



OFFICE OF THE CHANCELLOR
405 HILGARD AVENUE
LOS ANGELES, CALIFORNIA 90095-1405

September 1999

Dear Society of Environmental Journalists Conference Participants:

It is my pleasure to welcome you to UCLA for the Ninth Annual Society of Environmental Journalists Conference. We are especially delighted to host this important event because, as you know, this year marks the first time SEJ has met on the West Coast.

UCLA's location in the cosmopolitan city of Los Angeles, on the Pacific Rim, and at the gateway to Latin America, makes the campus a natural laboratory for the study of ecological problems. And the University's outstanding researchers and facilities also make UCLA the ideal site from which to launch discussions and efforts that lead to global ecological change.

To address the world's environmental problems, UCLA's Institute of the Environment has been established as a new and unique academic unit devoted to interdisciplinary research and teaching related to these issues. Composed of faculty from a broad range of disciplines all working to provide answers to the world's environmental concerns, the Institute of the Environment has the mission of coordinating and expanding these studies, bringing new knowledge to the classroom, and reaching out to the Greater Los Angeles community and beyond.

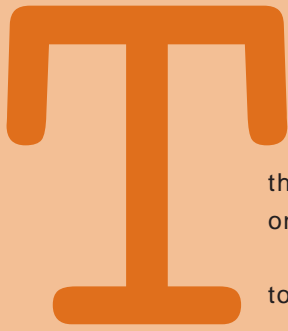
On behalf of UCLA, I extend deepest thanks to all those who have worked so diligently to make the SEJ Conference a highly successful one.

With best wishes for a fruitful and enjoyable stay on the UCLA campus,

Sincerely,

A handwritten signature in black ink, appearing to read "A. Carnesale", with a long, sweeping underline.

Albert Carnesale
Chancellor



Thursday, September 16

Logistics:

Registration will be held outside at Sunset Village Plaza from 6:30 A.M. through 7:00 P.M. Sign up for mini-tours, small group sessions (SEJ members only), and Friday breakfast session (SEJ members only).

Tour buses will load at Sproul Hall Circle, near Sunset Village. Check your tour information carefully to see when your tour leaves!

All tours will return to UCLA at around 5:00 P.M.

Advance registration is required. Attendance size on each tour is strictly limited.

Full-day Tour

7:00 a.m.—5:00 p.m.

Lunch Provided

Bus begins loading at 6:30 A.M. at Sproul Hall Circle. Please arrive on time!

Catalina Island

Travel to Santa Catalina Island, 20 miles offshore from Los Angeles, to learn about island ecology, invasive species, ecosystem restoration, bald eagle recovery and the challenge of balancing tourism with preservation. The trip will include ferry rides to and from the mainland, a 90-minute bus tour of the island's rugged interior and lunch at the University of Southern California's Wrigley Marine Science Center.

Guides: John Krist, *Ventura County Star*; Neil Strassman, *Fort Worth Star-Telegram*

Speakers: Gary Davis, Channel Islands National Park; Deb Jensen, Catalina Island Conservancy; Anthony Michaels, Institute for Environmental Studies, USC; Peter Sharpe, Institute for Wildlife Studies

Full-day Tour

7:30 a.m.—5:00 p.m.

Lunch Provided

Bus begins loading at 7:00 A.M. at Sproul Hall Circle. Please arrive on time!

Epicenter of Extinction

California's extraordinary biodiversity and growth are on a collision course. Take a trip to an Orange County battlefield, where survival of the Endangered Species Act and an imperiled songbird hang in the balance. Assess the progress of an ambitious but controversial effort to reconcile home building with needs of wildlife inhabiting a rare plant community. (Hiking clothes recommended.) *Special thanks to Deborah Schoch of the Los Angeles Times for organizing this tour.*

Guides: Pat Brennan, *Orange County Register*; Pat Murkland, *Riverside Press-Enterprise*

Moderator: Stephen Burgard, *Los Angeles Times*, Orange County Edition
Speakers: Donald Barry, U.S. Department of the Interior; James Bartel, U.S. Fish and Wildlife Service; Gerald Braden, San Bernardino County Museum; Ted Case, University of California, San Diego; Frank Davis, University of California, Santa Barbara; Robert Fisher, San Diego State University; Monica Florian, the Irvine Co.; Leona Klippstein, Spirit of the Sage Council; Steve Letterly, Transportation Corridor Agencies; Tom Mathews, Orange County Director of Planning; Rudolph Mattoni, UCLA; Joel Reynolds, Natural Resources Defense Council; Fred Roberts, independent botanist; Ernest Siva, California Indian Storytelling Association; Trish Smith, The Nature Conservancy; John Tavaglione, Riverside County Supervisor; Robert Thornton, Nossaman, Guthner, Knox & Elliott

Thursday, September 16

Field Expeditions

Full-day Tour

8:00 a.m.—5:00 p.m.

Lunch Provided

*Bus begins loading at
7:30 A.M. at Sproul Hall
Circle. Please arrive on time!*

Half-day Tour

11:00 a.m.—5:00 p.m.

Lunch Provided

*Bus begins loading at
10:30 A.M. at Sproul Hall Circle.
Please arrive on time!*

Half-day Tour

11:00 A.M.—5:00 P.M.

Lunch Provided

*Bus begins loading at
10:30 A.M. at Sproul Hall Circle.
Please arrive on time!*

Smog, California-style

The Los Angeles region has the nation's dirtiest air, but you should have seen it before. The world's most ambitious cleanup has cut air pollution and fostered innovative solutions, but the costs are high. SEJ visits the South Coast Air Quality Management District to examine state-of-the-art technology and get schooled in the science and politics of smog.

Guides: *Randy Edwards, Columbus Dispatch*; **Carolyn Whetzel**, Bureau of National Affairs Inc.

Speakers: **Tim Carmichael**, Coalition for Clean Air; **Michael Kenny**, California Air Resources Board; **Ed Laird**, Coatings Resource Corp.; **Felicia Marcus**, U.S. Environmental Protection Agency; **John Peters**, University of Southern California School of Medicine; **Robert Phalen**, University of California, Irvine; **Barry Wallerstein**, South Coast Air Quality Management District; **Robert Wyman**, Latham & Watkins; **Mel Zeldin**, South Coast Air Quality Management District

Wild Mountains, Urban Woes

Los Angeles' mountains are among the nation's most urbanized, presenting tough land-use and wildlife management issues and, occasionally, a national stage for disasters. Visit the Santa Monica Mountains National Recreation Area—a 150,000-acre patchwork of pristine wildlands, public parks, scientific study areas and private estates—to see what happens when 15 million Southern Californians use mountains as neighborhoods and playgrounds. This tour will include some hiking. Please dress accordingly and bring sun-screen and a hat.

