

SOCIETY OF ENVIRONMENTAL JOURNALISTS

Innovation and Solutions



17th Annual Conference . Sept. 5-9, 2007 . Stanford University

WELCOME

Stanford Ho!

Where better to explore pioneering ideas on the environment than “a place of innovation and experimentation?” That would be **California**, as journalist Carey McWilliams coined it a generation ago. Learn how the Golden State leads the nation’s charge against global warming, be it changes in fuels, land use or building codes.

Where better to buttonhole so many sources? The **San Francisco Bay Area** brims with environmental researchers, scientists, lawyers, philanthropists and activists.

Where better to envision than visionary central? **Silicon Valley** breeds not only new media moguls but also developers of energy-saving technologies and other money-making solutions to pollution. Pack an earful of optimism from these innovators and from your own peers who have moved beyond hand-wringing over climate change, the environment beat and the news industry.

Where better to converge than the heart of Silicon Valley? **Stanford University**, one of the world’s leading research and teaching institutions, is within an hour’s drive of San Francisco to the north, Oakland and Berkeley to the east and San Jose to the south. Roam the campus like a visiting scholar, courtesy of our conference host, Stanford University.

Where better to recharge the spirit in so many venues? Stanford puts you within a day’s round-trip drive of the **Sacramento-San Joaquin River Delta**, **Wine Country**, **Monterey Bay** and the agricultural **Salinas and Livermore Valleys**.

- See for yourself how lettuce and spinach are grown, harvested and processed.
- Smell the diesel-inundated neighborhoods around the Port of Oakland.
- Immerse yourself in the Santa Cruz redwoods.
- Kayak a tidal salt marsh on the Central Coast.
- Dine on sustainable seafood at the Monterey Bay Aquarium.
- Ply the waters of the Delta, the largest estuary on the West Coast.
- Sample organic wines.
- Hike San Francisco.

Where better?

See you, in September!

Conference Co-Chairs:

Chris Bowman
Senior Writer, *The Sacramento Bee*

Carolyn Whetzel
California Correspondent, BNA



Cover photo of Golden Gate Bridge by Mitch Toll, *Sacramento Bee*

TOURS

THURSDAY, SEPTEMBER 6 • IN THE FIELD

*Advance registration is required for all Thursday tours. Attendance on each tour is strictly limited, so registering early is important. Departure times vary (see below), but all Thursday tours will return to Stanford University about 5:00 p.m. Sunglasses and sunscreen are advised. Planning was still underway at the time of printing, so please visit www.sej.org for more details. For those looking for some exercise, *Kayaking a Coastal Estuary* and *Restoring the Bay's Edges* are your best options. Other tours involve moderate exercise. *Sea Otters, Sustainable Seafood* and *Steinbeck and Green Buildings to Greenbelts* tours are best suited for wheelchair accessibility.*

1. Saving the Inland Sea: Fish, Floods and Faucets in the California Delta

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

The Sacramento-San Joaquin Delta is the largest estuary on the West Coast and arguably the most important water source for California, one of the world's top 10 economies. But it rests on the brink of disaster. Aging levees could collapse in a flood or earthquake, contaminating a water supply that serves 23 million residents and five million acres of farmland. At least five fish species are imperiled by mysterious ecosystem disruptions, from the Delta smelt, a fragile fingerling, to the giant green sturgeon. Sprawl development is putting more people at risk of catastrophic floods and driving water demand ever higher. We'll tour the fish-screen facility that struggles to keep wildlife out of one of the world's largest water export systems, probe water quality challenges in this heavily altered estuary, and board a boat for an intimate look at threatened islands and habitat. Driving time – about 4 hours total.

