Proposal from the National Association of Science Writers in partnership with the Council for the Advancement of Science Writing
Table of Contents

Executive Summary ............................................. 2
Host City ................................................................... 4
Theme: Bridging Science and Societies ....................... 6
Ensuring Participation .............................................. 7
Sponsorship Plan ..................................................... 8
Student Enrichment ............................................... 10
Community Engagement ........................................ 11
Conference Venues ............................................... 13
Program Elements ................................................. 16
Marketing ............................................................... 20
The Team .................................................................. 22
Conference Partners ............................................... 25
Letters of Support ................................................... 26
Executive Summary

For more than a decade, the National Association of Science Writers (NASW) has been a strong supporter of the World Federation of Science Journalists as a member of its General Assembly, by planning programs for the biennial conferences, and sending speakers and delegates to WCSJ in Melbourne, London, Doha, and Helsinki.

Now NASW invites the world’s science writers to come to the United States of America.

The National Association of Science Writers, in partnership with the Council for the Advancement of Science Writing (CASW), and in cooperation with the University of California, San Francisco (UCSF) and the University of California, Berkeley, is pleased to submit this proposal to host the 10th World Conference of Science Journalists in the fall of 2017, in San Francisco, California.

WCSJ2017 in San Francisco will be an international version of our highly successful annual “ScienceWriters” meeting, which we are confident will attract upwards of 1,200 attendees. Our conference theme will be “Bridging Science and Societies,” reflecting the symbolism of San Francisco’s iconic Golden Gate Bridge and the vital role science journalists play in connecting audiences to the science that affects their lives.

The program will serve the needs of a broad spectrum of journalists, especially those from developing countries. California’s proximity to Latin America, in particular, will allow us to strengthen existing and emerging networks with Latin American science journalists by focusing a portion of recruiting and funding efforts on a region that has been underrepresented at WCSJ.

A robust professional development program, produced in collaboration with our international colleagues, will draw on our decades of experience facilitating volunteer-driven workshops at our annual meeting. We will also provide attendees with an especially rich science program based on the CASW New Horizons in Science template. An integral part of our annual meeting, New Horizons has been serving North American science journalists for more than 50 years, exposing science journalists to emerging research and issues through sessions with leading scientists.

Our two host universities boast rich rosters of world-class researchers across a wide spectrum of scientific disciplines. Combined with the proximity of many public and private research enterprises in the Bay Area, their campuses will provide a wealth of opportunities for attendees to learn about leading-edge science and pursue stories through conference events, field trips, and independent reporting visits.

We envision a significant public outreach component of WCSJ2017 by coordinating our conference dates with the Bay Area Science Festival, an annual event during which tens of thousands of citizens explore the role of science, engineering, and technology locally and in the world. This is an unparalleled opportunity to spotlight the importance of international science journalism in the scientific enterprise.

We will take full advantage of San Francisco’s geographic connection to Silicon Valley, home to technology giants Google, Apple, and Facebook as well as Genentech and a host of other biotech companies. Their leaders can speak to the interplay of innovation and commerce, and the companies also represent sponsorship opportunities for the conference.
The city’s unique Exploratorium and the California Academy of Sciences offer facilities for an opening reception and other large gatherings. San Francisco’s location in Northern California also provides myriad options for science excursions outside the city: from redwood forests to winemaking to Yosemite National Park.

Candidates for keynote addresses include Bill and Melinda Gates; Google founder Sergey Brin; UCSF Nobel laureate Elizabeth Blackburn or a panel of Nobel Prize recipients; Anne Wojcicki, chief executive of the personal genetics company 23andMe; and Arturo Barba, a veteran journalist who launched Mexico’s first science and technology news website in 2010.

We will plan, in collaboration with the WFSJ and an international program committee, a rich slate of sessions to help journalists from every continent build their professional skills and develop a portfolio of articles, key contacts, and story ideas to take back with them to their home countries.

NASW has set aside $100,000 to support the conference, while UCSF and Berkeley have together made a cash commitment of $112,000 to underwrite speaker travel support and meeting costs. The host universities have also pledged substantial in-kind support in the form of hospitality and campus visits. To attract sponsors for WCSJ2017, our organizing committee has begun initial discussions with key targets and has already secured initial commitments of $237,000 in cash and $258,000 in services. Bid partner CASW, which maintains relations with a number of foundation and corporate partners who support the U.S. science writers conference, expects to raise $500,000 in additional sponsorships and in-kind donations. Additional funds will be raised through exhibit space sales and program advertising.

We will tap an active community of science writers and science journalism students in the Bay Area to provide volunteer logistic support necessary for a smooth-running, cost-effective conference. We will cover travel, headquarters-hotel lodging, and registration expenses for the WFSJ executive board.

As content partners for the WCSJ2011 program in Doha, we are aware of the intense effort involved in developing a world conference and are prepared for the challenge. If awarded the bid, we will begin executing our conference plan immediately and stand ready to work closely with the Federation toward making the 10th World Conference of Science Journalists the most successful ever.

Based on our leadership and support of the mission of the Federation and of world conferences to date—together with the enthusiasm, capacity, and commitment of our membership—we are confident of the vital contribution NASW and our partner organization, CASW, can make to international science journalism by hosting WCSJ2017 in San Francisco.

Robin Marantz Henig
NASW President

Ron Winslow, Chair
WCSJ2017 Working Group
Host City

San Francisco, California, USA

Sights and scenery, museums, one-of-a-kind events, world-class food, a diverse and friendly culture, and a rich history all come together to make San Francisco one of the most interesting cities on the planet. Locating WCSJ2017 in the city of cable cars and the spectacular Golden Gate Bridge is certain to boost attendance.

Easy to Get To (and Easy to Get Around)

San Francisco International Airport (SFO) offers nonstop flights from more than 31 international cities on 30 international carriers. SFO connects nonstop with 76 cities in the U.S. The airport is connected directly to downtown San Francisco by the Bay Area Rapid Transit (BART) system. Once attendees arrive, they will find San Francisco is one of the top walking cities in the United States.

Diverse Culture

According to the U.S. Census, 112 languages are spoken here, making San Francisco the fifth most linguistically varied metropolitan area in the nation. In addition to the most frequently used languages—English, Spanish, Mandarin, Cantonese, Tagalog, and Vietnamese—thousands of Bay Area residents speak Persian, Portuguese, and Punjabi and hundreds more speak Swahili, Yiddish, and Navajo.

Explore one-of-a-kind neighborhoods such as Chinatown, Haight-Ashbury, The Mission District, Japantown, and dozens of other cities within the city; a thriving lesbian, gay, bisexual, and transgender (LGBT) culture; an array of art and cultural institutions; theater, dance and musical performances available nowhere else; and ethnically diverse foods that will have WCSJ2017 attendees recalling their San Francisco experience for years.

The importance of the research breakthroughs that continually emerge from the Bay Area is matched by our region’s unsurpassed cultural richness and natural beauty.

Edwin M. Lee
Mayor, City of San Francisco
[FULL LETTER ON PAGE 40]
Green is the City’s Favorite Color

San Francisco is the greenest city in North America by several important measures: energy use, energy efficient building regulations and buildings, green transportation, water conservation, air quality, and waste reduction/recycling. A pioneer in the environmental movement, San Francisco diverts 80 percent of its waste away from landfills and into compost or recycling programs.

Fall is the City’s Finest Season

WCSJ2017 will take place in October when San Francisco enjoys the best weather of the year. Days are warm (70°F/21°C) and sunny. Nights are mild (54°F/12°C) and clear.

Gateway to Nature

San Francisco is at the heart of spectacular natural areas and beautiful parks that harbor a rich natural heritage and biodiversity. Foremost among them is the Golden Gate National Recreation Area, the most-visited National Park in the United States, with more than 15 million visitors per year. Within its 80,002 acres (32,376 ha) are 19 separate ecosystems containing 1,273 plant and animal species. More than half of the bird species of North America and nearly one third of California’s plant species are found here. There are also 700 historic buildings (five are National Historic Landmarks), including one of the country’s largest collections of military installations and fortifications. There are more than 60 recorded archeological sites on the grounds, including sites from the Spanish and Mexican periods. The park’s collection contains over three million historic objects, documents, images, and specimens.

