



Mark S. Wrighton
Chancellor

October, 1996

To the Members of the
Society of Environmental Journalists:

Welcome to St. Louis and to Washington University! We are all very pleased that you are here, and it is my hope that you have an interesting, rewarding and pleasant experience during your stay.

Society is well-served by your efforts to communicate the important environmental issues facing us. All of us live in a world affected by the actions of others and you can help us understand the complex interdependence of our human activities.

Development of emerging, highly populated countries on the one hand and the intense utilization of resources by the highly industrialized countries on the other leads us to question the extent to which our resilient, good earth can endure human advances. Our water and air quality, our food production, and our climate may be threatened by our actions. Thank you for your conscientious efforts to communicate effectively, objectively, and clearly on these issues.

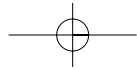
A university is a forum for discussion, and we appreciate your coming to Washington University. Environmental education and research is a top priority here, and I have recently formed a campus-wide committee to better coordinate our efforts in these areas. With strong traditions in interdisciplinary research, a long history of cooperation with the Missouri Botanical Garden, strengths in science, engineering, social sciences, business, and law, we believe we are in a unique position to advance learning and discovery related to the environment. We welcome you to our campus and to our city and invite your inquiry regarding our programs and plans.

With best wishes for a successful meeting,

Sincerely yours,

Mark S. Wrighton

Washington University
Campus Box 1192
One Brookings Drive
St. Louis, Missouri 63130-4899
(314) 935-5100
FAX: (314) 935-4744



Welcome

to the
Sixth National Conference

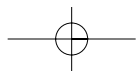
of the
Society of Environmental Journalists



October 17-20, 1996

hosted by
Washington University in St. Louis

printed on recycled paper



Thursday, October 17

Field Expeditions

Logistics:

Full-day tours: buses leave from the Hyatt Regency at Union Station at the 20th Street entrance, accessible from the ballroom level, at 8:00 AM. Buses will return to the Hyatt at approximately 5:00 PM. Lunch will be provided.

Half-day tours: buses leave from the Hyatt Regency at Union Station at the 20th Street entrance, accessible from the ballroom level, at 12:30 and return to the Hyatt at approximately 5:00 PM. A snack will be provided, but eating lunch before the tour leaves is recommended.

Buses will not stop at the Hampton Inn or other hotels except in the case of severe weather.

Farming: The Search for Sustainability (full day)

At a research facility in Chesterfield, Mo., the Monsanto Corp. alters plants so they fend off insects and tolerate the widely used herbicide Roundup. You'll see the greenhouses, growth chambers and laboratories. In the afternoon, you'll visit the White Farm in St. Claire County, Ill., where researchers study how to reduce chemical use and other new conservation techniques. A panel will discuss sustainable agriculture, organic farming and related issues.

Tour Leaders: **Perry Beeman**, *Des Moines Register*

Robert Steyer, *St. Louis Post Dispatch*

Speakers: **Michae Rahe**, Illinois Department of Agriculture

Tom Royer and Robert Bellm, University of Illinois Cooperative Extension Service

Kenneth A. Cook, Environmental Working Group

Monsanto Representatives: **Robert B. Horsch**, Director of Technology; **Danny R. Gigax**, Team Leader, Cotton Business Development; **Gary F. Barton**, Director Biotechnology Communications

Midwestern Rivers and the Great Flood of '93: Background, Causes, Impacts (full day)

A distinguished group of scientists, engineers, environmentalists and public officials will describe what happened before, during and after the Great Flood, and discuss the flood's implications for the future. The U.S. Army Corps of Engineers will detail its river management efforts on the Mississippi and Missouri rivers. You'll also visit ecological study sites and levees that failed. The tour finishes with a visit to Valmeyer, Ill., cited as one way to improve floodplain management. The town is one of a handful that have decided to move out of the floodplain to avoid another flood.

Tour Leader: **Bill Allen**, *St. Louis-Post Dispatch*

Speakers: **William Becker**, U.S. Department of Energy

David Busse, U.S. Army Corps of Engineers

Scott Faber, American Rivers

Bruce Hannon, University of Illinois

Petra Haws, St. Charles County Emergency Management Agency

Dennis Knoblach, Village of Valmeyer

Kenneth E. Kunkel, Midwestern Climate Center

Rochelle Renken, Missouri Department of Conservation

Gary Schuchardt, St. Charles County Emergency Management Agency

Jim Schwab, American Planning Association

Owen Sexton, Washington University

John Smith, Missouri Department of Conservation

Claude Strauser, U.S. Army Corps of Engineers

Resurrected Ecosystem/Ancient Civilization (full day)

Visit a reborn native prairie and the remnants of a once powerful Native American civilization at Cahokia Mounds. Prairie once covered the Midwest. Today, farm fields and subdivisions have wiped out nearly all of that ecosystem. You'll see an effort to restore a parcel of native prairie operated by Missouri Botanical Garden's Shaw Arboretum in Gray Summit, Mo. Then, you'll travel to nearby Cahokia Mounds, home of a thriving civilization that 10,000 years ago rivaled any in the world.

Tour Leaders: **Tony Fitzpatrick**, Washington University

William H. MacLeish, author, *The Day Before America*

Richard Manning, Author, *Grassland and Last Stand*

Speakers: **John Behrer**, Arboretum Prairie

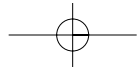
Eddie Brown, Washington University

William A. Davit and Jim Trager, Arboretum Prairie

George Godfrey, Haskell Indian Nations University

William R. Iseminger, Cahokia Mounds State Historic Site

Barbara A. Schaal, Washington University



Thursday, October 17
Field Expeditions

Missouri Botanical Garden (half day)

The Missouri Botanical Garden operates the world's most active research program in tropical botany, attempting to document and classify unknown tropical plants before they become extinct. It also is the center of an effort to describe every native plant in North America. You'll see the herbarium, a collection of dried plant specimens, and its rare book collection which includes first editions of Charles Darwin's *On the Origin of Species* and John James Audubon's *Birds of America*. You'll also see the Climatron, a geodesic-domed greenhouse with a tropical rainforest inside.

