



Perspectives

PRESIDENT'S COLUMN

Our nation has long been at the tipping point when it comes to population issues. And it has been NPG's message that unless we take action now to break our vicious cycle of population growth, America is headed for a disastrous future. The new population projections recently released by the Pew Research Center (see related story) are terribly disheartening. However, it is important to remember that the 438 million figure will only become a reality if we acquiesce to it.

Basically, our nation has two choices. The first is to do nothing. The second is to rally the American people to put the pressure on our elected leaders to change our population policies now – before it is too late.

For all the years I have led NPG, our country has been dominated by a generation called the “baby boomers.” Certainly, this is an aptly named group. They came of age when our nation took up its role as a world superpower and the U.S. broke all records when it came to economic output. As our nation boomed, so too did the belief that growth was always good and our future was limitless.

Thankfully, the boomers snapped into reality in the early 1970's when as 20-year olds they realized the damage our national “growth at all costs” mentality was doing to the environment. It is hard to imagine how much more polluted our world would be if some of our leaders didn't embrace the environmental revolution when they did.

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PEW RESEARCH CENTER CONFIRMS POPULATION PROJECTIONS

Look around and ask yourself: Can America accommodate another 134 million people in the next 42 years? The answer is an emphatic NO!

Yet, according to a major new report released by the highly-respected Pew Research Center, today's population of 304 million people will rise to 438 million by 2050 – and 82% of the increase will be due to immigrants arriving from 2005 to 2050 and their U.S.-born descendants.

The figures from this study are far higher than the current 419 million population projection of the U.S. Census Bureau. The difference of some 19 million people could be attributed to the Census Bureau data not being realistic in counting the huge numbers of illegal immigrants now in America.

The new population projections received widespread distribution in the nation's media and the shocking numbers should boost NPG's efforts to wake up our nation's leaders and citizens to the phenomenal social, economic and environmental challenges America will face if we do nothing to avert them.

Yet the simple fact is that our nation is definitely not prepared to confront this crisis. That is why it is absolutely crucial that NPG members and other population-conscious citizens continue to put pressure on those in power to focus on this emerging crisis that will overwhelm our nation far faster than we can prepare for it. Policies and programs must be put in place now to greatly reduce immigration.

The Pew Research Center's numbers only reinforce the fact that Congress must act as soon as possible to adopt NPG's proposal

to create a new U.S. Commission on Population Growth that will set the stage for how our nation can radically change our current population and immigration policies before it is too late. With today's headline issues of health care, traffic, education, limited energy and water resources, and environmental ruin going unaddressed by timid government officials, the prospects for our quality of life in a country with 134 million additional people is flat-out frightening. The refusal of our elected leaders to schedule Congressional debate and votes on getting control of our lax immigration policies (that feed our future population growth) during this election year only underscores the phenomenal challenge NPG members face in getting our leaders to look seriously at our shared future.

The findings of the Pew Research Center Report also include:

- Of the additional people, 67 million will be immigrants and 50 million will be children or grandchildren of these immigrants;
- Between 2005 and 2050, the foreign-born population will more than double from 36 million to 81 million;
- The non-Hispanic white population will increase more slowly than other racial and ethnic groups; whites will become a minority by 2050;
- The nation's elderly population will more than double in size from 2005 through 2050, as the baby boom generation enters the traditional retirement years.

PRESIDENT'S COLUMN (Continued)

Yes, it was a struggle. It didn't happen overnight. But today, "green" is good and it affects decisions at all levels of government, corporate and social thinking.

The good news is that there is a new generation coming of age that doesn't believe in booming growth. Today's young people "get it" when it comes to population growth. They understand that there are negative social, economic and environmental consequences of too many people. They know that our population problems are not going to solve themselves. Most important of all, they recognize that the task of getting our population numbers under control falls to them. After all, it's their world that is going to have to cope with

those 438 million people if we don't start now to halt and reverse our present population and immigration policies.

The evidence of how the up-and-coming generation grasps our current population challenges is reflected in the hundreds of essays we've received since initiating our NPG Scholarship program two years ago. A reading of the papers submitted offers a terrific insight into how the next generation is ready to use its clout to make a difference. One student rightly called population growth the "plague of the 21st century." Others relate the vital need to address the population problem "before it becomes unmanageable." Such pertinent phrases as "on the brink of disaster", "the future necessities of life are not guaranteed", and "we are charging headlong into a grim future" are strewn throughout these well-thought-out texts. One student seemed to

speak for his entire generation in saying, "In this country we have enjoyed the highest standard of living, and almost complete personal freedom. We view this as our right as Americans. Along with these rights comes great responsibility. We are the guardians of those to come later, and we have no right to leave them a nation of depleted resources. In every area of life, the future belongs to those who plan for it."

I like to think that NPG's extensive efforts to reach into our nation's classrooms through the years have played an integral role in instilling such wisdom and responsibility in today's youth.

NPG has a vision for the future that we all share – a decent quality of life for all. Let's hope the up-and-coming generation will serve as a tremendous stimulus to make it happen.

