At the southernmost point of the African continent, South Africa offers an exciting gateway to Africa. With excellent infrastructure, transport systems, a vibrant democracy and diverse culture, the country is an exciting conference destination that can show off the best that Africa has to offer.

Cape Town - often described as one of the world’s most beautiful cities - promises an unforgettable different experience for delegates from around the world, who will witness Africa’s unique interface between the new and the ancient, between traditional and cutting-edge, between accepted wisdom and the excitement of the first century of the new millennium. Like the profession of science journalism, South Africa as a country is embracing change in order to move from the old to the new.

Some of the largest science projects in the world are taking place right here in South Africa, making it an untapped goldmine for international science reporting. The SKA, discoveries at the Cradle of Humankind, developments in mobile information technology, renewable energy, indigenous medicine and forensic archaeology represent just some of the country’s unique story opportunities.
“Africa is both the cradle of humankind and the continent of the future…” said South Africa’s former Minister of Science and Technology, Naledi Pandor, at the 2011 World Conference of Science Journalists in Doha. It was during that press conference that SASJA founder Christina Scott suggested South Africa as the ideal site for the 2015 WCSJ - a suggestion which was embraced by the Minister.

SASJA members also conducted straw polls of WCSJ 2011 delegates, to gauge support for a conference in South Africa. The response was overwhelming. Science journalists are clearly excited by the possibility of visiting South Africa.

In the interim, Africa has become the preferred site for building the most powerful radio telescope ever built, presenting a unique opportunity for the global scientific community to answer some of the remaining fundamental questions about our universe. Elsewhere in Africa, too, there is increased recognition for the importance of science.

And now, we think it is time to for the WCSJ to come to Africa for the first time in its history. SASJA proposes Cape Town as the location for the 2015 conference. Here are the most important reasons why:

• Cape Town is an outstanding location with plenty of good and affordable accommodation, has a breath-taking natural backdrop, and world-class sights, museums, beaches, restaurants, and nightlife.
• At the first WCSJ ever to be held on the continent, we will devote special attention to science and science journalism in Africa and in developing countries elsewhere.
• Our program, built around the theme ‘Embracing change,’ will be set up with input from science journalists worldwide. It will break new technological ground and feature more interaction with participants than ever before.
• Our venue is the Cape Town International Convention Centre (CTICC). Situated on the outskirts of the Central Business District, close to the vibrant beat of the city’s heart and a stone’s throw from the iconic Waterfront, it features all of the amenities required to host the WCSJ.
• We are at an advanced level of discussions to obtain funding from the South African Department of Science and Technology for a substantial part of the total estimated budget. There is interest from many other potential funders in South Africa, and we plan to set up a separate fundraising operation in Europe and perhaps other parts of the world.
• South Africa has a wealth of science stories to pursue, in paleo-anthropology, archaeology, ecology and conservation, infectious diseases and public health, biotechnology, and much, much more.

As to SASJA, the idea of hosting the conference in South Africa has already given new direction and energy to our growing organisation. Hosting the conference in South Africa will also create a legacy for science journalism in Africa, establish new networks within the continent and the rest of the world, invigorate our membership and create new opportunities and momentum to promote the aims and objectives of WFSJ in Africa.

For SASJA, the organisation of WCSJ 2015 in South Africa is part of a much larger mandate. As an organisation we have a strong development and transformation imperative. With this in mind, the conference will include a number of master classes for journalism excellence. Perhaps more importantly, these classes will form part of our on-going mentorship and professional development initiatives as well as acting as a springboard to future transformation of science journalism in the country.

We believe strongly that WCSJ 2015 in South Africa, together with SASJA’s on-going relationship with the WFSJ, will see the development of passionate, capable science journalists in the region.

Sadly, Christina Scott passed away in 2011. We know that she would have been passionate about getting the World Conference of Science Journalists to the African continent, and this Bid can be seen as our tribute to her.

Lynne Smit
President of SASJA
If the conference were to be hosted in Africa for the first time, delegates from around the world would have an unforgettable opportunity to witness the continent’s unique interface between the modern and the traditional, accepted Western wisdom and age-old indigenous knowledge systems. I believe that South Africa would be able to make a valuable contribution to the international exchange about trends and best practices in science communication.  

Derek Hanekom  
South Africa’s Minister of Science and Technology  

The South African National Editors’ Forum (SANEF) takes pleasure in supporting the South African Science Journalists’ Association’s bid to host the World Federation of Science Journalists’ international conference in 2015. Science journalism is showing strong growth in developing countries and SANEF is particularly keen to see this area of journalism expanding in South Africa. We believe science journalism is a critical part of any newsroom and we are eager to expose journalists to the potential and scope of this beat. We do believe the conference would offer the perfect platform to do this.  

