“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
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

Scripps Howard Awards 2013

Scripps Howard Foundation

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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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
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 the many questions when work for yourself. The Freelance Workshop at Lubbëck in 2012 filled to the brim 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 $50 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 Eichenscher, Senior Editor, Discover Magazine
Daniel Grossman, Contributing Editor, National Geographic
News Watch
Michael Kodos, Photojournalist, Writer and Picture Editor
Emma Marris, Environmental Writer and Reporter
Susan Moran, Freelance 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; Professor, Radio-Television Journalism, School of Journalism, University of Missouri

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., and how to negotiate (higher) rates with editors, especially, as a freelancer. Straight talk about pay rates now versus the new book, The Science Writers’ Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age.

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.

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 freelance. 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:
12:00-12:30 p.m. Lunch
12:30-2:00 p.m. The Art of thePitch 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 will 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 getting 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
2:00-3:30 p.m.
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

11:00 a.m.-12:00 Noon
Cities, Coasts, and Climate Change: Case Studies
Speakers:
Inimada Abano, President, Philippine Network of Environmental Journalists
Amoto Ake, Business Day (Nigeria)
Jim Wheeler, Reporter, The Baltimore Sun (invited)

2:30-3:30 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 the University of Pennsylvania; and Daniel Schensul, Technical Specialist, United Nations Population Fund

2:30-3:30 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 tour and dinner 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
2:00-5:00 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 SEJ Online, 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 world 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

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 tour and dinner 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

Thursday, October 3, 2013

Outdoor reception and dinner:
6:30 - 8:00 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 Painé, 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

Tour your bus stage, 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 tour and dinner 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 SEJOnline and other SEJ information.

Location: Outside Meeting Room 1

Opening reception and dinner
6:30 - 8:00 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.

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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 SEJOnline 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 3:00 p.m.

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 slurry 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. Well 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 Tuberly, Associate Professor of Biology, College of Arts and Sciences, Appalachian State University

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 Computational Sciences, ORNL

ADVANCED REGISTRATION: 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.
The Conasauga River 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 Calhoun, Assistant Curator of Forests, Tennessee Aquarium
Anna George, Director and Chief Research Scientist, Tennessee Aquarium Conservation Institute
Jim Hurig, 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 the activity. While much fracking when drilling for natural gas or oil is done here 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:
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

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 Ten- nessee publicly announced it was considering leasing land for the activity. While much fracking when drilling for natural gas or oil is done here 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 region. The 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, Environmental 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 Carlson, 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)
**Thursday, October 2, 2013**

**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**

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**9. HOW SUSTAINABLE AG FEEDS SUSTAINABLE CITIES**

(10:00 a.m. departure, 540 fee, lunch included)

We’ll start at Sequatchie Cove Farm, a family-owned sustain-

able farm in the Sequatchie Valley that produces meat and
dairy products for local restaurants and markets. Then we
head to Crabtree Farm in an urban farm in Chat-
tanooga. 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
improvised, 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, 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

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**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 envi-
nmental initiatives. Check your conference bag for a list of
organizations and businesses ready to dispense great nibbles,
quilts and conversation. Sign up for test-drives of environ-
mentally friendly vehicles and get the scoop on environmental
issues from your independent reception hosts’ experts.

Location: Exhibit Hall D

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**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 influe-
nces and challenges that led Leopold to pen his conservation classic A Sand County Almanac. As the lights come up, Leopold
wakes up the path. It has been 63 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 in-
vites 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 Pfitzer, Storyteller, Writer, and Actor (Chatta-
nooga)

Location: Chattanooga Convention Center Ballroom

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**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 an-
nual conference. Attendees include representatives of business,
government and environmental groups, as well as working jour-
nalists, academics and students.

Because our journalists are here, you may see or hear presen-
tations 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, Chat-
tanooga (423-756-0001), unless otherwise indicated.

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**BREAKFAST OR DISPLAYS**

7:00 a.m. - 6:00 p.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, hy-
brids 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 pro-
grams 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 lead-
ers General Motors and Toyota; and the CEO of the Nashville-
based Xerox 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.

BlowUp Car Talk, 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

Nashvil

Oliver Schmidt, General Manager, Engineering and Environ-
mental Office, Volkswagen Group of America

Craig Scott, Product Planning Manager, Toyota Motor Sales

Location: Exhibit Hall D

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**OPENING PLenary — JUST WHAT IS A SUSTAINABLE CITY?**

9:00 - 10:45 a.m.

We’ll examine the essence of environmental, economic and societal sustainability. From Chattanooga to Chicago, Van-
couver to Miami, municipalities are drastically changing their
future outlooks by altering plans for growth, and bracing for a
climate-change 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 Earth Day)

Sharon Knetsch, Chief Executive Officer, Environmental Industry

Association

Location: Chattanooga Convention Center Ballroom

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**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 innovation, 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

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**CONCURRENT SESSIONS**

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

**THE CRAFT 1**

Freelance Pitch Slam

Freelancers! Face time is an important component to cultivat-
ing 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, explain 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

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**Society of Environmental Journalists**

**October 2-6, 2013 | 23rd ANNUAL CONFERENCE**

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Jumping earthworms and other eco-Bullies

Injurious Wildlife Listing Coordinator, Fish and susan Jewell, tives.

of these and other immigrant species that are bullying the na-

And lionfish have become the single most aggressively marine headaches in the South, Midwest and eastern United States. 