2. Our Nation's Salad Bowl: Who Washed the Dishes?

(6:45 a.m. departure, lunch included, \$30 fee)

California serves up the bulk of our country's produce, with commercial vegetables traveling an average of 1,500 miles from farm to table. It's lovely to enjoy a Caesar salad in a Manhattan restaurant while a winter Nor'easter blows mightily outside, but at what cost? Peak oil, climate change, food-borne illness, childhood obesity, world trade and more, all connect to dietary choices and food production and distribution. Come with us as we explore California's food system on both a grand and intimate scale and talk with farmers, foodies and scientists about what's working and what needs fixing. We'll even enjoy some of the produce that made the Salinas Valley famous for its bountiful harvests (and E. coli problem) with salads for lunch at a local eatery. Driving time – about 3 hours total.

3. Sea Otters, Sustainable Seafood and Steinbeck

(7:00 a.m. departure, lunch included, \$30 fee)

Tour the Monterey Bay Aquarium and learn from experts about the marine life featured in its exhibits, including jellyfish, bluefin tuna and endangered sea otters. Hear about the aquarium's conservation programs, including its "sustainable seafood choices" wallet cards, while bellying up to a sustainable seafood buffet. After lunch, stroll to adjacent tide pools and Stanford's Hopkins Marine Station to hear from scientists about the history and science of the intertidal zone where Ed "Doc" Ricketts collected marine animals and wrote his seminal work, "Between Pacific Tides." The tour will include free time to explore Cannery Row, the cluster of former sardine packing plants made famous by John Steinbeck. Driving time – about 4 hours total.

4. Kayaking a Coastal Estuary

(7:15 a.m. departure, lunch included, \$70 fee includes kayak and wetsuit rental)

We'll paddle kayaks on Elkhorn Slough north of Monterey to observe sea otters, harbor seals, and sea birds in one of California's largest

remaining tidal estuaries. Then we'll walk and talk with marsh experts about the environmental threats to estuaries. Elkhorn, a national marine estuarine research reserve, is safe for those with no kayak experience. Expect modest exercise and to get a little wet on this 2.5-hour-long paddle. Outfitter provides instruction, wetsuits, two-person kayaks, and guides. Short hikes follow lunch at the visitor center. See www.elkhornslough.org/. Driving time – about 4 hours total.

5. Ways of Wind and Wine: Making Energy and Wine Eco-Friendly

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

The Livermore Valley hosts two industries vital to the California economy: wind power and wine. Come explore the Altamont Pass Wind Resource Area, the site of ongoing research into the issue of avian deaths. Built in 1981, it's one of the country's oldest wind projects and – some experts say – the most destructive, killing thousands of protected birds each year in the blades of more than 5,000 turbines. Then head down the hill for lunch and tours of the wine country. California's \$17 billion wine business is increasingly looking to sustainable vine-growing and wine-making methods – both for marketing and for boosting wine quality. For a few dollars, you can sample the wines at two organic wineries. Driving time – about 3 hours total.

6. Sustainable Forestry and Organic Farming

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

Can we log sustainably? If so, how? And what's the latest scoop on the organic food industry? Is it good or bad, for example, that Wal-Mart is getting into the act? The tour will include Santa Cruz redwoods, Big Creek Lumber, and an oceanfront organic strawberry farm. We'll discuss trends in the organic farming industry and national timber issues with Undersecretary of Agriculture Mark Rey, who oversees the U.S. Forest Service and U.S. Natural Resources Conservation Service, among the speakers. Driving time – about 2 hours total.

7. Hole in the Donut: Environmental Justice in the Heart of Ecotopia

(9:00 a.m. departure, lunch included, \$30 fee)

Amid the extraordinary wealth and environmental consciousness ringing San Francisco Bay, two communities at the center of it all wallow in poverty and pollution. The East Bay cities of Richmond and Oakland are the industrial entrepôts for the economy of Northern California and beyond. Both surround the massive Port of Oakland, the nation's fourth largest, which fouls water and air with toxics and exotic creatures and is suspected of causing sharply higher rates of asthma and premature death from other diseases. We'll explore the minority-majority neighborhoods that endure the ceaseless movement of trains, trucks and ships. Then we'll tour the port complex to see how goods are moved across the seas and how port officials plan to clean up their act. Driving time – about 2 hours total.

