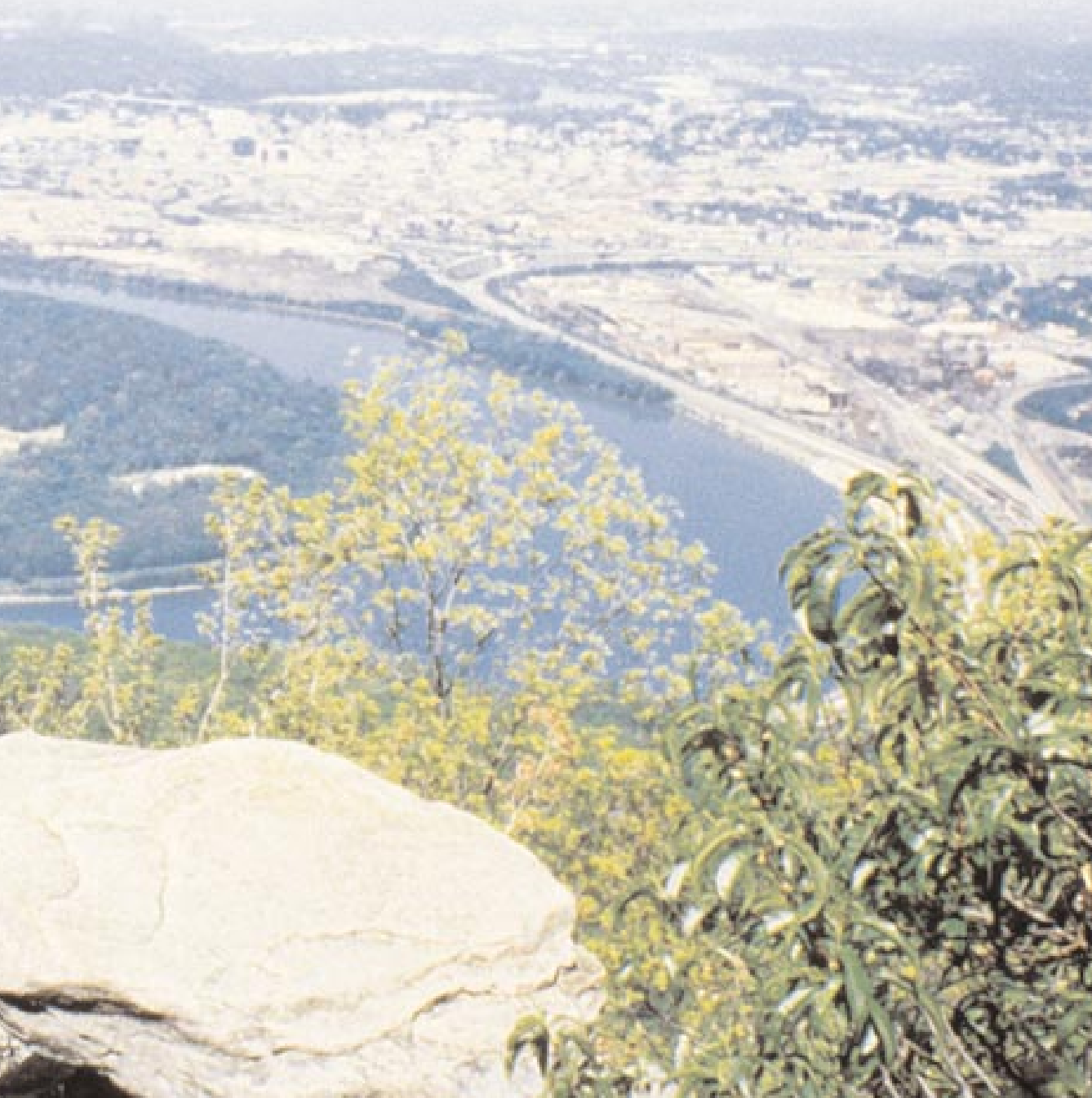


Society of Environmental Journalists

Eighth National Conference

Chattanooga, Tennessee

October 8-11, 1998



Society of Environmental Journalists

Hosted by

The University of Tennessee at Chattanooga and The Chattanooga Times

in

Chattanooga

1998



THE UNIVERSITY OF TENNESSEE
AT CHATTANOOGA



October, 1998

Office of the Chancellor
101 Founders Hall
615 McCallie Avenue
Chattanooga, TN 37403-2598
(423) 755-4141

Dear SEJ Conference Participant:

Together with the Chattanooga Times, we at the University of Tennessee at Chattanooga are happy to welcome you to Chattanooga and the National Conference of the Society of Environmental Journalists. We believe that this eighth meeting of the SEJ will contribute to your tradition of lively gatherings, rich in content and debate.

It is appropriate that this group of print and electronic journalists concerned with global and local environmental issues should hold its annual conference in this city and in partnership with this university. Chattanooga's efforts to address the challenges of clean air and water have given birth to a broad commitment to sustainable development. Through its interdisciplinary undergraduate and graduate programs in environmental science and its environmental engineering program, UTC is regularly discovering ways to partner with the region in these efforts, whether monitoring city stormwater discharge, learning to reduce acid mine runoff in local streams, or collaborating on an urban Smart Park to foster intelligent reuse of resources.

The Chattanooga story is far from finished, and in that way it mirrors the global reality. But we believe you have chosen the right place to visit sites that dramatize efforts to sustain a healthy ecology and to attend sessions devoted to exploring the environment from the perspectives of the laboratory, the legislature, the communicator, and the corporation. Yours is an application of the journalist's profession which will grow increasingly critical to our society's efforts to inform itself and make responsible decisions. We are discovering at UTC that pooling resources with other entities offers our best hope for contributing to that decision-making process. May your 1998 SEJ conference prove to be a fully successful event!

Sincerely,

Handwritten signature of Bill W. Stacy in cursive.

Bill W. Stacy
Chancellor

Handwritten signature of J. William Berry in cursive.

J. William Berry
Provost and Vice Chancellor
for Academic Affairs

Thursday, October 8

Field Expeditions

Logistics:

The Radisson Read House, Martin Luther King Blvd. and Broad Street, will be the site for Wednesday afternoon, Thursday, and Friday conference registration. Look for registration tables upstairs in the balcony area.