Tour Leader: **Bill Dawson**, *Houston Chronicle*
Speakers: **John MacDougal**, Missouri Botanical Garden Climatron
Jim Solomon, Missouri Botanical Garden Herbarium

Times Beach—the Town Wiped Off the Map by Dioxin (half day)

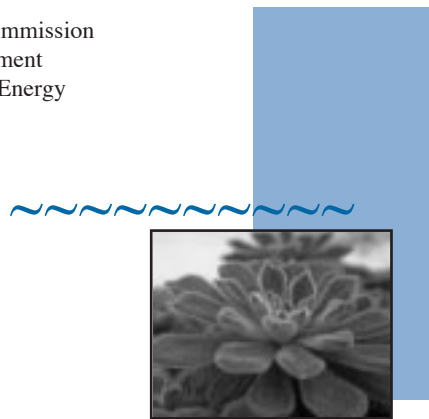
Just outside St. Louis in a river valley, Times Beach once boasted 2,242 residents, churches and a few taverns. Now, a metal gate blocks entrance and a giant incinerator sits inside a ring levee. The incinerator, despite some recent delays, will burn more than 100,000 cubic yards of material contaminated by dioxin. You'll visit the 40-acre site of the abandoned town and listen to a panel of citizens, health specialists, regulators and others discuss the clean-up plan and the incredible turn of events that wiped this one-time resort off the map.

Tour Leaders: **Tom Uhlenbrock**, *St. Louis Post-Dispatch*
Kathy Sagan, *Family Circle*
Speakers: **Gayle Carlson**, Missouri Department of Public Health
Mike DeVito, U.S. Environmental Protection Agency
Bob Feild, U.S. Environmental Protection Agency
Marilyn Leistner, Former Mayor, Times Beach
Gary Pendergrass, Agribusiness Technologies, Inc.
Daryl Roberts, Missouri Department of Public Health
Steve Taylor, Times Beach Action Group

After the Bomb—Cleaning up the AEC Uranium Processing Site, Weldon Springs (half day)

The Weldon Springs Radioactive Cleanup is one of the legacies of the age of atomic weapons. The Atomic Energy Commission (AEC) operated the facility for the conversion of processed uranium ore for weapons production. In March, 1989, the chemical plant and four raffinate pits were placed on the EPA's National Priorities List for cleanup. The panel will discuss the extent of uranium and radium contamination at the site, and some of the controversy surrounding the cleanup methods.

Tour Leaders: **Don Corrigan**, Webster-Kirkwood Times/Webster University
Karen Dorn Steele, *Spokesman Review*
Speakers: **Daryl Anderson**, Weldon Springs Citizens Commission
Kay Drey, Missouri Coalition for the Environment
Stephen H. McCracken, U.S. Department of Energy
Robert Morgan, Washington University



6:00-10:00 PM

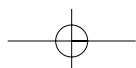
Opening Reception at the Missouri Botanical Garden

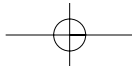
6:30 to 10:00 PM. buses will run a continual loop between the Hyatt Regency and the Missouri Botanical Garden.

Celebrate the start of SEJ's Sixth National Conference with friends, hors d'ouerves and cash bar at this spectacular 137-year-old garden, known throughout the world for unique botanical archives and research. (See the tour description above for more details.) Gardens and Climatron will be open.

Welcome: **Peter H. Raven**, Missouri Botanical Garden/Washington University in St. Louis

This reception is sponsored and hosted by Missouri Botanical Garden





Friday, October 18
Hyatt Regency at Union Station

Logistics: all sessions will be in the lower level ballroom area of the Hyatt Regency at Union Station. To sample some of the best environmental journalism of the year, visit the SEJ reading room, located at the end of Foyer B. For press room, go to the walk-in registration area in Foyer A.

7:30-9:00 AM Registration and continental breakfast
Hyatt Regency Grand Ballroom Foyer A

9:00-9:30 AM Opening Welcome
Grand Ballroom ABCD

Kevin Carmody and Mike Mansur, 1996 National Conference Chairs
Emilia Askari, SEJ President
Mark S. Wrighton, Chancellor, Washington University in St. Louis

9:30-11:30 AM Plenary Session: *The 104th Congress and Environmental Protection: Who was right, who was wrong, and what is this fight really about?*

Grand Ballroom ABCD

Six leading policymakers will score the debate between Democrats and Republicans that has raged over environmental issues in the 104th Congress and offer prognoses about what direction the back and forth will be during the upcoming session. They will also exchange views on the approach the two leading presidential candidates take on environmental protection.

Moderator: **Gary Lee**, *The Washington Post*
Panelists: **Rep. Sherwood Boehlert**, R-NY
Sen. Kit Bond, R-MO
Carol Browner, U.S. Environmental Protection Agency
Deborah Callahan, League of Conservation Voters
Linda Fisher, Monsanto
Rep. George Miller, D-CA

12:00-1:15 PM Network Lunch
Grand Ballroom F

Imagine...an SEJ meal without a keynote speech. Instead, tables will be organized by a variety of topics and geographic areas. Choose one. When a 'half-time' bell rings, change tables. All speakers and attendees will be encouraged to participate.

Welcome: **Sara Thurin Rollin**, Bureau of National Affairs, Inc.

Sponsored by the Bureau of National Affairs, Inc.

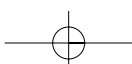
The following small-group sessions run simultaneously with lunch. Attendance is limited to 25 at each of these sessions. Please sign up early at the Registration Desk and check back at 11:45 to see if you made the list. Q & A follows brief opening comments. Lunch will be included.

