

SOCIETY OF ENVIRONMENTAL JOURNALISTS

30th Anniversary Conference - Part One

CROSSING ~~THE~~ DIVIDE


EMERGENCIES, ELECTIONS AND THE ENVIRONMENT



CONFERENCE GUIDE

SEPTEMBER 16, 17, 23, 30

#SEJ2020

A photograph of a salmon in mid-leap, jumping over a small waterfall. The fish is silvery with a hint of orange on its belly and tail. Water is splashing around the base of the fall. The background is dark and mossy, suggesting a forested stream.

**We
have an
opportunity
to lead
the largest
salmon recovery
in history.**



Visit NWOpportunity.org
to see the four goals uniting
utilities and conservation groups
for the future of our region.

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TED SCRIPPS FELLOWSHIPS IN ENVIRONMENTAL JOURNALISM

Enhance your journalism skills and deepen your understanding of environmental science and policy at the University of Colorado Boulder through courses, weekly seminars, and field trips. The program runs August-May, covers tuition and SEJ Conference expenses, and provides a \$71,000 stipend.

Full-time print, broadcast and online journalists with a minimum of five years of professional experience are eligible. Applicants may include reporters, editors, photojournalists, producers and freelancers. Prior experience covering the environment is not necessary.

Apply by March 1.

APPLICATION INSTRUCTIONS:
colorado.edu/cej



College of Media, Communication
and Information
UNIVERSITY OF COLORADO BOULDER



WELCOME!

Welcome to a double-barreled Boise conference!

As fact-based journalists, we all understand why we need to stay safe while COVID-19 rages. Add the 2020 conference to the list of all the ways the coronavirus has disrupted our lives. We're lucky our meeting place has so much to offer that we'll still have trouble fitting it all into not one, but two conferences.

Our September virtual conference will investigate a range of environmental angles on the 2020 elections, celebrate the winners of the SEJ Awards for Reporting on the Environment, hop on virtual buses for sneak peeks at the beauty of Idaho landscapes that you'll travel next June, and host virtual coffee breaks and happy hours!

Three all-day workshops:

- A look at how tribes may help influence public lands policy after recent political wins
- The fate of oceans and coasts depending on who wins the 2020 election
- The advent of regenerative agriculture: a climate-friendly solution?

Three plenary sessions:

- Can red states and blue states come together? We'll consider whether the "Idaho Way" can be exported to other states.
- As the world attempts to emerge from the COVID-19 pandemic, the recession it triggered, and the pre-existing condition of climate change, we're asking smart economic thinkers – are market forces the problem or the solution?
- A panel of savvy political players and policy-watchers from Trumpworld and Bidenland looks at what's at stake in 2020 for our public lands and a host of environmental issues.

Thanks for joining us on SEJ's first Zoom journey!

Your #SEJ2020 and #SEJ2021 conference chairs and professional freelancers,

Rocky Barker, Idaho Statesman scribe

Christy George, Idaho-adjacent public radio editor

CLIMATE SCIENCE FOR CHANGE.

Woods Hole Research Center is now **Woodwell Climate Research Center.**

Climate change is the single greatest challenge of our lifetime, affecting every sphere of life on our planet. For 35 years, Woods Hole Research Center has brought together renowned scientists and a worldwide network of partners to study Earth's most consequential systems and translate that knowledge into meaningful policy impact.

Our new name reflects who we are and what we stand for: dedicated researchers and policy experts united in finding science-based solutions to combat the climate crisis.

Woodwell scientists can help you report stories on:

- Extreme weather
- Climate economic risk
- Deforestation & fires
- Permafrost thaw
- Soil carbon
- Global water cycles