Nicholas Dawes  
Chairman of the South African National Editors’ Forum (SANEF)  

I assure the World Federation of Science Journalists of our complete support and cooperation in making the World Conference on Science Journalists 2015 a truly memorable event.  

Patricia de Lille  
Executive Mayor of the City of Cape Town  

South Africa is undoubtedly ranked very high (if not highest) on the list of countries on the continent with the most remarkable advances in science and technology, and ongoing research and education avenues…Bringing the 2015 WCSJ would thus serve as a key attention-grabber with the potential to alter mindsets and give science journalists and their works on parts of the continent a fresh chance to come under the spotlights.  

Divine Jr Ramzi Ntaryike  
Sjcoop Graduate  

As Premier of the Western Cape it gives me great pleasure to endorse the bid to host the World Conference of Science Journalists 2015.  

Helen Zille  
Premier of the Western Cape  

An event such as this will give South African science journalism the boost it needs and we are confident that the international community would also benefit. South Africa has unique cultural and economic perspectives when it comes to science and reporting about science in a new and young democracy and a society going through swift development.  

Anton Harber  
Caxton Professor of Journalism and Media Studies and Director of the Journalism Programme at the University of the Witwatersrand  

South Africa’s Mother City looks forward to welcoming delegates of the World Conference of Science Journalists 2015 and ensuring that the event is an unequalled success.  

Alan Winde  
Western Cape Minister of Finance, Economic Development and Tourism  

VWN, the Association of Science Journalists in the Netherlands, fully supports SASJA’s bid to host the World Conference of Science Journalists in Cape Town in 2015...I also hope it will be a milestone for the cooperation between our associations.  

Joost van Kasteren  
President of VWN  

On behalf of the official destination marketing organisation for Cape Town and the Western Cape, Wesgro, it is my pleasure to endorse the bid to host the World Conference of Science Journalists 2015.  

Nils Flautten  
CEO, Wesgro
The world, our profession, and the research we cover are all changing at an ever-increasing pace. Some of these changes seem to threaten the profession, but our conference will focus on embracing the changes by finding new opportunities within them.

Within the meeting’s theme – Embracing Change – we see three programmatic sub-themes, or program tracks: Changing Stories, Changing Media, and Changing World. For more on each, see the final chapter of this document.

In keeping with our theme, we will introduce some changes to WCSJ itself as well. WCSJ Cape Town 2015 will challenge session organisers to come up with new formats and new ways of interacting that engage the audience beyond passive participation. Can they present their topic as a series of case studies, to be discussed with the audience? Can they organize live polls, to find out how the audience feels about certain issues and whether they disagree with their speakers? Can they hold a discussion in which participants physically move around to reflect their position on a hotly debated topic? We don’t know the answers yet, but WCSJ 2015 will be wide open to new ideas and will push participants to create a more lively meeting.

Here are a few of our ideas:

Unconference sessions
A lot of the productive conversations during conferences happen in the hallway. We want to move those hallway discussions into the conference rooms. The ‘unconference’ idea – a response to increasing conference fatigue – has been tested at ScienceOnline, an annual meeting in the US, and has proven to be a successful format for exchanging ideas and facilitating a fruitful discussion around a topic. No speakers, no Powerpoints – just a genuine flow of ideas between participants, led by moderators who are knowledgeable on the session’s topic.

Cocktail hour talk show
Every day at 5pm, an experienced interviewer will round up the most important speakers of the day in the venue’s central area and hold a lively, entertaining 30-45 minute talk show about the hottest topics. If you missed a great speaker, there’s a chance you will see them interviewed here; meanwhile, relax, have a drink, and meet colleagues and friends from around the world. (And after the talk show, we might have a spectacular African music or dance show.)

Live Twitter megascreen
In a central area of the conference we will continuously livestream current conference-related tweets to spur discussion and let participants know what’s hot.

Webcasts
For the first time, we plan to webcast sessions live as they happen for those who could not make it to Cape Town. Videos will also be stored in an archive on the meeting website for later viewing.

App
We will develop or use an existing iPhone/Android App (such as Guidebook) that can help attendees navigate the sessions and do other fun and useful things during the conference. It will be updated live as any changes to the programme happen.

