



27TH ANNUAL CONFERENCE
SOCIETY OF ENVIRONMENTAL JOURNALISTS

Hosted and sponsored by

**THE UNIVERSITY OF PITTSBURGH &
SWANSON SCHOOL OF ENGINEERING**

PITTSBURGH OCT. 4-8, 2017

OUR HOTEL



RIVERS OF CHANGE

WELCOME BACK
TO PITTSBURGH

It's been 13 years since the Society of Environmental Journalists last camped in "The Paris of Appalachia," near the confluence of the Allegheny and Monongahela rivers, where the mighty Ohio River begins. Much has happened, here, across the nation, and in Washington, D.C. And at SEJ's 27th annual conference — what we've dubbed the "Rivers of Change" gathering — we're going to paddle through a lot of it.

Hosted and sponsored by The University of Pittsburgh/Swanson School of Engineering, the conference will blend a local, post-industrial focus on the Pittsburgh region with a strong current of national and global environmental issues. And this year we'll place added emphasis on environmental justice, with an opening plenary at the August Wilson Center for African American Culture and a complementary track that spans the conference. Another strong track will focus on practical craft sessions that explore data and investigative journalism, your legal rights when reporting, safety in the field and more.

Additional sessions will address the convergence of science, policy, politics and social media, and how that mash-up has muddied our jobs as journalists covering the environment. We'll assess the evolving mainstream media, the roiling freelance landscape and advocacy journalism against a background of "alternative facts" that has made our professional navigation both more difficult and daunting, but ever more crucial.

In southwestern Pennsylvania, Old King Coal has been dethroned by its fossil fuel friend shale gas, igniting a boom that began a decade ago, went bust due to overproduction and now promises to mount something of a comeback. We'll do our best to get you on a pad and to the construction site of the first "cracker" plant outside of the South. And on that tour, we will certainly get you in touch with public-health professionals, residents of the drilling fields and activists who will raise important health and environmental justice issues.

Other tours will take conference attendees to the Allegheny National Forest, where battles rage over gas-well drilling and invasive species; Laurel Caverns, for an update on white-nose syndrome, a fungus wiping

out bats; and the Flight 93 Memorial and Fallingwater, exemplars of environmental design — possibly just in time for Fallingwater to be dubbed the first U.S. World Heritage Site for modern architecture. Another group will head to the Mon (that's short for Monongahela) Valley, the one-time industrial heart of the nation, where the steel was made that won world wars, built famous bridges and spurred the United States' growth into a superpower.

The Mon Valley is also where we'll hold our spectacular Saturday night party, this year on Friday (there's a good reason, trust us), at the 110-year-old Carrie Furnaces, rusty, iconic, industrial iron furnaces that are part of the Rivers of Steel National Heritage Area. We've invited John Kerry to speak about the Paris Climate Accord and how it will fare under the Trump administration, an event we're billing as "Kerry @ Carrie."

Our Sunday breakfast, at the spectacularly green Phipps Conservatory and Botanical Gardens, will have a presidential focus. Douglas Brinkley, who authored exhaustive environmental biographies of Teddy Roosevelt and his distant cousin Franklin Delano Roosevelt, has been invited, as has Theodore Roosevelt IV, a banker-conservationist who has worked with Native American tribes to stop mining in the Chugach National Forest. We've also invited Interior Secretary Ryan Zinke, who has billed himself as a conservationist in Teddy's mold. We'll see.

So come for the conference and stay for the post-conference tour, which this year will be a four-day, three-night cycle on a section of the Great Allegheny Passage, the 150-mile, rails-to-trails bike path that stretches from Pittsburgh to Cumberland, Maryland, through some of the most scenic parts of western Pennsylvania's Laurel Highlands.

You do not want to miss this one. If you do you'll feel worse than a White House reporter who didn't get invited to a Spicer office gaggle.

CONSIDER YOURSELF INVITED. WE HOPE YOU CAN JOIN US.

