

October 26, 1965

National Center for Atmospheric Research
Boulder, Colorado

FOR IMMEDIATE RELEASE

NCAR Scientists Give Television Report on Air Pollution

Boulder, Colo. --- Two scientists from the National Center for Atmospheric Research here will appear on television this Sunday to discuss air pollution. The television report "A Matter of Life . . ." will be presented by KOA-TV, Denver, at 9:30 p.m. on Sunday, October 31.

Dr. Walter Orr Roberts, Director of NCAR, and Dr. James P. Lodge, an NCAR research scientist in the field of atmospheric chemistry, will appear on the program with Denver businessman Harry B. Combs. The report is concerned primarily with air pollution in Colorado, but the scientists make it quite clear that this problem is not confined to any area or locality. Air pollution is a matter of growing concern to everyone in the United States, even those of us who live in Boulder and take pride in our clear mountain air.

Roberts makes the chilling prediction that "in some city, someday, unless corrective measures are taken . . . two or three thousand deaths will occur from stagnant air that has been unable to circulate."

Lodge points out that "the current cost of dirty air is roughly eleven billion dollars a year, in the United States. This is somewhere around sixty-five dollars per capita per year."

Although these comments are not cheerful, the problem of air pollution can be solved. The scientists point out that we have the technology to purify our air as we purify our drinking water. Knowledge of the problem and the will to solve it are the elements that are needed now, and reports to the public by distinguished scientists such as Dr. Roberts and Dr. Lodge should

October 26, 1965

help spread that knowledge and awaken that will.

Interviews with Roberts, Lodge, and Combs will also be presented on KOA radio at 6:30 and 8:05 p.m. Wednesday, Thursday, and Friday, October 27, 28, and 29.

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