Late-breakers
Revolutions, tsunamis, pandemics, a new killer app - as reporters we expect the unexpected. That’s why we plan to set aside a few sessions to be filled shortly before the start of the meeting. That way, we’ll be sure we can discuss what’s all over the media in October 2015.

Classical sessions and activities
The classic panel session with four speakers and 10 minutes of questions will be alive and well at WCSJ Cape Town 2015. These sessions may be sponsored and we will of course ensure transparency about the role of conference sponsors. We will also include research-focused sessions, news briefings, pre-conference workshops and post-conference trips that will provide reporters with networking opportunities, as well as tools and material for stories.
At the first ever WCSJ to be held in Africa, both African and other international viewpoints will be well-represented. Attendees will be able to gain knowledge, build skills, exchange ideas and opinions, and find inspiration for stories. There will be room for "traditional" and "new" media, and while science journalism will be front and centre, the programme will have room for science education and science communication.

And finally, the conference programme will feature the WFSJ board meeting, AGM and General Assembly, as well as bid presentations for the next WCSJ.

Developing the programme

After the bid has been awarded, the Program Director will invite members of the Program Advisory Board to use their experience and professional networks to solicit and propose program tracks, sessions, keynote and other speakers, and other content that fits within the "Embracing Change" theme. In parallel, we will also "crowdsource" ideas for the program. The conference organisers will post an open invitation for topic ideas on an online forum where potential attendees can offer suggestions. Links to the forum will be distributed through various science journalism networks. At a later stage, the forum and other networks will be used to issue an open call for individual session proposals.

This format has also been used by ScienceOnline, which organises an annual meeting on science and the Web in North-Carolina (US); it has proven to facilitate fresh and original input and ensures that science journalists everywhere get the chance to contribute to an interesting program. The approach will help identify issues seen as most prominent by many science journalists. Also, it could raise lesser-known topics that the Program Advisory Board might have overlooked. All proposals will be reviewed by the Program Advisory Board.

In the next phase, we will assemble a Program Executive Committee (PEC) of about five members, who will make the final selection and make sure the program comes together. For their work, the PEC will continue to draw on the expertise of the broader Program Advisory Board. The PEC, under the leadership of the Program Director, ensures balance in the program, in tracks and in sessions. Various PEC members may be made responsible for certain program sections.

The PEC won’t just accept or reject program proposals wholesale; it will discuss session contents with the producers and ask for changes if necessary. (For instance, if a producer has only US speakers, the PEC may ask him or her to go for diversity.) The PEC will also ensure continuous and smooth communication between the conference organisers and producers and speakers.

World-class speakers

WCSI Cape Town 2015 hopes to feature some of the best speakers on science and science journalism. South Africa’s minister of Science and Technology, Derek Hanekom, has already shown an interest in participating. We will also approach, among others, Mark Shuttleworth (founder of the Ubuntu operating system and South Africa’s first space tourist), Bob Scholes (world-renowned systems ecologist and climate change scientist), Neil Turok (Director of AIMS and the Perimeter Institute for Theoretical Physics), Hans Rosing (professor of International Health at the Karolinska Institute in Stockholm) and former US vice president and climate change activist, Al Gore.

Pre-and post-conference activities

Sponsored and partly sponsored trips will be offered to journalists attending the conference so that they can round off their learning experience with a bit of story-gathering in some of the most fascinating sites in the world. The South African Agency for Science and Technology Advancement (SAASAT) and the National Research Foundation (NRF) will organise and sponsor field trips to, among others, the Southern African Large Telescope in Sutherland and the Western Cape Fossil Park.

The South African SKA Project has confirmed that it would like to host a visit (pre- or post-conference) to the SKA site in the Karoo. The SKA SA Project will likely carry some of the "local" costs, such as providing meals, and possibly overnight accommodation. It should be a very exciting time to visit, since several of the MeerKAT dishes will be up and operational. (In fact, the SKA SA Project would also like to have a presence at the conference itself.)

WCSI 2015 Cape Town will feature "Late-breaker" sessions dedicated to current events and breaking news in October 2015
Possible field trips

- The Cradle of Humankind in Johannesburg (many delegates may choose to enter and leave South Africa through Johannesburg)
- The uniquely South African fynbos region, home to the internationally renowned and well-researched Rooibos tea
- The research facilities of one of Cape Town’s three universities
- The Heart of Cape Town museum (the site where the first heart transplant in the world took place at the Groote Schuur Hospital)
- The fossil beds of the Karoo
- Bushman (San) cave paintings and rock art at the Blombos Cave
- The SA Agulhas, South Africa’s polar research vessel
- The South African Tuberculosis Vaccine Initiative (SATVI) site in Worcester, where new TB vaccines are tested.