Gateway to the West

Flight times from San Francisco to:
- Los Angeles = 1 hour 30 minutes
- Las Vegas = 1 hour 30 minutes
- Grand Canyon = 1 hour 40 minutes
- Vancouver, Canada = 2 hours 20 minutes
- Honolulu = 5 hours

Drive times from San Francisco to:
- Napa Valley = 1 hour 30 minutes
- Big Sur = 3 hours
- Yosemite National Park = 3 hours 30 minutes
- Lake Tahoe = 3 hours 30 minutes
Bridging Science and Societies

Science is typically viewed as a niche beat in journalism. Yet almost everything we cover as science journalists is integral to the lives of our readers, listeners, and viewers. The air we breathe, the food we eat, the medicines we take, the energy we burn, the water we drink, how we learn, where we come from—these are all core subjects on the science beat. Discoveries, developments and debates in these areas inform societal policies, drive and satisfy our curiosity, and, at their best, offer pathways for protecting and enriching our lives and the life of our planet.

Using San Francisco’s Golden Gate Bridge as a symbol, our theme “Bridging Science and Societies” conveys the critical role science journalists play in connecting our audiences with the news of science that affects and informs their daily lives.

The theme also expresses the connections we must foster within our own “society,” the profession of science journalism, as we learn from each other and share our common aspirations. Through eight previous world conferences, and now the ninth in Seoul, the WFSJ has embarked on an ambitious and noble effort to advance science journalism and to support colleagues who work at the challenging interface of science and society in diverse circumstances and cultures.

The 10th World Conference, WCSJ2017 in San Francisco, will make a vital contribution to this mission. Strong bridges, once built, become active conduits for communication and collaboration. Discussions held and projects launched in San Francisco will foster enduring connections between our associations and among our journalist members that will grow over time to strengthen our profession and the many societies it serves.
Ensuring Participation

Our annual meetings have a long history of affordability. To attract international attendance to WCSJ2017, we will continue this tradition by offering heavily subsidized registration fees to offset the cost of travel and accommodations.

Our goal is a registration fee of $250–$350(USD) for the four-day conference. This will be achieved through subsidies from NASW and the university hosts together with targeted fundraising, such as sponsored meals and special events. Students, both national and international, will receive discounted registration offers. Those who serve in volunteer capacities can receive further discounts or complimentary registration.

Recruiting participants for the conference will take full advantage of our established communication channels with North American journalists, our historic partnership with the Arab Science Journalists Association, and a growing network of Latin American science journalists. In addition, NASW has a significant group of international members representing Australia, Brazil, Canada, Egypt, France, Germany, Israel, Italy, Japan, Mexico, Norway, Portugal, Qatar, Sweden, Switzerland, and the United Kingdom.

An important goal of WCSJ2017 in San Francisco is involvement of science journalists from Latin America, a region with a population of 600 million, many in developing nations, whose concerns and issues have heretofore been underrepresented. California’s proximity to Latin America allows us to strengthen and expand these existing networks by focusing a portion of recruiting and funding efforts specifically on this region.

Our two host universities, and bid supporter the National Academy of Sciences, have the necessary resources to assist with the visa process for foreign visitors.
Sponsorship Plan

NASW’s bid to hold the World Conference of Science Journalists in San Francisco in 2017 enjoys broad support from prospective funders in California, across the United States, and in Latin America. We are confident of access to the resources needed to produce a spectacular meeting, provide travel support and hospitality for journalists from around the world, and generate income for WFSJ.

This confidence stems from the successful history of the annual ScienceWriters meetings organized jointly by NASW and CASW. Each year, the U.S. conference is hosted by one or more institutions that provide a host contribution in excess of $100,000. The cash contribution is only half of what the hosts provide. Depending on the locale, local hosts provide hospitality and other in-kind support for the meeting. The value of in-kind services generally surpasses the cash contribution.

Our sponsorship plan for WCSJ2017 adapts this hosting model in support of the international meeting. Our university partners are excited to host the international community of science writers, and many of CASW’s traditional partners have committed to extending their support to WCSJ2017.

Commitments in Hand

Cash commitments already in hand include these (in U.S. dollars):

Through EurekAlert!, we would...sponsor travel scholarships to help international science reporters attend [WCSJ 2017], bring panelists to the Conference, and/or provide other forms of support.

American Association for the Advancement of Science (AAAS) [FULL LETTER ON PAGES 28-29]

<table>
<thead>
<tr>
<th>$237,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ NASW Board of Directors</td>
</tr>
<tr>
<td>▶ UC San Francisco</td>
</tr>
<tr>
<td>▶ UC Berkeley</td>
</tr>
<tr>
<td>▶ Burroughs Wellcome Foundation</td>
</tr>
</tbody>
</table>

Estimated value of in-kind contributions committed:

<table>
<thead>
<tr>
<th>$258,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Hospitality, logistics and meeting support for University Day, committed by the host universities and the Lawrence Berkeley National Laboratory</td>
</tr>
<tr>
<td>▶ Discounted venue for an Opening Reception, committed by the California Academy of Sciences</td>
</tr>
<tr>
<td>▶ Donation of CASW staff services for fundraising</td>
</tr>
</tbody>
</table>

The following supporters have indicated their intention to sponsor travel or other meeting expenses, although they are not able to make specific financial commitments in advance of bid approval (see Letters of Support, pages 26-42):

- National Academy of Sciences of the USA
- American Association for the Advancement of Science
- American Chemical Society
- American Institute of Physics
- Johnson & Johnson Innovation
Additional organizations have expressed support for the bid but have not yet been asked to make financial or in-kind commitments. These include:

- Association of Health Care Journalists
- Exploratorium
- KQED public television

**Fundraising Plan**

CASW intends to raise an additional $500,000 in cash support. NASW and CASW together plan to secure further in-kind support valued in excess of $250,000. We have been in contact with local organizations willing to donate tours, reception space, and additional hospitality.

In addition to this support, the meeting will be supported by income from advertising and rental of exhibit space.

**Sponsorship Tiers**

Our fundraising package provides special recognition to donors at the following tiers:

- **Host**
  - Reserved for our hosts in recognition of their early commitment and special role
- **Platinum**  $250,000+
- **Gold**  $100,000+
- **Silver**  $50,000+
- **Bronze**  $25,000+

**Outreach to Latin America**

We are in touch with a number of foundations, corporations, and organizations interested in strengthening science, communication, and development in Latin America as well as enhancing economic and cultural ties throughout the Western Hemisphere. If awarded the bid, we will reach out to these organizations for support of travel, translation and training for Latin American journalists.

**Tapping Northern California’s Technology and Biotech Sector**

The San Francisco Bay Area and nearby Silicon Valley are centers of great corporate and financial wealth derived from advances in science and technology. We will target companies such as Google, Facebook, Oracle, Apple, Hewlett-Packard, Intel, Twitter, Genentech, Amgen, Celera, Gilead Sciences, Pixar, and Kaiser Permanente Health as well as the foundations that leverage these companies’ economic power for philanthropy. In addition to providing financial support, we expect that several of these companies will welcome WCSJ2017 attendees to their campuses for tours.

*Should the bid be awarded, BWF plans to consider a contribution of at least $25,000 to support programmatic activity.*

Burroughs Wellcome Fund (BWF) [FULL LETTER ON PAGE 34]
WCSJ2017 in San Francisco will provide a rich learning environment for up to 75 journalism students. To maximize student participation and knowledge, WCSJ2017 in San Francisco will run a Virtual Newsroom during the conference, carrying stories, videos, and blog reports by 25 students who will work with professional editors. In addition, up to 50 additional students will receive guidance and make invaluable connections to help launch their careers through mentoring by veteran science journalists.

**Virtual Newsroom**

Twenty-five students (15 international and 10 from the United States) will participate in the Virtual Newsroom. At least six of the international students will come from Latin American countries. Applications will be solicited and accepted six months before the conference with a board of editors selecting the recipients. All of these students will receive a fellowship to cover the full travel, lodging, and registration costs.

Students will arrive one day early for a “skills workshop” with journalism educators. This workshop will prepare students for their assignments and will foster closer ties within the group. Organizers will create and maintain an electronic newsgroup for the cohort of students, helping them to build lasting professional bonds in their early careers. Students will attend scientific sessions and journalism workshops at the conference by assignment. They will prepare formal news stories (with photos), informal blog posts, and short video interviews with presenters. A staff of volunteer editors from the U.S. and international media will edit these pieces to professional standards. The WCSJ2017 website will update these stories continually throughout the meeting, allowing students and journalists from around the world to follow the major talks and events. Meeting coverage will appear in both English and Spanish.