8. Green Buildings to Greenbelts: San Francisco Has It All

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

San Francisco is famous for its cable cars, fog and spectacular vistas. But the City by the Bay also is world renowned in its urban design and open space preserves. Stops will include a large "living roof" under construction at the Academy of Sciences in Golden Gate Park, and one of the nation's largest solar-roof installations at the Moscone Convention Center. We'll also visit the Presidio, a former military base turned into one of America's greatest urban national parks, with a wetlands restoration project in the shadow of the Golden Gate Bridge. We'll discuss open space and development issues in the Bay Area, which boasts one of the nation's largest collections of urban wildlands, but also has a critical housing shortage that has helped to produce exorbitant housing prices. Driving time – about 2 hours total.

continued...

9. Restoring the Bay's Edges: Birds and the Bounty of Tidal Marsh

(12:00 p.m. departure, lunch included, \$30 fee)

View some of the last remnants of ancient tidal marsh from a hill overlooking the southern end of the urban San Francisco Bay bounded by Silicon Valley, San Francisco and Oakland. Below lie more than 15,000 acres of ponds once diked for salt production and now ready for wetlands restoration for wildlife, recreation and, perhaps, holding back rising seas. We'll drive across the bay to a railroad bridge where we hike uphill to a newly restored tidal marsh. Watch for northern harriers, white-tailed kites, falcons and other birds migrating from winter breeding grounds to this spot on the Pacific Flyway. Pelicans, egrets and herons hang out here too. We'll also visit the ghost town of Drawbridge. Driving time – about 1.5 hours total.

AGENDA

SEJ's 2007 Annual Conference officially begins Wednesday evening, September 5, with a dinner reception, high-level plenary session, and the SEJ Awards.

WEDNESDAY, SEPTEMBER 5

Opening Reception at Stanford University's Frances C. Arrillaga Alumni Center

Join your colleagues for dinner and drinks at Stanford's beautiful Alumni Center, the hub of activities throughout this year's conference. Following the reception we'll adjourn to the nearby Memorial Auditorium, then return for the SEJ Awards later in the evening.

Evening Plenary: Clean, Secure & Efficient Energy

The race is on for commercialization of fuels that do not rely on foreign oil or enlarge the carbon footprint. Utilities are turning to solar, wind and geothermal power. Government is rethinking nuclear power while peddling incentives for expanded production of natural gas and "clean" coal. Are we on the right track? A panel of visionaries, including former Secretary of State **George Shultz** and **Pamela Matson**, dean of Stanford's School of Earth Sciences, takes its best shot at answering these and other questions posed by moderator **Amy Goodman** of Democracy Now! at this SEJ presentation with Stanford University's Aurora Forum series of free and open public conversations.

SEJ Awards for Reporting on the Environment

Join us for coffee and desserts, then share the pride of your profession at the annual presentation of SEJ's prestigious environmental journalism awards. SEJ will award up to nine top prizes of \$1,000 each in broadcast, print and online journalism. New this year: a tenth award for student writing. Also, Stanford University's John S. Knight Fellowships for Professional Journalists and the Bill Lane Center for the Study of the North American West will present the James V. Risser Prize for Western Environmental Journalism. The \$3,000 annual award recognizes excellence in reporting on environmental issues in the West.

THURSDAY, SEPTEMBER 6

Tours: See previous page for details and logistics for SEJ's 2007 field exhibitions throughout the Bay Area.

Independent Hospitality Receptions and Reporters' Test-Drive Preview

After a day of adventure, wind down Thursday evening with friends and acquaintances in the maze of exhibits and receptions inside and outside of Stanford's Alumni Center. Wine and dine with environmental exhibitors and independent hosts. Festivities kick off immediately following your return from tours. View the latest green technologies and

alternative-fuel vehicles parked around the Center and sign up for your personal Friday and Saturday test-drives. Exhibitors will have literature displays set up too. Check www.sej.org beginning in July for the 2007 vehicle and exhibitors list.