media@woodwellclimate.org

woodwellclimate.org



**Woodwell Climate
Research Center**

SEJ2020 AGENDA

Click for full descriptions ----->	<u>WEDNESDAY,</u> <u>SEPTEMBER</u> <u>16</u>	<u>THURSDAY,</u> <u>SEPTEMBER</u> <u>17</u>	<u>WEDNESDAY,</u> <u>SEPTEMBER</u> <u>23</u>	<u>WEDNESDAY,</u> <u>SEPTEMBER</u> <u>30</u>
12:00 P.M. - 2:00 P.M. ET	Workshop 1. Tribes Flex Legal Muscles; Can They Impact Public Lands Too?	Virtual Field Trip - Going Nuclear: New Tech and Old Problems In Nuclear Fission Energy	Workshop 2. Oceans, Coasts and the 2020 Election	Workshop 3. Breaking New Ground: Reporting on Regenerative Agriculture, a Multi-Faceted Climate Solution
2:00 P.M. - 2:30 P.M. ET	Coffee and Chat Break	Coffee and Chat Break	Coffee and Chat Break	Coffee and Chat Break
2:30 P.M. - 4:30 P.M. ET	Plenary 1. Red States + Blue States = Purple Mountains Majesty? Conservation in a Partisan Era and the Idaho Way	Virtual Field Trip - Idaho's High Divide: Megafauna's Ticket to a Warming Future	Plenary 2. Green Recovery or Recession? The Post-Coronavirus, Climate-Changed Economy	Plenary 3. The 2020 U.S. Election: Could the Stakes Be Higher, for the U.S. and the World?
4:30 P.M. - 6:00 P.M. ET	Virtual Networking Meet- Ups #1	Virtual Networking Meet- Ups #2	SEJ Movie Club	Last Word Happy Hour



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the environment.**

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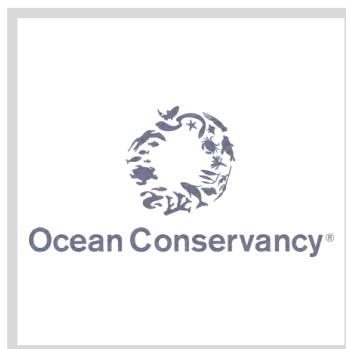
Or call us **202.667.4500 x5201**



EARTHJUSTICE
BECAUSE THE EARTH NEEDS A GOOD LAWYER

Abigail Dillen, Earthjustice President
Chris Jordan Bloch / Earthjustice

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Learn more at firstsolar.com/sustainability



VIRTUAL EXHIBIT BOOTHS & PASSPORT CONTEST

MOBILE/WEB APP

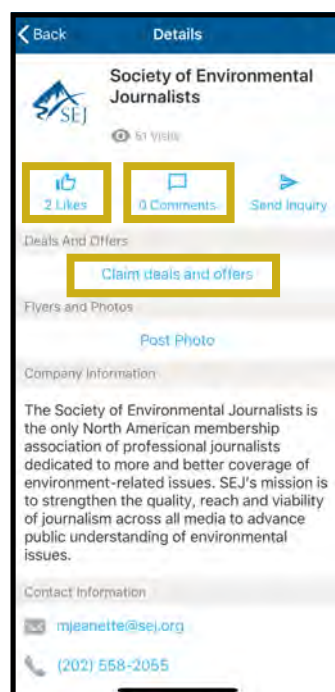
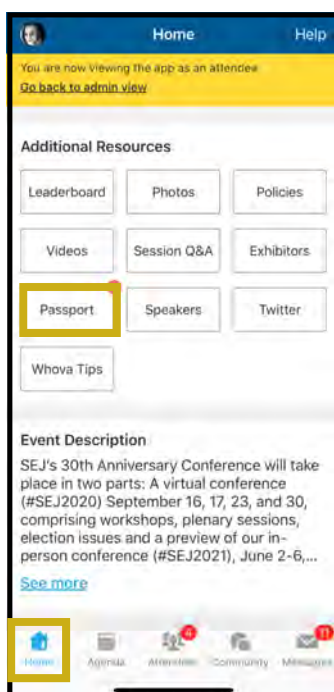
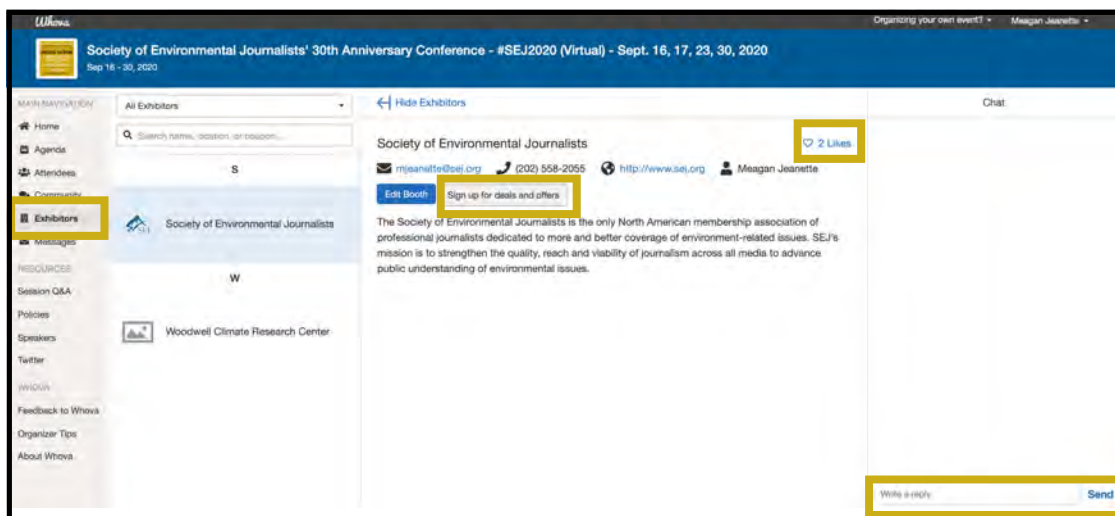
Visit the Virtual Exhibit Hall (Exhibitors tab in left-hand menu on web app; Exhibitors button on Home tab under "Additional Resources" on mobile) to support the organizations that support SEJ!

