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DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20201

MAY 9 1975

May 6, 1975

Mr. Russell A. Rourke
Staff Assistant to the President
The White House
Washington, D.C. 20500

Dear Russ:

I have circulated this service to pertinent offices in the Office of the Secretary, where there has been unanimous disinterest. An associate recommended that perhaps the White House could use it. Accordingly, I am sending this copy for your review. Please do not return it to me but rather send it to RNL if no one in the White House wants to pursue it.

Sincerely,

A handwritten signature in cursive script, appearing to read "Carlton".

Carlton F. Andrus
Congressional Liaison
Officer

Enclosure: The Trend Report, Vol. 1, 1975



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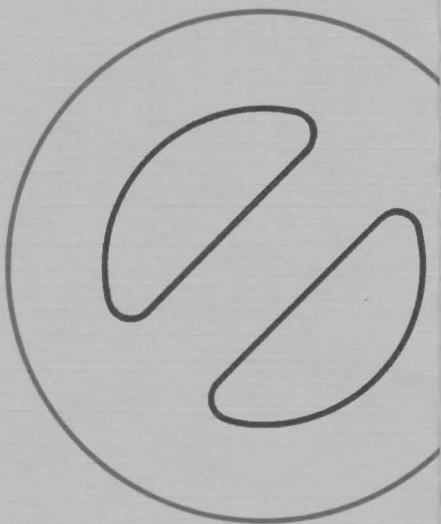
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Services
for
subscribers to
The Trend Report



CHANGE

...and how URC measures it

The Trend Report, Urban Research Corporation's social forecasting system, is drawn from a continuous *content analysis* of 206 daily newspapers across the country. The basic role of newspapers is to record change in the community—new zoning and land use laws, the administration of justice, health, education, transportation systems. The local news that appears in these papers is never seen outside their circulation areas, except by Urban Research. Each day, *The Trend Report* measures all the small and large changes that are occurring in every section of the country—we monitor 4 million lines a quarter of news on change. When one single community acts to change its laws and policies on health care or land use planning, we note it; when dozens across the country do it independently, we report a trend. And then we analyse the cause of the change and summarize it for you in the following primary issue areas:

Education	Housing
Employment	Human & Economic Development Relations
Environment	Law & Order
Government & Politics	Transportation
Health	Welfare & Poverty

In consultation with the four companies that participated in developing *The Trend Report*, we decided to keep the base cost of the forecasting service low, rather than charge subscribers for services not used regularly. Most corporations have in-house analysts who can work with our staff to resolve specific forecasting questions. Therefore we provide our subscribers with additional services as they are needed. These services are provided *only to subscribers to The Trend Report*:

1. Issue Alerts. Subscribers may request Issue Alerts on special concerns that you designate. The moment a new issue surfaces in your area of concern, we notify you by telephone, followed by a more detailed written report upon request.

2. Data Bank Retrieval and Analysis. Urban Research Corporation's data bank contains 500,000 selected articles on vital changes in health, housing and the other primary issue areas, from January, 1970 to today. Upon request, Urban Research analysts will break out data on a specific issue, time period, or regional basis—or any combination of the three. For example, we can—by return mail—retrieve for you all articles covering the pollution control issue in the Northeast between January 15, 1974 and July 13, 1974. We send you the reprints directly, or we will prepare an executive summary or in-depth analysis.

3. Social Forecasting to Supplement Economic Forecasting. We provide this forecasting element of market research for evaluating a new venture or acquisition plans more quickly and cost-effectively than any service in the country. *Trend Report* subscribers can call upon us to develop a precise and quantitative summary of emerging legislation and consumer attitudes in the local test area—or for a national market.

4. Strategy Development. We work with companies to create, evaluate, and revise both specific marketing plans and their over-all corporate development strategy.

5. Washington Monitor. URC, through its affiliate the Center for Policy Process, has a Washington research service which provides quick and accurate information about strategic policy changes in the nation's capital. We provide a long-range overview service, and immediate practical guidance. For example, we maintain an up-to-the-minute map of the changing leadership in the federal energy policy community.

6. Washington Access Service. We arrange to make your short visits to Washington more effective by scheduling meetings with the key people in those agencies whose regulations and guidelines impact most upon your business. We track the changing people and priorities in Washington, and put you in touch with both.

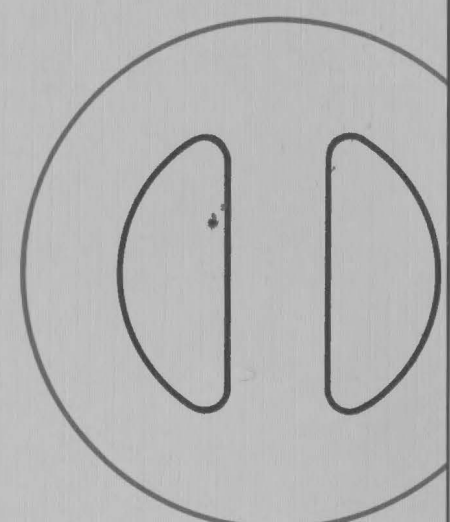
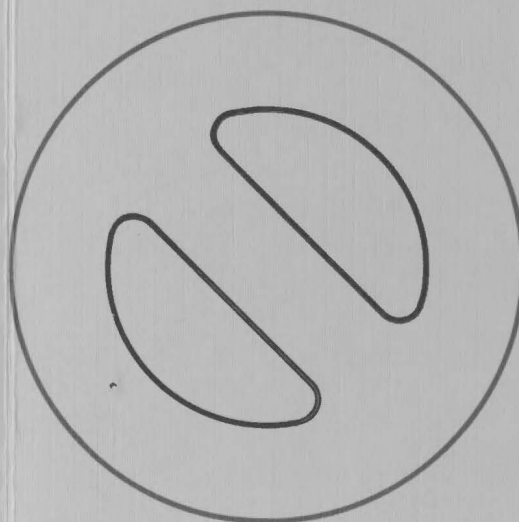
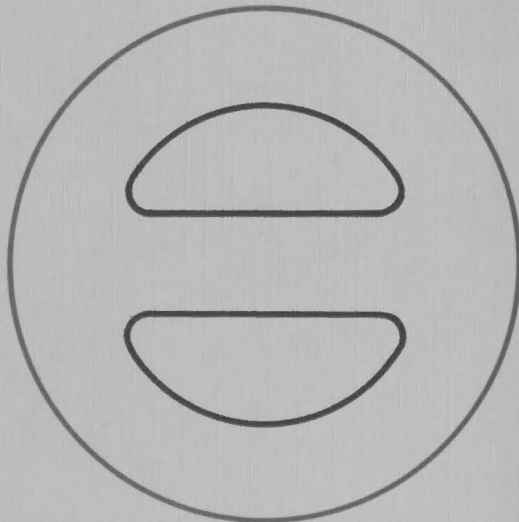
7. Off-site Planning Sessions. We conduct planning and forecasting retreats for top management, providing back-up skills and resources to augment those of your company. URC will also assist planning groups in the preparation of presentations and reports.

