

from the editor | katie coleman

A time for firsts

In its fifth year, EJ experiences many changes.



Katie Coleman, a master's student in the School of Journalism at Michigan State University, is the editor of EJ.

As EJ Magazine's fifth year in production begins and the Knight Center for Environmental Journalism's 10th anniversary year comes to a close, we have welcomed and experimented with several first-time features. Here's what to look for as you explore the Spring 2006 issue.

GETTIN' SOME GREEN

The most noticeable change is probably the introduction of advertisements. This was an experiment to strengthen EJ's non-existent revenue stream. Thus far, the Knight Center has supported the magazine on its own two proverbial feet, but now that we've established ourselves as an award-winning environmental magazine, we're delving into the growing green-friendly market.

As we look to the future, we hope this experiment will become a permanent fixture to support what is still the only student-produced environmental magazine in the country. If you are interested in reviewing our media kit, please contact us at the information provided on p. 3.

GETTIN' SOME FEEDBACK

Another first is the letter to the editor on p. 8 regarding Fall 2005's "Paradise drowned" article, by Patrick Wellever, about the Hetch Hetchy Reservoir in California. Although we have been flattered by numerous accolades from our readers (see back cover), we've never received a letter before. We welcome them and hope something you read inspires you to write.

Please submit letters to the editor to ej@msu.edu, or via the address on p. 3.

GETTIN' SOME NEW BLOOD

I've heard at least two current readers refer to us, mistakenly, as "Environmental Justice Magazine." While we'd certainly welcome articles about environmental justice, the "EJ" in EJ Magazine actually stands for Environmental Journalism. This magazine's mission is to report on

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issues relevant to both the physical environment and the growing discipline/career known as environmental journalism. That is why this issue's center spread, Green Prints, provides a blueprint for environmental journalism students and professionals alike.

The Green Prints section, beginning on p. 17, includes two additional first-time features.

"The Impossible Assignment," an article about a then student's attempt to report on an environmental crime in a country rife with political conflict (see p. 24), features the work of Christine Fennessy, who graduated from Syracuse University in December 2005 with a dual master's degree in journalism and environmental science. While EJ Magazine has always hosted and encouraged work from a variety of contributors — including professional journalists, professors and undergraduate, graduate and doctoral students from multiple disciplines — this is the first time a student from outside Michigan State University has been published.

Each article in EJ not published by a MSU student includes a "bio-line" at the end of the article that introduces the author. In this issue, we feature work from Hugh McDiarmid Jr. of the Detroit Free Press; Tom Henry of The (Toledo) Blade; Brain Foley of the Tri-Valley Herald in Pleasanton, Calif.; Jeremy Herliczek of NOISE in East Lansing, Mich., also an instructor at MSU; undergraduate students studying journalism, environmental studies, English and urban and regional planning; and graduate students studying journalism who have undergraduate degrees in English, German and wildlife ecology.

To submit an article for consider-

ation or request more details, please e-mail us at ej@msu.edu.

The second first that appears in the Green Prints section is our first editorial purchase — photographs appearing in the "Mining for Stories" photo essay on p. 18 - 22 and on our cover. While the National Archives does not charge for the use of its photos, agencies that locate, obtain and prepare the photos do.

So amazing are the images captured by Documerica — a project the Knight Center supported through the development of a promotional Web site: <http://www.ej.msu.edu/documerica/Home/home.htm> — that we thought it a worthy investment.

GETTIN' SOME RECOGNITION

While not a feature of this issue, EJ Magazine experienced another first this Spring — winning a first-place Mark of Excellence Award from the Society of Professional Journalists for Best Student Magazine (produced more than once a year).

This is the fourth award EJ Magazine has won in the past three years, and the first it has received from a professional journalism organization. The Michigan Audubon Society, the Michigan United Conservation Clubs and the William Randolph Hearst Foundation awarded the first three. We are very proud of everyone who contributed to the Spring and Fall 2005 issues for this latest honor.

As environmental issues continue to affect our planet and our health, environmental journalism is becoming more important than ever. Like that trend, EJ Magazine continues to grow and expand, offering you environmental information and a venue for your environmental reporting.