PASSPORT CONTEST

Build your library! Complete your Passport to be entered to win the six books acclaimed by SEJ Judges as winners and honorable mentions in the 2020 Rachel Carson Environment Book Award - \$120 value.

TO RECEIVE A PASSPORT STAMP YOU MUST DO ALL OF THE FOLLOWING:

- Sign up for deals on the booth page
- "Like" the booth
- Post a message in the booth chat



WHOVA USER GUIDE

Would you like to learn how to easily explore the Whova app and get most out of #SEJ2020? [Here is a quick tutorial](#) for Whova app users.

- More of a visual learner? [Watch the video tutorial](#)
- [Read the Whova Attendee User Guide](#)
- Need help? Contact Whova's support team: support@whova.com / +1 (855) 978-6578

WHOVA MOBILE AND WEB APPS

- [Click here to download the mobile app](#). Sign in using the email address you used for registration.
- [Click here to launch the web app](#). NOTE: The Web App works best in [Google Chrome](#) and may not work in other browsers.

The mobile app and web app have different capabilities. To get the most out of the conference, we recommend using both.

- The web app is better for attending sessions
- The mobile app is better for contacting other attendees

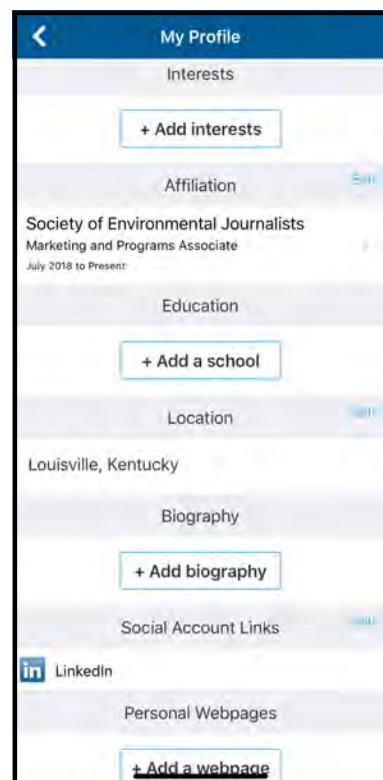
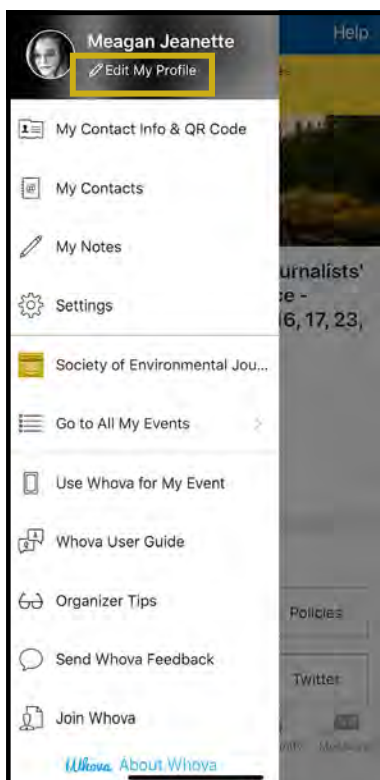
SYSTEM REQUIREMENTS

- Web App: [Updated Chrome browser](#)
- Mobile App: Android 6 / iOS 11

HOW TO SET UP YOUR WHOVA PROFILE

MOBILE APP ONLY

Other attendees will see this and network with you, so make it look good! You can edit your profile anytime by clicking your profile picture (or the default headshot image) at top-left corner of the “Home” tab within the [mobile app](#).