Full-day tours: Buses will depart from the Radisson Read House's front entrance at Broad Street at 8:00 A.M. Buses will return to the Read House about 5:00 P.M. Lunch will be provided.

Half-day tours: Buses will depart from the Radisson Read House's Broad Street entrance at 12:30 P.M. Buses will return to the Read House about 5:00 P.M. A snack will be provided, but eating lunch before the tour is recommended.

Please consult the addendum for additional speakers and last-minute changes.

Full-Day Tour

8:00 A.M.—5:00 P.M.
(lunch provided)

Managing the People's Forest—A Case Study

The headwaters of the Conasauga River lie largely within two national forests, with substantial amounts of private land mixed in. Recreational users, the timber industry, and those who rely on the water itself place competing demands on the watershed and those who manage it. The trip will offer a close-up look at the balancing act that results. Some walking will be required. Please dress accordingly.

Media Leader: Andrew Melnykovich, Louisville Courier-Journal

Speakers: Elizabeth Estill, USDA-Forest Service; Clarence Hair, local farmer; George Ivey, The Nature Conservancy; Doyle Sutton, private timber owner

Full-Day Tour

8:00 A.M.—5:00 P.M.
(lunch provided)

The Snail Darter Saga

This all-day tour will offer perspectives on the past and an update on current issues involving endangered species, energy deregulation, water quality, regional economic development and more. We'll travel to Tellico Dam on the 20-year anniversary of an epic environmental battle pitting hydropower against a tiny fish. We'll get perspectives on the success of the Tennessee Valley Authority, a New Deal program intended to revitalize the South. We'll visit the Sequoyah Birthplace Museum for a view of Cherokee history. And we'll hear diverse views on Habitat Conservation Plans and, no surprises, the controversial keystones of the Clinton Administration's endangered species policy.

Media Leaders: Kathie Durbin, freelance journalist; Lee Johnson, freelance journalist

Speakers: Alfred Davis, Davis Tractor and Equipment; Kim Delfino, U.S. Public Interest Research Group; John Fay, U.S. Fish & Wildlife Service; Laura Hood, Defenders of Wildlife; Kathryn Jackson, Tennessee Valley Authority; Zygmunt Plater, Boston College Law School; Mack Prichard, Tennessee State Parks; Russell Townsend, Sequoyah Birthplace Museum; Larry Trent, TRW Koyo; John Turner, Georgia-Pacific

Half-Day Tour

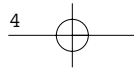
12:30—5:00 P.M.
(snack provided)

Blue, Gray and... Green

Preserving history goes hand-in-hand with preserving nature. This tour will visit the Chickamauga/Chattanooga National Military Park, site of crucial Civil War battles, to examine how the National Park Service balances national interests with local concerns in its management of historic sites. Discussion will include traffic concerns, sprawl, and compatibility of various development proposals.

Tour Leader: Jim Ogden, National Park Service

Speakers: Lee Anderson, Chattanooga Free Press; Terry Reynolds, Engineer and Planner, Arcadis, Geraghty & Miller, Inc; Robin Rudd, Chattanooga Free Press; Virginia Smith, City Manager, Fort Oglethorpe, GA



Thursday, October 8

Field Expeditions

Half-Day Tour
12:30—5:00 P M
(snack provided)

Superfund Cleanup: How It s Done
Following a brief slideshow, the tour will visit two waste sites in different stages of cleanup. At the nearly completed Chattanooga Creek Superfund site, we ll hear how the cleanup was accomplished and how the community played a role. Then, at the 7,000-acre Volunteer Army Ammunition Plant, which is still in early cleanup phases, we ll learn about redevelopment efforts and the environmental problems that remain.

Media Leaders: Harvey Black, freelance journalist; Pam Sohn, The Chattanooga Times

Speakers: T.R. Andrade, ICI Americas, Inc.; Milton Jackson, Stop Toxic Pollution; Charles Saunders, ICI Americas, Inc.; Richard Twitchell, ICI Americas, Inc.; Nestor Young, U.S.Environmental Protection Agency, Region 4

Half-Day Tour
12:30—5:00 P M
(snack provided)

A New Approach to Urban Revitalization
In the Southside of Chattanooga, city planners are trying to develop a more sustainable way of urban life, where residential neighborhoods are integrated with commercial businesses and environmentally friendly industry. A proposed Smart Park would tie together the energy, waste and water systems of different businesses to limit their costs and virtually eliminate pollution.

Media Leader: Dave Flessner, The Chattanooga Times

Speakers: David Crockett, Chattanooga City Council; Jim Schwab, American Planning Association; Rob Taylor, River Valley Partners

Special Session
3:00—5:30 P M
Radisson Read House
BESSIE SMITH ROOM

The Kyoto Shuffle: The Science, Politics, and Media Coverage of Global Climate Change
Should the United States ratify the Kyoto accord? We ll hear the observations and opinions of leading journalists, scientists, and representatives of the public and private sectors.

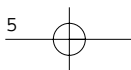
Moderator: Steve Curwood, Living On Earth, National Public Radio

Panelists: Jonathan Adler, Competitive Enterprise Institute; Elliot Diringier, White House Council on Environmental Quality; Jennifer Morgan, World Wildlife Fund; Barbara Pyle, Turner Broadcasting System; George Woodwell, Woods Hole Research Institute

7:00—10:00 P M
Radisson Read House
SILVER BALLROOM

Welcome Reception in the Silver Ballroom
Greet old friends, meet new ones, in an atmosphere of charm and distinction—this is a great opportunity to relax and mingle. Light hors d oeuvres and cash bar provided.





Friday, October 9
Radisson Read House

Logistics

Sessions will be held at the Radisson Read House until 5:15 PM. Beginning at 6:00 PM, and continuing a loop until 10:00 PM, shuttles will take registrants from the Radisson Read House s Broad Street entrance to the IMAX Theater (201 Chestnut St.) and Tennessee Aquarium (One Broad Street). Attendees are welcome to walk the eight or nine blocks to the site or take the city s electric shuttles, which run every five minutes from 6:00 AM—9:30 PM Monday through Friday.

