

SEJ Journal

The Quarterly Publication of the Society of Environmental Journalists

Vol. 4 No. 1

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Fading mags

Environmental publications fall on hard times, reassess market

By DAVID KALISH

Rarely has something so green made publishers so blue.

Four years after the 20th anniversary of Earth Day inspired a half-dozen new environmental magazines, nearly all of the titles have fallen on hard times.

Buzzworm is in bankruptcy. *Garbage* has halved its frequency after barely breaking even. Washington-based publisher Joel Makower has shuttered *The Green Consumer Letter*. Non-profit *E Magazine* is living hand-to-mouth.

Even entrenched publications are stumbling. Greenpeace was forced to close its decade-old magazine because it could no longer afford the most expensive line item in its budget. And Sierra Club has cut

the page count of its bimonthly magazine.

Their discrete problems are linked by a common theme: everyday readers, it turns out, aren't as interested as environmentalists in green product updates, waste reduction advice and the latest dirt on polluters. Moreover, they are reluctant to pay about \$30 a year per subscription when much of the same information is supplied by newspapers, newsweeklies and television.

"I'm not sure there was a euphoria except by the publishers themselves," says Makower, one who should know.

The author of *The Green Consumer* — a best-selling paperback on how to make environmentally sound consumer

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Mainstream reporters miss environmental justice story

by JEFF JOHNSON

In early February, the federal government brought nearly 1,000 environmental justice activists to Washington, D.C., to talk about the environment and human health, and to chew out Uncle Sam.

And chew him out they did.

From Feb. 10 to 12, the community activists joined with several hundred federal health and environmental officials to try to hammer out differences over how the government studies and protects people

living in poor, minority neighborhoods that abut polluting plants.

The main focus was on health and environmental justice, but along the way, the symposium may have helped advance a national network of environmental justice community organizations.

Despite the size and uniqueness of the event, for the media and its readers, listeners and viewers, the conference did not happen. The same was not true for

(Continued on page 14)

Fine reporting continues, contest shows

There's no need to worry that environmental journalism is faltering in United States' newspapers.

At least that's my impression after serving as a judge in the Scripps Howard Foundation's national award for environmental journalism in February.

There were 80 entries in this year's Edward J. Meeman award competition and the biggest difficulty the judges faced was selecting just two winners (one each in the small and large newspaper categories) out of many outstanding entries.

In the under 100,000 circulation category the challenge was figuring out the winner when the size of the papers ranged from the tiny 9,000-circulation *Daily Press* in Ashland, Wis., to the much larger *Honolulu Star-Bulletin* or the *Trenton* (N.J.) *Times*. Clearly, a paper with a circulation approaching 100,000 has much greater resources than a paper one-tenth its size.

In the over 100,000 circulation category the competition was stiffer and the types of entries were much more varied. How do you compare top-notch investigative reporting that led to major changes (Randy Lee Loftis and Craig Flournoy of the *Dallas Morning News*) with a brilliant photo essay of global environmental problems (Stan Grossfeld at the *Boston Globe*) with funny and delightful personality pieces (Jeff Klinkenberg at the *St. Petersburg Times*)?

Surprisingly, the three judges (former *New York Times* editor Paul Delaney and now chairman at the University of Alabama's communications department; *Chicago Sun-Times* executive editor Mark Nadler and myself) had no serious disagreements. We were holed up in a conference room for 1 1/2 overcast days in Cincinnati, reading through boxloads of entries. In the end, the winners seemed clear.

Our modus operandi was simple:

We divided the piles into thirds and each read through the entrants we were given. Each weeded out the nonwinners and dropped them to the floor. Each selected the six or eight entries in our piles worthy of more careful consideration. All three judges read and then discussed the semi-finalists, often at considerable length.

(The rejected entries were scanned by the other judges and each judge had the right to resurrect a reject, if he felt strongly about it. None did. Also, judges recused themselves from considering an entry from their own paper.)

The winner in the small newspaper category was the staff of the *Mobile* (Ala.) *Register* which published two remarkably enterprising special sections on water pol-

lution and other environmental threats to the Mobile Bay. The top editors at the *Register* marshalled the resources of its reporters, photographers, artists, editorial writers and layout staff to produce a clear and effective campaign to clean up pollution in the bay. This was a case study of what a small paper can do, if everyone works together towards a common goal.

Each of the finalists had impressive entries.

Mary Beth Pfeiffer of the *Poughkeepsie* (N.Y.) *Journal* led an outstanding editorial page campaign to rid the Hudson River of PCBs left over by industrial dumping by the General Electric Company. Her editorials were aggressive, focused and hardhitting.

Some SEJ odds and ends:

GRANTS — Thanks to our funders for underwriting SEJ's programs. In recent months, the Scripps Howard Foundation has given us a \$15,000 grant to pay for regional activities over the next three years; the George Gund Foundation has given us \$7,000 to support environmental journalism in the Great Lakes region; and the Turner Foundation has given us \$20,000 to support educational efforts about population and biodiversity issues.

NEW MEMBERS — If you know the name of an environmental reporter who is not a member of SEJ, call either Beth Parke or Chris Rigel at 215-247-9710. They'll send out an SEJ brochure and application form.

1995 CONFERENCE — The SEJ board has selected the Massachusetts Institute of Technology in Cambridge, Mass. as the site of our 1995 conference to be held Oct. 26 to 29, 1995. Our hope is that it will be SEJ's first truly international conference.

SEJ President Jim Detjen is a five-time winner of the Scripps Howard Foundation's Edward J. Meeman Award.

Report from the society's president



By Jim Detjen

Each of the finalists had impressive entries.

Mary Thompson of the *Daily Press* in Ashland, Wis., did some wonderful digging, reporting about a proposed garbage project in her community. Her enterprising reporting at a tiny paper led to the withdrawal of the proposal.

And Nancy Bazilchuk at the *Burlington* (Vt.) *Free Press* did one of the

SEJournal (ISSN: 1053-7082) is published quarterly by the Society of Environmental Journalists, 9425 Stenton Ave., Suite. 209, Philadelphia, Pa. 19118. Membership \$30 per year. Subscription fee \$50; \$30 library rate. ©1994 by the Society of Environmental Journalists.

Co-editors

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Reporters' toolbox	Russ Clemings
New members list	Chris Rigel
Calendar	Janet Raloff
Greenbeat	Kevin Carmody
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Produced at

Pasha Publications Inc., Arlington, Va.

SEJournal will accept unsolicited manuscripts. Send story ideas, articles, news briefs, tips and letters-to-the-editor to Adam Glenn, Stevens Publishing, 1170 National Press Building, N.W. Washington, D.C. 20045. (202) 942-1406. Send calendar items to Janet Raloff, Science News, 1719 N St. NW, Washington, DC 20036. To help with Greenbeat, contact Kevin Carmody at *The Daily Progress*, P.O. Box 9030, Charlottesville, VA 22906, or 312-871-8911 after April 15.

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The Society of Environmental Journalists (SEJ) is a non-profit, tax exempt, 501(c)3 organization dedicated to enhancing the quality and accuracy of environmental reporting. SEJ works through a variety of programs and services to encourage information sharing and discussion among journalists, scientists, educators, government officials, industry representatives, environmental advocacy groups and concerned citizens regarding important environmental issues. SEJ's purpose is to enable journalists to better inform the public about critical issues of environmental science and policy. SEJ's membership of nearly 900 includes journalists working for newspapers, television and radio stations, broadcast and cable networks, magazines, newsletters, wire services and photo agencies, as well as educators and students. Non-members are welcome to attend SEJ's conferences and to subscribe to this quarterly publication.

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SEJournal is printed on recycled paper.

Tampa Tribune criticized for Nature Conservancy reporting

By BRUCE RITCHIE

Big business, land use groups and others who question environmental protection for years have accused journalists of being cozy with environmental groups.

Now, a Florida newspaper is said to be taking a page from the "wise use" movement.

A *Tampa Tribune* report on a Florida land deal involving The Nature Conservancy led a group official to accuse the reporters of approaching the story with an "anti-environmental agenda" in mind. Indeed, the newspaper's reporting on The Nature Conservancy's Dog Island deal appears to have picked up where a book by wise use advocates Ron Arnold and Alan Gottlieb left off in writings about the group.

Reporters for years have relied on environmental groups' research and agendas for story leads. The *Tampa Tribune* controversy raises the question of whether environmental reporters should rely on research by groups that have fought environmental protection. In their book "Trashing the Economy," Arnold and Gottlieb detail their claims that environmental protection has hurt U.S. economic growth. The book contains profiles of environmental groups with footnoted references.

The book describes nationwide land dealings by The Nature Conservancy that the authors claim represent how "conservation has been taken over by Big Money."

Land preservation has become big business in Florida, with the state having purchased more than 200,000 acres since 1990 under Preservation 2000 bond issues.

The Nature Conservancy has been involved in some of those purchases, buying land from private property owners and reselling it to the state. The group receives fees for handling the transactions.

The group claims to have lost \$18 million in 1992 for buying and reselling lands nationwide to state and federal governments. Under a Sunday page one banner headline "Dog Islanders battle Nature Conservancy," the newspaper detailed the group's purchase and resale of beachfront property on Dog Island off the Florida panhandle.

The Nov. 14 story, labeled "A *Tribune* Investigation," stated that The Nature Conservancy purchased a portion of the island and resold it to an Ohio charitable trust with plans to develop homes and a 5,000-square foot store. The story was written by *Tribune* reporters Jim Ross and Barbara Fitzgerald.

The plans were only for a ghost development intended to boost the property value so the trust could get a tax break when it was eventually returned to the Conservancy, the newspaper reported. The *Tribune* quoted part-time Dog Island resident Clay Spencer as saying that The Nature Conservancy's dealings were "not what we expected. ... We never expected anything like this."

A story two days later in the *St. Petersburg Times* downplayed the dispute and quoted Spencer as defending the Conservancy's role in preserving the island.

John Flicker, director of the group's Florida chapter, told the *Times* that The Nature Conservancy had used the trust to pay

off the debt for having bought a chunk of the island for preservation. In a letter to *Tribune* editors, Flicker stated that the newspaper had "carelessly misled" its readers about the group's dealings and that there were "numerous inaccuracies." The letter was published Dec. 5.

Flicker also stated that a portion of the story seemed to have been taken from "Trashing the Economy."

"This book was published by a right-wing extremist group dedicated to destroying conservation organizations such as the Conservancy," he wrote. "Your reporters approached this story with an anti-environmental agenda in mind."

Flicker did not return calls for the *SEJournal* article.

Guy Smith, chairman of the Barrier Island Trust non-profit group also involved in protecting the island, wrote to *Tribune* editors stating that the article showed a "remarkable likeness" to the book.

The article would have been "less misleading" if it had cited the book as a source, Smith wrote in his letter, also published by *The Tribune*.

"They (*Tribune* reporters) made it look like they discovered all this stuff, so you have to raise the question of who's pushing this book?" Smith said in an interview.

Tribune reporter Ross declined to answer questions about the article saying, "We're not the news. And frankly we have — I personally — have never detailed why a story was selected or how one was put together."

The *Tribune* article never mentioned "Trashing the Economy," its authors or

the wise use movement. The article is similar to the book in that it provides a detailed account of a Nature Conservancy land deal.

Book author Arnold, who received copies of the article and the published letters along with book orders from Florida residents, said the newspaper seemed to have copied only the authors' research methods. "The *Tampa Tribune* seemed to enjoy the approach we had and took a look at what they (Nature Conservancy officials) are saying versus what they are doing," said Arnold, who is vice president of the Center for Defense of Free Enterprise.

Gottlieb is the president of the Bellview, Wash.-based center.

Some environmental reporters from western states where the wise use movement has been involved in land use conflicts said journalists should be open to story leads from those against environmental protection.

"I don't happen to have a great deal of confidence in the wisdom of those two guys (Arnold and Gottlieb), but I don't think I have to close my mind to the wisdom of what they say or anyone else does," said Rob Taylor of the *Seattle Post-Intelligencer*.

"I agree with what a lot of critics have been saying ... about "coziness" between environmental groups and environmental reporters — and we need to move beyond that," said Mary Manning of the *Las Vegas Sun*.

Neither reporter had read "Trashing the Economy," and Manning cautioned against using facts from any published

source without confirming them.

Bud Ward, of the National Safety Council's Environmental Health Center, reviewed the book for the center's Environment Writer newsletter and suggests reading it alongside Greenpeace's guide to anti-environmental groups.

"They are equally far out at the ends of the spectrum," Ward said in an interview. "In my opinion, they are both on the fringe."

He cautioned that some of the book's facts on environmental groups, such as membership figures, appear to be outdated.

Ed Flattau, who writes an environmental advocacy column for *Global Horizon Syndicate* in Washington, D.C., suggests that even without such a book, environmental groups are in for more scrutiny from reporters.

"It's attractive to be contrarian," Flattau said. "There are a lot of newspaper editors that think environmentalists got a free ride through the '80s and '90s and were accepted at face value all the time. Now it is time to square it up," he said.

But would an environmental reporter be inclined to read a book such as "Trashing the Economy," much less go to a bookstore and order a copy?

"I think as a group we are probably less likely to read that kind of stuff than we are something by the World Resources Institute, The Nature Conservancy" or another environmental group, said the *Post-Intelligencer's* Taylor.

Bruce Richie covers the environment beat at the Gainesville (Fla.) Sun.

SEJ's regional programs proliferate

By TOM MEERSMAN

Several dozen SEJ members have begun to hold dinner meetings, workshops and other activities this year on everything from pollutants to computer-assisted reporting.

In Boston, David Ropeik organized an evening session on Feb. 17 with a chlorine expert from MIT. In Washington, Mary Beth Regan and Rae Tyson helped to arrange a dinner discussion on March 1 about the Clean Water Act.

In Columbus, Scott Powers and oth-

ers held a one-day conference on environmental reporting techniques on March 5 at Ohio State University. And in East Lansing, Julie Edelson, Karl Bates and others have put together a one-day conference for April 18 (see related story) that's expected to draw SEJ members from several states.

The meetings are a response to something members have requested in recent months: In addition to an annual conference, why not pull together clusters of environmental reporters a few times each

year to discuss issues in particular regions of the country?

To facilitate that, SEJ board members Rae Tyson and I divided the country into 13 regions last year and solicited volunteer coordinators. SEJ's national office is offering additional support, including ideas, mailing lists and limited financial help, but the main impetus for regional activities is coming from the grass-roots.

The get-togethers can range from an informal discussion over pizza, to get-acquainted sessions with key scientists

and decision-makers, to half-day workshops or full-day conferences.

At the Boston meeting, a dozen SEJ members had a buy-your-own pizza dinner as they met with John Ehrenfeld, chlorine expert and MIT chemistry and environmental policy professor. "It was exactly what we'd hoped," said Ropeik. "People came knowing something about chlorine and left knowing a lot more about it."

Ropeik said after some opening remarks, the session became more of a seminar and lasted for three hours. Those who attended included newspaper, tv, radio and freelance writers. Ropeik said the feedback was positive, and the region expects to offer another session soon, perhaps an update on global climate change studies.

The dinner approach was also popular in Washington, D.C., where about 20 SEJ members paid \$25 each for dinner at the National Press Club, and listened to Democratic Congressman Norm Mineta of California, a key player in the debate about re-authorizing the Clean Water Act.

Rae Tyson, the region's coordinator, said Mineta gave the group some good insights into "the looming battles ahead, where he thought changes were coming, and where arguments were going to be." Tyson said he was encouraged by the turnout, and hopes to work with SEJ mem-

bers Mary Beth Regan and Sara Thurin Rollin to schedule similar meetings on different topics every other month.

The most ambitious regional activity so far has been a one-day conference on March 5 at Ohio State University in Columbus. Regional coordinator Scott Powers worked with a committee of SEJ members to offer the session, which drew 27 current and potential SEJ members from large and small cities in the Ohio-West Virginia-Kentucky area.

The Ohio conference began with a vigorous panel discussion about a fictitious scenario involving a polluted river. The panel included two reporters, an industry public relations expert, an EPA official and an angry community activist.

Powers said the panel discussion spread to the audience and became a bit "rowdy." Other highlights included a luncheon speech by long-time Chicago Tribune environmental writer Casey Bukro, and afternoon panels on environmental racism and "tools" for environmental reporters.

Other activities are being discussed and planned elsewhere in the country, and most regional coordinators are contacting members for suggestions and assistance. *To find out what's happening in your area, contact your coordinator (See list at right).*

Regional Coordinators

• **Region One.** David Ropeik. (New England).

• **Region Two.** Eric Greenberg. (Northern New Jersey, NYC-Long Island).

• **Region Three.** Paul MacClennan. (Upstate New York, eastern Canada).

• **Region Four.** Beth Parke and Rae Tyson. (Southern N.J., Delaware, Pennsylvania, Maryland, D.C., Virginia).

• **Region Five.** Wevonneda Minis. (Louisiana, Mississippi, Alabama, Florida, Georgia, Carolinas, Tennessee).

• **Region Six.** Julie Edelson and Chuck Quirnbach. (Wisconsin, Illinois, Indiana, Michigan).

• **Region Seven.** Scott Powers. (Ohio, West Virginia, Kentucky).

• **Region Eight.** Tom Meersman. (Minnesota, Dakotas).

• **Region Nine.** Bill Allen. (Missouri, Kansas, Nebraska, Iowa, Arkansas).

• **Region Ten.** Len Ackland. (Colorado, Wyoming, Utah).

• **Region Eleven.** Randy Loftis. (Texas, Arizona, New Mexico, Oklahoma).

• **Region Twelve.** Looking for Coordinator. (California, Hawaii).

• **Region Thirteen.** Jay Letto. (Washington, Oregon, Idaho, Montana, Alaska).

Workshop to help with chlorine coverage

By JULIE EDELSON

Find yourself in a slump, deluged by an onslaught of conflicting scientific information on hazardous chemicals? SEJ's Region Six has just the pick-me-up you've been looking for: a one-day workshop intended to shed some light on one of the most widely used and controversial substances: chlorine.

Region Six, which includes the states of Michigan, Wisconsin, Illinois and Indiana, will host a one day workshop in East Lansing, Mich., on April 18 on the pressing issue of reporting on recommendations to ban the widely used chemical chlorine.

The subject is undoubtedly one of the most important environmental issues of the coming years, especially for reporters in the Midwest, where chlorine is discharged into the Great Lakes. The decision by the International Joint Commis-

sion to ban chlorine based on an evaluation of the chemical's health and environmental effects could end up costing industry billions of dollars — making the controversy ripe for coverage. Further, this hot topic carries with it nationwide implications, as chlorine is considered for a ban by the EPA.

SEJ Region Six has joined with Michigan State University's Institute for Environmental Toxicology to host a seminar on reporting on chlorine in the Great Lakes. The session will bring together key policy makers, scientists and journalists from the U.S. and Canada to discuss the implications of a chlorine ban and provide tips on how to cover the issue accurately and in an interesting format.