Small-Group Session With Timothy Wirth, Under Secretary of State for Global Affairs
Grand Ballroom E

Discussion will include the Clinton Administration's negotiations on a binding agreement to control greenhouse gas emissions in the next century.

Small-Group Session With Sherri Goodman, Deputy Under Secretary of Defense for Environmental Security
Grand Ballroom E

Discussion will include the DOD's environmental programs and land-use issues, including its relationship with states and tribal nations, environmental degradation and instability around the globe, and hazardous waste reduction.



Friday, October 18

Hyatt Regency at Union Station

1:45-3:15 PM

Concurrent Panels**Urban Sprawl and Recycling City Cores***Regency Ballroom C*

Some American cities are trying to stem decades of urban sprawl, while private and government officials work to redevelop abandoned, often polluted central city sites. The panel looks at urban sprawl in the Midwest and nearby “brownfield” initiatives.

- Moderator: **Safir Ahmed**, *Riverfront Times*
 Panelists: **John Gates**, Center Point Properties Corporation
Kerry Herndon, U.S. Environmental Protection Agency
Chris Lester, *Kansas City Star*
Mike Nelson, Wesley House in St. Louis

Pesticides 101: Getting the Complete Story*Grand Ballroom D*

A panel of experienced journalists, an industry rep., and environmental advocacy organization will discuss what is needed to get a complete pesticides story. Tips for finding details and pitfalls to be avoided are among the issues speakers will address. Story ideas from the Aug. 2 congressional rewrite of the U.S. food safety laws will be offered. Examples of excellence in pesticide journalism will be profiled. Handouts with tips, references, and resources will be distributed.

- Moderator: **Sara Thurin Rollin**, Bureau of National Affairs
 Panelists: **Sue Darcey**, Pesticide & Toxic Chemical News, CRC Press
Dan Fagin, *Newsday*
Christopher Klose, American Crop Protection Association
Richard Wiles, Environmental Working Group

Can the Market Save the Planet?*Regency Ballroom A*

Since the Clean Air Act Amendments of 1990 mandated the first market in tradeable air emission permits, interest in market-based strategies to reduce pollution has exploded. They’ve been hailed as a free-market cure-all to the ills of command-and-control regulation. Do they really offer such hope?

- Moderator: **Ann Goodman**, Freelance Journalist
 Panelists: **Tony Borden**, Public Service Electric & Gas
Dan Dudek, Environmental Defense Fund
David Korten, Author, *When Corporations Rule the World*
Robert Pollak, Washington University

Mining: A Conflict Over Public Lands*Regency Ballroom B*

To keep the nation supplied in lead, mining companies are looking at state and federal-owned land in the Missouri Ozarks for new lead ore deposits. Environmentalists want to stop prospecting, fearing it will pollute some of the nation’s most scenic rivers and scar the land. Similar battles are being waged around the nation as some call for reform of the Mining Act of 1872.

- Moderator: **Repps Hudson**, *St. Louis Post-Dispatch*
 Panelists: **Jack N. Gerard**, McClure, Gerard & Neuenschwander, Inc.
Philip Hocker, Mineral Policy Center
Roger Pryor, Missouri Coalition for the Environment
Jeffrey Zelms, Doe Run Company

Assessing Ourselves*Grand Ballroom A*

How well have environmental journalists covered complex issues like dioxin and climate change? What difference does it make to media audiences? A panel of researchers present findings from recent studies.

- Moderator: **JoAnn M. Valenti**, SEJ Academic Board Representative, Brigham Young University
 Panelists: **Jim Detjen**, Michigan State University
Sharon Dunwoody, University of Wisconsin
Sharon M. Friedman, Lehigh University
Michael Nitz, University of Idaho
Kris M. Wilson, University of Kansas

Friday, October 18

Hyatt Regency at Union Station

1:45-3:15 PM Concurrent Panels (continued)

When It Rains, It Pollutes

Grand Ballroom B

Water pollution was an easy beat when the major culprits were belching sewage plants and factories. Now the threats are more diverse, ranging from parking lots to livestock farms to massive flood-control levies. This panel explores how journalists can use new reporting techniques to pinpoint the causes of polluted runoff and flooding. Panelists also will offer a critique on how the media has covered these issues.

Moderator: **Stuart Leavenworth**, *Raleigh News & Observer*

Panelists: **Scott Faber**, *American Rivers*
Jane Kay, *San Francisco Examiner*
Owen Sexton, *Washington University*
Lee Wilkins, *University of Missouri*

It's 2010, Do You Know Where Your Job Is?

Grand Ballroom C

The Internet. Talk radio. Virtual newspapers. Tabloid TV. The explosion in information sources is redefining how the public defines news, and how public issues are debated. To what extent will expected changes in communications technology and media ownership alter the journalist's role and job options? Our distinguished panelists will dust off their crystal balls.

Moderator: **Emilia Askari**, SEJ president and freelance journalist

Panelists: **Jay Bookman**, *Atlanta Journal-Constitution*
Mark Hertsgaard, Author and journalist
Fred Lebolt, *Chicago Sun-Times*
Ellen Shearer, *Northwestern University*

Using Computers to Produce Environmental Stories

Foyer B

Where is the best environmental data and how can you turn it into compelling stories? A show-and-tell session with three of the best practitioners of the new reporting techniques.

Instructors: **Brant Houston and Andrew Lehren**, *National Institute for Computer-Assisted Reporting*
Greg Reeves, *Kansas City Star*

Sponsored by the Freedom Forum

3:15-3:30 PM *Break*

3:30-5:00 PM SEJ Membership Meeting

Grand Ballroom F

SEJ members are encouraged to attend the annual meeting to discuss several important SEJ business matters, elect new officers and discuss the group's future with board members and SEJ Executive Director Beth Parke.