Conference Chairs:

Jennifer Bogo, Deputy Editor, *Audubon*

Don Hopey, Environment Reporter, *Pittsburgh Post-Gazette*

TOURS IN THE FIELD

Thursday, October 5

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 Wyndham Grand Hotel about 5:00 p.m. Planning was still underway at the time of printing, so please visit www.sej.org for more details. For those looking for some exercise, tours 1, 2 and 6 are your best options. Other tours involve moderate exercise. Tours 4 and 5 are best suited for those with limited mobility.

1. THE ALLEGHENY NATIONAL FOREST: WHERE TIMBER, OIL, GAS AND WILD RIVERS MEET (6:00 a.m. departure, \$40 fee, lunch included)

Pennsylvania's only national forest is also one of the nation's most industrial and threatened. It was established in 1923 on 513,000 acres of mostly clear-cut land, and grew, along with its black cherry, oak, maple and beech, into one of the few national forests that makes money on its timber sales. The mineral rights under more than 90 percent of the forest are privately owned (the legal term is "split estate") and oil and gas drilling sites are almost as plentiful as the white-tailed deer. Wilderness designated acreage is among the lowest in any of the nation's forests, and its trees are beset by a host of invasive bugs and blights. Despite all that, the forest is bounded by two federal Wild & Scenic rivers, has a section of the North Country Trail, a National Scenic Trail and more old-growth acreage than anyplace in the state. We'll hike about a mile through an old-growth section called Heart's Content and discuss the forest's many issues. *Total drive time — 6 hours.*

2. LAKE ERIE: WATER, WALKING, WIND AND WINE (6:30 a.m. departure, \$40 fee, lunch included)

What happens on the land impacts the water, even drinking water resources as vast as Lake Erie. We'll explore those impacts on a tour of the eastern Ohio Lake Erie coastline, stopping first at the historic Lake Erie harbor of Ashtabula, Ohio, where a \$75 million project to remove toxic PCBs from the river is nearing completion. Next we'll head to the lakeside 1919 Ashtabula Pavilion for an early lunch and a discussion with Ohio Sea Grant about Lake Erie's toxic algae and fisheries challenges. Then it's off to the North Kingsville Sand Barrens for a short hike with the Cleveland Museum of Natural History, where we'll spot fall migratory birds and learn about land and lake conservation efforts. Finally, we'll stop at a winery near Conneaut for a discussion of a unique freshwater wind turbine project in Lake Erie, and sample bread, cheese and wine at this 50-year-old sustainable vineyard (please bring \$5 cash for wine tasting). *Total drive time — 4 hours.*

3. LAUREL HIGHLANDS: ONE BEAUTIFUL MOUNTAIN LANDSCAPE, TWO VERY DIFFERENT ENVIRONMENTAL STORIES (6:45 a.m. departure, \$40 fee, lunch included)

Out of the tragedies of 9/11, a fallow coalfield in western Pennsylvania became the site of the Flight 93 National Memorial. The built structures of the memorial echo aspects of the natural surroundings, while native trees and wildflowers and a renewal of wildlife at the site create a space for remembrance and healing. We'll explore themes of reclamation and restoration, as legacy acid mine drainage is still being treated on the grounds. A county away, we'll visit Frank Lloyd Wright's 1937 masterpiece, Fallingwater, for another perspective on the integration of the built environment and nature. *Total drive time — 4 hours.*

4. "CRACKER" PLANTS AND FRACKING AND ALL THAT GAS (7:00 a.m. departure, \$40 fee, lunch included)

Of all 50 states in the U.S., Pennsylvania is the second largest producer of natural gas behind Texas. On this tour, we'll visit drilled wells from the historic past, a fracking site of the present, and one of the biggest shale gas industrial sites of the future — a 340-acre polyethylene "cracker" plant. We'll also meet with local elected officials and residents living in the communities where these operations occur. From Pittsburgh, our bus travels north through the Ohio River Valley to Beaver County, Butler County and beyond. During the trip we'll view the documentary "Triple Divide [Redacted]," which highlights the impacts of fracking on people and places across Pennsylvania. *Total drive time — 5 hours.*

