DONE BY YOUR SEVENTEEN YOUTH COUNCIL REPRESENTATIVE, THE ENTIRE BOARD, OR THE YOUTH COORDINATOR.

DOCUMENTATION MUST BE SENT TO STACEY BROOKS, YOUTH COUNCIL COORDINATOR, SEVENTEEN MAGAZINE, 320 PARK AVENUE, NEW YORK, NEW YORK 10022 AND POST-MARKED NOT LATER THAN FEBRUARY 15, 1972.

PRESS: YOU MAY WISH TO RELEASE LOCAL STORIES ON YOUR SAVE PROJECT. IF YOU DO, WHEN REFERRING TO SAVE, ALWAYS USE THE LINE "CONDUCTED IN COOPERATION WITH SEVENTEEN MAGAZINE." THIS APPLIES TO ANY STORIES THAT GO TO PRESS, RADIO OR TV, OR ANY PERSONAL APPEARANCES MADE IN CONNECTION WITH THE PROJECT.

THE AWARDS: SEVENTEEN WILL AWARD CASH GRANTS TO THE FIVE MOST OUTSTANDING SAVE PROJECTS. THE AWARD MONEY IS TO BE USED TO FURTHER THE WINNERS' ECOLOGICAL WORKS, OR IT CAN BE GIVEN TO ANY ENVIRONMENTAL/ECOLOGICAL GROUP OR CAUSE THAT THE WINNERS CHOOSE.

GRAND PRIZE	\$2,000
SECOND PRIZE	\$1,500
THIRD PRIZE	\$1,000
TWO FOURTH PRIZES	\$ 500 EACH

JUDGING: THE SAVE PROJECTS WILL BE JUDGED BY A PANEL OF FOUR AUTHORITIES IN THE ECOLOGICAL FIELD. THE JUDGING WILL TAKE PLACE IN THE SPRING, AND WINNERS WILL BE ANNOUNCED SHORTLY THEREAFTER. DETAILS ON THE AWARDS WILL BE ANNOUNCED DURING THE YEAR.

HOW DOES SAVE WORK?

1. ONLY STORES WITH A YOUTH BOARD AND A SEVENTEEN YOUTH ADVISORY COUNCIL REPRESENTATIVE ARE ELIGIBLE TO PARTICIPATE.
2. YOUR YOUTH COUNCIL REPRESENTATIVE IS THE SAVE LIAISON BETWEEN SEVENTEEN AND YOUR STORE. SHE SHOULD MOBILIZE THE BOARD IN ITS PARTICIPATION IN SAVE.
3. YOUR YOUTH COUNCIL REPRESENTATIVE WILL RECEIVE A MONTHLY SAVE NEWSLETTER AND QUESTIONNAIRES CONCERNING YOUR PROJECT THROUGHOUT THE YEAR. SHE IS EXPECTED TO REPORT FREQUENTLY ON THE PROGRESS OF YOUR PROJECT TO STACEY BROOKS.
4. YOU MAY HAVE ALL BRANCH BOARDS WORK TOGETHER ON YOUR PROJECT. THE BOARD(S) MAY INVOLVE AS MANY LOCAL PEOPLE AS IT WISHES—SCHOOLS, YOUTH GROUPS, FAMILIES, FRIENDS, ETC. IT IS OUR HOPE THAT YOUR SAVE PROJECT WILL BECOME A MAJOR COMMUNITY EFFORT.
5. NOTE: SAVE IS A SEPARATE PROGRAM WITH SEPARATE AWARDS FROM THE YOUTH ADVISORY COUNCIL COMPETITION. WINNING SAVE DOES NOT NECESSARILY MEAN THAT YOUR COUNCIL REPRESENTATIVE WILL WIN ONE OF THE YOUTH ADVISORY COUNCIL AWARDS.

THERE IS A JOB TO BE DONE IN THE WHOLE AREA WE TERM THE "QUALITY OF LIFE." YOU CAN DO IT!

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT STACEY BROOKS.

THERE IS ONLY ONE EARTH!

Stacey Brooks

STACEY BROOKS
YOUTH COUNCIL COORDINATOR



SEVENTEEN ACTS FOR A VIABLE ENVIRONMENT



From l. to r.: Carla Ancona, Brandeis; Vivienne Gordon, The Navy Exchange; Lauren Byner, Foley's; Ambassador George Bush, United States Representative to the United Nations; Linda Swain, Dunlap's; Joan Pearlman, Sage-Allen; Lynn Munzenmaier, Younger's.