8. Seminars for Subscribers. URC periodically arranges regional and national seminars for *Trend Report* subscribers to exchange techniques in trend analysis and to meet with important national figures. Among the guests at similar seminars hosted by Urban Research have been Milton Friedman, Marshall McLuhan, Senator Edward M. Kennedy, Dennis Meadows, and Gloria Steinem. We developed these seminars because we believe that first hand experience is an essential complement to any quantified measure of change.

The Trend Report 7 years of Research

Urban Research Corporation began testing the concept of *The Trend Report* in 1968 because of the need for solid indicators of the rapid changes in the complex environment where business and government operate. Full scale development of our data base began in 1970. In 1973 we were ready to test the format and content of *The Trend Report*, and invited four companies to join us: A T & T, First National City Bank of New York, Sears, and Weyerhaeuser. We test each new trend to measure its impact on business by working closely with the executives who need and use this information. For a year and a half we have assessed the data, system, and format of *The Trend Report* in intensive sessions with the senior management at our four cooperating companies. Now, in 1975, *The Trend Report* is the most reliable social forecasting system in the country.

Urban Research Corporation
5464 South Shore Drive
Chicago, Illinois 60615
312-955-3050



The Trend Report

A Quarterly Forecast and Evaluation of Business and Social Developments

Volume 1 1975

Sponsored by Urban Research Corporation in cooperation with

A. T. & T.
First National City Bank, New York
Sears, Roebuck and Co.
Weyerhaeuser Company



Judson Gooding, Editor
John Naisbitt, Publisher

The Trend Report

9 Important Things You Should Know to Make

the Best Use of The Trend Report

1. Newspapers record change. The Trend Report is based on a continuous content analysis of newspapers from across the country. The basic role of newspapers is to record change in the local community: new zoning and land use laws, the administration of justice, health, education, and transportation systems. The local news that appears in these papers is never seen outside their own circulation areas--except by The Trend Report. Only locally generated material is used: no wire service stories or syndicated columns. We record the actions, not the opinions, of the communities of this country.
2. We count and quantify the crucial issues that are changing by monitoring the volume of space devoted to each changing topic. The content of more than 200 newspapers from all the cities listed on page 98 is analyzed both quantitatively and qualitatively. Each quarter, the actual amount of newspaper space (linage) devoted to the 124 sub-topics of the 10 primary categories is added up, e.g., Land Use 87,000 lines, Water Quality 60,105 lines (both sub-topics under Environment).
3. In order to present a quick, visual summary of what has occurred during the last three years, the amount of space devoted to each of the sub-topics is contrasted with the amount of space devoted to it in the previous year, and against the base reference point (the average of the 1972 and 1973 quarters). The linage is converted to an index, with the base reference point expressed as 100, in the same way Cost of Living tables take 1967 prices as 100. For example, in this Trend Report (page 24), the linage devoted to articles about energy was 230,400. Converted to the index:

	<u>Base Quarter Index</u>	<u>1973 Quarter Index</u>	<u>1974 Quarter Index</u>	<u>1974 Quarter Linage</u>
Energy	100	147	288	230,400



We can quickly see that the amount of space devoted to energy in the current quarter is about twice what it was one year ago, which in turn was almost 50% greater than the base point.

The Trend Report

4. The yellow pages of this report contain the quantitative indexes of each of the primary issue areas (Education, Employment, Environment, etc.), along with explanatory material dealing with those sub-topics that show marked changes.
5. Emerging trends, however, occupy the largest share of The Trend Report, and are dealt with on the other pages. This qualitative analysis of new and emerging trends will be the most useful part of the report. The Chairman of General Electric (a Trend Report subscriber), Reginald Jones, says that "the basic strategy for corporate survival is to anticipate the changing expectations of society, and serve them more effectively than competing institutions." The Trend Report is the system that identifies these changing expectations in advance.
6. The Trend Report provides its subscribers with a social forecasting system. The old, standard economic indicators like freight car loadings are no longer sufficient to predict the shape of the economy or the fortune of a product. Other forces impact on our economic destiny, which are now quantified for the first time in The Trend Report.
7. The whole idea of The Trend Report is new. How different companies use it depends on how they are structured, and how creative they are in integrating and disseminating knowledge that is most useful to the company.

Often the recipient is the head of planning, or of public affairs, or of corporate development, but it can be the chief executive officer, or the executive vice president or the chairman of the board. Some companies circulate pertinent excerpts to the heads of departments that are concerned; others have one officer prepare a summary of the entire Trend Report, casting it in the light of his own company's needs, for circulation to all top executives, with the detailed material available on request.

The Trend Report is also used as an early indicator for marketing program changes, long-range investments, plant construction and relocation, as a guide to impending legislation across the country that will affect hiring or advertising policies, and it is used to determine the corporation's public posture on social and business issues, as background material for executive's speeches, and as a way to corroborate trends detected by the company's own research.



The Trend Report

Because it represents a new concept, not all the uses have been explored as yet. But already, The Trend Report is winning recognition as one of the most innovative and significant new forecasting tools ever developed to assist management in directing change.

8. Before publication, we test each trend to measure its impact on business by working closely with the senior executives at our four cooperating companies: A T & T, First National City Bank of New York, Sears, Roebuck and Company, and the Weyerhaeuser Company.

9. The base cost of The Trend Report has been kept low so as not to charge the subscriber for services he does not use regularly. Most corporations have in-house analysts who can work with our staff to resolve specific forecasting questions, therefore we provide our subscribers with additional services as they are needed. These services are provided only to subscribers to The Trend Report. They include Data Bank Retrieval and Analysis (our data bank now contains 500,000 articles on subjects in the 10 major categories from January, 1970), Issue Alerts, Corporate Strategy Development, Management Planning Sessions, a Washington Access Service, and Seminars for Subscribers.



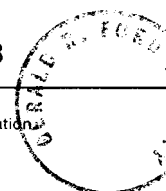
The Trend Report

Volume 1

January 1975

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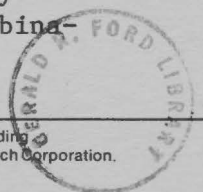


The Trend Report

Executive Summary

Here are 10 of the most important trends dealt with in this volume:

1. The critical problems of the housing construction industry are helping bring about a new and approving interest in variable-rate mortgages.
2. The accelerating decay of the nation's rail network is so threatening to the safety of towns on rail lines, and to on-time reliability for shippers, that stiff new local safety laws are being passed, while shippers themselves are forced to finance some urgent improvements.
3. Borrowing from the federal revenue sharing idea, cities are beginning to press the fiscally-sound state governments for help in meeting their expenses.
4. Executive transfers not only cost more than ever, but they have been made more involved because of the preferences of spouses--male as well as female--which have to be given greater consideration. Corporations are offering more help with mortgage problems, and some are re-examining the need for frequent transfers.
5. The use of credit cards for grocery shopping is gradually gaining momentum--another element in the modernization of retailing and another step toward the elimination of money.
6. High-pressure college drives to recruit more undergraduates are bringing in less able students who need remedial courses and specially-downgraded textbooks for easier reading. For employers, though, they will all be "college graduates" when they emerge from their simplified courses and apply for college-level jobs.
7. Accountability to the public, a major trend in the U. S., is being further imposed on long-immune professions, medicine and law.
8. The plight of old people, caught short by the unprecedented inflation, is a major preoccupation in many areas; one tactic being introduced to ease their problems is the granting of retail discounts.
9. A new form of land-use regulation is emerging with the increasingly stringent controls on air and water pollution, which effectively limit what owners can do with property and how cities can zone land.
10. Growing interest by people in close-in city living, and sharply-increasing land prices in cities, create a promising climate for more combination office-apartment buildings in major cities.