HOW TO JOIN/PARTICIPATE IN A VIRTUAL SESSION

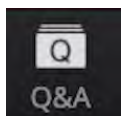
MOBILE/WEB APP

From the Agenda tab (left-hand menu on web app; bottom row menu on mobile), select the date of the session, then select the session to access its Livestream. The web app is highly recommended for viewing sessions, chatting and submitting questions.

- Whova is designed to work with Google Chrome and may not work correctly with other browsers.



ASK A QUESTION:



Click this icon beneath the speaker video to ask a question. You may need to hover your mouse over the video to see it.

CHAT:

Use the right-hand Chat window (see photo above) to chat with fellow attendees and share and receive resources during sessions. Please use the Q&A feature beneath the speaker video to submit questions for the panelists.

- NOTE: the Chat icon beneath the speaker video will be disabled, as will the "Raise Hand" feature.
- SEJ's Anti-Harassment Policy

COMMUNITY:

You can keep an eye on the Community Board while attending sessions by clicking on the Community tab on the right side of the screen (see photo above).

HELP, I GOT KICKED OUT OF THE SESSION!

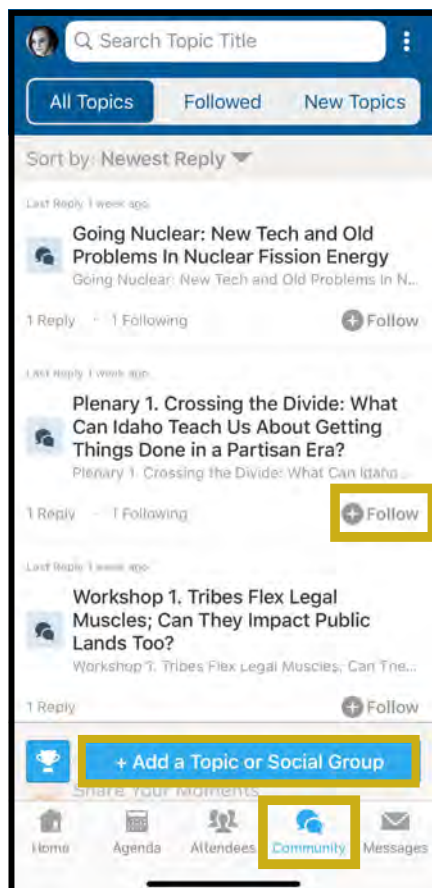
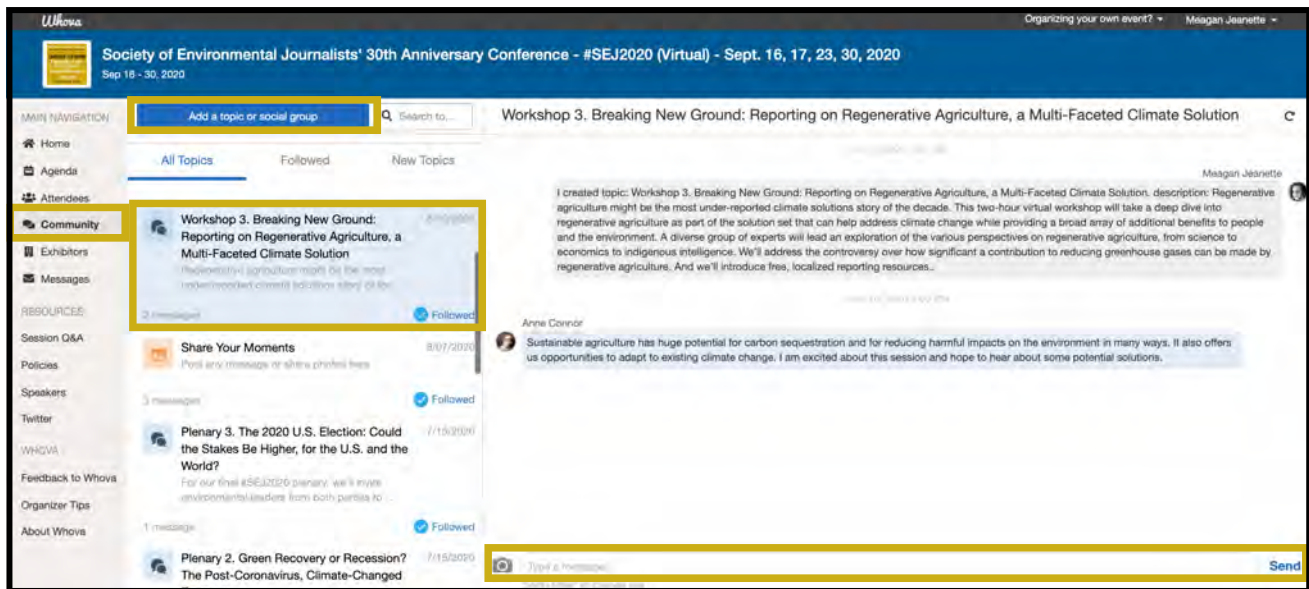
To re-join a session, simply find it in the Agenda (left-hand menu on web app; bottom row menu on mobile) and select the session to be reconnected. Don't worry if you miss something – all sessions will be recorded.

