

METCALF INSTITUTE FOR MARINE & ENVIRONMENTAL REPORTING

2009 Metcalf-Yale Forum Fellowship for Climate Change and Business Reporting

Conducted at the Society of Environmental Journalists Annual Conference
The Madison Concourse Hotel and Governor's Club
One West Dayton Street, Madison, WI
Friday, October 9, 2009

SESSION 1

The Economics of Climate Change: Can We Afford To Respond? Can We Afford Not To?

11:15 a.m. - 12:30 p.m. Capitol Ballroom B

The arguments pro and con won't get any easier as the debate on climate change moves from the physical science questions — the whether and why — to contentious public policy issues: Who pays? How much? For what benefits? Will it be cost-effective? Or just costly? A leading economic voice on the issue and author of *Can We Afford the Future?* makes the case that society can, must, and eventually will find it smart to pay the bill.

Moderator

Sunshine Menezes, Executive Director, Metcalf Institute for Marine & Environmental Reporting

Presenters

Frank Ackerman, professor of economics, Tufts University

John Carey, senior correspondent, Business Week

Kris McKinney, manager of environmental strategy, WE Energies

SESSION 2

Rational Ignorance, Media Hybrids, and the Economics of Climate Change Coverage

12:30 - 2:00 p.m. (Lunch Breakout Session) Capitol Ballroom A

What are the market forces transforming information into news in much of modern media? And what are the implications for coverage of climate change and other serious environmental issues? All the News That's Fit to Sell author James T. Hamilton goes into the economic forces revolutionizing news organizations and spells out the implications for both “legacy” and “new” media alike across the print-to-broadcast-to-digital spectrum.

Moderator

Bud Ward, Editor, The Yale Forum on Climate Change & the Media

Presenters

James T. Hamilton, professor of political science and economics, Duke University

Sharon Dunwoody, professor of journalism and mass communications, associate dean for Social Studies in the Graduate School, University of Wisconsin-Madison.

Roger Dower, president, The Johnson Foundation