The Trend Report

Education

6

Education Indicators

	<u>Base Quarter Index*</u>	<u>1973 Quarter Index</u>	<u>Current 1974 Quarter Index</u>	<u>Current 1974 Quarter Linage**</u>
1. Public Schools	100	92	122	214,050
2. Colleges & Universities	100	89	117	148,050
3. Desegregation	100	28	152	107,850
4. Teachers	100	120	188	92,250
5. Curricula	100	101	265	59,250
6. Race Relations	100	110	125	35,250
7. Experimental	100	113	127	24,900
8. Women	100	100	171	23,400
9. Special Education	100	108	117	21,600
10. Vocational Education	100	57	142	12,750
11. Adult Education	100	100	244	11,700
12. Student Protest	100	67	53	10,950
13. Private Schools	100	90	58	10,650
14. Pre-School	100	98	126	8,850
15. Laws & Legislation	100	13	92	3,300
16. Decentralization	100	5	26	<u>1,500</u>
				786,300

* Average of 1972 and 1973 fall quarter linage = 100

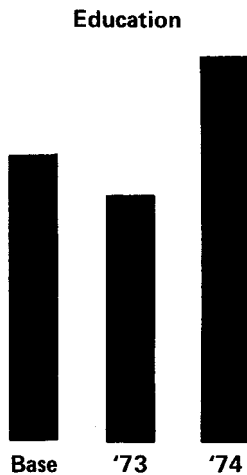
** All linage is listed in the Appendix



The Trend Report

Education

7



Linage devoted to Education in Trend Report newspapers during the current quarter remained roughly equal in volume to that during the preceding quarter, despite a flurry of stories in the weeks preceding school openings. It was considerably greater than lineage for the same quarter a year ago, however, and there were new emphases visible.

The increase in articles on experimental programs, up from an index of 113 to 127, suggested a new awareness of the need to get more results with less spending per pupil. One of the growing trends noted in the "experimental" subtopic is the increasing use of newspapers in classroom programs. More than 300,000 students now make regular use of local papers in their classes.

In the public schools subtopic, which increased moderately from an index of 92 a year ago to 122 for the current quarter, there were quite a few stories on smaller enrollments and on discontent caused by closings of neighborhood schools, due to declining birth rates. There was also a good deal of reporting on lower performance levels and reading scores.

Desegregation



Those other subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis are examined below, followed by reports on other trends in education.

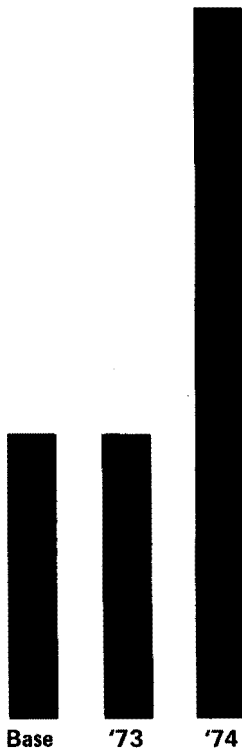
Desegregation. Linage here shot up from an index of 28 for the quarter a year ago to 152 for the current quarter. This was largely due to the continuing controversy in Boston over busing proposals there, but the problem was by no means confined to Boston. There were articles on protests and school boycotts in Baltimore and Denver, closings in New Orleans, investigations in New York city, and on pro-desegregation lawsuits in ten cities. The topic remains a major preoccupation in many parts of the country.

Teachers. Coverage of this subtopic rose from an index of 120 a year ago to 188 for the current quarter,



The Trend Report

Adult Education



an indication that teachers are becoming more assertive in a number of ways. See separate story below.

Curricula. The most newsworthy aspect of the curricula subtopic involved the dispute over textbook selection in Charleston, West Virginia, and surrounding Kanawha county. The demonstrations were significant beyond their immediate impact on the educational process. They showed a growing unwillingness on the part of ordinary citizens to accept unquestioningly the decisions of "experts," including those who choose textbooks. The demonstrators thought the texts would go counter to what they wanted their children to learn, and they vigorously made their views known. There were also textbook protests in Minnesota and Utah, and editorials around the country on the textbook controversy and its implications.

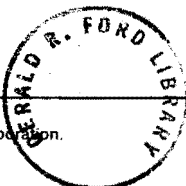
Women. Much of the increase in coverage of this subtopic related to demands for more equal sports facilities, and for elimination of discrimination in classes.

Adult Education. The main reason for the increase in this subtopic, which moved from an index of 100 a year ago to 244 this year, was the suddenly intense interest in educational programs for older citizens. Many of the articles deal with the introduction of tuition-free courses for persons over 60 or 65.

Student Protest



Student Protest. Coverage of this subtopic continues to run well below that of two years ago, as it did last quarter. Students are concerned with more worldly matters--grades, and jobs--at present.



College Recruiting Drives Lower Educational Standards

A great debate over who should go to college is attracting more and more attention across the country. On the one hand, colleges are making intense, sometimes desperate, efforts to attract more students, to keep income up in the face of rising costs. On the other, more intensive recruiting brings in more marginal students who may not be qualified for college and may in some cases not even want to be there.

**Mobile units
cruise neighborhoods**

The recruitment efforts take a variety of often imaginative forms. In Hartford, Connecticut, a mobile unit loaded with brochures and application forms cruises through neighborhoods, seeking students for the local community college. In Baltimore, Johns Hopkins increased its admissions staff and visited 150 more high schools than in the past, but still ended up with fewer freshmen than the year before. St. Johns College in Annapolis sent out 100,000 fold-out brochures, double the number sent the year before, and brought in the same size freshman class.

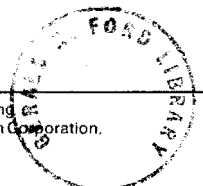
**All H. S. Graduates
accepted at Baltimore**

The University of Baltimore automatically accepted high school graduates who filled out and returned an unsolicited form, and another local college proclaimed in newspaper ads that it had "\$1 million in student aid," offering this as a come-on in its recruiting.