5. FROM STEELTOWN TO GREEN CITY (7:30 a.m. departure, \$40 fee, lunch included)

Part of Pittsburgh's evolution from a city choked by smog and coal dust to one of the nation's most livable places has been the embrace of green buildings. From non-profit nature centers to for-profit bank buildings, Pittsburgh is lighting the urban sustainability pathway with LEED-certified structures that help clean the air, reduce dependence on fossil fuels and brighten the skyline. But the city and The University of Pittsburgh are also working to make sure that green buildings don't just go to those with the most "green" to pay. On this tour, local experts will take you through some of the highlights, visiting innovative projects in a low-income neighborhood as well as a city park, Pitt's campus, and the blooming (and green) Phipps Conservatory. *Total drive time — 1 hour.*

6. TO THE BAT CAVE! (8:00 a.m. departure, \$50 fee, includes lunch and cave entry)

Fifty miles southeast of Pittsburgh lies Laurel Caverns, the largest cave system and bat habitat in Pennsylvania. In 2008, white-nose syndrome made its way from New York to Pennsylvania, and by the following year, thousands of bats had died from the fungal

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disease. On this tour, you'll travel deep into Laurel Caverns, off the public cave paths and through narrow crawl spaces to hibernacula used by bats during the winter months. You'll learn about bat physiology, behavior and the effects of white-nose syndrome, as well as the caverns' dazzling geology. Participation in this field trip requires a high degree of mobility. **Total drive time — 3 hours.**

7. ONE CITY, THREE RIVERS: PITTSBURGH'S WATER CHALLENGE

(8:15 a.m. departure, \$45 fee, includes lunch and boat fee)

Pittsburgh faces challenges typical of many urban water systems, with its efforts to stem combined sewer overflows, manage its stormwater, prop up its aging infrastructure and address lead in its drinking water. Amid community outcry, regulators have ordered the water authority to replace lead service lines across the city. Meanwhile, a new "Green First" plan will utilize green infrastructure to address flooding and CSOs. This tour will start with drinking water treatment and make stops at green infrastructure sites and a reclaimed island that boasts, "George Washington landed here." We'll tour a sewage treatment plant and end the day on a research boat at the confluence of Pittsburgh's three rivers, where we'll learn about emerging pollutants in urban waterways as we take in a stunning view of downtown. **Total drive time — less than 2 hours.**

8. COAL, STEEL AND SMOG

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

Once known as "Hell with the Lid Off," the Pittsburgh region is still coping with the environmental legacy of heavy industry. We will hike up "bone piles" (early 20th century coal wastelands) and discuss reclamation efforts; visit the Smog Museum (motto: "Clean Air Started Here") in Donora, the site of a 1948 air pollution disaster that killed 22; and tour the rusty ruins of the historic Carrie Furnaces, an ironworks that supplied U.S. Steel's massive Homestead Steel mill and is now part of the National Park Service's Rivers of Steel National Heritage Area. We'll be joined by historians, industry experts and a survivor of the deadly Donora smog, and conclude with a discussion at Brew Gentlemen, a microbrewery located in the historic steel town of Braddock. **Total drive time — 2.5 hours.**

9. FISSION AND OUR ENERGY FUTURE: THE VIEW FROM INSIDE AN OPERATING NUCLEAR PLANT

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

Join us as we tour FirstEnergy Corp's twin-reactor Beaver Valley nuclear complex, 34 miles northwest of downtown Pittsburgh, and get a firsthand look at how nuclear technology works. Beaver Valley 1 and Beaver Valley 2 are pressurized water reactors licensed to operate until 2036 and 2047, respectively. But Pennsylvania is one of many states with deregulated electricity markets where nuclear plants now struggle to compete against

lower-priced forms of energy. Learn about the pros and cons of nuclear, and why industry executives view it as a powerful tool for combatting climate change. **Total drive time — 1.5 hours.**

AGENDA

ENVIRONMENTAL JOURNALISM 2017

The 27th Annual Conference of the Society of Environmental Journalists officially begins Wednesday, October 4, at 5:00 p.m., with an opening reception followed by dinner and a program on environmental justice.