All Day

2ND FLOOR BALCONY AREA

Registration, Radisson Read House

SIGNAL ROOM

Press Room/Reading Room

On special display are the 1997 Meeman award winners and selections from the Meeman entries and a variety of SEJ members works

7:30—8:45 A M

SUN ROOM

Continental Breakfast

Upstairs: Registration is located in the balcony area and Continental Breakfast is set up in the Sun Room and in the balcony

8:45—9:00 A M

SILVER BALLROOM

Welcome and Opening Remarks

Peter Dykstra, Cable News Network, SEJ 1998 National Conference Chair
Bill W. Stacy, Chancellor, University of Tennessee at Chattanooga

9:00—10:30 A M

SILVER BALLROOM

Opening Plenary: Is the Environment Beat Good for the News Business?

A panel of media executives discuss audience interests, competition, corporate ownership, marketing of the news and other factors with a bearing on how much environmental news gets into print or on air. As issues of integrity, social responsibility, negativism, and sensationalism in the news media are hotly debated by readers, viewers, and pundits, what role does environmental reporting have to play?

Moderator: Paul Neely, Publisher, The Chattanooga Times

Panelists: David Anable, President, International Center for Journalists; Robert Mong, Jr., President and General Manager, Dallas Morning News; Teya Ryan, Vice President for Program Development, CNN, and Executive Producer, CNN and Fortune

10.45 A M—12:00 Noon

CRUTCHFIELD ROOM

The South

Theme Rooms One

Gambling on the Gulf of Mexico

Casino development, wetland loss and the Dead Zone threaten the largest commercial fisheries in the continental United States.

Moderator: Mark Schlieffstein, New Orleans Times-Picayune

Panelists: Mark Davis, Coalition to Restore Coastal Louisiana; Cynthia Sarthou, Gulf Restoration Network; Nathalie Walker, EarthJustice Legal Defense Fund



EAST ROOM

The Street

Covering Nonprofits: Stories Inside Environmental Groups

The activities of nonprofit environmental groups are an overlooked source of good news stories, particularly in fundraising, political and lobbying activities, and their own often-bitter internal power struggles. A reporter, a charity watchdog, a critic of environmental groups, the public-relations director of the Sierra Club, and the head of an environmental charity hash out the possibilities.

Moderator: Jay Bookman, Atlanta Journal-Constitution

Panelists: Jonathan Adler, Competitive Enterprise Institute; Peter Bahouth, The Turner Foundation; Ken Foskett, Cox Newspapers; Dan Langan, National Charities Information Bureau; Daniel Silverman, Sierra Club



Friday, October 9

Radisson Read House

11:00 A M—12:15 P M Theme Rooms One (continued...)

CHICKAMAUGA ROOM

The Lab



Is Science for Sale?

Skeptical journalists will answer that question with a simple yes, but in the field it's sometimes hard to pin it down enough to publish. Using local, regional, and international examples, panelists will help working journalists recognize and expose cases where science has been sold out to money or political pressures.

Moderator: Orna Izakson, Bangor Daily News

Panelists: JoAnn Burkholder, North Carolina State University; Ross Gelbspan, author, *The Heat Is On: The High Stakes Battle Over Earth's Threatened Climate*; Todd Wilkinson, author, *Science Under Siege*

BESSIE SMITH ROOM

The Government



Environmental Politics And Campaign '98

Panelists will explore the role of environmental issues in the congressional and gubernatorial elections just four weeks away. Which races, if any, will be affected by environmental issues? What are candidates and interest groups doing to sway the outcomes, and how are voters responding? What predictions, if any, can be made about the makeup of the 106th Congress?

Moderator: Dale Curtis, Greenwire

Panelists: Debra Callahan, League of Conservation Voters; Jerry Taylor, Cato Institute

WEST ROOM

The Campus



Real Research & Journalism: Worlds Apart

Reviews of the First Amendment Center's report, *Worlds Apart: How the Distance Between Science and Journalism Threatens America's Future*, challenged its research, writing, and conclusions. Similar examples of questionable research surface in the news all too regularly. A panel of researchers review the essentials of good science—from design to data—with an emphasis on covering the environment.

Moderator: JoAnn Valenti, Russell Sage College (NY) and Brigham Young University (UT); Panelists: Michael Singletary, University of Tennessee-Knoxville; Robert Thomas, Loyola University; Lee Wilkins, University of Missouri; Kris Wilson, University of Texas-Austin

CHESTNUT ROOM

The Podium



The Wise-Use/Private Property Rights Movement

A political activist and a legal activist, both veteran leaders of a movement often at odds with environmental groups and government regulators, share their experiences with the public, the Congress, and the media.

Speakers: Chuck Cushman, National Inholders Association; Matt Glavin, Southeastern Legal Foundation

12:00 Noon—2:00 P M

SILVER BALLROOM

Keynote Presentation and Lunch

Introduction: David Crockett, Chattanooga Institute, Chattanooga City Council

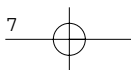
Speaker: Ted Turner, Vice Chairman of Time Warner, Inc. and a member of the Time Warner board of directors, oversees the company's cable networks division, which consists of Turner Broadcasting System (TBS), Cable News Network (CNN), Turner Network Television (TNT), and nearly two dozen other channels and programs, as well as New Line Cinema and the company's professional sports teams. Ted Turner founded CNN, the world's first live, round-the-clock all-news television network, on June 1, 1980.



2:00—4:00 P M

Mini-Tours One

Logistics: Vans will depart from and return to the Radisson Read House's Broad Street entrance. Meet tour guides outside the entrance before 2:00 P.M. Sizes are strictly limited. Attendance will be on a first-come basis. Please sign up at the Registration Desk before noon on Friday.



Friday, October 9

Radisson Read House

2:00—4:00 P M Mini-Tours One (continued...)

Recycling Carpet at Collins & Aikman

Tour the Dalton, Ga. plant where used carpet is recycled into new carpet (Powerbond ER³). The company was recently granted the first U.S. patent of its kind for the recycling process.

Guide: Martha Parker, Collins & Aikman

Speakers: Mac Bridger, Collins & Aikman; Rep. Nathan Deal, R-GA (Invited)

Tour limited to 20

Chattanooga's Electric Vehicle Living Laboratory

On this movable tour in an electric bus, you will see and hear how Chattanooga's downtown electric shuttle system ties together an elongated downtown; visit two of the mixed-use parking garages that anchor the system, including a seven-screen cinema and a bus recharging facility; and tour the Advanced Vehicle Systems manufacturing plant where the buses are made.

