



ARTHUR N. RUPE CONFERENCE

Media and the Environment

**UCen Corwin Pavilion,
UC Santa Barbara Campus**

12:00-6:00 pm

Saturday

April 28th, 2007

**Free admission
Free parking
Free refreshments**

Portraying environmental issues

Reporting the controversies

**Communicating via digital and
traditional media**

**Engaging media creators,
producers, journalists, scientists,
web masters, media researchers,
international agency
coordinators, and the audience**

**Showing environmental web
content, video, documentary
films, and commercial
advertisements**

Finding solutions

**Presented by the Arthur
N. Rupe Chair in the
Social Effects of Mass
Communication, and the
Carsey-Wolf Center for Film,
Television, and New Media.
In association with the
"Global Warming Science &
Society" Event Series**



This multi-media event will bring together media creators and producers, journalists, scientists, web masters, media researchers, international agency coordinators, and the audience. The sessions will show a wide variety of environmental media content, including web video, documentary films, and commercial advertisements. The presentations and discussions will explore the technological, economic, political, and social challenges involved in creating environmental media content for traditional and new media outlets, and for improving public understanding and action concerning the environment.

12:00-12:30: Networking

Audience members are invited to meet friends and new people, visit the media and environmental tables in the outer lobby, and enjoy refreshments.

12:30: Welcome and Guiding Questions

Ronald E. Rice, **David Marshall**, and **Melvin Oliver** will welcome the presenters and audience.

12:40 – 2:00: Portraying the Environment

David Jensen and **Douglas Varchol** will present the UNEP's new *Sudan Country Report's Video Press Release* and discuss how media were incorporated into the country report process, including commenting on the current environmental conditions in Sudan as a result of the 20-year north-south civil conflict and the crisis in Darfur.

Jennifer Bernstein will present *Learning from Natures: The Depiction of the Environment in Contemporary Print Advertising*.

James Reichman will present examples of new techniques for portraying environmental science in more accessible ways in journals, newspapers, and websites.

2:10 – 4:00: Reporting the Environment

Kenneth Weiss and **John Vande Wege** will present and discuss portions of their recent Los Angeles Times and web-based, multi-media five-part series on *Altered Oceans*.

Cecilia O'Donnell will discuss newspaper coverage of environmental issues in UK and US newspapers.

Andrew Revkin will join this session by video conferencing to discuss the interface between media and the environment. **David Lea** will interview him.

Steve Gaines, **Catherine Gautier-Downes** and **Charles Kolstad** will discuss the science behind the media coverage of global warming.

4:10 – 5:15: Distributing the Environment

Constance Penley will describe The BLUE HORIZON Summer Program for Environmental Media (UCSB Summer Sessions 2007 June 25-August 24).

Michael Hanrahan will show one of his films and discuss the media production and distribution issues involved in reaching specific audiences through broadband Internet, television, and DVD home video.

Paul Jay will discuss his efforts to create a viewer-supported, advertising-free comprehensive media platform (from television and web, to public broadcasting and user-provided content) that will use science and what is actually known to provide "independent and courageous" coverage of important news - such as global warming.

5:15 – 6:00: Audience Group Discussion and Final Panel Discussion

Session presenters will convene with different sections of the audience to discuss insights into the guiding questions gained from the day's activities. They will then rejoin the main panel to identify lessons learned, as well as implications for creating strategies for positive change.