

Dear Friends,

Approaching the end of what has been an unpredictable and tumultuous year for many Americans, I am reminded of how important high quality journalism is to the nation.

As the global economy struggles to right itself, I'm anxious to hear the latest political and financial news. Those of us who believe that the press plays a critical role in helping the public to understand these developments are glad to see the news covered accurately, in depth, and in a way that makes us feel sufficiently informed to make our own decisions.

This is the same kind of coverage that we hope to see on science and environmental topics.

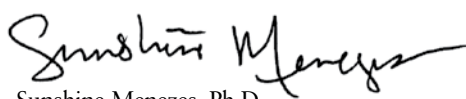
Metcalfe Institute has worked diligently in 2008 to insure that science and the environment receive the media attention they deserve, particularly in a year when many people are focused on other national and international events that are impossible to ignore.

This year's annual report describes our efforts. We celebrated the tenth anniversary of Metcalfe's founding program, the Annual Science Immersion Workshop. We welcomed fifteen journalists to our two fellowship programs to learn about the process of research and how to better communicate the complex science underlying global water polices, fisheries management, energy, and climate change. Five of those reporters are now covering the environment at premier news outlets nationwide as part of their fellowship. We honored the winners of the 2008 Grantham Prize at the Newseum in Washington, D.C., in the museum's first major event to address environmental reporting in its new location. Metcalfe organized a discussion about the future of climate change policy with five expert panelists at the Grantham Prize Seminar. And, we published a book that will serve as a resource for science communicators—journalists, scientists, and educators alike.

We also report here a variety of honors that our alumni have received over the past year, an especially satisfying indication of Metcalfe Institute's success.

Thank you for your support. Metcalfe's Advisory Board and staff could not provide these opportunities for journalists without you. With your continued involvement, we will expand and strengthen our efforts to improve the accuracy of environmental coverage and build relationships between scientists and journalists that will ultimately inform all of us.

Sincerely,



Sunshine Menezes, Ph.D.  
Executive Director



## Tenth Annual Science Immersion Workshop for Journalists

Metcalfe again provided fellows with an introduction to the latest marine and environmental science this year, while offering new training opportunities in the craft of environmental journalism at the Tenth Annual Science Immersion Workshop. Each of the field and lab activities exposed the Fellows to the conduct of science, the public lectures addressed the broader issues associated with the science, and we introduced two journalism sessions: translating scientific publications and tips for reporting on the “slow creep” of one of the biggest impacts of global change, diminishing water resources. One reporter said the translation exercise, “showed me how to cover science in a way that is both accurate and easy for everyday readers to understand.” Another noted that the writing session “opened my eyes to the many topics we ignore about water.”

The 2008 Workshop focused on a wide variety of environmental issues, ranging from the policy issues surrounding sea level rise to the science of aquaculture, and organizational responses to hurricane forecasting. Proving particularly interesting to the fellows was the rapidly expanding oyster farming industry in Rhode Island, which grew from a \$300,000 18-farm business in 2001 to a \$1.3 million 28-farm industry in 2006. Fellows, pictured above, appreciated having hands-on learning experiences and felt the lecture series provided a well-rounded group of informed speakers. “This is the perfect way to exchange info and to see exactly what scientists want [from the press]. What great discussions and exchanges!” one Fellow said.

Metcalfe accepted a proposal from a social scientist, Dr. Jennifer Schneider, to observe the 2008 workshop and write a paper for publication about the finer points of the program. Her research indicated that the Metcalfe Institute workshop is a highly effective model for improving science communication, and we will use some of her observations to improve future programs. Dr. Schneider's research also confirmed one of our basic tenets: that journalists find their off-deadline, personal interactions with scientists to be one of the most valuable and informative aspects of the workshop.

Looking ahead to the 2009 Annual Workshop and Public Lecture Series, we will focus on global change in coastal ecosystems with Narragansett Bay, one of the world's most-studied estuaries, serving as our case study. Research conducted at the URI Graduate School of Oceanography will provide outstanding resources for field and lab programs and a basis for discussion on a variety of vital global change issues.

## Grantham Prize for Excellence in Reporting on the Environment



In its third year, the Grantham Prize for Excellence in Reporting on the Environment gained a larger number of entries and ever-broader interest. In the words of Glenn Kramon, assistant managing editor of The New York Times, “a prestigious prize for environmental reporting makes such good sense.”