Wednesday, October 4

Before the official kick-off, we offer the all-day workshop below, as well as an afternoon meet-and-greet with fun networking opportunities. See sej.org for more details.

MULTIMEDIA TRAINING: PODCASTS, VIDEO AND SOCIAL MEDIA

Back by popular demand, but with a twist! We've touched on audio and video before, but this time we're taking them further and throwing in something new. In the morning you'll work on creating your own audio story. You can bring a recorder or use a phone app, but either way you'll get up close and personal with audio production. Or if you prefer, join us for a second production track — basic video. At lunch we'll discuss which stories are best told using which medium. In the afternoon we'll again break into two tracks — expand your video techniques, or add new skills in social media, including how to process your cellphone photos for maximum reach. You get to choose. When the day's over, we guarantee you'll have much more confidence in your ability to capture a story from every angle. **SEJ members only. See the full agenda on the SEJ website. Pre-registration and \$60 fee required. Breakfast and lunch included.**

OPENING RECEPTION: TIPPING THE SCALES OF ENVIRONMENTAL JUSTICE

We'll head down the street to the eye-opening August Wilson Center for African American Culture to browse exhibits, mingle with colleagues and network with sources. This year communities burdened with pollution and threatened by industry have dominated headlines, but there are many more that haven't made the news. So following cocktails and dinner, we'll convene in the center's state-of-the-art theater for a discussion on environmental justice, including speakers **Winona LaDuke**, executive director of Honor the Earth, and **Mustafa Ali**, former chief environmental justice official at U.S. EPA and now senior vice president of climate, environmental justice and community revitalization at the Hip Hop Caucus.

Thursday, October 5

Tours: See previous pages for details on Environmental Journalism 2017 field expeditions across Pennsylvania.

INDEPENDENT HOSPITALITY RECEPTIONS AND EXHIBITS

Now a popular SEJ tradition, this is the conference's best networking opportunity. After spending the day in the field, meet with hosts of multiple receptions. They'll have experts on hand as well as displays, materials and, of course, great food and drink. And don't miss the sneak peek at 2017 exhibitors and alternative vehicles. You'll be able to sign up for test-drives during the receptions.

Friday, October 6

At breakfast events on both Friday and Saturday we'll have networking tables on various topics, get-togethers with PIOs and newsmakers, and the latest in alternative vehicles and other technologies on display. Check the SEJ website beginning in July for details.

OPENING PLENARY: ENVIRONMENTAL JOURNALISM IN THE TRUMP ERA

We thought it had been a tough road for journalism? Now we have a president who calls mainstream media the enemy; increasingly opaque and off-the-record federal agencies; a polarized, distrustful audience; and a rising tide of fake news. The First Amendment seems under attack by the Second Amendment, and, of course, the latter has all the guns. Then there are the deregulations, the budget cuts and the chaos... oh my!

CELEBRATING ENVIRONMENTAL JOURNALISM LUNCH

We slog through workdays, late nights and weekends to not only get stories, but to get them right. Watch all that effort pay off at SEJ's Annual Awards for Reporting on the Environment. After the ceremony, a panel of winners will take the stage to discuss the stories behind their outstanding work and the common challenges of our craft.