**Recruiting fairs in
N.Y., Chicago, Cleveland**

In New York's Coliseum, 400 colleges and universities joined forces to hold the city's first National College Fair, following earlier fairs held in Cleveland and Chicago that drew 30,000 prospective students. Another fair was held at the Nassau Coliseum on Long Island.

The College Entrance Examination Board, with its unique access to information on potential students, operates a computerized Student Search Service for 1,000 client colleges. It provides them with lists of students meeting certain specifications, whom the colleges then try to recruit.



The Trend Report

400 college choices
available in Miami area

The extent of the competition among colleges for students is strikingly visible in Miami's Dade County, where a quick count indicated that almost 400 different college choices were open to students. They include religious, state, and private colleges, and "external degree" programs conducted by colleges as far away as Skidmore, in Saratoga Springs, New York, and Lone Mountain, in San Francisco.

How much the recruiting efforts, and the implicit lowering of admission standards that goes with them, affects academic standards is difficult to tell, but there is considerable evidence that performance is generally lower, despite escalated grades (Trend Report Vol. 4).

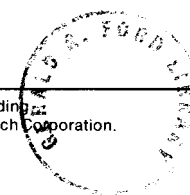
43 percent of
college-age population
now matriculating

The debate over standards took focus in Jacksonville, Florida, at a higher education conference at which William F. Buckley, Jr., claimed that colleges are over-populated with unmotivated students, many of whom have low I. Q.'s. Buckley said that although only 25 percent of the population have I. Q.'s high enough to benefit from college (his figure was 110 or above), 43 percent of the college-age population is matriculating. He claimed social pressures cause many to stay in college who don't belong there.

Whatever the merits of his argument--and many disagree with him, including Arthur Schlesinger, Jr., who spoke at the same conference--deep concern about the academic potential of matriculating students is evident around the country.

Effort to down-grade
college textbooks

One result of the lowered reading levels is the current effort to down-grade the content of college textbooks. Publishers have been getting reports from campuses, particularly two-year and urban colleges, that the books are "too hard." In response, they are simplifying the books, putting in more definitions, and applying readability formulas, all of which adds up to what one publisher called "spoon-feeding Pablum to the masses."



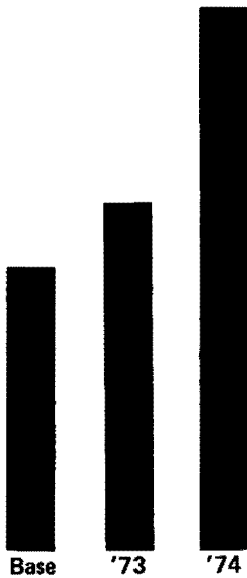
The Trend Report

At Berkeley
half of freshmen
take remedial English

The entering freshmen who will use these texts appear in many cases to need all the help they can get. At Berkeley, the most prestigious of the University of California's several campuses, nearly half of the 2,700 freshmen entering this fall were required to take remedial English courses because they failed both an objective English test and an essay writing test. And they are the top achievers selected from the top 12 percent of the state's high school graduates.

Teachers Move Into Politics

Teachers



Teachers are involving themselves in politics in a very serious and very significant way in many parts of the country, a move that will have a considerable effect on the nation's attitudes toward education. Up until now, citizens have tended, in general, to take the recommendations of teachers for school programs and facilities somewhat as they take those of other professionals--doctors and lawyers. If teachers said a certain program was needed, it was pretty much accepted on faith, just as a doctor's suggestion of an X-ray or a trip to the hospital was accepted.

Now teachers are pressing for political power by providing campaign funds for national and local candidates who favor more spending for education, and by working locally for those candidates. Both the National Education Association, with 1.5 million members, and the American Federation of Teachers, with 425,000 members, are actively pursuing these ends. In addition, some teachers are campaigning for election on their own to town government groups and school boards, here too in many cases in order to assure abundant financial support for education programs.



The Trend Report

**Two reasons:
over-supply of teachers
and willingness to take action**

There are two major reasons for this trend. One is circumstance: the decline in school populations is causing cuts in school faculties, and this at a time when teachers are in surplus. Teachers hope to check, if not reverse, that current by using their collective political power to add new programs. The other reason is their greater readiness to organize and to take collective action for their causes. Albert Shanker, the hotly ambitious head of the American Federation of Teachers, is a factor in the trend, too. Shanker is militant about his intention to use the money power and campaigning power of his members to assure universal early childhood education (which would put a lot of teachers to work) and to pursue other educational objectives of the AFT.

In the elections just past, the AFT raised about \$750,000 for political action. The NEA spent \$200,000 nationally and put up as much as \$3 million more among its 45 state political units. With its new clout, the NEA plans to mount a drive in Congress to obtain as much as \$20 billion in new federal aid for schools, increasing the federal share of school financing from the present seven percent to 33 percent.

There is some resistance to the politicization of teachers' groups. In Milwaukee, a council member of the Wisconsin Education Association argued against making the group a "vehicle for social change" and insisted that it should limit itself to issues directly affecting classrooms. The disagreement has caused several local teachers' groups to disaffiliate from the state organization.

**Nationwide trend to
activism and involvement**

But the trend, nationwide, is definitely toward more activism, more involvement, toward obtaining more of a voice in decisions, both those affecting schools, and those affecting life in general.





The Trend Report

Employment

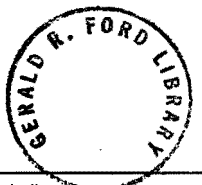
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Employment Indicators

	<u>Base Quarter Index*</u>	<u>1973 Quarter Index</u>	<u>Current 1974 Quarter Index</u>	<u>Current 1974 Quarter Linage**</u>
1. Labor Unions	100	122	118	90,150
2. Discrimination & Integration	100	107	139	58,500
3. Public Employees	100	123	193	52,650
4. Women	100	141	172	30,900
5. Laws & Legislation	100	129	234	25,650
6. Job Training & Placement	100	68	90	22,950
7. Safety	100	150	146	17,250
8. Day Care	100	92	146	16,650
9. Youth	100	144	133	7,200
10. Aged & Handicapped	100	121	121	7,050
11. Veterans	100	86	79	1,650
12. Domestic Workers	100	122	44	<u>600</u>
				331,200

* Average of 1972 and 1973 fall quarter linage = 100

** All linage is listed in the Appendix



The Trend Report

Employment as a category registered an over-all index of 139 for the current quarter, compared to the base quarter value of 100, reflecting heightened concern over jobs as the economy spins down, and a lot of anger and militancy generated by fears resulting from that spindown.

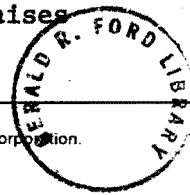
Workers are worried--about illegal immigrants taking their jobs, about restrictions on their rights to strike, about unemployment benefits and pensions, about non-union workers taking jobs. They are worried about discrimination in lay-offs, on the one hand, and on the other, about measures to correct discriminatory practices. The result is a lot of ferment.



