10TH WORLD CONFERENCE OF SCIENCE JOURNALISTS
SAN FRANCISCO, CALIFORNIA / OCTOBER 26–30, 2017

Bridging Science & Societies

FINAL REPORT

THE 10TH WORLD CONFERENCE OF SCIENCE JOURNALISTS WAS BROUGHT TO YOU BY...

Organizers

CASW Council for the Advancement of Science Writing

The Council for the Advancement of Science Writing (CASW) is a non-profit 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 56th year. CASW honors superior writing by bestowing the Victor Cohn Prize for Excellence in Medical Science Reporting and the Evert Clark/Seth Payne Award for a Young Science Journalist. 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).

NATIONAL ASSOCIATION OF SCIENCEWRITERS™

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 Journalism Awards have recognized investigative or interpretive reporting about the sciences and their impact on society.

WFSJ World Federation of Science Journalists

The World Federation of Science Journalists (WFSJ) is a not-for-profit, nongovernmental organization, representing 59 science journalists' associations of science and technology journalists from Africa, the Americas, the Asia-Pacific region, Europe, and the Middle East. The Federation encourages strong, critical coverage of issues in science and technology, environment, health and medicine, agriculture, and related fields. The WFSJ seeks to further science journalism as a bridge between science, scientists, and the public. It promotes the role of science journalists as key players in civil society and democracy. The Federation's goals are to improve the quality of science reporting, promote standards, and support science and technology journalists worldwide.

Special Thanks

The WCSJ2017 Organizing and Program Committees thank the Association of Health Care Journalists for organizing the Global Health Journalism track

AHCJ Association of Health Care Journalists
Center for Excellence in Health Care Journalism
Better coverage. Better health.

Host Universities

UCSF

The University of California, San Francisco (UCSF) is a leading university dedicated to promoting health worldwide through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care. It has top-ranked graduate schools of dentistry, medicine, nursing and pharmacy, a graduate division with nationally renowned programs in basic, biomedical, translational and population sciences, as well as a preeminent biomedical research enterprise and UCSF Health, which includes two top-ranked hospitals, UCSF Medical Center and UCSF Benioff Children's Hospitals in San Francisco and Oakland, as well as other partner and affiliated hospitals and healthcare providers throughout the Bay Area.

Berkeley UNIVERSITY OF CALIFORNIA

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.

WCSJ2017 design by: TODD SCHULTE DESIGN

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Thank you to our Speakers, Organizers, & Moderators 46
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The 10th World Conference of Science Journalists began as a dream under the intoxicating influence of the midnight sun in Helsinki during WCSJ2013. Under its allure and inspired by the camaraderie we felt being among our international colleagues, we thought it was time to bring this world conference to the U.S. We headed to WCSJ2015 in Seoul with our proposal—and bandana-waving bid delegation—convinced the board of the World Federation of Science Journalists and were fortunate to be awarded the opportunity to host the 2017 conference.

Six days in San Francisco was the realization of that dream. By any measure, WCSJ2017 was a powerful demonstration of the commitment and determination of our community to build the skills and knowledge necessary to connect our audiences—global and local —with the news of science that affects their lives.

All told, nearly 1,400 delegates from 74 countries came to San Francisco, making it the largest such world conference to date. They participated in 61 plenary and breakout sessions featuring 283 speakers; toured labs and sat down to lunch with scientists from our host institutions the University of California, San Francisco, and the University of California, Berkeley; made connections and new friends during the gala opening and closing events; and visited some of the San Francisco Bay Area's prominent attractions during post-conference field trips.

Among the highlights was the Jack F. Ealy Science Journalism Workshop for Latin American and Caribbean delegates, which helped meet our mission of building bonds with our colleagues to the south. A sold-out luncheon for 600 featured a dynamic international panel of women leaders in science policy from South Africa, Jordan and Japan. Our student newsroom not only produced an enduring archive of stories covering conference sessions but showcased the promise of the next generation of global science journalists.

All of this was accomplished through an extraordinary group effort by selfless volunteers, generous sponsors, committed partners, and hard-working committee chairs, all of whom piece by piece, panel by panel, event by event made this conference come together as one. Yes, indeed "the whole was greater than the sum of its parts."

Our deepest thanks to the boards of the National Association of Science Writers and the Council for the Advancement of Science Writing, whose support from the get-go made this possible; to the World Federation of Science Journalists under whose aegis the world conferences are held; and to UCSF and UC Berkeley for serving as our host institutions.

We thank Johnson & Johnson Innovation, our Diamond Sponsor, and its Vice President Seema Kumar for leading a diverse group of 39 corporate and nonprofit sponsors and 34 additional exhibitors for the conference. Their hands-off approach assured a robust independent program that served first and foremost the interests of science journalists and science writers from around the world. Fundraising also allowed us to provide travel fellowships to more than 90 professional and student science journalists from 48 countries.

Thanks to Deborah Blum, director of the Knight Science Journalism Program at MIT and a leading participant in previous world conferences, who as chair of our program committee assembled a truly international team that pored over more than 320 proposals to create the conference program. Contributing to the process were CASW, which organized the science program, and the Association of Health Care Journalists, organizers of a global health journalism track.

The chairs of some 10 other standing committees—ranging from fundraising to communications—led a total of more than 160 volunteers whose enthusiastic efforts in everything from stuffing conference bags to selecting travel fellows to organizing field trips provided a critical backbone to the meeting.

All of that said, none of this would have been possible without Tinsley Davis and Ros Reid, executive directors, respectively, of NASW and CASW, whose tremendous skills, experience, grace and tireless collaborative efforts were embedded in every facet of the conference. Thank you so much.

These are extraordinary times for science journalists. Advances in essentially every discipline underscore both the excitement and challenge of covering science, even as economic changes disrupt the business of journalism. At the same time, geopolitical forces, including the rise of science denialism in the U.S. and elsewhere, make our jobs more important than ever.

We salute the hundreds of U.S. and international delegates who traveled to WCSJ2017, engaged with the program and with each other, and brought the buzz of human energy and enthusiasm to our truly global conference. They returned home armed with new skills, knowledge and stronger connections that advance our profession and return dividends in improved public communication about science writ large.

That is the reward for our dream that Helsinki summer evening and why we are convinced that the World Conference of Science Journalists is an indispensable event in our field. We look forward to the 11th World Conference of Science Journalists in July 2019 in Lausanne, Switzerland.