KERRY @ CARRIE, WITH DINNER AND DANCING

Buses depart early for cocktails at the surreal Carrie Furnaces, an ironworks that is one of the last remaining parts of the massive, historic Homestead Steel Works, which produced the steel that built the Empire State Building, Gateway Arch in St. Louis and railways that spanned the nation. Before dinner, you'll be able to tour the industrial site, part of the National Park Service's Rivers of Steel National Heritage Area, and hear a keynote from **Sen. John Kerry** (invited). Do not miss seeing the graffiti wall and "The Stag," a 40-foot-tall deer head fashioned out of scavenged rebar, wire and cracked rubber hoses by a community of artists who sneaked onto the site after the furnaces shut down.

Then get ready to rock the building, like it's not been rocked since the iron furnaces roared. *Dancing shoes required. Steel-toes optional. Pre-registration and \$35 fee required.*

Saturday, October 7

LUNCH PLENARY: THE SIXTH EXTINCTION... LIVE AND PERSONAL!

Why are conservation efforts failing so many iconic species? What will it take to embrace specific or geopolitical solutions radical enough to save tigers and other big cats, great apes, rhinos, elephants and other endangered species? This provocative plenary will ask tough questions of leading experts. Via live video links, we will also connect with those fighting what amounts to a war to protect wildlife and hear stories from the front lines of the planet's sixth major extinction event.

A RIVER OF MINI-TOURS

We'll send you out and about across the city and into the hills and river valleys. Options this year might include: Bike to a bike museum; kayak three rivers; plant trees with foresters; visit state-of-the-art Pitt engineering labs; peek behind the scenes at the National Aviary; test out self-driving Ubers; and hike Oak Hollow Greenway.

BEAT DINNERS IN THE 'BURGH

Pittsburgh's no longer a steel town; it's a food town. Innovative chefs partner with farmers and open eateries that have transformed the city's neighborhoods. You'll spend Saturday evening out on the town enjoying dinner and robust discussion at some of Pittsburgh's finest eateries, featuring a mix of ethnic cuisines, locally sourced menus and special diets.

Sunday, October 8

BREAKFAST AT PHIPPS CONSERVATORY AND BOTANICAL GARDENS

Under the glass, amidst the blooms, we'll have a full breakfast, and a full plate of Roosevelts, while we ponder deregulation and privatization issues and ask, "What Would TR Do Today?" With presidential biographer **Douglas Brinkley** (invited) and **Theodore Roosevelt IV** (invited), a banker and conservationist spearheading efforts to protect Alaska's Chugach National Forest, we'll examine the conservation records and legacies of Teddy Roosevelt and his environmentally underrated fifth cousin Franklin, and consider the ironies of a Republican president dismantling decades of conservation efforts as his Interior Secretary aspires to follow in TR's footsteps. Afterwards, we'll take a behind-the-scenes tour of Phipps Conservatory's Center for Sustainable Landscapes — billed as "the greenest building in the world" for being the first and only to meet four of the

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highest “green” certifications: the Living Building Challenge, LEED Platinum, WELL Building Platinum and Four-Stars Sustainable SITES. *Pre-registration and \$20 fee required. Breakfast and airport transportation included.*

POST-CONFERENCE TOUR: BIKING (AND A LITTLE SURFIN') ON THE GREAT ALLEGHENY PASSAGE

(Sunday, October 8 – Wednesday, October 11, \$350 fee required)

The Great Allegheny Passage (GAP) is one of the nation’s top biking trails. We’ll start at Mile 0, in Cumberland, MD, and take three leisurely days to ride 72 miles northwest, as far as Ohiopyle, PA. Along the way, we’ll make plenty of stops to discuss environmental issues, such as river reclamation, climate change-induced flooding, mountains and mining, and, of course, recreational trails — where are they headed (politically) during the next three years? Then, if you’re game, we’ll cap things off by kayaking a stretch of the Youghiogheny River.

