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SURVEY OF CORPORATIONS' ROLE IN EARTH WEEK PROGRAMS

A survey of U.S. corporations shows that 112 companies -- 65 percent of those answering the questionnaire -- have a "committee or task force" charged with responsibility for environmental problems.

The survey also indicated that 62 percent of the respondents are convinced that industry should become actively involved in the programs and objectives of Earth Week-1971.

Thirty-four companies -- 20 percent -- said the teach-ins and confrontations last year influenced their corporate policies.

The questionnaire was sent to 540 of the largest corporations by Burson-Marsteller, a public relations agency which has made several studies on antipollution programs and solid waste disposal.

The 173 executives who responded were asked to describe their reactions to Earth Day-1970 and what preparations they have made for Earth Week-1971, which is scheduled April 19-25.

Elias Buchwald, president of Burson-Marsteller, said the survey confirmed the opinion of environmentalists that the action on Earth Week will shift from college campuses to local communities.

"Conservation and environmental groups in larger cities can be expected to demonstrate against pollution caused by automobiles," he said. "Groups in industrialized localities will concentrate on pollution of the air and water. In Los Angeles, New Orleans and New Haven the issue may be offshore oil pollution."

Sixty-six of the companies which answered the questionnaire said they actively participated in local teach-ins on Earth Day last year. Some provided speakers, supplied background materials to schools and participated in TV and radio series and school seminars.

The question, "What does your management think about Earth Week-1971?" brought many constructive responses. A typical statement, made by a manufacturer of transportation equipment:

"The observance will be an important expression, among

many others, of growing emphasis on the need to solve ecological and environmental problems."

A spokesman for a soft-drink producer said: "While changes should and will be made, they cannot be made overnight. Environmentalists should try to understand this, and most do."

A comment by a tire manufacturer: "Public awareness is good, and constructive efforts to solve ecological problems are welcome. However, irrational demands and insistence upon unrealistic -- even impossible -- goals can certainly do more harm than good. Sound planning and organization can produce reasonable results."

A general attitude was expressed by an equipment manufacturer: "How does one define pollution? And what remedies is one willing to make? Are quasi-political issues such as the SST question legitimate environmental issues? If my plant converts to all-electric can I fault the electric company for the increased pollution made necessary by my increased demands? Concern is not enough; you must have definable goals -- beyond generalities like 'let's clean up the environment' -- in order to progress."

Mr. Buchwald said overall findings of the survey convinced him that industry is moving closer to the other major participants -- government and the public -- in a constructive Earth Week dialogue. "I'm also convinced," he said, "that after Earth Week all segments of industry should consider combining their voices, ideas, and objectives into a single voice that, in many cases at least, can speak for them all."

GOVERNMENT PANEL CALLS FOR NOISE POLLUTION RULES

A Government-sponsored panel, headed by Dr. Jack E. Goldman, vice president for research and development for the Xerox Corporation, reported that noise pollution in the United States was "on the verge of reaching a serious level" and called for new state and federal standards to protect people against annoyance and hearing damage.

The panel recommended that the Commerce Department require manufacturers of Consumer goods place noise ratings on the products; and in cases where noise levels could produce hearing damage, labeling standards would be mandatory.

FORESTRY CORPS PROPOSED

Legislation has been introduced in the Senate authorizing a volunteer recruitment program in the U.S. Forest Service, similar to the Youth Conservation Corps program carried out by the National Park Service.

The Bill would allow the Forest Service to pay incidental expenses of volunteers. Senator Clifford P. Hansen (R-Wyom.) one of the sponsors of the Bill said the program should foster interest in the environment, protection of natural resources and development of resources of the national forests such as public recreation. Hansen pointed out that there are national forests in 40 states, comprising about 186.9 million acres, a quarter of all federal lands.