Cristine Russell & Ron Winslow
CO-CHAIRS, ORGANIZING COMMITTEE FOR WCSJ2017

WCSJ2017 in Review

ATTENDEES FROM AROUND THE WORLD

74
COUNTRIES REPRESENTED AT WCSJ2017

Argentina
Australia
Austria
Bahamas
Belgium
Bolivia
Brazil
Cambodia
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Cuba
Cyprus
Democratic Republic of the Congo
Denmark
Ecuador
Egypt
Finland
France
Germany
Ghana
India
Indonesia
Iran
Israel
Italy
Jamaica
Japan
Jordan
Kenya
Liberia
Malawi
Malaysia
Mexico
Mongolia
Montenegro
Nepal
Netherlands
New Zealand
Nigeria
Norway
Pakistan
Panama
Peru
Philippines
Portugal
Qatar
Romania
Russia
Rwanda
Sierra Leone
Singapore
South Africa
South Korea
Spain
Sweden
Switzerland
Taiwan
Tanzania
Turkey
Uganda
United Kingdom
United States
Uruguay
Vietnam
Zambia
Zimbabwe

1,365
TOTAL REGISTRANTS

444
TOTAL INTERNATIONAL

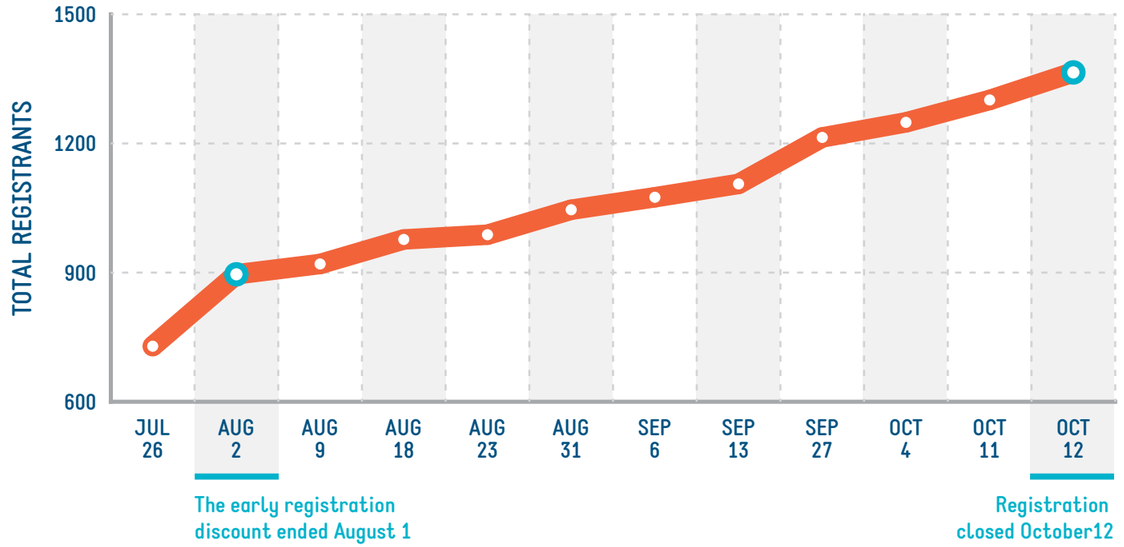
245
SPEAKERS

86
STUDENTS

32.5%
% TOTAL INTERNATIONAL

93
FELLOWS

226
NON MEMBERS



NOTE: To control costs and anticipate attendance, only advance registration was allowed. We did not have onsite registration.

The presenters showed that science (and writing about it) was so much more than just the research: it was about placing the science in a broader social context.

The conference was hugely useful in meeting scientists and researchers and also networking with other journalists.

Journalism is often so hectic and so time-bound that we forget to question ourselves. I learned to question more, to take fewer things for granted.

WCSJ2017 gave me tools to do a better job.

Wonderful. A great opportunity to get acquainted with science journalists and communicators from all over the world.

All my goals were achieved immensely beyond my expectations. Apart from writing stories from the conference and networking activities, one of the achievements is the information and experience I got from the conference that will assist me and my colleagues back home to set up an association of science journalists.

Going to WCSJ is not just a great opportunity for a science journalist, but a "game changer." It gave me confidence (again) that it is the content beyond the form that should rule our efforts in being that change factor for society... the watchdogs!

The insight into the vast range of themes/topics/issues scientists from all over the world are working on has broadened the scope of the stories I can—and will—cover. I plan to bring home my renewed zest for science and environmental reporting, and apply the lessons I've learnt to covering a region I'm passionate about.

An important issue is critical thinking and how to, as Pallab Ghosh put it, stop acting as a publicist of scientific institutions.

It was the United Nations of Science Journalism, and I met with amazing people. I learned how to pitch good ideas and why pitching stories is itself an art.

WCSJ2017 has emboldened me to do more. I left San Francisco hungry to make up for the many years I think I have missed reporting on so many issues that affect the daily lives in my country.

I had the opportunity to attend conferences with great scientists, to debate with colleagues about the challenges and the future of scientific journalism and to know how to work in laboratories and universities in the USA. It was a great experience. I will never forget.

I have gained more confidence about writing on scientific topics. I also realised more than ever that science journalists have the responsibility and the creativity to give many significant issues a platform for a wider audience, and that we should have pride in our work and constantly improve ourselves.

It was a really eye-opening experience for me. I was surprised by international colleagues' profound understanding of science and their reflection on scientific ethics. In my future career, I will care more about science and society interaction.

After attending WCSJ2017 I know of so many more science issues now that I was not aware of. I am more equipped to make interdisciplinary connections between different science subjects. I will use this knowledge to ask more informed questions and write more meaningful science stories in India.

I'm eager to share what I learned from the conference with my fellow journalists, scientists, and science PIOs when I'm back in China. Two messages I really want to pass on to them are rather simple: the importance of constantly improving the level of writing and critical thinking, and always remember to try new things.

Attending this conference made me notice that the issues scientific journalism reports about, such as climate change, genetics or public health problems, are the ones that will become the future world's agenda.

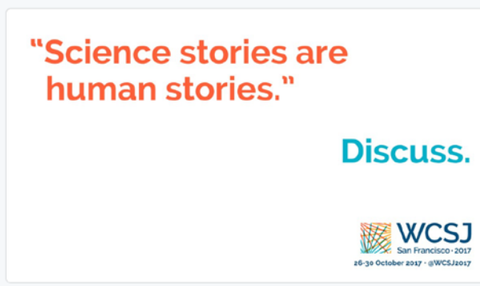
The conference helped me to have new tools to find stories, as well as to identify that, as a science journalist, you should be more critical when covering science, since it is not about absolute truths.

I don't see myself, anymore, as a unique individual trying to figure out the way to improve my profession, but more as a part of a group that could join forces and work for the progress of our region and the world.

A conference of over 1,300 delegates was a life-changing experience. I am more than sure that I will not be the same again.

