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**CLIMATE CHANGE & THE MEDIA**

*Connecting scientists, journalists, and communicators*



*Adapting to the New Media Climate for Climate Change*

## **E&E: Covering Climate Change in the Age of Digital Media**

*By Michael Svoboda — January 31, 2012*

**Amidst a shrinking ‘news hole’ for science news coverage by mainstream media, this Special Report explores how a still-upstart digital publisher finds itself among the top producers in the climate reporting niche. A successful business model perhaps. But can it offset the loss of ‘public’ coverage for the population at large?**

In an October 2011 Sunday Review essay in *The New York Times*, Elisabeth Rosenthal posed a critical if quixotic question: “[Where Did Global Warming Go?](#)” In response, several commentators pointedly rephrased the question: Where did the media’s coverage, including that of the *Times*, go?

With end-of-year tallies in hand, we can now answer these questions. Sort of.

### ***An In-Depth Special Report: E&E Publishing***

In its [annual tally](#) of climate change coverage, *The Daily Climate* (TDC) confirmed that media coverage of climate change in 2011 was even lower than that of 2010, when, in the words of Drexel University’s Robert Brulle, climate coverage “[fell off the map](#)” after the December 2009 meeting in Copenhagen. If it is driven by coverage, one should not be surprised that concern for global warming has gone missing.

But in a letter to TDC, freelance journalist Stephen Leahy [suggested](#) that the situation is more complicated. Coverage of climate change has remained steady and has even increased outside the U.S. And if one looks beyond the mainstream media, at the websites and newsletters of nonprofit news services, even the English-language numbers look better.

To Leahy’s revised equation, *Columbia Journalism Review*’s Curtis Brainard [called attention](#) to another variable — articles that lie behind the paywalls of business-to-business enterprises like Environment and Energy Publishing, or E&E as it is more commonly known. Based on his own searches at Factiva and on numbers provided by E&E’s editor-in-chief, Kevin Braun, Brainard concluded that coverage was down, but not uniformly. Contrary to the impressions of Rosenthal’s first respondents, coverage at the *Times* was down only 10 percent from 2010. (Maxwell Boykoff’s analysis, as [reported](#) in *ClimateWire*’s story on U.S. climate coverage in 2011, showed a slight boost in *NYT*’s numbers.)

Perhaps more surprising — at least for readers who do not have access to *ClimateWire*, *E&E Daily*, and *Greenwire* — was Brainard’s finding that in 2011 only Reuters published more articles on climate change than E&E.

Not observed in this somewhat confusing swirl of quantitative data is a key qualitative trend: coverage of climate change is becoming less public. As newspapers shrink — and as science sections shrink or disappear altogether — more of the remaining coverage appears in less public venues. An Andrew Revkin Dot Earth blog post is less public than an in-print article

by *Times* reporter Matthew Wald. An open-access environmental news site, like *Inside Climate News*, is less public than a *NYT* blog. Unless they appear in local or national newspapers, news service stories are less public than local or national newspaper stories. And paywall-protected reporting is less public than open-access news.

Rosenthal's essay was strangely prescient on this point — in two ways. An illustration of an inverted iceberg accompanied the article. The likely message: even as the problem has grown, less appears above the surface, in public view. As if to prove this point, the day after Rosenthal's piece ran, the *Times* ended its content-sharing arrangement with E&E. The small fraction of *ClimateWire*, *E&E Daily*, and *Greenwire* articles E&E had chosen to make public was now less public. Only self-motivated science and environment readers would look for these articles at the far less trafficked sites of *Scientific American*, *The Daily Climate*, or, if one subscribes to their weather service, *Accuweather.com*.

What are the implications of this deeper qualitative trend?

To answer this question, *The Yale Forum*, which had [noted the start](#) of *ClimateWire* in 2008, decided to take a closer look at E&E. The following is based on interviews and e-mail exchanges with E&E newswire editors, starting in September 2011 when E&E first learned that the *Times* intended to terminate their content-sharing arrangement.

### **The Numbers**

To understand the context for this story, one first needs to know the numbers for the pieces published — and the problems one encounters in calculating them.

*The Daily Climate*'s annual tally of climate change coverage is based on counts of items "[aggregat\[ed\]](#)" over the course of the year through its Web searches. Twenty-five venues account for nearly 50 percent of the roughly 19,000 items captured and archived in 2011. (See Sidebar 1 below.) Just five account for nearly 25 percent.