5:00-5:30 PM SEJ Board Meeting

Grand Ballroom F

Immediately following the membership meeting, the SEJ Board will meet to discuss membership policy and schedule future meetings. All members are welcome to attend.

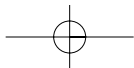
7:00-10:00 PM Buffet Dinner at the Gateway Arch

(6:15-10:00 PM, buses run continual loops from the Hyatt Regency to Gateway Arch)

A very special evening in a very special setting, with buffet supper and cash bar, complete with continuous trips to the observation room at the Arch's top, tours of the Museum of Westward Expansion, and two screenings of the movie *Monument to the Dream*. (A Federal law prohibits the sale of alcoholic beverages at the Arch. Purchase drink tickets at the registration desk anytime on Friday.)

Welcome: **Mark S. Wrighton**, Chancellor, Washington University in St. Louis

This reception is sponsored by Washington University in St. Louis, hosts of SEJ's 1996 National Conference



Saturday, October 19
WASHINGTON UNIVERSITY IN ST. LOUIS

Logistics:

7:10 AM-6:30 PM Buses will run continual loops from the Hyatt Regency to Mallinckrodt Center on the Washington University campus on the hour and half hour. The Olin School of Business, Prince Hall, and Washington University Field House are nearby.

To sample some of the best environmental journalism of the year, visit the SEJ reading room, located in the MBA Lounge in the Olin School of Business. The Press Room can be found in 105 Olin School of Business.

7:30-8:30 AM **Registration and Continental Breakfast**
Mallinckrodt Center

8:30-10-00 AM **Concurrent Panels**

Rating Reporters

112 Simon Hall, Olin School of Business

Industry, public relations firms, and even the DOE rate reporters for various criteria. Who's rating you and how do you rate?

- Moderator: **Robert A. Logan**, University of Missouri
- Panelists: **Peter Dykstra**, CNN/Turner Broadcasting
- Mike Gauldin**, U.S. Department of the Interior
- Elaine Hopkins**, Peoria Journal Star
- Dean Rotbart**, TJFR Publishing Company
- Bud Ward**, National Safety Council

Food Futures

110 Simon Hall, Olin School of Business

Global warming? Loss of genetic diversity? Soil erosion? Is the media missing an important environmental story in the nation's farm belt? Learn how these threats will affect our future dinner tables.

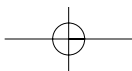
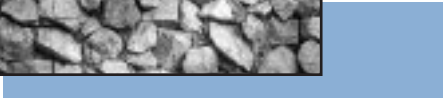
- Moderator: **Paul Raeburn**, Business Week
- Panelists: **Ben Ephson**, Business in Ghana magazine
- David Ho**, Washington University
- Rosamund Naylor**, Institute for International Studies
- Max Schnepf**, Soil and Water Conservation Society

Exotic Species: An Under-Reported Issue

106 Simon Hall, Olin School of Business

Zebra mussels and gypsy moths have nibbled their way into the news. But countless nuisance exotic species threaten ecosystems across the globe and in your neighborhood. Learn the scope of the problem and some local angles for news stories.

- Moderator: **Charles P. Quirnbach**, Wisconsin Public Radio
- Panelists: **Faith Campbell**, National Association of Exotic Pest Plant Councils
- Gerry Hertel**, USDA-Forest Service
- Clifford Kraft**, University of Wisconsin Sea Grant Institute



Saturday, October 19

WASHINGTON UNIVERSITY IN ST. LOUIS

8:30-10:00 AM **Concurrent Panels (continued)**

The Role of the Trade Press

104 Simon Hall, Olin School of Business

In this session, environmental reporters for trade publications will explain what they're trying to achieve and show how they're doing it. Then they will discuss the role of the trade press in environmental journalism today.

Moderator: **Bowman Cox**, *Defense Cleanup Newsletter*

Panelists **Don Bilson**, *Inside EPA*

Peter Fairley, *Chemical Week*

Karen Yourish, *Weapons Complex Monitor*

Poynter Institute's Session on the Craft: Making Air: Covering the Environment on Television

113 Simon Hall, Olin School of Business

Telling environmental stories on television can be a special challenge. Complex issues are not always visual, and the pictures you need may not be easy to find. Learn how it can be done, with examples from local and network TV reporters. Share your own story dilemmas and brainstorm solutions with your colleagues.

Speaker: **Deborah Potter**, The Poynter Institute for Media Studies

What's New With Endocrine Disruption?

103 Simon Hall, Olin School of Business

Confused about systemic contaminants? Environmental hormones? Endocrine disrupters? Get the latest developments on the emerging story of this decade—one that continues to gain momentum, but still eludes the mainstream press. Panelists include seasoned journalists and representatives from industry and health organizations. RTNDF's updated Journalist's Resource Guide on endocrine disrupters, which includes contacts, story ideas, and recent articles, will be given to all attendees.

Moderator: **David P. Ropeik**, WCVB-TV Massachusetts

Panelists: **David Baron**, WBUR-FM Massachusetts

Betty Hileman, *Chemical and Engineering News*

George Lucier, National Institute of Environmental Health Sciences

Sandra Tirey, Chemical Manufacturers Association

Sponsored by the Radio and Television News Directors Foundation

Hands-on Computer Training: Database Managers (Introductory)

Room 232, Prince Hall

There's a mother lode of data at the EPA and other environmental agencies, but making sense of it requires some special tools. In this session, NICAR trainers will help you get comfortable with one important tool: the database manager.

Instructors: **Brant Houston** and **Andrew Lehren**, National Institute for Computer-Assisted Reporting

Sponsored by the Freedom Forum

Hands-on Computer Training: Introduction to the World Wide Web

Room 229, Prince Hall

If the Internet is the world's greatest library, this session will show you how to use the card catalog and other tools for finding your way around. Instructors are the managers of SEJ's web site and listserv.

