

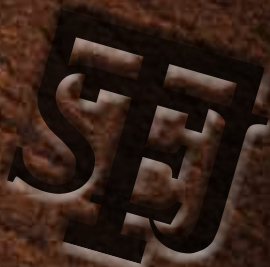
"WHISKEY IS FOR DRINKING.
WATER IS FOR FIGHTING OVER."

- Often attributed to **Mark Twain**,
but never confirmed



SOCIETY OF
**ENVIRONMENTAL
JOURNALISTS**

OCT. 17-21, 2012



22ND ANNUAL CONFERENCE

HOSTED BY TEXAS TECH UNIVERSITY LUBBOCK, TX

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www.tfi.org – The Fertilizer Institute's website

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The Fertilizer Institute
425 Third Street, S.W.
Suite 950
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(202) 962-0490



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CONTENTS

WELCOME LETTERS	PAGE 2
WEDNESDAY, OCT. 17	PAGE 4
THURSDAY, OCT. 18	PAGE 5
FRIDAY, OCT. 19	PAGE 10
SATURDAY, OCT. 20	PAGE 22
SUNDAY, OCT. 21	PAGE 30
POST-CONFERENCE TOUR	PAGE 31



TEXAS TECH UNIVERSITY

Office of the President™



On behalf of our students, faculty and staff, I would like to welcome you to our beautiful Texas Tech University campus. We are happy to have you with us this week.

You are here during an exciting time in our school's history. We continue to enhance our profile as a national leader in higher education and as a national research university. Texas Tech's presence in the state, nation and world is increasingly felt by virtue of our contributions in the arts, humanities, sciences and athletics.

In record numbers, high school students across the state and beyond are selecting Texas Tech as their choice for higher education, which is reflected in four-consecutive fall semesters of record enrollment. Steadied by a strong foundation built on tradition and academic achievement, we are attracting the best and brightest students. Our faculty and staff are preparing some of the country's brightest students and we are well represented by our graduates throughout the world.

While in Lubbock, we encourage you to take a tour of our beautiful Spanish Renaissance themed campus, visit with our community and share in the warm, welcoming environment that attracts so many to Texas Tech University.

We hope you enjoy your visit. And, if there is anything my office can do to make your stay more enjoyable, please don't hesitate to call.

Sincerely,

A handwritten signature in black ink that reads "Lawrence Schovanec".

Lawrence Schovanec
Interim President
Texas Tech University



Welcome to Lubbock, Texas, home of Texas Tech University, the Red Raiders and the vast High Plains. On behalf of the entire Texas Tech family, we are honored to host the Society of Environmental Journalists 22nd Annual Conference and excited to showcase what we believe is one of the nation's best kept secrets.

Unfamiliar to some, this is a place where technology meets art, law and medicine. Boasting some of the country's preeminent researchers and a top-notch, multi-disciplinary approach, Texas Tech offers its expertise to solve problems, improve lives and find new solutions to the world's critical needs. From wind farms and vineyards to the cotton crops and oil fields, the impact of our community is far-reaching and stretches beyond the borders of Texas. That's because at Texas Tech, the globe is considered our personal laboratory.

Recently designated as a National Research University in Texas, Texas Tech hosts 60 research centers and institutes - one of which is The Institute for Environmental and Human Health. As we continue our journey toward being recognized as a nationally competitive research institution, Texas Tech has nearly tripled its total research expenditures with more than \$142.7 million conducted in 2011, up from approximately \$48.7 million in 2006.

Whether it's monitoring the radiation effects at Chernobyl in Ukraine, developing cutting-edge MicroZAP food sterilization technology or using science to build more sustainable habitations for people, Texas Tech's practical solutions have a worldwide influence today and into the future.

Our researchers are discovering ancient dinosaurs that help history's understanding of how sauropods evolved. Texas Tech's experts are studying the moon's earthquakes by restoring and reanalyzing data from NASA's Apollo missions. And, the university's scientists continue to search for the smallest nanoparticles at the world's largest particle collider deep beneath the earth in Switzerland.

Meanwhile, decontamination wipes for removing toxic chemicals are now on the way to the pockets of U.S. soldiers. One of the nation's largest seed suppliers inked an exclusive licensing agreement to utilize new cotton biotechnology from Texas Tech labs. And when Deepwater Horizon burned and sank into the Gulf of Mexico, researchers at Texas Tech didn't wait for an invitation to discover the impact that the more than 210 million gallons of oil would have on the environment.

Texas Tech researchers also chase tornadoes across the Great Plains as part of the nation's biggest meteorological manhunt. They study turbulence produced by wind turbines and create comprehensive wind power systems. They've helped pinpoint a breakthrough in explaining the sudden death of bee colonies across North America, and they're leaders in a newly-formed consortium that make up the South Central Climate Science Center funded by the Department of the Interior.

These are only a fraction of the university's recent accomplishments, and we are just getting started. After all, this is Texas Tech, and from here, it's possible.

Thank you again for visiting Lubbock and Texas Tech. We sincerely hope you enjoy your time and are enlightened by what all we have to offer.

Very truly yours,

Kent Hance

WEDNESDAY OCTOBER 17, 2012

SEJ's 2012 annual conference officially begins Wednesday afternoon, October 17, with our opening reception, followed by dinner, special welcomes and surprise guests, and SEJ's awards program.

Before the official beginning, we offer the all-day workshop below, as well as an afternoon meet-and-greet session with European and Latin American journalists.

All sessions, as well as registration, exhibits and breaks, will be at the Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, unless otherwise indicated.

ALL-DAY WORKSHOP THE CRAFT AND COMMERCE OF SUCCESSFUL FREELANCING

Join a team of veteran freelancers – contributors and editors of the forthcoming book *The New Science Writers' Handbook: Telling Important Stories in a Noisy Age* – for a day of in-depth training on the secrets of successful freelancing. We'll cover business strategy, pitching, networking, online marketing, using multimedia reporting, and other ingredients of a sustainable and rewarding freelance career. You'll have a chance to hone magazine pitches, and you'll also hear legal advice from an experienced copyright and contract attorney. All the sessions will feature concrete, practical tips you can take home and apply to both the business and the craft of journalism. This workshop is appropriate for both new and experienced freelancers, as well as staff journalists interested in acquiring entrepreneurial skills. *Pre-registration and \$60 fee required. Breakfast and lunch included.*

Facilitator:

Sharon Oosthoek, Freelance Journalist

Presenters:

Emily Gertz, Freelance Journalist and Editor

Thomas Hayden, Science and Environment Writer, and Lecturer, Emmett Interdisciplinary Program in Environment and Resources, School of Earth Sciences, Department of Communication, Stanford University

Hannah Hoag, Freelance Journalist and Editor

Susan Moran, Freelance Print Journalist, Co-host of "How on Earth," and Adjunct Instructor, School of Journalism and Mass Communication, University of Colorado Boulder

AGENDA

8:00-8:30 a.m. Coffee, introductions and a quick, funny rundown of the pros and cons of freelancing

8:30-9:30 a.m. BUSINESS STRATEGY

Financial considerations in making the leap from staff to freelance; making a business plan for your first year and sticking to it; essential equipment for your "starter office"; handling basic contract, insurance and tax issues; diversifying your business for fun and satisfaction.

9:30-9:45 a.m. Break

9:45-11:30 a.m. PITCHING AND NETWORKING

Finding ideas as a freelancer, and how to find, please and not annoy editors. Anatomy of a basic pitch; anatomy of winning "big league" feature pitches to the *New Yorker*, *New York Times Magazine*, etc. This session will also include workshopping of sample and draft pitches, which participants will be invited to submit ahead of time or bring for consideration.

11:45 a.m. - 1:15 p.m. LUNCH BREAK: SESSION ON CONTRACTS AND COPYRIGHT (~90 minute talk)

Presenter: **Sallie Randolph**, Law Office of Sallie G. Randolph (Buffalo, NY)

1:30-2:15 p.m. FREELANCE MARKETING

How to "sell yourself" without selling out; how to use social media without losing sleep; how to build a great website on the cheap; how to build and protect your reputation, online and off.

2:15-3:00 p.m. MULTITASKING

When, why, and how to acquire digital media skills, and when and how freelancers can use them to add quality and value to their work.

3:00-3:15 p.m. Break

3:15-4:00 p.m. WRAPUP/BUSINESS STRATEGY FOR THE LONG HAUL

A discussion with participants about setting financial and creative goals that will guide you through your freelance career; creating a satisfying, lucrative, and lasting mix of clients and projects, and avoiding ethical and practical conflicts among them.

Location: Horizon Ballroom B, 2nd Floor

REGISTRATION 2:00 - 8:00 p.m.

If you haven't already signed up for Thursday all-day tours, Friday dinner and premiere of Ken Burn's Dust Bowl documentary, Saturday party or Sunday brunch, check with registration personnel — there might still be room.

Location: South End Prefunction Space, Main Floor (near the stairs as you approach the Sunset Ballroom from the hotel)

SEJ INFORMATION TABLE 2:00 - 8:00 p.m.

Sign up here for Saturday mini-tours, read up on candidates for the board election, find membership applications, copies of *SEJournal* and other SEJ information.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

VEHICLE TECHNOLOGY DEMO 3:00 - 8:00 p.m.

Sign up here to test-drive new technology in the auto industry, and talk with experts from GM, Volkswagen and others.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

AFTERNOON MEET-AND-GREET NUCLEAR ICEBREAKER

3:00 - 5:00 p.m.

Mingle with European and Latin American journalists and catch a quick briefing from the European contingent on the latest German plans for phasing out nuclear power and new French techniques for handling nuclear waste. Start a chain reaction by socializing with the foreign journalists, many of whom will just have ended their own international conference in Lubbock. *Refreshments for this event sponsored by the Woodrow Wilson International Center for Scholars.*

Emcee: **Reggie Dale**, Director, CSIS Transatlantic Media Network

Location: Canyon Room, 2nd Floor

TEXAS TECH UNIVERSITY POSTER SESSION

4:00 - 9:00 p.m.

At Texas Tech University, the world is our laboratory. Whether our research starts in our own back yard, solves a national problem or takes on a challenge in another country, we feel it's our duty to find solutions that matter. Our academics and research impact the state, the nation and the rest of the planet. When it comes to teaching, we believe that the best way to learn is to do essential science next to some of the preeminent researchers in the country. Student research is foundational as we become the next National Research University. Funded research opportunities exist for students in our multidisciplinary centers, laboratories and industry-sponsored programs. During Wednesday's events, we proudly will present some of the best environmental research performed by our students. Be on the lookout for tomorrow's quotable sources today.