Scheduled panelists include local reporters and representatives from Dow Chemical Company, Greenpeace, EPA, the International Joint Commission and

Environment Canada, as well as possibly the Governor of Michigan. MSU scientists may also unveil a long-awaited report of the Michigan Environmental Science Board regarding the chlorine ban. The workshop will also include an open dialogue between scientists and journalists to help bridge the gap that often occurs when reporters try to cover so complex an issue.

This conference is open to all SEJ members and it will likely prove to be time well spent for those who will find themselves immersed in covering the chlorine controversy in the future. Don't delay. For more information on the conference or to be placed on the mailing list, contact: Mike Kamrin, Institute for Environmental Toxicology, Michigan State University, C231 Holden Hall, East Lansing, MI 48824, phone: 517-353-6469. Fax: 517-355-4603.

Teaching: Veteran reporter turns visiting professor

By BOB WYSS

My first glimpse into what it was going to be like to be a visiting journalist teaching a semester at Michigan State University came in a telephone call last summer with Michael Frome, a longtime journalist and educator.

The call was made in some desperation. After working 20 years as a reporter for the Providence Journal in Providence, R.I., including 8 years covering energy and environmental issues, I had agreed to take the fall off and come to MSU. My prime responsibility was to teach a class in environmental reporting to journalism students, and so now I was frantically calling journalism professors around the country, searching for ideas to steal.

Frome, who is at Western Washington University, had several, but it was his advice which stuck with me throughout the semester. He told me to listen to my students and I would learn as much from them as I could impart.

He was right, but before I get too deeply into that let me stop and make one point — these opportunities for fellowships, visiting teaching positions and the like, are just too good to pass up.

Like most of us, I have been tempted every time I saw an announcement for another one of these programs. But only for a moment. Then I would mutter to myself what scams and junkets these were and toss them in the trash. Of course it was mostly a defense mechanism, with a family and a mortgage pressing down such opportunities were beyond my reach.

Still, when the one-page announcement showed up in my mail from Michigan State, announcing they had an opening for a visiting journalist, it was simply too alluring to toss away like all of the others. The requirements seemed to be written as if they had read my resume — something I knew was impossible because I hadn't even applied for a job in years. But more importantly, my wife and I realized that the family situation was changing — two of the three kids were off to college or beyond — and the freedom to try new opportuni-

ties was beginning to beckon.

Not that taking the job was easy. My newspaper came through with a leave of absence, but my wife also had to ask her employer (who had less to gain from this than mine) for a leave. Plus, my 15-year-old daughter had to agree to try a new high school. It became clear at some point, after the job was offered, that the original

We relied on Victor Cohn's book, News and Numbers, during the first half of the semester. It and Phil Mayer's New Precision Journalism should be on every reporters desk.

plan for a one-year appointment was beyond our reach. Fortunately, the School of Journalism agreed to scale the appointment down to a semester and before we knew it the three of us were making the intimidating, but surprisingly easy, transition to living in the life of academia.

I had taught before — part-time for 12 years at nearby Rhode Island College in Providence, R.I. But when MSU assigned me to teach a mere two courses, which only kept me in the classroom 10 hours a week, I figured I would have plenty of time not only to do some writing but to catch up on that Civil War trilogy I had always wanted to read.

Wrong.

Just developing material for the two courses, and reading student papers, kept me very busy. Besides, there were other responsibilities such as working with students in an internship program and also with other colleagues on the campus in developing a conference designed to bring journalists, environmentalists and scientists together. Plus, in a rash moment I offered to be a guest lecturer anywhere and everywhere and I had responses both on and off the university campus.

Don't get me wrong — it was not all work. We lived on campus, at a university with 40,000 students, two museums, an ambitious performing arts program, elaborate recreational facilities and a first-class intercollegiate sports program. When you are only at a place four months, you take advantage of what they offer, especially

when the Michigan State football team plays Michigan. (MSU won in an upset.)

My environmental reporting class remains my greatest source of pride. I had been told to develop and teach a course which would help a class of 10 upper level journalism undergraduates, and graduates, to better understand and report on environmental and scientific issues.

We relied on Victor Cohn's book, News and Numbers, during the first half of the semester. I had acquired Cohn's book two years ago, but I never had time to more than scan it until I was preparing

for this class. What a mistake that was. It should be on every reporter's desk, along with Phil Mayer's New Precision Journalism (which I used in my other MSU class on advanced reporting). Cohn helped give the students an understanding of how to look at issues and what to ask. From there, they began writing news stories on environmental issues as well as breaking into groups and studying how the press has covered major environmental issues. A summary of one of the reports accompanies this article.

But to finally get back now to Mike Frome's advice, I found it was on the mark because I really did learn as much as the students. It wasn't just that I finally got to read journalism texts, like Cohn's and Mayer's, that I had been too busy to get to before. It's also because of what happened in the classroom. It's nice to bring background and experience into a classroom and impart information. But as we all know, learning is not quite that simple. And as classroom discussions blossomed, and I listened to student views, it forced me to look with a new understanding into issues I had been covering for years.

For me, it was a catharsis.

I can't promise that will happen by taking time off to teach or to enroll in a fellowship program. But, as I said previously, it's an opportunity that is too tantalizing to pass up if it comes along.

Bob Wyss covers the environment for the Providence (R.I.) Journal.

Survey: Reporting limited on Great Lakes

By CHRISTINE MANNINEN, SUSAN PETERSON and MICHAEL SUCH

When environmental public policy issues are debated, how much do the people affected by that policy really learn about the key points? Possibly not very much, according to a recent study of how the Michigan press has been covering the federal government's complex plans for cleaning up the Great Lakes.

Three journalism students in an environmental reporting course at Michigan State University surveyed 16 Michigan daily newspapers about how they had covered the Great Lakes Initiative. The GLI is an EPA policy drive to improve and equalize emission standards for industries in eight Great Lake states.

It is also very controversial. Many industries in the region believe the guidelines will be too expensive to implement. State governments fear the GLI will curb their future economic development because businesses will choose to set up in other states with less stringent regulations.

However, the GLI could work in Michigan's favor because the state has already implemented fairly stringent emission controls. The GLI would equalize environmental regulations in the region, which could ultimately benefit the Michigan economy.

While EPA has been developing the GLI standards for years, the proposed guidelines were not released until 1993 and the comment period ended September 13, 1993.

The MSU study concentrated on coverage in the first nine months of 1993. Only 16 of the state's largest daily newspapers, in geographically diverse locations, were contacted. Information was gathered through telephone conversations with editors and environmental reporters at the respective papers. Some also agreed to send stories their papers had published regarding the GLI. Questions were framed in an attempt to answer these points: 1) who has been writing stories about the GLI; 2) how well informed the media is about the issue and its ramifications; and 3) how the media has chosen to cover this public policy story.

It was found that the majority of GLI

stories came from three sources: The Associated Press, the Lansing bureau of Booth Newspapers and the Washington bureau for a group of Michigan dailies. The reporters for the Booth's Lansing bureau and the Washington bureau seemed responsible for most of the coverage printed in several Michigan papers.

The study also found that most daily newspapers in Michigan, with the exception of the largest papers, do not have environmental reporters. Only 7 of the 16 newspapers that were contacted had an environmental reporter on staff. Because of this, it was not surprising that wire services were a frequent source of GLI coverage.

Overall, there seemed to be a lack of coverage of the GLI. The GLI appears to be an issue that few reporters know a lot about and the few that are aware of it do the majority of the coverage. This could be because of the daunting complexity of the issue or just because it's easier to report reactionary stories after major events take place.

One reporter stated: "The debate (over the GLI) has been going on for so many years, it's no longer interesting to our readers." Another reporter commented: "It's more of a Sunday paper story."

Karl Bates, of the *Ann Arbor News* and a SEJ member, expressed his concern about the press coverage of the GLI. "Looking at our GLI stories as a body of work, I think we've missed the mark in telling readers what's really going on.

They are all stories about somebody saying this or that for or against the GLI, but we never step back and analyze what it really means. In that respect, I think our coverage has been poor."

Clearly the study was not scientific in its methodology. It concentrated only on Michigan and only reached a limited number of reporters without attempting a more comprehensive content analysis of the coverage. Still, it raises interesting concerns about how press coverage of environmental issues - especially among smaller daily newspapers - is handled. It also raises questions about how other media (magazine or television) have handled the GLI issue. Finally, it offers further research opportunities on how media coverage was handled in the other states affected by the GLI: Ohio, Indiana, Illinois, Wisconsin, Minnesota, Pennsylvania and New York.

That last question is important because in some of these other states, the potentially adverse economic impact of the GLI would be more significant. That raises the stakes in how the press should be handling the issue.

The study was conducted by Christine Manninen and Susan Peterson, graduate students, and Michael Such, an undergraduate, of Michigan State University's School of Journalism. The students were members of a course taught by Bob Wyss, SEJ member and visiting journalist during the fall, 1993 semester.

Environment TV show planned for fall

A weekly half-hour TV news program on the environment is in the works for public television next fall.

Dubbed "Environment Weekly," the program's executive producer is Alvin H. Perlmutter, long-time maker of TV documentaries and series. Whitman Bassow, award-winning journalist and former correspondent for *Newsweek* and UPI in Moscow and Paris, is editor-in-chief.

Bassow is founder of the World Environment Center and contributing editor of *Environmental Protection* magazine.

The producers of the program say it will focus on technology developments, consumer-oriented reports, "what works and what doesn't work," but will not be "advocacy journalism."

A board of advisors made up of representatives from media, environmental groups, government, industry and academia is being set up to "monitor and evaluate" the program, the producers said.

Seeking a connection to the land

A writer's thoughts on the Midwest's destruction and promise

By TONY FITZPATRICK

Referring to the South, the novelist/mythologist William Faulkner wrote: "The past isn't dead; it's not even past." Of Oakland, Calif., Gertrude Stein commented, "There is no there there."

In the Midwest, there is no past and there is no there. To the bland-happy Midwesterner, the land always has been a quilt of corn and soybeans, smokestacks, grain elevators and barges, a soul-less place with no memory. To visitors passing through, the panorama is one of the most excruciatingly boring in the country; everything visible in the Midwest has a dollar sign attached to it.

In the Midwest (for simplicity, a.k.a. the Corn Belt), the past is subverted, the sense of place muted by the centuries-old, intensive use of our land and resources. Place and heritage have been erased like memory via electroshock therapy. The Midwesterner is increasingly alienated from the land, and thus feels no kinship with it, which is why he or she in spirit has low self-esteem compared with much of the rest of the country.

There are no majestic mountains here; there is no vast ocean; there are precious few forests. People of other regions identify themselves with those ecosystems. Midwesterners suffer the burden of an inferiority complex we inflicted on ourselves when we tore everything up in the guise of economic manifest destiny.

In the nation's conscience, the midwesterner is seen as an innocent, a cheerful, open, straightforward, plucky individual, a bit unheeled, placid and content as a pasture in the morning sun. While midwesterners are among the world's friendliest and most laidback people, we are, in fact, one of the nation's most culturally diverse groups, one of the smartest (Iowa leads the nation in adult literacy as well as corn production), and one of the most cultured (we have splendid universities, museums, zoos, and, in Missouri, a famous botanical garden).

Yet there is something missing in the region, something devoid in the character of our people that is best perceived in our

landscape and tattered ecology.

Taking Illinois, my native state, as an example, 85 percent of the wetlands present before settlement have vanished; only 400,000 acres of natural wetlands remain. Ohio lost 90 percent of its wetlands; Iowa 89 percent and Indiana and Missouri 87 percent during the same span. There is only one deep forest remaining in Illinois, the Shawnee National Forest, a quarter-million acre spread constantly threatened by logging and mining interests.

The state that calls itself the "Prairie State" has only four square miles of prairie intact at the end of this century — one-

Essay

tenth of 1 percent of its 40,000 square miles before settlement. The first non-Indian view of the prairie, a gift of the glaciers thousands of years earlier, was granted to Marquette and Joliet who paddled up the Illinois River on the advice of the Missouri Indians giving them a quicker route to Canada.

Joliet recorded the awesome sight in his journal as a spectacular, unending carpet of tall, waving grass. From their birch bark canoes, the explorers could see incredible flocks of birds — egrets, cranes, herons, plovers, geese, ducks, turkeys, eagles and cormorants. Hosts of different songbirds, even parakeets, darted through the woods; herds of elk, bison, deer and antelope grazed the prairie; black bear, wolves, coyotes and panthers preyed on the herds.

Today, many of the species are extirpated; there is nothing in the entire Corn Belt that approximates such a sight, and the very stream that introduced Europeans to a marvelous natural setting, the Illinois River, is choking with sedimentation from unwise farming and development. It faces biological extinction. In this century alone, 25 out of 49 mussel species found in the Illinois river are extinct; two-thirds of the fish species are gone; and only an estimated 300,000 mallards fre-

quent the Illinois River Valley compared with millions in the previous century.

To call Illinois the "Prairie State" in such desolate trappings (biologists I know call the monocultural Corn Belt a biological wasteland) is to call Florida the "Sunshine State" amid nuclear winter. The Midwest, a paradigm of bad ecological management for the entire United States, is sullen proof that we as a nation are hypocrites to scorn those who destroy the Amazon rain forest when we annihilated our own ecosystems in a much shorter time frame. There are millions of acres of contiguous Latin American rain forests left; barely none of Midwestern prairie.

It was not wrong to farm the Corn Belt (it would have been silly not to); it was not wrong to ship on the rivers; it was not wrong to harvest timber from the forests. It was wrong to ignore — out of innocence, not ignorance — the ecosystem that was the prairie; the value and niche of wetlands; the limits to timber harvesting and the role the deep woods plays for our species (ultimately for us, too). In our own defense, we had precious few ecologists warning us of what we've been doing until it was very nearly or too late.

Two recent phenomena have occurred in the Heartland, which in a backhanded way, have stirred the slumber of memory and have effected a subtle, but growing consciousness, a latent pride in our place. In the past 30 years, we have lost many thousands of farms and farmers, while at the same time transmogrifying much of our rural culture into suburbia.

When we return to what we knew, like neotropical songbirds pulled to the fractured North American breeding habitat, we cannot find it, cannot recognize it, for the land itself is being scraped away once again by new whims and fluxes of civilization. "Ponder, darling, these busted statues," mused e.e. cummings on civilization; we midwesterners ponder our busted farmsteads, stately barns and the world's richest topsoil flushed by the gush of subdivisions, malls and corporate research parks.

In the 1980s, as much as 100,000 acres of prime Illinois farm land was being lost to suburban growth each year. In 1980, there were 107,000 farms in Illinois; in 1990, there were 84,000. Nationally, 200 farms are dissolved each week, according to the National Family Farm Coalition. In the 1980s, at the height of the midwestern agriculture depression, family farms were being auctioned, bankers shot and killed by distraught and disturbed farmers, some of whom then dispatched themselves.

Most midwesterners grew up with a farm in the family; if we did not work it, we visited it regularly; it was our connection to our past. In the 1990s, few of us know a farmer personally, fewer yet have the opportunity to visit the country, to reacquaint our senses with the timeless smells, sights and sensations of the land that nurtures us. Even this tenuous link is leaving us.

In 1975, I watched with dismay as developers turned over the rich silty loam soil surrounding my parents' house in the country as the land, some 40 miles west of Chicago, was being readied for a subdivision. Two American dreams clashed as the earth movers probed the land: one clung to a hope of permanence; the other to a hope of progress and renewal. That collision is the very foundation of American civilization. The images it evokes are familiar to every midwesterner; they are the synapses of our new memory bank.

The scenes of surrender to progress, the ideas that they conjured, the losses that the surrender effected, became the stuff of my book, "Signals from the Heartland." In 1991, with a grateful advance and backing of my publisher, Walker and Company of New York, I traveled 3,000 miles throughout Missouri and Illinois, the two midwestern states I know best, to meet with people who were doing things about the midwestern ecology.

I wanted to take the measure of my native region in terms of its ecosystems, its culture, people and heritage. I wanted to find how these things relate to each other. I attempted to couple the environment of the Midwest with its history. I

wanted to see what impact nature and change has had on my fellow Heartlanders. I wanted to portray the drive of people who devote so much of their time (some have dedicated their lives to projects) to plants, rivers, wetlands, soil and species. I was determined to show readers that ecology is not a laundry list or body count; rather, it is a narrative, an ongoing story that involves people's lives, and that the people who are involved in the story are not eco-freaks, wild-eyed treehuggers or "Ozone Men."

I went from one end of Illinois to the other, deep into the Missouri Ozarks, to flatland megafarmers and to Missouri family farmers who have owned their land for more than 150 years; I visited swamps in southern Illinois, gentle, free-flowing limestone-bedded rivers and streams in the Ozarks; refurbished and brand-new prairies in the lap of suburbia; rural research stations as well as the Missouri Botanical Garden.

I met and talked with dozens of people, of whom only 18 made it in the book. They comprised the famous — Peter Raven and Robert

Mohlenbrock — as well as the obscure — an Illinois no-till farmer and a soil scientist trying to incorporate earthworms as part of midwestern soil management. All were eager to talk and share their ideas. Their vessels of conservation ranged from charismatic megafauna such as wolves, to the "little people" that make ecosystems possible, the wood frog and Mead's milkweed, a nearly extinct Illinois prairie plant.

In my travels I found a beauty, tranquility and mysticism every bit as beguiling in midwestern swamps, wetlands, rivers and restored prairies as they are along the Pacific or Atlantic, the Appalachian and Rocky mountains and Southern hills, mountains and forests. The only difference between us and everyone else is we have much less and it touches us less often.

Through these people and places I discovered that the rest of the country is wrong about us and we are wrong about ourselves. The signals from the heartland tell us that we have a beautiful region (fractured though it is) with important and viable ecosystems; more and more people

are taking care of it and rebuilding it (in Illinois alone, there are more than 60 prairie restoration projects).

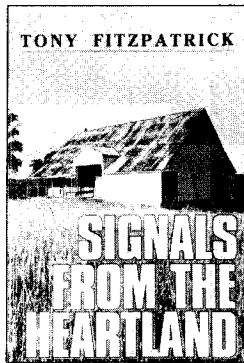
The Midwest, archetype of environmental mismanagement in the 20th century, can emerge as the prototype of environmental opportunity in the next century. In the midst of our ruins, we can slowly rebuild, bit by bit, parts of our ecosystems, letting midwestern natural systems imprint upon us the way mountains and oceans imprint other Americans.

The new midwestern memory and environmental conscience face an immediate test. In the spring and summer of 1993, a confederation of 100 midwestern rivers, prompted by record rainfall, joined forces with the Mississippi and Missouri to inundate much of the Heartland; hundreds of levees were destroyed; hundreds of thousands of acres of floodplain were retaken by the natural action of rivers being themselves; billions of dollars of damage and economic loss were incurred; sadly, dozens of people died.