Guide: Judy Walton, The Chattanooga Times

Speakers: Joe Ferguson, Advanced Vehicle Systems; Rick Hitchcock, Chattanooga Area Regional Transportation Authority

Tour limited to 18

Reversing Sprawl

Tour Chattanooga's newest urban revitalization area: a 35-year-old suburban mall. Eastgate was the city's first mall, built in the heyday of urban sprawl and left behind when sprawl continued beyond the first-ring suburbs. A new design for a mixed-use town center with a street grid, new office, residential and retail buildings, and a town square, is being built in former mall parking lots.

Guide: Rich Bailey, Chattanooga News Bureau

Speakers: Sandy Kurtz, South Chickamauga Creek Greenway; John Mingus, Pilgrim Congregational Church; Rick Wood, Chattanooga-Hamilton County Regional Planning Agency

Tour limited to 20

2:15 P M—3:30 P M

Theme Rooms Two

CRUTCHFIELD ROOM

The South



Cashing in the Chips?

When timber brokers left the Northwest and re-found the Southeast about a decade ago, Chattanogans accustomed to basking in the shade of beautiful hardwood mountainsides found themselves in a raging debate over trees. Three chip mill companies were seeking river barge permits as cheap transportation for the chipped wood they planned to float to the Gulf and eventually to Japan. Because Tennessee, Alabama and Georgia have few environmental regulations concerning timbering, TVA, which had invited the chippers as business prospects, suddenly found itself in a debate over two shades of green: money vs. the environment.

Moderator: Pam Sohn, The Chattanooga Times

Panelists: Lee Barclay, U.S. Fish & Wildlife Service; Matt Bennett, Emmet-Vaughn Lumber Co.; Danna Smith, Dogwood Alliance

East Room

The Street



Watt's up for 21st Century Power?

What is our national energy policy? What should it be? Follow the money trail to forecast the future of the power business: old subsidies, new fuels and technology yet to be invented, as well as the impact of electricity deregulation, the Kyoto global warming treaty and the rise of green consumerism.

Moderator: Christy George, Oregon Public Broadcasting

Panelists: Dennis Creech, Southface Energy Institute; Joseph Romm, author, Lean and Clean Management; Janet Watts, Tennessee Valley Authority

CHICKAMAUGA ROOM

The Lab

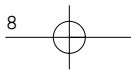


Pfiesteria Hysteria

This session offers an update on the intensely covered East Coast pfiesteria story and the less covered, but increasingly important, global environmental story of harmful algal blooms.

Moderator: Joby Warrick, The Washington Post

Panelists: Donald Anderson, Woods Hole Oceanographic Institution; JoAnn Burkholder, North Carolina State University; Timothy Wheeler, Baltimore Sun
Organized by Sea Grant



Friday, October 9
Radisson Read House

2:15—3:30 P M Theme Rooms Two (continued...)

BESSIE SMITH ROOM
The Government



Campaign Financing: The Environmental Angle
What do money and the environment have in common besides the color green? Politics. This pre-election session will show you the money trail from donors to your local candidates. Let your community decide if contributors try to influence environmental legislation through big donations.
Moderator: Dennis Trout, Image TV
Panelists: Byron Harris, WFAA-TV, Dallas; Margie Kriz, National Journal; Gary Lee, The Washington Post
Organized by Radio and Television News Directors Foundation (RINDF)

LOOKOUT ROOM
The Craft



Web Resources for Environmental Reporting
Learn about World Wide Web sites containing databases and other resources of particular interest to environmental journalists: the National Library of Medicine's TOXNET Web Interface, the U.S. Environmental Protection Agency's Web Site, Virginia's Tech's Natural Resources Research Information Pages, and the Environmental Defense Fund's Chemical Scorecard.
Moderator: Philip Wexler, National Library of Medicine
Presenters: Sarah Ivey, USEPA Headquarters Information Resources Center; Yu-Pai Leung, Virginia Tech, Department of Forestry; David Roe, Environmental Defense Fund

WEST ROOM
The Campus



Continuing Your Education
Former Fellows and University representatives discuss Fellowship opportunities for environmental reporters.
Moderator: Len Ackland, University of Colorado School of Journalism
Panelists: Mark Jaffe, Philadelphia Inquirer; David Ropeik, WCVB-TV, Boston; Christine Shenot, Oclarb Sentinel

CHESTNUT ROOM
The Podium



Small Planet, Big Media
Mark Hertzgaard is an accomplished writer whose critical eye has examined topics from China's environmental challenges to an analysis of the White House Press Corps. He'll explore how environmental battles could be affected by a media universe controlled by fewer, and larger, conglomerates.
Speaker: Mark Hertzgaard, media critic and author of *Earth Odyssey*

3:30—4:00 P M

Break

4:00—5:15 P M

Theme Rooms Three

CRUTCHFIELD ROOM
The South



Redneck Environmentalists
Meet three men who prove it's possible to be laid-back—and fiercely protective of the environment. *SportsField* labeled these panelists Alabama's Ecowarriors. But they don't spike trees—they fight their battles in the courts. Among their victories—protecting the last remnants of Alabama's old-growth forests from the chainsaws—at least for now. Their argument: the real radicals are out there destroying your national heritage...We environmentalists are the real conservatives. One judge for yourself.
Moderator: Melissa Ballard Smith, CNN
Panelists: Lamar Marshall, publisher, Wild Alabama; Ned Mudd, environmental lawyer and musician; Ray Vaughan, WildLaw

EAST ROOM

How to Cover Subsidies and Extractive Industries



Friday, October 9

Radisson Read House

4:00 P M—5:15 P M Theme Rooms Three (continued...)

The Street



Learn how federal and state governments aid mining companies. The feds offer generous subsidies to metal mining companies, while many states give coal companies breaks. In West Virginia, for example, super tax credits have saved coal companies more than \$500 million in taxes since 1986, lax Workers Compensation fund collections and hidden subsidies have saved the industry about \$1 billion since 1980, and lax environmental enforcement has saved millions more.