Newspapers published many stories during the quarter about the need for public jobs funded by the U. S. government. Proposals for more public service jobs did not draw much editorial opposition, except in Human Events, the highly conservative Washington-based journal. In fact, local comment on specific federal job grants often showed disappointment that more help was not planned. The Flint, Michigan, Journal said two grants totaling \$5.7 million would provide full-time annual employment for about 570 persons, which, said a local congressman, "doesn't put a very substantial dent in our unemployment." The Albuquerque Journal said it was uncertain whether "to laugh or cry" at the government's "niggardly efforts" to ease unemployment by creating new public service jobs. The amounts allocated to New Mexico, it said, would permit hiring about two percent of the state's unemployed.

Workers are looking hard for mechanisms that will protect them against inflation, and the Textile Workers Union of America has proposed its solution: "shrink-proof" paychecks based on cost of living escalator contract clauses. This is a variant on other devices meant to achieve the same end, and recalls the recent economic debate over indexation. A decision by the International Nickel Co. of Canada to give pay raises

Indexation already under way in U. S.?



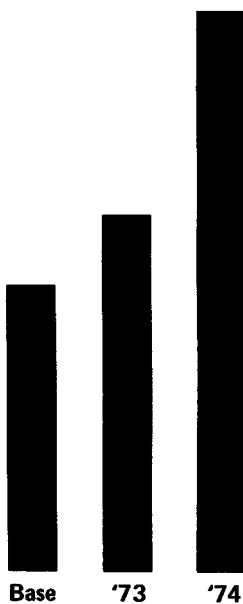
The Trend Report

Non-union construction backlash

to 15,000 workers based on cost-of-living increases may have been indicative of what lies ahead for U. S. corporations.

Non-union construction (see Trend Report, Vol. 4, 1974, p. 22) continues to cause waves in the building industry. In Rhode Island, some 5,000 union members went on a rampage at a construction site, tore down steel work, beat one worker, threatened to use dynamite and guns, and did damage totaling thousands of dollars. In Somers, New York, 10,000 construction union workers picketed and demonstrated at the site of a \$200 million condominium project being built largely with non-union labor. The demonstration tied up traffic for hours on the modest road network around the project, and cost local government \$2,000 in extra police wages.

Public Employees



In New York city itself, where the unemployment rate for construction workers is above the national average, thousands of union members turned out in Foley Square to protest the use of non-union workers in renovation projects. Earlier in the year there had been a similar demonstration in Trenton, New Jersey, by 18,000 workers.

In Manhattan, 11 renovation sites have been picketed. Some months ago, hundreds of construction workers stoned and vandalized an apartment building in Greenwich Village being renovated by non-union workers. The potential for violence in these situations is considerable, and as the economy slows down still more, the danger of explosions will increase.

Other subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis are examined below.

Public Employees. Public employees are continuing their drive for collective bargaining rights, as described in The Trend Report, Vol. 1, 1974, "New Militancy Among Essential Workers," and this subtopic reflects the intense activity, with an index of 193.



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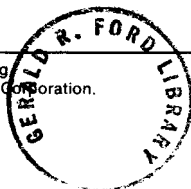
The trend is doubly important, since it involves workers on whom communities rely for life-protecting services, and because public employees are such a huge group. They include one in every six persons employed in the country. A report on the subject appears below.



Women. Linage devoted to this subtopic remains high above the base quarter, as it has done regularly in recent quarters, with an index of 172, but examination of the news stories appearing reveals a change in emphasis. Where earlier stories were about the concept of job equality and opposition to it, now the articles are more pragmatic. They deal with the actualities of women doing jobs traditionally reserved for men, and with the advantages and problems these changes bring. A hot topic in many parts of the country is the issue of women in fire departments. Firepersons, as some call them, are getting a lot of jealous hostility from the wives of men serving fire departments because of the long night hours and close living quarters. Some of the objections are on the grounds of safety, opponents holding that women lack the strength required to rescue fallen companions, or to handle heavy equipment, ladders and thrashing hoses. Debate over firepersons has arisen in San Diego, Cheyenne, Charleston, W. Va., Milwaukee, and New York city.

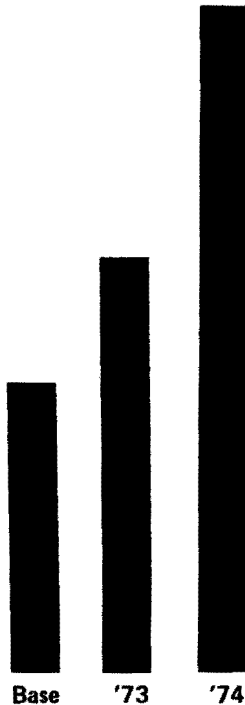
With final adoption of the equal rights amendment coming closer every month, similar disputes seem certain to arise in many more communities.

Another problem contributing to the lineage in this subtopic is that of lay-offs, which affect recently-hired women more than other workers with more longevity, and are seen by some as a new form of discrimination. The employer must choose between firing long-time employees, minority employees or women employees, knowing that whatever is done will be seen as unjust by some--and possibly as illegal. It is an unenviable situation, for which there is no easy resolution.



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Laws & Legislation



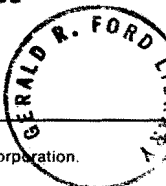
Laws & Legislation. Much of the newspaper discussion of job security measures is classified under this subtopic, which is up more than double over the base quarter, with an index of 234. There is a lot of concern in the South and the West about illegal aliens taking farm and factory jobs, usually at lower-than-prevailing wages, and without union affiliation. OSHA, the controversial and expensive occupational safety and health act, is the subject of much discussion and criticism. Pension reform and its impact on business and on older workers has also contributed to this subtopic's lineage increase.

California's legislature worried the insurance business by talking about imposing a 2½ percent "user tax" on all auto, fire, and liability insurance policies written in the state. The revenues would finance retirement pensions for policemen and firemen. State policies written annually in these categories amount to about \$10 billion. The law would add about \$10 to the price of a \$400 automobile policy. The bill was given little chance of passing at the current session, but cities are facing frightening pension costs for their safety employees. Sacramento has a \$3.2 million annual deficit in financing its retirement system, and Los Angeles allocates almost half its entire property tax assessment to debt service on its safety workers' retirement system. So tapping the rich insurance vein may become an increasingly popular idea.

Day Care



Day Care. The index for this subtopic was down to 91 just three months ago, and has now risen to 146. Part of the reason for the lineage increase is the volume of complaints, mostly from large cities such as New York and Chicago, about changes in eligibility rules which prevent many mothers from using day care centers. Also, more centers are opening; there are now 900,000 children in day care centers compared to 700,000 in 1972. There is some concern, reflected in newspaper articles, that children reared without their mothers during the early years of life may suffer psychic damage.