Location: Sunset Ballroom, 1st Floor

OPENING RECEPTION AND DINNER AT THE OVERTON

5:00 - 8:00 p.m.

Can't promise a haboob, but we can promise a helluva good time hanging with friends and meeting new ones.

From famed dispatches filed on deadline during the Dust Bowl, to the ballads of Woody Guthrie, to the best of the year's journalism, and through to the leading edge of new filmmaking, we'll be celebrating the power of great stories to heal people and the Earth.

Producer **James Redford** will help to welcome SEJ and share clips from "Watershed," a new film on the Colorado River from the non-profit Redford Center and Kontent Films, narrated and executive produced by his father, Robert Redford, introducing a climate-changed West.

We'll also connect via satellite with researchers on the other side of the globe to hear what they're learning and how people are coping in real time with climate change-enhanced desertification. Former **First Lady Laura Bush** (invited), founder of Taking Care of Texas, will welcome us with stories from her native West Texas and

her efforts to spur conservation on the state's vast private lands.

Texas Tech will be on hand with a jazzed-up science poster session.

"Watershed" will be screened in full after the Wednesday evening program concludes with the SEJ Awards for Reporting on the Environment.

Location: Sunset Ballroom, 1st Floor

SEJ AWARDS FOR REPORTING ON THE ENVIRONMENT

8:00 - 9:00 p.m.

They are the most important stories on the planet, and we'll unveil the best of the best. Join us for the SEJ Awards for Reporting on the Environment, to hear from the reporters themselves, to discover the story behind the story, and to be inspired by simply great work that changes the world, bit by bit, one story at a time.

Location: Sunset Ballroom, 1st Floor

SCREENING OF "WATERSHED: EXPLORING A NEW WATER ETHIC FOR THE NEW WEST"

9:00 p.m.

Location: Sunset Ballroom, 1st Floor

THURSDAY
OCTOBER 18, 2012

All sessions, as well as registration, exhibits and breaks, will be at the Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, unless otherwise indicated.

REGISTRATION 5:00 - 10:00 a.m.

If you haven't already signed up for the Friday dinner and premiere of Ken Burn's Dust Bowl documentary, Saturday party or Sunday brunch, check with registration personnel — there might still be room.

Location: South End Prefunction Space, Main Floor (near the stairs as you approach the Sunset Ballroom from the hotel)

SEJ INFORMATION TABLE All Day

Sign up here for Saturday mini-tours, read up on candidates for the board election, find membership applications, copies of *SEJournal* and other SEJ information.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

BOOKSTORE 7:00 - 8:00 p.m.

The TTU bookstore will be open for business with the independent hospitality receptions, selling books by speakers and SEJ members. Be there from 7:00 to 8:00 p.m. when authors will gather at the bookstore suite for a book signing.

Location: Sunset Ballroom

VEHICLE TECHNOLOGY DEMO 5:00 - 9:00 p.m.

Sign up here to test-drive new technology in the auto industry, and talk with experts from GM, Volkswagen and others.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

DAY TOURS

Advance registration and a fee are required for all Thursday tours. Registered tour attendees should report to the staging no later than 15 minutes before their scheduled departure time to begin boarding their bus. All tours depart promptly at times listed below. Buses will return to the Overton Hotel about 5:00 p.m.

All buses will stage and depart from the Overton's north parking lot. (Exit through doors at far end of first floor hallway near Sunset Ballroom and SEJ Info Table.)

Due to morning-of cancellations or available space, some tours may be able to take standby passengers the morning of departure. Standby passengers should report 30 minutes prior to departure and have the proper fee amount available in cash. Standby passengers will be admitted on a first-come/first-served basis if or when space becomes available.

The Overton's Pecan Grill (and corresponding coffee kiosk) opens for breakfast at 6:30 a.m. For those leaving on earlier tours, the Overton is providing a "cash and carry" kiosk in the first floor hallway near the SEJ Info Table by north parking lot doors.



1. FROM STONES TO THE STARS AT CARLSBAD CAVERNS NATIONAL PARK (5:00 a.m. departure, \$40 fee, includes breakfast and lunch)

Like buried treasure, hundreds of caves are hidden beneath the rugged, desert landscape of the Guadalupe

Mountains. This trip will tour Carlsbad Cavern, with its enormous chambers, such as the 8-acre Big Room, and beautiful cave "decorations" — from massive, 60-foot-tall stalagmites to crystals, delicate as snowflakes. A World Heritage Site, the caves spur the imaginations of all who visit, including researchers who study the unusual acidic process that hollowed the limestone, the 400,000 resident bats, cave conservation methods, and unique, newly discovered microbes, called extremophiles, which may help us cure diseases and recognize life on other planets.

Total drive time — 7 hours.

Available for those with physical limitations, the tour will use elevators and paved trails. The cave is 56 degrees Fahrenheit; long sleeves are recommended. To limit the spread of bat disease white-nose syndrome, clothing or equipment, such as cameras and flashlights, which have been in another cave since 2006 will not be permitted unless they are properly laundered or cleaned. Consult the park's website for more information.

Tour Leaders:

Stella Davis, Staff Writer, *Carlsbad Current-Argus*
Angela Posada-Swofford, Science Writer, U.S. Senior Science Correspondent, *MUY INTERESANTE* Magazine
Randi Ross, Content Manager, *Hollywood Circle* Magazine

Speakers:

Stan Allison, Cave Specialist, Carlsbad Caverns National Park
Hazel Barton, Associate Professor of Biology, Geology and Environmental Science, University of Akron
Fabian Carvallo Vargas, Independent Journalist, Radio Producer and Trainer
Pam Cox, Supervisory Park Ranger, Carlsbad Caverns National Park
Marina Fisher-Phelps, PhD Student and Bat Researcher, Department of Biological Sciences, Texas Tech University
Tigga Kingston, Associate Professor, Department of Biological Sciences, Texas Tech University
Marie Marek, Chief of Interpretation and Education, Carlsbad Caverns National Park
David Nimkin, Senior Director, Southwest Region, National Parks Conservation Association
Kaitlin Thogmartin, Bat Research Assistant, Texas Tech University
George Veni, Executive Director, National Cave and Karst Research Institute



2. WIND POWER'S PAST, PRESENT AND FUTURE

(6:00 a.m. departure, \$35 fee, includes lunch)

We'll tour the American Wind Power Center in Lubbock

and learn how wind power helped open the frontier. Then we'll head out to the wind farming region of Kermit, Texas for insights into the present and future of the wind industry. In Kermit we'll visit Xtreme Power, the world's largest wind battery storage project, and see other features of the 153-megawatt Notrees Windpower Project. Wildlife and safety issues will be a particular concern. Like wind power, vineyards have been popping up across ranch country, too, similarly bringing diversified income to farm communities. We'll unwind on the way back with a tour of the fabled High Plains wineries. *Total drive time — 5 hours.*

Tour Leaders:

Kate Galbraith, Energy Reporter, The Texas Tribune
Bill Kovarik, Author, *Brilliant: Exploring the History of Renewable Energy*, and Professor of Communication, Radford University

Speakers:

Dusty Choate, Independent Wind Miller
Coy Harris, Executive Director, American Wind Power Center
Casey Hayes, Manager, Notrees Wind Farm, Duke Energy Corporation
Ed Hellman, Professor of Viticulture, Department of Plant and Soil Science, Texas Tech University
Colin Meehan, Clean Energy Analyst, Environmental Defense Fund
Kenneth Starcher, Associate Director, Training, Education and Outreach, Alternative Energy Institute, West Texas A&M University
Robert Weatherford, President, Save Our Scenic Hill Country
Julie Wicker, Habitat Assessment Biologist, Texas Parks and Wildlife Department



3. FROM NUCLEAR ENRICHMENT TO NUCLEAR WASTE

(6:30 a.m. departure, \$35 fee, includes lunch)

The nuclear fuel cycle, from mining to low-level waste, is handled by a variety of specialized facilities. Urenco, Ltd. opened a nuclear enrichment facility near the New Mexico/Texas border in 2010. The plant separates uranium isotopes to the level required for power plants, then ships it off to the fuel fabricators to make rods. With all the talk about Iran and nuclear enrichment, this is your opportunity to understand just how the process works. We'll also tour Waste Control Specialists (WCS), a facility recently licensed to accept low-level radioactive waste. Questions about safety issues and threats to the local water supply have been raised by environmental groups and local citizens. **U.S. citizens only, and official government ID needed to enter facility.** *Total drive time — 4 hours.*

Tour Leaders:

Loretta Williams, Public Radio Producer/Editor
Roger Witherspoon, Independent Journalist, and Energy Writer and Automotive Columnist, NewJerseyNewsroom.com

Speakers:

Linda Beach, Vice President, Waste Control Specialists
Brenda Brooks, Director of Community Affairs, Urenco USA
Ron Chesser, Director, Center for Environmental Radiation Studies and Professor, Department of Biological Sciences, Texas Tech University
Marisa Perales, Attorney, Lone Star Sierra Club, and Partner, Lowery, Frederick, Perales, Allmon & Rockwell
Len Wert, Deputy Regional Administrator for Operations, Region II, Nuclear Regulatory Commission
Matthew White, Mayor, Eunice, New Mexico



4. "CLEAN" COAL AND ENVIRONMENTAL JUSTICE IN A WEST TEXAS TOWN

(7:00 a.m. departure, \$35 fee, includes lunch)

Odessa was once on the front lines of environmental justice. Heavy industry polluted the town's minority neighborhoods. Now the dirtiest plants are gone and the air is cleaner. But a new "clean coal" plant is going in, subsidized by a \$450 million U.S. Department of Energy grant and \$1 billion from Chinese investors. Backers say emissions will be small, but the plant also will manufacture side products, including fertilizer. The project will sell power to San Antonio, helping to replace polluting plants in lower-income neighborhoods there. What's the environmental footprint of "clean" energy — and is it just shifting impacts elsewhere? We'll here from community organizers and the plant's builders, and we'll tour a working Enhanced Oil Recovery (EOR) site. *Total drive time — 4 hours.*

Tour Leaders:

Greg Harman, Editor, San Antonio Current
Jasmin Mara López, Reporter, National Public Radio's Latino USA

Speakers:

Gene Collins, President, Odessa Branch, National Association for the Advancement of Colored People
Bob Kiker, Petroleum Geologist and President, Applied Petroleum Technology Academy
Larry Melton, Mayor, Odessa, Texas
Lisa Miller, Director of Projects, Texas Clean Energy Project
Tom "Smitty" Smith, Director, Texas Office, Public Citizen