Even though most of its output remained hidden behind a pricey subscriber paywall, E&E was the fifth most prolific news operation in *TDC*'s year-end tally, behind Reuters, *The New York Times*, *The Guardian*, and Associated Press. And five of E&E's *ClimateWire* staffers made *TDC*'s list of "most prolific reporters," journalists who filed 30 or more stories on climate change in 2011.\*

But when Brainard did his own tally, based on E&E's estimate of its total climate-related output and his own searches for the other four publishers in Factiva, he came out with a different order: Reuters (2,410), E&E (2,212), *The Guardian* (2,091), Associated Press (1,379), and *The New York Times* (1,280). In the same e-mail in which he shared these numbers with *The Yale Forum*, however, Brainard also said "it's virtually impossible to rank and/or compare relative productivity of different news outlets. *TDC* did it its way, I did it mine, but neither method is terribly reliable."

*The Yale Forum*'s analysis confirms *TDC*'s conclusion about the reduced coverage in 2011 and also Brainard's revised ranking and his point about inconsistencies in the data. Searches were conducted at *TDC*, Factiva, Lexis Nexis, and E&E's website. A quick look at the data (see Sidebar 2 below), shows dramatic declines from 2009 to 2010. But the steepness of the declines from 2010 to 2011 vary significantly depending on the publisher and the database.

To get a more precise measure of E&E's output for 2011, *The Yale Forum* then tallied and coded the articles for each reporter in its archive. The result: the 2,473 articles on climate change represent 30 percent of 8,355 bylined articles E&E reporters published in 2011 on energy and environmental issues, which also included water, pollution (mercury, pesticides, sewage), land management (conservation, mining, zoning), wildlife (biodiversity, endangered species, fisheries), oil (Gulf spill, the Keystone XL pipeline), natural gas (fracking), solar (Solyndra), wind, and all of the legislative, regulatory, and legal wrangling associated with these issues. (See Sidebar 3 below.)

Of these 8,355 articles, *TDC* captured 534, 439, or 270 articles, depending on the search strategy used — less than the proverbial tip of the iceberg.

### **A Reporter's Newspaper**

So how does an organization achieve this output while remaining largely out of the general public's view? The back story for the 78-person operation that is [E&E Publishing](#) can be told quickly. (See Sidebar 4 below.) And the gist of this story can be stated as follows: In the 14 years since Kevin Braun and Michael Witt purchased the precursors from what had been the Congress-based Environment and Energy Institute, E&E has expanded its operations several-fold by broadening and deepening its D.C.-based coverage of energy and the environment for institutional subscribers wanting and willing to pay for accurate and timely news about U.S. policy on these issues. (And the expansion continues; the figures cited above represent a 13 percent increase in E&E's payroll since September.)

E&E managed this expansion even as many traditional newspapers and news services contracted or closed. Several of E&E's senior editors and reporters in fact were hired just as they were about to be laid off, bought out, or otherwise "downsized." In addition to the greater job security provided by a growing rather than contracting organization, they found a culture they saw as committed to good journalism. "This is the most journalistically rewarding job I've ever had," said *ClimateWire* deputy editor Lisa Friedman, who joined E&E after stints with *The Oakland Tribune* and *L.A. Daily News*.

"We're a reporter's newspaper," *Greenwire* editor Cy Zaneski said; "decisions about stories are driven by what reporters learn on their beats." And E&E encourages reporters to think big. "I have never worked for an organization that was so inclined to say 'yes' when a reporter comes up with an idea," Zaneski added — even if that idea means traveling halfway around the world.

This past year, for example, E&E exceeded its average annual travel budget (~\$200,000) because, in addition to financing trips to the farthest flung states of the U.S. (Alaska and Hawaii) and to iconic climate change destinations, it sent two reporters to the Durban international meeting in December. The stories that result from such trips do not typically provide the sort of actionable information for which E&E's subscribers pay their fees — for that they look to the incremental stories about action on the Hill. But writing such big-picture feature stories, Braun and Zaneski said, keeps E&E's reporters sharp and motivated.

