

Michael P. Metcalf Institute
for Marine & Environmental Reporting

2009 ANNUAL REPORT

Metcalf

Recognizing and Developing Excellence in Environmental Reporting

Letter from the Executive Director

Dear Friends,

I look back on the past year with great pride. In spite of the financial difficulties that forced many organizations to close their doors, Metcalf Institute has been able to continue all our programs unabated. We could not have done this without the generous support of many individuals and organizations who stepped forward to help support our mission.

How did we take advantage of this critical support? Metcalf brought eleven journalists to the Eleventh Annual Science Immersion Workshop for Journalists. We added a professional staff member to manage our publicity and marketing efforts and leverage outreach for the Grantham Prize. We reached out to new constituencies by offering a fellowship to business reporters to attend special Metcalf-organized sessions on the economics of climate change at a leading environmental journalism conference. We developed new partnerships with news organizations eager to host our Environmental Reporting Fellows. In all of these efforts, we provided unique opportunities for journalists to gain a deeper and more nuanced understanding of the science underlying today's biggest environmental stories.

All in all, it's been a great year—but we have much more work to do.

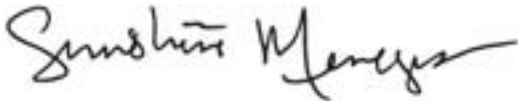
As newsrooms continue to lay off veteran reporters, many experienced environmental journalists have been cut. At best, these cuts leave novice reporters with little mentorship to help them cover the complicated interactions of science, policy, and economics on major environmental issues. At worst, gaping holes abound where the environmental coverage should be. Some of these holes have been filled by blogs and specialized web-based coverage of environmental stories. But it is disheartening to see how many major news organizations no longer dedicate staff to this increasingly relevant beat.

This is where we come in. Metcalf Institute is committed to providing the skills and resources needed to turn enthusiastic reporters into great environmental journalists: a better understanding of not only the various scientific perspectives on specific issues, but also how scientific research informs the economic and public policy decisions that affect us daily; how to accurately translate scientific data and publications for non-scientific audiences; how to use available databases to present environmental stories in a more comprehensive and informative fashion; and a wealth of resources on specific marine environmental topics.

I urge you to take a fresh look at the work we do and the impacts of our programs. Our 2008-2009 Environmental Reporting Fellows contributed over 100 environmental stories to their respective host outlets, attracting up to one million page views per story! Several of our alumni received support to report environmental stories from abroad this year, and six of our alumni received awards and recognition. Working with this year's Grantham Prize winners, we distributed teaching materials based on the winning story to journalism schools across the U.S. and Canada.

Clearly, we have much to be proud of. With your help, we will continue to give journalists the professional development opportunities that can change their careers and improve public understanding of science and the environment.

Sincerely,



The mission of the Metcalf Institute is to promote clear and accurate reporting of scientific news and environmental issues; to strengthen understanding and working relationships between members of the scientific community and members of the news media; and to provide opportunities for beginning journalists to learn, on both a formal and an informal level, how to improve their skills in marine and environmental reporting.

Metcalf Institute Fellowships

Annual Science Immersion Workshop for Journalists

Metcalf Institute held its Eleventh Annual Science Immersion Workshop for Journalists at the University of Rhode Island Graduate School of Oceanography in June. We brought eleven journalists from print, web, radio, and television news outlets to Narragansett to focus on a topic of international relevance and local significance: global change in coastal ecosystems. Fellows learned how scientists estimate the consequences of sea level rise for coastal communities, how stormwater runoff and the accompanying pollutants impact watersheds, and how long-term data sets like the Graduate School of Oceanography's fifty-year fish trawl can answer questions about the impacts of warming oceans. Fellows also learned how to interpret and translate scientific publications for their audiences, while participating scientists gained insight from the reporters about how to more effectively communicate their research.

Annual Public Lecture Series

Metcalf Institute's 2009 Public Lecture Series, *Scientists and Journalists: Getting the Point Across*, featured presentations on the effects of excessive nitrogen on ecosystems, new approaches toward mitigating coastal impacts of climate change, the economic realities of this mitigation, and the ongoing evolution of the journalism industry.