HOW TO ENGAGE IN THE COMMUNITY BOARD

MOBILE/WEB APP

Visit the Community tab (left-hand menu on web app; bottom row menu on mobile) to start or join a conversation. Each #SEJ2020 session has its own Community Board topic for discussions before, during and after the event. Search by topic, filter for conversations you "Follow," or by "New Topics."

- The Community Board must not be used for promotional materials
- SEJ's Anti-Harassment Policy

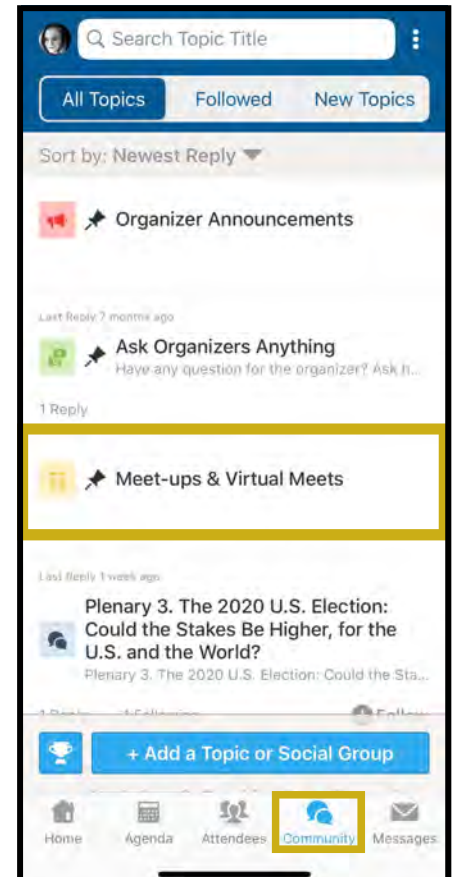
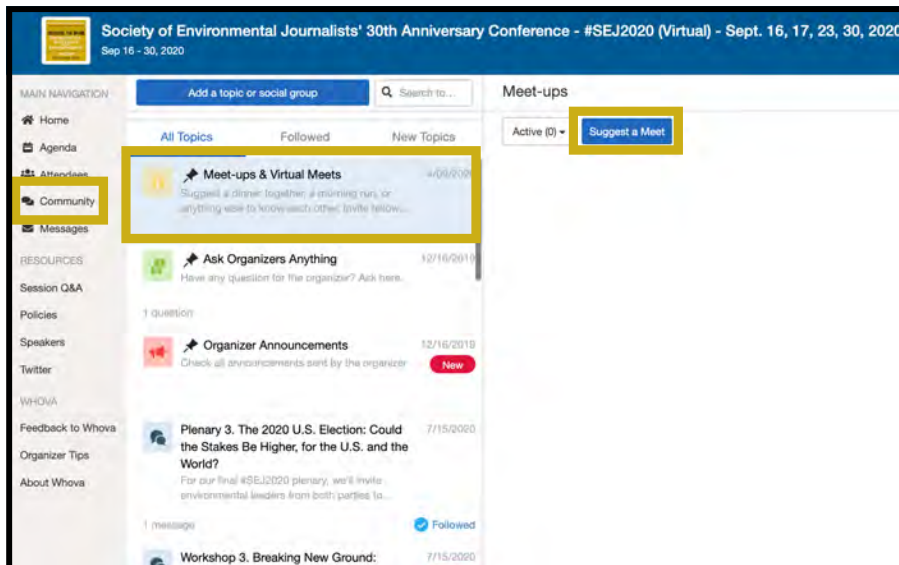