FRIDAY, SEPTEMBER 7

Exhibitor Breakfast: Coffee 'n Cream of the Clean Cars

Join us bright and early for continental breakfast with environmental exhibitors and green technology enthusiasts. Grab your coffee and Danish and get behind the wheel of some of the world's most promising alternative-vehicle prototypes. Or browse the exhibits and talk with experts about their hopes for new environmentally friendly innovations and solutions.

Opening Plenary: Covering Climate Change

Whether you write for *The New York Times* or the *Patterson Irrigator*, report with a mike, cam or pen, cover the environment, the statehouse or the courthouse, you cannot afford to sidestep the climate-change angle. You don't need to travel the globe, but you do need to ask the right questions. Learn what top scientists, economists, reporters and news executives are recommending for more effective news coverage. We'll go beyond the impacts and examine possible solutions, which can help reporters move past the daunting gloom-and-doom reporting.

Network Lunch

Always a popular favorite, this year we've added an attraction. You'll still have your choice of a wide variety of reporting tips, timely topics and lively newsmakers. But, because we're in the sunny climes of Stanford, you'll have your choice of an indoor table or outdoors on the lawn.

Do-It-Yourself Beat Dinners

Check the Web beginning in June for details on leading your own dinner, or joining dinners organized by others. Whether carpooling to San Francisco, or strolling to downtown Palo Alto, you'll have a wide variety of excellent culinary options and topics of discussion.

SATURDAY, SEPTEMBER 8

Breakfast Plenary: The Big Picture: Using Satellite Imagery to Enhance Your Reporting

Join colleagues for a hearty buffet breakfast and panel discussion.

Pre-registration and \$25 fee required. See registration form.

While traditional sources of information may be drying up, new sources are becoming more available. Not too many years ago, we had a phrase for hi-resolution satellite pictures: "Spy photos." Now, through Google Earth and other image providers, the images you would've once been jailed for possessing are now on your desktop, your TV set, your Web site, and in your newspaper. The not-so-quiet revolution in telling environmental stories through satellite and high-altitude pictures – through real-time data on floods, storms, and earthquakes – is in full swing. Join us for some eye-opening imagery, and listen to space shooters, data wranglers, and aggregators provide tips, insights, and success stories on integrating this high-flying technology into your stories.

Lunch

We'll have a casual outdoor lunch in Stanford's beautiful gardens and picnic areas, followed by the plenary session in the nearby Memorial Auditorium.

Plenary: Toward a New Journalism

Environmental journalists, long considered misfits in the traditional news mold, actually are spring-loaded to jump the digital divide and meet the growing demand for more holistic, multi-platformed stories. They don't "bang out" stories as much as piece them together. They unfold complexities rather than mask them with anecdotes. They're skilled navigators of the dizzying information glut. Many of the best examples of multimedia reporting are coming off the environment beat. Pioneers of new media – mainstreamers, nonprofits, onliners – will share their secrets.

Mini-Tour Bonanza

Sign up on-site beginning Wednesday afternoon for SEJ's popular mini-tours. Options this year may include: San Francisco Bay; earthquake faults; the Stanford Linear Accelerator Center; green buildings and technology; on-campus horticulture; growth management and sprawl; and a guided tour of Yosemite photographs by Eadweard Muybridge, Ansel Adams and others.

SUNDAY, SEPTEMBER 9

Breakfast, California-Style: Stanford's Eco-Historical Jasper Ridge Biological Preserve

Buses will depart the Sheraton Hotel at 7:30 a.m. Pre-registration with a \$25 fee for breakfast is required. See registration form.