Kristin @krissy0984 · 26 Oct 2017
#WCSJ2017 Zika Infection exercise is underway-who will remain uninfected? #Zikarcuk explores the reality of a virus. @research_uk @WFSJ

WCSJ2017 @WCSJ2017 · 28 Oct 2017
Our conference continues. Welcome to your global community! RT if you're enjoying #WCSJ2017, in person or from afar! wcsj2017.org/discuss

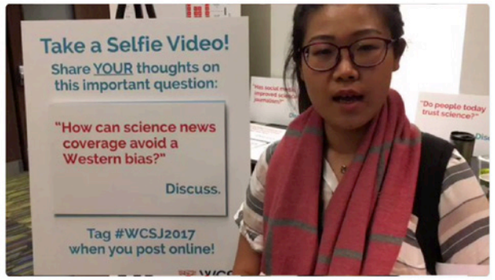


Daniela Hirschfeld @danielaht · 28 Oct 2017
Cóctel científico: 1.300 #periodistas del mundo en la @calacademy, una noche en el museo! #WCSJ2017 @WFSJ
Translate from Spanish

Marissa Shieh @MarissaShieh · 30 Oct 2017
Highlight of my #WCSJ2017 trip. Met my favorite astronaut, @Cmdr_Hadfield, @planetlabs. #WCSJ2017

WCSJ2017
@WCSJ2017

#WCSJ2017 #Discuss: @girlinbeijing (🇨🇳) on ways science news can avoid a Western bias:

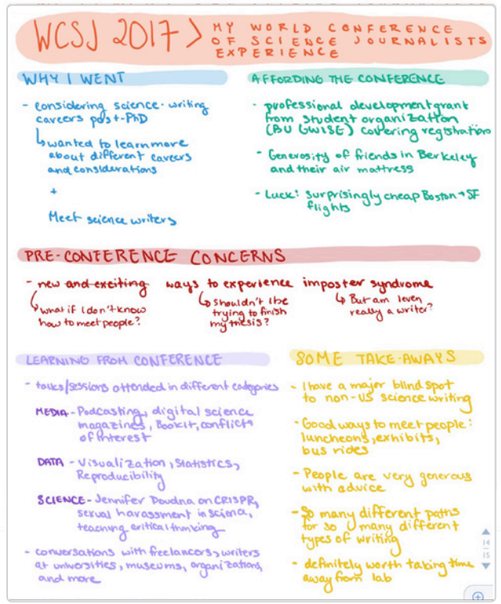


3:18 AM - 29 Oct 2017

Czerne Reid @CzerneReid · 30 Oct 2017
.@uccdavis Mondavi Institute for Wine & Food Science w/ @SerushaGovender 🇯🇲🇿🇦#WCSJ2017

Jean Armand BOKALLY @JBokally · 29 Oct 2017
#WCSJ2017 journalists at the workshop at the UC Davis, Feeding the World: achieving sustainable agriculture

Deboki C @okidoki_boki · 30 Oct 2017
My last set of notes from #WCSJ2017 - a recap of my experience as a student

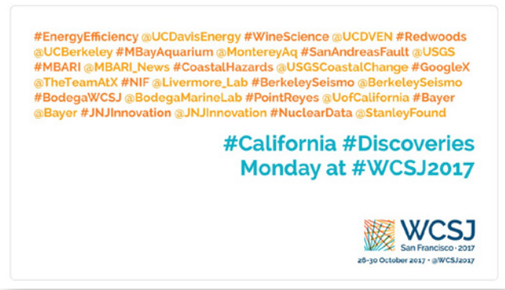


Nadiah Rosli @DizzyAmoeba · 30 Oct 2017
Surrounded by tenacious giants! With the Armstrong #Redwoods State Natural Reserve's oldest resident! #WCSJ2017 #coastredwoods

WCSJ2017 @WCSJ2017 · 28 Oct 2017
Fantastic afternoon sessions at #WCSJ2017: #SciDataCrisis #ReportingCrises #IndigenousVoices #XBorderJournalism wcsj2017.org/schedule/#28-o…

Marissa Shieh @MarissaShieh · 29 Oct 2017
Squirrel making a dash for it from the science journalists #WCSJ2017

WCSJ2017 @WCSJ2017 · 30 Oct 2017
Enjoy your #California #Discoveries, #WCSJ2017 attendees! Have a great tour on Monday! wcsj2017.org/schedule/#30-o…



Kasha Patel @KashaPatel · 30 Oct 2017
This is how science writers party- studying high res satellite imagery at the @Exploratorium. #WCSJ2017 #partylikeajournalist

Virginia Gewin @VirginiaGewin · 28 Oct 2017
#WCSJ2017 Random woman in hotel elevator stopped me to convey message to all journalists here: thank you for doing impt work. Keep it up.

#FavoriteTweets
#WCSJ2017

Wednesday, October 25

8:00 AM – 5:00 PM W0 2017 Latin American Edition of the Jack F. Ealy Science Journalism Workshop ✱ SE
Sponsored by Fundación Ealy Ortiz

7:00 AM – 4:30 PM W1 Feeding the World: Achieving Sustainable Agriculture ✱ SE
Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists

Thursday, October 26

8:00 AM – 12:00 PM W1.5 Student Journalist Travel Fellow Orientation & Training ✱

8:00 AM – 12:00 PM W2 Emerging Infectious Diseases: Post Zika in Latin America & the Caribbean
✱ SE *Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists*

8:00 AM – 11:45 AM W3 Data Analysis in R for Journalists ✱

9:00 AM – 11:45 AM Preconference Symposium on New Genetic Technologies: Ethical Debates & Global Science Policy ✱ SE

11:45 AM – 1:15 PM Luncheon: The DNA Damage Response—An Emerging Target for Groundbreaking Cancer Therapies ✱ SE *Offered by AstraZeneca*

1:15 PM – 2:15 PM P1 Rewriting the Code of Life

2:15 PM – 2:45 PM BREAK

2:45 PM – 4:00 PM BREAKOUT SESSIONS A

- A1 Conflicts of Interest for Freelance Science Journalists
- A2 Open Data & Global Drug Discovery
- A3 Tapping Databases for Scientific Evidence on Health
- A4 Putting Character into Science—the Power of Profiles
- A5 The Future of Work

4:00 PM – 7:00 PM EXHIBITS OPEN

4:15 PM – 4:30 PM OPENING CEREMONY

4:30 PM – 5:45 PM P2 Why the Wafflers Are Wrong: Addressing Climate Change Is Urgent—and a Bargain

6:00 PM – 7:00 PM EXHIBIT HALL RECEPTION & AWARDS CELEBRATION

KEY: Americas · Environment · Health Journalism · Innovation · Issues · New Horizons · Story · SE Sponsored Event · ✱ Advance sign-up required*

CONFERENCE PROGRAM

Friday, October 27

7:45 AM - 8:30 AM Breakfast: The Single Cell Future: Mapping a New Foundation for Biology
SE *Drop-in breakfast event sponsored by 10X Genomics*

8:45 AM-10:00 AM P3 The Art of Truth: Data Visualization & Infographics for Everyone

8:45 AM – 10:00 AM P4 In Defense of Science *The Fifth Annual CASW Patrusky Lecture*

8:30 AM – 6:00 PM EXHIBITS OPEN

10:15 AM – 10:45 AM BREAK

10:45 AM – 12:00 PM BREAKOUT SESSIONS B

- B1 Science Heard Around the World: Podcasting in the U.S. & Beyond
- B2 Decolonizing Science
- B3 The Global Refugee Crisis: Changing Health Needs
- B4 Third Interactive WCSJ House of Commons Debate: With Science Under Attack, Should Science Journalists Get off the Sidelines?
- B5 Can We Save the Oceans from Ourselves?