The 2009 Metcalf Institute Science Immersion Workshop and concurrent Public Lecture Series were made possible in part through generous gifts from Charlotte Metcalf, Pamela and J. Frederick Thye through the J. Frederick Thye Charitable Trust, Helen Buchanan, Lucy Metcalf, the Chicago Tribune Foundation, the Rhode Island Foundation, Mr. and Mrs. Henry Sharpe, Jr., Mr. and Mrs. John Penney, Jr., Mr. and Mrs. W. Nicholas Thorndike, Mr. and Mrs. Paul Coe Nicholson, and Mr. and Mrs. Frank Mauran.

Metcalf Partners to Sponsor Fellowships for Business Journalists

Metcalf Institute partnered with the Yale Forum on Climate Change & the Media to organize the new Fellowship for Climate Change and Business Reporting. Seven business journalists were awarded the fellowship this fall to attend the 2009 Society of Environmental Journalists annual conference and two special conference sessions on the intersection of business and the environment.

The first session featured leading economist Frank Ackerman and Business Week Senior Correspondent John Carey in a discussion about the costs of climate change mitigation and adaptation. The second session brought prominent communication researchers together to discuss how today's news media are managing changes in information delivery and consumption, and what this means for coverage of major environmental issues like climate change.

The Fellowships for Climate Change and Business Reporting were provided with support from The Providence Journal Charitable Foundation.

Environmental Reporting Fellowships

The 2008–2009 Environmental Reporting Fellows wrapped up their nine-month reporting assignments in June at top newsrooms around the nation. The past year presented challenges for many journalists, Metcalf Fellows included. Shortly after Azadeh Ansari started her fellowship assignment at CNN in October 2008, the company eliminated its entire science and technology unit. But, like her peers, she took this setback in stride and got to work on 19 more major science stories for CNN.com and CNN.com/Live, accounting for over one-third of their total science coverage during her reporting assignment.

All five of the 2008–09 fellows continue to impact broad news audiences. In spite of layoffs in the news business each was retained to work for their fellowship host outlets as freelancers or staff.

Metcalf awarded the 2009–2010 fellowships to Sindya Bhanoo and Marina Giovannelli. The reporters explored a broad range of environmental science topics during their independent study in September at the URI Narragansett Bay Campus. This provided the basis for story ideas at their host outlets, The New York Times (Bhanoo) and PRI's radio program, The World (Giovannelli). Metcalf posts their stories as they go to print and air on our website, www.metcalfinstitute.org.

The Environmental Reporting Fellowships are funded by a grant from the Geosciences Division of the National Science Foundation. Additional support for the 2009–10 fellowships came from The Providence Journal Company.



Sindya Bhanoo on assignment for The New York Times.
Photo: Paul Taggart



Metcalf fellows measure biodiversity in a coastal lagoon.

Gretchen Ertl

"Because of Metcalf, and specifically the independent study portion of our fellowship, I am confident in my ability to make sense of scientific information. Now I also can communicate science in a way that the general public will understand, and that prompts them to want to learn more."

Hamida Kinge 2008–2009 Environmental Reporting Fellow at Next American City Magazine, Freelance Journalist

Metcalf Institute Outreach



As Metcalf's program offerings have expanded over the past several years, our publicity and outreach needs have also grown. We welcomed a public relations professional, Kat Anderson, to our staff this summer to oversee the strategic development and integration of our outreach efforts. Kat's extensive experience and insights in publicity and marketing have already benefited the Institute.

We developed a broader online presence in 2009 with the goal of sharing our programs with a larger audience. We started in April with regularly updated Spotlights on the Metcalf Institute home page that feature the work of Metcalf alumni and tips and resources for covering environmental topics.

Metcalf now has a Facebook page and our very own YouTube Channel. Beginning with the 2009 Public

Lecture Series presentations that took place in June (see list of speakers below), our channel also features short films about Grantham Prize winners produced by alumna MA Shumin (ERF 07-08) and will continue to feature programs that highlight our mission at www.youtube.com/metcalfinstitute.