**Mentoring Sessions**

Up to 30 international students (12 from Latin America) and up to 20 students from the United States will be eligible to receive mentoring at the meeting from leading science communicators. Discussions will cover career preparation, professional networking, internship opportunities, and getting the most out of the conference. Organizers will recruit volunteer mentors from the rosters of prominent media outlets and research institutions in the U.S. and internationally. Fellowships will cover one-half of the registration fees for all students who receive mentoring at the conference, as well as one-half of the travel expenses for international students.
Culture, community life, science, and technology come together to create the lively pulse of California’s Bay Area. WCSJ2017’s impact, public profile, and interaction with local communities will be amplified by a schedule that places the conference squarely within San Francisco’s lively fall festival season.

Talks are under way to coordinate the scheduling of WCSJ2017 with the vibrant Bay Area Science Festival. The 10-day festival, co-founded in 2008 by former National Academy of Sciences president Bruce Alberts and faculty colleague Rebecca Smith, is produced by UC San Francisco, one of the WCSJ2017 hosts. Festival organizers have pledged to work closely with WCSJ organizers to create synergistic events leading up to Discovery Day, which transforms San Francisco’s baseball stadium into a giant outdoor science museum with some 200 interactive exhibits and activities. In addition, local organizers will look for unique ways to engage international science writers in exploring the role of storytelling in science.

Kishore Hari of UCSF directs the festival, which attracts more than 70,000 participants each year with public events throughout the area. Asked by a newspaper reporter why UCSF founded the festival, Hari said: “Because the Bay Area is so rich with science culture, we wanted to reflect that and show how science merges with other fields—science and music, science and art, science and comedy, science and food. So it really becomes a festival that celebrates the culture of science, not a place where you’re going to hear a lecture.”

The science festival and an expected reception sponsor, San Francisco’s famed Exploratorium, coordinate activities with local science outreach groups and schools throughout the Bay Area, providing multiple ways for WCSJ2017 participants to engage in community projects. Local volunteers from the Northern California Science Writers Association are involved with multiple local organizations and will help organize community activities.

In addition to coordinating with the science festival, WCSJ will engage with the Bay Area community and take attendees out into the community through:

• Activities organized by San Francisco State University’s School of Science and Engineering, a large community institution serving a diverse population and outreach in particular to Asian and Hispanic
ethnic communities. SFSU’s science school has invited WCSJ2017 attendees to explore the ecology of the Bay Area at its spectacular Romberg Tiburon Center for Environmental Studies. A workshop on working with diverse communities on understanding environmental science may be offered at Tiburon.

- Field trips and possible projects organized with the Monterey Bay Aquarium, located south of San Francisco. The aquarium, known for its advocacy of sustainable fishing, is both a renowned research institute and a marine science and conservation education center. A special focus of the aquarium’s outreach is bilingual programming for Spanish speakers. The aquarium welcomes involvement by science writers in its communication and public engagement programs.
- Science-education projects organized by the renowned public science center operated by our other host university, UC Berkeley. The Lawrence Hall of Science works extensively with schools, focusing on students who have limited access to science.

WCSJ attendees will have plenty of opportunity to simply enjoy the Bay Area’s famed neighborhoods, museums and galleries, campuses, restaurants and shops, and explore the natural wonders of Northern California in excursions and side trips before, during, and after the conference. Possible day trips include:

- Napa Valley—experienced by train, hot-air balloon, bicycle or trolley—whose fine wines, called “bottled poetry,” are produced amid scenic beauty
- Silicon Valley, a cradle of innovation and the home of technology giants Apple, Google, Hewlett-Packard as well as the labs and extensive campus of Stanford University
- Artists’ colony at Half Moon Bay, a great spot for whale watching and surfing
- “Geotours” of the dramatic land forms created by the San Andreas Fault, a spectacular geologic formation that slices through the Bay Area
- Scenic Marin County, home to the Muir Woods National Monument, known for its serene giant redwoods, and to the Point Reyes National Seashores, Bird Observatory, and Marine Mammal Center.
Conference Venues

WCSJ2017 will be held at the Marriott Marquis Hotel, located in the heart of downtown San Francisco.

The Marriott Marquis is a modern, eco-friendly hotel and convention facility. Convention facilities at the hotel provide 117,000 square feet of flexible space for general assembly, meeting space, receptions, and ancillary meetings, all equipped with modern technology and other meeting amenities. Sufficient
sleeping rooms at the Marriott Marquis exist to block any portion of attendees. Within easy walking distance are multiple other hotels offering a range of affordable price levels.

The Marriott Marquis is adjacent to Union Square, a historic public plaza that features shopping, hotel, and a theater district. The hotel is steps from a Bay Area Rapid Transit (BART) train station that provides an easy, direct connection to the San Francisco International Airport. Public transportation in and around the city includes the famous San Francisco Cable Cars.

Down on the bay, UCSF’s newly developed Mission Bay campus occupies “made land” not far from the Marriott Marquis. The university’s Mission Bay Conference Center will serve as a jumping-off space for laboratory tours, lunches, and sessions in the center of San Francisco’s booming biotechnology corridor.

The University of California’s flagship Berkeley campus climbs the Berkeley Hills overlooking the Bay. Participants who choose the Berkeley University Day program will take part in sessions in historic Wheeler Hall and nearby laboratories. Others will experience the Molecular Foundry and other remarkable research facilities of the Lawrence Berkeley National Laboratory, overlooking the campus.
The California Academy of Sciences was founded in 1853, only three years after California joined the United States, becoming the first society of its kind in the Western United States. Completely rebuilt in 2008, the building covers 400,000 square feet (37,000 square meters) and houses more than 26 million specimens. The facility contains the Morrison Planetarium, which features the largest completely digital planetarium dome in the world; the Steinhart Aquarium, housing exhibits of coral reef, tidepool, and swamp habitats as well as a colony of African penguins; and Rainforests of the World, a 90-foot (27-meter) enclosed glass dome rainforest exhibit.

The Exploratorium is a museum of science, art, and human perception with the stated mission to change the way the world learns. For more than 40 years, it has offered creative, thought-provoking exhibits, experiences, tools, and projects that ignite curiosity, encourage exploration, and lead to profound learning. Since the museum’s opening in 1969, more than 1,000 participatory exhibits have been created, approximately 600 of which are on the floor at any given time. Its new headquarters, on a pier jutting out into San Francisco Bay, offers views and exhibits centered around the biology, current, and weather of the bay.

...the Academy’s Institute for Biodiversity Science and Sustainability is at the forefront of efforts to understand two of the most important topics of our time: the nature and future of life on Earth.

Jonathan Foley, Ph.D.
Executive Director
California Academy of Sciences

[FULL LETTER ON PAGES 38-39]
Program Elements

From the medical mecca of Boston to the Amazon rainforest to Ebola-ravaged West Africa, science journalists face remarkable opportunities and daunting challenges as they cover the vast landscape of their beats.

Today’s digital world requires writers to develop new skills and tools to report and present their stories while evolving business models raise questions about how they get paid. An explosion of advances across a wide spectrum of disciplines provides a constant stream of story possibilities but also the challenge of keeping up with the science and the need to cover the news with both the passion and the scrutiny audiences deserve.

At WCSJ2017 in San Francisco, we will produce in collaboration with WFSJ an engaging and varied program designed to serve the needs of delegates wherever they work and live. The program will be anchored by a full slate of professional development workshops that have been the hallmark of previous world conferences.

In building the program, we will draw from our long-standing experience in producing stimulating and useful workshops for our annual ScienceWriters meeting that routinely win accolades from our members (see page 19).

In addition to session topics targeting journalists and students, one of the workshop tracks will focus on science communication issues for public information officers (PIOs), reflecting the fact that a significant portion of NASW members work at universities and government and other non-profit science-related agencies. While the PIO model isn’t common at universities outside the U.S., we believe this track will be of high interest to PIOs from government agencies abroad.

New Horizons in Science

We will feature a rich selection of science seminars and opportunities for delegates to meet with scientists as a special WCSJ version of CASW’s New Horizons in Science program that is also an integral part of our annual meeting. This would represent a significant expansion of the science content typically offered as part of WCSJ, but one that will take special advantage of the resources at our host institutions and in nearby Silicon Valley.

