

"Cities are at the forefront of adaptation and cities that adapt well to the future also turn out to be wonderful places to live."
- M. Sanjayan



SOCIETY OF ENVIRONMENTAL JOURNALISTS 23rd ANNUAL CONFERENCE • OCTOBER 2-6, 2013

HOSTED BY UNIVERSITY OF TENNESSEE AT CHATTANOOGA & CHATTANOOGA TIMES FREE PRESS

GOT SUSTAINABILITY?

★ CALL FOR ENTRIES ★

National Journalism Competition

Your best investigative story could win the **\$20,000 FARFEL** Cash Prize

Your best environmental story could win the **\$10,000 MEEMAN** Cash Prize

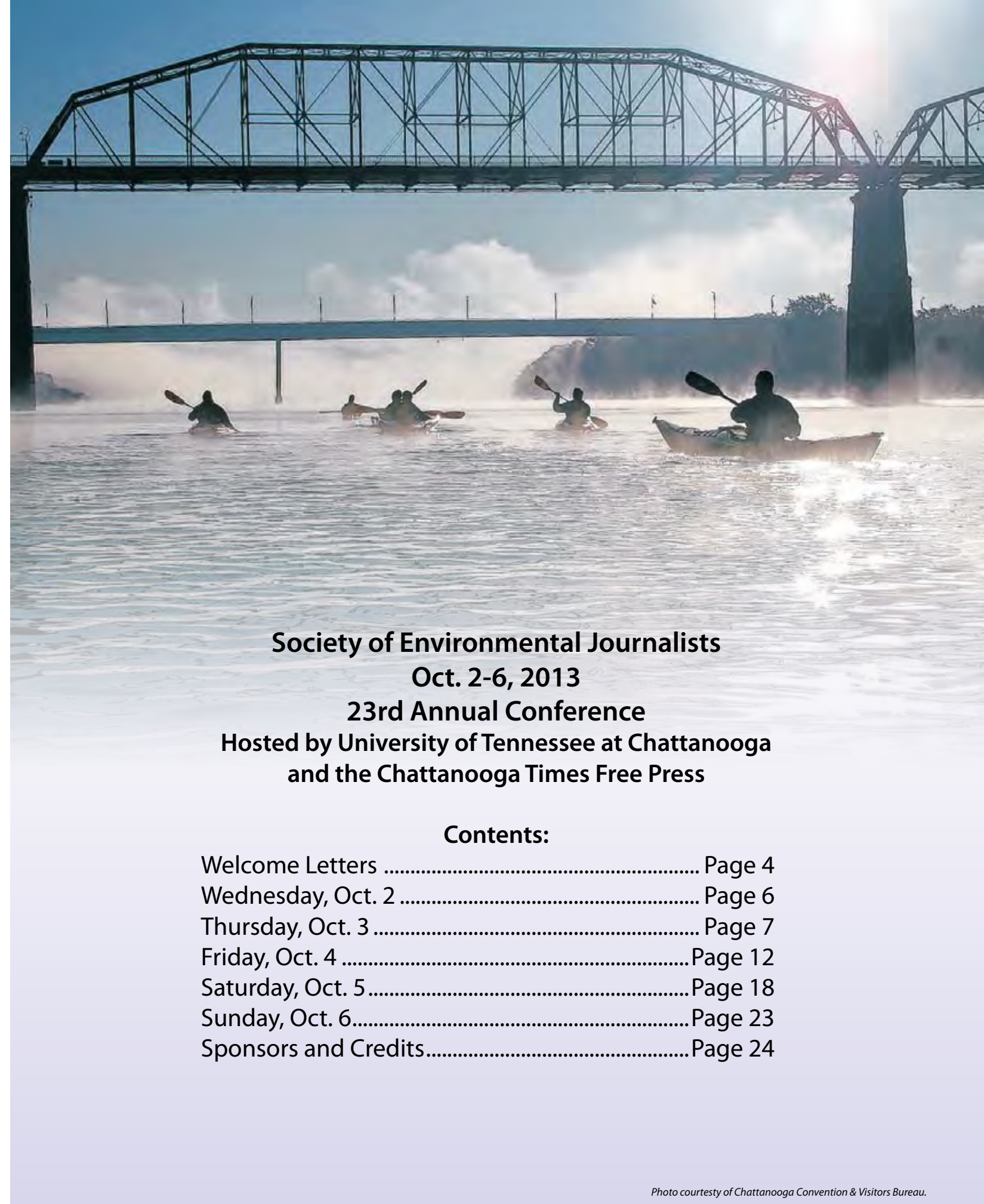
17 Categories with prizes totaling more than **\$180,000**

Visit www.shawards.org to see what won last year.

Return Nov. 1 when the site opens for 2013 entries

ENTRY FEE
PER SUBMISSION:
\$50

SUBMISSION
DEADLINE:
Feb. 7, 2014



Society of Environmental Journalists
Oct. 2-6, 2013
23rd Annual Conference
Hosted by University of Tennessee at Chattanooga
and the Chattanooga Times Free Press

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Photo courtesy of Chattanooga Convention & Visitors Bureau.

On behalf of my Chattanooga Times Free Press colleagues and Chattanooga civic leaders, it is my pleasure to welcome — and welcome back — members of the Society of Environmental Journalists and conference participants to Chattanooga.

Chattanooga was the site of SEJ's 8th annual conference in 1998. Now, the 23rd annual conference here marks the first time SEJ has returned to a conference venue. That means some of you will be witnesses to this city's most recent staying and growing power.

Local partners have joined with us to help welcome you to our city. This shared effort to make possible SEJ's return is a great example of the many things that make our community special — collaboration of the public and private sectors, working together, for a better Chattanooga. It is my hope that each of you feel this genuine sense of community during your stay.

If this is your first visit, you'll find Chattanooga's environmental history is a saga of a Cinderella town. A city that once was dirtiest in America has now become an outdoor mecca that has it all: smart technology, new manufacturing, amazing biological diversity, humbling history and vintage Southern mountain hospitality.

From the banks of the Tennessee River where Chattanooga got its start as a Cherokee trading post known as Ross's Landing to the bluffs of Lookout Mountain where the Battle Above the Clouds cleared to allow the Union Army a gateway to the sea, you'll see, hear, smell and taste the city's evolution to embrace sustainability.

Our newspaper is a 1999 merger of two proud papers. The Chattanooga Times in 1878 became Adolph Ochs' first paper before he bought The New York Times. The Chattanooga Free Press was started in 1933 as a shopper for Roy Ketner McDonald's grocery chain. Today, the best of both great papers is honored to co-sponsor your conference here.

During your few days in our city, I hope you will learn much about environmental reporting, as well as some lessons of business and government sustainability. I also hope you will take the time to appreciate our rich Civil War, railroad and newspaper history.

And, of course, please read and enjoy our paper! We're growing and sustainable, too.



Jason Taylor
President,
Chattanooga Times Free Press

On behalf of the City of Chattanooga and The University of Tennessee at Chattanooga, I would like to welcome you to a transformed, reinvented community.

Chattanooga once held the distinction of being one of the dirtiest cities in the United States with dreadful industrial pollutants poisoning the air. Today the city is thriving because government and private individuals worked together to reclaim the riverfront and our city. Public parks, beautiful housing, terrific restaurants, scenic attractions, and unlimited outdoor fun have earned Chattanooga a spot in The New York Times list of the "Top 45 Places to Go in the World!"

Young tech entrepreneurs move to Chattanooga to be part of the Gig City where they can create new applications for the incredible broadband infrastructure here. The University of Tennessee at Chattanooga is engaged with its College of Engineering and Computer Science and The SimCenter: National Center for Computational Engineering where researchers apply practical applications in public safety issues and fuel conservation in transportation.

Our university enjoys an enrollment growth trend where nearly 11,700 students go to class on a campus that has been recognized as an urban arboretum. Within our 120-acre-campus, you can find nearly 2,000 trees and woody plants represented by more than 60 species. Indoors, our sustainability efforts continue. Art students are hard at work in Bretske Hall where a 99 percent green renovation led to silver LEED certification, the first for our campus. We are also making sustainable choices during the construction of our new library set to open in academic year 2014-15.

During your conference, you will discover a vibrant city with plenty of Southern charm. I hope you'll fall in love with this place the way I have and you will come back to visit us often.

Sincerely,



Steven R. Angle
Chancellor
SRA:bv

Wednesday, October 2, 2013

Locations: All sessions, as well as registration, exhibits and breaks, will be at the Chattanooga Convention Center, 1150 Carter Street, Chattanooga, (423-756-0001), unless otherwise indicated.

ALL-DAY WORKSHOP: SUCCESSFUL FREELANCING 201

Join a team of veteran freelancers for a day of in-depth training on how to make a solid living freelancing, how to pitch, and how to navigate ethics questions when you work for yourself.

The Freelance Workshop at Lubbock in 2012 was broad and catered to all levels of experience. This workshop is designed for experienced freelancers who want to take their careers to the next level. It is in part inspired by Writers of SciLance, the team behind the new book, *The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age*.



Pre-registration and \$70 fee required. Breakfast and lunch included.

Location: Chattanooga Convention Center, Meeting Room 4/5

Facilitator: **Jennifer Weeks**, Freelance Writer

Presenters:

Jane Braxton Little, Independent Writer and Photographer

Tasha Eichenseher, Senior Editor, *Discover* Magazine

Daniel Grossman, Contributing Editor, National Geographic News Watch

Michael Kodas, Photojournalist, Writer and Picture Editor

Emma Marris, Environmental Writer and Reporter

Susan Moran, Freelance Print Journalist; Co-host, "How On Earth" Science Show, KGNU Radio

Jim Motavalli, Contributor, *The New York Times*; Blogger, Car Talk, PlugInCars.com and Mother Nature Network; and Author

Sarah Webb, Freelance Science Writer

Christine Woodside, Writer and Editor

Speaker: Lee Wilkins, Chairperson, Department of Communication, College of Fine, Performing and Communication Arts, Wayne State University and Professor, Radio-Television Journalism, School of Journalism, University of Missouri

AGENDA:

8:00-8:30 a.m. Breakfast and Introductions

8:30-10:00 a.m. Show Me the Money: How to make a living, really, as a freelancer. Straight talk about pay rates now versus years ago; how to negotiate (higher) rates with editors, especially after the first or second assignment; how to budget your time so you have a healthy mix of assignments, and paychecks, flowing all the time.