In 2009, Metcalf Institute distributed our new book, *Communicating on Climate Change*, and a DVD of the 2008 Grantham Prize Seminar to a wide variety of audiences:

- journalism and science educators
- reporters and editors
- academic and agency research scientists
- policy makers
- foundations
- donors



2009 Annual Workshop Fellow, Ted Nesi Providence Business News (center), asks a question at a public lecture. Photo: Gretchen Ertl

2009 Public Lecture Series Speakers

William Schlesinger
Cary Institute of Ecosystem Studies

Colleen Charles, Terrestrial, Freshwater, and Marine Ecosystems Program, U.S. Geological Survey

Christophe Tulou, Resilient Coasts Initiative, Heinz Center for Science, Economics, and the Environment

Tom Rosenstiel, Project for Excellence in Journalism, Pew Research Center for the People and the Press

John Reilly, Joint Program on the Science and Policy of Global Change, MIT

2009 Annual Workshop Fellows

Simone Aponte, KFMB-TV/CBS 8, San Diego, CA

Eliza Barclay, Freelance, Washington, DC

Justin Fritscher, Clarion-Ledger and Rankin Ledger, Jackson, MS

Eva Gilliam, Freelance, Cape Town, South Africa

Colleen Kimmett, TheTyee.ca, Vancouver, BC

Ted Nesi, Providence Business News, Providence, RI (supported by a grant from the Rhode Island Foundation)

Sarah Parsons, Freelance, New York, NY

Niki Price, Oregon Coast Today, Otis, OR

Javier Serna, The News & Observer,

Raleigh, NC (supported by a grant from the Chicago Tribune Foundation)

Robert Silk, Key West Citizen and Islamorada Free Press, Key Largo, FL

Sarah Welsh, Rio Grande Sun, Espanola, NM

Climate Change & Business Reporting Fellows

Jim Downing, The Sacramento Bee

Leslie Ellis, The Detroit News*

Marc Gunther, Fortune Magazine

Rebecca McClay, Graduate Student, Arizona State University

Rebecca Mowbray, The New Orleans* Times-Picayune

Sarah Peach, Freelance Journalist

Mark Peters, Dow Jones Newswires*

*sponsored by Metcalf Institute

Environmental Reporting Fellows 2008-09

Azadeh Ansari, CNN, Atlanta, GA

Hamida Kinge, Next American City, Philadelphia, PA

Michelle Ma, The Seattle Times, Seattle, WA

Brentin Mock, The American Prospect, Washington, DC

Bina Venkataraman, The Boston Globe, Boston, MA

2009-10

- **Sindya Bhano**, The New York Times
- **Marina Giovannelli**, PRI's The World

The Grantham Prize

In July, Metcalf announced the winners of the 2009 Grantham Prize for Excellence in Reporting on the Environment. **Blake Morrison** and **Brad Heath** won for the USA TODAY series, *The Smokestack Effect: Toxic Air and America's Schools*. This data-intense series on industrial pollution near schools motivated the U.S. Environmental Protection Agency to establish new monitoring programs around schools nationwide to assess the risk of these exposures.



Blake Morrison and Brad Heath with the Grantham Prize. Sam Kittner/kittner.com

Three Awards of Special Merit, each carrying a \$5,000 prize, were given to:

- **Tad Fettig, Karena Albers, and Veronique Bernard** of kontrentreal for their documentary *e²: transport*, part of the six-part series, *e²: The Economies of Being Environmentally Conscious*.
- **Andrew Nikiforuk**, for his book, *Tar Sands: Dirty Oil and the Future of a Continent*.
- **Susanne Rust and Meg Kissinger** for their Milwaukee Journal Sentinel series, *Chemical Fallout*.

The fourth annual Grantham Prize Seminar on the State of Environmental Journalism was held on the evening of October 5 at The Newseum's Knight Conference Center in Washington, D.C. The journalists' presentations about their award-winning stories inspired not only our live audience but also those people who watched the live web cast.



The Grantham Prize and Seminar are funded by Jeremy and Hannelore Grantham through The Grantham Foundation for the Protection of the Environment.