The 2008 Grantham Prize was awarded to an eight-person team from The New York Times for *Choking on Growth*, a series about the environmental

impacts of China's unprecedented development. The Times' Jim Yardley, pictured left (center) with the Award of Special Merit winners, traveled from Beijing to accept the prize on behalf of the team. The 2008 Awards of Special Merit were presented to Alison Richards and David Malakoff for the National Public Radio series, *Climate Connections*; to Dinah Voyles Pulver for the Daytona Beach News-Journal series, *Our Natural Treasures*; and to Ed Struzik for his series, *The Big Thau*, which appeared in the Edmonton Journal and the Toronto Star.



Michael Solfero

To raise the visibility of environmental coverage in this election year, the Grantham Prize Seminar was held in Washington, D.C., at the Freedom Forum's Newseum, an interactive museum that blends five centuries of news history with up-to-the-second technology and hands-on exhibits. The winners presented compelling first-hand accounts of their reporting experiences. The seminar also featured a panel discussion about climate change policy as an election issue. Moderated by Lisa Mullins, host of PRI's *The World*, the panel featured James McCarthy, world-renowned climate scientist and president of the American Association for the Advancement of Science; James Rogers, chair, president, and CEO of Duke Energy; Bracken Hendricks, co-author of *Apollo's Fire: Igniting America's Clean Energy Economy*; Juliet Eilperin, environment reporter for The Washington Post, and David Goldston, columnist for Nature and former chief of staff for the House Science Committee.

Metcalfe will add a sixth juror for the 2009 Grantham Prize to handle the expected increase in entries and to broaden the expertise of the jury. And, building on the momentum of the 2008 Seminar, we plan to hold the 2009 program at the Newseum.

## Diversity Fellowships in Environmental Reporting

In the second half of their program year, the 2007–2008 Diversity Fellows reported on local, national and international topics. Some covered far reaching stories such as the pressure to address climate change brought to bear by a surprising international voice, an envoy to Palau, and how weather reporting reaches critical populations in developing countries without access to cable television. Others addressed important and underreported environmental issues closer to home, including efforts to conserve energy and measure carbon footprints in Minnesota cities, air quality problems suffered by nail salon workers in California, and low rates of commercial recycling in Rhode Island. Natalie Garcia, at The Providence Journal, wrote a story identifying hazardous waste sites in Rhode Island—a particularly eye opening account for readers who had been unaware of these areas.

The 2008–2009 Diversity Fellows, pictured above, recently spent September in residence at URI, studying topics they can relate to their reporting, including global climate change, ocean based renewable energy, water quality monitoring, toxic remediation, and environmental justice. To help prepare them for multimedia and web-based reporting, the Fellows were also introduced to the planning, production, and editing of audio and video narratives.

“I feel a lot more confident after the independent study in my ability...to tackle the environmental beat,” said one Fellow. Another said, “I gained a lot of hands-on, first-hand experience with marine science that I think will contribute to more vivid descriptions in my writing and ultimately help readers of my work connect better to the topics that I cover... I think the independent study was a rejuvenating exercise in many respects...It made me remember what it was I was trying to convey to readers, why I was writing about science and why it matters.”

The current Fellows' environmental reporting assignments began in October 2008, and they are now posting stories for CNN, Next American City, The Seattle Times, The American Prospect, and The Boston Globe. Their stories can be accessed at [www.metcalfeinstitute.org](http://www.metcalfeinstitute.org).

Metcalfe was able to offer an additional learning opportunity to the 2008–2009 Fellows this year. With support from the Chicago Tribune Foundation, we were able to send the entire 2008 Diversity Fellowship class to Roanoke, Virginia, to attend the annual Society of Environmental Journalists (SEJ) conference. The foundation funding covered the costs of travel, lodging, and registration for the Fellows, providing them a chance to meet many veteran environmental reporters and gain additional story ideas and sources. One Fellow said, “SEJ clearly stands out as one of the more substantive conferences I've been to. Given the rich rewarding experiences I had at SEJ, I don't see how in the future I can afford not to attend.”