In return for these opportunities, E&E expects its reporters and editors to produce a lot of copy; the four wires publish an average of 60 stories per day, five days a week, every week Congress is in session. The two early editions, *ClimateWire* and *E&E Daily*, together post 20–25 articles by 9:00 AM. *Greenwire* adds another 20–30 by 1:00 PM. And *E&E PM* closes the day at 5:00PM with another 6–10 stories, mostly updates to stories published earlier. (*Land Letter*, E&E's weekly newsletter on natural resource policy issues, publishes 12–16 pieces each Thursday.)

Each day's output includes a standard mix of items:

- Roughly 15 percent are digests of news stories found by clippers. (According to Braun, there are now half as many newspapers for these clippers to scan as when E&E started.)
- Another 15 percent are write-ups of studies and reports released by universities, government agencies, or non-governmental organizations.
- Another 40 percent of each day's output, on average, consists of incremental stories that trace the progress of bills being debated on the Hill or of policies or rules in the works in federal agencies.
- The final 30 percent are feature stories — stand-alone pieces that cover international issues, business enterprises, science, or social concerns — and installments in [special reports](#) or series. In just the last six months, for example, E&E writers and editors have run reports on Arctic Thaw, Gas Rush, The Nuclear Crisis in Japan, Solyndra, and The Third Pole (on the glaciers in the Himalayas) and initiated or added to series on Cities, Coal Country, Drought, Money Matters, Pipeline Politics, and Polluters on the Run.



### The Window in the Paywall

Although advertising covers a gradually increasing portion of the costs of this daily output, E&E Publishing depends on its base of subscribers — roughly 40,000 readers in some 2,000 institutions — for most of its revenues, ballparked by Braun at “north of \$10 million.” (The \$4,000 base price for an institutional subscription is adjusted, according to Braun, “depending on the number of readers and divisions within an organization.” Pricing for universities follows a different schedule: for example, George Washington University’s annual membership in the [National Council for Science and Environment](#), through which it receives E&E’s wire services, costs just under \$10,000.)

To maintain the value of these subscriptions, E&E restricts access to the content its reporters generate, sequestering it behind a secure paywall.

But there have always been holes in this paywall. E&E has allowed subscribing news operations to reprint timely or relevant stories, provided they get permission. Reporters could repost stories in personal blogs or on affiliated websites. And E&E has maintained a public website for several years, where articles allowed beyond the paywall are cached. (But of several E&E personnel interviewed last fall, only Braun seemed to know how to access it.)

In March of 2009, however, E&E created a special window in its paywall. In the wake of the Obama election and with the international conference in Copenhagen on the horizon, coverage of climate science and policy was now in demand. And so E&E agreed to allow *The New York Times*, one of its institutional subscribers, to repost five articles per day — three from *Greenwire*, one from *E&E Daily*, and one from *ClimateWire*. They were reposted in a new “Energy and Environment” subsection of the newspaper’s Business page at its website. (Linked lists of *ClimateWire* and *Greenwire* articles also appeared on the Environment page of the *Times*’ Science section. A somewhat similar arrangement was made with *Scientific American*.)

But when prospects for enactment of federal greenhouse gas legislation died, broader public interest in the details of climate policy began to flag. Management and staff at E&E braced for a drop in subscriptions; instead business continued to grow, albeit much more slowly.

The annual tally of articles on climate change did fall, however, because there was no longer a U.S. policy discussion to cover. *ClimateWire* sustained its output by systematically surveying different parts of the big picture, but the number of climate-related articles published by *E&E Daily*, the wire most tightly focused on Capitol Hill, fell dramatically.

The partnership with *The New York Times* was likely a delayed casualty of this change. While never a significant factor for E&E's bottom line, according to Braun, the partnership may have softened the impact of the collapse of the cap-and-trade bill, allowing E&E's name to become known to a wider audience, a portion of which was still interested in the bigger picture. The real benefit of the connection, however, may have been its side effects.

Having stories reprinted in the *Times* was a bonus for the reporters, who appreciated the recognition. And that recognition sometimes made it easier to get the next story. "I go to U.N. conferences, and I'm always prepared to tell someone who I'm with and what this publication is," Friedman explained. "I never have to anymore; everybody knows what we are, what we do."

Although daily operations and access have not been affected, according to the editors interviewed for this report, E&E's reporters are disappointed by the end of the relationship with the *Times*. And anyone interested in the public's understanding of climate change may be disappointed that their work is now less public.

### 'A Newspaper of Record'

Two special series, however, generated strong responses both inside and outside E&E's paywall, confirming for reporters that their work is being read.