Guides: *Christian Miller, Los Angeles Times*; **Kathryn Phillips**, freelance writer

Speakers: **David Brown**, Sierra Club; **Arthur Eck**, Santa Monica Mountains National Recreation Area, National Park Service; **Joe Edmiston**, Santa Monica Mountains Conservancy; **Carol Felixson**, UCLA Stunt Ranch, Santa Monica Mountains Reserve; **Suzanne Goode**, California Department of Parks and Recreation; **Mark Pestrella**, Los Angeles County Department of Public Works; **Ray Sauvajot**, National Park Service; **Rad Sutnar**, development consultant

Baywatch

Explore Santa Monica Bay, a battered ocean ecosystem lapping at the shores of the Los Angeles urban core. The bay is home to some of the nation's most popular and most polluted beaches. Study the water from dry land, the origin of urban runoff that taints the bay, and examine successful cleanups and outstanding challenges.

Guides: **Lee Peterson**, *The Daily Breeze*; **Michael Stenstrom**, UCLA Institute of the Environment

Speakers: **John Dorsey**, Bureau of Sanitation's Stormwater Management Division, City of Los Angeles; **Mark Gold**, Heal the Bay; **Terry Tamminen**, Environment Now; **Stephen Weisberg**, Southern California Coastal Water Research Project

Half-day Tour

12:30 A.M.—5:00 P.M.

Snack Provided

*Bus begins loading at
Noon at Sproul Hall Circle
Please arrive on time!*

3:00—4:00 P.M.

*Sign up when you check in at
the registration table.*

*Tours will start in front of Covel
Commons. Walking shoes suggested.*

3:30—5:00 P.M.

**Bradley International Hall
Second Floor
Room 215**

Space: The Final Environmental Frontier

Go beyond thinking globally to Pasadena's Jet Propulsion Laboratory to learn about space-based Earth research, cosmic garbage, and the environmental ethic humankind takes into the heavens. All tour participants must have photo identification. All non-U.S. citizens must bring their green card, visa, or passport. This is mandatory. You will not be allowed to enter without the appropriate documents.

Guide: Veronica McGregor, CNN

Speakers: Jack Barengoltz, Jet Propulsion Laboratory; Pamela Conrad, JPL; Mark Drinkwater, JPL; Bill Patzert, JPL

Walking Tour of UCLA Campus

Welcome to UCLA! Please join us on a leisurely walking tour of the lushly landscaped 419-acre campus that also features an architecturally diverse collection of more than 235 buildings, some built in the 1920s. Your tour will cover UCLA's historical, signature structures and you also will enjoy a diverse array of landscaping, botanical gardens and other features that make the UCLA campus an urban oasis and home to one of the world's most prestigious universities.

Guides: Gohar Grigorian, and Elisabeth Kihlberg, UCLA International Visitor's Bureau; Stuart Shaffer, UCLA Alumnus and Volunteer; Maria Wrigley, Director, UCLA International Visitor's Bureau

A Dialogue Between UCLA Scientists and Journalists

Both are investigators of truth, but similarities on job descriptions may end there. This session offers an informal discussion for reporters and researchers, on learning to communicate more powerfully with one another. How can researchers and reporters work together to maintain the true focus of the findings? How can journalists make research more exciting to readers, listeners, and viewers?

Moderator: Peter Dykstra, CNN Science and Technology Unit

UCLA Panelists: Madelyn Glickfeld, Visiting Lecturer and Researcher for the IoE; Malcolm Gordon, Professor of Organismic Biology, Ecology and Evolution; Vasilios Manousiouthakis, Professor of Chemical Engineering

Thursday, September 16

Tom Bradley International Hall

6:30—10:00 P.M.

Tom Bradley International Hall
International Ballroom

UCLA Institute of the Environment Research Poster Session

The UCLA Institute of the Environment will present its latest research results on a variety of environmentally-focused topics.

Presenters: **Charles Corbett** and **David Kirsch**, global implementation of ISO 14000; **Richard Schoen**, community partnerships, environmental learning, and renewable energy; **Robert Fovell**, precipitation simulations and SMOG modeling system; **Jim McWilliams**, modeling ocean currents; **Thomas Harmon**, **Crist Khachikian**, **Priti Mehta**, and **Antonella Sciortino**, groundwater pollutants; **Michael Stenstrom**, urban stormwater runoff; **Keith Stolzenbach**, modeling ocean currents; **Donald Duke**, **Todd Sax** and **Kathleen Shaver**, stormwater pollutants; **Mel Suffet**, drinking water and hydrologic modeling of watersheds; **Glen MacDonald**, **Roslyn Case**, **Judy King**, and **Sigrid Rian**, precipitation and drought; **Tony Orme**, sedimentation and hydrodynamics; **Indira Venkatesan**, DDT in Santa Monica Bay; **Graham Forrester**, population ecology in aquatic habitats; **Peggy Fong** and **Kathy Boyer**, nutrients in intertidal salt marshes; **Malcolm Gordon** and **Jennifer Golluso**, habitat destruction and endangered species; **William Hamner**, satellite modeling of coastal contaminants; **Rick Vance**, wetlands and salt marsh restoration; **Richard Berk**, water conservation

6:30—10:00 P.M.

Tom Bradley International Hall
International Ballroom

SEJ Opening Reception

The official opening of the SEJ's 1999 National Conference in UCLA's brand new conference center. Greet old acquaintances, meet new colleagues, and mingle with UCLA scientists presenting at the IoE Poster Session. Cash bar and heavy hors d'oeuvres.

Sponsored by UCLA and UCLA's Institute of the Environment

Welcome: **Gary Polakovic**, SEJ Conference Chair, *Los Angeles Times*; **Rory Hume**, UCLA Executive Vice Chancellor



The new Tom Bradley International Hall, site of SEJ conference events on Friday and Saturday, is a premier multi-cultural student and community facility.

Friday, September 17

Logistics:

All sessions will be held at the **Tom Bradley International Hall** unless otherwise noted. The **Press Room** is in room 212 (second floor); **SEJ Reading Room** and **audio cassette sales table** are located in the second floor lobby.

For those who wish to avoid the 15-minute walk to Ackerman Hall for lunch, a shuttle will be outside Bradley International Ballroom at the upper level.

7:30 A.M.—4:30 P.M.
Downstairs Entrance
Bradley Lobby

7:30—9:00 A.M.
Third Floor

7:30—8:45 A.M.
Second Floor
Bradley Cafe

9:00—10:15 A.M.

Second Floor
Room 215



Second Floor
Room 211



Registration

Sign up for mini-tours, small group sessions (SEJ members only) and the Friday breakfast session (SEJ members only). Space is limited.

Continental Breakfast

Stanford University Connections Project Breakfast

SEJ members are invited to join **Paul Ehrlich** and **Gretchen Daily** from Stanford University's Center for Conservation Biology in a discussion about Stanford's "Connections Project." This give-and-take session will consider the successes and failures of media to make "big picture" connections when reporting environmental news. How often, for example, was the population element behind the "Hurricane Mitch" disaster in Central America properly covered from a scientific point of view? What are the obstacles journalists face when trying to include the basic drivers of environmental problems, and the widespread socio-economic and political implications they help to create, in their reporting?