Moderator: Paul Nyden, *Charleston Gazette*
 Panelists: Steve D Esposito, Mineral Policy Center; Hal Quinn, National Mining Association

CHICKAMAUGA ROOM
 The Lab



Deformed Frogs Sending a Warning?
 For the past three years scientists have been looking for answers about what is causing frogs in Minnesota, Vermont, Quebec, and other areas to be horribly deformed with extra legs and webbing, missing limbs and eyes, skeletal problems, and internal organ malformation. This panel provides an overview of the problem, how it is being studied, the latest theories about causation, and the possible implications for human health.

Moderator: Tom Meersman, *Minneapolis Star Tribune*
 Panelists: Jim Burkhart, Environmental Toxicology Program, National Institute for Environmental Health Sciences; David Gardiner, University of California-Irvine; Judy Helgen, Minnesota Pollution Control Agency

BESSIE SMITH ROOM
 The Government



Breaking Ground: Reporters Tackle a Sprawling New Beat
 Environmental reporters increasingly are, by choice or by assignment, covering sprawl and land-use issues as part of their beat. At some papers sprawl has even become a separate beat. The issues vary from region to region, but it all eventually comes down to debates over how to use a truly limited resource—land—and whether various types of developments are sustainable, economical, and politically acceptable.

Moderator: Perry Beeman, *Des Moines Register*
 Panelists: David Goldberg, *Atlanta Journal-Constitution*; Stuart Leavenworth, *Raleigh News & Observer*; Betsy Marston, *High Country News*

WEST ROOM
 The Campus



Finding a Job
 This is a workshop for anyone interested in finding a job in journalism. Whether you are a student or a seasoned professional looking for a change, you'll enjoy the frank discussion offered by this experienced panel.

Moderator: David Sachsman, University of Tennessee-Chattanooga
 Panelists: Jim Detjen, Knight Chair of Environmental Journalism, Michigan State University; Ron Smith, Managing Editor, *The Chattanooga Times*; Bill Wallace, News Director, WRCB-TV, Chattanooga

CHESTNUT ROOM
 The Podium



Kill the Messenger
 Last year, investigative journalists Jane Akre and Steve Wilson were dismissed from WTVT-TV, a Fox affiliate in Tampa Bay, after producing a controversial series on the use of rBGH, a synthetic growth hormone, in cows. The series never aired—it was killed after Fox received a letter from lawyers representing Monsanto, producer of rBGH. Come hear how these messengers are fighting back.

Facilitator: Brian Lavendel, freelance journalist
 Speakers: Jane Akre, independent television journalist; Steve Wilson, independent television journalist

Friday, October 9

Tennessee Aquarium/IMAX 3D Theater

Evening events will take place at IMAX* Theater at 201 Chestnut Street and the nearby Tennessee Aquarium at One Broad Street

Logistics: SEJ's buses will depart from and return to the Radisson Read House's front entrance on Broad Street beginning at 6:00 P.M. Registrants are welcome to walk the eight or nine blocks down Chestnut to the site of the evening program, or ride Chattanooga's electric shuttles until 9:00 P.M. SEJ's buses will make continual loops all evening until 10:00 P.M. The IMAX® 3D and Aquarium are one block from each other near the riverfront.

6:30—7:30 P.M. Evening Special Presentation

IMAX® 3D Theater Into the Deep with Sylvia Earle

Join renowned marine biologist Sylvia Earle, the National Geographic Society's 1998 Explorer in Residence, director of the Sustainable Seas Expeditions, and former Chief Scientist for the National Oceanic and Atmospheric Administration, on this eye-opening, multi-media tour of the state of our oceans.

Welcome: Jackson Andrews, Tennessee Aquarium Director of Operations and Husbandry

Speaker: Sylvia Earle, Founder and Chair, Deep Ocean Exploration and Research



7:30—10:00 P.M. Dinner, Reception and Tour

Tennessee Aquarium

Step into a teeming world of shimmering blues and iridescent greens, where 9,000 animals swim, fly, crawl and slither in natural habitats. At the world's largest freshwater aquarium, you'll wind down a 60-foot canyon and through two living forests and a mountain stream alive with piranhas, monstrous catfish and gliding stingrays.



The Tennessee Aquarium's exhibits guide visitors on a journey from the Tennessee River's source in the Appalachian high country, through its midstream, to the Mississippi Delta, and on to the great rivers of the world in Africa, South America, Siberia, and Asia.

You'll also experience the entirely new gallery of Jellies: Phantoms of the Deep.

Founded as a private, non-profit, educational organization, the Tennessee Aquarium is dedicated to the understanding, conservation, and enjoyment of aquatic environments.



Saturday, October 10
University of Tennessee at Chattanooga

Logistics

Beginning at 7:00 A.M., shuttles will transport registrants from the Radisson Read House's Broad Street entrance to the University of Tennessee, University Center (642-A East Fifth Street) at the Lansing Street lot. The afternoon play, *A Sense of Wonder* will be in the Fine Arts Center, Roland Hayes Theater, a short walk from the University Center. Shuttles will continue to loop back and forth, leaving each location every hour on the hour. Following afternoon panels and theater performance, shuttles will transport registrants from the University back to the Radisson Read House.

All Day

UNIVERSITY CENTER
LOBBY

Registration, University of Tennessee at Chattanooga
642-A East Fifth Street

ROOM 116

UPPER LOBBY

Press Room

Reading Room

On special display are the 1997 Meenan award winners and selections from the Meenan entries and a variety of SEJ members works.

Room 208

Computer-Assisted Reporting and Internet Demo Room

Drop by anytime for one-on-one, hands-on training in using the Internet to find information and using other computer software to make sense of data. Stupid questions welcome! Instructors: Russell Clemings, *Metro Bee*; Richard Mullins, University of Missouri School of Journalism

7:30—9:00 A.M.

ATRIUM, ROOM 108

Continental Breakfast

9:00—10:15 A.M.

SIGNAL MOUNTAIN ROOM

The South



Theme Rooms Four

Environmental Justice: The New Civil Rights Movement?

Thirty years ago, Martin Luther King, Jr. crisscrossed the South empowering people to fight for workers rights, communities rights... civil rights. Today's leaders are fighting similar battles, but the name's been changed. In this panel, you'll hear voices from the frontlines of the environmental justice movement.