10:00-10:30 a.m. Coffee, networking break

10:30 a.m.-12:00 p.m. Business Strategy for the Long Haul:

Practical tips from instructors and participants about making the most out of a freelance life, including diversifying into other income streams (teaching, technical writing, website design, radio, etc.). We'll also offer info about how to access other potential money streams participants may not have thought of — e.g. grants (SEJ has the **Fund for Environmental Journalism**), fellowships, etc.

12:00-12:30 p.m. Lunch

12:30-2:00 p.m. The Art of the Pitch 201 (starts while eating lunch): This session will focus on sharpening skills crafting and pitching blockbuster stories, especially features for top-notch publications (including *The New York Times*, *Discover*, *New Scientist*, *Smithsonian*, etc.). Instructors will also offer tips on how to leverage one story idea into multiple stories for distinct venues and market segments. Instructors will draw from their own examples as well as a few query letters sent in advance by participants. This session should help prepare participants to pitch to editors at Friday's Pitch Slam.

2:00-2:30 p.m. Beverage, networking break

2:30-4:00 p.m. Freelance Ethics: Flying right without going broke. Do the challenges of juggling multiple clients and income sources change the rules? This panel will take on the pesky ethical predicaments that routinely crop up for freelancers. Lee Wilkins, who focuses on media ethics at Wayne State University in Detroit, will provide an overview of the dilemmas most frequently encountered and provide tips for making tough calls. Freelancers Emma Marris, Jane Braxton Little and Christine Woodside will discuss issues that include corporate writing gigs, working for publications funded by environmental groups, taking speaking fees, reusing material, political donations and being opinionated online.

FROM CHATTANOOGA TO CHENNAI: REPORTING ON POPULATION AND SUSTAINABILITY IN AN URBANIZING WORLD

By 2050, seven out of 10 people will live in cities — and almost all urban population growth will be in developing countries. Join journalists from Cambodia, Kenya, Nigeria, Pakistan, Philippines, and Uganda for a workshop on reporting about this rapidly urbanizing world. Will the growth of today's new cities outpace efforts to encourage sustainability? Will coastal cities be able to prepare for the impacts of climate change even as their size increases? How can reporters tell the stories of these complex demographic changes and their impacts on our environments, our health, and our economies in new and innovative ways?

Location: Chattanooga Convention Center, Meeting Room 3

AGENDA:

9:30-10:00 a.m. Breakfast, Welcome and Introductions

Speaker: Roger-Mark De Souza, Woodrow Wilson Center

10:00-11:00 a.m.

Eight Billion Stories: Reporting on People and the Planet

Speakers:

Zofeen Ebrahim, InterPress Service/DAWN

Dingaan Mithi, JournAIDS (Malawi)

Ken Weiss, Freelance Journalist and Author, *Los Angeles Times* Multimedia Series, "Beyond 7 Billion"

11:00 a.m.-Noon

Cities, Coasts, and Climate Change: Case Studies

Speakers:

Imelda Abano, President, Philippine Network of Environmental Journalists

Ameto Akpe, Business Day (Nigeria)

Tim Wheeler, Reporter, *The Baltimore Sun* (invited)

12:15-1:45 p.m.

Lunch and Live From the Wilson Center: The Demography of Adaptation to Climate Change (webcast)

Speakers:

Jose Miguel Guzman, Regional Coordinator of DHS Surveys at ICF International

Daniel Schensul, Technical Specialist, United Nations Population Fund

2:00-3:30 p.m.

Visualizing Demographic Change: Using Maps, Graphics, and Video

Speakers:

Caroline D'Angelo, Pulitzer Center on Crisis Reporting

Sam Eaton, Homeland Productions

Willie Shubert, Senior Program Coordinator, Earth Journalism Network, Internews

REGISTRATION

2:00 - 8:00 p.m.

Sign up for Mini-Tours at the nearby SEJ table. If you didn't sign up ahead of time for a Thursday tour, Friday dinner and tour of the Tennessee Aquarium, or Sunday morning breakfast, there may still be room — please check with registration.

Location: At the Information booth near the ballroom

SEJ INFORMATION TABLE

2:00 - 8:00 p.m.

Sign up here for Mini-Tours. Read up on SEJ Board candidates, and find information about SEJ Award winners, membership and services. Pick up copies of *SEJournal*, and other SEJ information.

Location: Outside Meeting Room 1

MEET & GREET

SEJ AND THE WORLD: INTERNATIONAL STORIES, GLOBAL AUDIENCES

4:00 - 5:00 p.m.

The environment is global — and so is SEJ's Chattanooga conference. Meet environmental reporters from Africa, Asia, and around the world and compare notes on covering the biggest beat on Earth. Share a snack while swapping stories, and get tips on how to reach new audiences in unexpected places. *Refreshments for this event sponsored by the Woodrow Wilson International Center for Scholars.*

Emcees:

Meaghan Parker, Writer/Editor, Environmental Change and Security Program, Wilson Center

Imelda Abano, President, Philippine Network of Environmental Journalists

Location: Meeting Room 3

OPENING RECEPTION AND DINNER

5:00 - 8:30 p.m. (dinner served about 6:00 p.m.)

The bar opens at 5:00 p.m., and as you catch up with old friends, you'll see pictures of the region flash around the room while the music from the Voices of Lee — a 16-member a cappella ensemble from Lee University in Cleveland, Tenn. — entertains. These guys were the showstoppers at President Obama's 2013 inauguration. We've also invited some of the best bluegrass/symphony/pop (yes, you read that right) the Southern Appalachians have to offer. Chattanooga mayors, hopefully including now-**Sen. Bob Corker**, R-Tenn., will recount the city's turnaround from its history as "dirtiest city in America" and foretell its future to embrace sustainable concepts using both nature and technology. Then **Forest Service Chief Tom Tidwell** will discuss how sustainable forestry enables sustainable cities, and the new **Secretary of the Interior, Sally Jewell** (invited), will join us to talk about Interior's agenda for the remainder of the Obama Administration. *Sponsored by the Chattanooga Times Free Press Foundation and the University of Tennessee at Chattanooga.*

Emcees:

Conference Co-chairs **Anne Paine**, recently retired from *The Tennessean*, and **Pam Sohn**, Editorial Writer, *Chattanooga Times Free Press*; and **Jason Taylor**, President, *Chattanooga Times Free Press*

Location: Chattanooga Convention Center Ballroom

SEJ AWARDS FOR REPORTING ON THE ENVIRONMENT

8:30 - 9:30 p.m.

After the reception, wind down with dessert and support your beat at SEJ's Awards for Reporting on the Environment ceremony. Hear about the reporting and photojournalism that judges have decided are the best of the best — simply great work that changes the world, one story, one photo, at a time.

Location: Chattanooga Convention Center Ballroom

Thursday, October 3, 2013

Tour bus staging, registration and SEJ table for sign-ups, as well as evening receptions, will be held at the Chattanooga Convention Center, 1150 Carter Street, Chattanooga.

REGISTRATION

6:00 - 10:00 a.m. and 12:00 noon - 5:00 p.m.

Sign up for Mini-Tours at the nearby SEJ table. If you didn't sign up ahead of time for a Thursday tour, Friday dinner and tour of the Tennessee Aquarium, or Sunday morning breakfast, there may still be room — please check with registration.

Location: At the Information booth near the ballroom

SEJ INFORMATION TABLE

All day

Sign up here for Mini-Tours. Read up on SEJ Board candidates, and find information about SEJ Award winners, membership and services. Pick up copies of *SEJournal* and other SEJ information.

Location: Outside Meeting Room 1

DAY TOURS (IN THE FIELD)

Advance registration and a fee are required for all Thursday tours. Registered tour attendees should report to the staging area no later than 15 minutes before their scheduled departure time. All tours depart promptly at times listed below and return to the Chattanooga Convention Center about 5:00 p.m.

Buses will stage and depart from the Chattanooga Convention Center outside Meeting Room 1 on Carter Street. Stop by registration near the ballroom to pick up your conference materials, then exit through the doors near Meeting Room 1.

Due to morning-of cancellations or available space, some tours may be able to take standby passengers. Standby passengers should report 15 minutes prior to departure and have the tour fee available. Standby passengers will be admitted on a first-come/first-served basis, after those already on a waiting list.

A cash-and-carry breakfast kiosk will be set up in the departure area from 6:00 - 10:00 a.m. For those looking for a full breakfast, the Marriott at the Convention Center's Terrace Grille and the Lookout Café coffee shop open at 6:30 a.m.

SEJ tours are sponsored by the Chattanooga Times Free Press Foundation.

1. OLD KING COAL: CRADLE TO GRAVE

(6:30 a.m. departure, \$40 fee, lunch included)

Coal has kept us warm, given us light and fueled our manufacturing, but not without costs that aren't listed on electric bills and often aren't considered during energy policy debates. In



East Tennessee, the 2008 collapse of a coal-ash impoundment near TVA's Kingston Fossil Plant provided a vivid glimpse of the "grave" part of coal's life cycle. More than a billion gallons of slushy coal ash spilled over farms and homes and into area waterways. The incident highlighted the lack of comprehensive federal regulations governing the handling and disposal of coal ash — a problem the Obama administration promised to address, but has yet to act upon. We'll visit the Kingston site to see the mammoth engineering and progress on the cleanup and hear what experts on all sides of this issue have to say about what is — and isn't — being done about the coal-ash problem.

Total drive time – 4 hours.

Tour Leaders:

Sara Shipley Hiles, Freelance Journalist and Assistant Professor, Missouri School of Journalism
Patrick Smith, Photographer/Videographer, Chattanooga Times Free Press

Speakers:

Lisa Evans, Senior Administrative Counsel, Earthjustice
Angela Garrone, Southeast Energy Research Attorney, Southern Alliance for Clean Energy
Chris Irwin, Attorney (represents United Mountain Defense)
Donna Lisenby, Upper Watauga Riverkeeper, Waterkeeper Alliance
J.W. Randolph, Tennessee Director, Appalachian Voices
Steve Scarborough, Area Resident/Property Owner
Eugene Trisko, Counsel to United Mine Workers of America
Shea Tuberty, Associate Professor of Biology, College of Arts and Sciences, Appalachian State University
 Tennessee Valley Authority representatives TBA
 U.S. Environmental Protection Agency representative TBA

2. OAK RIDGE NATIONAL LAB: NUCLEAR LEGACY AND CUTTING EDGE RESEARCH

(7:00 a.m. departure, \$40 fee, lunch included)

ORNL was built almost overnight as part of WWII's Manhattan Project in a daring endeavor that helped win the war and usher in the atomic age. ORNL is now the Department of Energy's largest open-science laboratory. We'll explore the Manhattan Project's environmental legacy and fast forward to a firsthand look at cutting-edge nuclear energy and environmental research. We'll hear about an international fusion reactor experiment and light-water reactor modeling for predicting safety issues at nuclear power plants. We'll also learn about research investigating climate change impacts on permafrost and plant ecosystems and visit test labs for emerging energy efficient building, transportation, and manufacturing technologies.