The session will include a sit-down breakfast, and can accommodate 25 attendees on a first-come basis. SEJ members only. Please sign up at the Registration Desk.

Theme Rooms I

The West: Waterworld or Waterwhirled? Water Politics of the Southwest

In the West, they say, whiskey is for drinking, but water is for fighting. The movers and shakers in California's water wars mix it up over who is entitled to what share of the water that flows into the desert: farmers, city-dwellers, water marketers or the wildlife that calls the Colorado River home.

Moderator: **Christy George**, *Marketplace*

Panelists: **Christine Frahm**, Hatch and Parent; **Adán Ortega**, Metropolitan Water District; **Jesse Silva**, Imperial Irrigation District; **Buzz Thompson**, Stanford University

The Craft: Online Reporting

Take a real-world look at the possibilities for online environmental journalism with top practitioners, both freelance and on staff at major news organizations. Get background on the Internet news boom, and the basics of how to work in this new medium.

Moderator: **Adam Glenn**, *ABC News Online*

Panelists: **Leah Metcalf Gentry**, *New Media, Los Angeles Times*; **Mark Neuzil**, University of St. Thomas; **Jane Ellen Stevens**, freelance multimedia journalist

Friday, September 17

Tom Bradley International Hall

Third Floor
International Ballroom
Salon 3



The Globe: Lions and Tigers and Bears, Oh My!: Saving Megafauna from Extinction

The last California grizzly was shot in the 1920s. Elsewhere around the country, and world, other large predators face extinction. A new emphasis on megafauna's importance to the health of ecosystems has spawned an ambitious plan to create a system of regional reserves through "rewilding" the continent. But is there enough room to roam for all predators, both two-legged and four-legged?

Moderator: **Todd Woody**, *The Standard*

Panelists: **Ed Bangs**, U.S. Fish & Wildlife Service; **Ted Case**, University of California, San Diego; **Dave Foreman**, The Wildlands Project

Third Floor
International Ballroom
Salon 5



The Economy: Six Years Later: How Has NAFTA Altered The Border Environment?

When the North American Free Trade Agreement was passed in 1993, some environmentalists worried that it would lead to lax environmental standards along the Mexican-American border. Others argued that free trade would be good for the environment. Now that NAFTA has been in force for six years, what does the record show?

Moderator: **Paul Raeburn**, *Business Week*

Panelists: **J.R. DeShazo**, UCLA School of Public Policy and Social Research; **Cesar Luna**, Environmental Health Coalition

Third Floor
International Ballroom
Salon 1



The Nation: Environmental Justice: Can Communities Walk the Walk?

Is the government doing its job? What solutions are taking place in communities that can be mimicked elsewhere? Hear from advocates, critics and government representatives on where environmental justice issues stand today and what the future may hold.

Moderator: **Steve Curwood**, *Living on Earth*, National Public Radio

Panelists: **Ann Goode**, Office of Civil Rights, U.S. Environmental Protection Agency; **Joel Kotkin**, Pepperdine University; **Carlos Porrás**, Communities for a Better Environment

Sponsored by the Radio and Television News Directors Foundation (RTNDF)

Second Floor
Room 217



The Lab: Just (Let Nature) Do It: Is Bioremediation Better than Traditional Cleanup Methods?

The appeal of bioremediation—especially its close cousin natural attenuation, which requires far less human intervention—to businesses faced with environmental cleanups is obvious. Nature rarely bills for her services, though only a well-trained engineer can tell if she has done her job. Our panel explores when and why engineers prescribe bioremediation and natural attenuation as a clean-up method, how regulators view it, and why the lack of tangible evidence that anything has happened concerns environmentalists.

Moderator: **Kellyn Betts**, *Environmental Science and Technology*

Panelists: **Ned Black**, U.S. Environmental Protection Agency; **Lynne Preslo**, Earth Tech; **Lenny Siegel**, Center for Public Environmental Oversight, San Francisco State University

Third Floor
International Ballroom
Salon 6



The Campus: Starting Out After J-School

You've earned the degree, now what? Young professionals and veteran editors will explore the various paths available to J-school grads, including fellowships and internships, jobs, freelancing and graduate degrees.

Moderator: **Amy Nevala**, freelance writer

Panelists: **Frank Allen**, Institutes for Journalism and Natural Resources; **James Johnson**, University of Arizona; **Diane Toomey**, Birman Productions

10:15—10:30 A.M.
Third Floor

Coffee Break

10:30—11:45 A.M.

Theme Rooms 2

Second Floor
Room 215



The West: Pacific Blues

If you are what you eat, then Southern California stormwater runoff into the Pacific Ocean plays a huge role in the health of wetlands, beaches, swimmers, and animals who live in the water and by the shore. From tire dust to dog poop, what goes in does not necessarily come out, and it might even be the same for small towns and little lakes. We look at California's coastal preservation law, runoff, critters' health, and how local governments can respond to the problem.

Moderator: Neil Strassman, *Ft. Worth Star-Telegram*

Panelists: Madelyn Glickfeld, UCLA; Mark Gold, Heal the Bay; Malcolm Gordon, UCLA; Judy Wilson; Bureau of Sanitation, Department of Public Works, Los Angeles

Second Floor
Room 213



The Craft: One Thousand Words: Storytelling With Graphics and Pictures

This panel will provide both print and broadcast journalists with the skills and resources they need to best utilize pictures and graphics for their coverage of environmental issues. Each panelist will bring examples of successful graphics and discuss why and how the graphics made their stories more effective.

Moderator: Dennis Troute, Image TV, Inc.

Panelists: Chris Bowman, *Sacramento Bee*; Carolita Feiring, *Riverside Press Enterprise*; Don Wall, WFAA-TV, Dallas, TX
Sponsored by the Radio and Television News Directors Foundation (RTNDF)

Third Floor
International Ballroom
Salon 3



The Globe: The Heat is On

This year will be one of the hottest summers ever recorded on the East Coast. At the same time, stocks of sockeye salmon are falling on the West Coast because the warm ocean waters have not permitted a good reproduction of plankton. What is happening? A temporary cycle or a definite warming trend?

Moderator: Jacques Rivard, Canadian Broadcasting Company

Panelists: Alden Meyer, Union of Concerned Scientists; Patrick Michaels, University of Virginia; Jefferson Seabright, White House Task Force on Climate Change

Third Floor
International Ballroom
Salon 5



The Economy: Spreadsheet Earth

Economists have long ignored the economic values of commonly used goods and services that ecosystems provide without asking for a paycheck—things like pollination, water purification and flood control. Now some scientists and economists are assigning dollar figures to those services, and finding that the value that historically has been left out of traditional models is high.

Moderator: Orna Izakson, freelance writer

Panelists: Lucy Blake, Sierra Business Council (invited); Gretchen Daily, Stanford University; Hunter Lovins, Rocky Mountain Institute

Friday, September 17

Tom Bradley International Hall

Third Floor
International Ballroom
Salon 1



Second Floor
Room 217



Third Floor
International Ballroom
Salon 6



NOON—2:15 P.M.
Ackerman Grand Ballroom
(See map, inside front cover)

The Nation: Urban Face Lift

After decades of urban decay, there's a new focus on restoring urban parks and waterways. Will it pay off? Following years of flight to the suburbs, will the face lift help make cities more attractive places to live?