5. OIL AND GAS AND LIZARDS: HYDRAULIC FRACTURING 2.0
(7:30 a.m. departure, \$35 fee, includes lunch)

Technological advances, including hydraulic fracturing or “fracking,” have led to a renaissance in the shale oil and gas industry. If shale drilling and production isn’t in your community now, it could be soon. Geologists have identified potential fields in more than 30 states and many foreign countries. Join us to learn how the work is done in Texas, and see firsthand the impact on people, their communities and the environment. Tour includes a visit to an active shale gas well site and fracking operation, a stop to talk with residents affected by drilling operations, a panel of fracking experts and a West Texas barbecue lunch. We’ll also discuss how the battle to protect the habitat for the Dunes Sagebrush Lizard might affect shale gas development. *Total drive time — 4 hours.*

Tour Leaders:
Don Hopey, Environment Reporter, *Pittsburgh Post-Gazette*
Abraham Lustgarten, Energy Reporter, ProPublica

Speakers:
Mark Boling, General Counsel and Secretary, Southwest Energy
Jason Brooks, Executive Director, Texas Habitat Conservation Foundation
Elena Craft, Health Scientist, Environmental Defense Fund
Amy Mall, Senior Policy Analyst, Natural Resources Defense Council
Ben Shepherd, President, Permian Basin Petroleum Association
Paul Wood, Local Businessman and Pilot, Gardendale Accountability Project
Texas Railroad Commission representative TBA (invited)



6. READING OUR FUTURE IN THE SANDS OF CANYON COUNTRY

(8:00 a.m. departure, \$35 fee, includes lunch)

Walk back through time in Palo Duro Canyon State Park, tracing Texas’ history of extreme drought and climate change, and learn how that past may serve as a roadmap for our future. We’ll hike the “Grand Canyon of Texas” with climate scientists and ecologists and discuss drought impacts today and historically. En route we’ll stop at a farm to talk about drought’s impact on the crucial Ogallala aquifer. Bring your binocs, as there’s bird-watching to be had. *Total drive time — 5 hours.*

Tour Leaders:
Douglas Fischer, Editor, DailyClimate.org
Lana Straub, Freelance Journalist

Speakers:
Ken Baake, Associate Professor, Department of English, Texas Tech University
Mary Jane Buerkle, Director of Communications and Public Affairs, Plains Cotton Growers, Inc.
Barry Evans, Cotton Farmer
Cory Evans, Superintendent, Palo Duro Canyon State Park
Katharine Hayhoe, Director, Climate Science Center, and Associate Professor, Department of Political Science, Texas Tech University
Judy Reeves, Senior Hydrogeologist, Cirrus Associates
John Zak, Associate Academic Dean, College of Arts & Sciences, and Professor of Microbial Ecology, Department of Biological Sciences, Texas Tech University



7. WHERE’S THE BEEF?

(8:30 a.m. departure, \$35 fee, includes lunch)

“Move ‘em on, head ‘em out... Rawhide!” Take a trip to a scenic and historic working horse and cattle ranch. Its heritage and stature position the Pitchfork Land & Cattle Company among a handful of great American ranches. The Pitchfork’s operations span around 180,000 acres in 2 states and more than a century of continuous operation primarily under one family. The Pitchfork stands as a testimony to those who have loved the land and its cattle and to those who have dedicated their lives to making it one of the finest ranches in the world. We’ll also learn about the different environmental challenges facing ranches in today’s world. The second stop will be a cattle feedlot, which faces an entirely different set of environmental and stewardship challenges in raising

beef. If time allows, we'll tour the National Ranching Heritage Center in Lubbock. *Total drive time — 3.5 hours.*

Tour Leaders:

Chris Clayton, Agriculture Policy Editor, DTN/The Progressive Farmer, and incoming President, North American Agricultural Journalists

Erica Irlbeck, Assistant Professor, Agricultural Communications, College of Agricultural Sciences & Natural Resources, Texas Tech University

Speakers:

Stan Bradbury, Rangeland Management Specialist, Lubbock Office, Natural Resources Conservation Service, U.S. Department of Agriculture

Michael Brown, Professor of Ruminant Nutrition, Department of Agricultural Sciences, West Texas A&M University

Dean Hawkins, Department Head and Professor, Department of Agricultural Sciences, West Texas A&M University

Brooks Hodges, Manager, Pitchfork Land & Cattle Company

Kevin Kuriyama, Manager, Hale Center Feedyard

Greg Sokora, Civil Engineer, Lubbock Office, Natural Resources Conservation Service, U.S. Department of Agriculture
7th speaker TBA



8. FINDING WATER WHERE IT AIN'T

(9:00 a.m. departure, \$35 fee, includes lunch)

We'll walk the fields to examine conservation practices and creative ways to find water and make the best use of available resources. We'll visit a working ranch where we'll hear from ranchers and government officials about efforts in Texas, and nationally, to better use available resources and conserve water. Then, we'll visit a field where drip irrigation systems have been installed to learn about the advantages of this type of watering. Finally, we'll meet with officials from the City of Lubbock at the city's newest reservoir, which should be in active use by October, to learn firsthand about the area's water struggles and the creative things locals have done to compensate, including getting water from famed oilman T. Boone Pickens, as well as what the city plans to do in the future as the population grows. *Total drive time — 3 hours.*

Tour Leaders:

Betsy Blaney, Reporter, The Associated Press (Lubbock)

Ramit Plushnik-Masti, Reporter, The Associated Press (Houston)

Speakers:

Jim Conkwright, General Manager, High Plains Underground Water Conservation District #1, Lubbock, Texas

Wood Franklin, City Engineer, Lubbock, Texas

James Gillespie, District Conservationist, Natural Resources Conservation Service, U.S. Department of Agriculture

Bob Kilmer, Ranch Manager, Matador Ranch

Jim Mahoney, Executive Vice President, Operations and Compliance, Koch Industries

Ken Rainwater, Director, Water Resources Center, and Professor, Department of Civil and Environmental Engineering, College of Engineering, Texas Tech University



9. WINTERING CRANES AND RAPTORS AT MULESHOE NATIONAL WILDLIFE REFUGE

(9:30 a.m. departure, \$35 fee, includes lunch)

One of the largest winter populations of Sandhill Cranes occurs each year at Muleshoe National Wildlife Refuge, the oldest national wildlife refuge in Texas. The birds arrive in September, and by December their numbers may build up to 100,000 or more. When we visit, we'll see Sandhills, and we'll learn about the effects cranes have on the farm fields surrounding the refuge. We also expect to find several duck species, herons, and Ferruginous and Red-tailed Hawks. And we may see Golden Eagles, Lesser Prairie-Chickens, thrushes, shrikes, thrashers, and sparrows. We'll also learn how the recent drought has impacted migrating and wintering birds. On the way back, we'll stop at the South Plains Wildlife Rehabilitation Center, which cares for 2,000 injured, orphaned or displaced native wildlife annually. *Total drive time — 2 hours.*

Tour Leaders:

Carol Lee, Freelance Journalist

Matt Mendenhall, Associate Editor, *BirdWatching* Magazine

Speakers:

Cameron Carver, President, Llano Estacado Audubon Society

Rob Lee, Expert Birder, and former Enforcement Officer, U.S. Fish & Wildlife Service

Jude Smith, Refuge Manager, Muleshoe National Wildlife Refuge

INDEPENDENT HOSPITALITY RECEPTIONS

5:00 - 9:00 p.m.

Check your conference bag for a list of organizations and businesses ready to dispense great nibbles, quaffs, conversation — and the scoop on environmental issues and answers from your independent reception hosts' experts.

Location: Sunset Ballroom, 1st Floor

EXHIBIT SNEAK PEEK 5:00 - 9:00 p.m.

Browse through this year's exhibits, offering up information on issues and solutions, fellowships, source lists and maybe even some fun giveaways. Don't forget to check the second floor, too!

Location: Sunset Ballroom and ballroom foyer on the main floor, and outside the Horizon Ballroom on the 2nd floor

VEHICLE TECHNOLOGY DEMO

6:30 a.m. - 5:00 p.m.

Sign up here to test-drive new technology in the auto industry, and talk with experts from GM, Volkswagen and others.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

EXHIBITS

7:00 a.m. - 5:00 p.m.

Browse through this year's exhibits, offering up information on issues and solutions, fellowships, source lists and maybe even some fun give-aways. Don't forget to check the second floor, too!

Location: Sunset Ballroom and ballroom foyer on the main floor, and outside the Horizon Ballroom on the 2nd floor

FRIDAY
OCTOBER 19, 2012

As a journalism organization that believes in an open society, SEJ each year welcomes a diverse group of attendees to our annual conference. Attendees include representatives of business, government and environmental groups, as well as working journalists, academics and students.

Because non-journalists are here, you may see or hear presentations or responses to presentations that you might not expect from mainstream journalists. The presentations and any responses do not necessarily reflect the views of SEJ or any of its members.

As our guest, you should respect our interest in open discussions of environmental issues by thanking all participants in sessions you attend and not disrupting presentations of views you disagree with.

Finally, please respect our rule that SEJ members are given preference during question-and-answer sessions.

All sessions, as well as registration, exhibits and breaks, will be at the Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, unless otherwise indicated.

REGISTRATION 6:30 a.m. - 5:00 p.m.

If you haven't already signed up for the Friday dinner and premiere of Ken Burn's Dust Bowl documentary, Saturday party or Sunday brunch, check with registration personnel — there might still be room.

Location: South End Prefunction Space, Main Floor (near the stairs as you approach the Sunset Ballroom from the hotel)

SEJ INFORMATION TABLE 6:30 a.m. - 5:00 p.m.

Sign up here for Saturday mini-tours, read up on candidates for the board election, find membership applications, copies of *SEJournal* and other SEJ information.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

BOOKSTORE 1:00 - 5:00 p.m.

The TTU bookstore will be open for business this afternoon, selling books by speakers and SEJ members. Stop by and browse!

Location: Sunset Ballroom Foyer



BREAKFAST PLENARY

IS COMMUNICATING CLIMATE CHANGE A LOST CAUSE?

7:00 - 8:45 a.m.

Full hot breakfast buffet opens at 7:00 a.m. in the Sunset Ballroom. Plenary begins shortly thereafter.

The science community has spoken loud and clear for years that anthropogenic climate change is real, it's here now and it's going to get much worse. Across the globe people are already grappling with its impacts, and in the U.S. municipalities and insurance companies are bracing for sea-level rise, extreme rainfall and flooding, and droughts and wildfire. Meantime, political and public concern has nearly disappeared. What happened? How can this disconnect be explained? And, how can journalists and scientists collaborate to raise the level of discussion without jeopardizing their objectivity?