HOW TO JOIN/START A NETWORKING MEETUP

MOBILE/WEB APP

You can join a pre-scheduled Meet-up on 9/16 and 9/17 at 4:30 p.m. ET via the Agenda, or you can schedule your own anytime! To start your own Meet-up, select the Community tab (left-hand menu on web app; bottom row menu on mobile), select "Meet-ups & Virtual Meets." You can use Whova's Virtual Meeting Room (30 people maximum) or link out to your own Zoom, Google Hangouts, etc. link.

- [SEJ's Anti-Harassment Policy](#)



Suggest a Virtual Meet

Title *

Description *

Virtual meeting options *

☒ Select a hosting method

- Connect Zoom account
- Whova's virtual meet room
- Use my own external meeting link

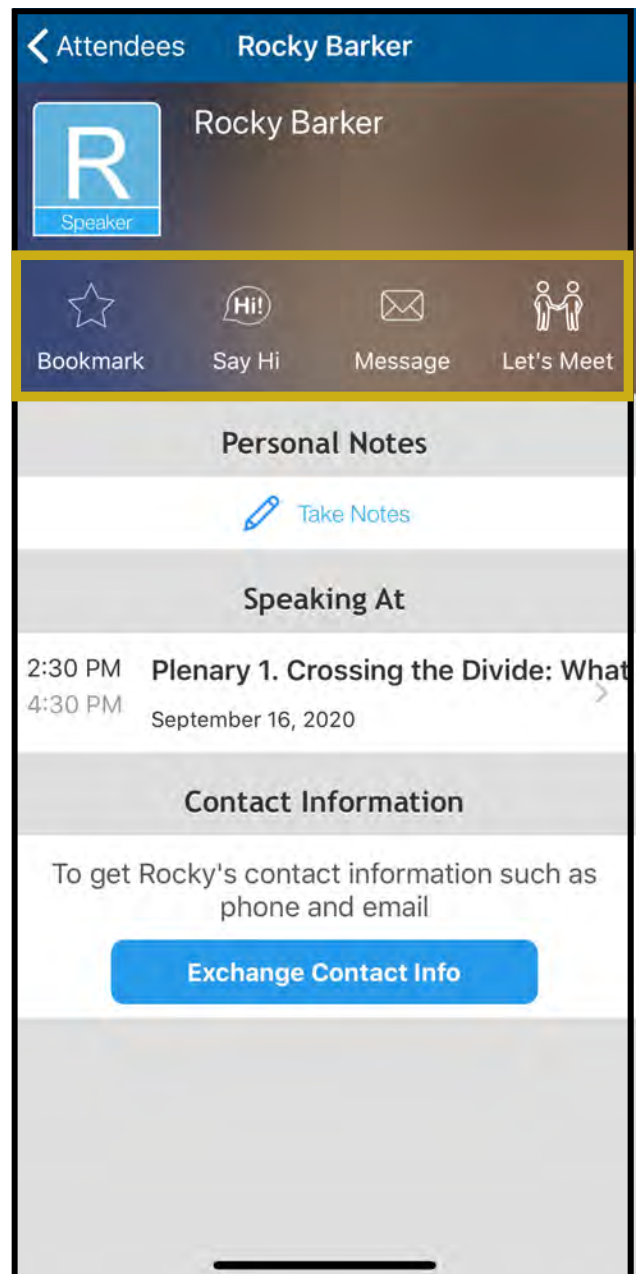
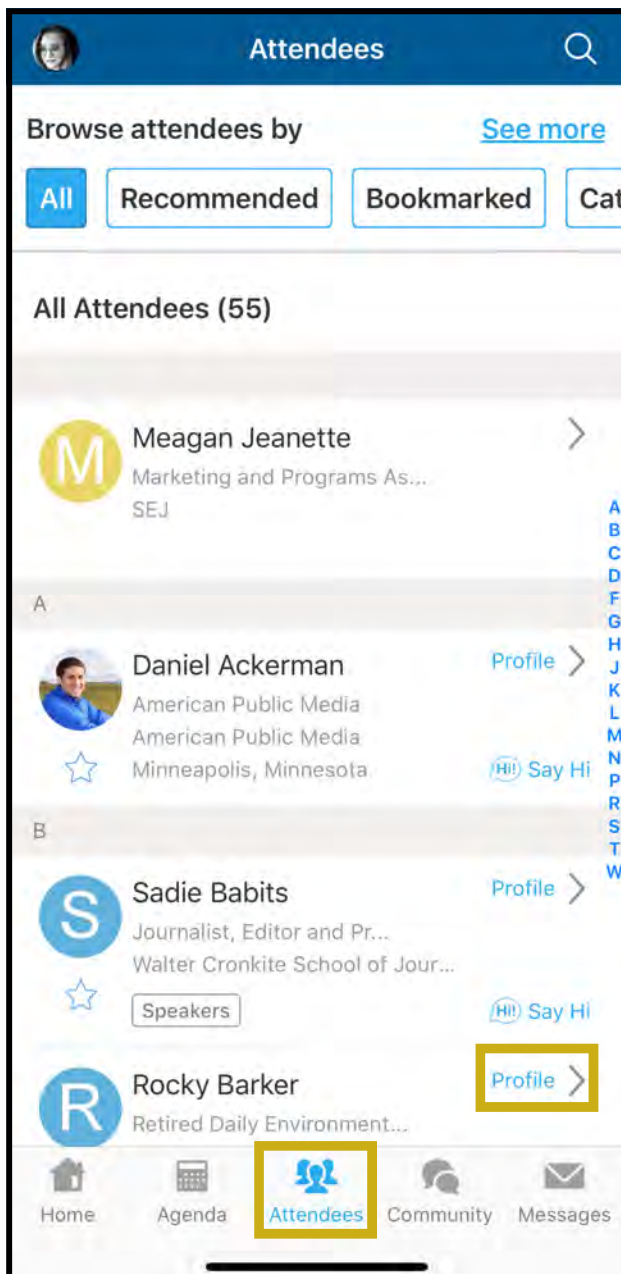
Date & Time *