Total drive time – 4 hours.

Tour Leaders:

Kris Christen, Science Writer, University of Tennessee, Knoxville
Tom Henry, Environmental Writer-Columnist, *The (Toledo) Blade*

Speakers:

Chad Duty, Group Leader, Manufacturing Demonstration Facility, Oak Ridge National Laboratory
James Hack, Director, Climate Change Science Institute, Oak Ridge National Laboratory; and Director, National Center for Computational Sciences, ORNL
Patrick Hughes, Director, Building Technologies Research and Integration Center, Oak Ridge National Laboratory
Colleen Iversen, Ecosystem Ecologist, Spruce and Peatland Responses Under Climatic and Environmental Change (SPRUCE) Project, Oak Ridge National Laboratory
Douglas Kothe, Director, Consortium for Advanced Simulation of Light Water Reactors, Oak Ridge National Laboratory
David Lochbaum, Director, Nuclear Safety Project, Union of Concerned Scientists
Richard Norby, Physiological Ecologist, SPRUCE Project, Oak Ridge National Laboratory
Ramamoorthy Ramesh, Deputy Director, Oak Ridge National Laboratory
Ned Sauthoff, Project Manager, U.S. ITER Project, Oak Ridge National Laboratory
Stephen Stow, Geochemist (retired); former Earth Sciences Section Head, Oak Ridge National Laboratory; and former Director, American Museum of Science and Energy
Jack Wells, Director of Science, National Center for Computa-

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tional Sciences, Oak Ridge National Laboratory
Stan Wullschleger, Project Director, Next-Generation Ecosystem Experiments: Arctic, Oak Ridge National Laboratory

3. CHATTANOOGA: FROM GRITTY CITY TO GREEN-MANUFACTURING HUB

(7:30 a.m. departure, \$40 fee, lunch included)

Chattanooga, a city once known for its pollution, had the nation's dirtiest air in 1969, and some of the most tainted streams. During the last two decades, however, local leaders worked to re-invent the foundry town into "Scenic City," spending millions to clean up its air and water and attract greener manufacturers. We'll tour Volkswagen's platinum-



LEED-certified auto plant and solar farm on a once-contaminated brownfield left from a U.S. Army TNT production site. We'll see some remaining legacy challenges, experience before-and-after photos and stories, and examine futuristic technologies ranging from smart streetlights to tech startups relying on the fastest fiber-optic network in the nation. **Total drive time – 1.5 hours.**

Tour Leaders:

Francesca Lyman, Freelance Journalist

Ellis Smith, Business Reporter, *Chattanooga Times Free Press*

Speakers:

David Borowski, Assistant Director, Environmental Epidemiology, Tennessee Department of Health

Wayne Cropp, President and Chief Executive Officer, The Enterprise Center

Troy Keith, Chattanooga Environmental Field Office Manager, Division of Remediation, Tennessee Department of Environment and Conservation

Ron Littlefield, former Mayor of Chattanooga

Mike Mallen, Brownfield Developer and Attorney
 Volkswagen representatives TBA

4. BIODIVERSITY 1: FROM THE MOUNTAIN TOPS TO THE RIVER BOTTOMS

(7:45 a.m. departure, \$60 fee, lunch and snorkel gear included)

The abundance of aquatic life in the Conasauga River is evident the moment the facemask goes underwater. Since 2000, the U.S. Forest Service has provided guided snorkel trips on this clear mountain stream near the Tennessee-Georgia line. Sur-

rounded by the Cherokee National Forest, the Conasauga is home to the Conasauga logperch, a tiny darter known only in a 12-to-20-mile stretch of the river. Snorkelers also can expect to



see striped-neck turtles, banded sculpin and Tennessee shiners, whose streamlined bodies sparkle like mirrors. Experts from the Tennessee Aquarium and the Cherokee National Forest will be on hand to lead the snorkeling and talk about the region's world-famous aquatic biodiversity. The tour also will include hikes and birding tours along nearby national forest hiking trails. **Total drive time – 3 hours.**

Tour Leaders:

John Manuel Jr., Freelance Writer

Morgan Simmons, Outdoor Writer,
Knoxville News Sentinel

Speakers:

Kevin Calhoon, Assistant Curator of Forests,
 Tennessee Aquarium

Anna George, Director and Chief Research Scientist,
 Tennessee Aquarium Conservation Institute

Jim Herring, Forest Aquatic Biologist, Cherokee National Forest

Bill Hodge, Director, Southern Appalachian Wilderness
 Stewards

Jeremy Monroe, Director, Freshwaters Illustrated

5. ENERGY OPTIONS: FROM NUKES TO HYDRO STORAGE

(8:00 a.m. departure, \$40 fee, lunch included)

The Tennessee Valley Authority introduced electricity to the Southeast in the 1940s, beginning with the harnessing of the Tennessee River. There the movement of water is captured for electricity, flowing mile after mile through nine hydropower plants and dams. Along the way, the water in the 652-mile Tennessee River also cools six nuclear reactors (soon to be seven) at three different nuclear plants. We'll visit the Sequoyah Nuclear Plant and the Chickamauga Dam and hydropower facility. We'll hear about the Raccoon Mountain Pumped Storage facility, which helps TVA manage peak power demands, and we'll learn how a utility serves seven states and gets power to nine million people in homes and businesses.

Total drive time – 1.5 hours.

Tour Leaders:

Dave Flessner, Business Editor, *Chattanooga Times Free Press*

Roger Witherspoon, Reporter, *Huffington Post/Environment*;
 Energy Matters; *NewJerseyNewsroom.com*

Speakers:

Fred Brown, Region 2 Deputy Administrator for Construction,
 Nuclear Regulatory Commission

Ann Harris, We the People, and former Tennessee Valley Authority employee

Stephen Smith, Executive Director, Southern Alliance for Clean Energy

Tennessee Valley Authority representatives TBA
 Additional speakers TBA

6. BIODIVERSITY 2: THREATS AND OPPORTUNITIES ON THE SPECIES-RICH CUMBERLAND PLATEAU

(8:30 a.m. departure, \$40 fee, lunch included)

We'll start at South Cumberland State Park's Fiery Gizzard, where a small insect called the woolly adelgid threatens eastern hemlocks. Next up, Sewanee: The University of the South's campus, a model for land stewardship in the region. With over 1,070 taxa of vascular plants on its 13,000 acres, Sewanee is one of the most biologically diverse campuses in the nation. We'll visit the Landscape Analysis Laboratory and Herbarium to learn about exotic plants, deer overpopulation, regional habitat loss, and climate change, and we'll hike to a rare stand of remaining old-growth forest. We'll end the day at the proposed Paint Rock River National Wildlife Refuge to learn about the U.S. Fish & Wildlife Service's latest conservation efforts. **Total drive time – 3.5 hours.**

Tour Leaders:

Duane Gang, Environmental Reporter, *The (Nashville) Tennessean*

Christine Woodside, Writer and Editor

Speakers:

Dwight Cooley, Project Leader, Wheeler National Wildlife Refuge Complex

Todd Crabtree, Botanist, Tennessee Department of Environment and Conservation

Jon Evans, Assistant Provost for Environmental Stewardship and Sustainability, and Professor of Biology, Sewanee: The University of the South

David Haskell, Author, *The Forest Unseen*, and Professor of Biology, Sewanee: The University of the South

7. FRACKING, TENNESSEE STYLE

(9:00 a.m. departure, \$40 fee, lunch included)

Fracking has taken place occasionally and quietly in Tennessee for more than 60 years, but the practice has recently come under added scrutiny in the Volunteer State. Environmentalists say state rules put into place two years ago do not go far enough to regulate fracking in Tennessee. Concerns have arisen about clean water, earthquakes and property rights. Last year, the issue became even more divisive when the University of Tennessee publicly announced it was considering leasing land for the activity. While much fracking when drilling for natural gas or oil here is done without the massive quantities of water seen elsewhere, questions remain about what's going down in the way of chemicals — and what's released in the way of natural poisons — from arsenic to radionuclides. Learn more as we take a tour through Tennessee's hills and hollows where fracking has taken place — or is under consideration. Discussion will include differences in fracking practices and state regulations across

the country. **Total drive time – 4 hours.**

Tour Leaders:

John Henry, Multimedia Journalist, WBIR-TV

Bobby Magill, Senior Science Writer, Climate Central

Speakers:

John Bonar, Engineer, Atlas Energy

Anne Davis, Managing Attorney, Nashville Office,
 Southern Environmental Law Center

Additional speakers TBA

8. THE NEW CIVIL WAR: THE STRUGGLE TO PRESERVE HISTORY

(9:30 a.m. departure, \$40 fee, lunch included)

Chattanooga was the scene 150 years ago of some of the bloodiest fighting in the Civil War, and it's also home to the first and largest national park dedicated to remembering our nation's defining conflict. We'll stroll the battlefield at Chickamauga, scale Lookout Mountain, and learn about



the region's Paleolithic and American Indian inhabitants at Moccasin Bend. Along the way, we'll explore the role historic preservation has played in the conservation movement, and hear about the modern-day threats these places of cultural and ecological significance face from suburban sprawl, shrinking public funding and their own popularity. **Total drive time – 2.5 hours.**

Tour Leaders:

Randy Loftis, Environment Reporter, *The Dallas Morning News*

Tim Wheeler, Reporter, *The Baltimore Sun*

Speakers:

Shelley Andrews, Executive Director, Friends of Moccasin Bend National Park

Don Barger, Southeast Region Senior Director, National Parks Conservation Association

Daryl Black, Executive Director, Chattanooga History Center

Robyn Carlton, Chief Executive Officer, Lookout Mountain Conservancy

Cathleen Cook, Superintendent, Chickamauga & Chattanooga National Military Park

Patrice Glass, Executive Director, Friends of the Park (Chickamauga & Chattanooga National Military Park)

Nicholas Honerkamp, Professor, Department of Sociology, Anthropology, and Geography, and Director, Institute of Archaeology, University of Tennessee at Chattanooga
Sam Smith, Education Coordinator, Civil War Trust
Rick Wood, Tennessee State Director, Trust for Public Land

9. HOW SUSTAINABLE AG FEEDS SUSTAINABLE CITIES (10:00 a.m. departure, \$40 fee, lunch included)

We'll start at Sequatchie Cove Farm, a family-owned sustainable farm in the Sequatchie Valley that produces meat and dairy products for local restaurants and markets. Then we head to Crabtree Farms, a nonprofit urban farm in Chattanooga. We'll learn from local community leaders about urban agriculture and how community gardens here are helping provide variety and a local flair to many downtown restaurants. We'll also see how urban agriculture plays an important role in the movement for food justice, building community resilience using food as the common bond. We'll watch a clip from *Gaining Ground*, a new film featuring Urban Tilth, a network of 11 community gardens in the heart of an impoverished, violence-riddled food desert in Richmond, Calif.
Total drive time – 2 hours.