When SEVENTEEN canvassed its National Fashion Council representatives to determine the type of projects that most appeal to young women, the results revealed that young people were searching for something meaningful and relevant to do *on their own* to help solve the problems of society today.

The outcome: SAVE (Seventeen Acts for a Viable Environment). Through SAVE, stores — with a SEVENTEEN National Fashion Council Representative — sponsored ecology programs in which young people themselves acted to better the physical and human environment in their communities. Response: overwhelming! Ideas: sensational! From September '70

to March '71, entrants worked diligently across the country. Six winning teen boards received cash awards from SEVENTEEN to further their ecological and environmental endeavors.

THE 1971 SAVE COMPETITION WINNERS!

GRAND PRIZE WINNER...

Dunlap's, Modesto, California — \$1500

Dunlap's teen board spearheaded a program in Modesto which involved students from fourth grade through college in a community-wide ecological project. Their SAVE project was documented by a slide presentation with a tape narration for each picture. The board is establishing two scholarships (for a boy and a girl) to study ecology at the college level. The board has also given a third of their award money to Ecology Action to aid the organization in picking up glass, metal, and paper in the reclamation centers around Modesto.

SECOND PRIZE WINNER...

Younger's, Des Moines, Iowa — \$1000

This teen board worked in the support of passing a new city ordinance banning the sale

on non-returnable soda bottles and cans. The board spread the word on the proposed law to get community support. And, as another project, they also engaged to bring comfort and reassurance to elderly people. The board is giving half of their award money to PACE (Planned Action for Community Elderly) and half towards further action on passing the throw-away bottle and can ban.

THIRD PRIZE WINNERS...

Brandeis, Omaha, Nebraska — \$500

Clean air! motivated this teen board to conduct a campaign for stricter air-pollution control. Board members participated in a state hearing, contacted community members about their responsibility in working for cleaner air, and sponsored an Air Pollution Workshop with guest lecturers. All of their award money was given to the Fontenelle Forest Nature Center in Omaha.

Foley's, Houston, Texas — \$500

The board organized CARE week (Censure Air pollution — Restore Environment), circulated petitions, collected signatures in support of their cause; wrote and presented a play for children,

The Wizard of Smog. Their award money will finance the production of their own play on educational television in Houston.

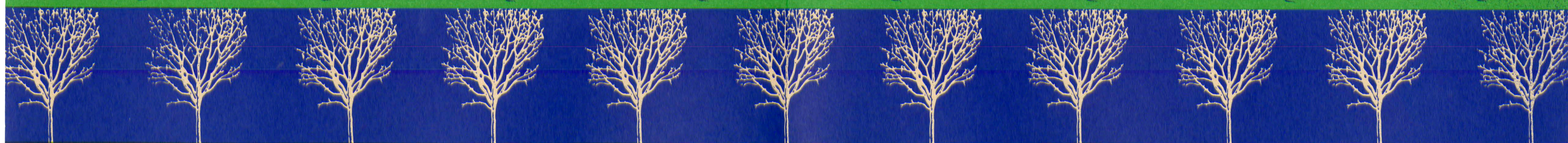
The Navy Exchange, Taipei, Taiwan — \$500

These girls initiated a program to help a leper colony. The teen board sponsored a dance to raise money for gifts and spent a day entertaining the patients of the Happy Mount Leprosy Colony. They are contributing their award to help finance a new children's wing at the center.

Sage-Allen, Hartford, Connecticut — \$500

Saving and refurbishing a local ice skating rink by converting it to a bright happy place for young people to congregate, was the accomplishment of this teen board. They also worked with underprivileged children at Christmas. Their award money will provide seminars on crafts, beauty, sports, etc., for girls in a poverty area of Hartford.

Would you like to participate in our 1971-72 SAVE program? Please contact Stacey Brooks, Youth Council Coordinator, SEVENTEEN Magazine, 320 Park Avenue, New York, New York 10022...212 759-8100.



seventeen®

poss. b/c
contract
NEVA
in larger
6 mos or end school year

200,000
- staff
- travel
- printing

3+ Sec'y Brochure

Clear (Bernie hukco
Arthur Peters

2) Follow-up

Manual - criteria for
Money to support

THE FUTURE IS THEIRS
on end school year

One of the outstanding transformations in American life is the realization on the part of a great many people that they can and should effect the way they live -- their environment, their values and their institutions. The progress we have made in environmental improvement has been substantially due to the personal commitment of concerned citizens.