Last summer, Josh Kurtz, editor for *E&E Daily*, asked reporters to identify the real problem-solvers on the Hill. The result was a series of articles on "[The Grown-Ups](#)." The most frequently named figure was New Mexico Democratic [Senator Jeff Bingaman](#), who was profiled in one of the final pieces.

The other popular series, as measured by clicks on the links, is *ClimateWire*'s "Movers & Shakers," an ongoing effort to identify significant players, pro and con, in the national and international debates over climate change. The first three articles in this series, published in July and August, profiled atmospheric scientist and climate skeptic [Richard Lindzen](#) of MIT, [Tim Phillips](#), president of the Koch-funded Americans for Prosperity, and author and 350.org activist [Bill McKibben](#). Another three articles were published in November, one on Australian prime minister [Julia Gillard](#) and the other two on the late academic [John H. Dales](#) and on the Environmental Defense Fund's [Dan Dudek](#), both pivotal in the modeling and marketing of cap-and-trade systems in the U.S. and in Europe. *ClimateWire*'s editor John Fialka wrote four of the first six entries in "Movers & Shakers."



Braun pointed to what one might call “the *People* reader” in all of us to explain the popularity of these pieces. But for the comparatively small community of readers who make up E&E’s subscriber base, from organizations either supporting or opposing environmental policies and regulations, there are good reasons to read these pieces: One can learn more about who one is up against. “Our readers are our subscriber base are the subjects of our stories,” said Braun. And for this specialized community, Zaneski observed, E&E is something of a newspaper of record — rather like a small-town newspaper.

### **Finding the New Balance**

Because so many of their new hires have come from newspapers forced to downsize or eliminate their environmental or science sections, or even their Washington bureaus, E&E’s publishers and editors are well aware that both the quantity and quality of climate coverage available to the general public has declined.

But having witnessed the failures of many traditional news operations, as well as of numerous ad-based online startups, E&E’s managers are reluctant to tinker with their business-to-business, institutional subscriber model, and they say philanthropic funding would raise questions of neutrality as well as continuity.

At the same time, however, E&E clearly profited, albeit indirectly, from the outside exposure afforded by the repostings in the *Times*. The added recognition seems to have improved access. Being re-published in the *Times* may also have been a factor in several awards received by E&E’s reporters, such as Lisa Friedman’s five-part series on [Bangladesh](#), which won the AAAS Kavli Science Journalism Award in 2009. (In December 2011, E&E reporter Nathaniel Gronewold won the UN’s 2011 award for coverage of climate change for his four-part 2010 *ClimateWire* series, “[Pakistan: The Deluge](#).”) And E&E’s reporters liked writing bigger stories for a wider readership. (According to Braun, one reporter resigned her position because almost nothing of what she wrote could be accessed by her family or friends.)

E&E thus has its own good reasons for keeping a window in its paywall open. This will likely mean coming to terms with another mainstream news operation. For now, however, non-subscribers can view E&E articles only at *Scientific American*, *The Daily Climate*, or Accuweather (for subscribers to its weather service), or, if you can find it, at E&E’s public site. (Readers can find it [here](#).)

### **Where Next for Coverage of Global Warming?**

For those with access to E&E’s output, whether through the limited selection available at these public sites or through their own institutional subscriptions, E&E’s newswires will continue to cover climate change from multiple viewpoints.

*ClimateWire* editor John Fialka says he believes interest in global warming will return to America’s agenda sooner than most think: “People know the climate is changing, especially if they’re outdoors at all. And they know eventually they’ll have to pay for it.” The first bills may be issued by insurance companies, a business sector Fialka plans to follow closely:

*The insurance industry may be the biggest industry in the world, in terms of money, and it is barely covered in the general media. It is profoundly impacted by climate change. All their rates are going up, and their losses are huge. The actuarial tables don’t work, because you can [no longer] judge the future by the past.*

In the meantime, *ClimateWire* will work to explain U.S. governmental inaction to the rest of the world and the rest of the world's actions to its readers in the U.S. One vehicle for this effort will continue to be "Movers & Shakers." Deputy editor Lisa Friedman, who presented her recent series on [Nepal](#) in a [Roundtable Discussion](#) at the Woodrow Wilson Center in October, will continue to cover the international beat.