12:00 PM – 1:30 PM LUNCH BREAK

12:00 PM – 1:30 PM Luncheon: Preprints, Open Access, & the End of Ingelfinger: Issues at the Nexus of Publishing & Science Journalism Today * SE *Offered by eLife, with support from additional sponsors*

12:00 PM – 1:30 PM Luncheon: Who Will Do Science? International Perspectives from Women in STEM Leadership * SE *Sponsored by 23andMe and Johnson & Johnson Innovation*

1:30 PM – 2:45 PM BREAKOUT SESSIONS C

- C1 Science Journalism in Latin America: Past, Present & Future
- C2 SESAME—A Scientific Source of Light for the Middle East
- C3 Why Social Determinants Matter in Health Journalism
- C4 Covering Research on Lab Animals: Challenges & Opportunities
- C5 The Rise of Digital Science Magazines

2:45 PM – 3:15 PM BREAK

3:15 PM – 4:30 PM BREAKOUT SESSIONS D

- D1 Science's Billionaire Backers: Philanthropy's Role in Research
- D2 The Challenges of Covering Sexual Harassment in Science
- D3 The Challenges of Covering Infectious Disease Outbreaks
- D4 Neurons from the Human Brain
- D5 Power Pitch 2017 *

4:45 PM – 6:00 PM P5 Africa: The Cradle of Mathematical Sciences

7:00 PM – 10:00 PM OPENING GALA: FARM → TABLE *

Saturday, October 28

8:30 AM – 6:00 PM EXHIBITS OPEN

9:00 AM – 10:15 AM P6 A Delicate Balance: Immunity in Health, Disease & Medicine

9:00 AM – 10:15 AM P7 Book It: A Conversation Among Authors Mary Roach, Steve Silberman & Ed Yong

10:15 AM – 10:45 AM BREAK

10:45 AM – 12:00 PM BREAKOUT SESSIONS E

- E1 Land of The Giants: South American Dinosaurs & Antarctic Secrets
- E2 There Is a 95% Chance You Should Attend this Session on Statistics
- E3 Slow-Motion Epidemics: The Global Threat of Chronic Disease
- E4 Fact-checking: The Future of Journalism?
- E5 Reporting on Genome Editing: An International Discussion

12:00 PM – 1:30 PM LUNCH BREAK

12:00 PM – 1:30 PM Luncheon: The Power of Alpha: New Therapies for Cancer Patients? * SE *Offered by Bayer*

1:30 PM – 2:45 PM BREAKOUT SESSIONS F

- F1 Conflicting Data: Dealing with the Reproducibility Issue
- F2 Astronomy's Next Big Things
- F3 Reporting with Clarity on Vaccines & Vaccine Development
- F4 Economic Inequality, Violence & Life in a Changing Climate
- F5 The Human Ethics of Global Crisis Reporting

2:45 PM – 3:15 PM BREAK

3:15 PM – 4:30 PM BREAKOUT SESSIONS G

- G1 A Modestly Grandiose Proposal for How Scientists & Journalists Might Save the World, Up for Discussion
- G2 Covering Indigenous Voices in Science
- G3 Antibiotic Resistance: The Next Challenges
- G4 Innovating for Development
- G5 Stories Don't Stop at Borders, So Journalists Shouldn't Either

4:45 PM – 6:00 PM P8 Science Journalism, Authoritarian Regimes & Pseudoscience

7:00 PM – 9:00 PM Bay Area Science Festival Event "Tested: Deconstructed" *
The Bay Area Science Festival Invites attendees to join them at the historic Castro Theatre for this special festival event.

KEY: Americas · Environment · Health Journalism · Innovation · Issues · New Horizons · Story · SE Sponsored Event · * Advance sign-up required*

CONFERENCE PROGRAM

Sunday, October 29 — UC BERKELEY EVENTS

8:30 AM – 9:45 AM PLENARY & CLOSING CEREMONY @ THE MARRIOTT MARQUIS

P9.5 The Hazard Zone: Science Journalists Tackle Natural Disasters

10:00 AM – 10:15 AM BUSES DEPART FOR UC BERKELEY

11:15 AM – 12:15 PM P11 Climate Change Primer: Responding to Global Impacts of Human Activity

12:15 PM – 1:30 PM LUNCH WITH A SCIENTIST @ UC BERKELEY

Diana Bautista—When itch becomes a pain
Justin Brashares—Biodiversity loss, human health & social conflict
Andrew Dillin—Prions, protein folding & neurodegenerative disease
Robert Dudley—Drunken monkeys & ying ants
Alison Gopnik—Are preschoolers smarter than college students?
Ming Hsu—The neural mechanisms underlying decision-making
Susan Jenkins—Genome surgery and other CRISPR "operations"
Daniela Kaufer—Why a little stress is good for the brain
Dacher Keltner—The science of happiness
Robert Knight—Analyzing brain waves to read your mind
Kent Lightfoot—How Native Americans managed biodiversity
Polina Lishko—The world needs better contraceptives
Chung-Pei Ma—Merging galaxies & supermassive black holes
Michel Maharbiz—Neural dust & brain-machine interfaces
Aaron Parsons—The universe's dark age & cosmic dawn
Maria Paz Gutierrez—3D printing your house using agricultural waste
Lee Riley—Slums, invisible people & indolent pandemic
Omar Yaghi—A revolutionary new material: MOFs

12:15 PM – 4:30 PM LUNCH & TOURS: LAWRENCE BERKELEY NATIONAL LAB

1:30 PM – 5:00 PM UC BERKELEY CAMPUS & LAB TOURS

2:00 PM – 4:45 PM W5 Data Journalism: How to Turn Data into Stories

2:00 PM – 3:15 PM BREAKOUT SESSIONS H @ UC BERKELEY

H1 Mobile Technology, Newsroom & Citizen Engagement

H2 Make 'em Sizzle: Turn Up the Heat on Slow Environmental Stories

H3 Cutting-Edge Nuclear Technology: Which Questions Matter?