The Great Flood of 1993 was a visceral, punitive reminder to midwesterners that we have a real relationship, a natural connection to where we live. The rivers, with the memory of mules beaten into submission over many years of servitude and harnessment, finally kicked back. In the wake of this great natural event, the Midwest must regroup, reconsider. Already businesses and whole hamlets have moved off the floodplain and onto the bluffs; more farmers are signing up for the wetlands reserve program, turning their land back to nature, than the program can sponsor. As a people, we are for the first time since the lock, dam and channelling spree of the 1940s, pondering our relationship with our resources. Will we factor in the role of wetlands in the floodplain, give back to the rivers some of what they, and their attendant species, rightfully need? Or, will we build higher levees, flood the plain with civilization, shackle these ecosystems like prisoners once again?

It's a test of memory, one the whole world is watching.

Tony Fitzpatrick is senior science editor at the Washington University Office of Public Affairs and author of "Signals From The Heartland."



Reporting measurements accurately

By ROGER ARCHIBALD

The biggest story of the year so far, environmental or otherwise, literally hit Southern California's San Fernando Valley at 4:31 a.m. on the morning of Jan. 17. In the moments immediately following the Northridge earthquake, one of the first questions coming to many a survivor's mind was, "How big was it?"

Reporters often ask this question so fast after quakes that telephones at the University of California's Seismographic Stations in Berkeley are jammed even before shock waves have reached that facility's far-flung array of earth motion detectors. In the headlong effort to quantify life experience, everyone immediately wants to know where a particular earthquake stands in the great historical ranking of such events.

In their own time (far too slow for most journalists), the various organizations charged with measuring earthquake magnitude release preliminary estimates, and the "Northridge quake" immediately, irrevocably becomes the "6.6 Northridge quake." The fact that different agencies often come up with different estimates, or that they often adjust their figures over time as more data are analyzed is largely overlooked by the press. "6.6" becomes more intransigent than the substrata of the San Fernando Valley.

Blind reliance on specific numbers in environmental reporting hardly began with the Northridge temblor. In the other great disaster story of the past year, reports from St. Louis last summer kept ominously mentioning how the Mississippi was approaching, then surpassing, the "50-foot level" without ever explaining just exactly what that figure referred to. And during the past few arduous winter months in the East and Mid-west, it's not been uncommon for weather reporters to over-emphasize "wind chill" figures while neglecting to say much about the actual temperatures they're derived from.

Such numbers are often put before the public with the apparent assumption that the context of their use is fully understood. But in fact, the people reporting

these figures sometimes do so without fully comprehending themselves what they are saying.

In the case of the Northridge earthquake, "6.6" referred to that event's rating on the Richter scale. In the days that followed, journalists made infrequent attempts to further explain that rating system to the public; when they did, they often got it wrong.

The principal error came in describing what whole number increases along

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that scale signify. Most reporters who addressed the issue reiterated in one way or another what appeared in *USA Today* on Jan. 18: "Each number on the scale represents a quake ten times as strong as the next lower magnitude."

On the same day, the *New York Times* more accurately reported that, "for every increase of one on the Richter scale, there is...roughly a thirtyfold increase in the energy released." Enough ambiguity existed on the subject that when ABC's Los Angeles correspondent stated the 'tenfold' figure during a live report, Ted Koppel immediately corrected her on the air by saying, "Actually, I believe it's 30."

Seismologists generally like to go with 33.

According to Rick McKenzie, Staff Research Associate with the University of California Seismographic Stations at Berkeley, the Richter scale was originally devised "to give a rough idea of the difference in magnitude" between earthquakes. The scale's originator, Charles F. Richter of the California Institute of Technology in Pasadena, sought to do this by measuring **surface displacement only**, nothing else. Each increase in that parameter by a power of 10 resulted in a one point incremental rise on his open-ended logarithmic scale.

Of the grand mosaic of complex motions which scientists have since learned accompany all earthquakes, it could be said that Richter's initial efforts only scratched the surface (*see related story, next page*).

When all these subsequent discoveries are taken into account, it works out that each tenfold increase in earth surface displacement is the result of a thirty-something increase in energy release, a parameter Richter never attempted to quantify on his scale. That's a somewhat subjective figure, McKenzie says. It varies with each earthquake. But the number which most seismologists seem to agree on is 33.

While the discrepancy between the number 10 and 33—where all the confusion appears to exist—might not seem to be that big a deal, it belies a conclusion that many journalists covering earthquakes have overlooked, but should know.

Those who engaged in the age-old practice of relating similar historical events made totally inaccurate comparisons when they reported that the 8.6 Alaska earthquake in 1964 - the biggest ever recorded in North America — was only 100 times bigger than Northridge. In fact, it was over 1,000 times bigger (33 X 33) in terms of energy released.

It follows that the difference in "strength" or "bigness" between a 4.0 earthquake on the Richter scale (which generally only rattles dishes) and one ranking 8.0 (a "Great Quake") is not an increased energy release multiple of merely 10,000, but well over a million.

With this in mind, the popular misconception that a lot of little shakes adds up to — and thus prevents — "the Big One" becomes all the more illusory. At the rate of one 4.0 quake a day, it would take over 3,200 years to release the energy set free in a single 8.0 event such as the 1906 San Francisco earthquake (8.3).

Nature's release of energy was also a fact brought close to home for the many thousands threatened by the flooding in the upper Mississippi basin last summer.

Daily news reports always mentioned how high the water was "above flood stage" at the various points where the river was cresting. They culminated with the high water mark in St. Louis where the flood was expected to "surpass 50 feet." Further descriptive remarks about these various measurements were rarely to be found. When the question was considered, it was usually reported that the figure referred to the depth of the river at a particular point (wrong).

At least one other person out there questioned this lack of reporting. On an edition of National Public Radio's Science Friday talk show, a caller specifically asked the show's guest, an official of the U.S. Army Corps of Engineers, what the numbers meant.

He immediately responded that the 50-foot figure referred to the elevation above New Orleans, near the river's mouth at sea level (wrong). After several min-

utes of considering the complete implausibility of the river's descending only fifty feet in over 1,000 miles, he corrected himself. The figure referred to the elevation above the "mean pool level" at Cairo, Ill., downstream from St. Louis where the

While some of this may appear to be nitpicking, it's ever important to keep in mind that a journalist who gets too cavalier with numbers does so at the expense of his or her own credibility.

Ohio river meets the Mississippi (also wrong).

According to Ken Kruchowski of the Army Corps of Engineers, St. Louis District, flood stage readings for any point on the river are "completely arbitrary figures" which bear no relationship whatsoever to any other measurements either upstream or down. They are determined at gauging stations located at each lock and dam as well as most communities of any size.

"Basically, what happened" at each gauging station, Kruchowski says, "is a couple good old boys got together back in the 1880s or sometime around then, and asked each other, 'What's the lowest you ever seen the river?' That became the zero point."

Flood stage, for that station only, is the vertical distance from the zero point to the highest place on the river's natural bank (not the top of a levee or other flood control structure). Thus communities with flood protection can routinely with-

stand river levels well above flood stage, such as St. Louis, where flood stage is 30 feet, but the levee tops out at 53.

"When the gauge reads zero in St. Louis," Kruchowski points out, "we've still got 12 feet of water in the channel. We don't start worrying (about restricting navigation) until the gauge hits between minus two and three feet. But that's only true for St. Louis. At Hannibal, flood stage is 16 feet. At St. Charles (on the Missouri River) it's 25. You have to know the normal range of gauge readings at each place to make any sense out of them. There's no similarity."

Unlike the standards for gauging river depth, which even some officials of the agency charged with the Mississippi's management don't seem to understand, everybody knows about wind chill, or at least seems to think they do. It's been a staple of winter forecasts for the last 10 or 15 years in areas of the country where the temperature falls below freezing.

So successful has been the acceptance by the public of this figure that reports of low temperature have almost become obsolete. In the minds of many, wind chill is low temperature.

"That's a pet peeve of mine," says Tom Salem, graduate meteorologist at the Pennsylvania State University Weather Center. "Wind chill applies only to exposed skin. It's the equivalent cooling power for exposed skin on the average human. You'd have to stand outside completely nude for the full effect to take place. If you're clothed, all bets are off."

Salem also pointed out that most official wind speeds are taken at airports or on top of buildings where the wind is apt
(Continued on page 25)

Richter's legacy: How the scale works

The man immortalized by the earthquake magnitude scale bearing his name probably had no idea his innovation would someday seem to take on a life all its own.

The late Charles Richter of the California Institute of Technology in Pasadena devised what he called the "local magnitude scale" primarily to provide a quantitative measure of the difference in magnitude between earthquakes. Previously, magnitude had been determined by qualitative analysis of the resulting damage.

Initially, his scale was never intended to be anything other than a rough researcher's tool. Richter only used seismographs that measured horizontal displacement over the ground's surface. He combined data from at least four different sets of instruments aligned perpendicularly to come up with an average resultant figure.

He arbitrarily ranked a temblor originating 100 kilometers away and displacing the seismograph's needle one millimeter as being 3.0 on his scale. A quake with the same epicenter that displaced the instrument ten millimeters was ranked 4.0, 100 millimeters, 5.0, and so on. Since seismographic readings were directly comparable to actual earth movements (at a ratio of approximately 2,100 to 1), the tenfold increase resulting from a full 1.0 change on the scale refers to **displacement of the surface only**, not the earthquake's strength or any other parameter.

But the local magnitude scale failed to take into account quakes originating deep below the earth's surface. The complex wave patterns produced by such temblors added further error, especially as distance increased. For this reason, Richter believed his scale was not accurate for events occurring further away than 600 kilometers, and never applied it himself beyond 300 km.

"When you're dealing with the magnitude of ground movement," according to Rick McKenzie of the University of California Seismographic Stations in Berkeley, "there are all sorts of traps you can fall into." For this reason, scientists have developed a number of other measurements, such as the **surface wave magnitude**, **body wave magnitude** and **moment magnitude**, to better account for all the complex forces and motions involved. "These values often get reported as Richter magnitudes," McKenzie points out, "when, in fact, they're something else."

Start mining Internet via Bitnet lists

By **RUSS CLEMINGS**

Unless you've spent the last year or two in complete sensory deprivation, you probably already know that a world of resources awaits you on the global computer network called the Internet.

But unless you're with a university — or a corporation that has arranged for Internet access — tapping into this mother lode is far from easy. And even if you're one of the lucky few with a full Internet connection, you may find yourself adrift in a sea of confusing terms, such as "ftp," "telnet," "gopher," "archie" and "veronica." (We haven't spotted Jughead yet.)

There is an easy way to get your feet wet, though — by subscribing to one or more of the 4,000-plus electronic mailing lists known as Bitnet. Accessible through any electronic mail gateway to the Internet — including America Online, home to SEJ's members-only forum — Bitnet lists allow you to eavesdrop on and participate in discussions of environmental affairs, journalism, computers and dozens of other subjects.

Signing up is simple. All it takes is a one-line e-mail message to a computer called a "listserver." In most cases, that puts you on the mailing list. (Some lists may require you to say why you want to be added to the list. Others may be closed to the public, but there's no penalty for trying.)

Let's use an example. A Smithsonian Institution computer houses a list called "CONSLINK," managed by Michael Stuwe, whose address is listed as the National Zoo's Conservation and Research Center in Port Royal, Va.

CONSLINK focuses on endangered species and biodiversity; among other things, its file library contains back issues of the Smithsonian's excellent Biological Conservation Newsletter. You can also search the library for old messages — they're archived monthly in a log — or just read new messages as they come over the net.

To subscribe, you send the message, "subscribe conslink yourfirstname yourlastname" (without the quotation marks) to the address `LISTSERV@SIVM.BITNET` on the Internet. (Of course, you'll need to substi-

tute your name for the words "yourfirstname" and "yourlastname.") This message goes in the text field; you can put anything (or nothing) in the "subject" field; the `LISTSERV` computer ignores that field. If you use an e-mail gateway from CompuServe, America Online, Prodigy or another non-Internet service, you'll need to find out how to send a message to the Internet.

If you've done it, and your subscrip-

Online Bits & Bytes

is a regular feature of SEJournal, offering tips on computer resources for journalists covering science and the environment.

tion is accepted, you should receive a "welcome" message that tells you, among other things, how to unsubscribe from the list, how to fetch a file from the archive, and how to post a message on the list. The most important thing to remember for this and all other Bitnet lists is this: Commands (such as "subscribe," "unsubscribe" "get (a file)," "index (of available files)" and others), are sent to the `LISTSERV`.

The computer also allows you to send a message to the list itself — for `CONSLINK`, the address is `CONSLINK`

`@SIVM.BITNET`. But messages sent to that address are automatically copied and sent to everybody who subscribes to the list. If you accidentally send a command to the list address instead of `LISTSERV`, you may get a lot of angry messages (called "flames") in return. So be careful.

How do you find out what lists are available? Send the message "list global" (again, without the quotes) to the address `LISTSERV@VM1.NODAK.EDU`. This will get you, by return mail, a list of 4,000-plus Bitnet lists. To subscribe, send your "subscribe" message to `LISTSERV` at the Bitnet address indicated. For a list called "ecology@emuvml," for example, you'd send your "subscribe" message to "`LISTSERV@EMUVM1.BITNET`" and your messages for other subscribers to "`ECOLOGY@EMUVM1.BITNET`."

You can find a list of some environmental or journalism-related Bitnet lists in the box at (right, left, wherever). This list comes from `LISTSERV@VM1.NODAK.EDU`, so some of the lists may be inactive or closed to the public.

Russell Clemings, environmental reporter at the Fresno (Calif.) Bee, is reporter's toolbox editor for the SEJournal. His Internet address is 70721.1045@compuserve.com.

BITNET LISTS ON ENVIRONMENT OR JOURNALISM:

List name	Address	Description
AGRIC-L	AGRIC-L@UGA	Agriculture discussion
AQUIFER	AQUIFER@IBACSATA	Pollution and groundwater recharge
BIOSPH-L	BIOSPH-L@UBVM	Biosphere ecology discussion List
BIRD_RBA	BIRD_RBA@ARIZVM1	National birding hotline cooperative
BPWSP-L	BPWSP-L@ALBNYDH2	Bureau of Public Water Supply Protection
CARR-L	CARR-L@ULKYVM	Computer-assisted reporting
CONSLINK	CONSLINK@SIVM	The Conservation Network
COPYEDITING-L	COPYEDITING-L@CORNELL	Copyediting discussion list
ECOLOGY	ECOLOGY@EMUVM1	Politics and the environment
ECOVIS-L	ECOVIS-L@YALEVM	Trends in ecology of vision
ENVINF-L	ENVINF-L@HEARN	List for environmental information
ENVST-L	ENVST-L@BROWNVN	Environmental studies discussion list
EV	EV@SJSUVM1	Electric vehicle discussion list
FORSUM-L	FORSUM-L@BROWNVN	Forest Summit online project
GLRC	GLRC@SUVM	Great Lakes Research Consortium info
JOURNET	JOURNET@QUCON	Journalism discussion list
MEH20-L	MEH20-L@TAUNIVM	Middle East water list
REACTIVE	REACTIVE@MCGILL1	Short-lived reactive air pollutants
RECYCLE	RECYCLE@UMAB	Recycling in practice
SFER-L	SFER-L@UCF1VM	South Florida Environmental Reader
SUSTAG-L	SUSTAG-L@WSUVM1	Discussions about sustainable agriculture
WATER-L	WATER-L@WSUVM1	Water quality discussion list

Magazines ... (from page 1)

decisions — Makower tried to extend his success by launching *The Green Consumer Letter* around Earth Day 1990. Despite helpful information on everything from green investing to energy conservation, subscriptions for the eight-page monthly newsletter — costing \$27 a year — fell to a few thousand and Makower was forced to close it in January.

Says Makower: "I made the naive but national-at-the-time assumption that there was going to be a good steady market for this."

What's clear now is that he and other publishers overestimated the concern aroused by the Earth Day fervor of 1990, the anti-regulatory policies of the Reagan decade and ecological disasters like the Exxon-Valdez oil spill.

A new Roper Starch Worldwide poll finds that one-fifth of Americans felt strongly about the environment last year, down from one-quarter in 1991. And consumers most likely to spend more for green products fell from 11 percent in 1990 to 6 percent to 1993.

The economic downturn is largely to blame.

In a tough economy, readers are less likely to renew subscriptions to magazines not considered essential. Faced with a choice, Americans only modestly concerned about the earth have turned to more conventional news sources that have expanded their green coverage. Many newspaper editors, for example, have detected growing demand for environmental stories.

To trend watchers, the magazine shakeout was not unexpected. "Any time a new issue comes up on the radar screen, there tends to be an initial panic. Then we become more informed, people start to take action, address the problem, and people's concerns become a bit muted," says Bradford Fay, vice president at Roper Starch, the New York-based marketing and public opinion research firm.

"It's not because the issue has gone away, it's because progress is seen. The

fact that we had a recession forced this sort of pragmatic thinking to move in quicker than it might have otherwise," Fay said.

The shift has made cynics out of enthusiasts. "I'm not 100 percent convinced environmental journalism is a mainstream consumer interest. I'm not sure people want to read about it," says a humbled Joseph Daniel, the Denver-based publisher and founder of *Buzzworm*.

Started six years ago, *Buzzworm* broke stories like pesticide spraying on airplanes and tickled readers with irreverent pokes

fresh emphasis on culture, eco-travel and literature. Plans called for halving frequency to four times a year.

But the publisher of *Earth*, a Waukesha, Wis.-based earth science magazine, sued *Buzzworm* over the new name. The legal expenses helped push the company over the edge. After a recapitalization deal fell through, *Buzzworm* sought Chapter 11 bankruptcy protection in federal court in Denver in December, listing nearly \$2 million in debt.

Most of it was owed to investors, but writers and photographers are also in line.

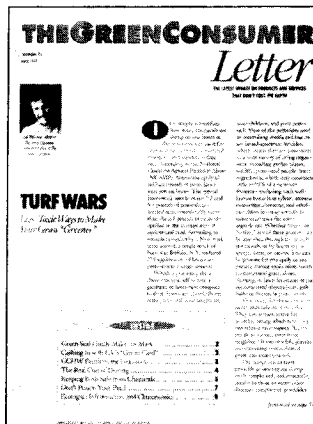
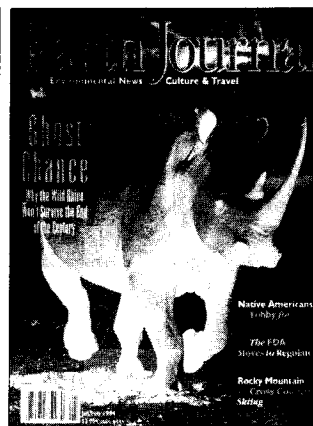
That could hurt the magazine's attempt to revamp. Writer David Goldbeck of Woodstock, N.Y. says he's still owed \$300 for his article in the November-December issue on designing a green kitchen. Would he write for them again? "Not unless I was paid up front, at least a kill fee."