Tour Leaders:

Barbara Bernstein, Independent Producer
Amanda Womac, Freelance Science Writer

Speakers:

Joel Houser, Executive Director, Crabtree Farms
Andrea Jaeger, Program Coordinator, Crabtree Farms and Member, Board of Directors, Chattanooga Sustainable Farmers
Bill Keener, Owner and Farmer, Sequatchie Cove Farm
David Reed, Owner, Erma's Bees

INDEPENDENT HOSPITALITY RECEPTIONS

5:00 - 9:00 p.m.

A terrific chance to meet up with friends, old and new, and to meet with the independent hosts and hear about their environmental initiatives. Check your conference bag for a list of organizations and businesses ready to dispense great nibbles, quaffs and conversation. Sign up for test-drives of environmentally friendly vehicles and get the scoop on environmental issues from your independent reception hosts' experts.

Location: Exhibit Hall D

EXHIBIT SNEAK PEEK

5:00 - 9:00 p.m.

Browse through this year's exhibits that offer information on issues and solutions, fellowships, source lists and maybe even some fun give-aways.

Location: Exhibit Hall D and in the Main Hallway

BOOKSTORE WITH BOOK SIGNING

5:00 - 9:00 p.m.

The University of Tennessee at Chattanooga bookstore will be open for business during the receptions. Stop by between 8:00 and 9:00 p.m. when authors will be on hand to sign their books.

Location: Exhibit Hall D

AN EVENING WITH ALDO

9:00 - 10:00 p.m.

Set one evening at Aldo Leopold's famous Wisconsin Shack, this one-man show — *A Standard of Change* — explores the influences and challenges that led Leopold to pen his conservation classic *A Sand County Almanac*. As the lights come up, Leopold walks up the path. It has been 65 years since his death, and although his National Historic Landmark Shack is little changed, the landscape is hardly recognizable to him. Awaiting him are memories, surprises, challenges, and revelations. Leopold invites his audience to join him as he reacquaints himself with his beloved landscape, remembers influential friends and family, quotes from some of his most important writings, and ponders his legacy.

Presenter: **Jim Pftzer**, Storyteller, Writer, and Actor (Chattanooga)

Location: Chattanooga Convention Center Ballroom

Friday, October 4, 2013

As a journalism organization that believes in an open society, SEJ each year welcomes a diverse group of attendees to our annual conference. Attendees include representatives of business, government and environmental groups, as well as working journalists, academics and students.

Because non-journalists are here, you may see or hear presentations or responses to presentations that you might not expect from mainstream journalists. The presentations and any responses do not necessarily reflect the views of SEJ or any of its members. As our guest, you should respect our interest in open discussions of environmental issues by thanking all participants in sessions you attend and not disrupting presentations of views you disagree with.

Finally, please respect our rule that SEJ members are given preference during question-and-answer sessions.

All sessions, as well as registration, exhibits and breaks, will be at the Chattanooga Convention Center, 1150 Carter Street, Chattanooga (423-756-0001), unless otherwise indicated.

REGISTRATION

6:30 a.m. - 5:00 p.m.

Sign up for Mini-Tours at the nearby SEJ table. If you didn't sign up ahead of time for the Friday dinner and tour, or Sunday morning breakfast, there may still be room — please check with registration.

Location: At the Information booth near the ballroom

SEJ INFORMATION TABLE

6:30 a.m. - 5:00 p.m.

Sign up here for Mini-Tours. Read up on SEJ Board candidates, and find information about SEJ Award winners, membership and services. Pick up copies of *SEJournal*, and other SEJ information.

Location: Outside Meeting Room 1

EXHIBITOR DISPLAYS

7:00 a.m. - 5:00 p.m.

Browse through the wealth of information offered by our independent exhibitors. Talk with experts about their hopes for new

environmentally friendly innovations. Learn about educational opportunities. Add to your list of sources.

Location: Exhibit Hall D and in the main hallway

VEHICLE TECHNOLOGY DEMO

7:00 a.m. - 6:00 p.m.

Sign up to test-drive new technology and talk with experts in the auto industry. Various automakers will be represented. Don't miss your chance to test-drive these environmentally friendly vehicles.

Location: Cars will be on exhibit in Exhibit Hall D; sign-up tables are located beside Meeting Room 1 by the exit to Carter Street, where, just outside, you'll find the test vehicles.

UNIVERSITY OF TENNESSEE BOOKSTORE

8:30 a.m. - 5:00 p.m.

The bookstore will be open for business selling SEJ members' and speakers' books, as well as an offering of environmental books handpicked for the SEJ conference.

Location: Main hallway near the ballroom

BREAKFAST OF ALTERNATIVE VEHICLE CHAMPIONS

Breakfast is served beginning at 7:00 a.m. in Exhibit Hall D

ELECTRIFYING CARS: THE NEXT FIVE YEARS

7:30 - 9:00 a.m.

Start your morning with a hearty buffet breakfast in the midst of SEJ's biggest and best auto show and alternative vehicle



demo yet. Test-drive and kick the tires on battery electrics, hybrids and alternative-fuel cars, including some possible world premieres. Talk to industry experts, interact with high-tech demos, and stay tuned for announcements about special programs right in the middle of the action. The "Electrifying Cars: The Next Five Years" panel will feature two automakers with Tennessee plants, Volkswagen and Nissan; electric vehicle leaders General Motors and Toyota; and the CEO of the Nashville-based Xenon Motor Company, which makes electric scooters, who recently led the Ride the Future Tour, taking four electric vehicles across the U.S. in a Guinness World Records bid.

Moderator: **Jim Motavalli**, Contributor, *The New York Times*; Blogger, CarTalk, PlugInCars.com and Mother Nature Network; and Author of seven books, including *Forward Drive* and *High*

Voltage: The Fast Track to Plug in the Car Industry

Speakers:

Pam Fletcher, Executive Chief Engineer, Electrified Vehicles, General Motors

Erik Gottfried, Director, Electric Vehicle Sales and Marketing, Nissan

Susan Jones, Chief Executive Officer, Xenon Motor Company (Nashville)

Oliver Schmidt, General Manager, Engineering and Environmental Office, Volkswagen Group of America

Craig Scott, Product Planning Manager, Toyota Motor Sales

Location: Exhibit Hall D

OPENING PLENARY — JUST WHAT IS A SUSTAINABLE CITY?

9:00 - 10:30 a.m.

We'll examine the essence of environmental, economic and societal sustainability. From Chattanooga to Chicago, Vancouver to Miami, municipalities are drastically changing their future outlooks, altering plans for growth, and bracing for a climate-changed future. Are business and industry driving the change, or being pushed by it? What tech fixes and adaptation strategies might best protect us against various climate change impacts?

Moderator: **Steve Curwood**, Host, Public Radio International's "Living On Earth"

Speakers:

Jim Frierson, Vice Chair, Chattanooga Green Committee

Dodd Galbreath, Executive Director and Assistant Professor, Institute for Sustainable Practice, Lipscomb University

Denis Hayes, Developer, The Bullitt Center (and organizer of the first Earth Day)

Sharon Kneiss, Chief Executive Officer, Environmental Industry Associations

Location: Chattanooga Convention Center Ballroom

BEVERAGE BREAK AND EXHIBITS

10:30 - 11:00 a.m.

Grab your coffee, tea, water or soda and take this opportunity to see the exhibits. You'll meet new sources and come away with information about environmental innovations, journalism fellowships and much more. Don't forget to check the tables in the main hallway on your way back to sessions.

Location: Exhibit Hall D

CONCURRENT SESSIONS 1

11:00 a.m. - 12:15 p.m.

THE CRAFT 1

Freelance Pitch Slam

Freelancers! Face time is an important component to cultivating relationships with editors. Come meet editors in the flesh and pitch them en masse. You'll have 60 seconds to read a carefully crafted pitch to the panel of editors. They will then respond, explaining whether or not the story would work for their outlets, and offer tips for improving the pitch. Editors will also reveal their pay rates and which sections are open to freelancers. Attendees will gain valuable intel on the outlets

represented and general tips on pitching techniques and editor interactions. And those bold enough to pitch will raise their profiles with the editors and may just land an assignment. Editors are not only looking for articles and features, but also infographics, photo galleries and videos.

Moderator: Erica Gies, Freelance Environmental Journalist

Speakers:

Rene Ebersole, *Audubon Magazine*

Tasha Eichenseher, *Discover Magazine*

Douglas Fischer, Editor, *The Daily Climate*

Mary Hoff, Editor in Chief, *Ensis Magazine*

Location: Meeting Rooms 7-8

THE CRAFT 2

Sound Storytelling: Using Audio to Cover Science and the Environment

Maybe you're an experienced radio reporter, maybe you're just starting out with the occasional podcast in your spare time. Wherever you are in your audio career, this panel will help you improve your audio approach to storytelling and hard news reporting. Hear award-winning radio editors, reporters and producers share their tips for getting awesome tape, writing for air — both feature and spot-news length — and using sound more broadly to cover the best beat on the planet. We'll have you salivating for delicious soundbites and eager to take to the airwaves!

Moderator: Ashley Ahearn, Environment Reporter, KUOW - NPR (Seattle)

Speakers:

Steve Curwood, Host, Public Radio International's "Living On Earth"

Molly Samuel, Producer, KQED Science

Peter Thomson, Environmental Editor, Public Radio International's "The World"

Location: Meeting Room 9

THE LAND

Jumping Earthworms and Other Eco-Bullies

Nightcrawlers and other European immigrants can damage forest ecosystems. But Asian earthworms are more aggressive, faster moving and more damaging. They also jump! One of their hotspots: The Great Smoky Mountains National Park. Fish native to Asia — particularly snakeheads and various Asian carps (bighead, black and silver) — also pose mounting headaches in the South, Midwest and eastern United States. And lionfish have become the single most aggressively marine invasive known. Come for an update on the impacts and spread of these and other immigrant species that are bullying the natives.