Moderator: Peter Dykstra, CNN

Panelists: Peter Harnick, Trust for Public Land; Andrew Lipkis, Tree People; Melanie Winter, Friends of the Los Angeles River

The Lab: Genetically-Modified Crops: Ecological Risks and Benefits

Bumper crops of genetically-modified soybeans, corn, cotton, and canola are dramatically altering the use of herbicides and insecticides on farms across the U.S. Three ecologists discuss the evidence behind the ecological benefits claimed for these crops, and ponder what data is needed to weigh their impact on native flora and fauna.

Moderator: Peter Fairley, *Chemical Week Magazine*

Panelists: Paul Arriola, Elmhurst College; John Losey, Cornell University; Tom Nickson, Monsanto Company

The Campus: For (S)He's a Jolly Good Fellow

Opportunities for environmental journalists to step off the word factory assembly line, study at an academic institution or go abroad seem to be increasing each year. Come get tips on how to land a fellowship from directors and past fellows of these programs, and hear how they can or can't change your life. If you're lucky enough to land one of the big fellowships, you may well have the year of your professional life, but what happens when you return?

Moderator: Jim Bruggers, *Contra Costa Times*

Panelists: Peter Lord, Metcalf Institute, University of Rhode Island, and *The Providence Journal*; Jonathan Maslow, *Cape May Herald* and former fellow, International Center for Journalists; Boyce Rensberger, Knight Science Journalism Fellowships, MIT; Jim Risser, Knight Fellowships, Stanford University; Thomas Yulsman, Center for Environmental Journalism, University of Colorado

Lunch and Plenary Session:

Hollywood, the Press and the Environment

From major-message films to celebrity activism, the entertainment industry plays a significant role in shaping public attitudes and responses to environmental issues. How do movie stars decide when they ought to take action? How does the press respond? And what obligation does Hollywood and the news media have to ensure the public gets the whole story? A panel of movie stars, industry executives and researchers examine the interplay of Hollywood, the Press and the Environment.

Moderator: Rod Jackson, ABC News

Panelists: Ed Begley, Jr. actor; James Cromwell, actor; Ted Danson, actor; Alan Horn, Warner Brothers; Christine Lahti, actor (invited); Jorja Prover, UCLA School of Public Policy and Social Research; Patricia Richardson, actor (invited); Keely Shaye Smith, Entertainment Tonight

Luncheon sponsored by UCLA

Special thanks to Colony Brown of the Radio and Television News Directors Foundation for production of the introductory video.

2:15—4:15 P.M.

All tour guides will meet attendees at the back of Ackerman Grand Ballroom immediately following lunch. Look for the sign with your tour name.

Mini-Tours 1

Sign up for mini-tours beginning Wednesday afternoon at registration tables. You must sign up prior to tour departure.

UCLA Mildred Mathias Botanical Gardens

This garden maintains one of the most important living botanical collections in the United States, with plant specimens from all over the world. The seven-acre garden is frost-free and therefore can exhibit many different species of tropical and subtropical plants in addition to native Californian species. Approximately 4,000 species in 225 families are growing here outdoors. (Limited to 25.)

Guides: **Carol Felixson**, project manager; **Rand Plewak**, gardens manager

Mars 1998 Project

UCLA is home of the scientific operations for the Mars Polar Lander, which will touch down on Mars on December 3, 1999, in a mission to study the climate, water and soil in the southern region of the planet. Tour UCLA's Mars Operations Center for a demonstration of the lander mock-up and a briefing on the mission. (Limited to 25)

Guide: **David Paige**, UCLA space scientist and principal investigator, Mars Polar Lander

Urban Stormwater Runoff: Developing Solutions to Ocean Pollution

The UCLA Urban Runoff Laboratory is an ongoing research project that is developing and evaluating specially-designed storm drain inserts that are used to trap pollutants and litter before it flows to the ocean. These inserts may serve as prototypes for use in other U.S. cities. The implications for future technology based on this research will be discussed during a laboratory demonstration of these devices. In addition, the UCLA Department of Civil & Environmental Engineering runs the environmental measurements laboratory that will demonstrate modern environmental analytical chemistry to conference attendees. (Limited to 15)

Guide: **Michael Stenstrom**, UCLA Institute of the Environment

2:30—3:45 P.M.

Second Floor
Room 215



Theme Rooms 3

The West: Recreation on Public Lands: Are We Loving the Wilderness to Death?

Will you need a checkbook and a permit just to walk in the woods? Public land managers say there's plenty of evidence that boots and rubber tires are tearing up some of the nation's most fragile and scenic places. We look at the controversial measures the government now uses to control recreational impacts, like user fees and restricted access.

Moderator: **Scott Miller**, KING-TV, Seattle

Panelists: **Chris Reiter**, American Hiking Society; **Jack Welch**, Blue Ribbon Coalition; **Gene Zimmerman**, San Bernadino National Forest

Second Floor
Room 213



The Craft: Boss Talk: Editors on the Environment

Tired of hearing sympathetic news executives bemoan the dearth of environmental coverage, yet offer no real solutions? This time, hear the truth about why it's so hard to sell environment stories in today's newsrooms, plus learn tips on pitching and packaging stories so they're irresistible to the top bosses.

Moderator: Kevin Carmody, *Chicago Daily Southtown*

Speakers: David Lauter, *Los Angeles Times*; Len Reed, *The Oregonian*; Nancy Valenta, KTTV-TV, Los Angeles

Third Floor
International Ballroom
Salon 3



The Globe: Baja Bound: From Border Issues to Whales

Water and air pollution pay no heed to national boundaries. Wildlife traffickers know how to get through them. Whales and other marine life regularly move from one country's ocean territory to another. This panel discusses some of the environmental issues of common interest to the U.S. and Mexico.

Moderator: Salvador Morales, KSTS Telemundo, San Jose

Panelists: Juan Carlos Aviles, KVEA Telemundo, Los Angeles; Oscar Romo, National Council for a Sustainable Mexico; Martha Valdes, Border Environmental Justice Campaign, Environmental Health Coalition

Third Floor
International Ballroom
Salon 5



The Economy: Market-Based Environmental Solutions

This panel provides a review and prognosis of pollution credits and environmental futures. Panelists will explore generally what is happening with market-based approaches, along with an assessment of Southern California's air emission trading system, RECLAIM (Regional Clean Air Incentives Market).

Moderator: Richard Nemeč, freelance writer

Panelists: Gail Ruderman-Feurer, Natural Resources Defense Council; Anne Sholtz, Automated Credit Exchange; Robert Wyman, Latham-Watkins

Third Floor
International Ballroom
Salon 1



The Nation: Cars and Sprawl: A Symbiotic Relationship

By demanding cheap gas and unlimited mobility, Americans have transformed the United States into a landscape dominated by the automobile. Air pollution is one obvious effect, but what are the others? A look at some of the uncovered stories—and myths—of the automobile age.