Cape Town has a wealth of other tourist activities and destinations, including Robben Island (where Nelson Mandela was imprisoned during apartheid), Table Mountain and, of course, its famous wine estates. More towards the North of the country, visitors could arrange an African Safari at the Kruger National Park or visit the now world famous cala-bash in Soweto, better known as Soccer City.
Funding for this initiative will be sought from multinational companies working in South Africa, including Unilever, MTN, Royal Dutch Shell, Siemens and others. We will also be approaching philanthropic associations with a strong interest in communicating solutions for a range of issues affecting developing countries. Our intent is to source sponsorship for a large number of delegates. We aim to make the Cape Town conference the largest to date, with a goal to attract more than 1,000 delegates and a number of online participants. In addition, we are also able to provide reduced cost flights for delegates through Emirates Airlines as well as substantial discounts on hotel accommodation in Cape Town.

The build-up to the conference in South Africa will be used as a mechanism to actively build membership of the science journalists’ associations in South Africa and the rest of Africa. In partnership with other organisations, there will be a number of interventions such as lead-up conferences, journalist grants, scholarships, mentorships, recruitment, advertising and marketing of science journalism as a career, and focus on education and standards. After the conference, the links created between different science journalist associations will be actively used to promote the aims and objectives of WFSJ to grow a global membership.

Delegates from developing countries

The conference will have a strong emphasis on enabling science journalists from under-resourced countries to attend and participate in the meeting. Sponsorship will be on a number of levels, from full sponsorship (including transport, registration, accommodation and per diems) to partial sponsorship (registration only). We will assist delegates in other African countries to obtain sponsorship through existing organisations.

Science journalism students

There will be an aggressive campaign to attract students and newcomers to the profession by offering practical skills training. We will be working closely with science journalism training organisations in South Africa and abroad in the run-up to the conference and we are exploring ways to fund students. In addition, SASJA will be an active participant and co-host of a number of African conferences leading up to WFSJ2015. This will form part of our skills-development initiative for science journalism students.

WFSJ Executive Board

SASJA, together with the WFSJ2015 local organising committee, will support the attendance, travel, per diems, hotel accommodation and registration of the WFSJ Executive Board at the conference.

Virtual attendance

We will make this conference as “virtual” as possible in order to include participants who might not be able to travel, or who might only want to participate in a portion of the conference (for a fee). Through podcasts, simulcasts, chat rooms, online updates and interactive broadcasts, an online audience can choose to participate and benefit without leaving their computers. This will ensure extra income for the conference and it will broaden its reach and scope. The infrastructure that will make this possible is a legacy of the 2010 FIFA World Cup.

Foreign language participants

SASJA will try its utmost to arrange translators for as many sessions as possible. English is the main language in South Africa, but many African and other foreign delegates would benefit from experiencing the conference in their home languages. Our initial focus will be on Arabic and French.

An example of a hands-on science writing workshop held recently in South Africa
The Department of Science and Technology, local universities, research organisations, journalistic groups and commercial entities have been approached to fund various aspects of the conference, including speakers, site visits, educational tracks, exhibitions, advertising and marketing, technological requirements, meetings and sessions, and before and after excursions. The major funder is expected to be announced at WCSJ 2013 in Helsinki.

All sponsorships will be transparent and accountable to avoid any possibility of a sponsor having an undue influence on the programme.

A number of international supporters have pledged to assist with fundraising, including the UK’s Julie Clayton, who helped to organise the WSCJ London 2009.

Naledi Pandor, the previous Minister of Science and Technology, announces to the press that the majority of the SKA telescope will be built in South Africa.

**Provisional Budget: R11 000 000**

<table>
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<tr>
<th>Costs</th>
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<tr>
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<td>Delegates fees and sponsorships: R 2 500 000</td>
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<tr>
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<td>Management, insurance, logistics: R 1 000 000</td>
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The Cape Town International Convention Centre

Situated on the outskirts of the Central Business District, the Cape Town International Convention Centre (CTICC) is close to the vibrant beat of the city’s heart. It features all of the amenities required to host the WCSJ, including an exhibition hall where exhibitors and sponsors can have display stands, a press briefing room, a media centre with desktop computers, wired internet points, business centre facilities, access to a strong WiFi network, bookable meeting rooms, a boardroom for the WFSJ board, a speaker preview/preparation room and interpreting facilities and translators. More detailed information on the venue is available in the last chapter of this bid book. A more detailed description of the venue available in the Addendum, courtesy of the Cape Town Convention Bureau.