Be concerned
about physical
being + reward
them for that

One group has proved to be unusually dedicated and has waged an unceasing and unprecedented battle against environmental decay: the young people. High school students have helped to make environmental issues tangible and have sparked a new ethical attitude toward the world we live in.

Young people have proven their role as an essential force in the transition toward a better environment and a new world ethic of cooperation with nature.

Therefore, the President has created an awards program that will recognize those secondary school students who have helped ensure safe, clean, and pleasant surroundings for all people.

THE AWARDS PROGRAM

The "President's Environmental Action Awards Program" recognizes the achievements of school students who have committed themselves to environmental action. During the current scholastic year awards will be given for individual and group action to students in participating high schools throughout the Nation. Forms will be provided for students or groups to detail the activities in which they have participated. Guidelines will be supplied to principals who will appoint student/faculty panels to judge the projects. Recommendations will then be forwarded to the Environmental Protection Agency for presentation of awards.

The program will recognize either group or individual excellence in one or more of four categories: educational achievement, environmental action, community service, or governmental action.

Two levels of accomplishment will be recognized. The President's Environmental Service Award will be given to those students whose activities are judged to have required a considerable expenditure of time and effort toward environmental improvement. In addition, the President's Award of Excellence will be given to projects considered outstanding, based on the extent and effectiveness of the results.

The Awards Program is designed to recognize ongoing student efforts, to encourage a wide variety of activities, and to promote excellence by setting national standards for environmental action projects in the schools.

THE FOUR AWARD CATEGORIES

Education Achievement

Projects which develop personal skills and knowledge or expand the base of technical information come under educational achievement. This could mean pollution surveys and gathering watershed analysis, inventories of consumer habits, surveys of government procedures, studies of wildlife and land management and related efforts.

Increasing public awarenesses includes: presentations at club meetings, articles in school newspapers, sponsorship of ecology fairs, working with younger children on environmental tutorial projects, field trips and so on.

Environmental Action

This category embraces restoring streams to their natural state, eliminating vermin, cleaning up litter, landscaping a park, campaigns to eliminate civic ugliness (overhead wires, excessive signs, trash-filled lots) and -- indeed, any activity which improves the social, aesthetic or physical environs of the community.

Community Services

This award could include staffing an environmental information center, operating a waste recycling program, working with local service agencies on initiating non-partisan political action.

Government Action

This category includes cooperating with public officials, attending public hearings, presenting environmental data to zoning boards, sewage districts, highway and airport planning authorities and utility commissions projects for the local planning commission.

need clear direction to focus action
Responsible action
Regret. environ. reprints in orderly processes of public action

CRITERIA FOR JUDGING PROJECTS

The high school principal should appoint a Faculty/Student Environmental Awards Panel to award the President's certificates of Participation. The panel will also select the best individual and group projects for the President's Environmental Service Award and the President's Award of Excellence.

The following criteria should be employed:

For Individual Projects:

- 1. Knowledge and skills acquired
- Physical or social improvement in the environment
- Contribution to technical data on the community or regional environments.
- Innovative nature of solutions.
- Environmental awareness generated.

For Group Awards the criteria will include those listed above plus:

- Degree of cooperation with other groups such as government, agencies, civic organizations, industrial firms, professional associations, etc.
- Improvements made in the environment of low-income or inner city groups.
- Number of participant hours committed to the project.
- The variety of academic disciplines required in the project.
- Skill in organizing and managing project resources.

A project should not necessarily be designed to meet a maximum number of criteria. Excellence in a small, discreet project could be more valuable than one which touches all the bases. Often it will be best to choose a project that is not too large and complicated, but will still improve the local environment.

A project will be judged on its potential as well as actual value. For example, completely cleaning up a local stream, would not necessarily be more significant than a comprehensive land-use survey for future use.

In some cases the project may not be a tangible physical output. It might be a series of presentations before local government groups and civic associations on what the environment should be like in the next decade. There are no restrictions. Students and organizations should initiate and submit whatever projects they feel will improve ambient conditions.

ONE FINAL NOTICE

We are of course ready to assist with project suggestions, technical fact sheets, and bibliographical and technical references. We can also provide information concerning what schools and organizations are doing in other communities. For further information write:

The President's Environmental Action Awards Program
Environmental Protection Agency
Washington, D.C. 20460

For your convenience, we have enclosed a self-addressed response card.

Dear Principal:

As Administrator of the Environmental Protection Agency, a newly created Federal entity brought into being in December, 1970, I am charged with the responsibility for seeing that our agency executes the anti-pollution laws passed by Congress.