Join us for a full breakfast under huge oaks, with brilliant acorn woodpeckers overhead and spectacular views of chaparral, oak woodlands and freshwater wetlands, as we listen to experts discuss the preserve's rich ecological history and cutting-edge research. Attendees can then choose two tours from many options, including: efforts to restore the once-extirpated Bay checkerspot butterfly, a likely victim of global warming; watershed studies that focus on the future of a 110-year-old dam; ground-breaking, long-term invasive species research; and Stanford's award-winning green building that employs many low-tech, inexpensive solutions to energy efficiency. We'll finish with an overview of the ecological history of the West.

Buses will return to the Sheraton by 1:00 p.m.

Post-Conference Tour

Journey to Lake Tahoe: Sapphire of the Sierra

The bus departs Sun., Sept. 9, 12:00 p.m., following the morning program at Jasper Ridge and ends on Wed., Sept. 12. The \$325 fee includes transportation, lodging, Sun. morning Jasper Ridge breakfast program and several other meals throughout the tour. Airport drop-off times will be emailed to registrants and posted on www.sej.org.

The adventure doesn't stop Sunday, folks. The SEJ fun bus to Lake Tahoe will load up at Jasper Ridge and leave for three days of recreational and learning enjoyment in the High Sierra. Bring your hiking boots, swimsuit and knapsack. Few lakes offer such fabulously clear views of their depths. But "the fairest picture the whole world affords," as Mark Twain called it, has been losing its legendary sparkle with the buildup of ski resorts, casino-hotels and vacation homes. As Tahoe gets greener, the forests get grayer in a basin too urbanized to let fire run its course. Guided by veteran reporters of the Sierra, your adventure will include a jaunt on the UC Davis research boat, a gondola ride up Heavenly ski resort, rafting down the Truckee River and a tour of the new \$33 million Tahoe Center for Environmental Sciences. Several Tahoe experts, from limnologists to Washoe Indians, will be woven throughout the itinerary.

Deadline to sign up is July 6. Deadline to cancel for refund, less \$25 processing fee, is July 16. Substitutions are accepted. Do not book your flight until this tour is confirmed on July 17. Registrants will be sent information about making travel arrangements. **Please check www.sej.org for updates.**

SESSIONS

FRIDAY AND SATURDAY CONCURRENT SESSIONS

Check www.sej.org for updates on sessions and speakers. Please note: SEJ members and working journalists will be given preference during the question-and-answer periods.

The Climate

- Changing with Climate Change: Can Industries, Investors and Insurers Adapt?
- Nature out of Sync: Why Are the Trees Flowering in January?
- Feverish Temperatures: Human Health on a Warmer Planet
- Climate Change Policy: Spinning, Sinking or Swimming?

The Ocean

- Balmy Waters: From Acidification to Melting Ice, the Sea-Side of Climate Change
- Plenty of Fish in the Sea? Restoration and Marine Reserves
- Rising Tide: How Ocean Plagues Wreak Havoc with Wildlife and Humans
- Coastlines and Estuaries: San Francisco Bay and Beyond

Environmental Health

- Nanotechnology: Health and Environmental Impacts
- Chasing Down Fugitives: Monitoring and Enforcement of Non-Point Pollution
- Farm to Fork: Food Safety and Security
- Building for Life: Land-Use Planning for Healthier Communities

Energy and Resources

- Whither the Wild? Wilderness Legislation and Federal Land Exchanges
- Breakthroughs in Water Wars: San Joaquin River and Other Case Studies
- Future Fuels: How Far Can They Go?
- Energy Policies and Subsidies: Winners and Losers

The Pacific Rim

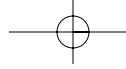
- Made in China: Will the East Outpace the West in Environmental Technology?
- Free Trade: Environmental Consequences of the Asian Imports Boom
- Invasive Species: From Ballast Water to Island Invaders
- The Environmental Beat in Asia: Greener Than Thou?

