

"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?

“You could have put a cannon out on either side of Broad Street and fired a salvo and you’d never have hurt anybody.”— Former Hamilton County Executive Dalton Roberts on Chattanooga in the 1980s after environmental regulations went into effect and manufacturing jobs dwindled



(Chattanooga-Hamilton County Air Pollution Control Bureau)

Above, 1960s smog made headlights necessary on downtown streets during the daytime. At right, today’s downtown and the city’s natural beauty are clear.



(Chattanooga Times Free Press)

Welcome Back to Chattanooga... Welcome Back to the Future!

Chattanooga is born again. Once forgotten as a smog-obscured and industrially polluted backwater, this city cradled by the Tennessee River is sought out today as a showplace of green technology and as an outdoor mecca offering a lifestyle increasingly in sync with Tennessee’s hardwood-ribbed hills, deep hollows and plains.

Part of Chattanooga’s draw for creative young people and eco-friendlier industries is the city’s own state-of-the-art, multi-faceted fiber optics program that includes a smart grid and fully networked energy-saving street lights that can double as air monitors, surveillance, spotlights and emergency alerts.

Sustainability is a byword here, but just how sustainable can a city be? And what are the best practices? That’s what this conference is all about, and in Chattanooga, we’ll show you efforts aimed at that high standard.

You’ll view robotics in the tightly controlled Volkswagen factory that incorporates cutting-edge technology to reduce emissions and waste and keep employees healthy. This world’s first platinum-LEED-certified auto assembly plant has its own solar farm that generates 12 percent of VW’s power-hungry manufacturing needs.

You will experience within a day’s reach of most of the Southeast and a couple of hours from major airline hubs, such as Atlanta, an amalgam of some of the world’s richest biodiversity, thorniest energy issues, and warmest down-home hospitality. And, you’ll return home with solid new sources and sure-fire ideas for stories that will stoke editors and readers alike.

The central location — with the Appalachian Mountains and the Tennessee Valley Authority headquarters nearby — will allow trips to a nuclear plant, hydroelectric dam and a landscape analysis lab on the Cumberland Plateau that is helping to save the keystone tree of the Appalachians.

Activities will include tours to:

- Snorkel the crystal-clear Conasauga River for colorful darters that live in only one place on the planet and understand the uncompromising link between wilderness areas and water health.
- Walk the giant hemlock-lined Fiery Gizzard Creek gorge of the

Cumberland Plateau, which is threatened by invasives and development.

- Visit Oak Ridge, key to the Manhattan Project that yielded nuclear bombs and power, a legacy of pollution and a world-class research center today looking into climate change.
- Inspect the Sequoyah Nuclear Plant in Soddy-Daisy, 20 miles north of downtown Chattanooga, and see the site of the 2008 Kingston ash spill where TVA is in final stages of removing coal ash from 400 acres of what was once farmland and the Emory River.
- Watch a drone used in journalism fly, and talk with SEJ members working on the technology and applications in advance of FAA rules for commercial drone deployment.

We’ll also explore the world-famous Tennessee Aquarium where you traverse an Appalachian world — from the highest mountain stream to the bottom of the Tennessee River — with giant catfish, roe-producing paddlefish and a bit of old cans and debris as well.

The conference will coincide with major music and outdoor festivals — including the 3 Sisters Bluegrass Festival and River Rocks Festival — so you’ll see the fun in sustainability, too.

We welcome you to Chattanooga and to the 23rd Annual Conference of the Society of Environmental Journalists. Don’t miss it. SEJers were inspired by the Chattanooga story 15 years ago, and there’s far more to learn now.

CONFERENCE CHAIRS:

Anne Paine, recently retired from *The Tennessean* in Nashville,
David Sachsman, West Chair in Communication and Public Affairs, University of Tennessee at Chattanooga, and
Pam Sohn, Environment Reporter, *Chattanooga Times Free Press*.

Marketing and Design services provided by the
Chattanooga Times Free Press.

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TOURS IN THE FIELD

THURSDAY, OCTOBER 3

Advance registration is required for all Thursday tours. Attendance on each tour is strictly limited, so registering early is important. Departure times vary (see below), but all Thursday tours will return to the Chattanooga Convention Center about 5:00 p.m. Planning was still under way at the time of printing, so please visit www.sej.org for more details. For those looking for some exercise, tours 1, 5 and 6 are your best options. Other tours involve moderate exercise. Tours 3 and 4 are best suited for wheelchair accessibility.