Garbage magazine is also struggling for a profitable identity. Started in 1989 by the publisher of *The Old House Journal*, the bimonthly initially offered standard fare like articles on composing and walking to work. Subscriptions ballooned to 125,000 by late 1990.

Amid disappointing renewals, *Garbage* grew more adversarial in its views, challenging accepted environmentalists' opinions on key subjects. One story questioned whether the ozone layer's depletion was really a serious problem. But *Garbage* lost some angry readers in the process.

This year, *Garbage* underwent an even more fundamental shift. The Gloucester, Mass.-based publication halved its frequency to quarterly, dropped advertising and refocused on what it calls "environmental insiders" — readers like environmental activists, regulators and corporate executives. The single-issue price nearly doubled to \$9.50.

"Time to Dump Plastics Recycling?" asks a story in the debut Spring 1994 issue. Another details Earth First founder



— including a parody of a poacher's shopping catalog of illegally-killed endangered wildlife. Circulation grew to 110,000 at *Buzzworm*'s peak, and the magazine was one of the few to claim success in luring national advertisers such as Chrysler Corp. and Absolut vodka.

But even with ads, the bimonthly lost money, renewal drives were too expensive and readership sagged.

Last fall *Buzzworm* changed its name to *Buzzworm's Earth Journal* to reflect a

Cover Package

Dave Foreman's plan for returning millions of North American acres to wilderness — and stresses that "eminent biologists back him."

"What I've come to think is there's really nothing such as a stand-alone environmental lifestyle," says editor and publisher Patricia Poore, who also heads *The Old House Journal*, whose profits support *Garbage*. "It's really an oxymoron — you can't really live in the 20th century and really be back to the lands"

You wouldn't know it from *E*, a five-year-old magazine steeped in environmental values. The February issue, for example, tells "The Dirty History of Nuclear Power" and how caffeinated environmentalists can choose "Coffees With Conscience."

Despite its non-profit status — foundation grants are up to 18 percent of the monthly's \$1 million annual budget, with the rest from subscriptions — the Norwalk, Conn.-based magazine struggles for the free money and was forced recently to cut cost by slicing circulation by one-third to 50,000.

"We've been pretty hand-to-mouth," acknowledges publisher Doug Moss.

Even environmental groups that publish large circulation magazines for their

members are having a tough time.

In late 1991, Greenpeace dropped its 10-year-old semi-slick magazine — sent free to its roughly 2 million members — because the \$1 million-a-year cost was too much. It now sends out an eight-page

In late 1991, Greenpeace dropped its 10-year-old semi-slick magazine for its 2 million members

newsletter instead.

Sierra magazine, with 500,000 readers, has had limited success in luring big advertisers because of a predicament faced by all environmental magazines. "We have found we have never been a must-buy" for advertisers, says Jonathan F. King, editor-in-chief of *Sierra* magazine, published out of San Francisco by the Sierra Club.

"We disseminate an anticonsumption message—travel less, consume less, pollute less. It is a disjunctive message with many of our advertisers," King said.

One bright spot is in catering to environment-minded businesses. Makower says he continues to publish his 2-year old *Green Business Letter* — with how-to advice and news on how to make companies greener because an annual subscription commands at least \$100 more than

what he could charge readers for the consumer version.

"That isn't a market that has been glutted by other media outlets," Makower notes.

Not yet, anyway. *ECO* (pronounced echo), which bills itself as a business magazine about the environment, debuted last fall with attacks on excessive and costly government regulation

and an eclectic list of advertisers including DuPont, utility companies and the World Wildlife Fund.

Plans are for *ECO* to be profitable by 1996. But other startups with similar themes may give it a run for the money.

"To repeat the same old thing, everybody is terrible and industry is awful, some of it has become old hat by now," says *ECO* editor and president Igor Gordevitch, who is the former publisher of *Geo* and a variety of other magazines. "It's a question of picking out who your readers are."

David Kalish is a business writer and columnist for The Associated Press who has covered environmental issues since 1989. A version of this article is running on AP wires.

Justice ... (from page 1)

U.S. industries. Sitting quietly in the audience were representatives of the Chemical Manufacturers Association and other industries, who understand how their operations will change if these groups succeed in getting the tougher environmental regulations and other limits they demand.

Over those three days, the head of the Environmental Protection Agency, the Department of Energy's top waste cleanup administrator, and other federal officials took hard questions from an often hostile audience. The symposium was paid for by a half-dozen federal agencies and organized by a committee of federal officials and community activists. The federal government also footed most of the transportation bill and found housing for participants.

Both federal officials and activists heralded the symposium as a watershed and turning point in how the federal gov-

ernment views environmental health research and, perhaps more important, the role of community leaders in helping direct that research.

"The rage, anger, and frustrations we heard expressed are long overdue," Kenneth Olden, director of the National Institute of Environmental Health Sciences, said at the symposium's conclusion. Olden, one of the key organizers, was there from his introduction of the first speaker, an activist from Arizona, to his wrap-up speech.

He and others at the symposium detailed the patterns of health problems and disproportionately high levels of chemical exposure that hit minority communities hardest. They stressed the need to address this issue head on.

"We need to find out what the American people want us to ask," he said during an interview as people spilled out of the crowded hotel meeting rooms. "What do

they expect from an agency like NIEHS and what should we do in the area of environmental justice?"

For three days, the two frequent antagonists—community leaders and federal officials—broke into small groups, divided by random, to argue and struggle to put together recommendations for how research and regulation should be changed. Rough recommendations will be cobbled into a report by a committee made up of community activists and federal officials. It should be released about the time this article is in your hands.

Most of the media missed the "Symposium on Human Research and Needs to Ensure Environmental Justice" and instead repeated upbeat reports by the *New York Times* and AP about the president signing an environmental justice executive order, whose formal release was impeccably timed to follow EPA Administrator Carol Browner's speech to the

national meeting. I fear we journalists may be missing the boat once again by focusing on a presidential document, rather than writing about the people who made it come about.

The executive order calls on federal departments to form a strategy over the next year or so to incorporate environmental justice considerations into laws, policies, research and other activities. Depending on the will of government regulators, the order could make them re-examine how they do business, with an eye to charges of environmental racism, or it could become just one more Clinton executive order.

Activists said, however, that how the government implements the order will depend on them.

"No question, we are encouraged by the order," said Dr. Janet Phoenix, a medical doctor and community activist, who works with the National Lead Information Center, a part of the National Safety Council. But the lasting impact of the symposium, Phoenix and community leaders said, may be the national contact it offered to the sometimes isolated community groups and the boost it may have given them to become a new force on the national environmental scene.

They said what took place in Washington was the government's recognition of a new movement—one that attempts to fuse civil rights and the environment in the caldron of local community anger over diseases and health problems they blame on their environment.

This is not the environmental movement we reporters have learned how to cover in recent years. These are angry people who feel deserted by the government and ignored by national environmental groups. The only national groups speaking from the podium were civil rights groups, like the NAACP. Some representatives of the Sierra Club and other national environmental groups were sprinkled through the audience, but this

was not their show.

The fact that the conference focused on health, not exclusively on environmental regulation showed the perspective of the community groups, Phoenix said. "Health is the victim's perspective," she said. "Those interested in regulation see it differently. They are coming at it from a different place."

Phoenix and others noted a not-too-subtle battle for control over the symposium and a shift after the first day of the meeting, which was like any of a hundred meetings held in Washington. Speakers spoke, the audience listened. For instance, Kathleen McGinty, director of the White

authority.

As the administrator approached the podium, residents living near a West Dallas, Texas, superfund site, dressed in red T-shirts and sitting in the front row of the huge hall, began chanting and walked out to applause from the audience. Browner began clapping and told them she too was not always proud of the agency she leads. Then she put down her speech and said she had agreed to take nearly an hour's questions from the floor.

Within minutes the lines to the microphones stretched into the hallway of the hotel ballroom. Browner mostly listened and made few comments or commitments. Several times, people cried or shouted at the administrator. When she told them she shared their pain, several in the audience groaned and peppered her with critical remarks. She left to a thunder of anger from a California Latina, dressed in bright orange, who held the mike close to her mouth and yelled at the administrator in Spanish.

Another event much discussed by the activists was a speech the next day by DOE Assistant Secretary for Environmental Restoration Thomas Grumbly. He called DOE "the biggest polluter on earth, next to the old Soviet Union" and asked those living near DOE sites for permission "even to address you." He too stayed and took questions, following a speech in which he promised quicker cleanups to a level that would go beyond

"what some pointy-head-inside-the-Beltway policy wonk would want us to do" and predicted more openness with people living near the DOE sites.

Activists said they felt Grumbly tried hard to reach them, even leaving the dais to embrace a woman who broke into tears at the microphone.

At the symposium's conclusion, Olden noted the anger and pointedly said, "I have absolutely no problem with anything that went on at this symposium."

(Continued on page 16)

Environmental Justice Contacts:

Regional Community/Academia

- Pat Bryant, Gulf Tenants Association (504) 949-4919
- Robert Bullard, UCLA Ctr. for African American Studies (310) 206-1316
- Deeehn Ferris, Lawyers Committee for Civil Rights Under Law (202) 662-8333
- Tom Goldtooth, Indigenous Environmental Network (218) 751-4967
- Richard Moore, Southwest Network for Environmental and Economic Justice (404) 242-0416
- Dr. Janet Phoenix, National Lead Information Center (202) 293-2270

Local Groups By State

- See "Directory, People of Color Environmental Groups" available through Econet or the Mott Foundation, Flint Michigan (313) 238-5651

Government

- National Institute of Environmental Health Sciences—Sandy Lange (919) 541-0530/Jerry Poje (301) 496-3511
- EPA—Warren Banks (202) 260-4726/Gwen Brown (202) 260-1384 (press)
- DOE—Barbara Grimm Crawford (202) 586-5680

House Office on Environmental Policy, gave her trademark environmental speech not unlike the one she gave at SEJ's national conference, took no questions, and quickly left.

Others did pretty much the same. Activists said they objected to being talked down to and made their objections known to Olden and other conference organizers.

"We took control of this meeting," several activists said, pointing to Browner's early-morning speech on the second day as the first example of their

Gottlieb: Restore justice to environmentalism

by ROBERT GOTTLIEB

One hundred years ago, an intrepid group of women activists/researchers fanned through the foul-smelling streets of Chicago's south side in order to document the environmental and occupational hazards of their neighborhood, and, by extension, of the highly polluted industrial cities of 19th-century America. Their report, the *Hull House Maps and Papers*, established a benchmark for environmental research at the time, and it helped set in motion a series of reforms seeking to change the conditions of work and residence

that had led to the most flagrant of the environmental abuses the report described.

Today, no one thinks of the *Hull House Maps and Papers* and its authors (social reformers Florence Kelley and Jane Addams) as environmental pioneers. In-

stead, the Hull House reformers are often characterized as quaint do-gooders who urged that "the minimal conditions of well-being in the Industrial City" be established, as Addams put it.

In truth, however, these reformers, along with numerous other critics of the conditions of daily life in turn-of-the-century urban America, were early-day environmental justice activists. Journalists who understand that the roots of today's environmental justice movement can be located in this broader and more expansive context can better shed light

On February 11, President Clinton ordered all federal agencies to make their programs "environmentally equitable," to insure that they do not unfairly inflict environmental harm on poor and minority communities. Two days earlier, Sen. Paul Wellstone (D-Minn.) introduced the Public Health Equity Act of 1994 to protect "the right of all Americans, regardless of race, color or national origin, to work and live in places that are safe from toxic chemicals that endanger human health."

To many reporters, the issue of environmental equity (also known as environmental justice) seems to have

dropped from the sky, yet another complication in an already complicated field. For that reason, this issue's "Viewpoints" section examines environmental justice from two perspectives, historical and economic. In the first Viewpoint, UCLA social scientist Robert Gottlieb considers the history of environmental justice, its impact on policy making and the environmental movement. In the second, Thomas Lambert and Christopher Boerner, both of the Center for the Study of American Business at Washington University, look at the economic factors reporters should consider in assessing whether policies are, in fact, just.

Justice ... (from page 15)

Added Robert Bullard, an organizer of the conference, an author of several books on environmental justice, and a professor at University of California, Los Angeles, "This is a movement to change the whole way we think about environmental protection."

"What we do in the future must involve the public," he shouted during an interview on the noisy floor. "It is no longer acceptable to just talk about risk when you talk about public health and environmental protection. Just looking at risk, you can never win."

Over the last half-dozen years, community activists have learned the jargon and science of environmental health, while being mostly ignored by national environmental groups and, until a year or so ago, the civil rights movement.

Fueled by their own anger and studies by the United Church of Christ, National Law Journal, and others, activists have attempted to show what they and everybody else knows on a gut level—poor, minority communities get the lion's share of toxic chemicals legally and illegally emitted by waste dumps, factories

and chemical plants disproportionately located near their homes.

They have demanded regulatory changes—targeted enforcement of environmental laws and tougher permit limits for factories near communities. Industry has taken note of the implications of their demands and the fact that these groups are focusing a new spotlight on their operations.

But so far, communities have not gotten much help from the government, either in tougher regulations or in better health studies.

One example cited often and with anger at the symposium concerned EPA's initial refusal to release a study by a medical doctor on leave from the Public Health Service to EPA. He is one of only four M.D.s in EPA.

Dr. John Stockwell's study attempted to correlate potential incidents of environmentally-related diseases with Toxic Release Inventory data for poor, minority areas of Chattanooga, Tenn. Agency officials claimed such reviews were beyond its charge and were better done in other parts of the federal government.

Eventually, the report was released,

along with a milder official version, but only after pressure from the Southern Organizing Committee and other community groups that were at the symposium.

The message for us who write about the environment may be to take note of the government's recognition of the importance of bottom up health research and environmental regulation, and the environmental justice movement's desire to direct that research. Also community-based organizations may be the environmental movement of the '90s, and we had better learn to see the national implications in what often appear to be very local stories.

The beat will be harder—fewer press releases, constantly busy phone lines and sometimes no FAX machines, kids crying and dogs barking during interviews, and new race and class barriers for many of us reporters to overcome. But the issues are real and the stories will be vibrant.

Jeff Johnson is a reporter for Bureau of National Affairs Daily Environment Report, in which portions of this article appeared.

on what, to the public, is now widely perceived to be a political and social divide between groups and movements, constituencies and ideas.

That divide can be seen in relation to such battles as jobs versus the environment, environmental racism, and even disputes over the NAFTA treaty. For many, today's environmentalism encompasses what appear to be two distinct sets of concerns and movements: one that addresses issues of the natural environment and a second that addresses such everyday concerns as the air we breathe, the water we drink and the food we eat. These movements, particularly in the past two decades, have become differentiated by the kinds of organizations they have created, the agendas they have established, and the constituencies they speak to.

On the one hand, there are the "mainstream environmentalists" — large, professional, staff-based organizations such as the National Wildlife Federation, the Natural Resources Defense Council, the Environmental Defense Fund and the Audubon Society. Many of these groups are headquartered in Washington or New York and see their primary audience as policymakers, the press, and sometimes industry people.

By contrast, environmental justice activists — or "alternative environmentalists" — are the driving force behind numerous local and grass roots organizations, often formed initially around a single issue such as opposition to a toxic waste incinerator. The alternative environmentalists are far more rooted in their communities and broad-based in composition. Many are led by women and are located in communities of color in both poor rural areas and urban neighborhoods. These are the people who have increasingly pressed for a reconfiguring of the nation's environmental discourse.

In that discourse, mainstream environmentalism has long had the advantage of being seen as historically rooted and therefore central to the definition of environmentalism. Its preeminence has been further aided by the conventional historical argument that environmentalism has narrow roots traced to individuals like John Muir and Gifford Pinchot and their debates at the turn of the century over whether the natural environment and its

resource base were to be protected, managed for use, or simply exploited. These issues, as University of Wisconsin historian William Cronon powerfully argues in his book *Nature's Metropolis*, also need to be considered as urban and industrial environmental issues, given the powerful influences urban and industrial interests have had on development decisions.

But the most glaring omissions from the mainstream view are the grinding realities of urban and industrial life. It was these realities that made the cities and factories of turn-of-the-century America a kind of eco-catastrophe, and, at the same time, brought forth movements and activists who were at the center of the struggle for environmental change. Environmental racism was a crucial aspect of those realities because minorities almost always comprised the communities most exposed to danger or the work force at greatest risk.

Viewpoints

is a regular feature of SEJournal, offering a forum to non-journalists who deal with environmental issues and the media

Events like the 1930s mining disaster at Gauley Bridge, West Virginia, where mine operators intentionally recruited black migrant laborers from the South for the most hazardous work, are among the many powerful historical rallying points for the claims of the environmental justice movement. At Gauley Bridge, hundreds of black laborers were exposed to deadly silicate dust emissions, and many died. The cynical efforts of the companies involved to evade liability for the incident, the cover-up that followed, and even subsequent settlements for the miners who died all became crucial symbols of the continuing link between race and class factors in environmental decision-making and outcomes.

The activists and movements that emerged to do battle around such issues can and should be seen as forerunners of a significant slice of contemporary environmentalism. Indeed, by identifying with that history, mainstream environmentalists would be able to reclaim a tradition of concern about everyday life, including jobs, sustainability in community and economic development, the conditions of urban envi-

ronments, and, ultimately, the crucial link between environment and justice.

For journalists, this matter of definition goes to the very heart of the question of what "the environment" is all about. By assuming that the environmental beat addresses questions of policy and the exercise of power, journalists all too often subscribe to the narrow definitions both of the movement's roots and its mainstream contemporary forms. Environmental sources are thus limited to a few environmental "experts" in academia, industry, government and mainstream environmental groups.

By redefining "the environment" to include a broader set of questions related to everyday urban and industrial experiences, journalists could begin to capture a very different and far more expansive view of both the movement and its issues. These include questions of toxic sites and "hot spots" of pollution (whether occupational or residential or both), problems of transportation and land use, issues of food security in the inner city, or of job creation and location. These are the issues of the environmental justice movement. Environmental justice activists and their constituencies bring valuable information and experiences to bear on these issues and need to be new sources for coverage.

Similarly, those who study and analyze the urban and industrial environment in the context of life's daily needs and experiences need to help frame the journalist's view of the environmental beat. Once journalists see environmental justice issues as a central part of a complex movement with diverse roots, their coverage can shed new light on issues of far more concern to their readers and viewers than the technical policy questions debated in Washington or in the state capitals.

Done well, environmental justice coverage can thus restore to environmental reporting an important part of its historical and intellectual legacy. It can also redefine what we mean by "the environment," to the benefit of us all.

Robert Gottlieb's latest book is Forcing the Spring: The Transformation of the American Environmental Movement (Island Press, 1993). He teaches environmental policy at the UCLA Department of Urban Planning.