Instructors: **Russell Clemings**, *The Fresno Bee*

Amy Gahrn, E Source

10:00-10:15 AM

Break



Saturday, October 19

WASHINGTON UNIVERSITY IN ST. LOUIS

10:15-11:45 AM Concurrent Panels

Rethinking Recycling

103 Simon Hall, Olin School of Business

Are recycling's benefits to the environment greater than its costs? For the past several years, activists, researchers, and industry have debated this question—often to the confusion of the public. Last summer's *New York Time Magazine* cover was the latest entry in this discussion. Panelists will discuss recycling's value or its lack of value.

Moderator: **Harvey Black**, Freelance Journalist
 Panelists: **Ken Chilton**, Center for the Study of American Business
Allen Hershkowitz, Natural Resources Defense Council
Reid J. Lifset, Yale University
Lynn Scarlett, Reason Foundation

The Eastern Timber Boom: Impacts on Private Forests

110 Simon Hall, Olin School of Business

Decreased logging on Western public lands is creating higher demand for Eastern timber. Almost all of those forests are in private ownership, subject to little forest regulation. Industry, environmentalists and public and private forest managers discuss how the timber boom will affect Eastern forests.

Moderator: **Andrew Melnykovych**, *Louisville Courier-Journal*
 Panelists: **Gerry Hertel**, USDA-Forest Service
Andy Mahler, Heartwood
Preston Padgett, Tennaco Packaging
Clinton Trammel, The Pioneer Forest

Freedom To Farm

106 Simon Hall, Olin School of Business

It's been said that the new farm bill represents the most dramatic changes in federal farm policy since the Depression. For reporters trying to sort through a maze of complex programs, the question is: What's in it for me? A distinguished panel explains the farm bill and offers some good story tips.

Moderator: **Rae Tyson**, *USA Today*
 Panelists: **Kenneth A. Cook**, Environmental Working Group
Ruth Gerdes, National Corn Development Foundation
Patricia Peak Klintberg, *Farm Journal* magazine
Max Schnepf, Soil and Water Conservation Society

Freelancing on the Internet: Rights, Wrongs, and New Opportunities

104 Simon Hall, Olin School of Business

If the future of journalism is on the Internet, how come most of the material there is just recycled from print media? Fear not, there are exciting new opportunities for writers on the Internet. The session includes practical tips for writers on querying Internet publications, and designing a writer-friendly contract.

Moderator: **Nancy Shute**, Freelance Journalist
 Panelists: **Sunny P. Lewis**, *Environment News Service*
Charles McManis, Washington University
Trish Reynales, *Mungo Park*
David Tenenbaum, *Why Files*

Kids at Risk

112 Simon Hall, Olin School of Business

A panel offering expertise and reporting tips on three key issues that link environmental contaminants to children's health: lead poisoning and mental health; air pollution and pediatric asthma; and systemic contaminants and cancer-causing agents. Learn more about these critical issues and how to better report on stories involving risk.

Moderator: **Deborah Potter**, The Poynter Institute for Media Studies
 Panelists: **Dianne Dumanoski**, Co-author, *Our Stolen Future*
Richard Jackson, Nat'l Cntr for Environ.l Health, Centers for Disease Control and Prevention
Rod Jackson, KTVX-TV, Utah
Richard Stapleton, U.S. Environmental Protection Agency

Sponsored by the Radio and Television News Directors Foundation

Saturday, October 19

WASHINGTON UNIVERSITY IN ST. LOUIS

10:15-11:45 AM Concurrent Panels (continued)

Award Winners Panel

Edward J. Schnuck Classroom

Current award-winning environmental journalists (Pulitzer, Meeman, and Dupont) discuss how they reported, edited, and wrote the year's best work.

Moderator: **Marla Cone**, *LA Times*
 Panelists: **Robert Aglow**, *ABC News*
Melanie Sill, *Raleigh News & Observer*

Change in the Air: Covering the Nation's New Air Pollution Standards

113 Simon Hall, Olin School of Business

The Clinton Administration next month (November) will announce new air quality standards for ozone and fine particles, two of the nation's most abundant pollutants. The action is needed to better protect health. But it will mean hundreds of new clean-air communities will be designated as polluted, triggering new regulations for business, higher costs for consumers and backlash from lawmakers.

Moderator: **Gary Polakovic**, *Riverside Press Enterprise*
 Panelists: **Robert Drew**, *American Petroleum Institute*
William T. Harnett, *U. S. Environmental Protection Agency*
Jay Turner, *Washington University*
Ron White, *American Lung Association*

Hands-on Training: Database Managers (advanced)

Room 232, Prince Hall

For those who already know the basics, this session will provide instruction in relational queries and other sophisticated techniques for finding valuable nuggets in mountains of data.

Instructors: **Brant Houston and Andrew Lehren**, *National Institute for Computer-Assisted Reporting*

Sponsored by the Freedom Forum

Hands-on Training: Research Strategies for the World Wide Web (Intermediate)

Room 229, Prince Hall

It's easy to become overwhelmed by the vastness of the Internet. In this session, you'll learn the best ways to focus your research and get results with a minimum of wasted time.

Instructors: **Russell Clemings**, *The Fresno Bee*
Amy Gahrn, *E Source*

Finding Gold in Government Documents

Room 230 and 231, Prince Hall

Sometimes all it takes to uncover the secrets of the bureaucracy is a trip to the nearest government documents library. In this session, a veteran government documents librarian shows you how to find your way around.