And as opportunities arise, reporters will add to *ClimateWire*'s new series on "Cities," which examines how urban centers around the world are planning (or not) for the impacts of climate change. These articles appear to offer the sort of detailed [regional coverage](#) that, in the past, would have been sought and summarized by E&E's news aggregators.



At *E&E Daily*, editor Josh Kurtz and his team are gearing up for the 2012 presidential campaign; a new series, "[Money Matters](#)," will track money pouring into the campaigns, especially from the energy and agriculture industries.

*Greenwire*, too, will closely follow how environmental and energy issues factor into the campaigns. "We're also going to intensify our coverage of the push for unconventional energy (hydraulic fracturing, oil sands, ultra-deepwater drilling, and so on)," said Zaneski.

E&E as a whole is preparing for the launch of a new daily, probably in March. Braun would not disclose details, but an increase in staff since September suggests that the new hires have already been made.

### **The Correlation ... Media Coverage and Public Concern**

With another daily scheduled to go online later this spring, E&E's portion of next year's tallies is likely to be greater still. But barring unlikely changes by the mainstream media, climate change coverage in 2012 likely will still be less public than it was in 2011. Should we be concerned? Several responses to this question are possible.

First, an anomaly of this year's tallies, noted by *TDC* and *ClimateWire*, was that public concern over climate change actually increased in 2011, albeit only slightly, even as coverage decreased. Coverage is not the only driver of public concern. According to Yale's Anthony Leiserowitz, *The Yale Forum* publisher quoted in the *ClimateWire* [piece](#), the public now seems to be making its own [connections](#) between climate change and extreme weather.

Second, while not read by the public, E&E's paywall-protected content is read by the public's representatives. "Our readers," Braun noted in a follow-up e-mail, "represent a huge cross-section of the public: unions, environmentalists, academics, members of Congress, consumer advocates, corporations, financial institutions, international organizations such as the World Bank and UN, government agencies, [and] associations, [including] the Garden Club of America and the National Rifle Association."

Third, the presumption in some quarters that quality reporting should be free raises issues of its own. In the past, the cost of producing news was covered by subscription fees, advertising revenues, or a combination thereof. With the Internet, news did not become free; readers simply stopped paying for it. "Free" news externalizes real costs. An environmentally responsible public should recognize the need to pay the real costs of the goods and services it consumes.

But, fourth, the outputs of E&E and other newswires hold different values for different parties. By Braun's estimate, even the incremental on-the-Hill stories most prized by E&E's institutional and "inside-the-beltway" subscribers have a very short shelf-life. And for these subscribers, the big picture stories are mostly window dressing. But for the general reader, and often for the reporters themselves, the big-picture stories are the high-value items. For academic researchers, however, both kinds of stories are of interest, but timeliness is less of an issue. The challenge is to get the desired stories to the desiring readers at the desired time. This is a logistics problem.

A stronger website might help solve part of the problem. E&E's website and daily newswires deliver the subscriber content well. But its public site seems an afterthought. It does not have a separate daily e-mail, and it cannot be separately searched. (Traffic at the site has increased since E&E's relationship with the *Times* ended, Zaneski noted in a follow-up e-mail, and, according to Braun, a major overhaul of the site is planned for the release of the new daily.)

A consistent procedure for archiving the output would solve another part of the problem. Here, however, legacy issues arise. Most academic and media databases were designed to track print. The handling of online publications, including the blogs at major media outlets like *The New York Times*, is inconsistent at best. Within Lexis-Nexis Academic, for example, searches for E&E articles are frustrated by inconsistent cross-referencing within the system. This is another way E&E articles are less public than traditional newspaper articles.

### **Reshaping the News-Scape: First the Telegraph, now the Net**

The legacy newswires, such as The Associated Press, United Press International, and Reuters, came into being, Paul Starr explains in *The Creation of the Media*, because newspapers could not by themselves finance or manage the opportunities created by a new technology: the telegraph. Now another new technology, the Internet, is reshaping the news-scape.

Newswires may be in a better position to face this challenge/opportunity as well. And for the specialized niche of environmental news in the age of the Internet, E&E Publishing seems well adapted. Because its business model works with a small community of institutional subscribers deeply invested in these issues, E&E can continue to cover climate change with a breadth and depth few news organizations, including Reuters, will be able to match.