Moderator: Gary Lee, *The Washington Post*

Panelists: Emory Campbell, *Penn Center*; Debra Matthews, Alton Park—Piney Woods Neighborhood Association; John Tucker, University of Tennessee, Chattanooga (invited)

CHATTANOOGA ROOM A

The Street



Dam Rivers or Damn Dams?

Few issues stir such conflicting visions and values. Are those who advocate tearing down dams visionaries or fools? And how can journalists find a fresh angle to this red-hot story?

Moderator: Jack Hamann, *CNN*

Panelists: John Devine, National Hydropower Association; Sam Hamilton, U.S. Fish & Wildlife Service; Rob Masonis, *American Rivers*

CHATTANOOGA ROOM C

The Government



Can States Be Trusted to Enforce Federal Environmental Laws?

More and more, the job of protecting the environment and enforcing federal conservation laws is falling on state and local regulators. But are those regulators too open to political influence? Do local governments adequately fund their environmental programs? Or are federal officials too out of touch with local issues and too prone to a one-size-fits-all approach?

Moderator: Ken Ward, *Charleston Gazette*

Panelists: John Hankinson, USEPA Region 4 Administrator; Jerry Taylor, CATO Institute; Mark Woodall, Georgia Sierra Club



Saturday, October 10

University of Tennessee at Chattanooga

9:00—10:15 A M Theme Rooms Four (continued...)

CHICKAMAUGA ROOM

The Craft



Builders of the Beat Look Ahead

Three masters whose environmental reports go back to the 1950s will offer perspectives on the beat's future. Discuss with them your thoughts on how to successfully run an environment beat, and how to work with and educate editors who don't have a clue.

Moderator: Debbie Schwartz, freelance journalist

Panelists: Casey Bukro, *Chicago Tribune*; Michael Keating, freelance journalist; Paul MacClennan, *Buffalo News*

RACCOON MOUNTAIN ROOM

The Globe



Catching the Last One: Global Fisheries in Crisis

With stocks in decline across the globe, fishing bans and quotas are already in place for numerous species and are imminent for countless others. What is the current state globally? What do quotas do to the economic and social structure of fishing communities? And what do we need to do to bring fish stocks back?

Moderator: Jacques Rivard, CBC

Panelists: Dayton Alverson, *Natural Resources Consultants, Inc.*; John Efford, Minister of Fisheries, Newfoundland; Phil Kline, *Pacific Marine Conservation Council*

Lookout Mountain Room

The Podium



The Environmental Movement: Lean and Mean or Moldy?

When Mark Dowie lobbed a literary missile at a seemingly complacent environmental movement a few years ago, it prompted some serious self-criticism among big green groups. Dowie tells us what he sees today—is the environmental movement still losing ground? Speaker: Mark Dowie, author, *Losing Ground: American Environmentalism at the Close of the Twentieth Century*

10:15—10:45 A M

Break

10:45 A M—12:00 NOON

Theme Rooms Five

SIGNAL MOUNTAIN ROOM

The South



Alien Invaders: Kudzu, Zebra Mussels, and Melaleuca

Biologists say non-indigenous plant and wildlife species are causing serious problems in native ecosystems throughout the country. Panelists will examine the policy issues that contribute to the problems and offer ideas for stories.

Moderator: Bill Dawson, *Houston Chronicle*

Panelists: Christine Bock, *Tennessee Aquarium*; Richard Clements, *Chattanooga State Technical Community College*; Mark Jaffe, *Philadelphia Inquirer*; Bruce Ritchie, freelance journalist

CHATTANOOGA ROOM A

The Street



Emissions Trading: Lower Pollution or Hot Air?

Traders, proponents, and a critic of emissions trading will help you understand the complex, hot topic of the upcoming United Nations conference on global warming in Buenos Aires. They will discuss the mechanics of global CO₂ trading, the potential markets, and the effectiveness of the scheme that, some say, will be the cheapest way to curb so-called greenhouse gases.

Moderator: John Fialka, *Wall Street Journal*

Panelists: Daniel Becker, *Sierra Club*; Dan Dudek, *Environmental Defense Fund*; Steven Peck, *Electric Power Research Institute*; Richard Sandor, *Environmental Financial Products*



Saturday, October 10

University of Tennessee at Chattanooga

10:45 A M—12:00 N O O N Theme Rooms Five (continued...)

H I W A S S E E R O O M
The Lab



If It Breeds, It Leads

Everyone has heard about the human implications of cloning, but what about the more immediate effects of cloning on our environment? Learn more about how cloning is changing farming to pharming as companies experiment with animals to produce pharmaceuticals in their milk. What will new cloning technologies mean for animal-to-human organ transplants and the preservation of endangered species?

Moderator: David Baron, National Public Radio

Panelists: Eliene Augenbraun, The Center for Science and the Media; Philip Bernstein, Nature Biotechnology; Carl Pinkert, The University of Alabama at Birmingham

Organized by Radio and Television News Directors Foundation (RTNDF)

C H A T T A N O O G A R O O M C
The Government



New Organic Food Regulations: Beyond Sewage Sludge, Irradiation, and Genetically Engineered Crops

After years of study and discussion, the U.S. Department of Agriculture is finally proposing the first nationwide organic food standards. After an outcry from the organic food industry, environmentalists and consumers, it dropped proposals that could have allowed organic food to be fertilized with sewage sludge, treated with radiation and developed through genetic engineering. When will the final rules be adopted? What will they mean for consumers as well as for commercial agriculture, with an organic segment estimated at \$4 billion a year and growing more than 20 percent annually?

Moderator: Jim Bruggers, Contra Costa Times

Panelists: Katherine DiMatteo, Organic Trade Association; Keith Jones, National Organic Program, U.S. Department of Agriculture; Adam Sharpe, American Farm Bureau Federation

C H I C K A M A U G A R O O M
The Craft



1998 Award Winners

Someone mentions in passing that such-and-such company has a problem over there. Or after coming to town you hear that there s a pollution problem down by the military base. Such slim leads. But soon, if you know how, you can turn them into big stories. These award winners and their stories can help teach both the basics and the subtle turn required to transform a decent story into a great one.