Tour departs Pittsburgh following the Sunday morning program and returns to Pittsburgh no later than 5:00 p.m., Wednesday, Oct 11, when you are on your own for lodging. The \$350 fee covers bike rentals, transportation, bunk-bed-style lodging at trailside inns and hostels, and some meals and fees. *Deadline to sign up is August 25. Caution: Do not book your flight until this tour has been confirmed on August 25. Deadline to cancel with refund (less \$75 processing fee) is August 25.*

SESSIONS

CRAFT

- ◀ Data Journalism: How to Find It, Mine It, Animate It
- ◀ Safety, Digital Security and Legal Rights for Journalists
- ◀ Freelance Pitch Slam
- ◀ Book Author Pitch Slam
- ◀ How to Go from Prof(essional) to Prof(essor)
- ◀ Working Around PIOs Who Don’t Live Up to Their Titles
- ◀ Google Tools Training with SPJ
- ◀ Investigative Reporting: How to Dig Deeper
- ◀ New Media Business Models for Journalism
- ◀ Advocacy Journalism in the Trumpocene
- ◀ Words Matter: How to Reach Polarized Readers
- ◀ Explanatory Stories in a Deregulated World

WATER

- ◀ America’s Lead Epidemic in Context
- ◀ The Impact of POTUS on WOTUS
- ◀ Are Water Rights Human Rights?
- ◀ Let’s Make the Great Lakes Great Again
- ◀ Using Rivers as a Vehicle to Tell Stories

CLIMATE

- ◀ Climate War and Peace
- ◀ Redefining Climate Change Denial
- ◀ Taxing Carbon: Can We Have Our Cake and Eat It Too?
- ◀ Climate Action in the Hands of the Courts
- ◀ Will the Next Global Climate Leader Please Step Up?

ENVIRONMENTAL JUSTICE

- ◀ Good Food: Local, Sustainable, Equal
- ◀ Native American Tribes Take a Stand
- ◀ Environmental Justice in the Age of Trump
- ◀ How to Build EJ Sources and Trust
- ◀ Expanding the Environmental Justice Tent

WILDLIFE

- ◀ Organized Crimes Against Nature
- ◀ Spring Forward: Migrations and Global Warming
- ◀ Can Genetic Tools Save Species?
- ◀ Beyond Megafauna: Small Species, Big Loss
- ◀ North America’s Freshwater Extinction Crisis

ENERGY

- ◀ Pipelines: The Next Fracking Battleground
- ◀ Can We Afford Nuclear Power?
- ◀ The Fate of Renewable Energy Under Trump
- ◀ Resources vs. Recreation in the Fight for Public Lands

REGISTRATION INSTRUCTIONS

Find registration details here:

sej.org/sej-annual-conferences/registration

SAVE PAPER! PLEASE REGISTER ONLINE AND PAY BY CREDIT CARD AT THE SECURE PAYMENT SITE.

For questions about registration or problems with the online form, contact SEJ at sej@sej.org or (215) 884-8174.

Registration can be confirmed only when payment is received.

Cancellation Policy: If you cancel your registration in writing by Sept. 4, you'll receive a full refund less a \$50 processing fee. Nonattendance does not constitute cancellation. Substitutions may be made. Email or mail your request for cancellation to:

Robin Smith - rsmith@sej.org
SEJ Annual Conference
11945 W. Grand River
Eagle MI 48822

If SEJ must cancel the conference, registration fees will be refunded.

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

Member rates apply to SEJ members only.

Eligible individuals can apply for membership to register at the member rate. SEJ membership is restricted to journalists, professors and students.

If you apply for membership and are found to be ineligible, you will be billed for the remaining registration amount to make up the general admission rate — so be sure you know the criteria for eligibility before completing the application for membership.

See membership eligibility criteria here:

<http://bit.ly/SEJEligibility>

Apply for membership here:

<http://bit.ly/SEJMemberApplication>

Membership applications submitted after **Sept. 1, 2017**, might not be processed in time for the conference. We'll do our best, but apply early to avoid potential difficulties. Walk-in registrations are welcome, though some events might be full.