Accommodation

Thousands of rooms in hotels, guesthouses and B&Bs are available nearby. And, the on-site hotel, the Westin Grand, has 483 rooms and suites and will allow delegates to access the CTICC directly.
The host organisation is the South African Science Journalists’ Association (SASJA), a growing and vibrant organisation established in 2008. It is a professional organisation of science media practitioners in South and southern Africa, non-profit, non-governmental, representing the interests of science and technology (including health, environmental, engineering, sports) journalists and other science media practitioners.

SASJA encourages networking and training in the interest of sound science journalism. It shares knowledge and resources and encourages debate amongst members, through for instance regular meetings, our Facebook and our active Google Group mailing list. We strive to improve communication between the science community and general society by evaluating information according to strict journalism ethics and presenting it either in print, or via the electronic media – television, radio and internet – to the public.

SASJA members strive to disseminate information about advances, achievements, opportunities and trends in science journalism as well as topical issues and threats to the field and its practitioners. In the interests of building a strong tradition in sound science reporting, SASJA facilitates and encourages training, networking, and education for science journalists in South Africa, countries in the Southern African Development Community (SADC) and the rest of Africa as an associative member of the African Federation of Science Journalists and as a member of the World Federation of Science Journalists.

SASJA aims to encourage publishers and broadcast producers to dedicate more space and time to science (including health, technology and the environment) coverage and to support the professional training of science journalists.

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**Steering committee**

Andrea Bandelli is an independent advisor on science communication initiatives. He has been a consultant for various institutions in Europe and the USA, and for the national research organisations of Brazil and South Africa. His articles on public engagement with science and informal learning have been published by the Nobel Foundation, the Science Museum in London and in several journals.

Deborah Blum is a Pulitzer Prize-winning science writer and the author of five books. Her most recent book is a New York Times best seller called The Poisoner’s Handbook: Murder and the Birth of Forensic Medicine in Jazz Age New York. She is also a past president of the National Association of Science Writers (USA), a former board member of the World Federation of Science Journalists, and currently serves as vice president of the Council for Advancement of Science Writing (USA). Blum teaches creative non-fiction, literary journalism and science journalism at the University of Wisconsin-Madison, where she is the Helen Firstbrook Franklin Professor of Journalism.

Donghong Cheng is the Vice President and the Executive Secretary of the China Association for Science and Technology (CAST). With over 20 years of experience, she is an expert on non-formal science education in China and places great emphasis on the interaction between science and the media. She is a scientific committee member of POST, an international network that focuses on the public communication of science and technology. She has also been invited by UNESCO for regional and international science education conferences.

Julie Clayton is a freelance science journalist, writer and editor. Her work has appeared in Nature, Science, New Scientist and other publications. Julie then jumped at the chance to lead training workshops for journalists on science reporting in Africa, Asia and the Middle East for SciDev.net and the WFSJ between 2003 to 2007, which led to inspiring encounters and lasting friendships. She was co-Director for the 6th World Conference of Science Journalists in London in July 2009, the first UK Conference of Science Journalists in 2010, and the ABSW Science Writers Awards for 2010 and 2011.

**Bid sponsor**

The Cape Town Convention Bureau has provided the funding for the compilation of this bid book and the presentation in Helsinki.
Nadia el Awady is a freelance journalist and media consultant. She was a past president of the World Federation of Science Journalists and of the Arab Science Journalists Association. El-Awady has worked as a science writer, science editor, undergraduate lecturer, and an organiser of journalism training programs. She co-ordinated the 7th World Conference of Science Journalism that was held in Doha, Qatar in 2011. She has a B.Sc. in medicine and a M.Sc. in journalism and mass communication.

Akin Jimoh is the programme director of Development Communications Network (DEVCOMS), Nigeria, a media-based NGO focusing on science communication and health promotion through the media. Mr. Jimoh is one of the leading trainers and mentors in science and public health journalism in the continent. He is a 1995/96 Bell Fellow in Population and Development Studies, School of Public Health, Harvard University and a Knight Fellow in Science Journalism (2000) from Massachusetts Institute of Technology (MIT). For several years he has been dedicated to the promotion of scientific literacy in Africa through capacity building for journalists to excel in science and public health communication. He has a wide experience in public health, media, communication and film production with more than 22 years of professional science and public health journalism and communication experience.