Thus E&E will likely account for increasing portions of each year's coverage. But to assure this coverage does not also become ever less public, E&E's wires, or other specialized online news outlets, must find better ways to share their public content more effectively — with or without an outlet like the *Times*.

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\*The "most prolific" E&E reporters, as measured by stories released outside the paywall and captured by *TDC*, were Evan Lehmann (46 stories), Lauren Morello (40), Saqib Rahim (31), Jean Chemnick (30), and Lisa Friedman (30). But their 2011 totals (paywall-protected plus publicly released) were much higher: Lauren Morello (192), Jean Chemnick (185), Lisa Friedman (161), Evan Lehmann (107), Saqib Rahim (94). If their output had been calculated on this basis, another 19 E&E reporters would have met *TDC*'s thirty-stories-on-climate-change minimum.

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URL: <http://www.yaleclimatemediaforum.org/2012/01/ee-covering-climate-change-in-the-age-of-digital-media/>

**URLs for the Embedded Links:**

- <http://www.nytimes.com/2011/10/16/sunday-review/whatever-happened-to-global-warming.html>
- <http://www.dailyclimate.org/tdc-newsroom/2012/01/climate-coverage-2011>
- <http://www.dailyclimate.org/tdc-newsroom/2011/01/climate-coverage>
- <http://www.dailyclimate.org/tdc-newsroom/2012/01/letter-climate-coverage>
- [http://www.cjr.org/the\\_observatory/down\\_but\\_not\\_out.php](http://www.cjr.org/the_observatory/down_but_not_out.php)
- <http://www.eenews.net/public/climatewire/2012/01/04/1>
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- <http://www.dailyclimate.org/about>
- [http://www.eenews.net/eep/learn\\_more/](http://www.eenews.net/eep/learn_more/)
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- <http://ncseonline.org/programs/education-careers/university-affiliates/benefits-services%E2%80%A8e-e-subscription>
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- <http://www.eenews.net/public/EEDaily/2011/06/30/1>
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- <http://www.eenews.net/public/climatewire/2012/01/09/1>
- <http://www.eenews.net/public/climatewire/2012/01/10/1>
- [http://www.eenews.net/special\\_reports/money\\_matters](http://www.eenews.net/special_reports/money_matters)
- <http://www.eenews.net/public/climatewire/2012/01/04/1>
- <http://environment.yale.edu/climate/the-climate-note/the-climate-note/>
- <http://www.eenews.net/public/greenwire/2011/08/16/1>
- <http://www.eenews.net/public/Greenwire/2011/10/25/1>
- <http://www.eenews.net/public/climatewire/2011/08/03/1>

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**Sidebar 1**

By Michael Svoboda — published by [yaleclimatemediaforum.org](http://yaleclimatemediaforum.org) on 1/31/12

<b>TDC Rankings for 2011 Publication</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>
1. Reuters	1235	1684	2552
2. <i>New York Times</i>	953	1116	1408
3. <i>Guardian</i> , UK	742	942	1409
4. Associated Press	658	793	1602
5. E&E Publishing**	534/439/270	753/617/347	647/537/362
6. <i>Sydney Morning Herald</i> *	456	379	513
7. Agence France Press	452	470	940
8. <i>Los Angeles Times</i>	367	384	453
9. <i>Australian</i> *	335	235	454
10. BBC	326	466	664
11. <i>Washington Post</i>	315	317	448
12. <i>Politico</i> *	234	206	177
13. <i>Fast Company</i> *	217	116	57
14. <i>New Scientist</i>	215	225	315
15. <i>London Daily Telegraph</i>	201	373	540
16. <i>Financial Times</i>	166	271	418
17. <i>PostMedia News</i> *	165	76	—
18. <i>Climate Central</i> *	137	130	—
19. <i>Christian Science Monitor</i>	131	182	298
20. <i>Time Magazine</i>	126	136	168
21. <i>San Francisco Chronicle</i>	105	136	257
22. <i>Inside Climate News</i> *	96	—	—
23. <i>Living on Earth</i>	92	105	128
24. <i>Scientific American</i>	86	132	176
25. <i>The Hill</i> (Washington)*	86	56	5

\* The numbers recorded for these venues in 2011 represent an increase over 2010. \*\*The three numbers reported for each year are the result of three different ways of searching TDC’s site. The smallest number was obtained by searching on “E&E Publishing” and then batching the results by year. The middle number was obtained by sorting the entire archive by year and then tallying the separate results for “ClimateWire” and “Greenwire.” And the highest number was obtained by searching separately for “ClimateWire” and “Greenwire” and then recording the results for each year. The three searches should yield equivalent results, but for unknown reasons they do not.