Moderator: Mike Mansur, Kansas City Star

Panelists: Gary Cohn, Baltimore Sun, Pulitzer winner; Bill Mills, Cape Cod Times, Meenan winner; Dale Willman, CNN Radio, Murrow winner

R A C C O O N M O U N T A I N R O O M
The Globe



Visions of a Sustainable World

Is environmental sustainability a pipe dream or a plausible possibility? Can global warming and environmental decay be stopped in a world where many people dream of owning three cars and a home in the country? A panel of experts will explore what it will take to build an environmentally sustainable world in the 21st Century.

Moderator: Jim Detjen, Michigan State University

Panelists: Eric Brown, Center for the New American Dream; Carl Frankel, Tomorrow magazine and author, In Earth s Company: Business, Environment and the Challenge of Sustainability; Al Hammond, World Resources Institute and author, Which World?; Klaus Toepfer, Executive Director, United Nations Environment Programme

L O O K O U T M O U N T A I N R O O M
The Podium



How the Other Thirds Live:

Former Reporters Discuss Their Current Advocacy Work or PR Work
If there s a wall between working journalists and press officers, these two experienced ex-reporters know the view on both sides. We ll hear what it s like to go from the newsroom to a corporate PR firm or an activist group.

Speakers: Don Rheem, Rider-Finn, former Christian Science Monitor reporter; Bill Walker, Environmental Working Group, former Sacramento Bee reporter



Saturday, October 10
 University of Tennessee at Chattanooga

12:15—2:00 P M
 TENNESSEE ROOM

Network Lunch

Tables will include a variety of topics, geographic areas, reporting tips, newsmakers, authors and SET workshops. Plant yourself at a table or move around as you like. See list of topics and table orientation in your conference packet.

2:00—4:00 P M

Mini-Tours Two

Logistics: Guides and vans will be outside the University Center on Lansing Street near the shuttle drop-off point.

Conservation Through Private Land Trusts

From TVA's pumped storage power generation plant on Raccoon Mountain, view the Tennessee River Gorge just outside Chattanooga, where the Tennessee River cuts through the Cumberland Plateau. Hear about Tennessee River Gorge Trust programs to protect the 25,000-acre gorge, including use of Williams Island to propagate native plants for stream bank restoration. The chairman of the Lula Lake Land Trust, who is also responsible for implementing Chattanooga's 75-mile greenway master plan, will survey the many land trusts operating in the city.

Guide: Jim Brown, Tennessee River Gorge Trust

Speakers: Elizabeth Bryant, Tennessee River Gorge Trust; Bobby Davenport, Trust for Public Land; Mike Linger, Tennessee River Gorge Trust

Tour is limited to 20

Water and Development

A 30-minute hike along one of Chattanooga's creekside greenways ends at a former farm preserved from development as an environmental education center. Learn about creation of Greenway Farm and the North Chickamauga Creek Greenway, bank stabilization, restoration of drained wetlands, and remediation of acid mine drainage using constructed wetlands upstream.

Guide: Linda Harris, Tennessee Valley Authority

Speakers: Geri Spring, The Chattanooga Institute (See addendum for additional speakers)

Tour is limited to 20

Building an Industrial Ecology

Tour the operations of Soil Restoration and Recycling, a private company that is building an integrated industrial ecology around thermal remediation of contaminated soil. Methane pumped from a municipal landfill runs the equipment and generates excess power resold to the electrical grid; heat-treated soil and municipal sludge become manufactured soil products; excess heat will be used for greenhouse and fish farming operations.

Guide: Judy Walton, The Chattanooga Times

Speakers: Rick Harris, Soil Restoration and Recycling; Delwyn Huggins, Soil Restoration and Recycling

Tour is limited to 20

2:15—3:30 P M

Theme Rooms Six

Signal Mountain Room
 The South



Ground Zero in the Hog Wars: North Carolina

What are the environmental consequences of the global passion for the other white meat? Debates over the expansion of factory pig farming have spread across the nation, but both opponents and supporters of the industry continue to look back at the Tar Heel state, home to the world's largest hog producer and the heaviest concentration of swine on the planet. It's also the place where government has reacted with a contentious bid to curb the industry. This panel examines the situation in North Carolina and its implications for the rest of the country.

Moderator: James Shiffer, Raleigh News & Observer

Panelists: Dewey Botts, North Carolina Department of Environmental and Natural Resources; JoAnn Burkholder, North Carolina State University; Michelle Nowlin,

Southern Environmental Law Center; Alan Tank, CEO, National Pork Producers Council



Saturday, October 10

University of Tennessee at Chattanooga

2:15—3:30 P M Theme Rooms Six (continued...)

Chattanooga Room A
The Street



CEO Forum on Sustainability

Sustainability is starting to penetrate the corporate world. CEOs discuss the ups and downs of bringing their companies on board.

Moderator: Ann Goodman, *Tomorrow* magazine

Panelists: Ray Anderson, *Interface*; Earnest Deavenport, Eastman Chemical; Stuart Hart, Kenan-Flagler Business School, University of North Carolina; Steve Percy, BP America

Hiwassee Room
The Lab



Writing About Risk: Are We Making Mountains out of Molehills?

Why do reporters so frequently miss opportunities to put health risks into perspective in our stories? Is our obsession with drama and narrative keeping us from assessing risks objectively? Or should we distrust risk assessments because they so often exonerate whatever product is being scrutinized? Two national experts with very different perspectives on the topic give some practical advice for journalists grappling with how to report risks fairly, and discuss some current hot topics, including dioxin and endocrine disruptors.

Moderator: Dan Fagin, *Newsday*

Panelists: Adam Finkel, U.S. Occupational Safety and Health Administration; Roger McClellan, Chemical Industry Institute of Toxicology

Raccoon Mountain Room
The Globe



Population, Immigration and Sustainability

Whether immigration should be an environmental concern divided the Sierra Club earlier this year and continues to split the environmental movement. Environmentalists are naive if they have concerns about population yet refuse to consider the impacts of immigration, say those who drafted last year's national Sierra Club referendum. Others say the effort to make immigration an environmental issue is a racist campaign funded by the conservative right, intended to split the environmental movement and meant to raise fears about immigrants.