Moderator:

Dave Poulson, Associate Director, Knight Center for Environmental Journalism, Michigan State University

Speakers:

Bill Blakemore, Correspondent, ABC News

Max Boykoff, Assistant Professor, CIRES Center for Science & Technology Policy, University of Colorado-Boulder, and Senior Visiting Research Associate, Environmental Change Institute, University of Oxford

Katharine Hayhoe, Director, Climate Science Center, and Associate Professor, Department of Political Science, Texas Tech University
Peter Sinclair, Producer of the Video Series and Blog "Climate Denial Crock of the Week" and "This is Not Cool", a new series on climate for the *Yale Forum on Climate Change & the Media*

Location: Sunset Ballroom, 1st Floor



OPENING PLENARY

LAND, WATER AND PEOPLE: IT'S THE FOOD, STUPID!

9:00 - 10:30 a.m.

Humans are adaptable, and historical records show that we've survived some serious weather changes in the past. But, there are seven billion of us now, and we've blanketed the planet, scoured the earth, pillaged the oceans, and loaded the atmosphere with greenhouse gases. Still, human ingenuity is at work across the globe patching things together, changing agricultural practices and lifestyles. We'll explore how food production is a vital test of our ability to adapt our ways to the new realities.

Moderator:

Christy George, Independent TV Producer

Speakers:

Dick Auld, Rockwell Endowed Chair in Plant and Soil Science, Department of Plant and Soil Science, Texas Tech University

Chris Funk, Research Geographer, Earth Resources Observation Systems, Famine Early Warning System Network, US Geological Survey and Founding Member, Climate Hazard Group, University of California Santa Barbara

Kathleen Merrigan, Deputy Secretary for Agriculture, U.S. Department of Agriculture (invited)

Andrew Sharpless, Chief Executive Officer, Oceana

Helene York, Director, Purchasing Strategy, Bon Appetit Management Company, and President, Bon Appetit Management Company Foundation

Location: Sunset Ballroom, 1st Floor

BEVERAGE BREAK 10:30 - 11:00 a.m.

Location: Sunset Ballroom, 1st Floor

CONCURRENT SESSIONS I

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

All concurrent sessions are located on the 2nd floor.



THE CRAFT FREELANCE PITCH SLAM

The query quandary reduced to 60 seconds! Freelancers read compelling, exquisitely crafted one-minute pitches to a panel of editors representing radio, print and online magazines. Editors then critique the queries, explaining why — or why not — the story would work for their publication. They also offer tips for improving the pitch and information about which sections of their publication are open to freelancers. Freelancers of all genres will acquire excellent connections. Some may even get assignments.

Moderator:

Jane Braxton Little, Freelance Journalist

Speakers:

Marla Cone, Editor in Chief, *Environmental Health News*

Janet Raloff, Editor, *Science News for Kids*, and Senior Editor, *Science News*

Kate Sheppard, Reporter, Mother Jones

Peter Thomson, Environment Editor, The World-PRI/BBC

Jeff Turrentine, Articles Editor, *OnEarth*

Location: Horizon Ballroom A, 2nd Floor

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Volkswagen welcomes the Society of Environmental Journalists to Chattanooga in 2013.

It's a \$1 billion investment. It's the home of the Passat, *Motor Trend's* 2012 Car of the Year.[®] And it's the first LEED[®] Platinum-certified automotive plant in the world. In 2011, we didn't just build a state-of-the-art Volkswagen plant in Chattanooga, Tennessee. We found a cleaner, more efficient way of producing our cleaner, more efficient Passat TDI[®] Clean Diesel¹ (43 highway mpg). It's what happens when we use our Think Blue philosophy to think about the engine and beyond. **That's the Power of German Engineering.**

Think Blue.[®]



Das Auto.



THE NATION
FRACKING MAY DIVIDE YOUR TOWN NEXT. BUT WHAT'S THE STATE OF THE SCIENCE?

Is it an economic savior abetting a reduction in CO2 emissions, or an industrial technology run wild, leaving a swath of pollution in its wake? The battle lines are familiar, and won't be re-drawn here. But throughout the debate about fracking there has been a dearth of science to inform it. Now that fresh research is finally emerging, it is often embroiled in controversy itself. In this session we'll look at what the research says and who's doing it. What are the challenges of communicating science in a charged political environment? And how are the oil and gas industry, or environmentalists, seeking to influence its outcome?

Moderator:
Abrahm Lustgarten, Energy Reporter, ProPublica

Speakers:
Lawrence Cathles, Professor of Geology, Department of Earth and Atmospheric Sciences, Cornell University
Terry Engelder, Professor of Structural Geology, Department of Geosciences, Pennsylvania State University
Anthony Ingraffea, Dwight C. Baum Professor of Engineering, Department of Civil and Environmental Engineering, Cornell University
Robert Jackson, Nicholas Professor of Global Environmental Change, Associate Dean for Research and Professor of Biology, Nicholas School of the Environment, Duke University

Location: Horizon Ballroom B, 2nd Floor



THE WATER
SQUEEZING BLOOD FROM A DESERT: WESTERN WATER MANAGEMENT

Mega-drought, population growth, aging infrastructure, managed depletion all spell disaster for our nation's water resources. Water management in the Western United States must deal with these issues as well as the politics of agribusiness, domestic energy development, and municipal long-term sustainability issues. Our panel of experts from science and industry will discuss how all of these issues influence the future of our most precious resource...water.

Moderator:
Lana Straub, Freelance Journalist

Speakers:
Kristen Averyt, Associate Director for Science (Acting), Cooperative Institute for Research in Environmental Sciences, University of Colorado Boulder
Jim Conkwright, General Manager, High Plains Underground Water Conservation District #1, Lubbock, Texas
Sharlene Leurig, Senior Manager, Water and Insurance Programs, Ceres
Judy Reeves, Senior Hydrogeologist, Cirrus Associates

Location: Horizon Ballroom C, 2nd Floor



THE GLOBE
WOMEN, WATER AND HEALTH: FROM DIRTY WELLS TO ENDOCRINE DISRUPTORS

Researchers in developed countries are discovering links between women's reproductive health problems and exposure to chemicals, such as endocrine disruptors, through drinking water and other sources. In the world's poorest places, drought and poor sanitation force women to walk farther to gather clean water, keeping girls out of school and making women more vulnerable to water-borne diseases. In emerging economies, women working and living near industrial sites face dangers posed by unregulated environmental toxins in their water supply. Experts and reporters will look for common threads connecting women, water, and reproductive health across these three economies.

Moderator:
Elizabeth Grossman, Freelance Journalist

Speakers:

Ameto Akpe, Senior Reporter, BusinessDay Media (Nigeria)
Irasema Coronado, Professor, Department of Political Science,
University of Texas at El Paso
Jennifer Sass, Senior Scientist, Health and Environment Program,
Natural Resources Defense Council, and Professorial Lecturer, Depart-
ment of Environmental and Occupational Health, George Washington
University

Location: Canyon Room, 2nd Floor



THE COMPUTER

WEB RESOURCES IN TOXICOLOGY AND ENVIRONMENTAL HEALTH

The objective of this computer lab session is to highlight online databases and other Web resources relevant to toxicology, chemical safety, and environmental health. Discussion of US resources, such as those offered by the National Library of Medicine's Toxicology and Environmental Health Information Program, the US EPA, and ATSDR and non-governmental sources, will be complemented with a look at global tools such as OECD's InChem Portal and the World Library of Toxicology. Students will be able to evaluate these online resources and explore different search strategies by researching topics of interest to them professionally.

Presenter:

Philip Wexler, Technical Information Specialist, Toxicology and Environmental Health Information Program, National Library of Medicine

Location: RHIM Classroom, 2nd Floor (next to the fitness center).

Note: While all session activities will be projected on the big screen at the front of the classroom, attendees are encouraged to bring a laptop to follow along, bookmark sites and get "hands-on" training." For those without computers, the computer classroom has a limited number of desktop computers available on a first-come, first-served basis, so get there early!



THE LAND

NATIVE AMERICA GOES TO COURT TO PROTECT LAND AND RESOURCES

Notwithstanding disappointing court decisions, enforcement failures, and obstacles in state and national legislatures, it has been critical for Native Americans to resort to the American legal system to protect their cultural, land, environmental and natural resource rights. This legal involvement has encompassed issues as diverse as tenure security, tribal recognition, treaty enforcement, economic development, and secure water and natural resource access and stewardship. This legal realm is now being enlarged to include climate change's effects on subsistence, relocation, and basic human rights, and also genetic resources and biotechnology rights and remuneration. International negotiations and the Inter-American human rights system are also establishing principles and precedents for these and other indigenous peoples' legal issues. Our experts will offer reflections on these and other developments for Native American rights and highlight some of the under-reported events and trends regarding Native American legal efforts.

Moderator:

Richard Blaustein, Freelance Environmental Journalist

Speakers:

Erin Dougherty, Staff Attorney, Native American Rights Fund
Elizabeth Kronk, Associate Professor of Law and Director of the Tribal Law and Government Center, The University of Kansas
Vickie Sutton, Professor of Law, School of Law; Director, Center for Biodefense, Law and Public Policy; Director, Law and Science Certificate Program and The JD/MS Program in the Life Sciences, Institute of Environmental and Human Health, Texas Tech University

Location: Moody Boardroom, 2nd Floor



**THE ECONOMY
WILL ECONOMIC GROWTH DESTROY THE
PLANET — OR SAVE IT?**

“There’s a fundamental conflict between economic growth and environmental protection,” declares Brian Czech of the Center for the Advancement of the Steady State Economy. But to billions of poor people who yearn for a better life, economic growth is a solution, not a problem. Business leaders will argue that economic growth, by creating jobs and wealth, will enable us to afford the environmental protection that we need.

Moderator:

David Ferris, Freelance Journalist

Speakers:

Brooke Buchanan, Director of Communications, Sustainability, Walmart

William Caesar, President, Waste Management Recycle America

Brian Czech, President, Center for the Advancement of the Steady State Economy

Location: CH Foundation Boardroom, 2nd Floor

NETWORK LUNCH 12:15 – 2:00 p.m.

Choose one of the small-group discussion tables on a wide range of timely topics and reporting tips, or join a breakout session with lively newsmakers. See the Network Lunch flyer for details.

Concurrent with the small-group discussions, the following breakout sessions are first-come, first-served. Pick up your lunch and beverage and head to the nearby room.