A second obligation of the Environmental Protection Agency, one about which I feel most strongly, is its role in assisting citizens at all levels to find ways to influence the course of environmental change. Those who care enough about the problems of pollution to want to take action to alleviate them must be encouraged and given the incentive and know-how to proceed.

It is with regard to this latter function that I write to you. The youth of our country, to whom the future belongs, have begun to demonstrate in numerous ways their concern for the environment. I am most impressed with the depth of interest and knowledge possessed by the many young people I meet.

The importance of the contribution of the younger generation cannot be overestimated. We need their energy and creativity if we are to resolve the critical situation in which we find ourselves today. But we must first take steps to bring about a fresh consciousness of their surroundings, one which will result in an understanding of what has happened in the past and a determination to take on the responsibility for ensuring a more sensitive course henceforth.

In hopes of stimulating even greater awareness and activity on the part of our teenage population, the President has decided to initiate an Awards Program, which will focus exclusively on secondary school students. Enclosed you will find a handbook which explains in detail both the purpose and requirements for participation. Every student, through this program, will have an opportunity to "do his thing" for the enhancement of the health and beauty of the nation.

May I take this opportunity to impress upon you the possible impact this effort could have if each of the twenty thousand high schools in the United States supported the Awards Program with only one project.

The future quality of life in this country and in the world is dependent to an awesome extent on the decisions we are making today. I urge you to emphasize the importance of this program to your own students and to encourage them to take part either on an individual basis or through a group effort. I am most appreciative of your support. On my end, I personally will do everything possible to ensure its success.

Sincerely yours,

William D. Ruckelshaus

F A C T S H E E T

PRESIDENT'S ENVIRONMENTAL ~~SERVICE~~ ^{MERIT} AWARDS PROGRAM

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

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

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

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

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

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

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

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

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

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

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

DRAFT

PRESIDENT'S ENVIRONMENTAL MERIT AWARDS PROGRAM

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

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

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

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

(more)

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

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

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

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

(more)

clubs could produce.

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

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

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

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

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

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NIXON PRESIDENTIAL MATERIALS PROJECT AUDIOVISUAL COLLECTION WITHDRAWAL RECORD

ARCHIVIST	CANTIN
DATE	3/4/1992
ITEM NUMBER	WH 7684-04/1

MEDIUM/CATEGORY (CHECK ONE) ☐ MOTION PICTURE FILM ☐ SOUND RECORDING ☒ STILL PHOTOGRAPH ☐ VIDEO RECORDING	CONTROL NUMBER FILE GROUP WHCF	ORIGINAL ITEM LOCATION SUBGROUP SMOF SERIES JAMES W. McLANE FOLDER TITLE ENVIRONMENT [1 of 3]	CONTAINER NUMBER 5 4
ITEM DESCRIPTION 9x7 B+W			

SUPPLEMENTAL DATA - PROVIDE WHATEVER INFORMATION IS KNOWN ABOUT THE ITEM

TITLE/EVENT
 "LIFE. PASS IT ON." PROGRAM

PARTICIPANTS (INDICATE PERSONS FROM LEFT TO RIGHT)
 NIXON (LEFT) + WILLIAM RUCKELSHAUS

GEOGRAPHICAL LOCATION OF EVENT

OVAL OFFICE

DATE OF EVENT

10/29/1971

CLASSIFICATION (CIRCLE ONE)