Moderator: Stuart Leavenworth, *Sacramento Bee*

Panelists: Thao Hua, *Los Angeles Times*; Joel Kotkin, Pepperdine University; Shelley Poticha, Congress for the New Urbanism

Second Floor
Room 217



The Lab: Pesticides: Are We Healthier With or Without Them?

This is a simple, but controversial issue facing federal and state regulators, growers, and farmworker advocates. State governments often ask U.S. EPA for exceptions to the federal pesticides rules in order to address an emergency pest problem in their state. On the other hand, farmworker advocates have argued that continued reliance on synthetic pesticides, as well as these emergency exemptions, are harmful to farm families and the environment.

Moderator: Sara Thurin Rollin, Bureau of National Affairs, Inc.

Panelists: Paul Helliker, Pesticide Regulation CAL/EPA; Bill Jordan, U.S. EPA Office of Pesticide Programs; Marion Moses, Pesticide Education Center; Steven Pavich, Pavich Family Farms

Third Floor
International Ballroom
Salon 6



The Campus: The State of Environmental Education in America: An End of the Century Review

Panelists will discuss the results of a nation-wide survey that will be released at the panel. Conducted by the University of Maryland, this is the first comprehensive survey of environmental education in K-12 schools in America.

Moderator: Mark Neuzil, University of St. Thomas

Panelists: William Hamner, UCLA Institute of the Environment; Ed McCrea, North American Association for Environmental Education; Derek Young, National Environmental Education Training Foundation

4:00—5:00 P.M.
Third Floor
International Ballroom
Salon 1

SEJ Annual Membership Meeting

The first annual Stolberg Award will be presented to one SEJ member who has demonstrated a great spirit of volunteerism. Your presence will add much to this important moment. Other business includes the board election. Remember, the membership meeting is your opportunity to bring your issues and ideas to the table. Please plan to attend. (*Cash bar and light hors d'oeuvres will be available.*)

5:00—6:00 P.M.
Third Floor
International Ballroom
Salon 1

SEJ Board Meeting

Members are welcome to attend.

5:00—7:30 P.M.

Dinner on your own

7:30—8:00 P.M.
Northwest Auditorium
(See map, inside front cover)

Keynote Address

David Brower, chairman and founder of Earth Island Institute, founder of Friends of the Earth and the League of Conservation Voters, longtime head of the Sierra Club, and oft-regarded John Muir-reincarnate, will reflect on more than 60 years of environmental activism, as well as what the next century may hold in store.

8:00—11:00 P.M.
Northwest Auditorium

Wildlife Film Festival

The International Wildlife Film Festival based in Missoula, Montana, is the oldest juried wildlife film festival in the world. It was founded in 1977 by Charles Jonkel, a noted grizzly bear researcher. The festival began in response to stereotypical wildlife films of the 1960's and 70's that portrayed wildlife as either fierce and dangerous or cute and cuddly. Its mission has expanded to include a strong commitment to children, teaching and learning, and communication values on a planetary scale. Its philosophy and mission are rooted in science, conservation, education, and public involvement.

Introductions: Amy Hetzler, International Wildlife Film Festival



The Films:

Dreamwords
music video (8 minutes)

Really cool pictures of wild animals doing amazing things.

Endangered Species
(40 minutes)

Special Jury Prize for Extraordinary Achievement. The film follows the life and death struggles of urban youth as they clean up D.C.'s polluted Anacostia River and return the bald eagle to its historic nesting home, our Nation's Capital.

Music videos (6 minutes).

More really cool pictures.

RedFish BlueFish
(50 minutes)

Special Jury Prize for Extraordinary Achievement; Best Use of Music; Best Narration; Best Script, Second Place. In just 100 years, anthropocentric progress has brought the Columbia River fisheries to the edge of extinction. The construction of hydroelectric dams in southeastern Washington on the Snake River is considered by most scientists to be the death blow to this once magnificent salmon run. There is, however, hope for the recovery of many of these anadromous species. This unique and creative program poses questions that may lead to a rethinking of our relationship with wildlife and habitat.

Lower Orders
(5 minutes)

Animated short involving insects, humans, a restaurant and a garbage can.

Tale of the Tides
(51 minutes)

Best of Festival, First Place; Best Original Score; Best Soundmix; Best Underwater Photography; Best Long Television Program; Merit Awards for Storytelling, Narration and Script. Enjoy the awe-inspiring talents of two of the world's top natural history film makers portraying the African fable explaining the creation of the tides. When a hyena challenged a mudskipper to a drinking contest to decide who should own the shore, the god Mungu tilted the Earth so the sea flowed inland, and neither could win. In this way he created the tides - so that all the animals could visit to feed, but none might stay very long.

**Condors Return
to the Canyons**
(8 minutes)

Merit Awards for Use of Music and Excellent Footage. This sample shows the release of California condors to the Vermillion Cliffs of northern Arizona.



aturday, September 18 Logistics

All sessions will be held in the **Tom Bradley International Hall** unless otherwise noted. **Press Room** is located in room 212 (second floor); **SEJ Reading Room** and **audio cassette sales table** are on the second floor lobby.

Evening activities begin at 6:00 P.M. when buses for the Long Beach Aquarium will be boarded at **Charles Young Drive**. (See map, inside front cover.)

7:30 A.M.—4:30 P.M.
Downstairs Entrance
Bradley Lobby

Registration

Sign up for mini-tours and small group sessions. Space is limited. Small group sessions are for SEJ members only.

7:30—8:30 A.M.
Third Floor

Continental Breakfast

8:30—8:45 A.M.
Third Floor
International Ballroom

Welcome and Introductions

Gary Polakovic, *Los Angeles Times*; **Chancellor Albert Carnesale**, UCLA

8:45—10:45 A.M.
Third Floor
International Ballroom

Plenary Session

The Megalopolis in the New Millennium

Half of humanity will soon live in cities, many in sprawling megalopolises. This panel examines the economic and ecological forces that create megacities, the impact to human rights and environmental justice, and what hope exists for environmental ethics when most everybody is a city dweller. Will rapid urbanization ultimately lead to sustainable and ecologically healthy cities, or uncontrollable pollution, disease, and squalor that destabilize society?

Moderator: **David Ropeik**, WCVB-TV, Boston

Panelists: **Robert Gottlieb**, Occidental College; **Denis Hayes**, Earth Day 2000; **Janice Perlman**, The Mega-Cities Project; **Oscar Romo**, National Council for a Sustainable Mexico; **Lynn Scarlett**, Reason Public Policy Institute; **Candace Skarlatos**, Bank of America

11:00—11:30 A.M.
Third Floor
International Ballroom

Press Conference

UCLA's Institute of the Environment Environmental Report Card

The 1999 Southern California Environmental Report Card discusses four critical environmental issues: storm-water runoff impact on coastal waters, wildland fire, groundwater quality, and environmental education. These environmental issues and their potential solutions have implications for many regions beyond Southern California.