1 BIODIVERSITY 1:

From the Mountain Tops to the River Bottoms

(6:00 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 offered guided snorkeling trips on the mountain stream near the Tennessee-Georgia line that's famous for its clean water and aquatic life. Surrounded by the Cherokee National Forest, the river is home to the Conasauga logperch, a tiny darter that's known only in a 12-20 mile stretch of the Conasauga. Snorkelers also can expect to see striped-neck turtles, banded sculpin and Tennessee shiners, whose streamlined bodies sparkle like mirrors. Experts from Chattanooga's Tennessee Aquarium will be on hand to lead the snorkeling and talk about Tennessee's world-renowned aquatic biodiversity. The tour will include hikes and bird-watching along neighboring national forest trails. **Total drive time – 3 hours.**

2 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.**

3 OAK RIDGE NATIONAL LAB:

Nuclear Legacy and Cutting-Edge Research

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

The 33,500-acre federal Oak Ridge Reservation was created for WWII's Manhattan Project in an endeavor that helped usher in the atomic age. We'll discuss legacy chemical and radioactive contamination as well as ongoing nuclear weapons work. We'll also tour Oak Ridge National Laboratory. Here, at the nation's largest open-science laboratory, we'll learn about cutting-edge research from predicting climate and ecological tipping points to developing sustainable building and transportation technologies. We'll visit labs working on these technologies and see one of the world's fastest supercomputers in action. **Total drive time – 4 hours.**

4 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.**

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.**

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 newly formed 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.**

7 FRACKING, TENNESSEE STYLE

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

Fracking has taken place occasionally and quietly in Tennessee – until two years ago when information slipped out that the University of Tennessee and the state wildlife agency were considering leasing land for the activity. The public outcry that followed resulted in some regulations. But, environmentalists say they are worthless, and concerns have arisen about clean water, earthquakes and property rights. While much fracking 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 radio-nuclides. Learn more as we take a tour through Tennessee's hills and hollows to an active natural gas well site that was fracked. Discussion will include differences in fracking practices and state regulations across the country. **Total drive time – 4 hours.**

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.**

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 Farm, 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.**

AGENDA

WEDNESDAY, OCTOBER 2

Before the official beginning, we offer the all-day workshop below, as well as an afternoon meet-and-greet session with environmental reporters from across the globe. See www.sej.org for more details.

ALL-DAY WORKSHOP: SUCCESSFUL FREELANCING 201

Join a team of veteran SEJ freelance print journalists, including a prominent editor, for a day of in-depth training on how to make a living freelancing while holding on to your ideals. Whereas the Freelance Workshop at Lubbock in 2012 targeted all levels of experience, this workshop is designed for experienced freelancers who want to take their career to the next level. The day will have four distinct sessions:

- 1) **Show Me the Money**, about how to break into new or bigger publications, negotiate higher rates, and budget your time;
- 2) **Business Strategy for the Long Haul**, which will offer tips on diversifying into other income streams;
- 3) **The Art of the Pitch**, on how to sharpen skills crafting and pitching blockbuster stories, especially features for top-notch publications, and how to parlay one story into multiple assignments for distinct venues;

- 4) **Freelance Ethics**, which will explore balancing journalistic ideals with paying the bills.

Check the SEJ website for the full agenda. **Pre-registration and \$70 fee required. Breakfast and lunch included.**

OPENING RECEPTION, DINNER AND AWARDS

The bar will open early, the music will be playing, the banter flowing and we might even have some drones flying around. You won't want to miss catching up with old friends and meeting new ones. We'll have historians and futurists, and we'll celebrate Chattanooga's remarkable turnaround and hear about sustainability concepts and biodiversity's importance. Surprise musical guests might actually be live this year. Then, 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.

THURSDAY, OCTOBER 3

TOURS:

See *previous page* for details on SEJ 2013 field expeditions across the Southeast.

INDEPENDENT HOSPITALITY RECEPTIONS

After spending all day out on tours, meet with hosts of independent receptions. They'll have experts, displays, information, and, of course, great food and drink. Check www.sej.org this summer to see the roster of 2013 hosts. Also get a sneak-peek in the sprawling exhibit hall, where automakers and related high-tech industries will showcase their latest innovations, and you can sign up early for test-drives.

FRIDAY, OCTOBER 4

BREAKFAST OF ALTERNATIVE VEHICLE CHAMPIONS

Start your morning in the midst of SEJ's biggest and best auto show and alternative vehicle demo yet. Test-drive some of the world's leading new prototypes, learn which established "green" cars have the best new innovations, interact with high-tech demos and industry experts, and stay tuned for announcements about special programs right in the middle of the action.

OPENING PLENARY:

Just What Is a Sustainable City?

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?

NETWORK LUNCH

Choose a discussion table on a wide range of timely topics and reporting tips, or join a breakout session with lively newsmakers.