The Policy

- Environmental Balance Sheet: Toward a More Honest Accounting
- Outside the Beltway: Who's Filling the Environmental Enforcement Void?
- Green Chemistry: From REACH to TSCA, Toward a Less Toxic World
- Environmental Politics: The Schwarzenegger-Boxer-Pelosi Dance

The Craft

- Multimedia Storytelling: GIS, Google Earth and Interactive Graphics
- Exploiting Databases: Environmental Indicators, Risk Screening and TRI
- Taking on Risk: New Findings in Prenatal and Low-Dose Exposures
- Judge for Yourself: How to Critique Science Journal Articles
- Disease Detection: DNA Fingerprinting and Disease Clusters
- Environmental Reporting in Conservative Markets: Avoiding Knee-Jerk Backlash
- The Freelance Pitch-Slam: Back By Popular Demand
- Our Future Audience: Children and their Environmental Sources
- Teaching Environmental Journalism: What Distinguishes This Beat from Others?
- Care and Feeding of Whistleblowers and Agency Sources: A Reporter's Guide
- Reporters and Ecologists: Bridging the Divide



REGISTRATION

HOW TO REGISTER

Register Online at www.sej.org/go/conference2007.htm

Mail conference registration to:

Convention Management Services, Inc.
SEJ Conference
500 Business Centre Drive
Lansing, MI 48917

Make your check payable to SEJ.

Paying by credit card? Fax registration to: (517) 485-4178

Questions? Call (800) 878-5131 (US) or (517) 485-2309 and ask for SEJ conference registration.

Registration can be confirmed only when payment is received.

Cancellation Policy: If you cancel your registration in writing by Aug. 6, 2007, you will receive a full refund less a \$50 processing fee. Non-attendance does not constitute cancellation. Substitutions may be made. Mail or fax your request for cancellation to Convention Management Services, Inc.

Member Dues: Current members only: You may include your dues payment of \$45 (students and Canadian members, \$35; Mexican members, \$30) with your registration fee. You must already be a member of SEJ to renew with conference registration.

CONFERENCE REGISTRATION FEES

Member rates apply to SEJ members only. SEJ membership is restricted to journalists, professors and students. Please visit www.sej.org or contact the SEJ office at (215) 884-8174 or sej@sej.org about eligibility and to receive an application.

Membership applicants: do not include your new member fees with conference registration. Membership applications submitted after Aug. 1, 2007, may not be processed in time for the conference. Send your membership application and member fees to:

SEJ Membership Department
P.O. Box 2492
Jenkintown, PA 19046

Members

By 7/6/07 \$180
After 7/6/07 \$225

Single day (Please specify which day)

By 7/6/07 \$90
After 7/6/07 \$100

Students \$75

Membership is not required for the student rate. However, students may be eligible for and will benefit from membership. Visit www.sej.org for details.

Non-members

Save money! Subscriptions to SEJ's quarterly newsletter, *SEJournal*, include conference fee discounts for up to three people per subscription.

Subscription Rates

- Corporate: \$200 (saves 10% off non-member registration fees for up to three people)
- Government: \$80 (saves 30% off non-member registration fees for up to three people)
- Nonprofit: \$75 (saves 30% off non-member registration fees for up to three people)
- University: \$55 (saves 50% off non-member registration fees for up to three people)
- Small nonprofit: \$50 (saves 50% off non-member registration fees for up to three people)
- Individual: \$45 (saves 50% off non-member registration fees)

To take advantage of subscriber discounts, subscribe today by including your subscription fee with your conference payment. Please contact SEJ at sej@sej.org or (215) 884-8174 if you are unsure about your category.