Moderator: Neil Strassman, Ft. Worth Star-Telegram

Panelists: Roy Beck, *Social Contract Journal*; Santos Gomez, Political Ecology Group; Judith Jacobsen, Zero Population Growth; Alan Kuper, Ohio Sierra Club

Chickamauga Room
The Craft



The Story Behind the Storm: Reporting on Weather

Weather is an increasingly important source of news reports, be it Hurricane Bonnie pummeling the mid-atlantic, Mississippi floods, or record Texas heat. This panel will take a closer look at weather reporting with a diverse and distinguished roster of weather experts.

Moderator: Kris Wilson, University of Texas-Austin

Panelists: Bob Henson, author, *TV Weathercasting*; Mike Seidel, The Weather Channel; Jack Williams, USA Today

Lookout Mountain Room
The Podium



No Compromise: Environmentalism a Million Miles from the Beltway

Nearly two decades after he helped found Earth First!, Mike Roselle orders the results of a life of Hell-raising.

Speaker: Mike Roselle, The Ruckus Society

Saturday, October 10

University of Tennessee at Chattanooga

A short walk to the Roland Hayes Theater, inside the Fine Arts Center .

Leaving from the University Center's front entrance, go out onto Vine Street and turn left. The Fine Arts Center is the fourth building on the right, just after the library and parking garage.

4:00—5:30 P M
ROLAND HAYES THEATER
FINE ARTS CENTER

A Sense of Wonder: A Play Based on the Life and Works of Rachel Carson
Portrayed by Kaiulani Lee, who brings to the writing and the acting of the play more than 20 years of experience in the theater, A Sense of Wonder is the story of the extremely private Rachel Carson thrust into the role of controversial public figure. Carson biographer Paul Brooks observed, 'This is the Rachel I knew, brought to life with almost uncanny skill and understanding.'

Q & A to follow



Board shuttles to hotels at Lansing Street outside the University Center .
Last shuttle leaves at 6:00 P M .

7:00—8:00 P M
RADISSON READ HOUSE
Continental Room

SEJ Membership Meeting followed by SEJ Board Meeting
This year we're pulling all the stops: sandwiches and cash bar at the Membership Meeting!

Extremely Undignified Party



8:00—11:00 P M
RADISSON READ HOUSE
SILVER BALLROOM

with music from 9:00 P M by country swing rock band, the Vicalias, led by Charles Walston, reporter at the Capitol Bureau, Atlanta Journal and Constitution

Sunday, October 11

Hunter Museum of American Art

Logistics: Buses will depart the Radisson Read House s Broad Street entrance beginning at 7:30 A M and take registrants to the Hunter Museum, 10 Bluff View, Chattanooga. Buses will then make continual loops departing every hour on the hour. Buses will return to the Read House at Noon.

8:00—9:00 A M Continental Breakfast

DOWNSTAIRS: WEST WING

9:00—10:15 A M Photojournalism Workshop: Is Seeing Believing?

AUDITORIUM

A lying picture may be more damaging than a thousand lying words. And the notion that we gain an understanding of nature by viewing images of it is itself an illusion. In an over-imaged society daily growing more content with fakery, how can environmental journalists use photography more effectively in their reporting?

Moderator: Noel Grove, author, former National Geographic senior editor, and editor of the quarterly newsletter, SEJournal

Presenters: Gary Braasch, independent photojournalist; Daniel Dancer, photographer and environmental artist

10:45 A M—12:00 NOON Covering Religion in Environmental Stories

AUDITORIUM

A panel of journalists and sources discuss how religious group interests and spiritual values can be covered in environment stories. They ll also share examples of successes and problems when religion is in environmental news, instead of the religion page.

Moderator: JoAnn Valenti, Russell Sage College (NY) and Brigham Young University (UT);

Panelists: Milton Jackson, St. Elmo Missionary Baptist Church, Chattanooga; Bill Meadows, The Wilderness Society; Tom Morton, Gaper (WY) Star-Tribune; Jim Schwab, Lutheran Environmental Network of the Synods

Conference ends at noon. Shuttles will take attendees back to hotels.

Post-conference Tour: Great Smoky Mountains National Park, Oct. 11-12

Logistics: Preregistered SEJ members only! The tour departs Sunday at 10:00 A M from the Radisson Read House for the three-hour bus ride to Great Smoky Mountains National Park on the Tennessee—North Carolina border. It returns Monday for stop-off at hotels or 6:00 P M airport drop-off.

During this overnight trip to the most-visited National Park in America, park biologists will share their work on air quality, black bear populations, and the historic reintroduction of red wolves to the Stokies. There will be examination of the issues of park crowding, funding, and politics, and visits to view the excess of development outside the Park s boundaries.

Media Leaders: Stuart Leavenworth, Raleigh News & Observer; Anne Paine, The (Nashville) Tennessean



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Hunter Museum of Art

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Aileen Harris, Mobile Register, Mobile, Alabama
Ike Iyioke, Michigan State University
Promise King, Skanner Newspapers, Portland, Oregon
Cheri Soliday-Paul, Sac & Fox News
Rachanee Therakulsathit, Michigan State University

1998 Fellowships for Ohio Journalists
funded by the George Gund Foundation
Thomas Henry, Toledo Blade
Michelle Tedford, Ohio State University
Dan Trevas, Dix Newspapers
Gloria Wright, Ohio Environmental News Service

1998 Rita M. Ritzke Memorial Fellowship
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Terry FitzPatrick, Northwest Bureau, Living On Earth, National Public Radio

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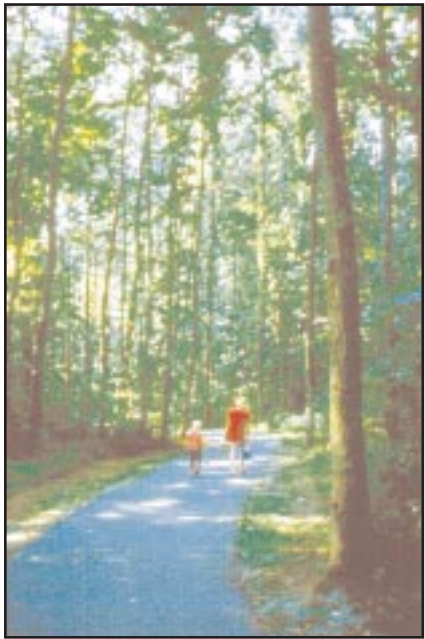
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