1. DEEPWATER OIL, GAS AND WIND:

How the New Bureau of Ocean Energy Management Will Oversee the Development of the Nation’s Offshore Energy Resources During the Next Five Years

Come talk with BOEM Director Tommy Beaudreau about how the new agency will manage the conventional and renewable ocean energy and mineral resources found on the nation’s 1.7 billion acre Outer Continental Shelf. BOEM is in charge of offshore oil lease sales in the Gulf of Mexico and the Arctic Ocean, and the development of offshore sites for wind energy, including environmental impact statements required for each. It also conducts basic research into a variety of offshore environmental issues, ranging from the effects on leatherback sea turtles in the Atlantic Ocean of noise created by oil exploration activities, oil drilling, or operation of offshore wind generators; to the effects of oil spills on Alaska’s North Slope; to the collection of baseline information about sperm whales and bottlenose dolphins in oil lease areas in the Gulf of Mexico.

Moderator:

Mark Schleifstein, Staff Writer, *The Times-Picayune*

Speaker:

Tommy Beaudreau, Director, Bureau of Ocean Energy Management, U.S. Department of the Interior

Location: Horizon Ballroom A, 2nd Floor



2. POISONS IN THE NEWS:

Toxicology and the Media

When pollutants appear to threaten harm, environmental journalists may find themselves wading through terms and concepts that are unfamiliar. Which few toxicants can fairly be termed toxins? What can toxicology determine — and what’s beyond it? What if your editor assigns you to find out if some chemical or pollutant du jour is “safe”? Is there any single definition of what that might mean? And how do you confirm that your expert sources aren’t under- or overstating the data about risks? Renowned toxicologists and reporters who have long covered the field will share tips for working with the often vague — and incomplete — data on potential poisons.

Moderator:

Janet Raloff, Senior Editor, *Science News*

Speakers:

Dan Fagin, Director, Science, Health and Environmental Reporting Program, New York University

Elizabeth Grossman, Freelance Writer and Author, *Chasing Molecules: Poisonous Products, Human Health and the Promise of Green Chemistry*

George Gray, Professor, Department of Environmental and Occupational Health, and Director, Center for Risk Science and Public Health, George Washington University

Ronald Kendall, Founder and Director, The Institute of Environmental and Human Health, and Founding Chair and Professor, Department of Environmental Toxicology, Texas Tech University; and past President, Society of Environmental Toxicology and Chemistry

Location: Canyon Room, 2nd Floor

CONCURRENT SESSIONS 2

2:00 - 3:15 p.m.

All concurrent sessions are located on the 2nd floor.



THE CRAFT USING IMAGERY TO TELL ENVIRONMENTAL STORIES

Visuals have always been a cornerstone of environmental journalism, but the methods and opportunities for telling environmental stories visually have expanded rapidly in recent years. Today's visual toolbox is much larger and more accessible, allowing many journalists who have worked primarily in visuals to expand into new realms, and others who once worked only with words or audio to add value to their work with photographs, videos, illustrations and graphics. This panel of veteran visual journalists who are stretching into new skill sets will start out going over the basics of visual storytelling for journalists with little or no experience creating visuals for their stories. We'll cover how to recognize which mediums might be the best choice to illustrate different types of stories, when to make those visuals yourself, when to team up with a specialist, and the different needs of illustrators, photographers, videographers and graphic artists. Finally, we'll look at some of the new opportunities presented by apps, mobile and web-based storytelling tools such as interactive graphics, animations, GIS and mapping technologies.

Moderator:

Michael Kodas, Author and Photojournalist

Speakers:

Emily Coren, Science Illustrator and Writer

Jerry Redfern, Photojournalist

Location: Horizon Ballroom A, 2nd Floor



THE NATION

MONEY AS SUSTAINABLE FUEL: DRIVING POLITICS AND ENVIRONMENTAL POLICY

"Long green" from industries in Texas and many other states is used to lobby and donate to politicians from West to East to Gulf Coast. Some of that money is targeted to green, or environmental issues....anything from fracking, to regulating big ag, to wind turbine regulations. Who's spending the most on our elected representatives, and are the donors and lobbyists getting many decisions for their mega-dollars? This panel looks at election-year trends that could affect green issues in your hometown.

Moderator:

Chuck Quirnbach, Environment Reporter/Producer, Wisconsin Public Radio

Speakers:

James Browning, Regional Director, State Operations, Common Cause

Timothy Nokken, Assistant Professor, Department of Political Science, Texas Tech University

3rd speaker TBA

Location: CH Foundation Boardroom, 2nd Floor



THE WATER

A PRICE ON WATER: PRIVATIZATION OF THE TOP LIQUID ASSET

Water is our most essential natural resource. As such, there's profit to be had. All over the country, large corporations and private equity firms are taking over public water and sewer services from cash-strapped municipalities. These takeovers often result in worse service and higher costs. On another level, though, privatized water is nothing new. In Texas and elsewhere, groundwater is treated as a private property right. But as drought conditions worsen, how much public regulation of private groundwater should there be? Not much, said the Texas Supreme Court in a landmark ruling handed down earlier this year. This panel will explore the implications of the ruling, and of the increased privatization of public water resources in general.

Moderator:

Matthew Frank, Associate Editor and Senior Staff Writer, *Missoula Independent*

Speakers:

Jeff Johnson, Associate Professor and Director of Farm Operations, College of Agricultural Sciences and Natural Resources, and Associate Director, CASNR Water Institute, Texas Tech University

Ken Rainwater, Director, Water Resources Center, and Professor, Department of Civil and Environmental Engineering, College of Engineering, Texas Tech University

David Sandino, Associate Professor of Law and Acting Director, Center for Water Law and Policy, School of Law, Texas Tech University, and former Chief Counsel, California Department of Water Resources

4th speaker TBA

Location: Horizon Ballroom C, 2nd Floor



THE GLOBE

GOING TO EXTREMES: HUMAN HEALTH ON A WARMER PLANET

We are entering an age of new, emerging diseases and older, reappearing ones. With global warming under way, heat waves, wildfires and tropical disease outbreaks will be producing unprecedented challenges for public health. Experts are finding that diseases once considered rare in the United States, such as dengue fever and West Nile virus, are no longer uncommon. West Nile Virus, first detected in the United States in 1999, has now been reported in 48 states (in people, birds, or mosquitoes), according to the Centers for Disease Control, while the mosquitoes that carry dengue fever are also a growing threat in southern states as the insects increase their range. Are temperature changes already redrawing the distribution of bacteria, insects and plants, and how is that affecting human health? The effects of climate change will make some people sick and place new burdens on many local health departments, according to new reports. How are governments responding? Conversely, might public awareness about the health impacts of climate change help encourage support for pro-active mitigation and adaptation strategies?

Moderator:

Francesca Lyman, Journalist, Editor and Author

Speakers:

Katharine Hayhoe, Director, Climate Science Center, and Associate Professor, Department of Political Science, Texas Tech University

Kim Knowlton, Senior Scientist, Public Health Program, Natural Resources Defense Council

Jonathan Sleeman, Director, National Wildlife Health Center, U.S. Geological Survey

Location: Canyon Room, 2nd Floor



THE COMPUTER

"FOIA" THE BASTARDS!

Whether you're an old hand at public-records requests or just FOIA-curious, stop by as we brainstorm ways to use public documents to penetrate government bureaucracies. We'll start by suggesting records requests that are sure to produce stories in most any community, using state public-records laws or the federal Freedom of Information Act. We'll also discuss strategies to minimize costs and maximize the speed at which your requests are handled.

Bring your laptop to this clinic-style panel; if there is time and interest we may even crank out a few public-records requests on the spot.

Moderator:

Robert McClure, Executive Director, InvestigateWest

Speakers:

Pete Brewton, Hutcheson Professor of Professional Practice, College of Media and Communication, Texas Tech University; Attorney; Author; and former Reporter, *Houston Chronicle* and *Houston Post*

Joseph A. Davis, Freelance Journalist and WatchDog Project Director/*TipSheet* Editor, Society of Environmental Journalists

Location: RHIM Classroom, 2nd Floor (next to the fitness center).

Note: While all session activities will be projected on the big screen at the front of the classroom, attendees are encouraged to bring a laptop to follow along, bookmark sites and get "hands-on" training. For those without computers, the computer classroom has a limited number of desktop computers available on a first-come, first-served basis, so get there early!



THE LAND

COPPERING BETS AGAINST CLIMATE CHANGE: FACING UNCERTAINTY IN AGRICULTURAL AND FOREST SYSTEMS

The American West is battling drought, erosion, pest-driven deforestation, and extreme temperatures that threaten crops. On the heels of a record-beating drought and massive wildfires this summer, farmers and ranchers are hoping for forecasts that will minimize their losses. But the science indicates that the impacts of climate change will vary tremendously by region. Panelists will discuss these threats to agricultural, rangeland, and forest systems and describe efforts to plan for an uncertain future.

Moderator:

Sunshine Menezes, Executive Director, Metcalf Institute for Marine & Environmental Reporting, University of Rhode Island

Speakers:

Chris Clayton, Agriculture Policy Editor, DTN/The Progressive Farmer, and incoming President, North American Agricultural Journalists

Brandon Loomis, Public Lands Reporter, *The Salt Lake Tribune*

Wayne Polley, Research Ecologist, Grassland, Soil & Water Research Laboratory, Agricultural Research Service, U.S. Department of Agriculture

Location: Moody Boardroom, 2nd Floor



THE ECONOMY

GREAT PLAINS PERSPECTIVES ON TRANSBOUNDARY TAR

Canadian corporate and government efforts to overturn U.S. permit denial for tar-sands crude-oil pipelines to cross the border into the Great Plains and run from Alberta to the Gulf of Mexico have raised international concern, becoming one of the most contentious political issues of the Obama Administration's fourth year. Indigenous, environmental, corporate, organized labor, agricultural and cultural lobbies are colliding in a milestone chapter of energy policy history set in the global climate change and post-peak-oil era. This panel provides journalists the opportunity to capture the voices of spokespeople from the heartland who are directly affected by the development, namely rural Native Americans, farmers, and ranchers.

Moderator:

Talli Nauman, Health & Environment Editor, *Native Sun News* (Rapid City, SD)

Speakers:

Jane Kleeb, Executive Director, BOLD Nebraska

Anthony Swift, Attorney, International Program, Natural Resources Defense Council

Clayton Thomas-Muller, Tar Sands Campaign Director, Indigenous Environmental Network

American Petroleum Institute Speaker TBA

Location: Horizon Ballroom B, 2nd Floor.

BEVERAGE BREAK 3:15 - 3:30 p.m.

