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## **A TRIBUTE TO PAUL G. KEOUGH**

We pay tribute to Paul Keough, who was to serve as moderator for Conference Theme #5, on the role of communications in an enforcement program. His paper, which follows, was completed shortly before he passed away quite suddenly on January 17, 1994, at the young age of 48. The subject of Paul Keough's paper is a fitting tribute to a career dedicated to finding better ways to communicate with the public on environmental concerns. He was a forceful advocate for investing in public education on environmental matters and for an open and aggressive program of communication with the news media. He believed in and had faith in the public, and sought their understanding and support for over a decade as the highest career official in EPA's Region I Office, serving as Deputy Regional Administrator in Boston, Massachusetts for the Northeastern U.S. He was a national leader in efforts to more effectively reach the news media in order to leverage each regional and state enforcement action to gain broad support for compliance and pollution prevention. He wielded the power of communications skillfully, working with the press to provide added pressure on public officials to come into compliance with environmental requirements when authorities for pursuing enforcement action against Federal governmental facilities seemed lacking.

Paul Keough will be remembered by participants at the first and second International Conferences for his ready wit and humor, and for his ability to engender active participation in focused discussion. His public persona was matched by his dedication to the employees of the Regional Offices as well as to the environment and public health they strived to protect. Ever accessible, ever positive and uplifting, we pay tribute to a man who always felt there was an answer to a problem, who never backed away from a challenge, and always kept his sights on what we are all trying to build for a better tomorrow. As colleagues and friends we will miss Paul Keough as a person of great humanity and dedication to the goals of the Third International Conference on Environmental Enforcement.