REGISTRATION RATES

Get the Earlybird Discount! Register by **AUG. 1**.

SEJ Members: \$220
(After Aug. 1: \$240)

Single Day: \$110
(After Aug. 1: \$125)

Students: \$90

Non-Members

General Admission: \$1200
(After Aug. 1: \$1400)

Single Day: \$600
(After Aug. 1: \$700)

Government/Large
Non-profit: \$790
(After Aug. 1: \$850)

Single day: \$330
(After Aug. 1: \$380)

University/Small
Non-profit: \$590
(After Aug. 1: \$650)

Single day: \$260
(After Aug. 1: \$310)

Exhibitors half-price special: \$600

IMPORTANT DEADLINES:

Aug. 1: Deadline to register at the early discount rate

Aug. 25: Deadline to register for or cancel the post-conference tour

Sept. 4: Deadline to cancel conference registration with refund less \$50 processing fee. Substitutions can be made after this time. To cancel registration, call (517) 290-4891 or email rsmith@sej.org

Sept. 18: Deadline to book rooms at the conference rate at the Wyndham Grand Downtown Hotel

GETTING THERE...

PITTSBURGH INTERNATIONAL AIRPORT

flypittsburgh.com

18.7 miles west of the Wyndham Grand Hotel. Bus: 28X Airport Flyer, \$2.75 one way, stops at Liberty Avenue and Wood Street. For Super Shuttle, call 800-258-3826; \$24 each way.

STAYING THERE...

LODGING

Wyndham Grand
Pittsburgh Downtown
600 Commonwealth Place
Pittsburgh, PA, 15222

Single or Double: \$155 •
Triple: \$175 • Quad: \$195

Book online at SEJ's
personalized group page:
<https://aws.passkey.com/e/14960471>
Or call: (877) 999-3223

(Book before Sept. 18 to get the group rate, and identify yourself as part of the SEJ group if you call for a reservation.)

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“ You could not step twice into the same rivers, for other waters are ever flowing onto you. ”

◀ **Heraclitus**, a Greek philosopher of the fifth century, B.C., who, despite such talk, never visited Pittsburgh



The Society of Environmental Journalists is a lively educational membership association of 1,250 journalists, educators and students in the U.S., Canada and 43 other countries. Founded in 1990, SEJ's purpose is to advance public understanding of environment-related issues by improving the quality, viability and reach of coverage on all media platforms. The organization engages, educates and empowers journalists through member-led conferences, tours and training events, publications, awards, story grants from the Fund for Environmental Journalism and Freedom of Information WatchDog.

Please visit www.sej.org to learn more, contribute and get involved.

University of Pittsburgh

The University of Pittsburgh, established in 1787, is one of the oldest American institutions of higher learning and ranked Best Public University in the Northeast by *The Wall Street Journal*. The University system of 16 Pittsburgh Campus schools and four regional campuses offers over 470 degree programs, a world-renowned medical center and more than 300 research centers, institutes, laboratories and clinics serving 35,000 students. Pitt ranks in the top 10 in federal science and engineering funding, according to a report from the National Science Foundation, and fifth among U.S. universities in competitive grants awarded to faculty by the National Institutes of Health. Pitt faculty have pioneered major medical advances including the Salk polio vaccine, multiple-organ transplantation, CPR and breast cancer treatment, while its alumni have won the Nobel Peace Prize, the Nobel Prize in Medicine, the Pulitzer Prize, the National Medal of Science, Olympic gold medals, Academy Awards and Super Bowl championships.

Cover art: Original graffiti art created for SEJ at Carrie Furnaces, site of our Friday night dinner party, by Pittsburgh artist Shane Pilster (www.rosarts.com).

Cover photo: Adam Taylor
Inside cover photo: Darrell Sapp, *Pittsburgh Post-Gazette*
Back cover photo: The University of Pittsburgh