The New Horizons in Science briefing is designed to give science writers a leg up on their future. Each year top-rank researchers are invited to report on seminal advances in a wide array of scientific disciplines. These briefings provide the background and perspective necessary to understand and interpret innovative research and its potential societal impact months (sometimes years) before they make headlines. Scientists are carefully selected for their ability to explain complex concepts and ideas in readily accessible terms.

Now in its 53rd year, New Horizons has amassed an enviable record of highlighting a long list of developments that have gone on to become major stories. Among them: climate change; nanotechnology; genetic engineering and genome-based personal medicine; stem cells; embryo transfer; dark matter and dark energy; monoclonal antibodies; buckyballs and buckytubes; neutrino mass; RNA interference; neuroimaging; and experimental economics.
In order to connect our diverse audiences with science, science journalists must first connect with each other. The bridges created at WCSJ2017 in San Francisco will be built of skill, knowledge, mutual support, and friendship. Shown are some possible topics focused on professional and organizational development, organized into tracks that together form the theme “Bridging Science and Societies.”

An important goal of WCSJ2017 is involvement of Latin American colleagues, several of whom have helped us identify themes and issues of interest to them as well as other developing-country journalists.

Blue cells are those identified through consultation with Latin American colleagues. To encourage substantive dialog and discussion, we will endeavor to provide simultaneous translation for Spanish speakers.
University Day

To expose WCSJ2017 attendees to compelling story ideas and scientific controversies, provide an inside look at current research and innovation, and take advantage of the world-class research institutions hosting the conference, we will take science writers out of the meeting room and onto campuses for a day of sessions and tours.

The University Day program is modeled on CASW’s New Horizons in Science. One set of buses will carry attendees to the University of California, Berkeley, the number one public university in the United States; a subgroup will visit the Lawrence Berkeley National Laboratory. Other buses will head to UCSF’s Mission Bay campus, where three new hospitals feature robotic food and medication couriers as well as patient-centered outdoor spaces all designed to deliver top health care.

On each campus, journalists will hear presentations by eminent scientists, including Nobel laureates, and will participate in intimate lunch gatherings with some of the world’s leading researchers. At UCSF the talks will be interleaved with tours of labs pioneering molecular imaging, high-throughput gene sequencing, drug design, and virtual-reality video games for preserving cognitive function. At UC Berkeley, delegates will explore the science of evolution, black holes, new materials, climate change, genomics, global health, biodiversity, astronomy and green chemistry.

After a day of immersive research experiences, lab tours, panels, talks and lunch conversations attendees will return to San Francisco for a reception at the Exploratorium.
What Science Journalists Say About NASW-CASW Meetings

“I really liked the lunch with a scientist talk, because it was a chance to interact with a scientist in our area of expertise in a small group. Much easier, more personal than running up to them after they’ve given a talk to a huge room.”

“I was impressed by the quality of the speakers and presentations and how smoothly the conference ran.”

“This was such a wonderful surprise, for my first Science Writers conference. It was extremely well run, with many different options.”

“Very well organized meeting.”

“I was very impressed with the organization of the hosts and hosting institution. The programming was well done, as well as the flow of the event. Thought it was one of the better conferences I’ve attended.”

“I loved that most of the sessions had hashtags, twitter handles, and email addresses. It makes it easy to be involved during the talk, but also to look up any information I want to follow-up on after.”
We are prepared to plan and execute in collaboration with the WFSJ a broad effort to market WCSJ2017 to science journalists nationally and around the world. The goal is to recruit the highest caliber of keynote speakers, scientists, workshop producers and panelists, to convince potential sponsors of the scope of our meeting, and to attract what we expect will be the largest number of delegates ever to attend WCSJ.

Drawing on a long track record of marketing our own annual ScienceWriters meeting, NASW and CASW will reach out to a wide variety of complementary journalism organizations in both the U.S. and abroad soon after acceptance of our bid.

As evidence of planning in this area, we have already explored a proposed logo for the conference along with prototype marketing materials that would be distributed at various science and journalism meetings around the world. NASW has also earmarked funds to bring several top Latin American journalists to our annual meeting this fall to participate in program planning, including strategies to market the meeting to journalists from that region. We will reach out to our contacts at other journalism and science organizations to seek slots on their annual meeting programs or to distribute materials in their press rooms to promote WCSJ2017.

Tentative timetable of marketing plans:

October 2015: Gala kickoff announcement at the annual NASW/CASW ScienceWriters meeting in Cambridge, Massachusetts, of the plan to host WCSJ2017 in San Francisco.

February 2016: Press conference at the annual meeting of the American Association for the Advancement of Science (AAAS) in Washington, D.C., to raise awareness of WCSJ2017, to solicit interest and ideas for workshops and other activities. Upwards of 800 journalists, a majority typically from outside the U.S., attend AAAS each year, making this meeting an ideal opportunity for reaching potential delegates.

Spring 2016: Seek a slot on the annual meeting program of the Association of Health Care Journalists, a fellow WFSJ member organization, to inform its members of our plans and to seek programming interest and ideas.

July 2016: In collaboration with organizers of ESOF 2016 in Manchester UK, plan a press conference and/or reception to promote the meeting in Europe. At this press conference we can announce the official launch of the conference website—15 months ahead of the opening of the conference itself.

October 2016: Officially issue a call for workshop proposals for WCSJ2017—one year ahead of the conference date (unless a decision is made to issue such a call sooner)—in conjunction with the annual NASW/CASW ScienceWriters meeting in San Antonio, Texas.

February 2017: Press conference/reception at AAAS in Boston to announce keynote speakers and/or other program highlights as either a prelude to the opening of registration or the actual opening of registration for WCSJ2017.
Spring 2017: Possible press conference/reception at the AHCJ annual meeting to announce further updates on conference plans and registration information.

Our plan is to supplement these events where possible with additional presentations at meetings in collaboration with leaders of the Society of Environmental Journalists, National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and other appropriate organizations in the U.S.

For international outreach, we can enlist the network of Science Media Centers in Japan, Canada, U.K., Australia and New Zealand, and the Canadian Science Writers Association, to get the word out. We will work with The Institute of the Americas to build on our already emerging relations with Latin America to publicize the meeting there. Having partnered with the Arab Science Journalists Association to produce the meeting in Doha, we have solid relationships in that part of the world. We will work closely in consultation with WFSJ to engage with journalists in Africa and Asia.

Critical to the marketing effort will be a full-featured conference website, which will go live ahead of the ESOF conference. It will be continually updated with conference-related news and information as well as feature video interviews with key conference participants in the months leading up to the meeting as an additional strategy to attract attendees.

The website will be supported by a social media campaign—including the establishment and early circulation of a hashtag—to use Facebook, Twitter and other platforms to disseminate conference news and announcements and generate buzz in coordination with WFSJ.

These efforts will enable us to reach a wide and diverse audience of potential delegates.

Of course, successful marketing ultimately depends on the quality of the product. We are convinced the combination of an exceptionally rich keynote, professional workshop and science program, combined with the worldwide reputation of the city of San Francisco and its surrounding attractions, will draw the interest and the participation of an unprecedented number of science journalists.

NASW and CASW deliver when it comes to informative and engaging conference promotion.
The Team

WCSJ2017 Working Group

Beryl Benderly is a freelance writer whose work has appeared in major national magazines, in newspapers including the New York Times and Washington Post, in eight books, and in reports and volumes by institutions such as the National Academy of Sciences. She writes a monthly column and blogs frequently on the Science website. Her honors include Fellow of the American Association for the Advancement of Science and 10 national prizes for writing. On behalf of the International Center for Journalists, Benderly has presented health journalism workshops in Spanish in Chile, Mexico, and Panama.

Pete Farley, senior public information representative at the University of California, San Francisco, has worked in science publishing, editing, and journalism for more than 25 years, with a special focus on neuroscience and allied disciplines. He was an acquisitions editor at Sinauer Associates, staff writer for Schizophrenia Research Forum, and chief science writer at Yale School of Medicine. He holds a master’s degree in science and medical journalism from Boston University.

Lynne Friedmann is an award-winning freelance writer and educator who has organized dozens of seminars and conference sessions on science communications topics for U.S. and international forums. She served on the program committee for the 2011 World Conference of Science Journalists in Doha, Qatar. In 2012, she co-organized a U.S.-Mexico Cross-Border Science Journalism Workshop. She is editor of ScienceWriters magazine published by the National Association of Science Writers. She is a former NASW board member and is a Fellow of the American Association for the Advancement of Science.

