

# The Environmentalism & Public Participation Era (1970-1992)

This era is marked by public concerns over the management of natural resources and the desire of the public to be a part of the decision making process.

## Environmental Protection Agency

December 2, 1970 – Environmental Protection Agency is created by executive reorganization with congressional concurrence. The agency is to enforce environmental standards, monitor conditions and conduct relevant research.

**CURRENT ACRES IN FOREST SYSTEM LANDS**  
191,453,345

U.S. Population – 1970 – 205 million

1970 – Kent State University  
Four students are killed and nine others are wounded when a contingent of 400 students suddenly opens fire during a nighttime demonstration.



1972  
The Roadless Area Review and Evaluation (RARE) is completed. This controversial wilderness review process evaluated some 55.9 million acres of land and 1,449 roadless areas for possible inclusion into the National Wilderness Preservation System.

1973  
The Monongahela National Forest in West Virginia gets involved in a landmark clearcutting case that is brought against the Forest Service. This leads to Congressional hearings, "fixing" the Organic Act of 1897 and sets the stage for the National Forest Management Act of 1976.



1974  
The current Forest Service shield patch was authorized. The new patch, in the same shape as the badge, has the shield outlined in yellow, with the words and tree also in yellow against a green background.

1975  
Employees: 19,568

U.S. Population – 1975 – 215 million

1975 – Old high school friends Bill Gates and Paul Allen form a partnership known as Microsoft to write computer software.

1976  
Employees: 21,421

U.S. Population – 1976 – 218 million

1977 – Elvis Presley dies at Graceland, his Memphis, Tennessee home. He was 42.



1978 – Sony introduces the Walkman, the first portable stereo.



1980  
Employees: 29,211

U.S. Population – 1980 – 227.2 million

1982 – Artificial Heart  
Dr. Robert Jarvik implants a permanent artificial heart, the Jarvik 7, into Dr. Barney Clark. The heart, powered by an external compressor, keeps Clark alive for 112 days.



1985  
Employees: 31,762

U.S. Population – 1985 – 235 million

1986 – Chernobyl nuclear meltdown disaster in Russia.



1987  
Employees: 31,762

U.S. Population – 1987 – 238 million

1988 – The 1990 Farm Bill (officially called the 1990 Food, Agriculture, Conservation and Trade Act) was the first to include a forestry title (Title XII), called the Forest Stewardship Assistance Act. This Act includes various incentive and assistance programs to conserve and maintain existing forest lands. The America the Beautiful Program was established to promote tree planting and it authorizes the Forest Legacy Program, Forest Stewardship Program, Forestry Incentives Program (FIP) and Stewardship Incentives Program (SIP).



1989  
Employees: 31,762

U.S. Population – 1989 – 240 million

1990 – July 26th – The Americans with Disabilities Act of 1990, which took effect July 26, 1992, prohibits private employers, state and local governments, employment agencies and labor unions from discriminating against qualified individuals with disabilities in job application procedures, hiring, firing, advancement, compensation, job training, and other terms, conditions and provisions of employment.



1991  
Employees: 31,762

U.S. Population – 1991 – 245 million

1992 – The Appeals Reform Act of 1992 guarantees citizens the right to appeal all "projects and activities implementing land and resource management plans" on the national forests.



1992  
Employees: 31,762

U.S. Population – 1992 – 248 million

### 1970 – JANUARY 1ST – NATIONAL ENVIRONMENTAL POLICY ACT (NEPA)

Establishes the Council on Environmental Quality (CEQ) and requires evaluation of potential environmental impacts of pending legislation and agency programs.

1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992

### Chiefs of the Forest Service

1970 – **John R. McGuire**  
The tenth chief of the Forest Service, was born on April 20, 1916, in Milwaukee, Wisconsin. He graduated with a degree in forestry from the University of Minnesota. He briefly went to work for the Forest Service, and then decided to go back to school to be a research forester. He earned his M.F. degree from Yale University in 1941 and worked for the Forest Service research facility on campus. He moved in 1950 to a research station at Upper Darby, Pennsylvania, while completing his M.A. in economics at the University of Pennsylvania. In 1962, McGuire became director of the Pacific Southwest Forest and Range Experiment Station in Berkeley, California. He moved to the Washington D.C. office in 1967, and then was chosen chief in 1972. McGuire made changes to strengthen the roles of the branches of state and private forestry and that of research to help implement the Forest and Rangeland Renewable Resources Planning Act (RPA) of 1974 and the National Forest Management Act of 1976. McGuire faced increasing opposition to forestry practices being carried out on the national forests. Most notable was the Congressional hearings over clearcutting on the national forests.

### 1970 – SEPTEMBER 15 – THE WOODY OWL CAMPAIGN WAS OFFICIALLY LAUNCHED.

"Give a Hoot, Don't Pollute" Because of the increased environmental awareness of the late 1960's, a group of Forest Service personnel identified the need for a symbol that could be the focus for a national environmental campaign. After testing and research with children by Forest Service personnel and several volunteers in the advertising and marketing business, Woody Owl evolved. The same volunteers developed artwork, posters, and other early campaign materials. Several Woody Owl costumes were also tried and tested, hence Woody's bright colors, hair, and large low-set eyes, which were found appealing to children.

### 1973 – THE ENDANGERED SPECIES ACT

The Endangered Species Act provides a program for the conservation of threatened and endangered plants and animals and the habitats in which they are found. The U.S. Fish and Wildlife Service of the Department of the Interior maintains the list. Species include birds, insects, fish, reptiles, mammals, crustaceans, flowers, grasses, and trees.

### 1974 – JUNE 2ND – WOODY OWL-SMOKEY BEAR ACT

declares both symbols as property of the United States and protects both names and characters.

### 1974 – AUGUST 17TH – FOREST AND RANGELAND RENEWABLE RESOURCES PLANNING ACT

directs the secretary of agriculture to assess all lands and to prepare a program.

### 1976 – OCTOBER 1ST – THE FEDERAL LAND POLICY AND MANAGEMENT ACT (FLPMA)

This Act constitutes the organic act for the Bureau of Land Management and governs most uses of the federal public lands, including grazing. The Act requires the Bureau to execute its management powers under a land use planning process that is based on multiple use and sustained yield principles. The Act also provides for public land sales, withdrawals, acquisitions and exchanges.

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### 1976 – OCTOBER 22ND – THE NATIONAL FOREST MANAGEMENT ACT (NFMA)

The National Forest Management Act of 1976 spells out the standards and guidelines for managing multiple uses on National Forests. The important dimension of public credibility was added to the regulations, which would otherwise not have existed. The Act also set standards and guidelines for vegetation management, timber harvesting and scheduling, riparian habitat protection, soil and water conservation and maintenance of plant and animal species diversity.

### 1972 – MAY 18TH – VOLUNTEERS IN THE NATIONAL FOREST ACT

Volunteers in the National Forests (VIF) program is authorized by the Volunteers in the National Forests Act of 1972, as amended (Public Law 92-300). Over the past 25 years, the Volunteers program has served over 1.2 million participants in the Forest Service and completed work valued at over \$505 million.

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### WOODSY OWL CAMPAIGN

SAVE A HOOT DON'T POLLUTE

### UNITED STATES YOUTH CONSERVATION CORPS

### 8 PERSONS

I Can See Clearly Now by Johnny Nash

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495-741  
3-31-WASHINGTON, D.C. - 78

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