3:15 PM – 3:30 PM BREAK

3:30 PM – 4:45 PM BREAKOUT SESSIONS J @ UC BERKELEY

J1 Innovative Approaches to Teaching Science Journalism

J2 "Contact" Plus 20: Where We Are in the Search for Aliens

J3 Exploring & Managing Earth's Microbiome

7:00 PM – 10:00 PM CLOSING RECEPTION @ THE EXPLORATORIUM

Sunday, October 29 — UCSF EVENTS

8:30 AM – 9:45 AM PLENARY & CLOSING CEREMONY

P9.5 The Hazard Zone: Science Journalists Tackle Natural Disasters

10:00 AM – 10:15 AM BUSES DEPART FOR UC SAN FRANCISCO

10:45 AM – 1:45 PM W4 Industry Documents: Gold Mines for High-Impact Stories

11:00 AM – 12:15 PM P10 "One Test to Rule Them All": Joe DeRisi in Conversation with Carl Zimmer

12:30 PM – 1:45 PM LUNCH WITH A SCIENTIST @ UC SAN FRANCISCO

Flagship Lunch: Provocative issues in cancer—immunotherapy, when not to treat, & global cancer burden
With Anil Daud, Laura Esserman & Katherine Van Loon, moderated by Ron Winslow
Abbey Alkon—The vulnerable child: environment, health, development
Brandon Chuang & Joshua Woolley—Schizophrenia, from both sides
Adam Ferguson—Leveraging AI techniques in medicine
Elena Flowers—Precision-medicine predictors of health
Loren Frank—The brain's own GPS
Adam Frost—Cryo-EM comes of age
Zev Gartner—Building human tissue, from the bottom up
Roy Gerona—What's really in that street drug?
Ophir Klein—The rodent tooth as a stem-cell niche
Sarah Knox—Spit take: love your saliva
Barbara Koenig—Privacy and ethics in the genomic age
Gregory Marcus—100K and counting: the Health eHeart Study
Georgia Panagiotakos—The self-sculpting brain
Steven Pantilat—Living well with serious illness
Ethan Perlstein—Rare genetic diseases: a new path forward
Katherine Pollard—Microbe-aware precision medicine
Jennifer Puck—Beyond 'Bubble Boy': A CRISPR Cure for SCID
Peter Rechmann—Laser dentistry: the end of "drill and fill"?
Susanna Rosi—Reversing cognitive effects of brain injury
Shuvo Roy—Can we build an artificial kidney?
Hope Rugo—Biosimilars: boon for the developing world
Vikaas Sohal—Schizophrenia: of mice and men
Hugh Sturrock—Predicting disease outbreaks with Google Earth

1:30 PM – 5:30 PM UCSF/BASF SCIENCE EXPO

2:15 PM – 5:15 PM Tours of Gladstone Institutes & Human Performance Center, Memory & Aging Center/ Neuroscape Lab, and Science Up Close

KEY: Americas · Environment · Health Journalism · Innovation · Issues · New Horizons · Story · SE Sponsored Event · Advance sign-up required*

CONFERENCE PROGRAM

Sunday, October 29 — UCSF EVENTS

2:15 PM – 3:30 PM BREAKOUT SESSIONS I @ UC SAN FRANCISCO

- I1 Engaging Your Audience with Poop Jokes & Other Funny Elements
- I2 When Will Healthcare Reach Digital Nirvana?
- I3 Leveling the Playing Fields: Science Journalism & Big Food
- I4 Engineered Cells: The Medicines of Tomorrow

3:30 PM-4:00 PM BREAK

4:00 PM – 5:15 PM BREAKOUT SESSIONS K @ UC SAN FRANCISCO

- K1 Ringing in the Changes: The Role of Advocacy Journalism in Telling Science Stories
- K2 Undercover Science Journalism
- K3 Stem Cells: The Hype & the Hope
- K4 Progress, Pitfalls, & Prospects: An "Un-Lecture" on Cancer

5:30 PM BUSES DEPART FOR MARRIOTT MARQUIS

7:00 PM – 10:00 PM CLOSING RECEPTION @ THE EXPLORATORIUM

Monday, October 30—FIELD TRIPS

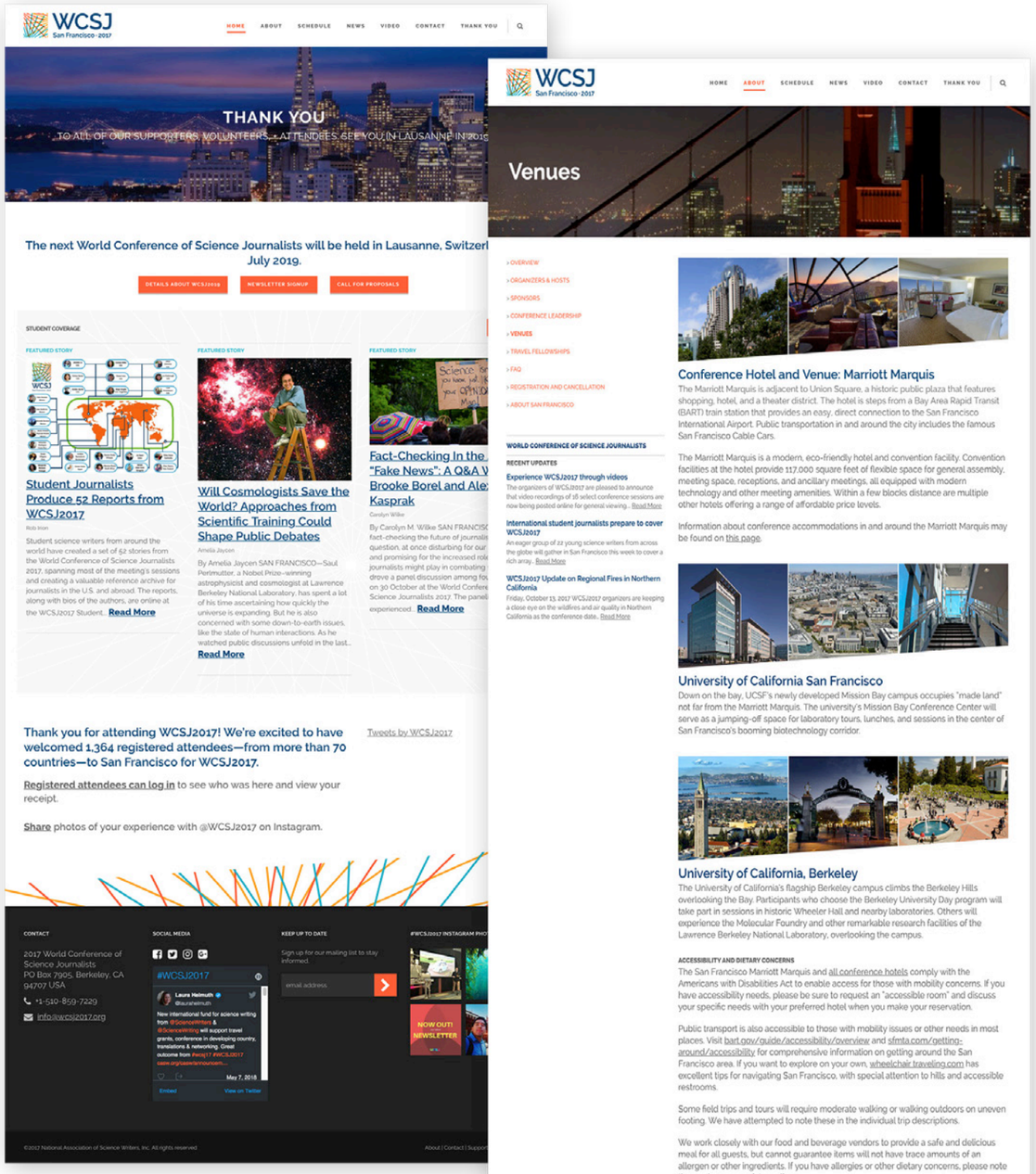
Special thanks to the Northern California Science Writers Association and its members for organizing these field trips.