Moderator: Janet Raloff, Senior Editor, *Science News*

Speakers:

Mac Callahan Jr., Center for Forest Disturbance Science, Southern Research Station, U.S. Forest Service

Susan Jewell, Injurious Wildlife Listing Coordinator, Fish and Aquatic Conservation, U.S. Fish and Wildlife Service

Sara Kuebbing, Ecology and Evolutionary Biology Department, University of Tennessee

James Morris, Ecologist, Center for Coastal Fisheries and Habitat Research, National Centers for Coastal Ocean Science, National Ocean Service, National Oceanic and Atmospheric Administration

Location: Meeting Room 2

THE CLIMATE

Climate Change and Media Coverage: Have We Blown It?

The impacts of global warming have been a concern since about 1988. How well has the media done in reporting on this issue? How can it do a better job in the future? Many critics have accused mainstream media of confusing the public by reporting this topic as if the small (and often industry-funded) "skeptics" were as credible as researchers representing the scientific consensus. This phony balance between real scientists and skeptics appears less common now. But many people say that journalism is still doing society a disservice, by under-reporting and downplaying the seriousness of the threats of global warming. We'll look for lessons and advice from people who follow this issue closely.

Moderator: Daniel Grossman, Contributing Editor, National Geographic News Watch

Speakers:

Katherine Bagley, Reporter, *InsideClimate News*

Peter Dykstra, Publisher, *Environmental Health News* and *The Daily Climate*

Joseph Romm, Founding Editor, *ClimateProgress.org* and Chief Science Editor, Showtime TV series, "Years of Living Dangerously"

Location: Meeting Room 3

THE WATER

The Many Faces of Dam Removal

Over the past decade, dozens of historic U.S. dams have been demolished for a multitude of reasons: to restore fisheries, remediate environmental damage, restore in-stream flows, alleviate the maintenance costs of inefficient power generation, and enhance public safety, among others. We'll discuss the why, how, and wherefore of past and present dam removals, and some consequences.

Moderator: Brad Tyer, Writer and Editor, *The Texas Observer*, and Author, *Opportunity, Montana: Big Copper, Bad Water, and the Burial of an American Landscape*

Speakers:

Trip Boltin, Fish Habitat and Fish Passage Coordinator, Fisheries Program, U.S. Fish and Wildlife Service

Steven Hawley, Author, *Recovering a Lost River: Removing Dams, Rewilding Salmon, Revitalizing Communities*

Gerrit Jobsis, Senior Director, Southeast Conservation Programs, American Rivers

Location: Meeting Room 5

THE NATION

Nukes, Fossil Fuels, Alternatives: What Will Power Our Future?

America's Nuclear Renaissance failed to produce the dozens of reactors as projected. Just five new reactors, two in Georgia,



WE HARNESS THE SUN TO ASSEMBLE THE VOLT.

Our mission is to design, build and sell the best cars in the world. That includes building cars that leave less of an impact on the environment. To do that, we're rewriting the rules on manufacturing. Designing innovative practices. Embracing new technologies. And reimagining the facilities we already use. We're treading a new path with our Volt, Spark EV and ELR electric vehicles. Looking forward to a brighter future.

GENERAL MOTORS

gmsustainability.com

The Spark EV is available at participating dealers in California and Oregon in limited quantities. The Cadillac ELR arrives winter 2014. ©2013 General Motors. All rights reserved.

two in South Carolina and one in Tennessee, are under construction. With an aging nuclear fleet, abundant natural gas and calls to reduce the nation's carbon foot print, what will help meet the growing demand for energy? One proposal calls for the use of Small Modular Reactors, a focus of the Tennessee Valley Authority. Panelists will discuss SMRs, the abundance of natural gas and renewable energy.

Moderator: Ivan Penn, Utilities and Consumer Reporter, *Tampa Bay Times*

Speakers:

Mark Cooper, Senior Fellow for Economic Analysis, Institute for Energy and the Environment, Vermont Law School
Joe Hoagland, Senior Vice President, Policy & Oversight, Tennessee Valley Authority
Richard Meyer, Energy Analyst, American Gas Association
Stephen Smith, Executive Director, Southern Alliance for Clean Energy

Location: Meeting Room 6

THE GLOBE

Shifting From a Toxic Legacy to a Sustainable Future

Toxic chemicals are products and by-products of modern life and decades of industrial activity. We'll dig into the factors that led to use and release of toxic compounds. We'll hear about new paths forward, such as the development of greener chemicals and product design that anticipates the recycling of materials. And we'll discuss what's holding us back from the goal of sustainability.

Moderator: Cheryl Hogue, Senior Correspondent, *Chemical & Engineering News*

Speakers:

Dan Fagin, Associate Professor and Director, Science, Health and Environmental Reporting Program, New York University, and Author, *Toms River: A Story of Science and Salvation*
Ronald Kendall, Professor, Department of Environmental Toxicology and the Institute of Environmental and Human Health, Texas Tech University
Green Chemistry Institute/American Chemical Society representative TBA

Location: Meeting Room 11

NETWORK LUNCH

12:15 - 2:00 p.m.

Choose a discussion table on a wide range of timely topics and reporting tips. Consult your Network Lunch flyer in your conference packet for details. Additional flyers will also be available at the Registration Desk.

Sponsored by WRCB-TV Channel 3 Chattanooga.

Location: Exhibit Hall D

CONCURRENT SESSIONS 2

2:00 - 3:15 p.m.

THE CRAFT 1

Environmental Reporting With Drones: What's the Future?

Small, battery-powered drones offer great potential for adding value to environmental reporting at low cost. The Federal

Aviation Administration recently ordered two university-based drone journalism programs and several photojournalists to stop flying. But Congress has told the agency to write new regulations by September 2015 that would open drones to commercial use. What drone-based stories have been done, and what are the possibilities for environmental coverage when the new rules arrive?

Moderator: Bill Allen, Assistant Professor of Science Journalism, University of Missouri

Speakers:

Mario Mairena, Government Relations Manager, Association for Unmanned Vehicle Systems International
Matthew Schroyer, Drones for Schools Program Developer, University of Illinois at Urbana-Champaign and Founder, Professional Society of Drone Journalists
Matt Waite, Professor of Journalism, University of Nebraska-Lincoln

Location: Meeting Rooms 7-8

THE CRAFT 2

Social, Mobile & Local — A Workshop on New Tools for Environmental Reporting

This hands-on training workshop will help environmental journalists put to work the emerging technologies of social media, mobile and geolocation. You'll learn how these new tools can help you more effectively find, tell and share your stories. You'll see examples of great work, explore best practices and then roll up your shirtsleeves to try out tools yourself (bring your smart phones or tablets, if available, but even without them you'll be ready for the next steps). We'll have working practitioners share their experiences and guide you on how to incorporate social, mobile and local techniques in your daily news practice.

Moderator: Adam Glenn, Digital Media Consultant and Interactive Professor, Graduate School of Journalism, City University of New York

Speakers:

Sara Peach, Senior Producer, Reese News Lab, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill
Molly Samuel, Producer, KQED Science

Location: Meeting Room 9

THE CRAFT 3

Who's the Expert?

Environmental issues are often contentious and almost always involve multiple points of view, along with a mix of science, policy, business and advocacy. The beat may mean covering marine debris on Monday, wind energy on Wednesday, phthalates on Thursday and fracking on Friday. One of the toughest parts of the job is weaving together different, often contradictory perspectives. One hurdle is finding qualified sources. Another is separating spin and opinion from fact. How many voices should be heard? Which experts are best for print, radio or TV? This session's speakers will offer tips on finding sources and getting interviews, and share their expertise in finding the right experts when reporting on complex and specialized – and controversial – topics.

Moderator: Elizabeth Grossman, Freelance Journalist

Speakers:

Ashley Ahearn, Environment Reporter, KUOW - NPR (Seattle)
Jane Braxton Little, Independent Writer and Photographer
Dan Fagin, Associate Professor and Director, Science, Health and Environmental Reporting Program, New York University, and Author, *Toms River: A Story of Science and Salvation*
Douglas Fischer, Editor, *The Daily Climate*

Location: Meeting Room 10

THE LAND

Endangered Species Success Stories: Reintroduction, Restoration and Protection

The IUCN Red List of Threatened Species currently lists more than 10,000 species around the world as "endangered" or "critically endangered." Another 10,000 are listed as "vulnerable to extinction." Conservationists, scientists, governments and other organizations are working valiantly to save these species, but success isn't easy, nor does everyone involved agree on the very definition of success. We'll look at some cases where species have been brought back from the brink of extinction and why those efforts have worked. We'll also discuss the smaller successes and milestones that occur along the way (and which can become good stories for journalists), as well as some potential success stories that could occur in the near future and the possible limits to what we as a society can afford in order to protect the thousands of species that are still in decline.

Moderator: John Platt, Freelance Journalist

Speakers:

Cynthia Dohner, Regional Director, Southeast Region, U.S. Fish and Wildlife Service
Tim Male, Vice President of Conservation Policy, Defenders of Wildlife
Andrew Wetzler, Director, Land and Wildlife Program, Natural Resources Defense Council

Location: Meeting Room 2

THE CLIMATE

All Impacts Are Local: Bringing Climate Change Close to Home

How do you turn a global issue like climate change into a compelling local story? Surveys indicate that most Americans perceive climate change as a risk that will affect faraway places, other species, or future generations, rather than people here and now. Incorporating local angles on this global phenomenon is a crucial challenge and opportunity for journalists reporting on climate change. For this panel we will be joined by journalists, authors and experts using science, data, text messaging networks, interactive maps and their honed reporting skills to bring the seemingly abstract concept of climate change to life for local audiences both domestically and internationally.

Moderator: James Fahn, Executive Director, Internews' Earth Journalism Network and Lecturer, Graduate School of Journalism, University of California-Berkeley

Speakers:

Imelda Abano, President, Philippine Network of Environmental Journalists

Dave Cleaves, Climate Change Advisor to the Chief, U.S. Forest Service

Linda Marsa, Contributing Editor, *Discover Magazine* and Author, *Fevered: Why a Hotter Planet Will Hurt Our Health — And How We Can Save Ourselves*

Willie Shubert, Senior Program Coordinator, Internews' Earth Journalism Network and Data Journalism Platform Designer, Climate Commons

Location: Meeting Room 3

THE CITY

Biomimicry and Biophilic Cities: What Can Nature Teach Us About Sustainability?