Lambert/Boerner: Why not compensation?

By THOMAS LAMBERT and
CHRISTOPHER BOERNER

Eliminating "environmental racism" has fast become one of the premier civil rights and environmental issues of the 1990s. According to environmental "justice" proponents, discrimination in the siting and permitting of industrial and waste facilities has forced minorities and the poor to disproportionately bear the ill-effects of pollution compared to more affluent whites.

To remedy this situation, the Clinton administration recently issued an executive order directing federal agencies to "make environmental justice a part of all that they do," and Congress is debating several separate environmental justice bills. On the regulatory front, the EPA has opened investigations of environmental officials in Mississippi and Louisiana for violating Title VI of the 1964 Civil Rights Act. All of these endeavors attempt to achieve a "fairer" distribution of pollution by restricting or discouraging industrial siting in minority and low-income communities.

Journalists should regard these initiatives with skepticism. While well-intentioned, none of these measures get at the heart of environmental inequities. In essence, the environmental justice issue rests upon two concerns: (1) that the residents who live near polluting and waste facilities must bear the costs of hosting facilities from which the public at-large receives benefits, and (2) that a disproportionate percentage of these individuals are non-white and poor.

Policies that would restrict where industrial facilities may operate according to some "fair" allocation among racial and socioeconomic groups address the latter concern, but not the former. These measures seek to guarantee that the few individuals who *are* adversely affected are not minority or poor residents, but do nothing to alleviate the concern that a few citizens disproportionately bear the costs of processes that benefit everyone.

Rather than allocating industrial facilities along racial and socioeconomic lines, a more straightforward way to eliminate environmental "injustice" would be to compensate adequately those individu-

als who live near these facilities. Under such a "compensation" approach, facility owners view the adverse local impact of the plants as part of their operating costs, charge prices sufficiently high to cover these costs, and use the added revenue to compensate local residents. As a result, pollution costs are no longer disproportionately imposed upon a facility's neighbors, but are instead dispersed among those utilizing the facility's products or services.

The specific nature of "compensating benefits" may vary and should remain in the purview of the community and the developer. Some possible forms of compensation include direct payments to affected landowners, "host fees" that are paid into a community's general revenue

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fund and which may be used to finance a variety of public projects or to lower property taxes, grants for improving local health care delivery and education, and provision of parks and other recreational amenities. The possibilities are numerous.

The controversial Emelle Landfill in Sumter County, Alabama, for example, provides the county with more than 400 jobs, as well as an annual \$4.2 million in local tax revenue. This money has enabled the community to build a fire station and town hall, improve schools, upgrade the health-care delivery system, and begin reversing the rates of illiteracy and infant mortality. Indeed, black officials in Sumter County are apparently quite happy to be hosting the landfill, and the all-black county commission has opposed state proposals that would have reduced the amount of waste the landfill accepts. According to Robert Smith, a black elementary school principal who now chairs the county commission, "Financially, the landfill's been positive, very positive, for the county."

Compensating individuals for bearing the costs of hosting waste and industrial facilities alleviates the perceived in-

justice in the status quo and achieves a fairer distribution of environmental burdens and benefits. Unlike proposed restrictions on siting and permitting, which merely attempt to alter the socioeconomic and racial makeup of adversely affected communities, compensation assures that *no community* (regardless of race and income status) bears more than its fair share of environmental costs.

Of course, many argue that it is immoral to "pay" individuals to expose themselves to health risks. These critics, however, should keep in mind the regulatory environment in which compensation agreements are negotiated. Present environmental standards are designed to guarantee a base level of environmental protection in which the exposure risks associated with industrial and waste facilities are quite minor. For example, the risk of developing cancer from living at the fence line of a properly constructed solid waste landfill is estimated to be one in a million. To put this in perspective, that's 30 times less than the chance of being struck by lightning. As long as environmental regulations guarantee minimal risk, there should be no moral difficulties with compensating individuals for voluntarily accepting the nuisances associated with polluting and waste facilities.

In fact, agreeing to host an industrial facility in exchange for compensating benefits can many times *improve* a community's public health. Often, the physical ailments that seem to plague low-income communities in industrial areas stem from inadequate nutrition and health care. In such cases, the best way to alleviate health problems is to provide the community with economic opportunities and a better health care system. Compensation agreements can be negotiated to include job opportunities and funding for improved health services. Political solutions that force industrial and waste plants out of low-income and minority areas only increase rates of unemployment and poverty — conditions far more unhealthy than the minute health risks associated with living near licensed facilities.

Brooksville, Mississippi, is a recent example of a low-income minority community deprived of improving its citizens'

lot by the paternalistic interference of outsiders. This small, predominately black town was recently prohibited by state law from accepting a hazardous waste landfill. While some have pointed to Brooksville as a victory for environmental justice, many local residents are not so pleased.

The local chapter of the NAACP, for example, actively lobbied for the facility, which would have provided the community with numerous benefits. In addition to tax revenue, the developer agreed to pay \$250,000 every year into the county's general revenue fund and to provide an additional \$50,000 annually for roadway construction and maintenance. The company also agreed to build a civic center for the community, to finance a research center as a part of Mississippi State University, and to allot at least 70 percent of the proposed facility's jobs to local residents.

After weighing the costs and benefits of hosting the landfill, the local black leadership decided that the facility would bring net benefits to local residents. Unfortunately, a state law similar to environmental justice legislation pending in Congress prohibited the landfill from operating in Brooksville. Proposals to further restrict siting and permitting in poor and non-white areas would deny other needy communities the opportunity to negotiate mutually beneficial agreements with potential developers.

Ironically, increased siting restrictions are often touted in the name of "justice." As Aristotle said, however, justice requires "treating equals equally." Justice thus involves equally respecting the autonomy and individual dignity of each citizen. Inflexible siting and permitting policies that deny some citizens the opportunity to accept small risks and inconveniences in order to substantially better themselves economically are patently paternalistic and ultimately unjust.

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A reporter's guide to sources on pesticides

By SUSAN MARET

It is estimated that more than 800 million pounds of pesticides are used each year in growing and producing food in the U.S., and another 300,000 pounds are used at home, on lawns and gardens.

Questions abound over the safety and effectiveness of these chemicals. For example, a debate is now raging between environmental activists and regulatory agencies over the Delaney Clause, part of the Federal Food, Drug and Cosmetics Act.

The Delaney Clause is intended to protect the American food supply from carcinogenic pesticide residues. But it is being challenged by both the Environmental Protection Agency and the chemical industry, who say that its "zero-risk" standard is too strict.

Another recent pesticide issue is the discovery of a link between breast cancer and certain pesticides containing chlorine. These pesticides, many researchers now say, mimic the hormone estrogen, a known risk factor for breast cancer. Previously, scientists also found evidence to link chlorine-containing pesticides with estrogen-like health effects in Great Lakes wildlife — decreased fertility, thyroid problems, metabolic defects and immune system flaws.

As these and other pesticide-related issues come to the forefront, environmental journalists need current information on the players — whether they be grassroots environmental groups, government agencies or corporate interests. Here is a partial list of those sources:

Reporters' Toolbox

is a regular feature of SEJournal, in which reporters and others provide tips on gathering news about environmental issues.

• **BIO-INTEGRAL RESOURCE CENTER**, P.O. Box 7414, Berkeley, CA 94707 (415) 524-2567. Offers technical assistance for less-toxic pest control methods, sustainable farming and integrated pest management. Publishes a newsletter, "IPM Practitioner."

• **CENTER FOR SCIENCE IN THE PUBLIC INTEREST**, 1875 Connecticut Ave. N.W., Suite 30, Washington, DC 20009 (202) 332-9110. Monitors current developments in toxics, organic farming, food safety and pesticides, and tracks regulatory agencies. Publishes "Nutrition Action Healthletter" and other educational material.

• **CHEMICAL INJURY INFORMATION NETWORK**, P.O. Box 301, White Sulphur Springs, MT 59645 (406) 547-3609. A support and advocacy group for the benefit of the chemically injured. For a fee, will search MEDLINE, TOXNET and other on-line databases. Also provides in-house research on environmental-related illnesses. Publishes a newsletter, "Our Toxic Times."

• **CITIZENS CLEARINGHOUSE FOR HAZARDOUS WASTE**, P.O. Box 926, Arlington, VA 22216 (703) 276-7070. Established by Lois Gibbs of the Love Canal Homeowners Association. Publishes "Environmental Health Monthly" and other newsletters.

• **CONCERN, INC.**, 1794 Columbia Rd. N.W., Washington, DC 20009 (202) 328-8160. Publishes community action guides, such as "Pesticides in our Communities." Others cover topics such as legislation, groundwater contamination and national and local environmental resources.

• **ENVIRONMENTAL ACCESS RESEARCH NETWORK**, Route 1 Box 16G, Epping, ND 58843 (701) 859-6367. Provides literature searches, lawyer referrals and a mail order library for information on chemical health effects.

• **ENVIRONMENTAL RESEARCH FOUNDATION**, P.O. Box 5036, Annapolis, MD 21403-7036 (410) 263-1584. Maintains the RACHEL hazardous waste database and publishes "Rachel's Hazardous Waste News."

• **FIFRA SCIENTIFIC ADVISORY PANEL**, Office of Pesticide Programs (H7509C), U.S. Environmental Protection Agency, 401 M Street S.W., Washington,

Reporters' Toolbox

DC 20460 (703) 557-4369. Provides scientific comment on regulatory actions related to the health and environmental effects of pesticides under the Federal Insecticide, Fungicide and Rodenticide Act.

- **GREENPEACE USA**, 1436 U St. N.W., Washington, DC 20009 (202) 462-1177. Has a division, Greenpeace Toxics, that monitors toxics and hazardous wastes issues at home and abroad, including pesticides.

- **INTERNATIONAL ALLIANCE FOR SUSTAINABLE AGRICULTURE**, 1701 University Ave. S.W., Minneapolis, MN 55414 (612) 331-1099. Maintains a resource center on issues relating to pesticides and international sustainable agriculture. Has two books, "Breaking the Pesticide Habit" and "Alternatives to 12 Hazardous Pesticides."

- **NATIONAL AGRICULTURAL CHEMICALS ASSOCIATION**, Suite 400, 1156 15th St., N.W., Washington, DC 20005. Media relations director Adele Logan, (202) 872-3871. Not-for-profit trade organization representing the major manufacturers, formulators and distributors of crop protection and pest control products.

- **NATIONAL CENTER FOR ENVIRONMENTAL HEALTH STRATEGIES**, c/o Mary Lamielle, 1100 Rural Ave. Voorhees, NJ 08043 (609) 429- 5358. Offers a clearinghouse, publications, a speakers bureau, technical assistance and a referral network of medical, legal, environmental and public health specialists. Its "Pesticide Exposure Project" aids victims of environmental illness.

- **NATIONAL COALITION AGAINST THE MISUSE OF PESTICIDES**, 530 7th St. S.E., Washington, DC 20003 (202) 543-5450. Provides material on pesticides, integrated pest management and health. Publishes a newsletter, "Pesticides and You," along with legislative alerts and technical reports.

- **NATIONAL INSTITUTE OF CHEMICAL STUDIES**, 2300 MacCorkle Ave. S.E., Charleston, WV 25304 (304) 346-6264. Acts as a liaison between the chemical industry and neighbors of chemical plants.

- **NATIONAL INSTITUTE OF ENVIRONMENTAL HEALTH SCIENCES**, Research Triangle Park, NC 27709 (919) 541-3345. The principal federal agency for research on environmental agents and human health. Publishes "Environmental Health Perspectives," a scholarly journal.

- **NATIONAL INSTITUTE OF SCIENCE, LAW AND PUBLIC POLICY**, 1424 16th St. N.W. Suite 108, Washington, DC 20036 (202) 462- 8800. Works to influence public policy on food safety and alternatives to chemical farming. Sponsors a speakers bureau and publishes a newsletter, "Healthy Harvest."

- **NATIONAL NETWORK TO PREVENT BIRTH DEFECTS**, P.O. Box 15309, Southeast Station, Washington, DC 20003 (202) 543-5450. Publishes a newsletter and maintains a database on the effects of Agent Orange.

- **NATIONAL PESTICIDES TELECOMMUNICATIONS NETWORK**, Texas Tech University, Department of Preventive Medicine, Thompson Hall, Room S129, Lubbock, TX 79430 (800) 858-7378 or (800) 743- 3091 in Texas. Answers questions on pesticide-related health, toxicity, regulatory and safety issues.

- **NATIONAL TOXICS CAMPAIGN**, 1168 Commonwealth Ave. Boston, MA 02115 (617) 232-0327. Lobbies for strict enforcement of toxics laws and has launched a "Military Toxics Campaign" to monitor military base toxics issues.

- **NATIONAL TOXICOLOGY PROGRAM**, P.O. Box

12233, Research Triangle Park, NC 27709 (919) 544-8048 Publishes reports on toxicity research on specific chemicals. Check the government documents section of your local library to find the reports you need.

- **NATURAL RESOURCES DEFENSE COUNCIL/ MOTHERS AND OTHERS FOR PESTICIDE LIMITS**, 1350 New York Ave. N.W. Suite 300, Washington, DC 20005 (202) 783-7800. Uses its legal and scientific expertise to monitor government agencies and lobby Congress. Publishes a magazine, "Amicus Journal," and two newsletters, "For Our Kids' Sake" and "NRDC Newslines."

- **NORTHWEST COALITION FOR ALTERNATIVES TO PESTICIDES**, 1249 Willamette, Eugene, OR 97401 (503) 344-5044. Dedicated to sustainable resource management, use of pesticide alternatives and "the right to be free from pesticide exposure." Publishes the scholarly "Journal of Pesticide Reform."

- **ORGANIC CROP IMPROVEMENT ASSOCIATION**, 3185 Township Road 179, Bellefontaine, OH 43311 (513) 592-4983. Certifies and represents growers who have used organic methods for at least three years.

- **PESTICIDE ACTION NETWORK NORTH AMERICAN REGIONAL CENTER**, 965 Mission, San Francisco, CA 94103 (415) 541-9140. Maintains a library, information service and database on hazardous and toxic substances. Recently began a "Global Pest Campaign" to educate about pests and pesticides.

- **PESTICIDE SURVEILLANCE PROGRAM**, Department of Agricultural Chemistry, Oregon State University, Corvallis, OR 97331 (503) 757-5086. Operates the National Pesticide Hazard Assessment Program to provide the public with information on pesticide exposure. Collects clinical data and makes it available to physicians.

- **PESTICIDES AND INDUSTRIAL CHEMICALS RESEARCH CENTER**, 1560 E. Jefferson, Detroit, MI 48207 (313) 226-6260. Monitors efforts by the Public Health Service and the Food and Drug Administration to develop analytical methods for pesticides and industrial chemical contaminants in food and drugs.

- **PUBLIC CITIZEN**, 215 Pennsylvania Ave. S.E., Washington, D.C. 20003 (202) 546-4996. Formed by Ralph Nader to support work done by citizens and grassroots organizations. Publishes "Public Citizen."

- **RACHEL CARSON COUNCIL INC.**, 8940 Jones Mill Rd. Chevy Chase, MD 20815 (301) 652-1877. Formed to further the philosophy of "Silent Spring" author Rachel Carson. Maintains a clearinghouse on environmental contamination with an emphasis on pesticides.

- **RODALE INSTITUTE**, 222 Main St., Emmaus, PA 18098 (215) 967-8405. Operates a demonstration farm that employs sustainable agriculture techniques. Also operates the "Pollution Free Farming" project.

- **STATE FIFRA ISSUES RESEARCH AND EVALUATION GROUP**, P.O. Box 1249, Hardwich, VA 05843 (802) 472-6956. Acts as a liaison between state regulatory agencies and the EPA in interpreting FIFRA and EPA policies.

- **TOXICS ASSISTANCE PROGRAM**, 2.102 Ewing Hall J-10, University of Texas Medical Branch, Galveston, TX 77550 (409) 772-9110. Will answer questions regarding toxic chemicals.

SEJ member Susan Maret is a science librarian at the University of Colorado and EPA-certified pesticide applicator.

New Members

The following list represents new SEJ members recorded from November 19 through March 3. Memberships recorded after March 3 will appear in the SEJournal Vol. 4 No. 2.

ARIZONA

- Ronald Harris, Phoenix

CALIFORNIA

- Mike Ferring (Associate), Foundation for American Communications, Los Angeles
- Dwight Holing (Associate), Oakland
- Lisa Isaacs (Academic), Eco Opportunities, San Jose State University, San José
- Tony Knight, Los Angeles Daily News, Woodland Hills
- Robert Kourik, Environmental Communications, Terra Informa, Occidental
- David M. Marshall (Academic), San José State University, San José
- Elizabeth McCarthy, BNA California Bureau of National Affairs, Davis
- Larry O'Hanlon, Tahoe Daily Tribune, South Lake Tahoe
- Thai N. Strom, News Department, Mountain Democrat, Placerville

CONNECTICUT

- Lisa M. Fecke, Business & Legal Reports, Madison
- Brian J. Flaherty, Environmental Compliance, Business & Legal Reports, Madison
- Peg Van Patten (Academic), Nor'easter Magazine, Connecticut Sea Grant, UCONN, Groton

DISTRICT OF COLUMBIA

- Matthew Dembicki, Waste Management News, Stevens Publishing

FLORIDA

- Kirk Brown, The Palm Beach Post, West Palm Beach
- Michelle M. Caruso, News Department, Univision, Plantation
- Carol B. Cole, Daytona Beach News-Journal, Daytona Beach
- Dr. Kris W. Thoenke, Naples

GEORGIA

- Jacob Bendix (Academic), Department of Geography, University of Georgia, Athens
- Wendy Higbee (Academic), Enviro-Ethics Certificate Program, University of Georgia, Athens
- Carol M. Liebler (Academic), Dept. of Communication, Georgia State University, Atlanta

IOWA

- Lee R. Johnson (Academic), Dept. of Journalism & Mass Communication, University of Iowa, Iowa City
- Daniel Zinkand, Iowa Farmer Today, Cedar Rapids

IDAHO

- Andrew Garber, The Idaho Statesman, Boise

MASSACHUSETTS

- David Boeri, WCVB-TV, Petersham
- James E. Kerstetter, Middlesex News, Framingham
- Donna L. McDaniel (Academic), Concordare Internat'l Environmental Negotiating Network, Southborough
- Adil Najam (Academic), Concordare Internat'l Environmental Negotiation Network, MIT, Cambridge
- Chris Page, Living on Earth, World Media Foundation, Cambridge
- Roddy Scheer (Associate), Brookline

MARYLAND

- Philip Wexler (Associate), National Library of Medicine, Bethesda

MAINE

- Ruth Robinson, New England News Service, Penobscot Valley Publishing Company, Blue Hill

MICHIGAN

- Christine Manninen (Academic), Michigan State University, Lansing

MINNESOTA

- Dean Rebuffoni, Minneapolis Star Tribune, Minneapolis

MISSOURI

- Deborah Barnes, The News-Leader, Gannett Corporation, Springfield

MONTANA

- Donald R. Leal (Associate), Outreach Department, The Political Economy Research Center, Bozeman

NORTH CAROLINA

- Gillian Floren, The Independent Weekly, Carolina Independent Publications, Durham
- Bill Leslie, WRAL-TV, Raleigh

NEBRASKA

- Edward F. Vitzthum (Academic), Water Center/ Enviro Programs, University of Nebraska, Lincoln

NEW JERSEY

- Edward F. Rodgers, NJN News NJN/New Jersey Public TV, Mount Holly

NEW YORK

- Karen Heller, Chemical Environmental News, Chemical Week Associates, Larchmont
- Fred Jerome (Associate), The Scientists' Institute for Public Information, New York
- Geoffrey F. Oxnam, The Scarsdale Inquirer, Bronxville

Bronxville

- Robert Richter, Richter Productions, New York
- Susan L. Senecah (Academic), Environmental Studies, SUNY College of Environmental Science, Niskayuna
- María Vega, El Diario-La Prensa, New York

OHIO

- Donny Roush (Academic), School of Natural Resources, Ohio State University, Columbus
- Conrad Smith (Academic), School of Journalism, Ohio State University, Columbus
- Michelle Tedford (Academic), University of Dayton
- Pamela Joy Willits (Academic), Ohio State University, Columbus

OREGON

- Cheri Brooks (Academic), Inner Voice Assoc. of Forest Service, Emp. for Environmental Ethics, Eugene
- Carol Craig (Associate), Currents, CRITFC, Portland
- Joan Laatz, The Oregonian, Oregonian Publishing Company, Portland

TENNESSEE

- Kym Gerlock, Nashville Banner, Nashville

TEXAS

- Ed Glaze III (Academic), Island Waves, Texas A & M University, Corpus Christi
- Elizabeth Manning (Academic), Journalism Department, University of Texas, Austin

UTAH

- John Hollenhorst, Daily News KSL-TV & Radio, Salt Lake City

VIRGINIA

- Luke G. Funk, WRIC-TV 8 News, Richmond
- Dan Krainin, Greenwire American Political Network, Inc., Arlington

WASHINGTON

- Eric Nalder, Seattle Times, Seattle

WISCONSIN

- Andrea Jellinek (Academic), Madison

CANADA

- Ken MacGillivray, Canadian Broadcasting Corporation, Inuvik, NWT
- Clint Saulteaux, Regina, Sask.