FINE FOOD AND REALLY FRESH FISH:

Dinner and Tours at Tennessee Aquarium

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 cocktails, 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.*

SATURDAY, OCTOBER 5

GAME ON!

Breakfast, Environmental Games and Journalism

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.

LUNCH AND PLENARY SESSION:

Is Diversity (Bio and Otherwise) the Backbone of Sustainability?

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?

MINI-TOUR ADVENTURES

Sign up on-site beginning Wednesday afternoon for SEJ's popular mini-tours. Options this year may include: VW's platinum-LEED-certified assembly plant; biophilic greenways; downtown biking and bike-share program; environmental justice and toxic legacies; Tennessee River boat trip; innovative industry recycling in nearby Dalton; and caving, bats and white-nose syndrome.

BEAT DINNERS AND MUSIC AND DANCING AT RIVER ROCKS FESTIVAL

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. Saturday night music and dancing meet-up TBA.

Visit riverrockschattanooga.com for details.

SUNDAY, OCTOBER 6

BREAKFAST AND BOOKS AT THE HUNTER MUSEUM

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 while we hear regional authors talk about their craft and the mountains and streams that inspired their writing. And, of course, we'll bring back the "book slam," so start honing your pitches. *Pre-registration and \$25 fee required.*

PANEL SESSIONS

THE CRAFT

- Follow the Frackin' Money: Back to Journalism 101
- Silenced Science: How Can We Loosen the Gags?
- Off the Map: Whither Enviros and Environmental Justice
- Radio Reporting Workshop
- Multimedia Skills Workshop
- Environmental Reporting with Drones: New Tool or Nightmare?
- Obstacles to Access: Strategies for the Stonewalled
- The Promise and Perils of Nonprofit Environmental Journalism
- Social Media Training: Mobile Journalism and Geolocation
- Who's the Expert?
- Freelance Pitch Slam
- Writing on Sustainability

THE LAND

- Jumping Earthworms and Other Scary Invasive Species
- Endangered Species Success Stories: Reintroduction, Restoration and Protection
- Urban Biodiversity: Not Just a Fuzzy Bunny Story
- Critters and Climate: Phenology, Impacts and Adaptation

THE CLIMATE

- Climate Change and Media Coverage: Have We Blown It?
- Is Climate Change *the* Moral and Ethical Dilemma of Our Times?
- All Weather Is Local: Bringing Climate Change Closer to Home
- Super Storms, Tornadoes and Droughts, Climate and Deadly Weather

THE CITY

- Our Changing Society: Adapting to Climate Change
- Sustainable Cities Across the Globe
- What Makes Green Buildings Really Green?
- Biomimicry and Biophilia: What Can Nature Teach Us About Sustainability?
- Greening for the Wallet: Sustainable Ideas from the Corporate World

THE WATER

- Flooding To Be a Way of Life?
- Rivers, Drinking Water and Urban Sustainability
- Dam Safety and Other Databases
- The Many Faces of Dam Removal
- The Gift That Keeps on Killing: Combined Stormwater Overflows

THE NATION

- Who's Your Energy Daddy? From Rural "Cooperatives" to Global Conglomerates
- Nukes, Fossil Fuels, Alternatives: What Will Power Our Future?
- God, Greens and Global Warming: What Would Jesus Do?
- Mine Reclamation From Mountain Tops to Open Pits

THE GLOBE

- Toxic Legacy: Have We Poisoned Our Global Well?
- More Than Numbers: Population, Environment and Human Rights
- Hotspots or Strongholds? Helping Biodiversity Survive the Collapse
- Citizen Science: Empowering Awareness from Appalachia to the Big Apple

HOW TO REGISTER

Registration information starts here:

<http://bit.ly/SEJRegistration>

Current SEJ members only: You may pay your renewal dues with your registration. You must already be a member of SEJ to renew with conference registration.

Member rates apply to SEJ members only. SEJ membership is restricted to journalists, professors and students. Read SEJ's eligibility criteria here: <http://www.sej.org/eligibility>. If eligible, apply online at <http://www.sej.org/get-involved/join>. Membership applications submitted after Sept. 9, 2013, may not be processed in time for the conference.

Applying for membership? Do not include your new member fees with conference registration. Please apply as directed above.

MEMBER CONFERENCE RATES

Register 8/1/13 or earlier: \$195

8/2/13 or later: \$240

Single day 8/1/13 or earlier: \$110

8/2/13 or later: \$120

STUDENT CONFERENCE RATES

\$80 (Membership is not needed for student rate. However, students may be eligible for membership. See above for information on joining SEJ.)