U.S. FERTILITY RATE HITS 35-YEAR HIGH

The news that came from the National Center for Health Statistics in recent months was very disturbing – America's fertility rate is soaring.

The Center released a report stating that "the overall fertility rate increased 2 percent between 2005 and 2006, nudging the average number of babies being born to each woman to 2.1... That marks the first time since 1971 that the rate has reached a crucial benchmark of population growth: the ability of each generation to replace itself."

With NPG's goal to advocate for and bring forth policies that will permit our nation to reach a smaller, truly sustainable, population, the prospect of a jump in the nation's fertility rate is not at all welcome.

The U.S. already has the fastest

growing population of any major industrialized country and it is crucial that we act as soon as possible to reverse this trend. The fertility rate of Hispanic immigrants – both legal and illegal – is 2.9, a number that is radically changing our nation's demographics.

A *Washington Post* article on the report quoted Mark Mather of the Population Reference Bureau as saying, "We have a lot of population momentum in this country because we have so many young people who themselves are going to soon be having 2.1 children. We're going to be growing for quite some time at a fairly fast pace."

A high fertility rate combined with increased immigration presents America with tremendous challenges that can no longer be ignored. For years, NPG has

been pushing three key proposals that would help turn these numbers around. First, we need to completely halt all illegal immigration. Second, we need to drastically cut today's current legal immigration numbers from more than 1,000,000 annually to no more than 200,000 and put very tight limits on "chain migration" as well as openings available to refugees and asylees. Finally, we need to create a substantial tax credit for parents who have, at most, only one or two dependent children.

Enactment of these measures would take a giant bite out of our future population numbers. In fact, radically scaling back today's legal and illegal immigration rate of 1.6 million people each year to only 300,000 per year would drop projected population numbers by tens of millions!

NPG BOOKS AVAILABLE FOR THE ASKING

As part of our educational mission, NPG regularly acquires or publishes

informative books that cover the immigration and population issues and provide a valuable insight into the dire need to get these problems under control. While we diligently disperse the bulk of these books to academic and community libraries across the country, we also hold a few hundred in reserve for our members. If you are interested in having us send you one or

two titles to increase your understanding of the consequences of unrestricted population growth, please check the appropriate box on the enclosed response form. We also encourage you to request our books so that you can personally deliver them to a local school or library to help us spread our message.

WE ASKED AND YOU ANSWERED

At the beginning of 2008 we at NPG realized that we were not fully utilizing one of our greatest assets – our tens of thousands of members residing in communities all across America.

Generous as they have been with their financial contributions throughout our 36 years in helping to build NPG into a powerful organization, we had rarely asked our grassroots network of friends and supporters to upgrade their advocacy for responsible population policies in their home state and cities.

With our Winter newsletter, we first asked members to “Get Active in NPG!” We followed that up with a letter in early March requesting members to tell us how much they were willing to do on our behalf.

We are pleased to report that the results have been fantastic! Indeed, we have aroused an army of activists that we can now count on to go take their NPG commitment to the next level. For all of you who have signed up to host an NPG booth at a community fair, speak up at local forums, or meet with elected leaders, “thank you”. Those who remain willing to phone, write or send petitions to your Senators and Congressman, or simply sound the alarm about the disastrous consequences of soaring population growth among your family and friends, we also very much need your continued activism. If you have yet to commit to helping us expand our community outreach in a way that best fits your ability, please check one of the boxes on the enclosed response form. Remember, we are constantly looking for new opportunities to improve our activism, increase our clout and have a greater impact on local, state and federal population policies. As an NPG member, you are our greatest strength. Without your active commitment, NPG’s ability to meet our goals to steer our nation toward a more sensible and livable future will be diminished. Thanks again for all you do!

NPG MEDIA STRATEGY

**YOUR SUPPORT HELPS GET
OUR MESSAGE TO MILLIONS!**

How do you take a message about the nation’s population to all Americans? It doesn’t always take a multi-million dollar budget.

Here at NPG we’ve found plenty of avenues where a small investment of our limited media budget can reach countless millions of people and pay big dividends in our effort to make population growth part of our national debate.

Each year we develop our media strategy around four key formats: paid advertising (print/radio), press releases/information distribution, radio talk shows, and grassroots activism on the part of our

members.

Certainly, getting attention for our issue in a world already saturated by news is a constant battle. That is why our media efforts are targeted to audiences where they can bring us the most benefit. Thus, our print ads traditionally run in newspapers and publications that reach elected leaders and policymakers – *The Washington Post National Weekly*, *The Washington Times National Weekly*, *The Hill*, *Roll Call*, etc. Other ads in periodicals such as *E-Magazine* and *The Christian Science Monitor* are aimed at audiences most receptive to our mission.

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STATE FACT SHEETS HELP INCREASE POPULATION AWARENESS

The 2010 Census is going to tell us quite a bit about our nation, states and cities. But its findings won’t even start to be released to the American public until at least three years from now.

That is why NPG has launched our latest education initiative to use the most updated Census data and combine it with critical facts from a wide array of other respected sources to sound the alarm about how rampant, unchecked population growth is radically changing some of America’s fastest-growing states.