7:30 AM – 6:00 PM	Bodega Bay: Oysters, Abalone & Ocean Acidification
7:30 AM – 5:00 PM	Napa: The Science of Wine
7:30 AM – 6:00 PM	UC Davis Innovative Energy Tour: Leading the Way to a Sustainable Future
8:00 AM – 3:00 PM	Redwoods of Northern California
8:00 AM – 6:30 PM	Sea Otters, Sharks & Conservation at the Monterey Bay Aquarium
8:00 AM – 3:00 PM	Deep-sea Robots, Underwater Landslides & Creatures of Monterey Canyon
8:15 AM – 12:00 PM	Earthquake Faults in the San Francisco Bay Area
8:15 AM – 12:00 PM	Coastal Hazards in a Time of Rising Seas & Climate Change
8:30 AM – 2:30 PM	Tour X, the Moonshot Factory
8:30 AM – 12:30 PM	A Look Inside the World's Largest Laser
8:45 AM – 4:30 PM	Earthquake Early Warning & the Hayward Fault
9:00 AM – 4:00 PM	Parks for Science, Science for Parks: UC Field Station at Point Reyes National Seashore
9:15 AM – 3:45 PM	Meet the Innovators of Tomorrow's Life Science Breakthroughs at Johnson & Johnson Innovation, JLABS
9:45 AM – 2:30 PM	Visit Bayer CoLaborator & Become a Pharma Employee for a Day
1:30 PM – 7:00 PM	Nice Missile You Got There: New Tools for Nuclear Data Journalism at Planet

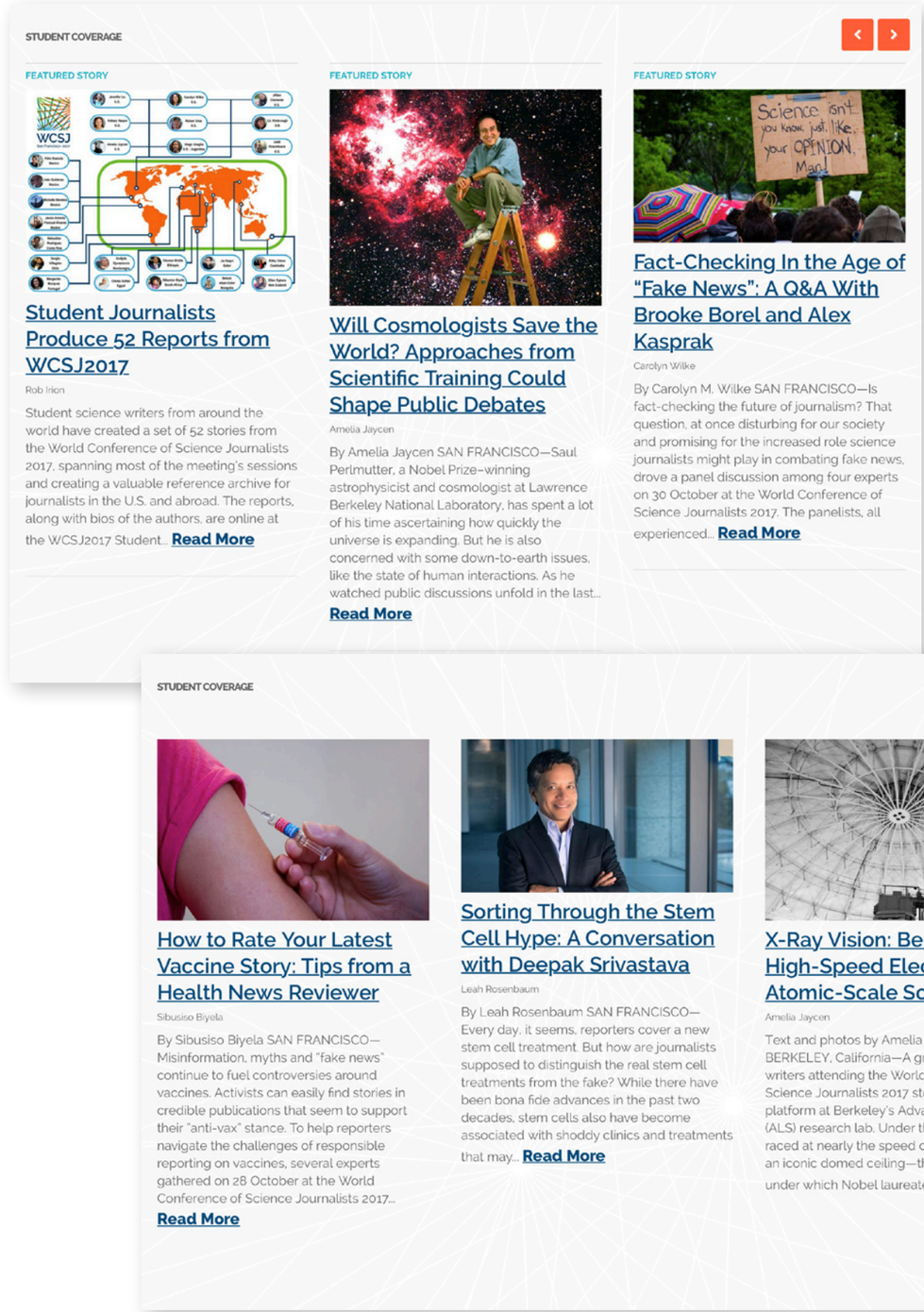
WCSJ2017 would like to thank the sponsors of this year's session themes:

Issues in Science & Science Journalism	*Supported by the Hastings Center and the Rita Allen Foundation*
Science Storytelling	*Supported by the Alfred P. Sloan Foundation, and the American Association for the Advancement of Science and its EurekAlert! service*
Climate, Environment & Sustainability	*Supported by ECMWF Copernicus*
Technology & Innovation	*Supported by Intellectual Ventures and Johns Hopkins Medicine*
Latin America & the Caribbean	
AHCJ Global Health Journalism Track	*Produced by the Association of Health Care Journalists with support from: The Commonwealth Fund, Robert Wood Johnson Foundation, Leona M. and Harry B. Helmsley Charitable Trust, Gordon & Betty Moore Foundation, and Burroughs Wellcome Fund*
New Horizons in Science	*Produced by the Council for the Advancement of Science Writing with support from numerous sponsors, including WCSJ2017 host universities*

CONFERENCE WEBSITE



STUDENT NEWSROOM



CONFERENCE NEWSLETTERS

Excellent science journalism has never been more essential to our complex and changing world. In October 2017, San Francisco will welcome more than 1,200 media professionals from 70 countries as they come together for the 10th World Conference of Science Journalists. At this conference, being held in the United States for the first time, writers will immerse themselves in Northern California's rich science and technology environment as they address the future of media and the excitement and challenge of 21st-century science.

WCSJ2017 Newsletter — Issue 1, December 22, 2016

U.S. Science Writers Donate Funds for Perlman Travel Fellowships

United States science writers have started a special individual donation campaign to bring their international colleagues to San Francisco in October 2017 for the 10th World Conference of Science Journalists, the first of its kind to be held in this country. Donate to the Travel Fund now.

Continue Reading

The Association of Health Care Journalists Joins WCSJ2017

The Association of Health Care Journalists has agreed to collaborate on the curriculum for the 10th World Conference of Science Journalists slated for fall 2017 in San Francisco.

Continue Reading

Sloan Foundation to Sponsor WCSJ2017

The World Conference of Science Journalists has been awarded a $25,000 grant from the Alfred P. Sloan Foundation to support sessions on advancing the effective use of traditional, emerging and interactive media to inform public conversation about science.

Sloan joins a growing number of prestigious foundations and other supporters in helping make the conference a reality. For information about becoming a sponsor, visit http://wcsj2017.org/support-wcsj/

Forward this to a friend. The WCSJ2017 newsletter is the conference's key communication tool allowing you to receive regular updates on the program and to stay in tune with the upcoming events. Sign up here.

Also connect with WCSJ2017 via Facebook, Twitter, Instagram and Google+.

BECOME A SUPPORTER

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. WCSJ2017 marks the first time the world conference has been held in the United States. The conference city of San Francisco is a vibrant global city, where attendees can immerse themselves in Northern California's rich science and technology environment as they address the future of media and the excitement and challenge of 21st-century science.

Former Obama Science Advisor John P. Holdren to Speak at WCSJ2017

John P. Holdren, an authority on climate change science and policy who served two terms as President Obama's science advisor, will deliver a major address to international science journalists, urging global investments in cost-effective remedies to avoid the worst impacts of future climate change.

Holdren will speak on October 26, the opening afternoon of the 10th World Conference of Science Journalists in San Francisco, CA. His talk, titled "Why the Wafflers Are Wrong: Addressing Climate Change Is Urgent—And A Bargain." will offer a sharp rebuke to defenders of the status quo, particularly those who argue that measures to sharply reduce the emissions of greenhouse gases would cost too much, kill jobs, and stifle economic growth economic growth, said Holdren.

Continue Reading

World Conference Announces Professional and Student Travel Fellows

Organizers of the 10th World Conference of Science Journalists have announced the selection of 72 professional travel fellowship recipients and 22 student travel fellowship awardees. The recipients represent a global contingent from 48 different countries. The grants are provided to help professionals and students who otherwise could not attend the conference with support for travel to San Francisco, accommodations and complimentary registration as well as workshop attendance for selected fellows.

As an expression of welcome to international colleagues, U.S. science writers collected $40,000 in donations to fund 11 David Perlman Travel Fellowships, honoring the veteran San Francisco-based science journalist. Combined with support from other funders, this enabled WCSJ2017 to award a total of $273,500 in fellowships.

Continue Reading

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WCSJ2017 Newsletter — Issue 3, July 31, 2017

Early Bird Registration Discount Ends August 1

Want to save $60? Then don't wait any longer to register for the upcoming 10th World Conference of Science Journalists in San Francisco. The early registration discount for members of WFSJ organizations expires after August 1.

Register at wcsj2017.org/register and save a little dough to buy some sourdough.

Fabulous Field Trips

The Northern California Science Writers Association (NCSWA) has arranged a fabulous array of field trips offering nearly 600 seats with a front-row view of some of California's top scenes and science. But the spots are going fast. Field trips provide a great opportunity to rub elbows with your international colleagues. Don't miss out -- grab your seat today.

Read more

Journalists Share World Conference Experiences: Sedeer el-Showk

Sedeer el-Showk, freelance science journalist from Morocco, shares his experiences at WCSJ2013 in Helsinki and WCSJ2015 in South Korea and talks about why attending the 10th World Conference of Science Journalists is important to him.

Watch Sedeer's video here

Keynote Highlight

Susan Desmond-Hellmann
Chief Executive Officer, Bill and Melinda Gates Foundation

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. WCSJ2017 marks the first time the world conference has been held in the United States. The conference city of San Francisco is a vibrant global city, where attendees can immerse themselves in Northern California's rich science and technology environment as they address the future of media and the excitement and challenge of 21st-century science.

WCSJ2017 Newsletter — Issue 4, August 31, 2017

WCSJ2017 Announces Discount Airfare

Get up to 15% off your travel to WCSJ2017 with SkyTeam, an Official Alliance Network for air travel. SkyTeam offers attractive, discount airfares on 20 airlines that serve 179 countries. Learn more and search fares at wcsj2017.org/skyteamdiscount/

Power Pitch 2017: Pitch your story ideas to top editors

Advance Sign-Up Process Required
September 6-16

Have a few stellar story ideas in your head? Hoping to run into an editor at WCSJ2017?

Don't rely on a chance meeting at the breakfast buffet. Sign up for the Power Pitch session on Friday, October 27, where you'll sit across the table from the editor of your dreams and pitch story ideas, one-on-one. This hands-on session is both an extremely useful experience and a very real opportunity to have your pitch reach the right ears.

More than 20 editors will attend the session from a mix of publications based in the U.S. and elsewhere. Each time slot lasts 7 minutes – plenty of time for several well-honed pitches. Each editor can meet with up to eight writers, so space is limited.

Registered attendees will need to sign up, via email, during the period from September 6-16, to meet with the editor of their choice. Details on how to sign up, tips for preparing a pitch along with a list of participating editors can be found at wcsj2017.org/session/power-pitch-2017/ .

Sign-ups are NOT first-come, first-served, but they MUST happen in ADVANCE so please read the details carefully and good luck!