Public Employees Organizing Fast

Now 12 million
public employees

One of the most important changes to occur in years on the American employment scene, the unionization of public employees, is moving swiftly in almost every section of the country. It is of more than routine importance because they are numerous: there are almost 12 million civilian workers employed by governments on the federal, state and local levels. They are expensive: their compensation is the biggest single item in the cost of government. They are essential: the security and safety, sometimes the very survival, of the public depends on these workers. They are special: they often have civil service protection against arbitrary lay-offs.

Until some years ago, federal employees were prohibited from organizing, but a 1961 executive order by John F. Kennedy changed that. Now, state and local governments are gradually following the lead set by Washington.

Massachusetts faces bargaining
with 60 different unions

The diversity of union memberships among the work force of a large state government causes management problems that are expensive and hard to handle. In Massachusetts, where a new state law permitting bargaining of wages, hours and working conditions was passed in July, 60 different organizations conduct bargaining for 40,000 state employees. Alexander Macmillan, labor relations commission chairman, is exploring the possibility of negotiating master contracts with just two bargaining units: professionals and non-professionals. An official explained that with 60 bargaining units, "We'd have to bargain 24 hours a day," and increase the staff from 12 to 75.

Present state laws often give state employees only the right to "meet and confer" with their employers over job disputes, and more pressure will be brought to obtain a federal law giving them bargaining rights like those of workers in private industry. Meanwhile, the Cheyenne Eagle, in Wyoming, reported a dilemma that may become more common around the



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Only 18 states
now permit government
employee unions

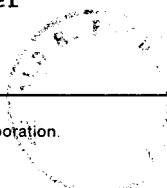
U. S. State employees at the Wyoming Training School threatened to walk out unless Governor Stan Hathaway recognized their union, the Retail Clerks International Union. State law, however, does not allow him to give such recognition. Wyoming is not unusual in this respect. Only 18 states permit state and local employees to join unions, and even fewer have laws covering contract negotiations or grievance procedures. Just six states--Alaska, Hawaii, Montana, Oregon, Pennsylvania and Vermont--have laws permitting public employees to strike, and there are severe restrictions on that right in some of those states.

As a result of the increasing tensions, of the sort reported in Wyoming, there are public employee outbursts in one city after another. In a 30-day period recently, there were reports on public employee demands in newspapers in Florida, Texas, Kentucky, Illinois, Virginia, Ohio, Wisconsin, Washington, New Mexico, Arkansas, and Iowa.

It seems likely that the country has seen only the opening act of this new drama, because less than 25 percent of the millions of public employees in the U. S. are now members of unions or employee associations. The AFL-CIO has created a new Public Employees department to work in cooperation with the American Federation of State, County and Municipal Employees, which is the fastest-growing union in the country, on organizing the others.

Two out of three
supported public servant
strikes in Baltimore

The attitude of the public itself about public employee rights to organize and to strike appears to be changing, too, although the evidence so far is only fragmentary. In Baltimore, after sanitation and other municipal workers went on strike for two weeks, and police went out for five days, a survey of Baltimore citizens showed little anger over the strikes, despite garbage piled high, and the lack of police protection. In fact, two out of every three residents said they believed the workers were justified in striking, whatever inconvenience and even danger



the strikes may have caused. Eighty-two percent of those interviewed said they thought government employees should have the right to collective bargaining. Significantly, two out of three said the strikes were more legitimate than they would have been two or three years earlier, because of the high rate of inflation.

COMMENT

Growing support for
right to organize

The AFL-CIO has been suffering a gradual decline in its membership, and organizing the millions of public employees offers a tempting means of reversing that trend. Concurrently, more legislators, aware of the forces working for autonomy and equality in every area of human activity, seem to feel that public employees should have the right to organize and strike as do workers in private industry. Rising unemployment and inflation exacerbate all these currents and cause more concern with security and with protection of living standards. The long-term result of widespread union organization of public employees will probably be higher wage costs for government work performed, increased taxes, and in all likelihood, less flexibility in job performance.

Executive Transfers Causing More Problems

Transferring executives has become far more complicated in recent months than it used to be. New attention is being paid to the rights of women in executive jobs, and to the preferences of the wives of men being considered for transfers. At the same time, the difficulty of finding mortgage money, and a desire to stay put, are dissuading potential transferees of both sexes from moving.

Accommodating the rights of women eligible for consideration for transfers--and the promotions that go with transfers--is primarily a question of changing management attitudes. In the past, managers rarely asked married women to accept transfers, on the assump-



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tion that their husbands would not want to give up their jobs, which custom suggested were usually more important.

**Wives taking on
a new importance**

Now, there is less hesitancy about moving married women, and to ease the shifts for their husbands, some companies use their contacts in the new town to help the husbands find jobs there. Managers are also paying more attention to the views of wives whose husbands are candidates for transfer, because such wives now tend to be more outspoken if they oppose a move. This can mean that the man won't produce well in his new location. The long-suffering wife who numbly packed up everything every 18 months for a new destination is no longer as common as she once was.

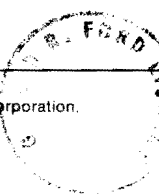
**New resistance to
being uprooted**

The opposition of wives is only one of several factors in causing the growing number of refusals to move. Personal values, such as a desire to become a member of the community, rather than remaining an eternal transient, are making themselves felt. Employees frankly say they don't want to have to uproot their families and start all over making new friends in a strange community, a view few were willing to express a few years ago. A survey of 250 corporate personnel managers indicated that in 37 percent of the companies, some employees had refused to move during the past year. And 33 percent of the personnel managers said the number of employees refusing transfers had increased from the year before.

**...plus current
mortgage problems**

Determination to pursue personal values rather than sacrificing everything for the company has been reinforced, as a factor in causing opposition to moves, by mortgage problems and the rising costs of moves, costs which almost never are entirely covered.

To meet the mortgage difficulties, some companies use their influence with local banks to help transferred executives get house loans, not necessarily at preferential rates, but at least, to find mortgage money. Others are enhancing their relocation benefits,



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**Westinghouse is buying
a lot of houses**

covering differences between former and new mortgage rates, and sometimes providing cash to cover any loss in selling a house. Westinghouse Electric Corp. goes further, and buys the dwelling of a transferred employee outright, if this seems more advantageous to the employee. Last year, when the real estate market was good, about half of Westinghouse's transferred employees used the company service, but now, with house sales stagnant, the company finds about 98 percent of employees accept.

**Relocation benefits
being liberalized**

Because so much money is spent on transfers (a single transfer can cost a company as much as \$30,000), the business of moving executives is an increasingly attractive one. More companies are offering complete package move service, buying or handling the sale of the old house, handling the move itself, and helping the person being transferred choose a community, and buy a new house. One such firm, Tico Relocation Management, of New York, reports that business is up smartly over last year, despite the problems afflicting the economy. Tico's president, Charles Atwood, says companies are liberalizing relocation benefits steadily.