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**Sidebar 2**

<b>Publication — Database</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Reuters – Factiva	8216	5182	3234
Reuters – TDC	2552	1684	1235
<i>New York Times</i> – Factiva	1293	808	652
<i>NYTimes</i> Blogs – Factiva	—	747	742
<i>New York Times</i> – Lexis	802	486	406
<i>NYTimes</i> Blogs – Lexis	—	—	461
<i>New York Times</i> – TDC	1408	1116	953
<i>Guardian</i> , UK – Factiva	3967	2108	1445
<i>Guardian</i> , UK – Lexis	1311	724	556
<i>Guardian</i> , UK – TDC	1409	942	742
E&E Publishing – Factiva	1689	1087	—
E&E Publishing – Lexis	4593	3473	1363*
E&E Publishing – TDC	647/537/362	753/617/347	534/439/270
E&E Publishing – E&E	3548	2529	2228
Associated Press – Factiva	5203	2669	1511
Associated Press – Lexis	1353	722	490
Associated Press – TDC	1602	793	658

Results from Factiva were obtained by first setting date limits, specifying the Source, and then searching on “climate change OR global warming.” Results from Lexis-Nexis were obtained using its “Power Search” option. After setting the dates, finding the specific publication(s) in the database’s alphabetized list, and selecting the “TERMS” function, searches were conducted on “climate change OR global warming.” Results from *The Daily Climate* were obtained using the methods described for Sidebar 1.

\*This much smaller number appears to be the result of missing data and/or a change in coding. After the 1<sup>st</sup> quarter, the numbers from *ClimateWire* drop precipitously and only begin to recover in the 4<sup>th</sup> quarter. The output archived for E&E for the 4Q of 2011 is roughly half of the 1Q total, probably because *Greenwire* articles, never labeled as such, are not being archived after that.

**Number of Bylined Articles Published in 2011—by Wire and Reporter**

	<u>Total # Articles</u>	<u># on CC</u>		<u>Total # Articles</u>	<u># on CC</u>
<b><i>E&amp;E Daily/PM/Greenwire</i></b>			<b><i>Land Letter</i></b>		
Jean Chemnick	316	185	Laura Petersen	105	20
Katie Howell	400	60	April Reese	90	7
Lawrence Hurley	305	43	Scott Streater	133	12
Jeremy Jacobs	435*	23*	Subtotals	328	39
Josh Kurtz (E&E editor)	51	3	<b><i>ClimateWire</i></b>		
Jenny Mandel	198	25	Peter Behr	127	127
John McArdle	354*	39*	John Fialka (editor)	10	10
Gabriel Nelson	386*	82*	Lisa Friedman (dep. ed.)	161	161
Hannah Northey	339*	15*	Umair Irfan	59	59
Amanda Peterka	177*	28*	Joel Kirkland	109	109
Jason Plautz	304*	23*	Evan Lehmann	107	107
Paul Quinlan	252*	30*	Dina Fine Maron (left 6/30)	70	70
Manuel Quinones	517*	43*	Christa Marshall	131	131
Elana Schor	423	35	Lauren Morello	192	192
Annie Snider	109	25	Julia Pyper	88	88
Mike Soraghan	134	4	Saqib Rahim	94	94
Phil Taylor	628*	66*	Tiffany Stecker	164	164
Gayathri Vaidyanathan	31	6	Subtotals	1312	1312
Paul Voosen	53	14	<b>TOTALS</b>	<b>8355</b>	<b>2473</b>
Allison Winter	112	7			
Jennifer Yachnin	83	2			
Emily Yehle	319	18			
<b>New York Office</b>					
Colin Sullivan	196	102			
Nathaniel Gronewold	263	131			
<b>West Coast Office</b>					
Anne Mulkern	128	30			
Debra Kahn	202	83			
Subtotals	6715	1122			

*Roughly 30% of E&E's bylined articles addressed cc.*

Methods: These numbers were determined by first setting the dates (01/01/11 – 12/31/11) on E&E's search page and then searching for each reporter's name. The articles for which the reporter was listed as first author were then counted and their relevance to climate change was then coded. The \* indicates that the two numbers have been extrapolated from a smaller sample of articles, typically the first 100.