Time zone *

HOW TO CONNECT 1:1 WITH OTHER ATTENDEES

MOBILE APP ONLY

Visit the Attendees tab within the mobile app to see who else is attending #SEJ2020. You can search by keywords, including company name or title. Browse by "Recommended" to see Whova's recommendations for people from the same city, affiliations, or similar educational backgrounds/interests. You can click on attendees in the list to see their professional profiles. From their profile, you can bookmark them for later, "Say Hi," send a private message, suggest a virtual meeting, take a note, or request to exchange contact information.



TIPS FOR SUCCESSFUL NETWORKING

Just because you can't shake hands doesn't mean you can't network! Use the tips below to network at #SEJ2020.

1. PUBLICIZE YOUR ATTENDANCE PRE- AND POST-EVENT:

- Get yourself out there to attract colleagues who may also be participating. Include an announcement about #SEJ2020 via your personal webpage or blog, Twitter, Facebook, and LinkedIn.

2. USE WHOVA TO REACH OTHER ATTENDEES DIRECTLY:

- Check out the Attendees tab in the [mobile app](#) to identify people you wish to network with. Once you find the right person, click their name to view their profile. Start the conversation casually with "Say Hi" or "Message." Request a virtual meeting with "Let's Meet." You can also exchange contact info or take a note about the person for future reference.

3. GET BUSY ON SOCIAL MEDIA:

- Use #SEJ2020 on Twitter and Facebook. Post your thoughts on sessions during and after the event and search for #SEJ2020 to identify other attendees.

4. VISIT THE COMMUNITY BOARD OFTEN:

- Comment on existing topics or start a new one by clicking "Add a Topic or Social Group"
- Share interesting and informative articles with others: post URLs of educational—not sales or marketing—articles or infographics.
- Participate in a Virtual Meet-up: Look for the "Meet-ups & Virtual Meets" topic on the Community Board for existing Meet-ups. You can also organize your own Meet-up by clicking "Suggest a Meet" within the "Meet-ups & Virtual Meets" topic. You can link to your own Zoom, Google Hangout, etc, account or use Whova's Virtual Meet Room, which has a 30-person limit.

5. FOLLOW UP WITH YOUR NEW CONNECTIONS:

- Email your event contacts with thank-you's or requests for further conversation.
- Search social media platforms for mention of #SEJ2020; connect to individuals talking about the event.
- Cross-reference your new connections on LinkedIn, sending link requests with reference to the event.
- Double-check your notes from the event to make sure you set up and attend any post-event meetings/calls you set up during the event.
- Also, be sure to check your email regularly for any similar requests from people trying to connect to you, paying special attention to your spam folder so you don't miss anything.