**Nationwide real estate
chains being created**

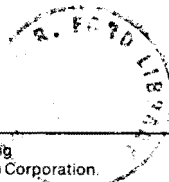
Another development in the move business is the formation of real estate chains across the country which pass clients from one branch to another. National organizations, such as Red Carpet, are bringing local real estate operators into their networks. They put new member firms under the same nationwide name, in a kind of franchise operation, and introduce standardized operational procedures. The local real estate firm loses its identity, to some extent, but is compensated by the assurance of more business. An alternative approach is the nationwide referral system, like Gallery of Homes, in which local operators are linked but remain independent.

COMMENT

Some corporate employers are re-examining their move policies, in the light of higher costs, energy

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shortages, growing reluctance to move, and more frequent complexities with households which have two working members. Vance Packard's book on the prevalence of moves and their effects on the transferees, Nation of Strangers, has contributed to bringing about some re-thinking on the issue. One side effect which is getting more recognition is the impact on the communities in which the transferred executives live. When up to one-third of the most active and able persons in towns like Darien, Connecticut, or Oak Brook, outside Chicago, are moved out every year, it is difficult to develop any sense of continuity, or of community. This in turn weakens the town, and can make the lives of company employees living there less rewarding. Among the corporations scrutinizing their transfer policies is Standard Oil Co. (Indiana), which is studying the effects of transfers on the 1,500 to 1,800 workers the company moves each year in the U. S. and the rest of the world.





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Environment

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Environment Indicators

	<u>Base Quarter Index*</u>	<u>1973 Quarter Index</u>	<u>Current 1974 Quarter Index</u>	<u>Current 1974 Quarter Linage**</u>
1. Energy	100	147	288	230,400
2. Land Use	100	133	134	87,600
3. Water Quality	100	85	78	60,150
4. Air Quality	100	102	100	55,050
5. Sewage & Water Management	100	89	100	52,500
6. Solid Waste Disposal	100	87	140	28,200
7. Pollution Control	100	90	74	18,750
8. Conservation	100	128	176	13,200
9. Noise	100	111	77	5,400
10. Population Explosion	100	160	130	<u>3,900</u>
				555,150

* Average of 1972 and 1973 fall quarter linage = 100

** All linage is listed in the Appendix



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Linage devoted to environmental topics remains high in the newspapers scrutinized for The Trend Report, and with 555,150 lines, is the third highest category of any, but there has been a noticeable change in content.

Energy



The heady excitement and crusading spirit of environmentalists a year or two ago continues to diminish, and there is a somewhat world-weary air of compromise and of resignation. The community enthusiasm that fueled environmentalist crusades appears to have waned in many cases, and citizens are talking more about the art of the possible. Pragmatism has become more prevalent; more people acknowledge that some building must go on if the economy is not to be crippled, some air pollution will have to be permitted if the country is to generate the power it needs, some damage to water resources must be tolerated if manufacturing is to continue.

This is not to say environmentalism is dead. There are still legions of ardent and militant defenders of the environment, but as the effects of recession intensify, it becomes increasingly unpopular to take an obstructionist position where new building is concerned.

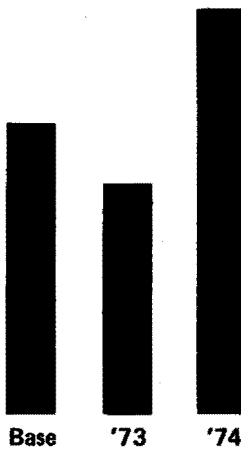
This phenomenon is examined in a report below, after some notes about those subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis.

Energy. The index for energy has risen to 288 for the current quarter, compared to 147 for the same quarter a year ago, as the ramifications of the clamp-down by the oil-producing countries become more alarmingly clear. Much of the increase in linage is related to efforts by electric utilities to gain approval of rate increases; to industry switching from oil to coal; and to the imminent shortage of natural gas (imminent, that is, where it is not already a fact).



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Solid Waste Disposal



There is striking evidence that many Americans still have not realized, or do not want to acknowledge, that there is an energy problem. This is partly due to high-pressure merchandising tactics by some oil companies, which have been forcing their dealers to take larger allocations of gasoline and to sell it harder. The dealers have responded by staying open longer, shaving prices, even offering premiums as inducements to customers to fill up. Newspapers have reported this from all parts of the country, including Portland (Oregon), Providence, Burlington, Hartford, Dallas, Denver and Miami. A reporter in Charleston, West Virginia, interviewed a number of local citizens and found that most of them doubted there really is an energy shortage.

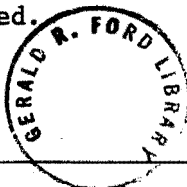
One result has been a sharp increase in highway driving speeds; few are willing to stay below the 55 m.p.h. limit when they see evidence that gas supplies are ample. The Missouri Highway Patrol has been issuing speeding tickets at a rate of 13,000 per month, twice the rate for the same period in 1973, and in Oregon, the monthly rate is up to 16,000, compared to 6,000 per month before speeding again became widespread.

Solid Waste Disposal. This subtopic is up in lineage volume, from an index of 87 a year ago to 140 for the current quarter, largely because of steadily growing interest in recycling and recovery, and more frequent rejections of landfill techniques.

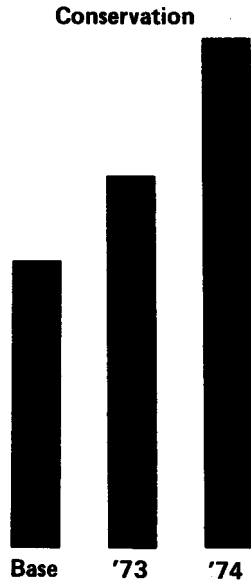
Pollution Control



Pollution Control. Down by a striking amount, to an index of 74 compared with the base quarter of 100, the decline of interest in this subtopic bears out the thesis that environmental crusading activity has dropped off. As used in The Trend Report, the term includes general environmental issues, and with other concerns taking higher priority, activity here, and newspaper lineage reporting on it, has diminished.



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Conservation. Linage devoted to conservation--preservation of flora and fauna, and of refuges--is comparatively small in volume. It amounts to only about one-twentieth of that devoted to energy, so that a modest increase results in a substantial climb in the index, which is up to 176 for the current quarter. The increase is due to concern over the effects on wildlife of lead shot in waterways where hunters shoot heavily, and to efforts around the country to control huge flocks of starlings. There is also a noticeable increase in interest in preserving trees threatened by land development schemes.



Two Environmental Firsts: Solar Zoning and Arbitration

Isolated incidents don't necessarily presage trends, but two potentially significant developments that could have considerable impact on environmental matters cropped up during the current quarter in the newspapers read by The Trend Report.