CROATIA

- Gabrijela Gavran, Zagreb

MEXICO

- Jeffrey Stoub, Environment Watch: Latin America Cutter Information Corporation, Col. Cuanhtémol, México, D.F.

The Book Shelf

Kathy Sagan offers thumbnail reviews of books of use to science and environmental journalists

ATOMIC HARVEST ...

Hanford and the Lethal Toll of America's Nuclear Arsenal by Michael D'Antonio (Crown, November 1993). When Hanford, the nuclear weapons plant in Washington state, geared up in the forties and fifties, its workers and surrounding communities felt a sense of patriotism. Although farmers downwind of the plant would see men in their fields from time to time taking soil and air samples, they never thought to ask what they were finding. The government had told them they were safe—and they trusted the government. Those few who had any doubts—among them a few farm wives who kept private records of sick and dying neighbors, of miscarriages, babies born with birth defects and animals with deformities—kept their fears to themselves. Hanford wasn't just a matter of national security, it was also the area's livelihood. It wasn't until the mid-eighties, when Hanford was one of three places sited for atomic waste disposal, that criticism first became vocal. Atomic Harvest tells how a local reporter, with the help of a downwinder, got beyond the veil of secrecy and cracked open the real story of Hanford—a story of government and industry knowingly exposing the public to high levels of radiation and failing to notify or protect them. Another investigative reporter, with the help of a whistleblower, broke the story of the plant's gross negligence in its current operations, likening it to another Chernobyl waiting to happen. And finally a third team of reporters eventually linked the mismanagement at Hanford to the state of the nuclear weapons industry nationwide. In a compelling narrative providing background, context and a sense of the main players, D'Antonio brings the reader from the heady early days of the nuclear weap-

ons industry to the current disastrous one, in which the monumental task of cleanup now promises to be every bit as leviathan.

CRITICAL CONDITION ...

Human Health and the Environment, edited by Eric Chivian, M.D., Mivahel McCally, M.D., Ph.D., Howard Hu, M.D., M.P.H., Sc.D., and Andrew Haines, M.D. (The MIT Press, September, 1993). A report on how certain environmental issues impact health, prepared by members of the Physicians for Social Responsibility. After an introduction that explains key elements in environmental health, such as risk assessment, the role of animal studies and extrapolating their results to humans, this anthology defines the key issues, from air pollution, the safety of drinking water, pesticides, occupational exposures and radiation, to the effects of war, loss of ozone, climate change, population growth and biodiversity questions. Written in a straightforward, useful manner, CRITICAL CONDITION is a good, up-to-date primer on the concerns of health and the environment.

UNEQUAL PROTECTION ...

Environmental Justice and Communities of Color, edited by Robert D. Bullard, preface by Benjamin F. Chavis, Jr., foreword by Congressman John Lewis (Sierra Club Books, May, 1994). A primer on the environmental justice movement, this anthology is written by a variety of contributors and provides general background and resource information as well as featuring some case studies: the discovery in 1978 of DDT contamination of Indian Creek in Triana, Ala., by Olin Chemical Co.; the fight to ban the dumping of PCB's in a landfill in Warren County, the poorest county in North Carolina; the development of an African-American neighborhood in Texarkana on top of a wood-treatment plant and its subsequent placement on the Superfund National Priorities List; the creation of "cancer alley" by the petrochemical industry along the Baton Rouge/New Orleans cor-

ridor, and the impact of the energy industry on Black Mesa inhabited by both Navajos and Hopis. A few of the essays could benefit from an update, but in general a good resource on the subject.

TOXIC NATION ...

The Fight to Save Our Communities from Chemical Contamination by Fred Setterberg and Lonny Shavelson (Wiley, August 1993). Reporters Setterberg and Shavelson begin with cluster illness among mostly migrant workers in McFarland, Calif., and use this town as a flagship in the examination of several communities nationwide that are suffering health effects as the result of the toxic contamination: Yellow Creek, Ky.; West Texas; Emelle, Ala., among them. While several of these places have been written about before, this account fills in some gaps in the history of the grassroots movement.

A NEW SPECIES OF TROUBLE ...

Explorations in Disaster, Trauma, and Community by Kai Erikson (Norton, March, 1994). Yale sociologist Erikson attempts to define a new kind of trauma experienced by victims of man-made disasters: What happens after a disaster such as a dam break or an oil spill is often at least as traumatic as the primary event itself. And whereas in natural disasters such as earthquakes and hurricanes a sense of community can sometimes be strengthened, with man-made ones, a sense of community is usually destroyed along with any feeling of collective trust or security. (This notion has been explored in the work of sociologist Michael Edelman and Phil Brown as well.) Erikson examines briefly the mercury poisoning of the Grassy Knoll Indians in Ontario; an underground gas leak in Ft. Collins, Colo.; the embezzlement of migrant worker savings in a small town in Southern Florida; the victims of the Buffalo Creek Flood; Three-Mile Island; Hiroshima; the potential consequences of the proposed Yucca Mountain nuclear-waste disposal site, and the plight of the homeless in light of his theory.

AN ADIRONDACK PASSAGE ...

The Cruise of the Canoe SAIRY GAMP by Christine Jerome (HarperCollins, April, 1994). Inspired by a nineteenth century canoe in the Adirondack Museum, writer Jerome embarks on a journey similar to one taken by a journalist for *Forest and Stream* (George Washington Sears) a hundred years ago along the entire length of the vast Adirondack river system. As she paddles in the waters of Raquette Lake, Blue Mountain Lake, Long Lake, Upper Saranac Lakes, Tupper Lake, Upper St. Regis Lake, Eagle Lake, and Lake Placid, she realizes much of this wild landscape has remained the same. In the old days, however, when the Adirondack "camp" was in its heyday, traffic on these waters was busy. By now most of the original hotels have long ago burned down. But development is still a heated issue in these parts. Part journal, part biography and part natural history. Jerome temporarily relives a life of adventure lost to many of us.

LEAVING ALASKA ...

by Grant Sims (Atlantic Monthly Press, June, 1994). Writer Grant Sims went to Alaska in 1982 in search of intimacy with the land. He found it—and more. In this personal account of life in the last American frontier we come to see, through Sims' eyes, how what was once regarded as a pristine paradise of the seeker of solitude and wilderness adventure has now become tarnished. Whether on the incremental level of rampant alcohol abuse among native populations or flagrant violations of seasonal hunting rules, or on a more massive one—such as the Valdez disaster in which 1,000 mammals and 10,000 birds were killed in a day in the weeks following the spill, Alaska is being transformed. Written in a rather indulgent, impressionistic style, Leaving Alaska nonetheless provides a close look at the tensions abrew in our last outpost of wilderness.

AND NO BIRDS SING ...

The Story of an Ecological Disaster in a Tropical Paradise by Mark Jaffe (Simon & Schuster, April 1994). An environmental reporter for *The Philadelphia Inquirer* tells the mysterious tale of the sudden disappearance of birds on the Pacific Island of Guam. Amid fears that Guam would be the next harbinger of Rachel Carson's Silent Spring (it was heavily sprayed with DDT during and just after World War II and, more recently, with malathion when Vietnamese refugees were housed there), scientists went about examining the obvious causes: avian disease, loss of habitat and pesticide poisoning. It was one doctoral student's unorthodox (and multi-disciplinary) approach that finally identified the problem: the brown tree snake. Guam was overrun with them: so much so they were causing power outages and trying to swallow the limbs of babies. In detective-like fashion, Jaffe lays the groundwork, then reveals the key to this intriguing, if sad, mystery, at the same time underscoring the difficulties scientists face in attempting to breed endangered species in captivity and then reintroduce them to the wild when native habitat has been lost.

SEEDS OF CHANGE ...

by Kenny Ausubel (HarperCollins SF, Feb. 1994). Subtitled "The Passionate Story of the Growing Movement to Restore Biodiversity and Revolutionize the Way We Think About Food," Ausubel's book is divided into three parts: a description of the renewal of interest in preserving seeds as a way to "restore the fabric" or guarantee biodiversity in our food supply, including a discussion of biotech's potential to destroy that biodiversity; a look at the nutritional power of food and the benefits of organic practices, complete with recipes; and finally, the story of how Ausubel got his seed business off the ground. Seeds of Change is a forward-looking book that provides intelligent alternative thinking to the huge agribusiness that currently dominates the production of our food supply.

THE GREEN SUPERMARKET SHOPPING GUIDE ...

by John Wasik, forward by Stanley Rhodes, Ph.D (Warner paperback, October 1993). This guide rates how "green" 220 companies and over 2,000 products are, based on environmental policy, action and packaging. It defines the pitfalls of trying to judge "greenness," discusses food issues such as pesticide residues and bottled versus tap drinking water and provides solid facts about packaging. It also lists the top ten industrial polluters, according to its guidelines. A handy reference.

★★★

FROM THE LEAGUE OF WOMEN VOTERS:

THE NUCLEAR WASTE PRIMER...

A Handbook for Citizens, rev. ed. (Lyons & Burford, November 1993). Good background source on the basics of radioactive waste and its effects—definitions of what it is, who makes it, how it's stored, who regulates it, who pays in case of a transportation spill, public involvement in process, along with resource guide and glossary.

THE GARBAGE PRIMER...

A Handbook for Cities (Lyons & Burford, November 1993). An overview of the garbage problems we face today, such as: Can we produce less? How much can be recycled? Is it safe to burn? Where to site landfills? What about hazardous waste? What can citizens do? Resource guide.

Kathy Sagan is senior editor for Family Circle magazine.

EPA science, policy: Dr. Jekyll and Mr. Hyde?

You may recall how a certain Dr. Jekyll sucks down a potion and turns into the marauding Mr. Hyde. These two characters, of course, never appear in a room together. EPA scientists and policy makers are just as inextricably linked and have just as hard a time interfacing. The generally poor communication between agency scientists and policy makers often results in EPA decisions and regulations getting assailed for not being grounded in good science.

The consequences of EPA's science-policy disconnect can be disastrous. For instance, last September *The Milwaukee Journal* reported how EPA officials failed to act on scientific findings that warned about the dangers—and prevalence—of a certain microbe in drinking water. In the mid-1980s, EPA scientists recognized cryptosporidium, an intestinal parasite, as a health threat.

But the agency failed to act, and the microbe ran rampant through Milwaukee last spring, killing 47 people and sickening thousands more.

Not that EPA officials are asleep at the switch. Instead, they often have their fingers on the wrong buttons. This appears to be the case with EPA's mammoth effort to strengthen regulations of drinking-water contaminants. Even as cryptosporidium lurked in water supplies, officials in EPA's Water Office were pushing for a strict limit on the amount of

radon ingested from drinking water.

Sure, people want to inhale radon—an invisible, radioactive gas—about as much as they want breathe the kind of toxic fumes that appeared to emanate from Gloria Ramirez in a Los Angeles emergency room in February. In large doses, radon can cause lung cancer, but the health effects of smaller doses of radon are debatable.

Last year, EPA science adviser William Raub argued that the scientific basis for lowering the radon standards below a certain level were shaky at best and would

Science Survey

Rich Stone offers tips on determining what government scientists are researching and the regulatory consequences

cost municipalities hundreds of millions of dollars to implement. Water officials rejected his advice.

Why did EPA fail to take action against a proven health risk—cryptosporidium—at the same time it wanted to purge drinking water of a hypothetical health risk—low levels of radon? In some ways, that's an unfair question. EPA colors its analyses of scientific data with what it perceives to be the intentions of Congress, which mandates, observes, controls, and meddles in EPA's affairs. If

EPA lightens up on radon, it'll be excoriated by some members of Congress for failing to protect public health and failing to adhere to the Safe Drinking Water Act. But if EPA turns the screws on radon, other legislators will slam the agency for wasting money on phantom risks. Senator Bob Kerrey (D-Neb.), incensed at the high cost of waterborne drinking regs, last year successfully tacked on a provision to EPA's appropriations bill that delayed implementation of radon regs until this October at the earliest.

The unfortunate thing is that we may never know how much of a threat waterborne radon actually is. Scant research exists in this area, although EPA scientists are identifying research projects to help reduce uncertainties in the database.

Meanwhile, in the wake of the Milwaukee cryptosporidium outbreak, EPA has expanded its research program on microbial pathogens in drinking water.

The debate about the science that underlies drinking water regulations is not unique. Concerns about EPA science are voiced over most every agency decision. It's up to environmental reporters to ferret out which issues are real—and worth reporting—and which are red herrings (see sidebar for some suggestions).

Rich Stone is a writer for Science magazine.

Some important EPA science stories to follow

• **Dioxin.** Due out in early May, a draft of a key chapter of EPA's risk reassessment of dioxin should give us a good idea about whether the agency considers dioxin just as dangerous as ever, based on the chemical's non-cancer effects on human health. Industry has no plans to keep quiet about dioxin: By the time the chapter appears, a panel sponsored by the Chemical Manufacturers Association should have already issued its own report on some of the controversial aspects of EPA's reassessment.

• **Sounder regulations.** EPA Administrator Carol Browner has instituted a process this year to better involve agency scien-

tists in the development of regulations. Specifically, EPA scientists will propose "analytic blueprints" consisting of studies necessary to support proposed major rules. Will this instill better cooperation between EPA scientists and policy makers? Stay tuned.

• **Notable projects.** Three research programs to keep an eye on: 1) The Ecological Monitoring and Assessment Program (EMAP) got another big budget increase, and might be plugged into the National Biological Survey in Interior. 2) Environmental technologies. EPA has millions of dollars to invest in ETs, but the program right now may as well be lost in

space because nobody at EPA seems to know much about it. 3) All the hype that accompanied the National Academy of Sciences report on Pesticides in Children's Diets may actually get grounded in research next year, when EPA's research office launches a pilot program on the subject.

• **The Environmental Futures Project.** Browner has asked EPA's Science Advisory Board to recommend research priorities for the agency. Outside scientists convened by the board have already met and are preparing their report. Similarly, EPA's National Goals Project is seeking advice on how to prioritize environmental spend-

ing; a roadshow featuring top EPA officials should be coming soon to a town near you.

- **Cabinet status.** Don't forget the bill to elevate EPA to a cabinet-level agency, even though the administration forgot last year. When nobody was paying much attention last spring, Sen. Bennett Johnston (D-La.) tacked an amendment onto the bill that would compel EPA to conduct more and better risk assessments. Dicker-ing over the bill still centers on risk assessment; EPA now appears ready to make concessions.

- **Other legislation.** Endangered Species Act reauthorization probably stays in a holding pattern. One scientific issue to watch out for: can federal agencies, such as EPA, do a better job of projecting the size of a population that must be reached before a species is removed from the endangered species list.

- **That contracting mess.** In 1992, Congress scrutinized instances of shoddy accounting at contract firms employed by EPA labs. Testifying before watchdog John Dingell (D-MI) last March, Browner promised to whip her research labs into shape—a remark that failed to win her

“Brownerie” points with the many agency scientists innocent in the contracting debacle. Contracting remains a problem, because EPA scientists now must spend hours each week on paperwork rather than research. EPA's 1995 budget would convert some contract employee positions to EPA positions and alleviate the problem—or will it?

- **New chief scientist, science adviser.** If you ever run across an EPA scientist reluctant to give you the goods on a story, here's a sure way to get him or her talking and possibly never shutting up. Ask your source if EPA science has suffered in the past year without a permanent head of the agency's Office of Research and Development. As *SEJournal* went to press, the position remained unfilled. Browner is also searching for a permanent science adviser to replace Bush administration holdover William Raub.

- **Science policy council.** Chaired by Deputy Administrator Robert Sussman, this group of top EPA officials is supposed to get together on a semi-regular basis to coordinate science policy throughout the agency. If the council actually does something, that will be news.

— Rich Stone

Stats ... (From page 11)

to blow harder than at routine surface points in most communities. This further depresses the calculated wind chill. He sees no reason to pay much attention to it except in the extreme. “All it's trying to say is that if you have a minus 100 degree windchill or something, you'd better put some extra clothes on and cover exposed skin, that's all.”

Salem points out that if you go outside, and the wind isn't blowing, there can't be any windchill, regardless of what you hear on television. And reported windchill figures apply to nothing else — not pets, automobiles or even cups of coffee (although windchill estimates could be calculated for all of these) — only exposed, dry, human skin. (Wet skin has a much greater windchill potential, as anyone who has ever stepped out of a hot shower into a drafty bathroom can attest.)