Moderator: **Arthur Winer**, editor

Panelists: **Richard Berk**, editor; **Tom Harmon**, groundwater quality; **Phil Rundel**, wildland fires; **Mike Stenstrom**, stormwater impact; **Janet Thornber**, environmental education

11:45 A.M.—1:15 P.M.
Sunset Canyon Recreation Center
(See map, page inside front cover)

Network Lunch

Join roundtable discussions on a wide range of issues. The table hosts will include panelists, newsmakers, journalists, authors, and others who will talk about subjects that range from the impact of the atomic bomb on the Twentieth Century to Internet news sites to old-growth forests. Always a popular event, the network luncheon offers people the opportunity to join informal conversations about several dozen topics.

Organizing costs for SEJ's 1999 Network Lunch are sponsored by BNA, Inc. Catering is sponsored by UCLA.

For those who wish to avoid the 15-minute walk to Sunset Canyon Recreation Center, a shuttle will be outside Bradley International Ballroom

1:15—3:15 P.M.

Mini-tours 2

Tour leaders will meet attendees at vans outside the Sunset Canyon Recreation Center immediately following lunch. Look for the sign with your tour name.

Sign up for mini-tours beginning Wednesday afternoon at registration tables. You must sign up prior to tour departure.

Intel Lab—Computerized Environmental Reporting

Join UCLA scientists in the laboratory to experience hands-on modeling of environmental conditions using Geographic Information Systems (GIS) software. The lab's ongoing research includes an EPA-funded study of the Los Angeles watershed, a multi-year project that is the first comprehensive analysis of this major urban watershed system. GIS technology is integrating the research findings of more than 15 principal investigators into a model of the Los Angeles watershed for analyzing current conditions and predicting new events. *(Limited to 20)*

Guide: Larry Smith, UCLA Department of Geography, IoE

Speaker: Yongwei Sheng, programmer/analyst, IoE

Long-term Climatic Variability and Ecosystem Impact: Paleoenvironmental Integrated Studies of Climate and Ecosystems Laboratory (PISCES)

An interdisciplinary team of UCLA geographers and biologists is researching long-term climatic variability and its impact on ecosystems. Areas of active field research include the northern Great Plains and adjacent Rocky Mountains, the North American subarctic, Russia and Siberia. Exhibits such as 800-year-old tree-rings from the Los Angeles area are on display in this laboratory. This research utilizes fossil pollen, plant macrofossils, tree-rings, geochemistry and historical records to reconstruct past climate variation and analyze vegetation changes. *(Limited to 15)*

Guide: Glen MacDonald, UCLA Department of Geography, IoE

UCLA Alternative Vehicle Fleet: Driving into the Future

UCLA Fleet Services is in the vanguard of major universities in using vehicles with alternative power sources that reduce emissions. For more than a decade, all vehicles that operate close to campus have been powered by special fuels or electricity. This tour will enable participants to test drive electric vehicles and hear presentations on the public health impact of smog, an overview of the successes and lessons learned from using these special vehicles, and the evolution of UCLA's unique program. *(Limited to 25)*

Guide: Michael Stenstrom, UCLA Institute of the Environment

Speakers: Tom Fulks, *Green Car Journal*; David Kirsch, Center for Operations and Technology Management, The Anderson School at UCLA; Al Solomon, UCLA Administrative Services; Arthur Winer, UCLA School of Public Health

Theme Rooms 4

1:30—2:45 P.M.

Second Floor
Room 215



The West: Thin Green Line: Environmental Law Enforcement Faces a Dangerous Future

“Green” cops have come a long way from the days of lone game wardens chasing deer and ‘gator poachers in America’s rural hinterlands. Today INTERPOL estimates the illegal trade in wild animals and animal products at up to \$8 billion annually, smaller than the drug trade, but larger than the illegal weapons market. In response environmental law-enforcement has become more sophisticated, using complex investigations and undercover stings to target major traffickers.

Moderator: David Helvarg, freelance writer

Panelists: David McKinney, National Marine Fisheries Service, Office of Law Enforcement; Thomas Riley, U.S. Fish & Wildlife Service, Office of Law Enforcement; Jeff Ruch, Public Employees for Environmental Responsibility

Second Floor
Room 213



The Craft I: 1999 Award Winners: The Best E Reporting

Milk, roads and coal may not sound like the ingredients for award-winning journalism. But the winners of some of the most prestigious awards in environmental journalism in 1999 combined enterprise reporting with fine writing to illuminate the environmental impact of the dairy industry, urban sprawl and coal mining. Hear this year’s award winners tell how they produced their prize-winning stories.

Moderator: Jim Detjen, Michigan State University

Panelists: Matt Hammill, WQAD-TV, Moline, Ill., RTNDF Environment and Science Reporting Fellowship winner; Jennifer Hieger, Orange County Register, Meeman winner; Ken Ward, The Charleston Gazette, Stokes winner

Second Floor
Room 211



The Craft II: Hands-On Web Resources for Environmental Reporting

Panelists will demonstrate online a variety of Web-based environmental resources and discuss their utility to journalists. Following the panel discussion, attendees will then have the opportunity to explore these and other relevant Web sites, while the speakers stay to offer one-on-one guidance and assistance.

Moderator: Phil Wexler, National Library of Medicine

Panelists: Gary Darling, California Resources Agency; Richard Geiger, San Francisco Chronicle; Juge Gregg, Committee for the National Institute of the Environment; Ken Ward, The Charleston Gazette

Third Floor
International Ballroom
Salon 3



The Globe: Is There a Local Angle in Population Stories?

Human population is perhaps the “bottom-line” environmental concern for most scientists. But reporters who want to write about it continue to have difficulty selling the story to editors. This panel will address practical tips to help journalists get stories about population issues on the front page or the top of the news hour. Discussion will include everything from international and domestic aspects to local social concerns, such as economic change.

Moderator: Bob Engelman, Population Action International

Panelists: Don Lee, Los Angeles Times; Ben Zuckerman, UCLA Department of Physics and Astronomy, IoE

Saturday, September 18

Tom Bradley International Hall

Third Floor
International Ballroom
Salon 5



The Economy: Asia's Financial Woes: Good or Bad for the Environment?

Asia's economic crisis has highlighted the environmental and public health problems of the developing world. And if we've learned anything from the market gyrations, it's that these aren't business-as-usual markets. Some astute economists and business pundits are suggesting that sustainable development is a better model. Asian companies with environmental and social values are already beating the odds.

Moderator: Ann Goodman, *Tomorrow Magazine*

Panelists: Hazel Henderson, author, futurist, and economist; Theodore Panayotou, Harvard University; Tessa Tennant, NPI Asset Management Ltd.

Third Floor
International Ballroom
Salon 1



The Nation: Water Blues: Can We Trust What Comes Out of the Tap?

By October every metropolitan community in the U.S. must release right-to-know filings under the Safe Drinking Water Act. In an age of exotic contaminants like atrazine and MTBE, most U.S. cities rely on a mundane water-treatment technology: chlorine. While this method still works fairly well, there are exceptions and potential long-term risks.