Neither a member of SEJ nor a student? Save on conference registration by subscribing to SEJ's quarterly newsletter, *SEJournal*. You can subscribe to the *SEJournal* when you register.

SEJOURNAL SUBSCRIBER CONFERENCE RATES

INDIVIDUAL, UNIVERSITY,

SMALL NONPROFIT SUBSCRIBERS (annual budget of \$1,000,000 or less)

Small non-profit \$50 or University Subscription: \$55 (saves 50% off general admission rates for up to three people)

Individual Subscription: \$45 (saves 50% off general admission rates for the individual subscriber)

Register 8/1/13 or earlier: \$510

8/2/13 or later: \$560

Single Day 8/1/13 or earlier: \$210

8/2/13 or later: \$235

NONPROFIT/GOVERNMENT SUBSCRIBERS

Nonprofit Subscription: \$75 (saves 30% off general admission rates for up to three people)

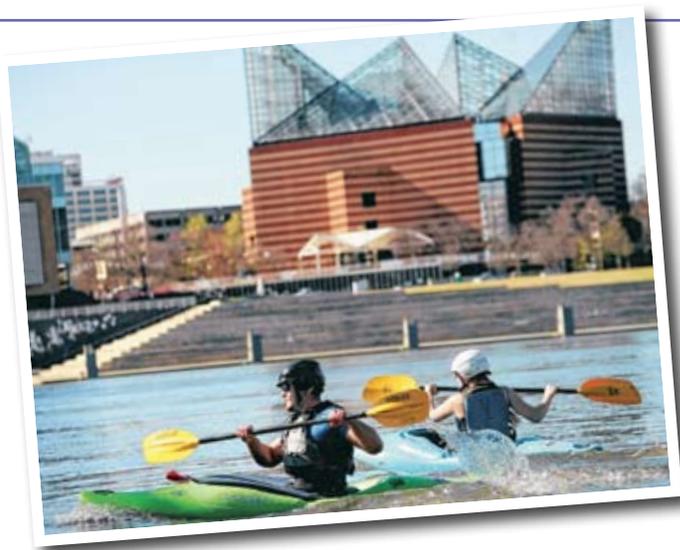
Government Subscription: \$80 (saves 30% off general admission rates for up to three people)

Register 8/1/13 or earlier: \$710

8/2/13 or later: \$780

Single Day 8/1/13 or earlier: \$290

8/2/13 or later: \$325



CORPORATE SUBSCRIBERS

Subscription: \$200 (saves 10% off general admission rates for up to three people)

Register 8/1/13 or earlier: \$910

8/2/13 or later: \$1,000

Single Day 8/1/13 or earlier: \$370

8/2/13 or later: \$415

GENERAL ADMISSION CONFERENCE RATES

Register 8/1/13 or earlier: \$1,050

8/2/13 or later: \$1,150

Single Day 8/1/13 or earlier: \$450

8/2/13 or later: \$550

Questions? For immediate assistance, call SEJ HQ at 215-884-8174. If your question is less urgent please email Robin Smith at rsmith@sej.org.

Registration can be confirmed only when payment is received.

IMPORTANT DEADLINES

– AUGUST 1 –

Deadline to register at the early discount rate

– SEPTEMBER 1 –

Deadline to book rooms at the Sheraton Read House

– SEPTEMBER 3 –

Deadline to book rooms at the Marriott Hotel

– SEPTEMBER 9 –

Deadline to cancel conference registration.

Substitutions can be made after this time.

To cancel registration, call 800.878.5131 or email rsmith@artcraftdisplay.com.



THE SHERATON READ HOUSE

827 Broad St., Chattanooga TN 37402

Just two short blocks and easy walking from the Chattanooga Convention Center, where most sessions will be held, the Georgian architecture of this hotel placed it on the National Register of Historic Places.

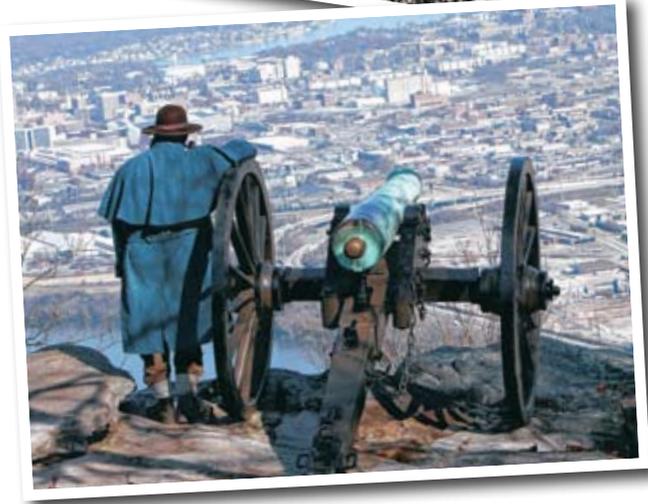
- FREE WiFi
- On the Chattanooga free electric shuttle line
- Starbucks®
- If you like a good haunting, book room 311

RATES: \$119 plus tax

BOOK ONLINE: http://bit.ly/SEJLodging_Travel

Or call **423.266.4121** for a reservation.