Sun and wind zoning ordinance

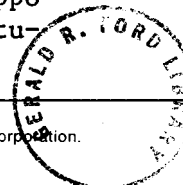
Energy zoning has surfaced in Colorado. The town of Kiowa, with a population of 235, has adopted a zoning ordinance which specifically mentions solar and aeolian (wind) energies. It is now public policy in Kiowa that anyone who shall in any way interfere with operation of any solar device in any manner shall be deemed to have erected and maintained a public nuisance. This is the first instance in which a U. S. town has considered the problem and acted upon it, according to the Denver Post, which quoted energy consultant Maynard Cohn.

More energy zoning in the future

Cohn says legislation to guarantee solar rights has to be carefully worked out and worded, since sun angles differ in summer and winter, and vegetation and tree foliage and trimming are involved. But Cohn says energy zoning will become an absolute necessity in coming years if solar energy is to become a major power source. He believes the International Solar Energy Society will play a central role in developing such legislation.

Mediation in environmental disputes

Further west, in the state of Washington, an important new initiative has been taken that could reduce or even eliminate the long, costly and divisive fights over environmental issues that have become common. The first formal attempt undertaken in the nation to resolve an ecological dispute by mediation was begun in Seattle. At issue was a plan to dam the Snoqualmie River to prevent flood damage in the beautiful Snoqualmie valley. The dam is favored by the county government, the Army Corps of Engineers, and many local farmers, who want flood protection. Opponents, including environmentalists, fishermen, natu-



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ralists and conservationists, claim damming the river will set the valley up for ruinous commercial development.

**A decisive move
in a lingering debate**

The dam proposal has caused 15 years of conflict. Governor Dan Evans, who has himself twice turned down Army Engineer plans for the dam, decided to attempt to resolve the issue by mediation. He named two disinterested experts, one from St. Louis and one from New York, to conduct the mediation process. One of them, Jane McCarthy, formerly a Ford Foundation executive, believes that the environmental field has been so "over-legislated" that litigation has caused serious delays in reaching environmental decisions. Mediation, she said, will permit discussion of all the issues involved, without the constraints of a courtroom, and will allow closing the technical information gap by providing technical experts and data agreeable to both sides.

**Foundations fund
more mediation**

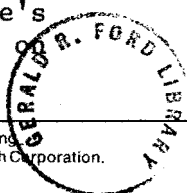
The Ford and Rockefeller foundations have provided \$55,000 for three pilot mediation programs, of which the Snoqualmie effort is the first. It may, if successful, open up a more conciliatory period in environmental affairs, after several years of bitter and angry disputes, at a time when conciliation is badly needed.

A New Form of Land-Use Regulation

**Air and water standards
controlling land**

There is a growing realization cropping up in widely separated parts of the country that air and water pollution standards actually amount to land-use rules and regulations, since they effectively tell business and local government what may and may not be built. With the realization comes considerable concern, when it is not outright annoyance.

The Portland Oregonian reports that the state's Department of Environmental Quality, by insisting on



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zero growth in North Portland, could cost the taxpayers of the country several hundred thousand dollars. The DEQ, it says, may end up forcing several new industrial plants, including a refinery, just across the river into Washington, where they would pollute the same airshed, but pay no taxes in Oregon.

In Rochester, New York, the Democrat-Chronicle quotes a local environmentalist as saying changes in federal air pollution rules may result in industry leaving New York state. More to the point, the article says, is the alternative possibility that industry might use the threat of moving out to obtain lower air cleanliness standards.

...and even
economic growth

Federal antipollution authorities in Indianapolis felt constrained to make an official denial that they intended to regulate the city's economic growth, after fears to that effect were expressed at a public hearing. A regional official of the Environmental Protection Administration said his agency had not drawn up regulations designed to limit the city's industrial growth as a means of maintaining air quality. The city's deputy mayor nonetheless urged the EPA to stay out of the planning and zoning process in Indianapolis. "Local government is . . . capable of deciding its own maintenance and control strategies," he said pointedly.

Sioux Falls, South Dakota, found itself designated as an "air quality maintenance area," perhaps somewhat to its own surprise, and learned from the Argus Leader that it would be obliged to develop a control strategy to maintain air standards. This, of course, would affect commercial and industrial growth and development.

Electromagnetic Waves: A New Pollution Source?

Just when nothing else seemed to be going right a new potential hazard has appeared. Scientists



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**Uncertainty about
potential effects**

exploring the effects of electromagnetic waves are not sure but they believe this kind of radiation may have harmful effects on living organisms.

These waves are those produced by radio and television broadcasting, power lines, microwave ovens, and similar devices. The hazard was reported in the Knoxville, Tennessee, News Sentinel, and in the Long Island, New York, Press. A farmer living near a Grumman facility on Long Island complained he had suffered eye damage due to radar used by Grumman to test the effectiveness of counterattack planes.

**Radiation
mysteries**

A variety of experiments conducted at universities and government laboratories in several states indicate that the waves do have measurable effects, but there is no clear pattern thus far. However, the possibility of damage to humans and animals may have an effect on planned developments, such as higher-intensity power transmission lines, higher-power radio and TV broadcasting, and the development of vehicles suspended over tracks by electromagnetic fields. One source suggests research may find connections with the performance of demanding tasks such as airplane piloting, or with mysterious phenomena such as crib deaths.

Environmentalism Continues to Lose Steam

Countertrend

Signs that the nation's earlier enthusiasm for doing battle over environmental issues has waned crop up in every part of the country, in connection with many different issues. It is a sort of countertrend, the inevitable return swing of the pendulum, caused by apathy, preoccupation with other more recent and more basic issues, and a realization that there must be some building and some development if economic life is to go on.

The Cincinnati Enquirer reports that bills banning throwaway bottles are stalled in committees all



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**Bottle bills
stalled**

over the country because they are now politically dangerous. With economic problems a high-priority concern, such bills would force some brewers and bottlers to close, it is said, eliminating jobs, and raising the price of drinks. In Chicago, the North Town News published a similar story, saying the high point of environmental concern has passed, and in the new climate, bottlers and unions can hold up passage of such bills.

The steel industry is reported to be fighting bans on cans across the country, with considerable success. It argues that 49,000 jobs would be jeopardized if all non-returnable containers were outlawed.

**Criminal charges
for too many
parking spaces**

Florida, where the battle over environmental protection has raged especially hot, is particularly sensitive to the change in mood. The Jacksonville Times-Union foresaw a new Boston Tea Party if the Environmental Protection Agency does not relent in its vigorous pursuit of pure air. The EPA has threatened to bring criminal actions against businesses in Boston that do not reduce the size of their employee parking lots. The paper says such edicts are "not the American way."

Another Florida paper, the St. Petersburg Times, talks of an "environmental recession" in which it is harder to raise funds for environmental causes, and in which developers are fighting a life-and-death battle trying to kill environment groups. The paper lists a long series of actions and decisions that indicate the development interests are winning more than the environmentalists: estuaries and wetlands are being dredged and filled; dumping and oil drilling are now being allowed off the Gulf Coast; conservation officials are quitting; and politics increasingly takes precedence over environmental considerations.