Moderator: Mark Uehling, freelance writer

Panelists: Jane Valentine, UCLA; Richard Maas, University of North Carolina, Asheville; Edward Means, McGuire Environmental Consultants, Inc.; Erik Olson, Natural Resources Defense Council

Second Floor
Room 217



The Lab: Under the Sea: Emerging Issues in Marine Research

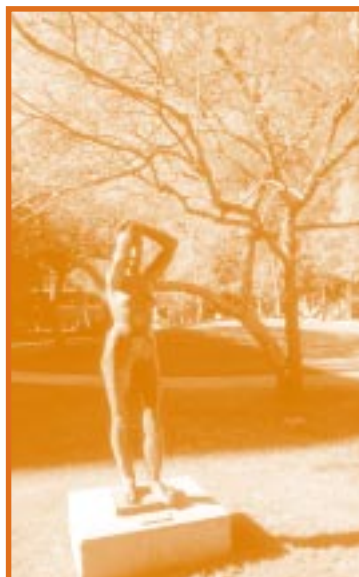
A look at developing research into climate change and deep sea marine life—and how media coverage can and sometimes does effect the research.

Moderator: Peter Lord, *Providence Journal*, Metcalf Institute, University of Rhode Island

Panelists: William Hamner, UCLA Marine Science Center; Lisa Levin and Peter Worcester, Scripps Institution of Oceanography

2:45—3:15 P.M.
Third Floor

Beverage Break



The Franklin D. Murphy Sculpture Garden is the largest outdoor sculpture garden on the West Coast. More than 70 works by 20th century masters on exhibit are all private gifts to UCLA.

3:15—4:30 P.M.

Theme Rooms 5

Second Floor
Room 215



The West: Disasterland: Wildfires, Mudslides, El Niño, Earthquakes—Ensuring Your Coverage Isn't a Disaster

California might be ground zero for natural disasters, but sooner or later, nearly every reporter comes face to face with covering outdoor calamities. Whether your town's levees are bursting, wildfires are charring national forests nearby or editors are flying you in on a few hours notice to cover the big quake, science and environment reporters often find themselves in the middle of disaster stories. The panel will look at the latest research trends, discuss shortcomings in media coverage of disasters and offer tips and story ideas for reporters looking to make sense of Mother Nature's roughest moments.

Moderator: Paul Rogers, *San Jose Mercury News*

Panelists: Kim Fuller, Federal Emergency Management Agency; Jon Keeley, U.S. Geological Survey; Jonathan Stewart, UCLA

Second Floor
Room 213



The Craft I: Beyond Borders: Environmental Journalism With a Latin Flavor

This panel will look at the state of environmental journalism in Latin America and consider ways that SEJ can provide greater assistance to our colleagues working between the Rio Grande and Tierra del Fuego.

Moderator: Jim Woolf, *The Salt Lake Tribune*

Panelists: Sylvia Gomez, WKAQ-TV, San Juan, Puerto Rico; Suzanna Guzman, *Mexis*, an electronic newspaper, and *Epoca Magazine*; Miguel Llanos, MSNBC.com

Third Floor
International Ballroom
Salon 6



The Craft II: Getting Primary Source Information: There's More to Life Than Indices

Presenters will show you how to quadruple your information output by identifying, locating, and interpreting the public records documents currently indexed on the Internet and other online services. All the online access in the world won't call up the actual paper documents, and that's where the gold is. This will be a quickie rundown of what's available and where you can find it—online and off.

Presenters: Don Ray and Alan Schlein, *Deadline Online*

Third Floor
International Ballroom
Salon 5



The Economy: Companies With a Conscience

"Green" enterprises are among the fastest growing segment of the economy. For example, while general food sales are static, organic food sales are growing by 20 percent annually. Similar trends are appearing in energy, clothing, and even finance sectors. How do environmentally ethical values, and sustainability goals, affect the bottom line of profit-making corporations? How do companies, including major corporations, do well by doing good?

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

Panelists: Alan Durning, author, *Green Collar Jobs* (invited); Joseph Keefe, Citizens Funds; Kenneth Lay, CEO of Enron and co-chairman President's Council on Sustainable Development (invited); Firoz Rasul, CEO of Ballard Power Systems (invited); Lu Setnicka, Patagonia

Saturday, September 18

Long Beach Aquarium

Second Floor
Room 217



The Lab: Smog USA: Latest Findings in Air Pollution Research

Can the war on smog be won? Does the technology already exist? Making cars and smokestacks even cleaner requires some innovative technology, beyond filters and scrubbers.

Moderator: *Randall Edwards, Columbus Dispatch*

Speakers: **David Freeman**, Los Angeles Department of Water and Power; **John Holmes**, California Air Resources Board; **Chung Liu**, South Coast Air Quality Management District

6:00 P.M.

First bus departs from Charles Young Drive (see map, inside front cover) for Long Beach Aquarium.

Buses will depart at regular intervals until the last bus at 6:30 P.M.

7:00—10:00 P.M.

Dinner Reception at Long Beach Aquarium

Sponsored by Times Mirror and The Los Angeles Times

Sample the most diverse collection of Pacific ocean creatures ever assembled under one roof. From sea jellies floating by your face to a massive blue whale model suspended overhead to a live coral reef, visit with aquarium researchers at exhibits that depict life under the world's biggest ocean. Dinner and cash bar included. *(Some exhibits lose lighting about 9:00 P.M.)*

10:00 P.M.

Last buses return to UCLA's Sunset Village





Sunday, September 19

Logistics:

Checkout time for Sunset Village is 11:00 A.M. Luggage may be stored at no cost. Sessions will take place at the **Streisand Center for Conservancy Studies** from 9:00 A.M.—12:15 P.M.

Vans return to UCLA at about 1:00 P.M.

7:00 A.M.

Coffee Bar

Sponsored by UCLA's Institute of the Environment

8:00 A.M.

Vans leave Sproul Hall Circle for the Streisand Center for Conservancy Studies

Writers seminars at the Streisand Center sponsored by the San Diego Union-Tribune, Copley Newspapers

9:00—10:00 A.M.
The Lawn

Author's Reading

Join one of America's preeminent nature writers for a talk on the lawn about writing, environmental journalism, and other topics on your mind. The author of *Arctic Dreams*, *Of Wolves and Men*, and 11 other books of fiction and fact, **Barry Lopez** has been a full-time writer for almost 30 years, regularly contributing to *Harper's* and other magazines in addition to authoring books.

10:00—11:00 A.M.

Brunch and Garden Walks

11:00 A.M.—12:15 P.M.

C Concurrent Sessions

The Lawn

Steinbeck, Lewis and Clark, and the Nature Company: Three Eras of Environmental Literature

Three scholars of literature, ecology, and history examine the influence of nature on literature and culture. The head of the Steinbeck Center describes the novelist's relationship with the California landscape. An ecologist reviews Lewis and Clark's journey for insights into environmental changes today. And an historian considers our popular culture's ambivalent attitudes towards nature.