Starting with the state of Arizona, we are creating concise, simple-to-read “Overpopulation Fact Sheets” that will be distributed to NPG friends and supporters, state media outlets and potential supporters in key states. These informative and detailed fact sheets will present stark information concerning how population growth is impacting taxes, healthcare, education, wildlife habitat, farming, etc.

The intent of this effort is to get core facts in the hands of those Arizonans who will help us create a grassroots movement to pressure state leaders to rein-in growth

before it becomes a destructive force that radically changes the quality of life throughout the state. Already, the once well-defined borders between many cities and towns in Arizona are essentially being erased as the Phoenix area becomes one giant megalopolis. While immigration certainly has a major impact on population growth in this key border state, it is important for leaders to responsibly address how it can continue to hold forth as a mecca for tens of thousands of baby boomer retirees from northern states. Arizona’s obvious natural advantages – from its climate to its geographical beauty – are certainly tempting. However, just like any locale where there is only a set amount of arable land and water, it cannot continue to pursue an “all growth is good” policy and draw unlimited numbers of new people. It is time for all Arizonans to look seriously at the future and ask: What kind of state do we want for our children and grandchildren?

While our Arizona Fact Sheet is currently being distributed, we have our sights set on creating similar “Fact Sheets” for Georgia, North Carolina, Florida, Texas, Nevada, and Washington state with expansion of the program to be evaluated within six months.

WHERE'S THE BORDER FENCE?

Almost two years after Congress mandated that a fence be built along our nation's southern border, the DHS is still all over the map as to how they will accomplish this feat. Meanwhile, countless thousands of illegal immigrants flow into our country each month.

Plans for a "virtual fence", a hodgepodge of towers, radar, cameras and other electronic gadgets, have suffered a "setback" on the initial test of 28 miles. We are now being told that rather than the first 100 miles of virtual fence being in place by the end of this year, it will be 2011 (two full years into the term of the next president) before it will be fully built and operational – and that's just the first phase. The virtual fence is to complement 370 miles of physical fence and 300 miles of vehicle barriers that should be completed by the end of this year.

Congressional auditors essentially told Congressional leaders last month that DHS

and Boeing, Inc. (who has the contract to construct the fence) have created such a mishmash of a failed system in putting a quick-fix virtual fence in place that they now have to go back to square one to rectify the problem. Even at this point in the project, costs for expanding beyond the test project are unknown because according to Richard Stana, the GAO's director of homeland security issues, DHS officials "do not yet know the type of terrain where the fencing is to be constructed, the materials to be used, or the cost to acquire the land."

What is so unfortunate about this entire scenario is that perhaps we don't have to spend tens of millions on a virtual fence. The Congress passed legislation calling for a "fence" – something most Americans define as a solid barrier – and rather than set out to build a structure similar to the physical fence that has been so effective in cutting border crossings in southern San Diego County in California, we are trying to be politically

correct and create a high-tech 21st century project that does not look like a wall across our southern border.

Here at NPG, we have consistently been skeptical of the Bush administration's promises to "get tough" on illegal immigration and stop the continuous flow of illegals into our country. We live in a nation that can act with amazing speed when we are threatened. But to date, our leaders in Washington, D.C. have treated the need for a border fence as a second rate project and permitted it to fall victim to bureaucratic bungling rather than given the top priority it deserves.

Certainly, the DHS has proven to be effective in tracking down certain terrorist threats but it has failed miserably when it comes to protecting our borders. With all the politics involved, it is questionable whether we will ever see the real border security measures we have been promised.

NPG MEDIA STRATEGY (Continued)

We also issue regular press releases related to key population issues – including Congressional debate on immigration – that in recent months have been picked up by such major national news organizations as *Los Angeles Times*, *The Seattle Times*, *Burlington Examiner* (VT), *Cheyenne Examiner* (WY), *Indianapolis Examiner*, *Little Rock Examiner* (AR), KGW TV Channel 8 Portland, OR and *Forbes Magazine*.

In addition, we make sure our press statements reach elected leaders in Washington and across the country. Widespread distribution of our policy papers to national news outlets also ensures that

reporters have key information available to educate readers and listeners about our nation's limited resources and the vital need for our nation to halt and reverse population growth.

When it comes to taking our message to the airwaves, we often create NPG radio ads that back up targeted educational campaigns in fast-growing areas. And it's our own Dave Simcox who steadfastly takes our message to talk-radio shows across the country to stir up public interest in the population and immigration issues.

Finally, we work to get the latest news about the growing population crisis to our members via our grassroots mailings, newsletters, and internet-based *NPG Journal*. Through these efforts we reach tens

of thousands of activists whose interaction with family, friends, co-workers and neighbors help remind countless Americans that we all have a role to play in setting America on a path toward a responsible population policy.

It is important to remember that the funds for our media budget come from our dedicated members. They best understand how crucial it is for our nation to act now to limit population growth and immigration before our nation reaches a point where spiraling population becomes the destructive force that totally destroys our nation. The more discussion and debate we initiate on these critical issues, the more our message resonates throughout the country and helps advance our cause at all levels of society.



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