The numbers for the *E&E Daily/Greenwire* reporters are generally higher than those for *ClimateWire*'s reporters because they are producing the shorter, incremental stories about action on the Hill. However, these reporters, too, post longer feature stories. Elana Schor, who became E&E's top Hill reporter after stints with *The Guardian* and *The Hill*, also filed a 4-part, 6000 word special report on [Pipeline Politics](#) last August. These special reports, which are comparable in length to *New York Times Magazine* feature articles (5000–9000 words), distinguish E&E from other newswires. (And this is not limited to special reports. In October, Paul Voosen, who came to E&E as a Columbia J-School Fellow after working for the *Prague Post*, published a nearly 6000 word piece on scientists' different attempts to explain "[the lag in global warming](#).”)

Most reporters come to E&E after working with other news operations, but each year E&E offers internships to j-school students, some of whom are then hired. All of the editors interviewed for this report expressed concern about the prospects for students contemplating a career in journalism; none thought E&E's business-to-business model could be replicated easily elsewhere. Thus Fialka and Zaneski both wondered how j-school grads could successfully climb a career ladder on which so many of the lower rungs were now missing. To improve their odds in environmental journalism, Fialka recommended that students major in science and minor in journalism—or pick up the journalistic experience elsewhere. ([Lauren Morello](#), *ClimateWire*'s main science reporter, completed an undergraduate degree in chemistry and then moved into science journalism. She came to E&E after stints with *Audubon* and National Academies.) Zaneski, who was more open to applicants from other career paths, still wanted to know that a new hire had the requisite “chops.” As the table above illustrates, copy has to flow through *Greenwire* quickly and efficiently.

**Stringing the Wires**

- In 1998, Kevin Braun and Michael Witt purchased the publishing arm of Environment and Energy Institute, where Braun then worked as a journalist and Witt as a manager. With the aid of five additional employees, their first publications, *Environment and Energy Weekly* and *Land Letter*, were produced and distributed, in hardcopy, to roughly 1000 Washington insiders.
- In 2000, *E&E Weekly* became *E&E Daily*, an online-only publication. That same year, Braun & Witt purchased *Greenwire* from *National Journal*. Braun oversaw all three publications.
- At the end of 2004, Braun and Witt hired Cyril Zaneski to serve as editor of *Greenwire*. Zaneski had served as reporter and/or editor for several news operations: *Virginian Pilot*, *Miami Herald*, *National Journal*, and *Baltimore Sun*. (Amy Carlile, from *Roll Call*, was hired as deputy editor for *Greenwire* in October 2007.)
- In 2005, *E&E PM* was added to the list of dailies. A small recording studio was also setup in E&E's expanded offices at 122 C Street; Monica Trauzzi was brought in to edit and host *On Point*, the web-based daily 10:00 AM interview program. (*E&E Daily* and *E&E PM* were eventually united under one editor, a post currently held by Josh Kurtz, another *Roll Call* veteran, who joined E&E in 2010. The current deputy editor, Colleen Luccioli, came to E&E from Inside EPA; she has been with the group since the beginning and has served in several different capacities, including as editor of *E&E Daily*.)
- In 2008, Braun and Witt hired John Fialka, just retired from *The Wall Street Journal*, to oversee a new publication, *ClimateWire*. Lisa Friedman accepted the post of deputy editor the day before she was laid off from Media News Group, where she covered the federal government for *The Los Angeles Daily*.
- Over the next year, E&E experienced the fastest growth in its history. By 2009, its subscriber base encompassed approximately 40,000 readers in nearly 2000 institutions: legislative offices on the Hill, federal offices and agencies, state governments, law firms, corporations, non-governmental organizations, foreign ministries, and media operations. Colleges and universities contribute another 5–10% of their revenues, most via membership in the National Council on Science and Environment, which offers subscriptions to E&E news wires as a premium.
- In preparation for the new daily, several changes in staffing are being made. Amy Carlile will edit the new wire. Katie Howell will become deputy editor for *Greenwire*. And Noelle Straub will become deputy-editor-at large for the *Greenwire/E&E Daily* group. Daniel Cusick has left the editorship of *Land Letter* to become a reporter for *ClimateWire*, and Jenny Mandel, from *Greenwire*, has taken his place.