"The work of the Metcalf Institute and the Grantham Prize are vital to nurturing and improving the way journalists communicate science to a broad public audience. What the Metcalf Institute is doing is so important to the health of our country."

Dr. Jane Lubchenco

Under secretary of commerce for oceans and atmosphere, following her guest appearance at the 2009 Grantham Prize Seminar.



Guests enjoy the view during the evening reception. Sam Kittner/kittner.com

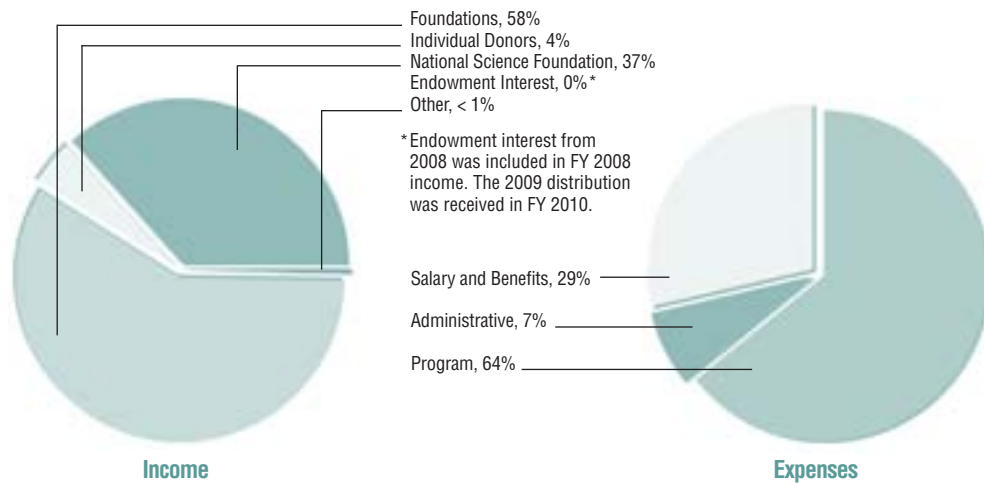
After a lively reception on the Newseum's rooftop patio, the seminar concluded with an interview of Jane Lubchenco, administrator of the National Oceanic and Atmospheric Administration, by veteran ABC News correspondent, Bill Blakemore, about ocean and climate policy challenges for the Obama administration.

Read about all the 2009 winners, view the archived seminar and winner's presentations, and learn more about The Grantham Prize at www.granthamprize.org.



Dr. Jane Lubchenco discusses ocean policy with Bill Blakemore. Sam Kittner/kittner.com

Fiscal Year 2009 Financial Information



Accolades and Accomplishments

Ashley Ahearn, 2006 Annual Science Immersion Workshop for Journalists (AWJ 2006), received an Annenberg Fellowship and the Milena Jessenska Fellowship earlier this year. She also placed second in the SEJ annual awards for Best In-depth/Beat Reporting in Radio.

Azadeh Ansari (ERF 2008) was hired as Beat Assignment Editor for CNN's International Desk.

Henry Shirazu Alhassan (AWJ 2001) received a Ph.D. in development studies from the University of East Anglia, UK.

Jennette Barnes (AWJ 2002) won the New England Associated Press News Executives Association's first place prize for editorial writing in 2008 and 2009.

David Baron (Metcalf Advisory Board Chair) won the 2009 Society for Environmental Journalists Outstanding Beat, In-Depth Radio Award.

Book author **Lynne Cherry** (AWJ 2006) and co-author Gary Braasch received 15 major awards for their book, *How We Know What We Know About Our Changing Climate: Scientist and Kids Explore Global Warming*.

Julia Kumari Drapkin, 2007 Environmental Reporting Fellow (ERF 2007), won the Media Labs Studio Efficient Films Challenge for her rap video featuring Louisiana Green Corps members.

Cheryl Hatch (AWJ 2006) is the new higher education reporter at the Corvallis Gazette-Times in Corvallis, Oregon. This beat will give her many opportunities to cover environmental and science stories.

Bay City Times environmental reporter **Jeff Kart** (AWJ 2007) spent a week in Denmark with a Michigan delegation sent to cover green policy and green technology.