Corporate Subscribers Registration Fee

By 7/6/07 \$810
After 7/6/07 \$900

Single Day (Please specify which day)

By 7/6/07 \$315
After 7/6/07 \$360

Nonprofit/Government Subscribers

By 7/6/07 \$630
After 7/6/07 \$700

Single Day (Please specify which day)

By 7/6/07 \$245
After 7/6/07 \$280

Individual, University, Small Nonprofit Subscribers (annual budget of \$1,000,000 or less)

By 7/6/07 \$450
After 7/6/07 \$500

Single Day (Please specify which day)

By 7/6/07 \$175
After 7/6/07 \$200

Non-Members without Subscription

By 7/6/07 \$900
After 7/6/07 \$1,000

Single Day (Please specify which day)

By 7/6/07 \$350
After 7/6/07 \$400

IMPORTANT DEADLINES

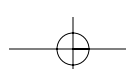
July 6: Postmark deadline for early discount registration

July 6: Deadline to sign up for Post-Conference Tour, Journey to Lake Tahoe: Sapphire of the Sierra

July 16: Deadline to cancel Post-Conference Tour registration for refund less \$25 processing fee

August 6: Deadline to cancel conference registration for refund less \$50 processing fee (see cancellation policy)

August 15: Deadline to book rooms at the Sheraton Palo Alto Hotel



TRANSPORTATION

Norman Y. Mineta San Jose International Airport

1661 Airport Blvd, San Jose, CA (408) 277-4759

www.sjc.org

Ground transportation information for SJC:

www.sjc.org/travelers/public.html

San Francisco International Airport

25 Van Ness Ave, San Francisco, CA (650) 821-8211

www.flysfo.com

Ground transportation information for SFO:

www.flysfo.com/transport/services/gt_tsv_search.asp

Oakland International Airport

1 Airport Dr, Oakland, CA (510) 563-3300

www.flyoakland.com

Ground transportation information for OAK:

www.flyoakland.com/ground_transportation.shtml

Caltrain

For those staying at the Sheraton Palo Alto, the Caltrain commuter rail stops within walking distance of the Sheraton. For station locations for

San Jose and San Francisco, please visit

www.caltrain.com/caltrain_stations.html

Maps and Driving Directions to Stanford University:

www.stanford.edu/search/maps/

LODGING

The Sheraton Palo Alto Hotel

625 El Camino Real

Palo Alto, Calif. 94301

Phone: 650.328.2800 Fax: 650.327.7362

Email: sheratonreservations@pahotel.com

Rate: \$159 (single/double); \$219 (Club Rooms)

Reservation Deadline: August 15, 2007, for SEJ conference rate

Make it easy on yourself and book online! Just follow this link:

<http://www.starwoodmeeting.com/Book/SEJ2007>





SOCIETY OF ENVIRONMENTAL JOURNALISTS

Founded in 1990, the Society of Environmental Journalists exists to advance public understanding of environmental issues by improving the quality, accuracy and visibility of environmental news reporting. SEJ works to develop more and better news coverage of environmental issues through programs and services designed by and for journalists. For more information about SEJ, please visit www.sej.org



STANFORD UNIVERSITY

Located between San Francisco and San Jose in the heart of the Silicon Valley, Stanford University offers extensive opportunities for learning and research through seven schools: Graduate School of Business, Earth Sciences, Education, Engineering, Humanities and Science, Law, and Medicine. The university is particularly noted for its focus on interdisciplinary research as well as its historic strength in innovation and technology. Established by Leland and Jane Stanford in memory of their son, Stanford opened its doors on Oct. 1, 1891. Today, the 8,000-acre campus is home to 6,700 undergraduates and 8,100 graduate students. www.stanford.edu

CONFERENCE CO-HOSTS

Woods Institute for the Environment

Among Stanford's interdisciplinary efforts is the campus-wide Initiative on the Environment and Sustainability. At the core of the initiative, the Ward W. and Priscilla B. Woods Institute for the Environment at Stanford is a unifying force and interdisciplinary hub for research, teaching and problem-solving that draws on the experience and expertise of faculty and students from all seven schools. <http://environment.stanford.edu>

John S. Knight Fellowships for Professional Journalists

This Stanford program offers journalists a year to study and reflect, away from newsroom deadline pressures, in the company of other accomplished journalists. The program provides outstanding mid-career journalists the chance to broaden and deepen their understanding of a changing world. <http://knight.stanford.edu/program/index.html>

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