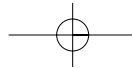
Instructor: **Bill Olbrich**, *Washington University Library*

Noon -2:15 PM Lunch and Debate: Domsayers V. Naysayers—On the Big Picture

Washington University Field House

Leading scientists and environmental thinkers roll up their sleeves to debate the environmental issues that may determine the fate of our planet. The doomsayers claim that problems such as global warming, overpopulation, and loss of biodiversity threaten society's future. The naysayers say these threats have been overblown to, among other things, keep research dollars coming in. Ringside seats still available.

Moderator: **Erin Hayes**, *ABC News*
 Panelists: **Ron Bailey**, *New River Media*
Paul R. Ehrlich, *Stanford University*
Jon Hutton, *Africa Resource Trust*
Patrick Michaels, *University of Virginia*
Peter H. Raven, *Missouri Botanical Garden*
Stephen H. Schneider, *Stanford University*



Saturday, October 19

WASHINGTON UNIVERSITY IN ST. LOUIS

2:30-4:00 PM Mini-tours on Washington University Campus

All tours will meet outside Washington University Field House. Size is strictly limited. Attendance will be on a first-come basis. Please sign up at the registration desk before noon Saturday.

NASA Geoscience Node

Lopata Hall Gallery

Remote sensing images from 1996 and earlier track environmental conditions over time in the Midwest, Mojave Desert, and Egypt.

Tour Guide: **Ray Arvidson**, Chair, Earth and Planetary Sciences, Washington University

CAPITA

Urbauer 319

The Center for Air Pollution Impact and Trend Analysis is the world's largest private library for air pollution and computerized statistics. Check out the web site for ozone policy.

Tour Guides: **Rudi Husar**, Director, CAPITA
Bret Schichtel, Research Associate, CAPITA

Rootfuel

Lopata Hall Gallery

Cooking fires are responsible for much of the deforestation and health problems in Third World countries. This tour includes a cooking demonstration using smokeless melon root, which researchers say may help reduce both problems.

Tour Guide: **Gene Shultz**, biomass expert, Washington University

Ethnobotany

Goldfarb Greenhouse, Rebstock Hall

Medicinal properties of native plants used by the Jivaro Indians of Peru

Tour Guide: **Cathy Crandall**, researcher with ethnobotanists Walter and Memory Lewis

Noise Pollution

Lobby, Clinics and Research Building, 909 S. Taylor, Washington University Medical Center

The Central Institute for the Deaf works to reduce noise and hearing loss. Discuss recent findings with leading noise researchers.

Tour Guide: **William H. Clark**, Professor of physiological acoustics, Central Institute for the Deaf, Washington University

Floods and Mold

10th Floor, Clinical Sciences Research Building, School of Medicine

Following major floods, scientists have discovered that unhealthy mold levels can persist even after conventional decontamination efforts.

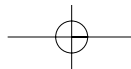
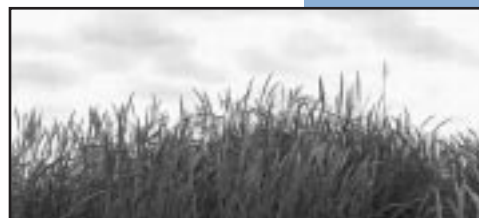
Tour Guide: **James Wedner**, Associate Professor of Medicine, Washington University

Health in the Workplace

8300 Jewish Hospital, Conference Room, School of Medicine

A growing list of 10,000 chemicals and the introduction of new technologies and industrial processes continues to outpace our understanding of possible health consequences.

Tour Guide: **Bradley Evanoff**, Assistant Professor of Medicine



Saturday, October 19

WASHINGTON UNIVERSITY IN ST. LOUIS

2:30-4:00 PM (continued)

Concurrent Panels

Poynter Institutes’s Session on the Craft: Description and Emotion in Environmental Writing

May Auditorium, Olin School of Business

Environmental newswriting requires description to make scenes real and to help the reader understand processes. The best writing moves readers’ emotions. This interactive workshop will discuss the use of emotion and description in short newspaper pieces, with examples from environmental stories.

Instructor: **Don Fry**, Author and independent writing coach

Kids and the Environment: Messages or Manipulation?

103 Simon Hall, Olin School of Business

Where do children get their images of our environment and their own place in it? What is at stake when adults struggle over environmental messages kids get in school or cartoons? How do kids reconcile the call to “save the planet” with their role as willing target of product advertisers? Whether their story is a school board battle over curriculum or a profile of kids organizing an Earth Day parade, reporters covering children and the environment will benefit from this session exploring the politics and sociology of environmental literacy for the next generation.

Moderator: **Tom Meersman**, *Minneapolis Star Tribune*

Panelists: **Anjali Alimchandani**, Sr. Student at Parkway South High School
Edward Groth, Consumers Union of U.S., Inc
Jo Kwong, Atlas Economic Research Foundation
Richard Wilke, University of Wisconsin-Stevens Point

A Journey to Chernobyl

106 Simon Hall, Olin School of Business

Louisville Courier-Journal environment writer Andrew Melnykovich, a Ukrainian-American, presents a slideshow on his return to his native land for Gannett News Service and his newspaper.

Presenter: **Andrew Melynkovich**, *Louisville Courier-Journal*

Hands-on Training: Spreadsheets (Introductory)

Room 232, Prince Hall

Put away that calculator. A spreadsheet can make it easy to do percentages and other arithmetic drudgery. NICAR experts will teach you the basics of using this important computer-assisted-reporting tool.

Instructors: **Brant Houston and Andrew Lehren**, National Institute for Computer-Assisted Reporting

Sponsored by the Freedom Forum

Hands-on Training: Create Your Own World Wide Web Home Page (Advanced)

Room 229, Prince Hall

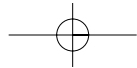
Don’t be scared away by terms like “HTML” and “HREF.” Creating web pages is no more difficult than using a simple word processor. SEJ’s online experts will show you how.