Cities and nature don't need to collide. When a city includes the natural world, its residents are happier and the city is more productive. What are the best ways for creating biophilic cities? What are the unique obstacles? And how can nature inspire innovations in the urban landscape? We'll discuss biomimicry and bio-inspired solutions to creating sustainable cities.

Moderator: Lisa Palmer, Freelance Reporter and Editor

Speakers:

Bill Browning, Partner, Terrapin Bright Green, LLC
Giles Hutchins, Management Consultant; Author, *Nature of Business: Redesign for Resilience*; and Co-founder, Biomimicry for Creative Innovation
Simon Nicholson, Assistant Professor, International Relations and Co-Director, Global Scholars Program, School of International Service, American University

Location: Meeting Room 4

THE WATER

Flooding, Drought and Water Wars

The Southeast with its growing population and a changing climate is increasingly in a water bind. Record flooding and drought have slammed communities in recent times. In 2010, flood waters swamped the downtown and suburbs of Nashville, Tennessee's capitol city, among other towns. Alternating with flooding, drought has obliterated crops, helped trigger wildfires, threatened drinking water and aquatic life and forced cutbacks in coal and nuclear-plant energy production. States, including Florida, Alabama and Georgia, are locked in legal fights over rivers they share. Water-hungry Atlanta is wrangling to put a straw in the Tennessee River. What's ahead for this country when it comes to protecting, sharing and managing water? Some of the nation's top experts will talk and take questions.

Moderator: Ben Hall, Investigative Reporter, NewsChannel 5 Nashville

Speakers:

Jerad Bales, Acting Associate Director for Water and Chief of Research and Science for Water, U.S. Geological Survey
Steve Fleischli, Director, National Water Program, Natural Resources Defense Council

Southeast Watershed Forum representative (TBA)

Location: Meeting Room 5

THE NATION**Who's Your Energy Daddy? From Rural Cooperatives to Energy Giants**

This panel explores who makes decisions about the generation and transmission of electricity in the U.S. and what strides they are making to adapt to a rapidly changing energy market. What will it take to keep the lights on while simultaneously protecting the environment and consumer rates? How should energy providers be held accountable, and what programs and incentives inhibit or promote sustainable energy production? Panel includes representatives from investor-owned, member-owned and distributed generation.

Moderator: Jamie Goodman, Editor, *The Appalachian Voice*

Speakers:

John Farrell, Director of Democratic Energy, Institute for Local Self-Reliance

Rory McIlmoil, Director of Energy Policy, Appalachian Voices

John Wellinghoff, Chairman, Federal Energy Regulatory Commission (invited)

Xcel Energy representative TBA

Location: Meeting Room 6

THE GLOBE**More Than Numbers:****Population, Environment and Human Rights**

What do public health, women's rights, and family planning have to do with environmental journalism? The majority of stories on the environment tend to be narrowly cast, neatly tucked in a well-prescribed silo. But as the planet grows more crowded, can environmental stories remain isolated or should environmental reporters expand into coverage of health, population, and human rights? We'll hear from some U.S. and African journalists and scientists who have made this jump, expanding the boundaries of what we think are environmental issues.

Moderator: Ken Weiss, Freelance Journalist and Author, *Los Angeles Times* Multimedia Series, "Beyond 7 Billion"

Speakers:

Gladys Kalema-Zikusoka, Veterinarian; and Founder and Chief Executive Officer, Conservation Through Public Health, Uganda's Bwindi Forest

Dingaan Mithi, Programme Manager, Journalists Association Against AIDS (JournAIDS), Malawi

Kate Sheppard, Senior Reporter and Environment and Energy Editor, *The Huffington Post*

Location: Meeting Room 11

BEVERAGE BREAK AND EXHIBITS

3:15 - 5:00 p.m.

Grab your coffee, tea, water or soda and take this opportunity to see the exhibits. You'll meet new sources and come away with information about environmental innovations, journalism fellowships and much more. Don't forget to check the tables in the main hallway on your way back to sessions. SEJ members will have to dash off to another meeting, but others are encouraged to stay and browse through the exhibits until 5:00 p.m.

Location: Exhibit Hall D

SEJ MEMBERSHIP MEETING

3:30 - 5:00 p.m.

All SEJ members should plan to attend the annual membership meeting. Our agenda includes board elections to fill six seats (five Active and one Academic) and brief reports on SEJ programs, finances and membership. This is your opportunity to share ideas and talk about SEJ issues that are important to you.

Location: Chattanooga Convention Center Ballroom

FINE FOOD AND REALLY FRESH FISH: DINNER AND TOURS AT TENNESSEE AQUARIUM

7:00 - 11:00 p.m.

Experience an unforgettable after-hours adventure from the mountains to the sea at the Tennessee Aquarium, the single project credited with igniting the "Renaissance on the River," and the revitalization of downtown Chattanooga. Enjoy cock-



Chattanooga Convention & Visitors Bureau.

tails, heavy hors d'oeuvres and live local music as you leisurely tour the River and Ocean Journey's three living forests and see 10-foot sharks, giant spider crabs, river otters, penguins, beautiful coral reefs and much, much more.

Pre-registration and \$15 fee required.

Sponsored by the Chattanooga Times Free Press.

Location: Less than a mile from the Marriott and an easy walk, or catch the free electric shuttle right outside the Marriott. Shuttles run about every five minutes and go to within a block of the aquarium. Consult your map of downtown Chattanooga and your Chattanooga Shuttle Map in your conference packet.

Saturday, October 5, 2013

As a journalism organization that believes in an open society, SEJ each year welcomes a diverse group of attendees to our annual conference. Attendees include representatives of business, government and environmental groups, as well as working journalists, academics and students.

Because non-journalists are here, you may see or hear presentations or responses to presentations that you might not expect from mainstream journalists. The presentations and any responses do not necessarily reflect the views of SEJ or any of its members. As our guest, you should respect our interest in open discussions

of environmental issues by thanking all participants in sessions you attend and not disrupting presentations of views you disagree with.

Finally, please respect our rule that SEJ members are given preference during question-and-answer sessions.

All sessions, as well as registration, exhibits and breaks, will be at the Chattanooga Convention Center, 1150 Carter Street, Chattanooga (423-756-0001), unless otherwise indicated.

REGISTRATION

6:30 a.m. - 2:30 p.m.

Sign up for Mini-Tours at the nearby SEJ table. If you didn't sign up ahead of time for the Sunday morning breakfast at the Hunter Museum, there may still be room — please check with registration.

Location: At the Information booth near the ballroom

SEJ INFORMATION TABLE

6:30 a.m. - 2:30 p.m.

Sign up here for Mini-Tours. See board election results, find information about membership and services, SEJ Award winners, and pick up copies of *SEJournal* and other SEJ information.

Location: Outside Meeting Room 1

EXHIBITOR DISPLAYS

7:00 a.m. - 4:00 p.m.

Browse through the wealth of information offered by our independent exhibitors. Talk with experts about their hopes for new environmentally friendly innovations. Learn about educational opportunities. Add to your list of sources.

Location: Exhibit Hall D and main hallway

VEHICLE TECHNOLOGY DEMO

7:00 a.m. - 6:00 p.m.

Sign up to test-drive new technology and talk with experts in the auto industry. Various automakers will be represented. Don't miss your chance to test-drive these environmentally friendly vehicles.

Location: Cars will be on exhibit in Exhibit Hall D; sign-up tables are located beside Meeting Room 1 and just outside on Carter Street.

BOOKSTORE

8:30 a.m. - 3:00 p.m.

The University of Tennessee at Chattanooga bookstore will be open for business, selling books by speakers and SEJ members. Stop by and browse!

Location: In the main hallway near the ballroom

GAME ON! BREAKFAST, ENVIRONMENTAL GAMES AND JOURNALISM

7:30 - 8:45 a.m.

Breakfast is served beginning at 7:00 a.m.

We'll be back in the big exhibit hall for more demos and fun. If you want to reach young audiences, try games. This interactive event will examine how journalists and game designers can collaborate to reach the public with quality information about climate change and other environmental issues. Bring your game face, grab your coffee and be ready to play. The kicker?

Game companies are looking to collaborate with journalists to help write content.

Sponsored by the Benwood Foundation.

Moderator: Emilia Askari, Journalist, Teacher, Game Developer, University of Michigan

Speakers:

Robert LePlae, Global Chief Executive Officer, Arnold Worldwide (invited)

Angelique Mannella, Chief Executive Officer, Decode Global (invited)

Jane McGonigal, Director of Game Research, Institute for the Future (invited)

Kurt Squire, Director, Games, Learning and Society (invited)

Location: Exhibit Hall D

CONCURRENT SESSIONS 3

9:00 - 10:15 a.m.

THE CRAFT 1**Obstacles to Access: Strategies for the Stonewalled**

Getting the runaround from a flack? Tired of being forced to provide questions in advance? Think reporters should actually be able to talk to government scientists about the research they conduct on our dime? This session will explore tools and tricks for getting around the stonewalling that's become all too common in our government agencies. If you've hit the wall lately, or found a way around it, come share.

Moderator: Tim Wheeler, Reporter, *The Baltimore Sun*

Speakers:

Elizabeth Grossman, Freelance Journalist

John Messeder, Freelance Journalist

Camilla Mortensen, Associate Editor and Reporter, *Eugene (Ore.) Weekly*

Karen Schaefer, Freelance Journalist and Independent Radio Producer

Rae Tyson, Staff, *Environmental Health News* and former Public Affairs Director, National Highway Traffic Safety Administration

Location: Meeting Rooms 7-8

THE CRAFT 2**Can Nonprofit News Orgs Save Environmental Journalism?**

You know the bad news: Newspapers are cutting environmental reporters, universities are shuttering science-writing programs, and the *New York Times* scuttled its Green blog. But there's hope, too, in the rise of nonprofit journalism. New, revamped, or reinvigorated outlets — supported by NGOs, backed by academic institutions, or directly funded by donors — are breaking stories the big boys miss and winning awards, including the Pulitzer. But there are pitfalls, too, ranging from smaller, segmented audiences to concerns about pleasing donors. And can writers comfortably contribute to these agenda-focused outlets while continuing to write for mainstream publications?