Prof. Bruce V. Lewenstein is Professor of Science Communication in the Departments of Communication and of Science & Technology Studies at Cornell University, Ithaca, New York, USA. He works primarily on the history of science journalism and other forms of public communication of science. He has been active in international activities that contribute to education and research on science journalism and public communication of science and technology, especially in the developing world. In general, he tries to document the ways that public communication of science is fundamental to the process of producing reliable knowledge about the natural world. He organized a UNESCO-funded workshop on “Implementing a Science Journalism Curriculum in the Arab World” for the 2011 WCSJ held in Qatar.

Luisa Massarani is a Brazilian science journalist. She is the Latin America coordinator of SciDev.Net and works at Museum of Life, a hands on science museum in Rio de Janeiro. Besides practical activities, which include stories for website and newspapers, exhibitions and books, she does research in science journalism as well as training for improving the science coverage.

Jenni Metcalf is the director of an Australian science communication company known as Econnect. She is also a member of the Australian Science Communicators organization and serves on the scientific committee of the International Public Communication of Science and Technology Network.

Prof. Gervais Mbarga is a Professor of Information and Communication at the Université de Moncton, Canada. He is also an Associate Professor in Science journalism at the Université Laval, Québec, Canada. Since 2006 he has been the Coordinator for Francophone countries of Science journalism in cooperation with the Sjcoop project of the World Federation of Science Journalists (WFSJ).

Dr Andrew Pleasant is the senior director for Health literacy and Research at the Canyon Ranch Institute and a faculty member and the Ohio State University College of Nursing. He is also a member of the scientific committee of the Public Communication of Science and Technology Network and represents the Canyon Ranch Institute on the Institute of Medicine’s Roundtable on Health Literacy. He has led and participated in hundreds of presentations and trainings in the United States and around the world, primarily on the topics of health literacy, and science, risk, and environmental communication.

Local organising committee
A local organizing committee will be established to coordinate the work of all the sub-committees working on the conference. This committee will report to the steering committee.

Programme Director
Martin Enserink is a reporter and contributing editor for Science. He specializes in infectious diseases, global health, and science policy. He has worked at Science’s headquarters in Washington, DC and at the Paris Bureau, and is currently based in Amsterdam. He is a three-time winner of the American Society for Microbiology’s Communications Award. Between 2010 and 2012, he mentored four African science journalists as part of SjCOOP, a program run by the WFSJ.
THE TEAM

Marie-Pier Elie is an editorial writer specializing in science at the Montréal Newspaper in Canada. She is a former Knight Science Journalism Fellow at MIT and a former Reuters Fellow at Oxford University. Recently, her focus has been on the Fukushima-Daiichi nuclear accident. She is the author of five books.

Ananyo Bhattacharya is the online news editor at Nature in London. He has a degree in physics and a PhD in protein crystallography; before joining Nature, he worked as an deputy editor of Chemistry World and news editor at Research fortnight. He was a fulltime department dedicated to critically analyzing science coverage in the media as well as the opportunities and challenges facing science journalists today. Brainard has spoken widely in the popular press and at international conferences about the state of the press and the funding of particular stories.

Curtis Brainard has covered science, environment, and medical news for the Columbia Journalism Review since 2006. In January 2008, he launched TheObservatory.org, a full-time department dedicated to critically analyzing science coverage in the media as well as the opportunities and challenges facing science journalists today. Brainard has spoken widely in the popular press and at international conferences about the state of the press and the funding of particular stories.

Rhitu Chatterjee is a journalist with National Public Radio in the U.S. She covers basic science, public health and the environment. Before coming to NPR, Chatterjee was the science envisioner for The World, a public radio program of international news co-produced by the BBC World Service, Public Radio International and WGBH/NPR in Boston. Her work has also appeared in Science magazine, Environmental Science & Technology, The New York Times and Environmental Health Perspectives and SciDev.net.

Yuri Aono is an editorial writer specializing in science at The Mainichi Newspaper in Japan. She is a former Knight Science Journalism Fellow at MIT and a former Reuters Fellow at Oxford University. Recently, her focus has been on the Fukushima-Daiichi nuclear accident. She is the author of five books.

Anso Thom is a reporter for Le Code Chastenay, a popular science TV show aired on Télé-Québec in Montréal, Canada. She is also a contributor to magazines such as Québec Science (Montréal) and La Recherche (Paris), and contributes to a variety of other print and online outlets. Her work has won many awards. Between 2010 and 2012, Elie has mentored four francophone science journalists in Africa as part of SjCOOP, a WFSJ training program.