Instructors: **Russell Clemings**, *The Fresno Bee*
Amy Gahrn, E Source

4:00-4:30 PM

BREAK





Saturday, October 19

ST. LOUIS SCIENCE CENTER

4:30-5:45 PM **A Sense of Wonder: A play based on the life of Rachel Carson**

Edison Theater, Mallinckrodt Center

The late Rachel Carson book *Silent Spring* is often credited with sparking the modern environmental movement. Kaiulani Lee's portrayal of Carson has been called "uncanny," "beautiful," "inspiring," and "unforgettable." Today, policymakers and others debate Carson and her message. No matter who's correct, Lee's play offers a rare glimpse into the world of the extremely private writer, poet, and scientist.

A Sense of Wonder is dedicated to Paul Brooks without whose support and encouragement this play would not have been possible. Mr. Brooks was Miss Carson's editor and publisher and is the author of her biography, *The House of Life*. **The photographing or sound recording of any performance of this play is strictly prohibited by law.** *A Sense of Wonder* has been created with the permission of the Rachel Carson Estate, Frances Collin, trustee. The information and quotations in *A Sense of Wonder* come from Ms. Carson's published and unpublished works, including the following books: *Under the Sea Wind* (Truman Talley Books/Dutton; copyright © 1941 Rachel L. Carson; Copyright renewed 1969 by Roger Christie); *The Sea Around Us* (Houghton Mifflin Company, Copyright © 1950, 1951 Rachel L. Carson, renewed 1979 by Roger Christie); *The Edge of the Sea* (Houghton Mifflin Company, Copyright © 1955 Rachel L. Carson, Renewed 1983 by Roger Christie); *Silent Spring* (Houghton Mifflin Company, Copyright © 1952 Rachel L. Carson, Renewed 1990 by Roger Christie); *The Sense of Wonder* (Harper Collins Publishers, Copyright © 1956 Rachel L. Carson, Renewed 1984 by Roger Christie); and *The House of Life: Rachel Carson at Work* (by Paul Brooks, Copyright © 1972, 1989 Paul Brooks).

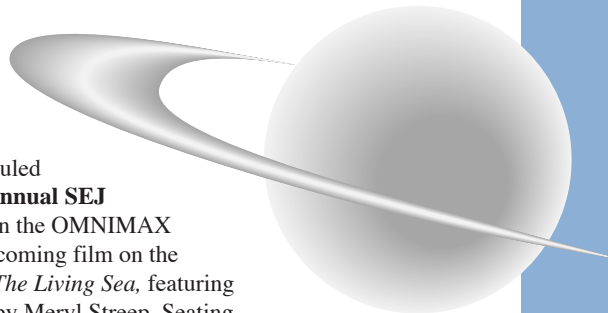
Sponsored by the Kansas City Star

7:00-11:00 PM **Evening at the St. Louis Science Center**

6:15-11:00 PM Buses will run continual loops between the Hyatt and the St. Louis Science Center.

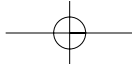
Host: **Douglas R. King**, President, St. Louis Science Center

Explore one of the world's top ten participatory science education centers, including exhibits on Ecology and the Environment, Technology, and Human Adventure. Enjoy a buffet supper, cash bar, surprises and scheduled events, including **The Second Annual SEJ Auction** at 8:30 PM. AT 9:00 PM in the OMNIMAX Theater, see footage from a forthcoming film on the Great Flood of '93, followed by *The Living Sea*, featuring the music of Sting and narration by Meryl Streep. Seating capacity for OMNIMAX Theater is 300. Free tickets for viewers will be distributed on a first come—first served basis as you enter the building.



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*This reception is sponsored and hosted by the St. Louis Science Center and Washington University in St. Louis*





*Sunday, October 20*  
THE LIVING WORLD BUILDING, SAINT LOUIS ZOO

**Logistics:**

**8:30 AM to 2:00 PM.** Buses will run continuous loops between the Hyatt Regency and the Saint Louis Zoo. Luggage storage available at site for those arranging their own transportation directly to the airport from the zoo.

**9:00-10:30 AM Concurrent Panels**

**Crossing the Continent**

*Anheuser-Busch Theatre, The Living World Building, Saint Louis Zoo*

Using slides from his travels, William Least Heat-Moon, the author of *Blue Highways* and *PrairyErth*, details his summer 1995 journey across America by boat. It will be the subject of his new book. He traveled from New York Harbor to the mouth of the Columbia River, using a 22-foot flat-bottomed boat (dubbed "Nikawa"), river raft, a canoe, and a kayak. Joining Heat-Moon will be David Burwell and Andy Clark of the Rails-To-Trails Conservancy. They will detail the group's efforts to build a biking and hiking trail across America, using old railroad right-of-ways, one of Heat-Moon's favorite causes.

Speakers: **William Least Heat-Moon**, Author  
**David Burwell and Andy Clark**, Rails to Trails Conservancy

*Photos courtesy of Bob Lindholm and David Pulliam.*

**Poynter Institute's Session on the Craft: Writing About Place**

*Classroom 4, Lower Level, The Living World Building, Saint Louis Zoo*

Turning a backwater swamp, a troubled town, or a beautiful glade into a story requires being able to create "a sense of place." This workshop will give specific ways in which to improve writing and reporting about special places.

Writing Instructor: **Jeff Klinkenberg**, *St. Petersburg Times*

**Hypercars, Negatrips, and Energy Efficiency**

*Classrooms 2 & 3, Lower Level, The Living World Building, Saint Louis Zoo*

Profound changes in what and how we drive may soon trigger the biggest change in industrial structure since microchips. Ultralight, ultraslippery cars made of advanced composites and equipped with a hybrid electric drive could be four to ten times as efficient and ten to 1,000 times cleaner than today's vehicles. Meantime, the DOE's Office of Energy Efficiency and Renewable Energy is researching and promoting other energy saving and pollution preventing technologies across the country.