Deadline to book at the group rate: Sept. 1.



LODGING

If you call either conference hotel to book your room, say you are with the Society of Environmental Journalists to get the group rate. If you book online at the SEJ reservation site for either hotel, you'll automatically get the group rate. Check deadlines (below) for booking!

CHATTANOOGA MARRIOTT

Two Carter Plaza, Chattanooga, Tennessee 37402

Located in the downtown business district, the Chattanooga Marriott is only minutes from the city's top attractions, including the Tennessee Aquarium, Bluff View Art District, UT-Chattanooga and downtown restaurants. It is attached to the Chattanooga Convention Center, where most conference sessions will be held.

- FREE WiFi
- On the Chattanooga free electric shuttle line
- Starbucks®

RATE: \$119 plus tax

BOOK ONLINE: http://bit.ly/SEJLodging_Travel

Or call **423.756.0002** for a reservation.

Deadline to book at the group rate: Sept. 3.

TRAVEL

- Chattanooga Airport (9 miles from main conference hotels)
- McGhee Tyson Airport, Knoxville (112 miles from Chattanooga)

More airport information and ideas for ground transportation are available at bit.ly/GoToChattanooga

Society of Environmental Journalists

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"The one process now going on that will take millions of years to correct is the loss of genetic and species diversity by the destruction of natural habitats. This is the folly our descendants are least likely to forgive us." - E. O. Wilson

ABOUT SEJ

The Society of Environmental Journalists was founded in 1990 by a small group of award-winning reporters, editors and producers from top news organizations in the United States. Today SEJ is a lively educational community of more than 1,350 print, broadcast and online journalists, along with students and educators throughout the U.S., Canada, Mexico and 27 other countries. SEJ's mission is to strengthen the quality, reach and viability of journalism across all media to advance public understanding of environmental issues. SEJ conferences, reporting tours, regional events, publications, Freedom of Information WatchDog Program, awards, fellowships, mentoring, mini-grant programs and robust membership network have earned the organization a stellar reputation as a respected media peer group capable of informing and advancing news coverage on a wide range of environmental issues, with significant results.



ABOUT UNIVERSITY OF TENNESSEE AT CHATTANOOGA

The University of Tennessee at Chattanooga has become a national model for metropolitan universities. UTC is dedicated to meeting the general and professional educational needs of area residents, known for strong community involvement and leadership, with emphases on applied research and public service. In collaboration with many regional partners, UTC offers students an experiential learning environment graced with outstanding teaching scholars in bachelor's, master's, and doctoral programs in the College of Arts and Sciences, College of Business, College of Engineering and Computer Science and the College of Health, Education and Professional Studies. The University of Tennessee at Chattanooga is one of three universities and two other affiliated institutions in the University of Tennessee System; the others being in Knoxville and Martin. Founded in 1886, the University had been a private institution for 83 years when it joined the University of Tennessee's system of statewide campuses in 1969. UTC retains the best aspects of that private tradition, yet offers all the resources of a modern public university.

THE UNIVERSITY OF TENNESSEE **UT**
CHATTANOOGA

ABOUT THE CHATTANOOGA TIMES FREE PRESS

The *Chattanooga Times Free Press* is a daily broadsheet newspaper distributed in at least 31 counties in four states around the metro Chattanooga region of Southeast Tennessee, Northwest Georgia, Northeast Alabama and western North Carolina. The merged newspaper of the *Chattanooga Times* (the first and flagship paper of Adolf Ochs who later became the owner of the *New York Times*) and the *Chattanooga Free Press* is most unusual among the nation's papers in that it runs two editorial pages. One is staunchly liberal, the other staunchly conservative, reflecting the traditional editorial leanings of the *Times* and *Free Press*. The Tennessee Press Association in 2002 recognized the *Times Free Press* as the best newspaper in Tennessee. One year later, *Editor and Publisher* magazine named the *Times Free Press* as one of 10 newspapers in the United States "that do it right." The paper's history — like that of Chattanooga — runs deep.

Chattanooga Times Free Press

ABOUT CHATTANOOGA <http://bit.ly/AboutChattanooga>