Jori Lewis (ERF 2006) received a Kaiser Family Foundation Mini-Fellowship to travel to Gambia and report on childhood pneumonia for PRI's The World.

Michelle Ma (ERF 2008) was hired as a news producer for The Seattle Times, which hosted Michelle during her Metcalf fellowship.

Mish Michaels (AWJ 2006) is on sabbatical from WBZ-TV Boston to work on several climate science projects.

Scott Miller (AWJ 2002) became the environmental sustainability manager for The Russell Family Foundation.

Brentin Mock (ERF 2008) received a fellowship from the Institute for Justice and Journalism to report on environmental justice issues.

Liam Moriarty (AWJ 2008) received a fellowship from the EU Center at the University of Washington to report on how the European Union is responding to climate change and other major environmental concerns.

Lisa Pinsker Munoz (AWJ 2001) became the press officer for the World Meteorological Organization, where she was responsible for organizing its World Climate Conference in Switzerland this past August.

Niki Price (AWJ 2009) won first and third place in the Associate Members' writing category for the Oregon Newspaper Publishers Association Better Newspapers Contest this year. The first place honor recognized Niki's environmental reporting.

Debbie Salamone (AWJ 2004) became the Manager of Communications at the The Pew Charitable Trusts in the Orlando, Florida, area.

Rick Smith (AWJ 2008) received first place in the 2008 Student Environmental Short Film Festival for his film, *Fish and Crow*.

Lori Townsend (AWJ 2007) has been promoted to news director for the Alaska Public Radio Network.

Christine Woodside (AWJ 1999 and Metcalf Advisory Board Vice Chair) released a revised edition of her book, *Energy Independence*, published by Lyons Press.

"The one-on-one discussions with top marine scientists built my confidence and inspired me to forge new relationships with experts on my coast. The Metcalf program helped me understand the pressures that scientists face—to publish, to make their reputations and above all, to be right—that are not that different from my own."

Niki Price, editor, Oregon Coast TODAY

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URI Graduate School of Oceanography

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The Providence Journal

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Department of Marine Chemistry and Geochemistry
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Bari Scott, Executive Director
SoundVision Productions

Peter Thomson, Environment Editor
PRI's The World

Diane Toomey, Senior Editor
World Vision Report

Robert Vanderslice, Ph.D.
Team Leader, Healthy Homes and Environment Team
RI Department of Health

Science Co-Director Lew Rothstein stepped down this year to take a new role with the Metcalf Institute Board as treasurer. Metcalf thanks Lew for his continued service and welcomes Tatiana Rynearson as the new science co-director.

2009 Supporters

Metcalf Institute is grateful to those individuals and organizations that support our mission, and help make our programs possible.

Monica Allen
David Baron
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Trudy Coxe
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*These donors made special gifts in support of the 2009 Annual Science Immersion Workshop for Journalists and the 2009 Annual Public Lecture Series.



Members of the Metcalf Institute Advisory Board gathered for a photo prior to the June board meeting. Photo: Gretchen Ertl

Sunshine Menezes, Ph.D., Executive Director
Katharine McDuffie, Program Director
Kat Anderson, Publicity Coordinator

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Metcalf

METCALF INSTITUTE FOR MARINE & ENVIRONMENTAL REPORTING

Metcalfe Institute was established in 1997 at the Graduate School of Oceanography with an endowment from The Providence Journal Charitable Foundation, the A.H. Belo Corporation, parent company of The Dallas Morning News and The Providence Journal, and the Philip L. Graham Fund of The Washington Post. In 1998 the Metcalf Institute received additional funding from the Telaka Foundation. The Metcalf Institute is named for the late Michael P. Metcalf,

publisher of The Providence Journal-Bulletin (1979–1987), who was passionate about journalism and the quality of the environment. He was known for his integrity, his vision, and his high standards for journalism, the same principles upon which the Institute is founded. Metcalf Institute is located at the URI Graduate School of Oceanography, a premier oceanographic research institution in the United States, and operates out of the URI Office of Marine Programs.

THE
UNIVERSITY
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