However, weather reporters rarely mention any of these limitations in the application of windchill data. If anything, introduction of windchill into routine winter weather reporting has resulted in less public understanding of the weather, not more.

While some of this may appear to be overly nitpicking, it's ever important to keep in mind that a journalist who gets too cavalier with numbers does so at the expense of his or her own credibility.

The March 6, 1994, issue of the *New York Times Magazine* carries an instructive analysis of a reported “scientific” comparison of the worst problems facing public schools in 1940 and today (“The History of a Hoax” by Barry O'Neill). Reiterated (and reconstructed) repeatedly over a 10 year period by some of the most recognizable names in American government, education and journalism, the purported study turned out to be wholly the creation of a Texas fundamentalist born-again Christian.

One of the conclusions of the story was that figures gain credibility simply through wide dissemination. Thus, those in greatest error may be those most widely accepted. The moral for all journalists is: Never take any number — or the units it represents — for granted.

Roger Archibald is a freelance writer and photographer based in Philadelphia.

Datafile: Environmental Protection Agency

Funds spent on environmental R&D: \$500 million (Fifth among federal agencies).

Administrator: Carol Browner
(202) 260-4700

Top science deputy: Sylvia Lowrance
(202) 260-4724

Acting assistant administrator, ORD:
Gary Foley (202) 260-7676

Top risk assessment official: Lynn Goldman, assistant administrator, office of pesticides and toxic substances
(202) 260-2902

Press office (202) 260-4355

Why Science Survey?

Environmental reporting often requires pestering government agencies about their science, because the feds have their paws in everything—from deciding how much pesticide residue can remain on apples to defining what constitutes a wetland. But finding out what federal researchers are up to means more than contacting flaks at the Food and Drug Administration or the Army Corps of Engineers—it means getting to know the agencies. That's why this column will feature an occasional snapshot of a federal agency important to environmental journalists. The goal is to give you: a short anecdote about how the agency deals with environmental science; a datafile on who, what, where, when, and how; and tips on science stories to keep an eye on in the coming months. Any suggestions would be greatly appreciated by Rich Stone, 202-326-6593; rstone@AAAS.org.

Calendar

APRIL

5-8. **Global Climate Change: Science, Policy & Mitigation Strategies** (sponsored by Air and Waste Mgmt. Assn., sessions will include new data on greenhouse-gas emission trends, ecological effects, potential economic impacts of climate change, and strategies for disposing or sequestering carbon dioxide) Phoenix. Contact: C.V. Mathai. Ph:602/250-3569

6-7. **30th annual meeting of the Nat'l Council on Radiation Protection and Measurements** (principal scientific session will cover biological and public-health effects of extremely low frequency (ELF) electromagnetic fields). Crystal City Marriott, Arlington, VA. Contact: W. Roger Ney, Exec. Dir., NCRP. Ph:301/657-2652; FAX:301/907-8768

6-8. **Nat'l Roundtable of State Pollution Prevention Programs** (with sessions on technical, education, funding and policy issues). Seattle. Contact: Pollution Prevention Res. Ctr., 1326 5th Ave., Ste. 650, Seattle, WA 98101. Ph:206/223-1151; FAX:206/223-1165

11-13. **Ozone Control Strategies for the Next Decade** (sponsored by Air & Waste Mgmt Assn., sessions will deal with pollution control strategies for managing smog ozone in areas that frequently violate federal ozone standards). San Francisco. Contact: AWMA, Golden West Section, 939 Ellis St., Rm 529, San Francisco, CA 94109. Ph:415/749-4971; FAX:415/928-8560

11-13. **Envir'l Toxicology and Risk Assmt: Transboundary Issues in Air, Surface and Groundwater Pollution** (with sessions on such issues as fate of pesticides and their effects on migratory birds, pollution and health along the U.S./Mexico border, and vegetative toxicity of hazardous-waste sites). Montreal, Canada. Contact: Dorothy Savini, ASTM, 1916 Race St., Philadelphia, PA 19103-1187. Ph:215/299-2617

11-12. **Envir'l Affairs Conf. sponsored by the Food Mkg. Inst. and Grocery Mfr's of America** (with sessions on such topics as composting, "green architecture"—environmentally friendly stores and plants, responding to "envir'l consumers," and the implications of phasing out CFCs). The Adolphus Hotel, Dallas. Contact: Christy Applestein of FMI at 202/452-8444 or Teresa Richmond of

GMA at 202/337-9400

11-13. **Renew '94** (this conference on renewable energy will feature sessions on solar, wind and hydro power, envir'l impacts of biomass burning, and the economics of these energy sources). Sheraton Hotel, Stamford, CT. Contact: Nancy Hazard, Northeast Sustainable Energy Assn., 23 Ames St., Greenfield, MA 01301. Ph:413/774-6051; FAX:413/774-6053

17-19. **Symposium on Volatile Organic Chemicals in the Environment** (sponsored by Amer. Soc. for Testing and Materials, it will review new science and advances in assessing and treating evaporative pollutants). Montreal, Canada. Contact: Dorothy Savini, ASTM, 1916 Race St., Philadelphia, PA 19103-1187, Ph:215/299-2617

18-22. **Rivers Without Boundaries** (sponsored by Amer. River Mgmt. Soc., this meeting will explore water rights, watershed health—from Russia's Aral Sea to the Mississippi, wetlands mgmt., and holistic approaches to protecting entire ecosystems). Grand Junction, CO. Contact: Caroline Tan, ARMS, 316 Daly Ave., Missoula, MT 59801-4338. Ph:406/549-0514

29. **Asbestos: Science and Policy** (sponsored by Universities Occup'l Safety and Health Educ. Resource Ctr., it will present worldwide trends in usage, health effects of low-level exposures, lessons learned from public schools, and investigation of possible epidemic in crysotile diseases). Mt. Sinai Medical Ctr., New York. Contact: Ph:908/235-5133

MAY

2-4. **Int'l Symposium on Electronics and the Envmt** (sponsored by the Inst. of Electrical and Electronics Engineers, it will feature sessions on everything from product-takeback legislation as a form of recycling, to balancing device performance against pollution production in mfg). San Francisco Airport Marriott. Contact: IEEE, 445 Hoes La., PO Box 1331, Piscataway, NJ 08855-1331. Ph:908/562-3878; FAX:908/562-1571

2-5. **Offshore Technology Conf.** (with 48 technical sessions on topics involving oil and gas exploration, development and issues involving the envmt). Houston Astrodome. Contact: Fred Herbst, OTC, PO Box 833868, Richardson, TX

75083. Ph:214/952-9494; FAX:214/952-9435

3-5. **Halon Options Tech'l Working Conf.** (topics will include toxicity issues, fire decomposition studies, emissions of particulates, and new technologies). Albuquerque. Contact: Univ. of New Mexico, New Mexico Eng. Res. Inst., Ctr. for Global Envir'l Tech's, 901 University Blvd. SE, Albuquerque, NM 87106-4339. Ph:505/272-7203

8-13. **3rd Int'l Conf. on Marine Debris** (followup to a meeting held in 1989, this one will update amounts, types, sources and envir'l impacts). Miami. Contact: Mona Bregman, 4827 Rugby Ave., Ste. 300, Bethesda, MD 20814-3034. Ph:301/652-4818; FAX:301/652-4819

9-13. **Wind Power 1994** (sponsored by Amer. Wind Energy Assn. and Nat'l Renewable Energy Lab., with sessions on the economics of this resource, its availability, compatibility with envir'l concerns, and new tech's). Minneapolis Hilton & Towers. Contact: Linda Redmond, Ph:202/408-8988

10-12. **Oiled Wildlife Rehabilitation** (program will focus on fate of oil in marine envmt, and the toxicology and mgmt of oiled birds, mammals and sea turtles). Galveston, TX. Contact: Mona Garza, Oil Spill Control School, Texas Eng. Ext. Serv., PO Box 1675, Galveston, TX 77553-1675. Ph:409/740-4490; FAX:409/740-2375

11-13. **Drought Mgmt in a Changing West: New Directions for Water Policy** (sponsored by Western Regional Climate Ctr and Int'l Drought Info Ctr). Portland, Ore. Contact: IDIC, 236 Chase Hall, Univ. of Nebraska, PO Box 830728, Lincoln, NE 68583-0728. Ph:402/472-6707; FAX:402/472-6614

22-26. **Int'l High Level Radioactive Waste Mgmt Conf.** (sponsored by Amer. Nuclear Soc., meeting offers sessions on science, politics and economics of waste storage. There's even a field trip to Yucca Mt., where the feds hope to site their first permanent repository for commercial radwastes). Las Vegas, NV. Contact: David Slaninka, ANS, 555 N. Kensington Ave., LaGrange Pk, IL 60525. Ph:708/579-8255; FAX:708/352-6464

23-24. **Agric'l Biotechnology and the Public Good** (sponsored by the Nat'l Agric'l Biotech. Council, with sessions on envir'l stewardship and biotech, and

biotech's role in sustainable development). East Lansing, Mich. Contact: Michael Thomashow, Mich. State Univ. Ph:517/355-2299; FAX:517/353-5174

JUNE

1-3 Int'l Conf. on Development, Envmt and Mining. (sponsored by Int'l Council on Metals and the Envmt, United Nations, and World Bank, this conference is an outgrowth of Rio Summit). World Bank, Washington, D.C. Contact: Anne Andreasson, ICME, 1550-360 Albert St., Ottawa, Canada K1R 7X7. Ph:613/235-4263; FAX:613/235-2865

5-8. Biennial Nat'l Waste Processing Conf. and North Amer. Waste-to-Energy Conf. (with sessions on such topics as waste recycling, municipal waste incineration, uses of ash, controlling incinerator emissions of mercury and dioxin, and burning sewage sludge). Westin Hotel, Boston. Contact: Walter Niessen, Tech'l chmn., Camp, Dresser & McKee, Inc., 10 Cambridge Ctr., Cambridge, MA 02142. Ph:617/252-8357; FAX:617/621-2565

19-23. First Int'l Symposium on Ecosystem Health and Medicine: New Goals for Envir'l Mgmt (sponsored by Environment Canada, US EPA and others, this program hopes to bridge social, health, and the natural science disciplines to assess the health of ecosystems, and develop strategies for their sustainable development). Ottawa Congress Centre, Ottawa, Canada. Contact: Remo Petrongolo, 159 Johnston Hall, Univ. of Guelph, Guelph, Ontario, Canada N1G 2W1. Ph:519/824-4120 ext. 3064; FAX:519/767-0758

19-24. Air and Waste Mgmt Assn. annual meeting (with sessions on topics such as smog ozone, health effects of air toxics, indoor air pollution, ecological effects of air pollutants, pollution prevention programs, "mining" landfills, cleaning up contaminated groundwater, and new treatments for hazardous wastes). Cincinnati. Contact: AWMA, 300 W. 6th St., Cincinnati, OH 45202

22-26. Sustaining the Earth Summit: Planting a New Vision of Sustainable Agric. (sponsored by Int'l Alliance for Sustainable Agric.). Minneapolis. Contact: IASA, 1701 University Ave. SE, Minneapolis, MN 55414 Ph:612/331-

1099; FAX:612/379-1527

JULY

4-9. 8th Int'l Congress of Pesticide Chemistry (sponsored by the Amer. Chem. Soc., this technical meeting contains many envir'l sessions, including ones on "reduced-risk" pesticides, residues in foods, fate of pesticides in air and water, and envir'l properties influencing a pesticide's ecological risks). Washington, D.C. Contact: ACS, 1155 16th St., NW, Washington, D.C. 20036. Ph:202/872-4450

10-14. Mercury as a Global Pollutant (sponsored by Electric Power Res. Inst., it will focus on on emissions—especially from combustion—and health effects of the toxic heavy metal). Whistler, British Columbia, Canada. Contact: Pam Turner, Ph:415/855-2010

19-23. Mechanisms and Chemistry of Pollutant Formation in Internal Combustion Engines. (sponsored by Univ. of Cal., San Diego). La Jolla. Contact: R. Sung or W. Acker, Texaco R&D, Box 509, Beacon, NY 12508. Ph:914/838-7330; FAX:914/838-7108

COURSES

April 8-10, Reporting on Superfund (Asilomar Conf. Ctr, Pacific Grove, CA). Sponsored by the W.K. Kellogg Fndn., this course will provide economic, legal and scientific background for handling stories on Superfund cleanups and changes to the law. Billed as "journalist friendly," its convenors promise a minimum of graphs and "outright ban on complex formulas and higher math." Saturday night's program features debate between the Envir'l Defense Fund's Superfund specialist and the head of Superfund effort mounted by most of America's largest insurance companies. Fee is \$75, exclusive of travel costs. Participation limited to first 40 applicants. Contact: Christina Gardner, Fndn for Amer. Communications (FACS). Ph:213/851-7372; FAX:213/851-9186

June 4, FACS will offer a similar \$75, "mid-career" course for reporters on the **Science and Economics of Ocean Environments** at a site still to be named on Cape Cod, in Massachusetts. Contact Christina Gardner for details on that.

North American Nature photogs form group

A group of nature photographers has formed a new organization to promote photography and environmental protection.

According to its organizers, the North American Nature Photography Association would be open to amateur and professional photographers, journalists, industry representatives, environmental enthusiasts and others.

The organization took shape following a conference involving nature photography issues last October at the Roger Tory Peterson Institute of Natural History in Jamestown, N.Y.

Among the group's aims is the creation of a code of ethical behavior for nature photographers. Explained photographer and co-founder Frans Lanting, "An association of this type could function as not just a memory for nature photography in all its manifestations, but a conscience as well."

Plans are underway for the association's first gathering, tentatively scheduled for Jan. 13-15, 1995, in Ft. Myers, Fla.

For information about the group, including details on charter membership, contact them at 10200 West 44th Ave., Suite 304, Wheat Ridge, Colo. 80033.

Ethics program off

Sign of the times?

The editors of this journal, who made ethics in environmental journalism the subject of an extensive cover package last year, took note at the annual fall SEJ conference when one reader lamented the "handwringing" within our ranks over ethics issues and advised that we simply get on with the job of solid reporting.

Some, it appears, have heeded the advice. SEJ members recently received a letter from the University of North Texas regarding its March Environmental Ethics and Environmental Journalism Workshop. The reason for the letter was the cancellation of the workshop. The reason for the cancellation, we surmised, was the lack of interest.

Green Beat Correspondents

Contribute to Green Beat

The Green Beat is designed as an idea exchange for environmental journalists and educators. It relies on information submitted by reporters about important issues, outstanding coverage, and developments in environmental education and the communications profession — on a state-by-state basis. To submit ideas, or copies of series for possible mention in The Green Beat, contact the SEJ correspondent for the appropriate state(s). They are:

Alabama and Mississippi — Vacant.

Alaska — Vacant.

Arizona and New Mexico — Tony Davis at the Albuquerque Tribune, P.O. Drawer T, Albuquerque, NM 87103, (505) 823-3625, fax (505) 823-3689.

Arkansas — Bobbi Ridlehoover at the Arkansas Democrat-Gazette, Capitol & Scott Sts., Little Rock, AK 72201, (501) 378-3596.

California:

Northern California — Laura Mahoney, BNA, 770 L St. Suite 910, Sacramento, CA 95814, (916) 552-6502.

Bay Area/San Jose — Jane Kay at the San Francisco Examiner, Box 7260, San Francisco, CA 94120, (415) 777-8704.

Southern California — Vacant.

Colorado — Jan Knight, at the Fort Collins Coloradoan, P.O. Box 1577, Fort Collins, CO 80522, (303) 224-7757, fax (303) 224-7726.

Connecticut, Rhode Island, Massachusetts — Bob Wyss at the Providence Journal, 75 Fountain St., Providence, RI 02902, (401) 737-3000.

District of Columbia — Cheryl Hogue, BNA, Daily Environment Report, 1231 25th St., N.W., Room 361-S, Wash., DC 20037, (202) 452-4625, fax (202) 452-4150.

Florida:

North Florida — Bruce Ritchie at the Gainesville Sun, P.O. Box 147147, Gainesville, FL 32614, (904) 374-5087.

South Florida — Denise O'Toole at the Daytona Beach News Journal, P.O. Box 2831 Daytona, FL 32120, (904) 252-1511.

Georgia and South Carolina — Ron Chepsiuk, 782 Wofford St., Rock Hill, SC 29730, (803) 366-5440.

Idaho and Montana — Stephen Stuebner at 1010 E. Washington St., Boise, ID 83712, (208) 345-4802.

Iowa — Cynthia Hubert at the Des Moines Register, P.O. Box 957, Des Moines, IA 50304, (515) 284-8000.

Hawaii — Peter Wagner at the Honolulu Star-Bulletin, P.O. Box 3080, Honolulu, HI 96802, (808) 525-8699.

Louisiana — Bob Anderson at The Morning Advocate, Box 588, Baton Rouge, LA 70821, (504) 383-1111.

Maine, New Hampshire and Vermont — Kathryn Clark at the Dartmouth News Service, 38 North Main St., Hanover, NH 03755, (603) 646-2117, fax (603) 646-2850.

Maryland and Delaware — Tim Wheeler, The Sun., 501 N. Calvert St., Baltimore, MD 21278, (301) 332-6564.

Michigan — Vacant.

Minnesota, North Dakota and South Dakota — Tom Meersman at the Minneapolis Star Tribune, 425 Portland Ave., Minneapolis, MN 55488, (612) 673-4414.

Missouri and Kansas — Bill Allen, St. Louis Post-Dispatch, 900 N. Tucker Blvd., St. Louis, MO 63101, (314) 340-8127.

Nebraska — Al J. Laukaitis at the Lincoln Journal, 926 P Street, Lincoln, NE 68501, (402) 473-7257.

New Jersey — Todd Bates at the Asbury Park Press, 3601 Hwy 66, Neptune, NJ 07754, (908) 922-6000, ext. 4361, fax (908) 922-4818.

New York — Tom Andersen at Gannett Newspapers, 1 Gannett Drive, White Plains, NY 10604, (914) 694-5060.

Nevada — Mary Manning at the Las Vegas Sun, 800 S. Valley View Blvd., Las Vegas, NV 89107, (702) 259-4065 or Jon Christiansen of High Country News, (702) 885-2023.

Ohio and Indiana — Dan Trevas at Gongwer News Service, Inc, 175 South Third St., Ste. 230, Columbus, OH 43215, (614) 221-1992, fax (614) 221-7844.

Oregon — Terry Novak at the Salem Statesman-Journal, 280 Church St., NE, Salem, OR 97309, (503) 399-6737.

Pennsylvania — Bill Roberts at The Philadelphia Business Journal, 400 Market St., Ste. 300, Philadelphia, PA 19106, (215) 238-5141, fax (215) 238-1466.

Puerto Rico/Caribbean Islands — Albi Ferre at El Nuevo Dia, Box 297, San Juan, PR 00902, (809) 793-7070, ext. 2165.