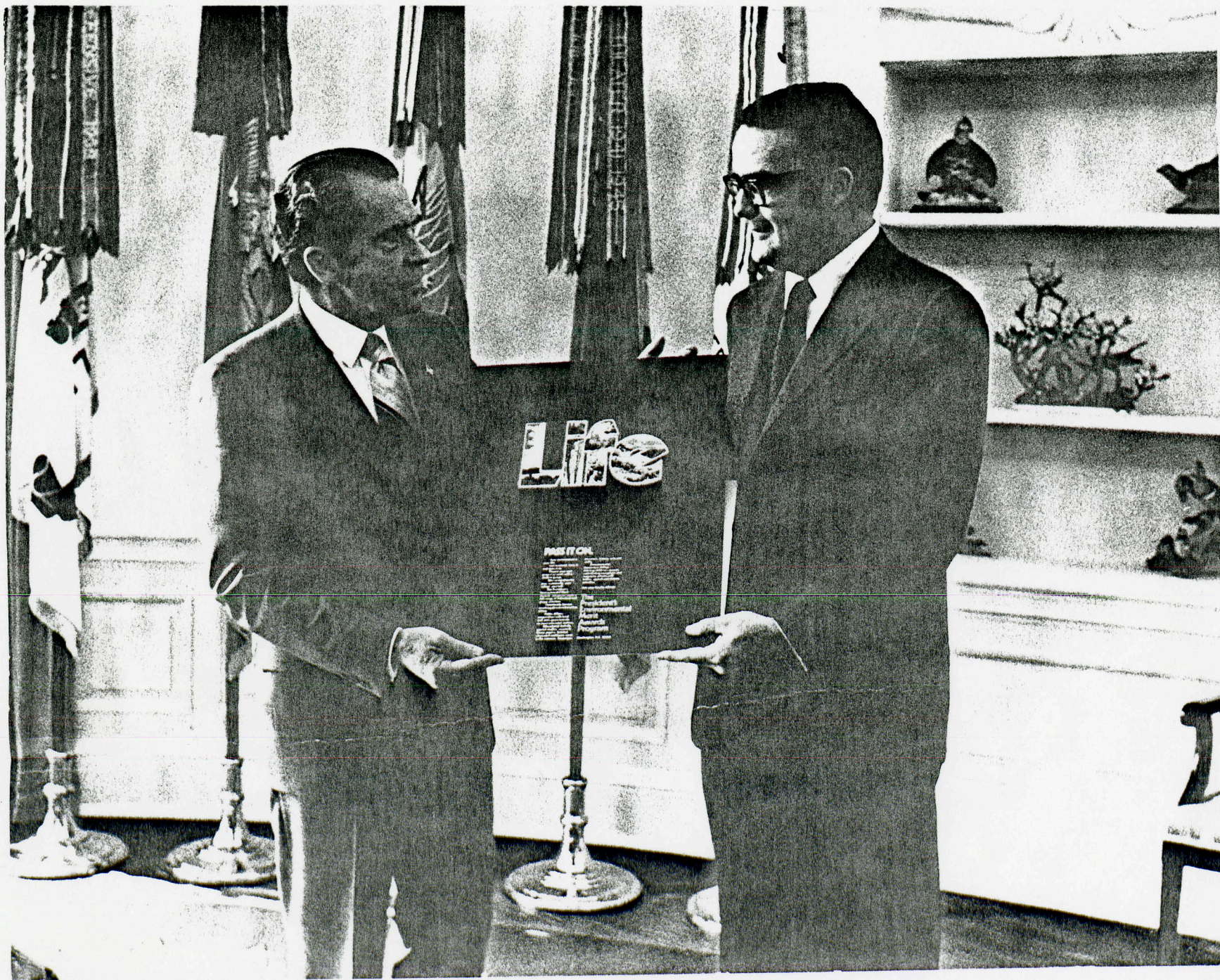
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FILING INSTRUCTIONS: In the initial place within the file folder from whence item was removed, place original Audiovisual Withdrawal Record and an electrostatic copy of the removed item. An electrostatic copy of the Withdrawal Record and the original photograph should then be inserted into an appropriate size pH 8.5 envelope. Label the envelope in upper left-hand corner with both the control number and the item number, as for example: [PA 78-2-3/1], and then turn the envelope over to the audiovisual staff for further processing or archival storage.



NIXON PRESIDENTIAL MATERIALS PROJECT AUDIOVISUAL COLLECTION WITHDRAWAL RECORD

ARCHIVIST CANTIN
DATE 3/4/1992
ITEM NUMBER WH 76 84-04/2

MEDIUM/CATEGORY (CHECK ONE) ☐ MOTION PICTURE FILM ☐ SOUND RECORDING ☒ STILL PHOTOGRAPH ☐ VIDEO RECORDING	<table style="width: 100%;"> <tr> <td style="width: 50%;">CONTROL NUMBER</td> <td style="width: 50%;">ORIGINAL ITEM LOCATION</td> </tr> <tr> <td>FILE GROUP WACF</td> <td></td> </tr> <tr> <td>SUBGROUP SMOF</td> <td>CONTAINER NUMBER X 4</td> </tr> <tr> <td>SERIES JAMES W. McLANE</td> <td></td> </tr> <tr> <td>FOLDER TITLE ENVIRONMENT [1 of 3]</td> <td></td> </tr> </table>	CONTROL NUMBER	ORIGINAL ITEM LOCATION	FILE GROUP WACF		SUBGROUP SMOF	CONTAINER NUMBER X 4	SERIES JAMES W. McLANE		FOLDER TITLE ENVIRONMENT [1 of 3]	
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