Maryn McKenna is a senior reporter for four daily newspapers and is the author of two books. McKenna is a senior fellow of the Schuster Institute for Investigative Journalism at Brandeis University and a Board member of the Association of Health Care Journalists. Prior to joining Nature Middle East, he was the Middle East and North Africa region coordinator for SciDev.Net.

Mohammed Yahi is the launching editor of Nature Middle East, a portal from the publishers of Nature that focuses on science in the Middle East. For over seven years, he has worked on raising the profile of science and science journalism in the developing world through various media outlets. Yahi started his career as a science editor for IslamOnLine.Net. Prior to joining Nature Middle East, he was the Middle East and North Africa region coordinator for SciDev.Net.

Yuri Aono

Curtis Brainard
Adele Baleta

Adele Baleta is an award-winning science and health journalist, editor and trainer. Her work as an independent writer includes being a correspondent for The Lancet, the acclaimed medical journal. Passionate about making science more accessible to the public, she has facilitated media training workshops for both journalists and scientists including for the Institute for the Advancement of Journalism (IAJ), the South African Agency for Science and Technology Advancement, the World Health Organization and the University of Cape Town’s Institute for Infectious Disease and Molecular Medicine. Adele has a Master of Philosophy Degree in Science & Technology Journalism from the University of Stellenbosch. She is a lecturer for the Honours course in Science Journalism at the University of Pretoria. She has been an active member of SASJA since its inception.

Letter of acceptance and vision

“I would be honored to stand as president of the WFSJ. I am willing to serve the bid committee to ensure that this meeting be held in South Africa which has much to offer. I strongly believe that journalism cannot contribute to a better informed and democratic society as long as science journalism remains an orphan to politics and economics in South Africa and elsewhere. I want to continue to be part of building SASJA’s presence in the public arena, increasing its diversity and numbers to ensure science through journalism reaches the wider community and improves the lives of South Africans.

More broadly, I have a passion for the development of science journalism internationally. We are living in a world where science and technology has broken through traditional boundaries, and it is a world where our position as science journalists is more exciting, more challenging and more necessary. I look forward to playing a role in the development of the profession both locally and internationally.”
Community journalists engage with scientists from Stellenbosch University as part of a UNESCO initiative supported by SASJA

WCSJ 2015 will be widely publicised to the worldwide science media community through social and other media as well as a series of YouTube videos, the first of which will be shown to the Board in Helsinki.

In March 2014, SASJA will co-host the African Science Communication Conference. This conference will be an important precursor to WCSJ 2015 in South Africa, raising awareness among the science media community as well as beginning discussions on the Cape Town Declaration on Global Science Journalism, which will be an important output from WCSJ 2015 in South Africa.

There are a number of other interventions proposed, such as the creation of an award, a mentoring programme, training and networking, outreach to academic institutions and training facilities for science journalism, that will have the peripheral outcome of marketing the conference.

We will also expand our awareness campaign in the two years before WCSJ 2015 to the scientists on whose work our work is based and the general public. It is also envisaged to launch a SASJA-managed mentorship programme during the conference, in order to create a lasting legacy, and the planning and set-up of this will also act as a marketing platform for the conference.
We plan to divide the program into three broad subthemes: Changing Stories, Changing Media, and Changing World.

What follows is a brief description of each of those subthemes, and a list of some sessions that could be organized within them. They are meant as examples and for inspiration only; the actual program will be built in the following years through an open, inclusive process.

**Changing Stories**

What makes science journalism so exciting is being at the forefront of one revolution after another, from new ways to map all of the microbial diversity in the human body to the construction of the largest radio telescope ever, currently underway in South Africa and elsewhere. Science is changing faster than ever, and our stories have to change with them.

**SKA and the era of big science.** Our host country is the main site of the Square Kilometer Array, the largest radio telescope ever to be built. South African engineers are also playing a leading role in putting the continent at the forefront of cutting-edge new technologies necessary to handle the magnitude of data the SKA will be receiving. (The aperture arrays will produce more than 100 times the current global internet traffic and a Big Data Programme is currently being developed to handle and store this data.) Experienced reporters may discuss what to expect and how to cover these megascience projects (including their financing).

**Is physics dead?** Now that the Higgs has been found, without yielding major new surprises or puzzles, what else is there to cover in physics?

**Covering misconduct.** Retractions are on the rise, and we see more and more stories about fraud and plagiarism. How do you cover these issues, what are the legal risks? Is there a difference between developed and developing countries?