Moderator: Scott Dodd, Editor, OnEarth.org

Speakers:

Sam Fromartz, Editor in Chief, Food and Environmental Reporting Network

Mary Hoff, Editor in Chief, *Enslia*

Laura Turner Seydel, Chair, Captain Planet Foundation (invited)

Location: Meeting Room 9

THE LAND

Wild Cities

For many animals, our cities are pleasant habitats with good shelter and garbage buffets for the finicky eater. But it's not all sunshine in paradise. While some humans see the urban habitat as a refuge for wild creatures driven out of their natural haunts, others want resident geese banished from groomed lawns and parks. Come explore this mysterious environment that is the everyday one for more than 80 percent of the U.S. human population.

Moderator: David Steinkraus, Independent Writer and Photographer

Speakers:

Michael McKinney, Director, Environmental Studies Program, and Professor, Evolutionary Biology and Environmental Science, Department of Earth and Planetary Sciences, College of Arts and Sciences, University of Tennessee, Knoxville
Local animal control representative TBA
U.S. Fish and Wildlife Service representative TBA

Location: Meeting Room 2

THE CLIMATE

What Would Jesus/Plato/Confucius Do... About CO2?

The answer to the abstract policy question "What's our CO2 emission target?" determines who lives and dies, yet the case for combating climate change in the United States has been made primarily on scientific or economic grounds. Those arguments, at least in the United States, have failed to lead to action on the scale scientists say is needed to avert catastrophic climate change. Much social science research is now being done regarding how to convince people to act on climate change. If morality were part of the conversation, would a majority of Americans begin to see the need to act on climate change as immediate and critical?

Moderator: Christy George, Independent TV Producer

Speakers:

Dawn Coppock, Co-founder and Volunteer Legislative Director, Lindquist Appalachian Environmental Fellowship
Alex Feldt, Lecturer, Department of Philosophy, University of Tennessee, Knoxville
Joseph Romm, Founding Editor, ClimateProgress.org and Chief Science Editor, Showtime TV series, "Years of Living Dangerously"

Location: Meeting Room 3

THE CITY

What Makes Green Buildings Really Green?

Green building, once a fringe movement, has expanded exponentially during the last decade, and may represent as much as 40 percent of new commercial construction. But with the construction industry blamed for more than half the energy Americans expend as a nation, attention is shifting to how well "green" buildings perform after they're built. We'll look at

a range of standards, from the popular LEED certification to EarthCraft and Living Buildings, to assess the future for green building.

Moderator: Francesca Lyman, Freelance Journalist

Speakers:

Dennis Creech, Executive Director, Southface Energy Institute
Denis Hayes, Developer, The Bullitt Center (and organizer of the first Earth Day)
Robin Rogers, Consultant, Community Housing Partners, and Founder and Editor, Solaripedia.com
Judith Webb, Senior Vice President of Marketing and Strategy, U.S. Green Building Council

Location: Meeting Room 4

THE WATER

Combined Sewer Overflows: The Gift That Keeps on Polluting

Older cities across the nation continue to spill vast quantities of raw sewage into local waterways, making them unsafe for swimming and recreation, and harming aquatic life, even as the EPA brings multi-billion-dollar enforcement actions, and rate-payers' bills shoot through the roof. One problem is antiquated sewer systems that were designed to overflow when it rains. We look into the latest CSO compliance actions, the role of green infrastructure and other stormwater pollution solutions.

Moderator: James Bruggers, Reporter, *The (Louisville) Courier-Journal*

Speakers:

Jon Devine, Senior Attorney, Water Program, Natural Resources Defense Council
Gordon Garner, Vice President, Water Business Group, CH2MHILL
Scott Gordon, Associate Director, Office of Environmental Accountability, Region 4, U.S. Environmental Protection Agency

Location: Meeting Room 5

THE GLOBE

The BP Deepwater Horizon Disaster's Silver Lining

While the oil spill did cause untold ecological damage, money collected to address this damage will fund significant environmental and economic restoration along the Gulf Coast as well as support science and social science research. Panelists represent agencies that already have been promised billions of dollars in criminal and civil fine money or outright payments from companies involved in one of the nation's largest oil spills, with billions more likely on the way.

Moderator: Mark Schleifstein, Environment Reporter, NOLA.com | *The Times-Picayune*

Speakers:

Justin Ehrenwerth, Executive Director, Gulf Coast Ecosystem Restoration Council
Mike Sharp, Director, Gulf Environmental Benefit Fund, National Fish and Wildlife Foundation
National Academy of Sciences Gulf of Mexico Program representative TBA

Location: Meeting Room 11

BEVERAGE BREAK AND EXHIBITS

10:15 - 10:45 a.m.

Grab your coffee, tea, water or soda and take this opportunity to see the exhibits. You'll meet new sources and come away with information about environmental innovations, journalism fellowships and much more. Don't forget to check the tables in the main hallway on your way back to sessions.

Location: Exhibit Hall D

CONCURRENT SESSIONS 4

10:45 a.m. - Noon

THE CRAFT 1

Follow the Frackin' Money

Fracking has its supporters and detractors. It also puts enormous piles of money at stake from small-town America to Washington to Wall Street. While we won't discuss the arguments for or against fracking, our veteran reporters will help unravel fracking's financial pipelines: Whether money's influence may be seeping into fracking science, fueling political decisions, funding fracking's opponents, or spinning the lives and fortunes of small towns and rural areas.

Moderator: Peter Dykstra, Publisher, *Environmental Health News* and *The Daily Climate*

Speakers:

Brian Grow, Enterprise Correspondent, Reuters
Don Hopey, Environment Reporter, *Pittsburgh Post-Gazette*
3rd speaker TBA

Location: Meeting Rooms 7-8

THE LAND

Critters and Climate: Phenology, Impacts and Adaptation

Does the arrival of one swallow make a spring? Phenology, the study of nature's calendar (such as buds bursting, insects hatching, birds migrating), is chronicling major disruptions with a changing climate. Migrating birds are out of synch with the emergence of insects. Agriculture industries are beginning to realize that altering nature's rhythm can rob them of bees and other pollinators they need for bountiful harvests. This session explores how seasonal timing and distribution of species is critical to the success or failure of nature and humanity. This re-emerging field of science is bustling with new discoveries and engaging growing communities of "citizen scientists" to track changing life cycles.

Moderator: Nancy Baron, Ocean Science Outreach Director, COMPASS

Speakers:

Stuart Pimm, Doris Duke Professor of Conservation Ecology, Nicholas School of the Environment, Duke University
Susan Sachs, Education Coordinator, Appalachian Highlands Science Learning Center, Great Smoky Mountains National Park
Jake Weltzin, Executive Director, USA National Phenology Network, U.S. Geological Survey

Location: Meeting Room 2

THE CLIMATE

Climate & Weather: Is Juiced Up Severe Weather Already the New Normal?

The ink is barely dry on the 2013 IPCC impacts report as our panel reviews the latest that is known about climate change and current extremes. We'll discuss changes likely over the next 30 years, given locked-in warmth from past emissions. We'll examine these impacts at the backyard level so that your stories will be relevant to your readers. You'll also hear about research that may have uncovered the mechanics behind North America's changing weather. You'll leave this session better able to distinguish between the extremes we're most, and least, confident in forecasting, and why.

Moderator: Nancy Gaarder, Reporter, *Omaha World-Herald*

Speakers:

Moetasim Ashfaq, Atmospheric Physicist and Computational Climate Scientist, Climate Change Science Institute Computing and Computational Sciences Directorate, Oak Ridge National Laboratory
Thomas Karl, Director, National Climatic Data Center, National Oceanic and Atmospheric Administration and Chair, Subcommittee on Global Change Research, U.S. Global Change Research Program

Pam Knox, Agricultural Climatologist, Department of Crop and Soil Science, College of Agricultural and Environmental Sciences, University of Georgia and former State Climatologist, Wisconsin

Thomas Mote, Professor and Head, Department of Geography, University of Georgia, and founding Director, UGA's Program in Atmospheric Sciences

Location: Meeting Room 3

THE CITY

Corporate Green: Sustainability Success Stories from the Business World

Genuine success stories in corporate sustainability are often overlooked. We've compiled panelists who have a story to tell us: Microsoft is implementing its own cap and trade; Interface has revolutionized its corporate culture and a product (carpets) known for not being eco-friendly; GM continues to broaden its line of eco cars and transform manufacturing; the U.S. Green Business Council has changed the way the world builds buildings; the Green Press Initiative and others have dramatically increased FSC paper sourcing and recycled newsprint content in North America. Can profit blend acceptably well with a bona fide environmental commitment? Even if that commitment costs money, why do they do it? Is it good PR or does it attract quality employees and loyal customers? Is it simply "the right thing to do?" Does the triple bottom line really work?

Moderator: Jeffrey Burnside, Senior Investigative Reporter, KOMO 4 News, Seattle

Speakers:

TJ DiCaprio, Global Sustainability Director, Microsoft
Erin Meezan, Vice President/Sustainability, Interface
Kelly Spritzner, Green Press Initiative

Location: Meeting Room 4

THE WATER**Sleuthing Dam, Impoundment, and Levee Databases**

It was news when a New Orleans levee failed after Katrina in 2005 — and when TVA's Kingston coal ash impoundment failed in 2008. Reporters can find a lot more potential stories in their own bailiwicks by using available databases: e.g., the National Inventory of Dams, Coal Impoundments LIS, National Levee Database, etc. Session will discuss how to use them — and also what they lack and barriers to their use. Laptops welcome.

Presenter: **Joseph A. Davis**, Freelance Journalist and Watch-Dog Project Director/TipSheet Editor, Society of Environmental Journalists

Location: Meeting Room 5

THE GLOBE**Citizen Science: Empowering Awareness from Appalachia to Africa and Above**

Accuracy. Empowerment. Education. More data. Motivation. Great things happen when non-scientists participate in gathering and querying scientific data. This session will feature three experts in citizen science with their recommendations for journalists who would like to cover or even start citizen-science projects. Examples and resources available in the session will involve water chemistry, big data and reporting networks.

Moderator: **Bill Kovarik**, Professor, School of Communication, Radford University

Speakers:

Twange Kasoma, Assistant Professor of Communication, Radford University

David Manthos, Outreach & Communications Director, SkyTruth

Erin Savage, Water Quality Specialist, Appalachian Voices

Location: Meeting Room 11

LUNCH AND PLENARY SESSION — IS DIVERSITY (BIO AND OTHERWISE) THE BACKBONE OF SUSTAINABILITY?

Noon - 2:00 p.m.

