

Carnegie Mellon

Department of Media Relations

Carnegie Mellon University
Alumni House
Pittsburgh, PA 15213
412-268-2900
Fax: 412-268-6929

Contact: Chriss Swaney
412-268-5776
swaney@andrew.cmu.edu

For immediate release:
July 9, 2009

Carnegie Mellon's Steinbrenner Institute To Showcase Environmental Research and Pittsburgh's G-20 Venues To Media Fellows

PITTSBURGH—Carnegie Mellon University's Steinbrenner Institute for Environmental Education and Research (SEER) will host five top journalists July 13–15 at its fifth annual environmental media fellowship.

The journalists include Tim Wheeler, environmental reporter with The Baltimore Sun; David Ledford, executive editor of Gannett's The News Journal in New Castle Del.; Margaret Kriz, environmental correspondent for the National Journal; Lindsay France, a producer and reporter for ABC Seattle/Tacoma; and Hanneke Brooymans, an environmental reporter for the Edmonton Journal in Alberta, Canada.

“The fellowship enables leading environmental science, technology and policy journalists to broaden and deepen their knowledge of environmental issues, and provide a unique opportunity for Carnegie Mellon faculty to share their research findings with and learn from an outstanding group of professional communicators,” said David A. Dzombak, faculty director for the Steinbrenner Institute and the Walter J. Blenko Sr. Professor of Environmental Engineering.

The journalists meet informally with researchers in labs and in the field. Their interviews span everything from green design and green buildings to air quality, water quality, risk management and alternative energy issues. The journalists also will visit former brownfield sites, participate in a boat cruise — highlighting riverfront transformation — on the RiverQuest Explorer, tour one of America's oldest and greenest amusement parks and see the city's convention facility where finance ministers and central bank governors from the G-20 nations are scheduled to attend summits of the group in Pittsburgh Sept. 24–25.

“In the case of this tour, with its environmental focus, Pittsburgh is an exceptional case study for how a region can clean up its skies and waterways, transform itself from an industrial hub to an innovation hub — with a leadership role for the nation in clean tech — and leverage this transformation to create new opportunities for economic development on former industrial sites. In fact, this is why Pittsburgh is a perfect location for the September G-20 summit. Pittsburgh and its transformation hint at what a new America can look like,” said Dewitt Peart, president of the Pittsburgh Regional Alliance (PRA). The PRA markets the Pittsburgh region, as well as its transformation story, with the aim of attracting business development in southwestern Pennsylvania.

“Carnegie Mellon faculty have been great about participating and sharing their broad range of work with the media,” said Deborah A. Lange, executive director of the Steinbrenner Institute. “We really want journalists to go away with the knowledge that they can use Carnegie Mellon as a resource for stories.”

Working as a catalyst, the Steinbrenner Institute is charged with developing and enhancing the impact of environmental research and education at Carnegie Mellon. The educational focus includes an emphasis on helping all Carnegie Mellon undergraduate students understand the complexity of environmental problems, and how their personal and professional decisions can lead to a more sustainable world.

The 2009 media fellowship also is supported by the College of Engineering and the Department of Media Relations.

###

About Carnegie Mellon: Carnegie Mellon (www.cmu.edu) is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the fine arts. More than 11,000 students in the university's seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon's main campus in the United States is in Pittsburgh, Pa. It has campuses in California's Silicon Valley and Qatar, and programs in Asia, Australia and Europe. The university is in the midst of a \$1 billion comprehensive campaign, titled “Inspire Innovation: The Campaign for Carnegie Mellon University,” which aims to build its endowment, support faculty, students and innovative research, and enhance the physical campus with equipment and facility improvements. For more about Carnegie Mellon, visit <http://www.cmu.edu/about/>.