S E J 2 0 2 1 P R E V I E W

Boise is one of the fastest growing cities in the U.S. in one of the reddest states in the nation — but prepare to be surprised! Idaho's ability to pull together people with clashing values may serve to guide the world out of our multiple current calamities. Yes, there's that classic Western rural-urban divide here, but somehow Idahoans have found creative ways to cross it. In this existential election year, you'll hear about years of successful collaborative partnerships from the Owyhee Initiative to the Payette Forest Partnership.

The Gem State's beauty will blow you away. Under azure skies, surrounded by wilderness and ringed by lapis lazuli mountains dotted with aquamarine lakes, the City of Trees nestles into a verdant valley — home to our host, Boise State University's sapphire blue football field and a steel blue river that wanders through the state capitol. In the summer, you can raft the river or go skiing.

After an opening day of workshops on oceans and public lands and climate change, you'll be introduced to the state's uncommonly collaborative culture, and then set out on a Thursday field trip to one of Idaho's amazing landscapes. Attendees will follow the salmon to Redfish Lake and examine the threats to the endangered fish that climb 6,500 feet and swim 900 miles to spawn in the Sawtooth Mountains. Other tours will examine forests and fire, water quality and agriculture, outdoor recreation, grazing, sage grouse, wolves and climate change. We'll end the day with a jam-packed hospitality night, a chance to sample wild salmon, roast beef, homegrown brews, delicious Idaho wine and, of course, those famous potatoes.

Then we'll plunge into two days of everything from the interaction between Snake and Columbia River dams, Idaho salmon and orcas from the Salish Sea to climate equity to environmental economics to avoiding extinctions to mining cleanups to tribal sovereignty to regenerative farming to the future of fire to Western water to smart cities and stupid infrastructure to encroaching cougars and skydiving beavers! And there will be a plethora of craft panels, too, on how to create your own collaborative projects and deploy edgy journalism teaching tools, working in the gig economy and how to cover unheard voices, rural America and looming disasters.

We'll cap off Saturday with a bevy of mini-tours and an evening celebration of SEJ's 30th anniversary, featuring a slew of local and global environmental collaborations, including by our venue, Zoo Boise, which features a re-creation of Mozambique's Gorongosa National Park.

On Sunday morning, we'll talk books over breakfast before people depart for home or on a post-conference tour that includes two spectacular landscapes: Idaho's mountain forests and Yellowstone National Park.

So whether you're hiking in the Sawtooths, marveling at the wingspan of a raptor, tasting Basque paella and tapas, dodging wildfire smoke or members of the Bundy clan, Boise will be one of the most memorable SEJ conferences yet!

Your #SEJ2020 and #SEJ2021 conference chairs and professional freelancers,

Rocky Barker, Idaho Statesman scribe

Christy George, Idaho-adjacent public radio editor

SAVE THE DATE FOR #SEJ2021 IN BOISE, ID: JUNE 2-6, 2021

JOIN SEJ

The Society of Environmental Journalists is the only North American membership association of professional journalists dedicated to more and better coverage of environment-related issues. SEJ's mission is to strengthen the quality, reach and viability of journalism across all media to advance public understanding of environmental issues.



WHY JOIN?

SEJ members receive the following benefits for free* or at a significant discount**:

- SEJ's Annual Conference: Networking, workshops, tours, panel sessions and more**
- Awards Program: \$15,000+ awarded annually for the best environmental reporting**
- Grants: Winners receive up to \$5000 from the Fund for Environmental Journalism*
- Mentorship: We pair veteran environmental reporters with newcomers to the beat*
- Regional Meet-ups: Network with journalists and editors in your area*
- Insider Resources: Receive professional tips, news and info from our community*
- Members-Only Discounts: Products, subscriptions and software perfect for journalists*

HOW TO JOIN:

- **AM I ELIGIBLE?** SEJ membership is open to journalists, and students and faculty at an accredited school or university. Those whose professional work includes public relations on environmental issues, or lobbying for environmental issues, are not eligible for membership in SEJ. For more information about eligibility, see SEJ's Bylaws and Membership Policies.
- **TO APPLY:** Visit www.sej.org/how-to-join-sej