Location: Sunset Ballroom, 1st Floor

SEJ ANNUAL MEMBERSHIP MEETING

3:30 - 5:00 p.m.

Members of the Society of Environmental Journalists are urged to attend SEJ's Annual Membership Meeting. It's not just a good idea...it's the bylaws! Hear from a motivated slate of candidates ready to serve on SEJ's 2013 Board of Directors and cast your vote. Share information, concerns, questions and creative ideas central to the future of this lively educational community. You'll see a short member-produced video, hear some reports and have a chance to raise questions of your own.

Location: Sunset Ballroom, 1st Floor

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Sharon Basel, Manager, GM Environment & Energy Communications
P: (313) 378-6647 E: sharon.basel@gm.com

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Tell EPA: Set strong soot standards. Save lives.

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DINNER, SATELLITES AND THE DUST BOWL at the Museum of Texas Tech University

Shuttles buses will depart from the Overton's north parking lot. (*Exit through doors at far end of first floor hallway near Sunset Ballroom and SEJ Info Table.*) Shuttles will run at 15-minute intervals from 5:30 to 7:30 p.m. and begin bringing people back from the Museum at 9:00 p.m.

Attendees will begin arriving at the museum at 6:00 p.m. Grab a drink at the bar, food on the buffet line or follow museum staff on behind-the-scenes tours of dinosaur bones, folk art, historic artifacts and tissue samples from their Genetic Resources Collection, including samples chronicling the decades-long aftermath of Chernobyl.

About 7:30 p.m. guests will adjoin to the theater, where NASA will present the latest in eye-catching satellite imagery, immediately followed by the world-premiere of Ken Burns and Dayton Duncan's "The Dust Bowl."

NASA'S NEWEST EYE-OPENING SATELLITE IMAGERY

7:30 p.m.

NASA will be joining us again, this year sharing the stage with The Dust Bowl movie, focusing on climate around the globe, including desertification, with eye-opening satellite imagery.

Moderator:

Angela Posada-Swofford, Science Writer, U.S. Senior Science Correspondent, *MUY INTERESANTE* Magazine

Speaker:

Compton Tucker, Senior Scientist, NASA Goddard Space Flight Center

Location: Helen DeVitt Jones Sculpture Court and Auditorium, Museum of Texas Tech University, 3301 4th Street, Lubbock

DINNER AND A MOVIE AT THE NATURAL HISTORY MUSEUM

Begins shortly after the NASA session. Buses will begin departing for the Overton immediately after the film, but feel free to linger for a night cap and post-documentary discussion.

You won't want to miss a special one-hour preview of "The Dust Bowl," by Ken Burns. Screenwriter and co-producer Dayton Duncan will be on hand to discuss the film, which will air on PBS this November. The film chronicles the worst man-made ecological disaster in American history, when a frenzied wheat boom on the Southern High Plains, followed by a decade-long drought during the 1930s, nearly swept away the breadbasket of the nation. "The Dust Bowl" is a morality tale about our relationship to the land that sustains us — a lesson that we ignore at our peril. We'll have dinner with the program and the run of the museum, as well as backroom tours, throughout the evening. *Pre-registration and \$25 fee required.*

Moderator:

Chris Clayton, Agriculture Policy Editor, DTN/The Progressive Farmer, and incoming President, North American Agricultural Journalists

Speaker:

Dayton Duncan, Writer, Documentary Filmmaker, and Co-producer, "The Dust Bowl"

Location: Helen DeVitt Jones Sculpture Court and Auditorium, Museum of Texas Tech University, 3301 4th Street, Lubbock

SATURDAY
OCTOBER 20, 2012

As a journalism organization that believes in an open society, SEJ each year welcomes a diverse group of attendees to our annual conference. Attendees include representatives of business, government and environmental groups, as well as working journalists, academics and students.

Because non-journalists are here, you may see or hear presentations or responses to presentations that you might not expect from mainstream journalists. The presentations and any responses do not necessarily reflect the views of SEJ or any of its members.

As our guest, you should respect our interest in open discussions of environmental issues by thanking all participants in sessions you attend and not disrupting presentations of views you disagree with.

Finally, please respect our rule that SEJ members are given preference during question-and-answer sessions.

All sessions, as well as registration, exhibits and breaks, will be at the Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, unless otherwise indicated.

REGISTRATION 6:30 a.m. - 2:00 p.m.

If you haven't already signed up for the Saturday party or Sunday brunch, check with registration personnel — there might still be room.

Location: South End Prefunction Space, Main Floor (near the stairs as you approach the Sunset Ballroom from the hotel)

SEJ INFORMATION TABLE 6:30 a.m. - 2:00 p.m.

Sign up here for Saturday mini-tours, find membership applications, copies of *SEJournal* and other SEJ information.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

VEHICLE TECHNOLOGY DEMO

6:30 a.m. - 2:00 p.m.

Sign up here to test-drive new technology in the auto industry, and talk with experts from GM, Volkswagen and others.

Location: Sunset Ballroom Foyer, near the main outside entrance of the Conference Center

EXHIBITS

7:00 a.m. - 2:00 p.m.

Browse through this year's exhibits, offering up information on issues and solutions, fellowships, source lists and maybe even some fun give-aways. Don't forget to check the second floor, too!

Location: Sunset Ballroom and ballroom foyer on the main floor, and outside the Horizon Ballroom on the 2nd floor

SATURDAY

OCTOBER 20, 2012

BREAKFAST BREAKOUT SESSIONS

7:30 - 8:45 a.m.

1. BIG WEATHER: A GUIDE TO EXPLAINING EXTREME WEATHER TO YOUR AUDIENCE

It's all online, but how do you find it? Learn where to find historical comparisons of drought; evolving details on wildfires; the path and damage caused by a tornado; records on historic heat waves. And more! Steven Cobb, meteorologist with the National Weather Service in Lubbock, and Jennifer Daniel, a masters degree candidate with the Atmospheric Science Department at TTU, will lead a hands-on tutorial on finding online information from NOAA/NWS and other weather sources.

Moderator:

Nancy Gaarder, Reporter, *Omaha World-Herald*

Speakers:

Steven Cobb, Meteorologist/Science and Operations Officer, Lubbock, TX Weather Forecast Office, National Weather Service

Jennifer Daniel, M.S. Atmospheric Science Candidate, Texas Tech University, and President, Student Chapter, American Meteorological Society

Location: RHIM Classroom, 2nd Floor (next to the fitness center).

Note: While all session activities will be projected on the big screen at the front of the classroom, attendees are encouraged to bring a laptop to follow along, bookmark sites and get "hands-on" training. For those without computers, the computer classroom has a limited number of desktop computers available on a first-come, first-served basis, so get there early!

2. BOOK-WRITING IN THE NEW MEDIA LANDSCAPE

In this session we'll explore how to write the book you always wanted to write, even though the publishing world has changed dramatically, by using conventional and unconventional means, digital and analog.

Moderator:

Florence Williams, Author, *BREASTS: A Natural and Unnatural History*, and Contributing Editor, *Outside Magazine*

Speakers:

Elizabeth Grossman, Author, *Chasing Molecules: Poisonous Products, Human Health, and the Promise of Green Chemistry and High Tech Trash: Digital Devices, Hidden Toxics, and Human Health*

Michael Kodas, Author, *High Crimes: The Fate of Everest in an Age of Greed and Megafire* (current project), and Photojournalist

Joe Roman, SEJ's 2012 Rachel Carson Environment Book Award Winner, and Research Professor/Freelance Writer/Conservation Biologist, Gund Institute of Ecological Economics, University of Vermont

Location: Horizon Ballroom B, 2nd Floor

3. MANAGING CHEMICALS GLOBALLY: A POLICY PERSPECTIVE

Commercial chemicals, critical to modern lifestyles, permeate the global environment. Safe handling and proper disposal of chemicals — including those in cell phones, computers and other electronic equipment — is a world-

wide challenge. At this session, you'll get a crash course in treaties to control international shipments in hazardous waste, eliminate persistent pollutants that are transported far from where they are released, and provide developing countries with a blueprint for regulating chemicals domestically. Experts will describe successes and failures of these global agreements as well as emerging challenges such as nanomaterials.

Moderator:

Cheryl Hogue, Senior Correspondent, *Chemical & Engineering News*

Speakers:

Valerie Denney, Communications Advisor, International POPs Elimination Network

Vickie Sutton, Professor of Law, School of Law; Director, Center for Biodefense, Law and Public Policy; Director, Law and Science Certificate Program and The JD/MS Program in the Life Sciences, Institute of Environmental and Human Health, Texas Tech University (invited)

Jack Weinberg, Senior Policy Advisor, International POPs Elimination Network

Location: Canyon Room, 2nd Floor

CONCURRENT SESSIONS 3

9:00 - 10:15 a.m.

All concurrent sessions are located on the 2nd floor.



THE CRAFT INCLUDING DIVERSE VOICES IN ENVIRONMENTAL STORIES

Environmentalism has long been associated with the white middle class. There has been little evidence of diversity among environmental organizations, the scientists and experts consulted on environmental developments, and the reporters telling their story. But society is not monolithic. Environmental developments and government decisions may well have disparate impacts on minority communities and cast doubt on conventional environmental wisdom. This panel discusses the need to incorporate minority views, impacts, and sources when developing environmental stories.

Moderator:

Roger Witherspoon, Independent Journalist, and Energy Writer and Automotive Columnist, NewJerseyNewsroom.com

Speakers:

Melissa del Bosque, Reporter, *Texas Observer*

Terry Greenberg, Editor, *Lubbock Avalanche-Journal*

Terri Hansen, Environmental Correspondent, *Indian Country Today*

Location: CH Foundation Boardroom, 2nd Floor



THE NATION PEOPLE, POLLS, POLITICS AND THE ENVIRONMENT

Recent public opinion surveys and polls show voters are divided along political lines about important environmental and energy issues, and particularly how to address those issues. Panelists at this session will discuss a few of the key polls conducted this year, including a major survey of the attitudes of Americans on key energy-related issues and a U.S. Fish and Wildlife Service study showing increased interest in sport fishing and other wildlife recreational activities.