Laura Helmuth is science and health editor at Slate magazine. Before she joined Slate, Helmuth was senior editor at Smithsonian magazine where she selected and edited the majority of stories about science, nature, and technology. Prior to that she worked for Science magazine’s news department for five years; first as a writer covering neuroscience and then as an editor for life sciences stories. Currently, vice president of NASW, she is chair of the program committee for the NASW-CASW ScienceWriters2015 meeting to be held at the Massachusetts Institute of Technology. Helmuth will be president of NASW in 2017.

Robert Irion directs the Science Communication Program at the University of California at Santa Cruz. He has covered physics and astronomy as a contributing correspondent for Science and as a freelance writer for National Geographic, Smithsonian, Scientific American, Discover, New Scientist, Slate, and Reader’s Digest Books. His national writing awards include a prize from the American Institute of Physics for his co-authored book, One Universe: At Home in the Cosmos (Joseph Henry Press, 2000), with Neil deGrasse Tyson and Charles Liu. His service and accomplishments as co-chair of the NASW Education Committee earned him the Diane McGurgan Service Award from NASW.

Betsy Mason is a freelance science journalist based in the San Francisco Bay Area. Previously she was science editor for WIRED.com, in charge of online science coverage. She also founded and managed the WIRED Science Blogs network. Under her leadership, WIRED received Webby Awards for online science coverage in 2009, 2012, and 2014. She has written for New Scientist, ScienceNOW, and Discover magazine. Honors include the American Geophysical Union’s David Perlman award for news coverage related to the 100th anniversary of the 1906 San Francisco earthquake.
Charles Petit is a freelance science writer, and until September 2014 was a frequent provider of comment on the day’s science news for the Knight Science Journalism Tracker website. His career started at the Livermore Herald & News, moved to the San Francisco Chronicle, and then to US News & World Report. Professional recognition includes writing awards from the American Association for the Advancement of Science (twice), National Association of Science Writers, American Institute of Physics, American Geophysical Union, and American Heart Association. He is a former president of both the National Association of Science Writers and the Northern California Science Writers Association.

Cristine Russell is an award-winning journalist who has written about science, health, and the environment for more than three decades. She is a senior fellow in the Environment and Natural Resources Program at Harvard Kennedy School’s Belfer Center for Science and International Affairs. A former Washington Post reporter, Russell is currently a Columbia Journalism Review contributing editor. She is a past president of both the Council for the Advancement of Science Writing and the National Association of Science Writers. Russell is a fellow of the American Association for the Advancement of Science.

Robert Sanders is manager of science communications at the University of California, Berkeley, one of the nation’s top research universities. He writes about fields ranging from biotechnology and dinosaurs to brain research and global climate change. His stories have been recognized numerous times by the Council for Advancement and Support of Education. Before becoming a science writer, he obtained an MS in physics from UC Berkeley and worked on high-energy physics projects at Brookhaven National Laboratory and Lawrence Berkeley National Laboratory. He is a long-time board member of the Northern California Science Writers Association.

Nancy Shute covers health and medicine for National Public Radio, both on air and for NPR’s Shots health blog. Previously she was assistant managing editor for science and technology at US News & World Report and a senior writer. She has contributed to National Geographic, Scientific American, New York Times, Washington Post, Outside, Smithsonian, The New Republic, and National Review. As a Fulbright Scholar, she founded the first bilingual independent newspaper in Kamchatka, Russia and lectures frequently on science communications and social media. She is a past president of NASW.

Ron Winslow is deputy editor, health and science, and a senior medical and health care writer for the Wall Street Journal. He has written some 1,500 articles describing new medical and health care research and chronicling the economic forces transforming the nation’s health care system. He is a recipient of the CASW Victor Cohn Award for Excellence in Medical Science reporting. His work has also received career achievement and writing awards from the American Heart Association, National Alliance for the Mentally Ill, and other groups. He is a member of the Program Advisory Committee for WCSJ2015 in Seoul, a past president of NASW, and was a founding board member of the Association of Health Care Journalists.

Sarah Yang is a science writer at the University of California, Berkeley, media relations office, where she regularly covers research news in engineering, technology, public health, and the environment. She is also part of a three-person science writing team recognized by the Council for Advancement and Support of Education (CASE). The team won a CASE Gold award in 2012 and 2010, and a Silver award in 2009 for its research news writing. In 2015, the team also won silver in the CASE District VII Award of Excellence for news writing. Before coming to UC Berkeley, Sarah worked in the newsrooms of the Los Angeles Times, San Francisco Examiner, and WebMD.
**Management Support**

**Tinsley Davis** is executive director of the National Association of Science Writers. An experienced educator and science writer, she garnered an American Association for the Advancement of Science Mass Media fellowship writing for the *St. Louis Post-Dispatch*, during her graduate studies at the University of Wisconsin-Madison, where she earned a Masters in Bacteriology. Davis later worked at the Museum of Science, Boston, developing innovative ways for science centers to bring current research to the public as well as material for public seminars, science segments for New England Cable News, podcasts, and museum exhibits. While there, she received a grant to explore best practice science communication efforts in the United Kingdom. In her role as executive director, Davis organizes the annual NASW professional development workshops.

**Rosalind Reid** is executive director of the Council for the Advancement of Science Writing. She was previously editor of *American Scientist* magazine published by Sigma Xi, The Scientific Research Society. Reid began her career as a newspaper reporter. She was the first Journalist in Residence at the Kavli Institute of Theoretical Physics at the University of California, Santa Barbara, and later a Fellow at the Harvard Initiative in Innovative Computing. She served as Executive Director of the Institute for Applied Computational Science at Harvard’s School of Engineering and Applied Sciences from 2010 to 2013. She has served on awards committees for the National Science Board and American Institute of Physics.
In 1934, a dozen pioneering science reporters established the National Association of Science Writers (NASW) at a meeting in New York City. They wanted a forum in which to join forces to improve their craft and encourage conditions that promote good science writing. Today, NASW has more than 2,000 members. The association charter is to “foster the dissemination of accurate information regarding science through all media normally devoted to informing the public.” Over the years, NASW officers have included both freelancers and employees of most of the major newspapers, wire services, magazines, and broadcast outlets in the country. Above all, NASW fights for the free flow of science news. Since 1972, the NASW Science in Society Awards have recognized investigative or interpretive reporting about the sciences and their impact on society.

The Council for the Advancement of Science Writing is a panel of distinguished journalists, science communications specialists and scientists committed to improving the quality and quantity of science news reaching the public. Founded in 1959, CASW develops and funds programs to help reporters and writers produce accurate and informative stories about developments in science, technology, medicine and the environment. Its flagship program is the New Horizons in Science briefing, now in its 53rd year. CASW honors superior writing by bestowing the Victor Cohn Prize for Excellence in Medical Science Reporting and, in cooperation with the National Press Foundation, the Evert Clark/Seth Payne Award for Young Science Journalists. The Council’s contributions to science writing and public understanding of science were recognized in 2003 when it received the prestigious Public Service Award of the National Science Board (NSB).

Founded in 1864, UCSF is the leading university in the United States exclusively focused on health. UCSF is dedicated to transforming health worldwide through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care. It includes top-ranked graduate schools of dentistry, medicine, nursing and pharmacy; a graduate division with world-renowned programs in the biological sciences, a preeminent biomedical research enterprise and top-tier hospitals. Faculty include five Nobel laureates, who have made seminal contributions to advance the understanding of cancer, neurodegenerative diseases, aging and stem cell research.

The University of California, Berkeley is the highest ranked public university in the world for undergraduate education (in US News & World Report and Academic Ranking of World Universities). Established in 1868, UC Berkeley is the oldest institution in the University of California system and offers approximately 350 undergraduate and graduate degree programs in a wide range of disciplines. Berkeley faculty, alumni, and researchers have been awarded 72 Nobel Prizes.
Office of the President

March 18, 2013

Chul Joong Kim
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, Suite 12
Montreal, QC H2J 2B7
CANADA

Dear Sir:

As president of the U.S. National Academy of Sciences, I am pleased to enthusiastically support our country’s bid to host the World Conference of Science Journalists (WCSJ) in 2017.