Fish native to Asia — particularly snakeheads and various of their hotspots: The Great Smoky Mountains National Park.

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, Ensia 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 - NPA (Seattle)

Speakers:
Steve Curwood, Host, Public Radio International’s “Living On Earth”

Molly Samuel, Producer, KQED Science

Peter Thomson, Environmental Editor, Public Radio Interna-
tional’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 aggres-
sive, 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 na-

Moderator: Janet Raloff, Senior Editor, Science News

Speakers:
Mac Callaham 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 Depart-
ment, University of Tennessee

James Morris, Ecologist, Center for Coastal Fisheries and Habi-
tat 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, al-
leviate 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, Fish-
eries 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 Pro-
grams, 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,
two in South Carolina and one in Tennessee, are under construc-
Structure. With an aging nuclear fleet, abundant natural gas and
trates to reduce the nation’s carbon footprint, 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 Hooagland, Senior Vice President, Policy & Oversight, Ten-
nessee 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 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 sustainable development.
Moderator: Cheryl Hogue, Senior Correspondent, Chemical & Engineering News
Speakers: Dan Fagin, Associate Professor and Director, Science, Health and
Environmental Reporting Program, New York University
Ronald Kendall, Professor, Department of Environmental Toxicology and the Institute of Environmental and Human Health, Texas A&M 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 confer-
cence 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 add-
ing 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 Journal-
ism, 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
Mark Wolfe, Professor of Journalism, University of Nebraska-Lincoln
Location: Meeting Rooms 7-8
THE CRAFT 2
Social, Mobile & Local — A Workshop on New Tools for Envi-
ronmental Reporting
This hands-on training workshop will help environmental jour-
nalists 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 sleeves 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 perspectives of view, along with a mix of science,
policy, business and advocacy. The beat may mean covering
marine debries on Monday, wind energy on Wednesday, phtha-
lates on Thursday and fracking on Friday. One of the toughest
parts of the job is weaving together different, often contra-
dictory 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 Harman, Little, Brown 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, Restora-
tion and Protection
The IUCN Red List of Threatened Species currently lists more
than 10,000 species around the world as “endangered” or “criti-
cally endangered”. Another 10,000 are listed as “Vulnerable to
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 spe-
cies 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 po-
tential 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 still are in decline.
Moderator: John Platt, Freelance Journalist
Speakers: Cynthia Dohner, Regional Director, Southeast Region, U.S. Fish and Wildlife Service
Tim Mathison, 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,
others and future generations, rather than people and
towns near and now. Incorporating local angles on this global phenom-
enon is a crucial challenge and opportunity for journalists
reporting on climate change. For this panel we will be joined
by practitioners, academics and experts using science, data,
text messaging networks, interactive maps and their honed report-
ing skills to bring the seemingly abstract concept of climate change
to life for local audiences both domestically and inter-
nationally.
Moderator: James Fahn, Executive Director, Internationals’ Earth
Journalism Network and Lecturer, Graduate School of Jour-
nalism, University of California-Berkeley.
Speakers: Imelda Abano, President, Philippine Network of Environmental Journalists
Dave Cleaves, Climate Change Advisor to the Chief, U.S. For-
est Service
Linda Storick, 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, Internationals’ 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 bio-
philic 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, Biomim-
icry for Creative Innovation
Simon Nicholson, Assistant Professor, International Relations and
your Shirko, Global Scholars Program, School of Inter-
national 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 swamped communities in recent times. In 2010,
flood waters swamped the downtown and suburbs of Nash-
vile, 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 ques-
tions.
Moderator: Ben Hall, Investigative Reporter, NewsChannel 5
Nashville
Speakers: Jared 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
Society of Environmental Journalists
October 26-27, 2013 | 23rd ANNUAL CONFERENCE
Friday, October 4, 2013
16
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 Wellhoff, Chairman, Federal Energy Regulatory Commission (invited)
Xcel Energy representative TBD

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, yet 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 Kalemia-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
2:15 - 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 on the main hallway on your way back to sessions. SEJ members will have to dash off to another meeting, but others are encouraged to stop and browse through the exhibits until 5:00 p.m.

Location: Exhibit Hall D

Saturday, October 5, 2013

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: DINING 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 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.

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 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.

SEJ INFORMATION TABLE
9:00 - 10:15 a.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 environmental journalism 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.

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

Sponsored by the Rockefeller Foundation.

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

Speakers:
Robert LePiae, 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 so too common in our government agencies. If you’ve hit the wall lately, or found a way around it, come share.

Moderator: Tim Wheeler, Reporters, The Baltimore Sun

Speakers:
Elizabeth Grossman, Freelance Journalist
John Messeder, Freelance Journalist
Camilla Mortensen, Associate Editor and Reporter, Eugene (Or.) Weekly
Karen Schafer, 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. News, revamped, or reinvented — 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 nonprofit news organizations count on this model to work? This session will explore the state of the green media and what nonprofit news organizations are doing right.

