

BRIEFING MEMO



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For State Education Association Public Relations and Editorial Offices

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What's Your Position on the April 22 Pollution Teach-In? April 22 has been designated as the date for a nationwide teach-in on the problems of pollution. Sen. Gaylord Nelson, D-Wis., an outspoken conservationist, is leading a movement to have college teachers cooperate with a teach-in on April 22. Senator Nelson has told the NEA he would welcome support from it and state associations and will leave leadership for action in the nation's elementary and secondary schools to us. PR/TV has interviewed Senator Nelson and the "question-answer" story will be sent to you within the next week. Also being sent to you as a side-bar story is a statement by NEA President George Fischer concerning pollution. We are encouraging each state association to consider a position on the April 22 teach-in and the general area of environmental education--announcing it in press releases and publications--and encourage local associations to do the same. We are sending state associations the story and Mr. Fischer's statement, plus names and addresses of national sources where teachers can write for free materials. Each state has similar sources. We are alerting you now so that you will have plenty of time to coordinate and plan ways to support and publicize your activities to your members and the public. Almost all national surveys show that the public feels that pollution is one of America's most urgent and widespread problems. We will be sending you a news release in early January for release through state associations in early February.

NTL To Build Unique, \$20 Million University. The NTL Institute for Applied Behavioral Science, which is associated with the NEA, will build a unique university, awarding no undergraduate degrees and with a student body primarily over 30 years of age, near Washington, D.C., Dr. Leland P. Bradford, executive director, has announced. The university is to be located on a 375-acre site, west of Dulles International Airport in nearby Virginia. The project is expected to cost \$20 million. NTL attempts to train people to apply behavioral sciences in order to help individuals deal more effectively with each other. A release should be on your desk shortly.

Ft. Lauderdale Seminar Registration. Registration for the second annual state association PR directors' seminar will be held Tuesday, Jan. 6, 7-8 p.m. in the lobby of the Sheraton Yankee Clipper Hotel, Ft. Lauderdale, Fla. Tickets for the Wednesday evening nightclub package at \$10.50 each (at your expense, spouses welcome) will be available during registration. Remember to bring along any publications you might want analyzed as well as any special publications you might want to share. Hotel management reports that packages are beginning to arrive. The seminar's opening address will be made by Robert Van Houte, executive secretary of the Alaska Education Association, who has chosen the title, "Send the Message by Dogsled." Commenting wryly on his title, Mr. Van Houte said, "It's bound to set PR back at least 10 years."

Education Highlights of 1969. PR/TV is offering a year-end feature highlighting the major education stories in 1969. It should reach your desk during the last week of December.

Number of Ohio Schools To Go Bankrupt in 1970. "Voter rejection of operating levies will guarantee that a considerable number of Ohio school systems will be bankrupt in 1970 and be forced to close," Stayner Brighton, executive secretary of the Ohio Education Association, said in commenting on special elections held Dec. 8-9. Ohio voters rejected 40 of 83 tax issues. Ten districts have been forced to close in 1969.

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