As any ecologist will tell you, biodiversity is nature's sustainability. From ecological biodiversity to crop rotation and hybrids to human diversity itself, we'll examine how protecting diversity in all forms is insurance for our future. Ultimately, cities and all of humanity depend upon ecological sustainability for such bottom line needs as drinking water, pollination and arable land for food, forests for our homes, and countless natural resources for our high-energy and high-tech world. Can we have our sustainability and eat it too?

Sponsored by the University of Tennessee at Chattanooga.

Moderator: **M. ("Sanjan") Sanjayan**, Lead Scientist for The Nature Conservancy, Television News Contributor and Film Documentarian

Speakers:

Shawn Carter, Chief Scientist, National Climate Change and

Wildlife Science Center, U.S. Geological Survey, and the

Climate Science Centers, U.S. Department of the Interior

Anna George, Director and Chief Research Scientist, Tennessee Aquarium Conservation Institute

Stuart Pimm, Doris Duke Professor of Conservation Ecology, Nicholas School of the Environment, Duke University

Location: Chattanooga Convention Center Ballroom

MINI-TOUR ADVENTURES

2:15 - 5:30 p.m.

Sign up on-site at the SEJ Information Table beginning Wednesday afternoon for SEJ's mini-tours. Consult your Mini-Tour Flyer in your conference packet for details. Additional flyers are available at the SEJ Information Table.

Departure: Buses will line up on Carter St. in numeric order, so note the number of your tour. Exit to Carter St. beside Meeting Room 1. SEJ staff will be on hand to help you find your bus.

EXHIBITS LAST LOOK

Exhibits will remain open till about 4:00 p.m. so if you didn't have a chance to collect the information there, and you're not going on a mini-tour, now's your chance. Talk to experts, test-drive alternative-fuel vehicles, add to your source list, gather potential stories.

Location: Exhibit Hall D and main hallway

BEAT DINNERS AND MUSIC AND DANCING AT RIVER ROCKS FESTIVAL

7:00 - 11:00 p.m.

First we'll send y'all out and about to great restaurants across downtown Chattanooga for small-group discussions on journalism and environmental issues. Then we'll meet up later for the party... River Rocks is a unique and distinctive outdoor festival celebrating the incomparable natural resources of the Tennessee Valley, the health benefits of the activities they inspire and Chattanooga's commitment to environmental stewardship and land conservation. With 90 events over 10 days, there's something for everyone — whether it's adventure sports, live music, hot air balloons, or scaling down a 20-story building — River Rocks can't be beat. We'll meet up at the festival about 9:00 p.m. for music and dancing.

Location: Consult your Beat Dinner Flyer for details. Following dinner, about 9:00 p.m., meet up with fellow conference goers at Ross' Landing, ground zero for music and dancing. Also consult your map of downtown Chattanooga and your Chattanooga Shuttle Map in your conference packet.



Sunday, October 6, 2013

BREAKFAST AND BOOKS AT THE HUNTER MUSEUM

10 Bluff View, Chattanooga, TN
(423) 267-0968

8:00 a.m.-Noon

Shuttle will depart from the front entrance of the Marriott at 7:45 a.m. and then pick up passengers at the Read House, and will do one more loop for stragglers that should be back to the hotels for departure about 8:00 a.m.



Dominating the Chattanooga skyline and perched on an 80-foot bluff on the edge of the Tennessee River, the Hunter Museum offers stunning views of the river and surrounding mountains. The museum is home to numerous collections of American art from the Colonial period to contemporary, including work from Thomas Cole, Winslow Homer and Mary Cassatt. Attendees will have the run of the museum Sunday morning, as well as a full southern breakfast.
Sponsored by New Society Publishers.

UNIVERSITY OF TENNESSEE BOOKSTORE

8:00 a.m. - Noon

The University of Tennessee at Chattanooga bookstore will be open for business, selling books by speakers and SEJ members. Stop by and browse!

Location: Grand Foyer Lobby

BREAKFAST, WELCOME AND ORIENTATION

8:00 - 8:30 a.m.

Location: Grand Foyer Lobby

HOW'S THE FUTURE LOOK... FOR YOUR ENVIRONMENT BOOK?

8:30 - 10:00 a.m.

Authors of recent key environmental books will discuss their craft and how and why their books have gotten attention. We'll also examine new book forms and new genres that prospective authors might consider to address environmental issues. And we'll also get back to basics and discuss using sense of place and local culture to help tell environmental stories.

Moderator: **Dan Fagin**, Associate Professor and Director, Science, Health and Environmental Reporting Program, New York University, and Author, *Toms River: A Story of Science and Salvation*

Speakers:

Duncan Maysilles, Attorney, Historian and Author, *Ducktown Smoke: The Fight over One of the South's Greatest Environmental Disasters*

Elizabeth McGowan, National Reporter, *InsideClimate News*, and Co-author, *The Dilbit Disaster: Inside the Biggest Oil Spill You've Never Heard Of*

Judith Schwartz, Author, *Cows Save the Planet: And Other Improbable Ways of Restoring Soil to Heal the Earth*

Location: Auditorium

MUSEUM TOURS

10:00 - 11:00 a.m.

Leisurely stroll through numerous collections of contemporary American art, or head outside for a more ambitious walk across the Tennessee River on Chattanooga's picturesque footbridge.

BOOK AUTHOR PITCH SLAM

11:00 a.m. - Noon

Journalists will step up to the mike — and step up their games — by pitching book ideas to a panel of publishers and editors. The panel will critique the idea as well as the pitch, and share some suggestions (and maybe a few business cards) with budding authors from the floor. This is a popular session at SEJ conferences and a chance for journalists who would like to make the leap from newspapers/magazines/broadcast/online to the book world. Attendees are strongly encouraged to craft their pitch in advance and remember, you have only two minutes. Signups will be at the session beforehand on a first-come, first-served basis. The session will not be recorded.

Moderator: **Bill Kovarik**, Author, *Brilliant! A History of Renewable Energy*

Speakers:

Caroline D'Angelo, Social Media Editor and E-Books director, Pulitzer Center on Crisis Reporting

Mick Gusinde-Duffy, Editor-in-Chief, University of Georgia Press

Elizabeth Hurst, Marketing Coordinator, New Society Publishers

David Sachsman, Transaction Publishers, and George R. West, Jr. Chair of Excellence in Communication and Public Affairs and Professor of Communication, University of Tennessee at Chattanooga

Location: Auditorium

Noon: Conference adjourns. No airport shuttle! Buses take attendees back to the hotels.

The Society of Environmental Journalists is grateful to all whose personal efforts and financial support have made SEJ's 23rd Annual Conference possible.

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SEJ thanks the Chattanooga Convention and Visitors Bureau, Convention Center and Chamber of Commerce for welcoming this meeting to your community.

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The Society of Environmental Journalists would like to acknowledge special contributions from **David Sachsman**, West Chair of Excellence in Communication and Public Affairs at UTC. Dr. Sachsman's vision of SEJ's return to Chattanooga and his advance leadership were essential in bringing that vision to life.

SEJ could not have produced this conference without generous contributions of time from the many member-volunteers who are serving as session organizers, multimedia crew, moderators, tour leaders, and on-site volunteers.

Special thanks to **Jim Bruggers, Peter Dykstra, Tom Henry, Sara Shipley Hiles, Francesca Lyman, Jim Motavalli, Meaghan Parker, Tim Wheeler, Roger Witherspoon, Amanda Womac** and **Christine Woodside**.

SEJ 2013 Awards for Reporting on the Environment

Co-Chairs:

Douglas Fischer, *DailyClimate.com*
Beth Daley, *The Boston Globe*

"Thanks to all our contest judges for 2013."

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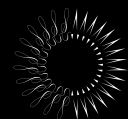
The Tennessee Wilderness Act, sponsored by Senators Lamar Alexander and Bob Corker, would protect 20,000 acres of wilderness on the Cherokee National Forest.

The bill has the backing of local business leaders who know that safeguarding natural treasures is good for the bottom line.

After the SEJ conference, check out this amazing place. Join our hike Sunday afternoon into the nearby Cherokee National Forest and see what could be the next wild thing.

For details, contact Brian Geiger at bgeiger@pewtrusts.org.

Photo: Bill Hodge



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Fund for Environmental Journalism



SEJ's Fund for Environmental Journalism accepts applications for grants of up to \$3,500 to help underwrite environmental reporting projects and entrepreneurial ventures.

Applications for the Winter 2014 cycle will be accepted starting mid-September 2013.

Contact: Jeanne Scanlon at jscanlon@sej.org.

Deadline to enter: Nov. 15

The purpose of the FEJ is to provide incentives and support to qualified journalists and news organizations to enhance the quantity and quality of environmental journalism.

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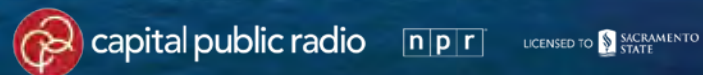
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The John S. Knight Journalism Fellowships program serves the needs of journalism in an ever-changing media environment by fostering innovation, entrepreneurship and leadership.

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John S. Knight Journalism Fellowships at Stanford

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Volkswagen welcomes the Society of Environmental Journalists to our home in Chattanooga.

The ultra-fuel-efficient Volkswagen XLI is here! Don't miss it on display at the VW booth!

Volkswagen is excited to welcome the Society of Environmental Journalists to Chattanooga and invite you to our state-of-the-art manufacturing facility, the **first** automotive factory in the world to earn LEED® Platinum-certification.

We are the birthplace of the Guinness World Record-setting Passat TDI® and home to the largest solar park at an automotive plant. Sustainability is at the forefront of every car built here — from design, to production, through operation to eventual recycling. Being the **first** is a title that comes with great responsibility, but we proudly live up to it every day through our global sustainability initiative, **Think Blue.**

Volkswagen is pleased to bring you the XLI — its first time on American soil! Offering a combined fuel consumption of 261 mpg, and covering up to 32 miles as a zero-emissions vehicle in all-electric mode, **XLI is the world's most fuel-efficient and aerodynamic production car.** Be sure to check it out.

We have fun activities planned throughout the conference — stop by our booth to learn more and to pick up some Volkswagen swag!

Thursday, October 3

- Take a tour of Volkswagen Chattanooga
- Come say hello at the reception and challenge your colleagues to a Jenga game!

Friday, October 4

- Hear VW-Powertrain Expert Oliver Schmidt speak about alternative fuels on the green car panel
- Test drive our line of eco-friendly cars: Electric Golf, Passat TDI Clean Diesel and Jetta Hybrid!

Saturday, October 5

- Test drives continue
- Join the tour to Volkswagen Chattanooga for a bird watching expedition