Moderator: Scott Dodd, Editor, OnEarth.org

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

October 26, 2013 | 23rd ANNUAL CONFERENCE
BEVERAGE BREAK AND EXHIBITS
10:15 - 10:45 a.m.
Grab your coffee, tea, water and soda and take this opportu-
nity 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
Follow the Frackin’ Money
Fracking has its supporters and detractors. It also puts enor-
mous piles of money at stake from small-town America to
Washington to Wall Street. While we won’t discuss the argu-
ments and facts 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,
swaying 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
Location: Meeting Rooms 7-8
THE LAND
Critters and Climate: Phenology, Impacts and Adaptation
Does the arrival of one swallow make a spring? Phenology,
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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: Twayne 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.

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

10:00 - 11:00 a.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: 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. 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, Dukewatch: 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.

SEJ 2013 Conference Sponsors

Chattanooga Times Free Press
Chattanooga Times Free Press Foundation

University of Tennessee at Chattanooga

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SEJ 2013 Conference Team

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David Sachsman, University of Tennessee at Chattanooga
Pamela Sohn, Chattanooga Times Free Press

SEJ Personnel:
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Jay Latta, Director of Annual Conferences
Christine Bruggers, Director, SEJ Awards, Sr. Program Manager and SEJJournal Design and Production Editor
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Betsy Alderman, Department Head, Communication
Michael Andrews, Instructor and TV Studio Manager, Faculty Adviser, Moc News

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 advancement 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 Witterspoon, Amanda Womac, and Christine Woods.

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.”

SEJ 2013 Board of Directors

President: Don Hopey, Pittsburgh Post-Gazette

Please join us for SEJ’s 24th Annual Conference
September 3-7, 2014
New Orleans, Louisiana

Conference Chair:
Mark Schleifstein, NOLA.com | The Times-Picayune

Society of Environmental Journalists
PO Box 2492, Jenkintown, PA 19046 USA
P: (215) 884-8174 F: (215) 884-8175 E: sej@sej.org
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Nuclear energy plants don’t emit smoke, just steam from hot water. No other generating source provides more clean air energy.

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The Fertilizer Institute (TFI) represents the nation's fertilizer industry, including producers, wholesalers, retailers and importing companies. Our common goal: ensure fertilizers are used in an environmentally sustainable manner.

Look to us as a source on:
+ Nutrient management
+ Regional and national water quality initiatives
+ Soil and water conservation
+ Field and manufacturing practices to mitigate the release of greenhouse gases
+ Fertilizers and human health

Go here for in-depth content and additional contacts:
www.tfi.org – The Fertilizer Institute's website
www.nutrientstewardship.org – A resource on agricultural practices for the sustainable management of nutrients

The stories you cover are out in the field.
You should be too.

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Watch our website for upcoming programs, including our first Institute of 2014: North Carolina!
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Be Among the Best

Study at a Great Public University

Win the Top Prize for Young Journalists

KWF
KNIGHT-WALLACE FELLOWS

Exceptional journalists from the U.S. and abroad receive a $70,000 STIPEND, PLUS ALL TUITION AND FEES, to pursue studies at the University of Michigan and grow as journalists. Fellows attend twice-weekly seminars led by experts in journalism, business, politics and culture. Past speakers include Jill Abramson, George Soros, David Carr, Steve Kroft and Madeleine Albright. Fellows go on foreign news tours of İstanbul, São Paulo and Buenos Aires.

To apply, visit kwfellows.org or email kwfellows@umich.edu.

Serving as headquarters is the Mike and Mary Wallace House, a graceful, spacious home, given to the University of Michigan by the late CBS newsman and his wife.

Wallace House at the University of Michigan: Nurturing the Talents of Journalists

Entry deadlines: February 1, 2014

Wallace House at the University of Michigan: Nurturing the Talents of Journalists

$10,000 PRIZES ARE AWARDED to journalists under 35 years of age for outstanding achievement in local, national and international reporting. The largest all-media general reporting prize in the country, the Livingston Awards judge print, broadcast and online against one another.

The Livingston Awards recognized the early talent of many of today’s top journalists, including David Remnick, Ira Glass, Christiane Amanpour, Thomas Friedman and Michele Norris.

For information and entry forms, visit livawards.org or email livingstonawards@umich.edu.

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Could America’s next wilderness be right around the corner?

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.
On Average...
Every 15 Minutes
an Elephant is Killed for its Ivory

And the U.S. is part of the problem
To learn more go to: ifaw.org/stopwildlifecrime

The Knight-Risser Prize for Western Environmental Journalism recognizes excellence in reporting on environmental issues and stories in the North American West — from Canada through the United States to Mexico.

Deadline for entries:
MARCH 15, 2014

http://knightrisser.stanford.edu/eligibility_guidelines.html
Sponsored by the John S. Knight Journalism Fellowships and the Bill Lane Center for the American West at Stanford.
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The ultra-fuel-efficient Volkswagen XL1 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 XL1 — 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, XL1 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