The National Association of Science Writers and the Council for the Advancement of Science Writing, which, as you know, are partnering in the bid to host the 2017 conference, are important organizations not just for science journalism but for science itself. Their dedication to the craft of science writing has helped generations of journalists and other writers to more effectively communicate the wonder and complexity of science to public audiences. They also enjoy a strong relationship with the U.S. scientific community, as evidenced by the fact that two prestigious research universities -- the University of California, San Francisco and the University of California, Berkeley -- are joining them in this bid.

The National Academy of Sciences has a strong interest in advancing the field of science communication, including on a global scale. For example, our decade-long African Science Academy Development Initiative has provided media training for researchers and public information officers, and many African science journalists -- some of whom were mentored by the World Federation of Science Journalists -- covered the initiative’s annual conferences. And in 2011 we partnered with the InterAmerican Network of Academies of Sciences to organize a science communication workshop in Argentina that was attended by several journalists from across Latin America.

Here in Washington we have held two colloquia in recent years to focus attention on a growing area of research being called the science of science communication, which aims to improve understanding of how information is disseminated and received in order to drive more effective communication of scientific topics. In addition, since 2003 we have presented the annual Keck Communication Awards. Theses prestigious awards -- $20,000 in each of four communication categories -- recognize excellence in reporting science, engineering, and medicine to the general public.

500 Fifth Street, NW Washington, DC 20001
By gathering so many science journalists from around the world, including from many developing nations, the WCSJ reflects the increasingly global nature of the research enterprise. The U.S. scientific community would welcome the opportunity that a WCSJ held in the United States would present for reaching global audiences.

Thank you for considering the U.S. bid to host the WCSJ in 2017. Indeed, it would be an honor to be the host nation.

Sincerely,

Ralph J. Cicerone
President
U.S. National Academy of Sciences
March 10, 2015

LETTER OF SUPPORT
U.S. BID FOR THE 2017 WORLD CONFERENCE OF SCIENCE JOURNALISTS

Chul Joong Kim
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, Suite 12
Montréal QC H2J 2B7
CANADA

Dear Sir:

The American Association for the Advancement of Science is pleased to support the U.S. bid to host the World Conference of Science Journalists, being submitted by the National Association of Science Writers (NASW), in partnership with the Council for the Advancement of Science Writing, UC San Francisco, and UC Berkeley.

AAAS is the world’s largest general scientific society and publisher of the Science family of journals. Our mission calls upon us to promote science communication among scientists, engineers, and the public, and therefore we support a broad array of “no-strings-attached” programs intended to advance science journalism. These have included, as examples, the premier AAAS Kavli Science Journalism Awards; the AAAS Mass Media Science & Engineering Fellowships; EurekAlert! Fellowships for International Science Reporters; and a robust newsroom operation at the AAAS Annual Meeting.

AAAS has also been a long-time champion of the World Federation and the international community of science journalists, and it annually helps to support the CASW. Through EurekAlert! (http://www.eurekalert.org), we would hope to be able to sponsor travel scholarships to help international science reporters attend the 2017 World Conference in the United States, bring panelists to the Conference, and/or provide other forms of support, as appropriate.

Bringing the World Conference to the United States would be beneficial to the work of science journalists worldwide, thereby supporting the AAAS goal to promote public engagement with science and technology more broadly. Should the U.S. bid be awarded, it would be supported and enhanced by a special “international edition” of CASW’s New Horizons in Science briefings, as well as the networking and professional development activities that are a part of the annual NASW Science Writers meeting and every World Conference. Moreover, the conference would draw many U.S. science writers who have not yet been exposed to the issues and concerns of colleagues overseas, particularly in emerging regions of the world.

-1-

Office of Public Programs

American Association for the Advancement of Science
1200 New York Avenue, NW, Washington, DC 20005 USA
Tel: 202 326 6440 fax: 202 783 0455
E-mail: media@aaas.org www.aaasmeeting.org
We support the commitment of NASW and CASW to heightening awareness of global issues in science and science journalism by bringing the World Conference to San Francisco. Along with those organizations, we would be pleased to have an opportunity to support the training and networking outreach that having this conference in San Francisco would extend to colleagues in Latin America.

We share with the 2017 host institutions a commitment to planetary sustainability and a keen understanding of the importance of science communication in addressing these extraordinary challenges. We look forward to being an active partner in bringing the 2017 World Conference of Science Journalists to San Francisco.

Sincerely,

Ginger Pinholster  
Director of Public Programs  
American Association for the Advancement of Science  
gpinholts@aaas.org / 202-326-6421

Brian Lin  
EurekAlert! Director of Editorial Content Strategy  
blin@aaas.org / 202-326-6213
LETTER OF SUPPORT
U.S. BID FOR THE 2017 WORLD CONFERENCE OF SCIENCE JOURNALISTS

March 18, 2015

Chul Joong Kim
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, Suite 12
Montréal, QC H2J 2B7
CANADA

Dear Mr. Kim:

The American Chemical Society is pleased to support the U.S. bid to host the World Conference of Science Journalists, which is being submitted by the National Association of Science Writers (NASW), in partnership with the Council for the Advancement of Science Writing, the University of California, San Francisco and the University of California, Berkeley.

ACS is the world’s largest scientific society with more than 158,000 members. One of our key goals is to communicate chemistry’s vital role in addressing the world’s challenges to the public and policymakers.

We publish 47 peer-reviewed journals as well as Chemical & Engineering News, the Society’s weekly newsmagazine. We have been at the forefront of modern science journalism since the early 20th century, an era when few journalists had any formal education in science or accurate knowledge about science. Formed in 1916 and staffed by scientists, the ACS Press & Publicity committee began providing the press with simply written explanations of scientific research and other topics. Three years later, this effort led to the creation of the ACS News Service, which is regarded as the first permanent news bureau established by an American scientific society. Today, the ACS News Service continues to promote better understanding of science in the media and general public through print, audio/video and digital communications outlets.

We are committed to supporting science journalism and providing its practitioners with the most complete and authoritative information about chemical sciences. We seek – through the media and our own efforts – to provide the general public with easy-to-comprehend explanations of chemistry in hopes they will better appreciate the transforming power of our science in their everyday lives.
Bringing the World Conference to the United States would be beneficial to science journalists worldwide, help U.S. science writers better understand the issues and concerns of colleagues overseas, and raise awareness of science and its many achievements among the public, here and abroad. We hope to be able to sponsor travel scholarships and other forms of support as appropriate.

We fully back the efforts of NASW and CASW to bring the World Conference to San Francisco in 2017. We join them in their commitment to heighten awareness of global issues in science and science journalism via this forum.

Sincerely,

Glenn S. Ruskin
Director, Office of Public Affairs
March 16, 2015

Chul Joong Kim
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, Suite 12
Montréal QC H2J 2B7

Dear Sir:

The American Institute of Physics (AIP) is joining to support the U.S. bid to host the World Conference of Science Journalists in 2017. This bid, which is being submitted by the National Association of Science Writers (NASW) in partnership with the Council for the Advancement of Science Writing (CASW), UC San Francisco, and UC Berkeley, is closely aligned with our own goals, and we plan on supporting the conference both financially as well as through our programs.

We believe that the United States is an excellent choice of venue for this meeting for a number of reasons. This country is a world leader in science. Our policy debates and decisions have reverberations far beyond our own shores. And some of our leading media outlets are among the voices of record on matters of science, transcending national borders and influencing opinions worldwide.

AIP is a federation of ten scientific societies that cover a broad range of fields in the physical sciences and collectively represent more than 120,000 scientists, engineers, educators and students in the global physical sciences community. AIP offers authoritative information, services, and expertise in physical science education and student programs, science communication, government relations, career services for science and engineering professionals, statistical research in physics employment and education, industrial outreach, and the history of physics and allied fields. AIP also publishes Physics Today and is home to the Society of Physics Students and the Niels Bohr Library and Archives. AIP owns AIP Publishing LLC, a scholarly publisher in the physical and related sciences.

One of the core interests of AIP is to communicate science to the general public. We do this through a variety of established, well-respected programs, and we employ a large number of science writers, both in-house staff as well as freelancers, including some of the leading voices in physics journalism. We are a part of the international science writing community and our writers often attend the annual meetings held by NASW. In particular:

• Our Inside Science program is an editorially independent wire news service that provides reliable and engaging content for general audiences directly and through syndication in major media outlets. It is a recognized part of the science journalism
community and one of the most authoritative voices on discoveries in the physical sciences.