**Analyse me.** You can have your brain scanned, your disease risks mapped, and the microbes in your mouth, gut, and genitals analyzed. (Soon, you can have your entire genome sequenced too.) But does having your own body analyzed as a reporter actually help your story?

**Should I care about that disease?** A massive Gates-funded study completed in 2013 has mapped how many deaths and years of ill health are caused by every disease. Should science journalism be guided by such numbers? Are we writing too much about Ebola and too little about back pain?

**Follow the money.** Stories about science funding are boring—or so most people think. Yet funding decisions are hugely important to the direction of science. Are we paying enough attention?

**Climate change.** Copenhagen, Cancun, Durban, Doha... Many science journalists have faithfully covered global warming for years—but fatigue seems to be setting in among readers and reporters. How do we keep reporting on climate change fresh?

**Changing Media**

Technology has brought radical changes to the way we produce and consume news—and the revolution is far from over. These changes are deeply affecting our jobs as science journalists. Print reporters have become an endangered species and entire science desks have been scrapped. Yet online reporting is flourishing, bloggers have become stars, scientists are exploring the lines between science and journalism, and Twitter keeps many up to date around the clock. In Cape Town in 2015, we intend to examine and discuss all of these trends in-depth. Possible topics could include:

**The state of science journalism.** More than two decades into the online revolution, where do we stand in 2015? What have we lost, what have we gained?

**The blogging ecosphere.** The most widely read science reporters today combine blogging with other forms of science journalism and a savvy presence on social media. We’ll discuss the rise and the economics of blogging and blogging networks.
Connecting the world. The internet has given journalists from developing countries an unprecedented opportunity to reach out to sources elsewhere, circumvent traditional barriers to publication, and make their voices heard. How are they using it?

Long live the long story. Far from being the end of long-form journalism, the Internet has brought new ways to tell, enhance, and distribute the long story. Currently, experiments abound. We’d like to know what works and what doesn’t.

Crowdsourcing reporting. How can you recruit your readers and followers to help gather data? What are the opportunities, what are the risks? Stories from people who have done it successfully.

Crowdfunding your project. A reporting trip to Antarctica, an in-depth investigation of a drug scandal: How can crowdfunding sites like Kickstarter help pay for science journalism?

Films and festivals. It is easier than ever to make a science film, and science film festivals are proliferating. What are the latest trends? What role for the festivals? What’s the audience for films and festivals?

Smart phone science? People consume more and more information on mobile phones while on the move. Does, or should, this change the stories we produce?

Changing World

We’re living in an era of unprecedented global changes. Africa is seeing the potential of science and has seen science journalism flourish. China and India are developing at a breathtaking speed and are investing heavily in science and technology, whilst research budgets in the US and Europe have stopped growing. Meanwhile, a growing world population is putting increasing pressure on scarce resources such as fresh water, soil, food, energy, and biodiversity. Some call for a new green revolution, others see hope in organic farming or aquaculture. At the same time, global warming appears to be even more real and unstoppable.

WCSJ 2015 will look at the role science reporters can play in bringing clarity to these issues and separating evidence from myth. Possible topics could include:

Science journalism in Africa. Africa, increasingly aware that science is a potential road to development, also has a growing number of science reporters. We plan to examine their successes and setbacks extensively.

Arab awakening. Almost five years after the start of a series of revolutions in the Arab world, we could take stock: What has changed in Arab science and journalism, and what hasn’t?

NGOs and the media. Like governments and corporations, non-governmental organisations around the world try to drive media coverage on topics such as development, global health, energy, climate, and food production. But they are not always telling the truth. Should science reporters cover NGOs as critically as they do corporations?

Mentoring. By 2015, WFSJ will have more than eight years of experience with peer-to-peer mentoring for science journalists in Africa, the Arab world, and Asia. What has been learned and achieved? What worked, what didn’t?

Incredible India. India, rapidly developing as a science country, is home to a growing number of science reporters. In addition, the Indian diaspora has scattered Indian-born science journalists around the world. What can the two groups learn from each other?

Women scientists - a different story? More scientists than ever are women, but journalists treat them differently, U.S. science reporter Ann Finkbeiner said recently; with women, but not with men, we discuss raising children, nurturing students, being role models to female students. Is science journalism still sexist, and if so, what can we do about it?

A young boy examines Honeybush tea leaves during National Science Week. Honeybush is indigenous to South Africa and the focus of much scientific research.

More on the programme: Embracing Change