Moderator: **Noel Grove**, author, editor of *SEJournal*

Panelists: **Daniel Botkin**, scientist and author, *Discordant Harmonies: A New Ecology for the 21st Century*; **Jennifer Price**, Author, *Flight Maps: Adventures with Nature in Modern America*; **Susan Shillinglaw**, The Steinbeck Society

The Peach House
Screening Room

Telling Environmental Stories Better

A former environmental editor of *The Wall Street Journal* leads a nuts-and-bolts workshop on environmental reporting for newspapers and other news organizations. Allen now directs the Institutes for Journalism & Natural Resources in Missoula, Montana, which offers programs for reporters.

Presenter: **Frank Allen**, Institutes for Journalism & Natural Resources

Sunday, September 19

**Streisand Center for
Conservancy Studies**

The Meadow

So You Want to Write a Book

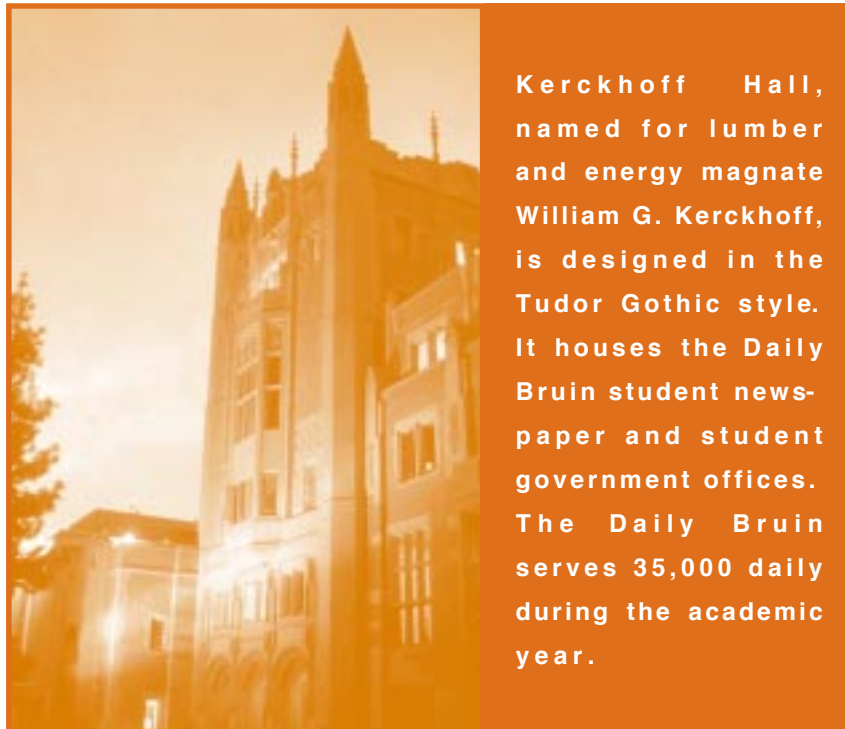
Three veteran journalists discuss the process of writing books, from choosing subjects to preparing proposals to working with agents and publishers to promoting their work. Having also written for newspapers and magazines, they will also talk about the similarities and differences of book journalism.

***Moderator:** Mike Mansur, *Kansas City Star**

***Panelists:** David Darlington, author, *In Condor Country* and *The Mojave*; Richard Manning, author, *One Round River* and *Grassland*; Kathryn Phillips, author, *Tracking the Vanishing Frogs**

12:15 P.M.

SEJ's 1999 Conference concludes. Vans return to UCLA



Kerckhoff Hall, named for lumber and energy magnate William G. Kerckhoff, is designed in the Tudor Gothic style. It houses the Daily Bruin student newspaper and student government offices. The Daily Bruin serves 35,000 daily during the academic year.

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SEJ National Conference Chair: Gary Polakovic, *Los Angeles Times*

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Michael Stenstrom, Acting Director, Institute of the Environment

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Society of Environmental Journalists Board of Directors

President and Editorial Board Chair:

Mike Mansur

The Kansas City Star
1729 Grand Avenue, Kansas City, MO 64108
T (816) 234-4433 F (816) 234-4926
E mmansur@sej.org

First Vice President: David Ropeik

WCVB-TV
21 Baker Avenue, Concord, MA 01742
T (617) 449-0400 F (617) 449-6681
E dropeik@sej.org

First Vice President: James Bruggers

Contra Costa Times
483 Wickson Avenue, Apt. C
Oakland CA 94610
T (925) 943-8246 F (925) 933-0239
E jbruggers@sej.org

Treasurer: Sara Thurin Rollin

BNA, Inc.,
Bureau of Environmental News,
1231 25th Street N.W., Washington, DC 20037
T (202) 452-4584 F (202) 452-4150
E srollin@sej.org

Secretary: Gary Polakovic

The LA Times, Ventura Bureau
93 S. Chestnut St. Ventura, CA 93001
T (800) 528-4637 F (213) 237-4712
E gpolakovic@sej.org

Kevin Carmody

Chicago Daily Southtown
1447 1/2 West Fletcher Street
Chicago, IL 60657
T (708) 633-5970 F (708) 633-5999
E kcarmody@sej.org

Russell Clemings

Fresno Bee
1626 E. Street, Fresno, CA 93786
T (209) 441-6371 F (209) 441-6436
E rclemings@sej.org

Peter Dykstra

CNN
One CNN Center, Atlanta, GA 30303
T (404) 827-3349 F (919) 733-7083
E pdykstra@sej.org

Ann Goodman

Tomorrow Magazine
15 East 11th Street #4L, New York, NY 10003
T (212) 243-4327
E agoodman@sej.org

Gary Lee

The Washington Post
1150 15th Street N.W., Washington DC 20071
T (202) 334-4457 F (202) 334-1069
E glee@sej.org

Jacques Rivard

CBC, Vancouver Bureau
c/o SRC News 1400 Rene-Levesque Blvd E. B-92-1
Montreal, Quebec H2L-2M2 Canada
T (514) 597-5085 F (514) 597-5404
E jrivard@sej.org

Peter Thomson

NPR's Living on Earth
2400 Bancroft Way
Berkeley CA 94704
T (510) 644-0890 F (510) 655-1593
E pthomson@sej.org

Representative for Academic Membership:

Mark Neuzil

University of St. Thomas
Dept. of Journalism/Mass Communication
Mail #4249, 2115 Summit Avenue
St. Paul MN 55105
T (612) 962-5267 F (612) 962-5266
E mneuzil@sej.org

Founding President:

Jim Detjen

Knight Chair of Env. Journalism
Michigan State University
341 Communications Arts & Sciences Building
East Lansing, MI 48824-1212
T (517) 353-9479 F (517) 355-7710
E jdetjen@sej.org

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East Lansing, Michigan**

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Society of Environmental Journalists

P.O. Box 27280

Philadelphia, PA 19118

Phone: (215) 836-9970 Fax: (215) 836-9972 E-mail: sej@sej.org Web: www.sej.org