

RST Analyses from the RST web site (www.sfu.ca/rst)

The ZPG Text

This is the text that was analyzed by 12 different methods in the Discourse Description: diverse linguistic analyses of a fund raising text book.

The text:

- 1) letterhead.
- 2) date.
- 3) salutation

4) At 7:00 a.m. on October 25, our phones started to ring. 5) Calls jammed our switchboard all day. 6A) Staffers stayed late into the night, 6B) answering questions 6C) and talking with reporters from newspapers, radio stations, wire services and TV stations in every part of the country.

7A) When we released the results of ZPG's 1985 Urban Stress Test, 7B) we had no idea we'd get such an overwhelming response. 8) Media and public reaction has been nothing short of incredible! 9) At first, the deluge of calls came mostly from reporters eager to tell the public about Urban Stress Test results and from outraged public officials who were furious that we had "blown the whistle" on conditions in their cities. 10) Now we are hearing from concerned citizens in all parts of the country who want to know what they can do to hold local officials accountable for tackling population-related problems that threaten public health and well-being.

11A) ZPG's 1985 Urban Stress Test, 11B) created after months of persistent and exhaustive research, 11A) is the nation's first survey of how population-linked pressures affect U.S. cities. 12) It ranks 184 urban areas on 11 different criteria ranging from crowding and birth rates to air quality and toxic wastes. 13) The Urban Stress Test translates complex, technical data into an easy-to-use action tool for concerned citizens, elected officials and opinion leaders.

14A) But to use it well, 14B) we urgently need your help. 15A) Our small staff is being swamped with requests for more information 15B) and our modest resources are being stretched to the limit. 16) Your support now is critical.

17) ZPG's 1985 Urban Stress Test may be our best opportunity ever to get the population message heard. 18) With your contribution, ZPG can arm our growing network of local activists with the materials they need to warn community leaders about emerging population-linked stresses before they reach crisis stage. 19A) Even though our national government continues to ignore the consequences of uncontrolled population growth, 19B) we can act to take positive action at the local level.

20) Every day decisions are being made by local officials in our communities that could drastically affect the quality of our lives. 21A). To make sound choices in planning for people, 21B) both elected officials and the American public need the population-stress data revealed by our study. 22) Please make a special contribution to Zero Population Growth today. 23). Whatever you give - - \$25, \$50, \$100 or as much as you can -- will be used immediately to put the Urban Stress Test in the hands of those who need it most.

INTRODUCTION



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November 22, 1985

Dear friend of ZPG:

At 7:08 a.m. on October 25, our phones started to ring. Calls jammed our switchboard all day. Staffers stayed late into the night, answering questions and talking with reporters from newspapers, radio stations, wire services and TV stations in every part of the country.

When we released the results of ZPG's 1985 Urban Stress Test, we had no idea we'd get such an overwhelming response. Media and public reaction has been nothing short of incredible!

At first, the deluge of calls came mostly from reporters eager to tell the public about Urban Stress Test results and from outraged public officials who were furious that we had "blown the whistle" on conditions in their cities.

Now we are hearing from concerned citizens in all parts of the country who want to know what they can do to hold local officials accountable for tackling population-related problems that threaten public health and well-being.

ZPG's 1985 Urban Stress Test, created after months of persistent and exhaustive research, is the nation's first survey of how population-linked pressures affect U.S. cities. It ranks 189 urban areas on 11 different criteria ranging from crowding and birth rates to air quality and toxic wastes.

The Urban Stress Test translates complex, technical data into an easy-to-use action tool for concerned citizens, elected officials and opinion leaders. But to use it well, we urgently need your help.

Our small staff is being swamped with requests for more information and our modest resources are being stretched to the limit.

Your support now is critical. ZPG's 1985 Urban Stress Test may be our best opportunity ever to get the population message heard.

The original letter (page 2):

With your contribution, ZPG can arm our growing network of local activists with the materials they need to warn community leaders about emerging population-linked stresses before they reach the crisis stage.

Even though our national government continues to ignore the consequences of uncontrolled population growth, we can act to take positive action at the local level.

Every day decisions are being made by local officials in our communities that could drastically affect the quality of our lives. To make sound choices in planning for people, both elected officials and the American public need the population-stress data revealed by our study.

Please make a special contribution to Zero Population Growth today. Whatever you give -- \$25, \$50, \$100 or as much as you can -- will be used immediately to put the Urban Stress Test in the hands of those who need it most.

Sincerely,


Susan Weber
Executive Director

P.S. The results of ZPG's 1985 Urban Stress Test were reported as a top news story by hundreds of newspapers and TV and radio stations from coast to coast. I hope you'll help us monitor this remarkable media coverage by completing the enclosed reply form.