- *Physics Today*, our flagship publication, is the most influential and closely followed physics magazine in the world. It offers authoritative features, full news coverage and analysis, and fresh perspectives on technological advances and groundbreaking research.

- Our policy newsletter *FYI* offers objective, authoritative coverage of science policy developments in hearings and reports issued within Washington that impact the physical science community. Its influence can be felt by the large number of policy makers who subscribe to it.

- We sponsor the annual AIP Science Writing Awards, which since 1988 have recognized some of the best books, articles, TV and radio broadcasts and children’s books written about the physical sciences for general audiences.

- Our media services program carries on a tradition that began at AIP in the 1950s and 1960s of alerting mainstream media about breakthrough discoveries at scientific meetings and in journals every year. Media service staff also run training and give regular seminars to help scientists better communicate their results to the general public.

Holding the Conference in the United States is a unique opportunity that will greatly benefit both the World Federation of Science Journalists as well as AIP and all its sister co-sponsoring organizations. Although the United States boasts one of the largest science writing communities in the world, this country has never hosted one of these conferences. Doing so may mean creating the single largest science journalism conference ever held.

At this gathering, AIP would help lend a voice to the physical science community and would bring back to that community the lessons learned in 2017.

Sincerely,

Catherine A. O’Riordan  
Vice President, Physics Resources

Jason Bardi  
Director, Media Services

Ben Stein  
Director, Inside Science

AIP
Dear Dr. Kim:

The Burroughs Wellcome Fund is pleased to support the United States bid to host the World Conference of Science Journalists, being submitted by the National Association of Science Writers in partnership with the Council for the Advancement of Science Writing, the University of California-San Francisco, and the University of California-Berkeley.

The Burroughs Wellcome Fund is a past supporter of the World Conference and a supportive partner of CASW and its New Horizons in Science program at their annual meeting. Should the bid be awarded, BWF plans to consider a contribution of at least $25,000 to support programmatic activity.

Should the U.S. bid be awarded, journalists from around the globe will benefit from a special “international edition” of the New Horizons briefings as well as the networking and professional development activities that are a part of the annual ScienceWriters meeting and every World Conference. In addition, the conference will draw many US science writers who have not yet been exposed to the issues and concerns of colleagues overseas, particularly in the developing world. We support the commitment of NASW and CASW to heightening awareness of global issues in science and science journalists among the US community.

As a foundation supporting biomedical research, the Burroughs Wellcome Fund is also aware of the extraordinary calibre of the Bay Area research enterprise and the commitment of the 2017 host institutions to global health and planetary sustainability. It is not a coincidence that three distinguished members of our Board of Directors—Bruce Alberts, Michael Bishop, and Carla Shatz—did much of their groundbreaking research at UCSF or UC Berkeley.

We look forward to being an active partner in bringing the 2017 World Conference of Science Journalists to San Francisco.

Sincerely,

John E. Burris, Ph.D.
President, Burroughs Wellcome Fund
Former President, Beloit College
March 9, 2015

Dear Dr. Kim,

I know you have many considerations for the 2017 World Conference of Science Journalists (WCSJ), but I wanted to join in offering whole-hearted support for bringing the next WCSJ to San Francisco.

The National Association of Science Writers and the Council for the Advancement of Science Writing have expressed their intention of making a core aspect of a WCSJ in San Francisco building on what we accomplished at the 2nd Kavli Symposium on Science Journalism. Of course in San Jose, we had the opportunity to significantly move forward the possible applications of data mining for advancing the field. To do this, we identified and then drew on the resources of the Bay Area and Silicon Valley – resources unique to that area.

With the support of the NASW and CASW, a San Francisco-based WCSJ would be an incredible – really unmatchable – opportunity for the WCSJ to amplify the success of the symposium. In part this is because of the location itself, which because of the surrounding expertise allows the topic to be tackled both smartly and economically. But this is also because, with the symposium, the Federation has essentially already laid the groundwork for a San Francisco-based WCSJ to develop an agenda. As I think about it, we might jointly consider using the opportunity to have a companion/follow up Kavli symposium on data mining – one scheduled to the WCSJ-San Francisco. With two years to develop, the Federation and Foundation could more fully tap into the expertise in and around San Francisco.

Happy to discuss anything further if you like.

Sincerely,

James Cohen
Director of Communications and Public Outreach
The Kavli Foundation
April 8, 2015:

ChulJoong Kim, M.D. President, World Federation of Science Journalists
1124, Rue Marie-Anne Est, Suite 12
Montreal QC H2J 2B7
CANADA

Dear Dr. Kim:

I am pleased to support the U.S. bid to host the World Conference of Science Journalists, being submitted by the National Association of Science Writers in partnership with the Council for the Advancement of Science Writing, UC San Francisco and UC Berkeley.

Johnson & Johnson is a long-time sponsor of the World Federation of Science Journalists and CASW, and we believe in supporting initiatives for professional development of science writers all over the world. Through our support, we hope to continue enabling innovative science writing programs, such as its New Horizons in Science program at the annual Science Writers meeting and the WCSJ 2017 meeting. Also, on a personal level, as a longtime NASW member, I am a strong proponent of the science writing profession.

Bringing the World Conference to the United States would have an important impact on the work of science writers around the world and on science itself. Should the U.S. bid be awarded, journalists from across the globe would benefit from a special "international edition" of the New Horizons briefings as well as the networking and professional development activities that are a part of the annual Science Writers meeting and every World Conference. In addition, the conference would draw many U.S. science writers who have not yet been exposed to the issues and concerns of their overseas colleagues particularly in the developing world. We support the commitment of NASW and CASW to heightening awareness of global issues in science and science journalism that bringing the World Conference to San Francisco would enhance.

The Bay Area is a strategic hub for Johnson & Johnson—one of our four Innovation Centers and our JLabs headquarters are located there, and their goal is to nurture early stage biotechnology and device startups. We, therefore, share with the 2017 U.S. bid host institutions a commitment to global health and a keen understanding of the importance of science communication in addressing these extraordinary challenges. To that end, we would look forward to being an active partner in realizing the 2017 World Conference of Science Journalists in San Francisco.

Sincerely,

Seema Kumar
Vice President, Enterprise Innovation and Global Health
March 13, 2015

Chul Joong Kim, MD
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, suite 12
Montreal QC H2J 2B7
CANADA

Dear Dr. Kim:

As Chancellors of the University of California campuses at Berkeley and San Francisco, we are very pleased to offer to co-host the World Conference of Science Journalists (WCSJ) in the San Francisco Bay Area in 2017.

The Bay Area is a hotbed of innovation: its top-flight research universities, including UC Berkeley and UC San Francisco (UCSF), have spawned some of the world’s major biotech and tech companies. These companies encircle San Francisco Bay, from Silicon Valley to the newest clusters of discovery at UCSF’s Mission Bay and UC Berkeley’s planned Richmond Bay campus.

Our two universities are particularly fitting hosts for WCSJ 2017 because of our international presence. Research on the two campuses ranges from global health issues to worldwide collaboration in biomedical research, physics, and engineering, with emphasis always placed on the impact on society, public policy, and the public good. Our campuses are inextricably linked in many research fields, such as neuroscience and bioengineering, and we collaborate on a highly successful Joint Medical Program. Yet our respective institutions are ranked top in their own right: UCSF in basic biological research and health care (home to one of the top ten medical centers in the United States), and UC Berkeley in the physical sciences and engineering, including the application of those tools in areas ranging from health care to climate change.

Together UCSF and UC Berkeley have already pledged $112,000 to the Council for the Advancement of Science Writing to host its New Horizons in Science program, which will be joined with the workshop program of the National Association of Science Writers to form ScienceWriters2017 in San Francisco.

We look forward to the prospect of welcoming the science journalists who will assemble in one of the world’s great cities, San Francisco, in two years, and offering them a first-hand look at our cutting-edge research. In addition to presenting scientific content throughout the meeting, each campus plans to host a “University Day”—a full day of activities including talks and laboratory tours that will expose the journalists to both innovative research and thought-provoking topics for research news stories. We will provide a stimulating environment and staff logistical support to make the day unforgettable for journalists both domestic and international.