Our fellows and their host outlets have lauded the Diversity Fellowships in Environmental Reporting as an invaluable way to ensure high quality reporting on the environment and a reminder of the need to bring in diverse voices in coverage of environmental issues. “This fellowship helped give the newsroom a strong interest in diversifying its newsroom staff and coverage,” said one participant. There is a continued need for this one-of-a-kind



fellowship, and we hope to welcome our eighth class in 2009. Thanks to the generosity of The Providence Journal Company, we will be able to extend some of the National Science Foundation (NSF) funding to provide support for one Fellow in the 2009–2010 class. As the NSF grant will draw to a close in late 2009, we are seeking matching funds and new sources that will sustain this valuable and unique program into the future.

## Metcalfe Institute Publishes a Report on Communicating Climate Change

Scientists and journalists have been known to talk past each other, both using language rooted in professional shorthand. But when it's time to make deadline, these two groups need to make clear, accurate and meaningful contact. Thanks to a series of Metcalfe Institute workshops funded by the National Science Foundation, journalists and climate scientists have been able to address these barriers and develop recommendations for effective communication. These highly interactive workshop dialogues formed the basis of a new resource guide on communicating about climate change for editors, reporters, scientists, and academics entitled *Communicating on Climate Change*.

The report, written by workshop co-organizer and journalism educator, Bud Ward, offers important tips and tools for covering one of the most complex issues of the day, as well as suggestions for the overall improvement of science communication. The book reports on Metcalfe's unprecedented series of workshops and features essays on major issues in climate science communication by participating climate researchers and journalists.

A limited number of paperback copies are available from Metcalfe Institute, and the report can be downloaded as a free PDF from [www.metcalfeinstitute.org](http://www.metcalfeinstitute.org). Please contact us to request a paperback copy of the report.



## Alumni Accolades and Accomplishments

**Christina Reed's** (2001) book, *Earth Science: Decade by Decade*, was published by Twentieth-Century Science.

**Becky Evans** (2005) and Diversity Fellow **Autumn Spanne** (2006) received second place for environmental reporting in the 2008 New England Press Association awards for their series at the New Bedford, Mass., Standard-Times on global warming.

**Matt Brown** (2006) reported on the series, “Last Chance: The Fight to Save a Disappearing Coast,” The Times-Picayune, which won the National Academies 2008 Communications Award in the newspaper/magazine category.

**Lynne Cherry** (2006) published a new children's book, *How We Know What We Know About Our Changing Climate: Scientists and Kids Explore Global Warming*, co-authored with Gary Braasch.

**Jori Lewis** (2006) was a finalist for the Livingston Awards for Young Journalists for a story she reported as a Metcalfe Institute Diversity Fellow at PRI's *The World*, about how migration spreads the AIDS virus.

The Puerto Rico House of Representatives honored **Susan Soltero** (2006) and her colleague, Sylvia Gomez, for their outstanding contributions to environmental reporting.

**Julia Scott** (2007) was honored as the Outstanding Emerging Journalist of the Year by the North California chapter of the Society of Professional Journalists. Judges noted Julia's “clear and concise” reporting of “complex science” in her story about contamination of a local waterway.

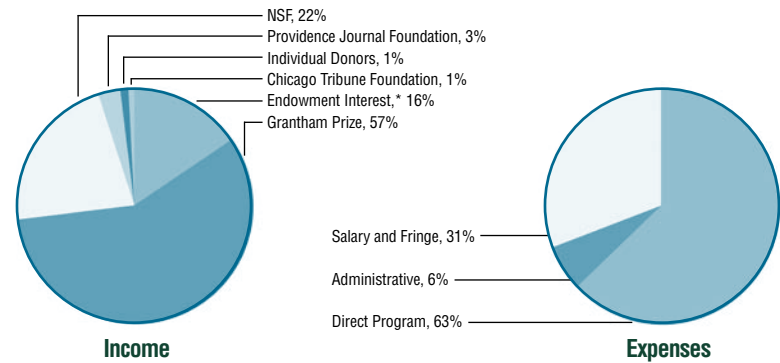
**Jason Margolis** (2007) won second place for Outstanding Beat/In-depth Reporting on Radio in SEJ's Seventh Annual Awards for Reporting on the Environment for his story, Sierra Gorda Biosphere Reserve.

**Michael Burnham's** (2008) Greenwire article, “Everglades: Farms, Fuels and the Future of America's Wetland,” won third place for Outstanding Online Reporting in SEJ's Seventh Annual Awards.