Moderator:

Carolyn Whetzel, SEJ President and Environmental Reporter, Bloomberg BNA

Speakers:

John Gerlach, Assistant Professor, Department of Political Science, Texas Tech University

Joyce Johnson, Special Assistant, Program Analysis and Development, Wildlife and Sport Fish Restoration Program, U.S. Fish and Wildlife Service

Matt Kozey, Principal Research Analyst, Security, Energy, and Environment Department, NORC, University of Chicago

Trevor Tompson, Principal Research Scientist and Director, Associated Press-NORC Center for Public Affairs Research, University of Chicago

Location: Horizon Ballroom B, 2nd Floor



THE WATER REUSING WASTEWATER: FROM DROUGHT WOES TO FAUCET FLOWS

From Los Angeles to Singapore, water-limited metros have overcome the “yuck factor” to sell the public on recycled sewage for drinking water. Now, worsening drought and dropping aquifers have many more communities, including Lubbock, considering the ultimate in recycled H₂O. Experts on the policy and technical side of wastewater reuse describe its promise — not only for drinking water but for fuel — as well as risks and costs.

Moderator:

Cynthia Barnett, Journalist and Author

Speakers:

George Madhavan, Director, Singapore Public Utilities Board

Ron Wildermuth, Public and Governmental Affairs Manager, West Basin Municipal Water District

Daniel Yeh, Associate Professor, Civil and Environmental Engineering, University of South Florida

Location: Horizon Ballroom C, 2nd Floor



THE COMPUTER EPA'S COOL NEW DATA (VIZUALIZATION AND MAPPING) TOOLS

Reporters who want to find local environmental stories can get lots of help from cool new EPA data tools. Gone are the slow, kludgy EPA databases of old. A revolution in the last several years has brought more pollution data into the open and more apps for visualizing it and layering it onto maps. This means no-cost and copyright-free graphics that your editor will love, whether you work in

print, broadcast, or online. Join us for a lightning tour of more than half-a-dozen data reporting tools. EPA presenter invited.

Presenter:

Joseph A. Davis, Freelance Journalist and WatchDog Project Director/*TipSheet* Editor, Society of Environmental Journalists

Location: RHIM Classroom, 2nd Floor (next to the fitness center).

Note: While all session activities will be projected on the big screen at the front of the classroom, attendees are encouraged to bring a laptop to follow along, bookmark sites and get “hands-on” training. For those without computers, the computer classroom has a limited number of desktop computers available on a first-come, first-served basis, so get there early!



THE ECONOMY

GREEN BUSINESSES: THE BOTTOM LINE ON TACKLING SUSTAINABILITY

The sustainability story is not a wide-rushing river in the corporate world, but rather a vast delta that spans business and environmental journalism beats. We'll talk about how corporations are paying attention to sustainability — from supply chains, energy and product planning to manufacturing facilities, natural resources and waste management. We'll zero in on a new, near-net-zero manufacturing plant; examine the challenges that lay ahead with long-term sustainability planning; and give examples of how clean tech plays a starring role in green business.

Moderator:

Lisa Palmer, Freelance Reporter and Editor

Speakers:

Al Halvorsen, Senior Director of Environmental Sustainability, PepsiCo

Sharlene Leurig, Senior Manager, Water and Insurance Programs, Ceres

Clint Wilder, Senior Editor, Clean Edge Inc., and Co-author, *Clean Tech Nation*

Location: Horizon Ballroom A, 2nd Floor

BEVERAGE BREAK 10:15 - 10:45 a.m.

Location: 2nd Floor Hallway



THE LAND

THE “FABRIC OF OUR LIVES” AND THE LIFE OF THE LAND

Proclaimed “the fabric of our lives” by a universally familiar industry campaign, cotton is an ancient fiber that today provides a growable alternative to synthetics made from unsustainable crude oil. Yet the crop has long been criticized for its water demands, chemical use, and effect on the land. The cotton industry and its allies say research and dramatically improved practices have turned cotton into a force for sustainability. Environmental groups say the industry remains a case study in how to raise a crop with maximum environmental impacts. Join us during the autumn harvest season, when cotton puts on its “dress whites” across the Texas High Plains, for a discussion about the little white bolls and the Earth.

Moderator:

Randy Lee Loftis, Environment Writer, *The Dallas Morning News*

Speakers:

Jodey Arrington, Vice Chancellor, Research, Commercialization and Federal Relations, Office of Technology Commercialization, Texas Tech University,

Craig Cox, Senior Vice President, Agriculture and Natural Resources, Environmental Working Group

Brent Crossland, Business Development Manager for Fiber Development, Bayer CropScience

Amy Hardberger, Assistant Professor, School of Law, St. Mary's University; Attorney; and Consultant, Environmental Defense Fund

Andrew Jordan, Sustainability Implementation Consultant, Cotton Incorporated

Location: Canyon Room, 2nd Floor

CONCURRENT SESSIONS 4

10:45 a.m. - Noon

All concurrent sessions are located on the 2nd floor.



THE CRAFT ACADEMICS AND COLLEGE NEWSPAPERS

This session focuses on college newspapers and other publications in a digital and social media environment. What tactics and strategies have been successful (or not) in attracting a college audience to college media? Three environmental journalists who now advise college publications will share what they have learned.

Moderator:

Mark Neuzil, Professor, Department of Communication and Journalism, and Director, Office for Mission, University of St. Thomas

Speakers:

Dan Fagin, Associate Professor and Director, Science, Health and Environmental Reporting Program, New York University

Nadia White, Assistant Professor, School of Journalism, University of Montana

Location: Moody Boardroom, 2nd Floor



THE WATER THE CLEAN WATER ACT AT 40: UNDER-ENFORCED AND OUT OF DATE — AND A STORY FOR YOU!

2012 marks the 40th anniversary of Congress' passage of this bedrock environmental statute, and we guarantee you'll come away from this session prepared to produce one or more stories for your news outlet. We'll hear about how enforcement is lagging and how you can document that; what ongoing pollution that was supposed to have ended by now means to people on the downstream end; and what should be happening in every watershed in the country but remains incredibly rare. Plus we'll hear from an expert on what the government should do about regulating the six million pharmaceuticals and personal-care products that are turning up in our waterways and drinking-water supplies.

Moderator:

Robert McClure, Executive Director, InvestigateWest

Speakers:

Tom Arsuffi, Director, Llano River Field Station, Texas Tech University at Junction

Gabriel Eckstein, Professor, Texas Wesleyan University School of Law and Of Counsel, Sullivan & Worcester LLP

Mark Schleifstein, Staff Writer, *The Times-Picayune*

Location: Horizon Ballroom C, 2nd Floor



THE GLOBE ENVIRONMENTAL INJUSTICE: INDUSTRIAL HAZARDS IN BORDER CITIES

On the 30th anniversary of a North Carolina battle that is widely considered the birth of the environmental justice movement, a legacy of lingering problems and newly emerging threats remains. In hundreds of communities across the U.S., environmental problems are jeopardizing people of color in low-income communities. We talk to experts who will discuss untold stories — particularly along the U.S.-Mexico border — that will resonate with all races and classes. In many cases, these communities have been largely ignored by the media.

Moderator:

Marla Cone, Editor-in-Chief, *Environmental Health News*

Speakers:

Irasema Coronado, Professor, Department of Political Science, University of Texas at El Paso

Patricia Juárez-Carrillo, Lecturer, Chicano Studies Program, University of Texas at El Paso

Bryan Parras, Media/Youth Coordinator, T.E.J.A.S.

Location: Canyon Room, 2nd Floor



THE COMPUTER NEW ONLINE MAPPING TOOLS WITH ESRI AND CEC

Software is getting easier, and data is getting more available. Changes in technology are accelerating. This session will update you on the latest Internet-based tools for mapping. This session is a hands-on workshop. Create an interactive digital map of environmental data and publish it on the Internet using your web browser. Attendees should bring their own computers.. Attendance is limited; first come, first served.

Presenters:

Clem Henriksen, Strategic Marketing Analyst, Esri
Jeff Stoub, Communications Manager, Commission for Environmental Cooperation

Location: RHIM Classroom, 2nd Floor (next to the fitness center).

Note: While all session activities will be projected on the big screen at the front of the classroom, attendees are encouraged to bring a laptop to follow along, bookmark sites and get "hands-on" training. For those without computers, the computer classroom has a limited number of desktop computers available on a first-come, first-served basis, so get there early!



THE LAND THE NEW AGE OF AG: FROM BIOFUELS AND GMOS TO SUSTAINABILITY AND SUPPLY CHAINS

It's not just about food anymore. The American farm today is a study of competing interests: Produce more

efficiently, find new uses for crops, pollute less and cater to customers' more exacting demands — all while water supplies and reliable weather are under threat. Get up to speed on some of the most vexing issues facing farms from the environmental, industry, and scientific side — and learn how they relate to your region.

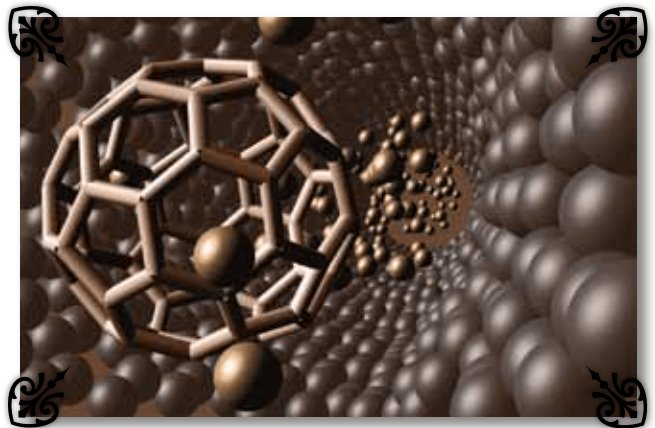
Moderator:

Elizabeth Daley, Reporter, *The Boston Globe*

Speakers:

Dick Auld, Rockwell Endowed Chair in Plant and Soil Science, Department of Plant and Soil Science, Texas Tech University
Craig Cox, Senior Vice President, Agriculture and Natural Resources, Environmental Working Group
Don Parrish, Senior Director, Regulatory Relations, American Farm Bureau Federation

Location: Horizon Ballroom A, 2nd Floor



THE ECONOMY NANOTECH UPDATE: ECONOMIC BOON OR ENVIRONMENTAL BANE?

We'll look at nanotechnology's many potential applications, how it works, and what we know — and don't know — about the risks of using such altered materials in everything from sunscreen to food to medical treatments.

Moderator:

Melissa Gaskill, Independent Journalist

Speakers:

Aaron Lovell, Writer/Editor, Science and Technology Innovation Program, Woodrow Wilson International Center for Scholars
Seshadri Ramkumar, Associate Professor, Nonwoven Materials, Countermeasures to Biological & Chemical Threats, Department of Environmental Toxicology, The Institute of Environmental and Human Health, Texas Tech University
Jennifer Sass, Senior Scientist, Health and Environment Program, Natural Resources Defense Council, and Professorial Lecturer, Department of Environmental and Occupational Health, George Washington University

Location: Horizon Ballroom B, 2nd Floor

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Entry deadlines: February 1, 2013

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LUNCH AND PLENARY SESSION

ELECTION 2012 AND THE ENVIRONMENT

Noon - 2:00 p.m.