Should the U.S. be awarded the bid to host WCSJ 2017, UCSF and UC Berkeley will co-host a spectacular World Conference of Science Journalists in place of ScienceWriters2017. We hope the World Federation of Science Journalists will choose to bring WSCJ 2107 to an area known for its international flair and for universities with a true global outlook.

We would be extremely honored to be the first U.S. hosts of the WCSJ, and we are glad to provide additional information to aid in the selection process.

Sincerely,

Nicholas Dirks, PhD
Chancellor, UC Berkeley

Sam Hawgood, MBBS
Chancellor, UC San Francisco
March 19, 2015

Chul Joong Kim, MD
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, suite 12
Montréal QC H2J 2B7
CANADA

Dear Dr. Kim:

The California Academy of Sciences enthusiastically supports the bid submitted by the National Association of Science Writers, the Council for the Advancement of Science Writing, UC San Francisco, and UC Berkeley to host the 2017 World Conference of Science Journalists in San Francisco.

Rich in culture, natural beauty, technological innovation and scientific research, The San Francisco Bay Area is a perfect venue for such a prestigious international conference—particularly one that fosters accurate reporting and engaging storytelling around some of the ideas and issues that matter most. The California Academy of Sciences is proud to be part of this fabulous community and looks forward to the opportunity to participate in the World Conference of Science Journalists by hosting its opening reception.

The Academy is dedicated to exploring and explaining the natural world and addressing the challenges of sustainability. A scientific research and educational institution located in San Francisco’s Golden Gate Park, it is home to an aquarium, planetarium, and natural history museum as well as leading-edge research and education programs.

In addition to its live animals and engaging public exhibit spaces, the Academy’s Institute for Biodiversity Science and Sustainability is at the forefront of efforts to understand two of the most important topics of our time: the nature and future of life on Earth. With more than 60 research scientists and aquarium biologists, nearly 46 million scientific specimens, and the expertise and efforts of more than 100 international Research and Field Associates and 300 distinguished Fellows, the Institute strives to understand the evolution and interconnectedness of life.
through expeditions around the globe, captive breeding programs, and investigations in the lab. Through these same efforts, as well as partnerships, community outreach, and public engagement initiatives, the Institute aims to guide critical conservation decisions and address pressing sustainability challenges.

The Academy is also an international leader in efforts to increase the effectiveness and reach of science and sustainability education. Through intensive partnerships with schools and teachers; innovative programs for students, families, and adults; and immersive science visualization productions, the Academy’s educators aim to expand the public’s understanding and appreciation of the natural world, inspire participants to become more science-savvy citizens, train the next generation of scientists and educators, and equip people with the knowledge base needed to address our planet’s most pressing sustainability challenges.

In preparation for its participation in the World Conference of Science Journalists, the Academy is already working with staff at the University of California at San Francisco, one of the host institutions, to organize a spectacular opening reception. To show our support for this event, we have offered the museum space at a deeply reduced rate and can also provide behind-the-scenes tours for small groups during or after the Conference.

We truly hope the World Federation of Science Journalists will choose to hold its 2017 Conference in a region renowned for innovation, and in partnership with a community of people and institutions passionate about research, education, and engagement.

Sincerely,

Jonathan Foley, Ph.D.
Executive Director
William R. and Gretchen B. Kimball Chair
California Academy of Sciences
March 25, 2015

Chul Joong Kim, MD
President
World Federation of Science Journalists
1124, rue Marie-Anne Est, suite 12
Montréal QC H2J 2B7
CANADA

Dear Dr. Kim:

On behalf of the people of the City of San Francisco, I am pleased to lend my support to The University of California's San Francisco and Berkeley campuses in their bid to co-host the 10th World Conference of Science Journalists in our great City in October 2017.

San Francisco is an ideal setting for the WCSJ, as the Bay Area is both a renowned hub for scientific, medical, and technical innovation and one of the world's most popular tourist destinations. The importance of the research breakthroughs that continually emerge from the Bay Area is matched by our region's unsurpassed cultural richness and natural beauty.

Choosing San Francisco for WCSJ 2017 will give international science journalists an unparalleled opportunity to engage not only with our top-ranked research universities and medical centers, but to visit the innumerable private-sector companies making news with their creative work in tech, biotech, clean tech and digital media.

After hours, attendees may explore the cosmopolitan neighborhoods of the City—the US Census estimates that 112 languages are spoken in the San Francisco area—and sample the food and wine that attract thousands of visitors from around the world each year.

I hope you will choose to join us in San Francisco for a memorable conference.

Sincerely,

Edwin M. Lee
Mayor
Buenos Aires 7 March 2015

Board of Directors
World Federation
of Science Journalists

As the science journalism organization of Argentina, we are pleased to write in support of the bid by the National Association of Science Writers of the United States to host the World Conference of Science Journalism in San Francisco, California, in 2017. We believe that holding WCSJ 2017 in the Western Hemisphere will offer excellent opportunities for science journalists from our country and many others throughout the Americas to benefit from the education, training, networking and information exchange that the conference will offer.

Spanish-English simultaneous translation would permit Latin American journalists not fluent in English to participate fully in the sessions and to experience training and presentations that are not readily available in a number of the countries in Latin America. A gathering accessible to colleagues from all parts of the continent will facilitate consideration of issues in realms such as environment, climate and health that affect countries throughout the Americas. Journalists from across our region will also be able to form or strengthen personal bonds with colleagues from around the world that lead to fruitful exchanges of insights, ideas and information and even to collaborations. We therefore enthusiastically support the effort to hold WCSJ 2017 in San Francisco, which will permit a far greater level of participation by journalists from the Americas than has ever been possible before.

Valeria Román
Board of Directors/
Argentina Network of Science Journalism

Contacts: Phone Number 54-9-11-6047-8912 valeriaroman7@gmail.com
March 6, 2015

World Federation of Science Journalists
Board of Directors

Dear Sirs,

As a Latin American science editor and writer I believe that holding the World Conference of Science Journalists 2017 in San Francisco, USA, would be a great opportunity for science journalists in the region regarding training, cultural exchange and networking. Until now, it has been very difficult for them to attend previous conferences given the high costs of transportation and lodging. Hence, the region has been grossly under-represented despite its over 600 million inhabitants.

Moreover, relations between the USA and Latin America have always being strong and there are a number of collaborations in different science fields, though little regarding science journalism. The 2017 Conference, if held in San Francisco, would no doubt help to address that. The USA also has an important Spanish speaking population which is not usually exposed to science coverage in its own language: the attendance and participation of Latin American science journalists could highlight this situation and provide ideas to overcome it.

Needless to say, meeting with colleagues from all over the world would be highly beneficial for Latin American science journalists and open possibilities for joint projects. There are many science stories in the region that deserve international coverage and the WCSJ 2017 would provide a privileged space to talk about them.

Sincerely,

Estrella Burgos
Editor-in-chief
Science popularization magazine ¿Cómo ves?
Department of Science Communication
National Autonomous University of Mexico (UNAM)

Member of the WCSJ 2015 Program Advisory Committee

Edificio Universum, Zona Cultural de Ciudad Universitaria, Coyoacán 04510, México, D.F
www.dgdc.unam.mx
Notes

Photographer Credits  In alphabetical order, Jeff Bates (p.16, p19); Mark Bennington (p.16, p.19); Brocken Inaglory via Wikimedia Commons © 2009 (p.5); Merry Bruns (p.19); California Academy of Sciences (p.15); John De Dios (p.17, p.19); Eneas De Troya via Wikimedia Commons © 2010 (p.6); Steve Finacom/UC Berkeley (p.14); Lynne Friedmann (p.7, p.10, p.19); Gamma Nine Photography (p.15); Hawkeye Photography © 2014 (p.4); Luis J. Jimenez (p.7); Laura Kater (pg.12); Gayle Laird © Exploratorium (pg.15); Harvey Leifert (p.21); Steve McConnell/UC Berkeley (p.3, pp.18); Jo McCulty (p.19); Charlie Petit (p.19); Alan Nyiri, courtesy of the Atkinson Photographic Archive (p.14, p.18); PhotoDisc © 1995 (p.IFC, pp.2-5, p.12); Christina Russo (p.19); San Francisco Marriott Marquis (pp.13-14); and Randy Wilder © Monterey Bay Aquarium (pg.12). Graphic Credits  Carol Kerr Graphic Design (pp.book, p.FC, p.1, p.7, pp20-21); and NASW/CASW (p.21, p.8C).