## Looking Forward

Metcalfe will be hosting a Climate Change Seminar for Business Editors in fall 2009, in partnership with the Yale Project on Climate Change. The Providence Journal Charitable Foundation has provided partial funding for this program, and we are working on securing additional funds to expand the project's impacts.

## Financial Information



\* Includes 2007 and 2008.

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## 2008–2009 Metcalf Institute Diversity Fellows

Azadeh Ansari, Producer, CNN  
Hamida Kinge, Metcalf Environmental Reporting Fellow, Next American City (Philadelphia)  
Michelle Ma, Metro Reporter, The Seattle Times  
Brentin Mock, Writing Fellow, The American Prospect (Washington, DC)  
Bina Venkataraman, Reporter, The Boston Globe

## 2008 Metcalf Institute Annual Workshop Fellows

Michael P. Burnham, Senior Reporter, Greenwire, Washington, DC  
Michael Cohea, Multimedia Photojournalist, Community Newspaper Company, Raynham, MA  
Kelly Cuculiansky, Staff Writer, Daytona Beach News-Journal, Daytona Beach, FL  
Diego Cupolo, Staff Writer and News Assistant, The Star-Ledger, Newark, NJ  
Christine Cyr, Senior Associate Editor, Martha Stewart Living Omnimedia, New York  
Ian Fein, Lead Reporter, West Marin Citizen, Point Reyes Station, CA  
Liam Moriarty, Reporter, NPR-member station KPLU, Seattle, WA  
Myron B. Pitts, Metro Columnist, The Fayetteville Observer, Fayetteville, NC  
Jacob Resneck, General Assignment Reporter, Mountain Communications Radio, Saranac Lake, NY  
Rick Smith, Freelance Documentary Filmmaker and Cinematographer, Bozeman, MT

## 2008 Grantham Prize Winners

**Choking on Growth**, The New York Times  
David Barboza, Foreign Correspondent  
Keith Bradsher, Hong Kong Bureau Chief  
Howard French, Shanghai Bureau Chief  
Joseph Kahn, Deputy Foreign Editor  
Mark Landler, European Economic Correspondent  
Chang W. Lee, Senior Photographer  
Jimmy Wang, Video Journalist  
Jim Yardley, Foreign Correspondent

## Awards of Special Merit Recipients

Dinah Voyles Pulver, Environment Writer, Daytona Beach News-Journal  
Alison Richards, Deputy Supervising Senior Editor/Correspondent, National Public Radio  
David Malakoff, Deputy Supervising Editor/Correspondent, National Public Radio  
Edward Struzik, Senior Writer, Edmonton Journal, Toronto Star

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Walter Middlebrook, Director of Recruiting and Community Affairs, The Detroit News

Kendall Moore, Assistant Professor of Journalism, University of Rhode Island

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and Director, Coastal Ocean Institute, Woods Hole Oceanographic Institution

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Diane Toomey, Senior Editor, World Vision Report

Robert Vanderslice, Ph.D., Chief, Office of Environmental Health Risk Assessment,  
R.I. Department of Health

## Science Co-Director

Lewis Rothstein, Ph.D., Professor of Oceanography, URI Graduate School of Oceanography

## Journalism Co-Director

Peter B. Lord, Environment Writer, The Providence Journal



Don Bousquet & Son Aerial Photography

**Cover** (top to bottom). Bina Venkataraman, 2008–09 Diversity Fellow, and Shumin MA, 2007–08 Diversity Fellow, take in the Appalachian scenery at the 2008 SEJ conference. Annual Workshop Fellows identify stream invertebrates to assess water quality. (photo, Michael Salerno). 2008 Grantham Prize winner, Jim Yardley, addresses the Grantham Prize Seminar audience. (photo, Sam Kitterner/Kitterner.com). Liam Moriarty, 2008 Annual Workshop Fellow, measures algal concentrations for a feeding experiment. (photo, Michael Salerno).

Michael P. Metcalf Institute for  
Marine & Environmental Reporting

# Annual Report



The Metcalf Institute for Marine & Environmental Reporting is administered within the Office of Marine Programs, which is based at the University of Rhode Island Graduate School of Oceanography, Narragansett, RI 02882 ■ 401-874-6211 ■ [www.metcalfinstitute.org](http://www.metcalfinstitute.org) ■ [www.granthamprize.org](http://www.granthamprize.org)



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