Just three weeks before the presidential election, we'll hear from those who know best the environmental differences between the major parties and what they mean for the future. People who have served at the center of national policy decisions under presidents from each major party; the country's leading organization of businesses and industries; and the political arm of the environmental movement will meet head-to-head to debate our future environmental policies.

Moderator:

Jeff Burnside, Senior Investigative Reporter, KOMO 4 News (ABC), Seattle

Speakers:

Alfredo "Al" Armendariz, Senior Campaign Representative, Beyond Coal Campaign, Sierra Club; Regional Administrator, Region 6, U.S. Environmental Protection Agency, 2009-2012

James Connaughton, Executive Vice President and Senior Policy Advisor, Exelon Corp., and Chair, White House Council on Environmental Quality, 2001-2009 (invited)

Jeffrey Holmstead, Partner, Bracewell & Giuliani LLP; Assistant Administrator for Air and Radiation, U.S. Environmental Protection Agency, 2001-2005 (invited)

Kathleen McGinty, Operating Partner, Element Partners, and Chair, White House Council on Environmental Quality, 1993-1998 (invited)

U.S. Rep. Randy Neugebauer, R-Texas, Chair, Subcommittee on Oversight and Investigations, Committee on Financial Services (invited)

Location: Sunset Ballroom, 1st Floor

MINI-TOUR BONANZA 2:15 - 5:15 p.m.

Sign up at the SEJ Information Table beginning Wednesday afternoon for SEJ's popular mini-tours.

All tours will begin loading at 2:00 p.m. and depart from the Overton's north parking lot promptly at 2:15 p.m. *(Exit through doors at far end of first floor hallway near Sunset Ballroom and SEJ Info Table.)*

See the Mini-tour flyer for details.

CHUCKWAGON DINNER AND TEXAS SWING UNDER THE STARS

6:00 - 11:00 p.m.

Shuttle buses will run from the Overton to the Ranching Heritage Center from 5:30 to 7:30 p.m. Attendees are encouraged to depart on earlier buses in order to tour the Center's numerous historic High Plains structures before the sun goes down! Buses depart at 15 minute intervals from Overton's north parking lot. *(Exit through doors at far end of first floor hallway near Sunset Ballroom and SEJ Info Table).*

This year we're trading in glitz and glamour for a dose of true grit. Join us Saturday night at the brand new National Ranching Heritage Center. While the museum itself boasts displays of art and artifacts from ranching days gone by, the real show is spread across the Center's 28 acres. As you amble along the grounds, the architectural history of the cowboy way of life unfolds before you. Take a peek inside log cabins, bunkhouses, dugouts and cattle barns for a taste of what life was once like on the High Plains. Then join us under the stars on the back patio where we'll chow down on delectable vittles (vegetarian included) cooked on a real-life chuckwagon and two-step the night away to some Texas swing. *Pre-registration and \$25 fee required.*

Buses will begin returning to the Overton at 9:00 p.m.

SUNDAY
OCTOBER 21, 2012

SUNDAY SESSIONS

BREAKFAST AND BOOKS AT THE WIND POWER MUSEUM

8:30 a.m. - Noon

1701 Canyon Lake Drive, Lubbock

Buses will depart from the Overton's north parking lot (*exit through doors at far end of first floor hallway near Sunset Ballroom and SEJ Info Table*) promptly at 8:00 a.m.

NOTE: If you are on the Post-Conference tour to Big Bend, you will board your bus (with your luggage) at this time. The bus will depart for Big Bend immediately after the Sunday program.

For attendees needing a ride to the airport immediately following Sunday's program, one shuttle bus will be designated as an "airport shuttle" and depart the Wind Power Center promptly at 12:00 (noon) for an airport arrival of 12:30 p.m.

Join us again this year for SEJ's leisurely (and literary) Sunday morning sessions. Nestled under an astonishing collection of working windmills, the American Wind Power Center chronicles hundreds of years of people pulling power from the sky — from the whirling, wooden Flying Dutchmen, to towering modern turbines. Attendees will have the run of the museum on Sunday morning, as well as a sumptuous hot breakfast and a chance to "talk shop" with noted authors. We'll also bring back the ever popular "book slam," letting you try your hand at pitching the next great book idea to a panel of industry editors. *Pre-registration and \$25 fee required.*



SILENT SPRING AT 50: RACHEL CARSON AND ENVIRONMENTAL REPORTING TODAY

8:30 - 10:00 a.m.

The publication of *Silent Spring* a half century ago marked the beginning of modern environmentalism. But it was the reaction to Rachel Carson's book that began the divisive argument that continues to this day. Condemned as hysterical, biased, and perhaps a Communist front, Carson

was pushed to the far left — along with the science that should not be a subject of partisan debate. Four environmental journalists discuss the challenge thus presented.

Moderator:

William Souder, Independent Journalist and Author, *On a Farther Shore: The Life and Legacy of Rachel Carson*

Speakers:

Cynthia Barnett, Independent Journalist and Author, *Blue Revolution: Unmaking America's Water Crisis*

Peter Dykstra, Publisher, *Environmental Health News* and *The Daily Climate*

Mark Stoll, Associate Professor, Department of History and Director, Environmental Studies, Texas Tech University

Florence Williams, Independent Journalist and Author, *Breasts: A Natural and Unnatural History*

Location: Banquet Hangar, American Wind Power Center

WIND POWER MUSEUM TOURS

10:00 - 11:00 a.m.

Attendees can stretch their legs and either follow tour guide, **Tanya Meadows**, as she discusses the history of harnessing wind and demonstrates how some of the museum's collection work, or feel free to take a self-guided tour of the museum and its grounds.

BOOK AUTHOR PITCH SLAM

11:00 a.m. - Noon

Journalists will step up to the mike — and step up their games — by pitching book ideas to a panel of publishing house editors. The panel will critique the idea as well as the pitch, and share some suggestions (and maybe a few business cards) with budding authors from the floor. This is an excellent session for journalists looking to make the leap from newspapers/magazines/broadcast/online to the book world. Attendees are strongly encouraged to craft their pitch in advance and remember, you have only two minutes. Signups will be at the session beforehand on a first-come, first-served basis. The session will not be recorded.

Moderator:

Bill Kovarik, Author, *Brilliant: Exploring the History of Renewable Energy*, and Professor of Communication, Radford University

Speakers:

Emily Davis, Developmental Editor, Island Press (invited)

Robert Mandel, Director, Texas Tech University Press

3rd speaker TBA

Location: Banquet Hangar, American Wind Power Center

Noon: Conference ends. Post-conference tour to Big Bend departs. Two buses return to the Overton, while the third drops conference-goers off at the Lubbock airport.



SUNDAY OCTOBER 21, 2012

POST-CONFERENCE TOUR BIG BEND NATIONAL PARK

SUNDAY, OCTOBER 21 -
THURSDAY, OCTOBER 25

This is one of the great national parks, but also one of the least known. Big Bend — named for the crook in the Rio Grande — is a birder's paradise and a hiker's dream destination. The Chihuahuan Desert, one of the world's most biologically diverse deserts, is interrupted by mountain ranges with names like Dead Horse and Chisos. The volcanic Chisos Mountains jut dramatically from the desert floor, transporting a visitor through ecological regions on a day trek to the South Rim. From there, the view is across the Rio Grande to some of Mexico's wildest lands, forming with Big Bend an ecosystem bigger than Greater Yellowstone. Yet modern challenges are here too: air pollution, climate change, water shortages, and a volatile border, where the rustic river crossing to Boquillas, Mexico might reopen in time for our visit. Come learn what this hidden expanse of wilderness has to teach.

This tour departs Lubbock following the Sunday authors program and returns to Lubbock by mid-afternoon, October 25. The \$400 fee covers transportation, Sunday breakfast and sessions at the American Wind Power Center, lodging and some meals and fees.

Tour Leaders:

Frank Allen, President and Executive Director, Institutes for Journalism & Natural Resources

Randy Lee Loftis, Environment Writer, *The Dallas Morning News*

Nadia White, Assistant Professor, School of Journalism, University of Montana

Speakers:

Mike Davidson, Executive Director, Brewster County Tourism Council

David Elkowitz, Chief of Interpretation, Big Bend National Park

David Larson, Chief of Science and Resource Management, Big Bend National Park

Alan Spears, Legislative Representative, National Parks Conservation Association

John Zak, Associate Dean for Research, College of Arts & Sciences, Texas Tech University

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SEJ could not have produced this conference without
generous contributions of time from the many volunteers
who are serving as session organizers, multi-media crew,
moderators, tour leaders, and on-site volunteers, especially
Frank Allen, Brian Edwards-Teikert, Talli Nauman, Meaghan
Parker, Dave Poulson, and Angela Posada-Swofford. Thank you.

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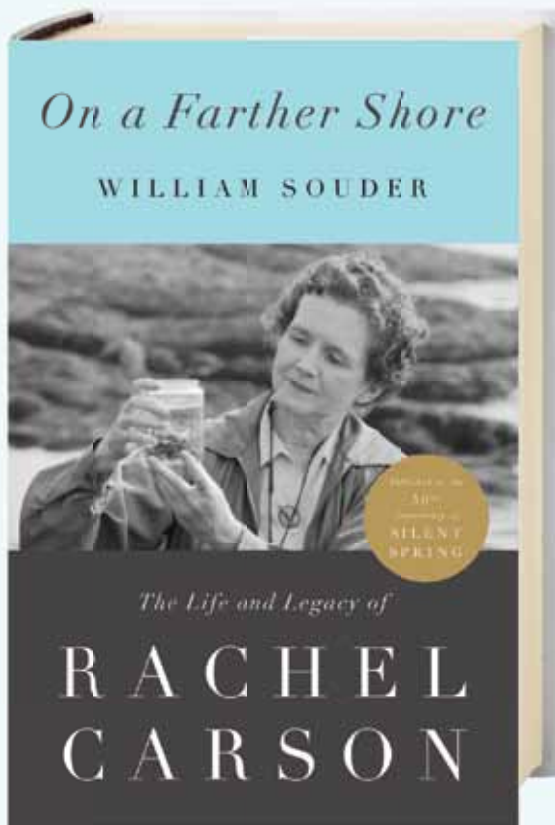
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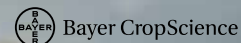


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