Moderator: **Steve Curwood**, "Living on Earth," National Public Radio  
Panelists: **Christine Ervin**, Department of Energy  
**Amory Lovins**, Rocky Mountain Institute

**Environmental Effects on Art and Antiquities**

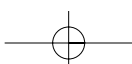
*St. Louis Art Museum*

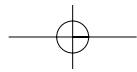
Walking through an art museum is a stimulating, often relaxing, learning experience. But behind those quiet museum walls, experts labor to preserve works of art from pollution, vandalism and even earthquakes. Three of the nation's premiere conservators will present issues that they wrestle with every day to protect the paintings, sculpture and textiles of the St. Louis Art Museum. The behind-the-scenes work of a conservator straddles science and art and these three will present examples of their most challenging and interesting cases.

Moderator: **George Homsy**, "Living on Earth," National Public Radio  
Panelists: **Paul Haner**, Painting Conservator  
**Suzanne Hargrove**, Objects Conservator  
**Zoe Perkins**, Textile Conservator

**10:30-11:00 AM**  
*The Living World Building*

*Coffee Break*





*Sunday, October 20*  
THE LIVING WORLD BUILDING, SAINT LOUIS ZOO

**11:00-12:30 PM Concurrent Panels**

**Remaking Forest Park**

*Classroom 4, Lower Level, The Living World Building, Saint Louis Zoo*

More than 10,000 hours of public participation and \$100 million will go into restoring the city's 1,293-acre Forest Park. The speaker will present the plan for those improvements, which include new sewers, public paths, lakes, lagoons and reforestation. The makeover should be completed by 2004 to celebrate the 100th anniversary of the 1904 World's Fair—held in Forest Park.

- Moderator: **Diana Aitchison**, *Kansas City Star*
- Speaker: **John Hoal**, St. Louis Development Corp.

**Writers on Writing**

*Classrooms 2 & 3, Lower Level, The Living World Building, Saint Louis Zoo*

Prize-winning authors discuss their art and their careers. Tips on everything from how to find an agent to how to keep your focus while writing a book..

- Moderator: **Emilia Askari**, Freelance Journalist
- Panelists: **Richard Manning**, Author, *Grassland* and *Last Stand*  
**Stephanie Mills**, Author, *In Service of the Wild* and *In Praise of Nature*  
**David Quammen**, Author, *Natural Acts* and *Fight of the Iquana*

**The Midwest: What it Was, What it Could Be**

*Anheuser-Busch Theatre, The Living World Building, Saint Louis Zoo*

This year our environmental history panel takes a look at the Midwest before it was changed by Europeans, at growing environmental concerns in the Heartland, and a final look about agriculture's future on the prairie.

- Moderator: **Noel Grove**, Freelance Writer
- Panelists: **Susan Falder**, Author of several books about Aldo Leopold  
**Wes Jackson**, The Land Institute  
**Bill MacLeish**, Author, *The Day Before America*

**Ethics & Survival**

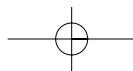
*Gather at the Welcome Desk, Upper Level, The Living World Building, Saint Louis Zoo*

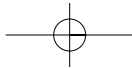
Species Survival Plan experts from the Saint Louis Zoo and humane authorities from the Humane Society of Missouri discuss the ethical and practical aspects of species conservation in a walking panel at the zoo.

- Moderator: **Merritt Clifton**, *Animal People*
- Panelists: **William Boever**, **Eric Miller**, and **Cheryl Suzanne Asa**, Saint. Louis Zoo  
**Kent Robertson** and **Curt Ransom**, Humane Society of Missouri



**1:00 PM Conference adjourns**  
*Buses will return attendees to the Hyatt Regency.*





*In appreciation...*

*The Society of Environmental Journalists is grateful to all whose efforts and financial support made our Sixth National Conference possible.*

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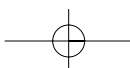
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### Special Thanks

**William Woo**

**Ronald Willnow**

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**Frank Cimatu**, *Seattle Post-Intelligencer*, Seattle, Washington

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**Leoneda Inge-Barry**, WEMU-FM, Ypsilanti, Michigan

**Prerna Mona Khanna**, freelancer, student of public health, Johns Hopkins University

**Trinh Le**, Sun Newspapers, Houston, Texas

**Nicolette McDavid**, journalism student, Roosevelt University, Chicago

**Mary Annette Pember**, *Lexington Herald-Leader*

**Brandy Tuzon**, *Sierra* magazine, San Francisco, California

*SEJ's 1996 Fellowships for Journalists of Color were made possible by grants from:*

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T (810) 546-5783 F (810) 546-5261  
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tmeersman@aol.com  
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T (312) 229-2814 F (312) 229-2900  
kpcarmody@aol.com

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1063 North Halivax  
Clovis, CA 93611-7123  
T (209) 323-9224 F (209) 441-6436  
clemings@cris.com  
70721.1045@compuserve.com

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Los Angeles, CA 90053  
T (800) 528-4637 ext. 73497  
F (714) 966-7711  
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T (303) 440-8500  
F (303) 440-8502  
mtn@indra.com

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190 North State Street  
Chicago, IL 60601  
T (312) 899-4015 F (312) 899-4028

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508 Young Street, Dallas, TX 75202  
T (214) 977-8483 F (214) 977-8319  
loftis@ix.netcom.com

**Mike Mansur**, *The Kansas City Star*  
1729 Grand Avenue, Kansas City, MO 64108  
T (816) 234-4433 F (816) 234-4926  
mlmansur@tyrell.net

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Society of Environmental Journalists  
P.O. Box 27280  
Philadelphia, PA 19118

Ph. (215) 836-9970  
Fx. (215) 836-9972  
sejoffice@aol.com  
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