Tennessee and Kentucky — Tom Charlier at The Commercial Appeal, 495 Union Ave., Memphis, TN 38103, (901) 529-2381.

Texas and Oklahoma:

North Texas and Oklahoma — Randy Loftis at The Dallas Morning News, 508 Young St., Dallas, TX 75202, (800) 431-0010.

Central and West Texas — Robert Bryce at the The Austin Chronicle, P.O. Box 49066, Austin, TX 78765, (512) 473-8995.

East and Coastal Texas — Bill Dawson at The Houston Chronicle, Box 4260, Houston, TX 77210, (713) 220-7171.

Utah and Wyoming — Rod C. Jackson, KTVX-TV, 1760 S. Fremont Dr., Salt Lake City, UT 84103, (801) 975-4418.

Virginia and North Carolina — Mark Divincenzo at The Daily Press, 7505 Warwick Blvd., Newport News, VA 23607, (804) 247-4719.

Washington State — Julie Titone at the Spokesman Review & Chronicle, Box 2160, Spokane, WA 99210-1615, (509) 459-5431.

West Virginia — Ken Ward at the Charleston Gazette, 1001 Virginia St. East, Charleston, WV 25301, (304) 348-1702.

Wisconsin and Illinois — Chuck Quirnbach of Wisconsin Public Radio, 111 E. Kilbourn Ave., #1060, Milwaukee, WI 53202, (414) 271-8686 or (608) 263-7985.

Please note correspondent openings for several states. If you are interested in filling one of these volunteer positions, please contact Kevin Carmody at (804) 978-7268. After May 1 call Carmody at (312) 871-8911.

Thanks to Perter Lord of the Providence Journal for fill-in duty.

The Green Beat

CALIFORNIA

Thousands of migratory birds are shot at golf courses each year, most of them legally with permits from the U.S. Fish and Wildlife Service, *Press-Enterprise* reporter Gary Polakovic wrote in December. Coots are the main targets, although ducks sometimes are caught in the cross hairs. Audubon Society members fear that less ubiquitous birds may also be falling prey. Golf course maintenance workers say without shooting, it is impossible to keep the numbers, and the dangerously slick bird droppings, under control. Polakovic can be reached at (909) 702-7564.

CONNECTICUT

► Another attempt to ban out-of-state garbage fell here in February. A state trial referee ruled that a permit for a new trash incinerator in Lisbon Ct. — already under construction — was invalid because it stated that any waste burned in the facility had to be from Connecticut. Opposition to the plant centered on the fact that existing waste incinerators can't find enough Connecticut trash to keep the burners stoked. The developer, Wheelabrator Environmental Systems, maintained there is enough trash for another plant and it agreed to take only Connecticut refuse. The state made that part of the operating permit, but opponents took the issue to court and won when David M. Shea, a former state Supreme Court justice, ruled that such bans are unconstitutional. For details, contact Dan Jones, *Hartford Courant* (203) 241-6200.

DISTRICT OF COLUMBIA

► Environmental Protection Agency Administrator Carol Browner has pledged to make science the centerpiece of environmental regulation. Yet more than a year after taking office, EPA's Office of Research and Development remains without a permanent chief. In its Jan. 21 issue, *Science* magazine detailed the growing call from Congress and the public that environmental regulations be built on a more sound scientific basis. Also explained are the strict government ethics rules that are deterring top scientists from considering the

research and development post at EPA.

GEORGIA

► A major 75-inch story on the Mississippi River was done by the *Atlanta Journal-Constitution's* environmental reporter, Scott Bronstein, on March 7. The story was a detailed look up and down the river, with detail, color and interviews with more than 16 of the nation's best scientists and environmental experts on the Mississippi. Special emphasis was put on Louisiana, where the river is most under pressure. The story led off: "The once-mighty Mississippi, the most dominant watershed in North America, is slowly dying. The Mississippi is so choked, channeled and churned with industrial pollution and fertilizers that it is in a state of 'crisis,' according to the nation's leading scientists. They warn the river is 'on its way to becoming little more than a shipping channel.'" The newspeg for the story was a report released the same week by the Natural Resources Defense Council and the Isaak Walton League.

► Scott Bronstein also wrote a new twist on the human radiation experiment stories. Early in February, he wrote a 60-inch story detailing human radiation subjects from the city of Oak Ridge, Tenn., where the nuclear age began. People in Oak Ridge, Bronstein found, have a very different view of the human radiation experiments. They are proud of their heritage, and the experiments done there, and the nuclear age they helped usher the world into. The story examined what happened at Oak Ridge, how much of the isotope material for many human radiation experiments nationwide came from Oak Ridge. And he had detailed interviews with some of the few remaining human subjects radiation experiment alive today. Bronstein also did a version of the same story for National Public Radio, which aired a few weeks later.

► Bronstein also did a 60-inch detailed report on the nation's first official three "test" cases for environmental racism or equity. The story ran about two months ago. The three cases — all in the Southeast — are now being reviewed by the U.S. Commission on Civil Rights and

the Clinton Administration's EPA. The story reported: "The three test cases are in Louisiana, Mississippi, and Alabama. One is a massive toxic landfill planned for rural Mississippi. Another is a hazardous waste treatment and storage facility proposed for rural Louisiana. The third is an aging chemical dump in Alabama. All are in largely African-American communities and embroiled in intense controversy. And all are now being formally investigated by the Clinton administration, the U.S. Environmental Protection Agency and the U.S. Commission on Civil Rights in the nation's first three test cases of the issue known as 'environmental racism.' These cases could set precedent for decisions on hundreds of other sites across the South and could help determine future national policy on locating waste sites."

MASSACHUSETTS

► The *Boston Globe* and the *Boston Herald* competed throughout January and February on a series of stories about questionable radiation experiments. Some reporters believe they still have only begun to scratch the surface on the issue. The first big story out of Boston came from the *Globe* on Dec. 26 by Scott Allen. It told how scores of retarded teenagers at the Fernald State School in Waltham, Mass. were allowed to join the Fernald Science Club. As members, they were fed cereal mixed with radioactive milk for breakfast or given iron supplements with the radiative equivalent of 50 x-rays. After that story, teams of reporters from the *Globe* and the rival *Herald* competed for a series of reports about experiments throughout the 1940s and 1950s. Chief contacts for more information are Scott Allen, *Boston Globe* (617) 929-3000 or Nick Tate, *Boston Herald*, (617) 426-3000.

► Indoor air pollution was a big story this winter in Boston after 60 people at the University of Massachusetts in Boston became ill and the school was forced to close for several days. Building occupants complained of dizziness, breathing problems and other ailments. Investigators found two potential sources — spray paint and a stripping compound — which were being used indoors. However, the biggest problem was believed to be inad-

equate ventilation, something the university says it hopes to correct in the near future.

MINNESOTA

► The Minnesota Legislature is debating whether to allow Northern States Power Company to increase its storage of radioactive wastes at the Prairie Island nuclear plant near the Mississippi River. NSP says the holding pool for spent fuel will be full next year, and the plant will need to shut down unless it can store wastes in dry casks at the plant. State courts ruled that lawmakers, not state environmental agencies, must approve the dry cask storage. The utility has spent more than \$1 million advertising that the project is safe and temporary, but a large coalition of environmental groups and Indians is challenging the project, and has proposed that Minnesota phase out of nuclear power and replace it with wind and other renewable resources. The U.S. nuclear industry is watching the controversy closely, since two dozen other plants around the country will run out of storage space by 1998. Contact: Tom Meersman, *Star Tribune* newspaper (612) 673-7388.

► Minnesota business and environmental leaders issued a report in late February called "Redefining Progress: Working Toward a Sustainable Future." The report summarizes discussions held during the past year by seven teams to address sustainable development as it relates to agriculture, energy, forestry, manufacturing, mining, recreation and settlement. The results were discussed at a two-day conference attended by more than 300 people. The goal, said organizers, is to "rethink how we define social, economic and environmental progress." Contact John Wells, Minnesota Environmental Quality Board, (800) 657-3794.

MISSOURI

► Weary sandbaggers on opposite sides of the Mississippi River were fighting one another as the flood of 1993 neared its peak, a computer study commissioned by the St. Louis *Post-Dispatch* concluded. Amid the debate over river management

and its impact on flooding, the report sheds light on the effects of local levees and the potential benefits of expanding wetlands or creating other flood-retention areas in the upper Mississippi basin. Contact reporter Robert Koenig in the *Post-Dispatch* Washington Bureau, at 202-298-6880, or the scientist who conducted the computer simulation study. Douglas Shaw, at the University of Illinois, at (217) 333-2978.

► Compressed natural gas has come under fire by an official with a St. Louis mass transit system, reports Gary Wergin, farm director at KFEQ-AM, in St. Joseph, Mo. Lyle Howard of the Bistate Development Agency bus fleet, in St. Louis, which runs a fleet of 700 transit vehicles, called the use of compressed natural gas a "boondoggle...the operating costs and infrastructure modification costs to run it are horrendous and this is not being brought to light." Howard said people need to know about "other alternatives, such as a blend of diesel and soybean oil." Contact Wergin, at (816) 233-8881, or Howard, at (314) 289-2058.

► The U.S. Forest Service has dropped a proposal to build a 308-mile trail for all-terrain vehicles through the Mark Twain National Forest in southeastern Missouri, citing overwhelming public opposition. "Disappeared — all done," Eric Morse, supervisor of the forest, told the St. Louis *Post-Dispatch*. Morse had asked for public comment on the proposal and said he had received more than 3,000 letters. "It's not just radical environmentalists, it's everybody. If you're an ATV user, you're in favor. If you're anybody else on the planet, you're against," he said. Contact environment writer Tom Uhlenbrock, at (314) 340-8128, or Morse, at (314) 364-4621.

NEVADA

► The University of Nevada's Desert Research Institute is a world renowned center for multidisciplinary scientific environmental research. DRI is staffed by more than 400 scientists, technicians and support staff, working in more than 50 different fields, including climate change, ecosystems, geology, and ground and surface water. DRI's Great Basin

Environmental Research Laboratory is a less-publicized but scientifically sounder version of the ballyhooed Biosphere II, where scientists study changes in sealed ecosystems. Headquartered in Reno, and with outposts in northern and southern Nevada, DRI's natural laboratory is the Great Basin and its specialty is arid ecosystems. However, DRI scientists have done research in all 50 states and on every continent. Contact John Doherty, Public Affairs Director, Desert Research Institute, P.O. Box 60220, Reno, NV 89506-0220, (702) 673-7312.

NEW JERSEY

► Mercury levels in fish in some lakes in New Jersey may be among the highest in the nation. New Jersey Network news reported Feb. 3 that testing of fish taken from several lakes has uncovered high levels of mercury contamination. But despite the disturbing finding the state has issued no warnings. Ed Rodgers reports... 300 fish samples were taken from the 55 lakes in New Jersey. Researchers from the Philadelphia Academy of Natural Sciences tested large mouth bass, catfish and pickerel for mercury concentrations. NJN News has learned that some of the samples had extremely high mercury concentrations. The Federal FDA recommends that fish with mercury concentrations of one part per million should not be eaten. Sources say samples of large mouth bass taken from the Atlantic City reservoir had levels ranging from 3.3 ppm to 8.5 ppm. Fish samples taken from the Manasquan reservoir had mercury concentrations ranging from 2.35 ppm to 3.8 ppm. In 1987 the Federal EPA conducted a nationwide study of mercury in fish. The highest level found in a sample was 1.8 ppm. Several other states have already issued consumption advisories for mercury contaminated fish. Minnesota health officials recommend that pregnant women limit their consumption of fish with mercury contamination at a level of 1.6 ppm. Samples taken from the Round Valley Reservoir in Huntington County, a popular fishing area, had mercury levels at or above those levels. New Jersey state environmental officials refused to comment on the fish

study before the study is completed.

RHODE ISLAND

► “Rabid Raccoons Ravage Rhode Island.” It sounds like a bad headline, but for wildlife officials it’s much more than that. A rabies epidemic that has been spreading among wildlife throughout the East Coast reached Rhode Island in late January. A raccoon infected with rabies was found in the northwest corner of the state. Within weeks, two other raccoons and a red fox had also been found with the disease. The rabies arrival was not unexpected. The outbreak began in 1977 when a group of raccoons from Florida that were infected with the disease were accidentally released in West Virginia. It’s been spreading ever since and so far 23 people have also been infected by the highly dangerous disease.

► It sounded like another questionable radiation experiment. During World War II physicians stuck high-level doses of radiation up the noses of submarine trainees in New London, Ct. as well as military pilots in bases across the country. Several news stories mentioned the procedure, which came to light as the Department of Energy was fielding calls about questionable experiments. But as the *Providence Journal-Bulletin* reported on January 30, the procedure was not uncommon not only in the military, but among civilians including small children. Doctors used radiation to shrink tissue that was causing ear problems. The procedure was abandoned by the 1960s because it potentially can cause thyroid and brain cancer. The story about how a Rhode Island researcher has been trying to get the military to notify veterans who had the treatment, and to conduct followup health surveys, is detailed in the story. See Bob Wyss, *Providence Journal-Bulletin* (401) 277-7364.

UTAH

► *KTVX-TV*, Salt Lake City, ran a series of stories on the lessons Utah can learn in Norway, site of the 1994 Winter Olympic Games. Called the “Green Games,” the *KTVX* series looked at changes in the environmental consider-

ations between the 1992 Albergville, France, Olympic games and those held this year in Norway. The series also looks at efforts being made by the International Olympic Committee to include environmental consideration in its sports agenda, anticipating policy decisions at its August, 1994 meetings in Paris. For further information, contact Rod Jackson, *KTVX-TV*, Salt Lake City (801) 975-4418.

► Staff writers at the *Salt Lake Tribune* are in the midst of a year-long series of reports on the scenic canyons which lie on the eastern edge of the Salt Lake City metropolitan area. The series includes the combined efforts of environmental and recreation reporters, and comes on the heels of a similar project in 1993 on the Great Salt Lake. If you’ve ever contemplated talking your editor into giving you a year to work on a story, these are the guys to talk to. For further information, contact Mike Gorrell or Tom Wharton, *Salt Lake Tribune*, (801) 237-2045.

► The U.S. Army continues to face stiff opposition to its plans to build a defensive missile testing range in southcentral Utah that would drop missile boosters into Canyonlands National Park. Despite congressional efforts to block the Army’s plans for 100 missile launches between 1994 and 2000, the military continues working on a DEIS to accomplish those launches. Parts of the plan call for closure of access roads into federal and state parks in the region, and occasional closures of Interstate 70. For further information, contact Laurie Sullivan, *Salt Lake Tribune*, (801) 237-2045 or John Hollenhorst, *KSL-TV* (801) 575-5500.

VIRGINIA

► The Virginia General Assembly has endorsed the nomination of Becky Norton Dunlop as the state’s natural resources secretary. The endorsement followed a six-week-long flurry of debate over Dunlop’s qualifications to be the state’s top environmental official. Dunlop — a dear friend of U.S. Sen. Jesse Helms (R-N.C.) and a conservative who worked in the Reagan and Bush administrations — was criticized by environmentalists

who fear Virginia’s natural resources will suffer during her four-year tenure. Members of the traditional environmental groups worry about Dunlop’s close ties to groups they consider “anti-environmental” and they criticize decisions she made as a top official with U.S. Fish and Wildlife Service during the first year of the Bush administration. Dunlop’s supporters describe her as a loyal, consensus builder whose time at Fish and Wildlife prepared her well to be Virginia’s Natural Resources secretary. *The (Newport News) Daily Press* and *The (Norfolk) Virginian-Pilot* wrote lengthy profiles of Dunlop and the controversy surrounding her nomination. For more information, call Mark Di Vincenzo at the *Daily Press* at (804) 247-4719 or Joe Coccaro at the *Virginian-Pilot* at (804) 446-2318.

WASHINGTON

► It would seem about as easy as fitting a ponderosa pine through the eye of a needle. But U.S. Forest Service and Bureau of Land Management officials say they will, within the next year and in a completely public manner, complete a scientific assessment of the entire Columbia River Basin east of the Cascades, and draft a document that will determine the future of 30 million acres of federal forests and rangelands in eastern Washington and Oregon, reports Julie Titone of the *Spokesman-Review* in Spokane. For information about the Eastside Ecosystem Management Project, contact Patty Burel at (509) 522-4041.

► Publisher Cliff Feigenbaum reports that national circulation of his quarterly newsletter *Green Money Journal* is up to 4,000. Founded in August, 1992, *Green Money* promotes “the awareness of socially and environmentally responsible business, investing and consumer resources.” It is less technical than two similar journals, *Clean Yield* and *Good Money*. Feigenbaum says, “Ours bring people into the movement, and educates them so they can read those other journals and talk to their brokers.” For subscriptions and information, contact *Green Money Journal*, W. 608 Glass Avenue, Spokane, WA 99205, (509) 328-1741.

The Green Beat

WISCONSIN

► The Governors of Wisconsin and Illinois have asked the Environmental Protection Agency to make the Employee Commute Options program voluntary. The program is part of the Federal Clean Air Act amendments, and is designed to force larger companies into reducing the number of employees who drive to work alone. Large firms in Milwaukee, Chicago and several other ozone-plagued cities are currently preparing compliance plans for "ECO."

► Plastic containers made of resin types 3 through 7 will have an extra year before being banned from Wisconsin landfills and incinerators. The Wisconsin Department of Natural Resources has decided to delay the dumping ban by one year, until 1996. The DNR cited difficulties in recycling those types of plastic, which are a relatively small part of the waste stream. A few Wisconsin legisla-

tors responded to the delay by introducing bills to ban the plastic containers.

► One-hundred thousand people in Racine were the latest state residents to hear they should boil their drinking water before using it. Racine officials issued the three-day boil advisory in March, after turbidity levels increased in the local water supply piped in from Lake Michigan. Later tests showed no evidence of harmful bacteria or microbes in the water. Meanwhile in Milwaukee, the Milwaukee AIDS Project announced eighty AIDS patients who drank cryptosporidium-tainted water in early 1993 have died. For details, call Doug Nelson at the AIDS project (414) 273-1991.

WYOMING

► The story that won't die, the proposed Crown Butte Mine of Montana Controversy continues to dog the proposed mine at the end of the ecosystem

which borders Yellowstone National Park. The latest chapter is who should study the possible environmental impacts of the project, and who pays for an upcoming draft environmental study. While Montana has created an overview committee, Wyoming officials are balking at the idea. For further information, contact Michael Milstein, *Cody Bureau-Billings Gazette* (307) 527-7250.

► Wyoming legislators say it may be time to put a halt to selling off state trust lands. Trust lands are those lands deeded to states at the time of admission to provide money for public school systems. A two-year moratorium on sales is being proposed for April 1, 1994, because people say too many of the lands are being sold. However, some say that there could be a land-office business in sales before the moratorium would take effect. For further information, contact Hugh Jackson, *Casper Star Tribune*, (307) 266-0500.

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