CONFERENCE NEWSLETTERS

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WCSJ2017 Newsletter — Issue 5, September 20, 2017

10TH WORLD CONFERENCE OF SCIENCE JOURNALISTS
SAN FRANCISCO, CALIFORNIA
OCTOBER 26–30, 2017

Sign up for Sunday Conference Sessions @ UCSF

On Sunday, October 29, following a morning plenary, all conference sessions will be held on the campuses of the University of California Berkeley (UC Berkeley) and the University of California San Francisco (UCSF). At this time, the Berkeley program has reached capacity.

Attendees can still sign up to spend the day at UCSF and enjoy a full program of plenary and breakout sessions and Lunch With a Scientist options. All sessions are open to anyone who selects the UCSF campus. Sign up for **Lunch with a Scientist @ UCSF**, which includes a **flagship lunch with cancer researchers**, can be done by adding events to your individual itinerary through the registration portal.

Sessions at UCSF begin with "**'One Test to Rule Them All': Joe Derisi in Conversation with Carl Zimmer.**" Afternoon breakouts include breakouts featuring the role of **humor**, **advocacy** and **undercover reporting** in science journalism and science talks focusing on biomedical research and health care, along with lab tours and the UCSF/BASF Science Expo.

Please note that tours and workshops on both campuses are full, so attendees should select a campus based on the open events, which include sessions, lunches and the Expo.

An easy, clickable guide is available **here.**

Tour Highlight: Visit Bayer CoLaborator and Become a Pharma Employee for a Day

Dive into drug development by becoming a pharma employee for a day. Bayer's interactive simulation will take you on a time-lapse tour of the years-long process of developing new hemophilia treatments. You'll experience the thrills and challenges of the industrial drug development process while getting a first-hand sense of the inner workings of pharmaceutical companies.

Along the way, you'll make strategic decisions: Which

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. WCSJ2017 marks the first time the world conference has been held in the United States. The conference city of San Francisco is a vibrant global city, where attendees can immerse themselves in Northern California's rich science and technology environment as they address the future of media and the excitement and challenge of 21st-century science.

WCSJ2017 Newsletter — Issue 6, October 4, 2017

Last chance to register!

Registration for the 10th World Conference of Science Journalists is almost full. If you plan to attend, **register** soon! Attendees and new registrants should select tours and sessions as soon as possible, or October 12 at the latest. Registration will close that day, or earlier if all seats are filled.

The **Monday field trips** are filling fast, with space still available in many, including programs at Johnson & Johnson's JLABS, the US Davis Energy Efficiency Center, Bayer CoLaborator, Monterey Bay Aquarium, Lawrence Livermore National Lab, and two tours on earthquake faults and early-warning systems.

All plenary and breakout sessions and receptions at all locations are available to all registrants and are included in the conference registration package.

Register

Bay Area Science Festival plans special event for WCSJ2017: "Tested: Deconstructed"

WCSJ2017 will coincide with the exciting **Bay Area Science Festival**. The festival has reserved a discounted block of seats to enable WCSJ2017 participants to attend a special Saturday night show, **"Tested: Deconstructed,"** on Oct. 28.

Adam Savage and **Tested.com** will present an evening of demonstrations of fantastic projects and conversations about the processes that make them possible. Join Adam Savage, robot builder Simone Giertz, the Tested team, and friends in the maker community as they reveal what makes their projects tick and the journeys that took those builds from obsession to reality.

Tested: Deconstructed will take place at San Francisco's historic Castro Theatre. The theater is located at 429 Castro Street, a six-minute subway ride from the Marriott Marquis.

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. We're excited to have 1,364 registered attendees for WCSJ2017. ***Registration has closed, and, unfortunately, we are not able to accept late or onsite registrations.*** *If you are not able to join us in 2017, keep an eye on **wfsj.org** to see the winning host country for 2019.*

WCSJ2017 Newsletter — Issue 7, October 20, 2017

Special Plenary to Address Global Natural Disasters

A hurricane headed to Ireland. Killer floods in Africa, Asia and the United States. Wildfires burning across northern California. A massive earthquake in Mexico, and four major hurricanes in the span of several months.

The recent abundance of natural disasters, prompted conference organizers to develop a special plenary session. **"The Hazard Zone: Science Journalists Tackle Natural Disasters"** has been scheduled for Sunday, October 29, at 8:30 a.m. in the Marriott Marquis Salons 8-9.

Moderator **Pallab Ghosh** and featured speakers **Guillermo Lopez Portillo**, **Lesley McClurg**, **Eva Ruth Moravec**, **Brian Resnick**, and **Erik Vance** will discuss the challenges of covering earthquakes, hurricanes, wildfires and other natural disasters.

More information

10TH WORLD CONFERENCE OF SCIENCE JOURNALISTS
SAN FRANCISCO, CALIFORNIA
OCTOBER 26–30, 2017

Conference Updates: What You Need to Know

The 10th World Conference of Science Journalists is less than a week away. Here are a few things you should know.

Conference Attendees
Registered attendees can log in to see who is coming, view their individual itinerary, and explore the exhibit map online **here.** Technical issues? Contact **wcsj@tmiexpos.com**

The Final Numbers
We're excited to have 1,364 registered attendees for WCSJ2017. Registration has closed, and unfortunately, we are not able to accept late or onsite registrations. If you are not able to join us in 2017, keep an eye on **wfsj.org** to see the winning host country for 2019.

As we get closer to opening day, please remember to check the **WCSJ2017 website** and follow us on **Twitter** and **Facebook** for last minute updates.

Thank you to all the volunteers and supporters who

The 10th World Conference of Science Journalists brought together more than 1,300 science journalists and science writers from around the world to address the challenges and opportunities of communicating science in a constantly changing world. WCSJ2017 marked the first time the world conference convened in the United States. Gathering in the vibrant global city of San Francisco, attendees immersed themselves in Northern California's rich science and technology environment as they addressed the future of media and the excitement and challenge of 21st-century science.

Thank you to all of our volunteers, sponsors, and supporters!

WCSJ2017 Newsletter — Issue 8, February 15, 2018

WCSJ
Lausanne 2019

Lausanne to Host 11th World Conference of Science Journalists

The organizers of WCSJ2017 are pleased to hand the baton to our French, Italian and Swiss colleagues as we prepare a report on the 10th World Conference of Science Journalists and distribute this final newsletter.

The World Federation of Science Journalists has selected Lausanne, Switzerland as the location of the **11th World Conference of Science Journalists**, to be held in 2019. The conference, with the theme "Reaching New Heights in Science Journalism," will be held at the SwissTech Convention Center on the campus of the Swiss Federal Polytechnic Institute (EPFL) and the University of Lausanne July 1-5, 2019.

Congratulations to the Alpine group! Don't miss out on any updates on the next World Conference. Visit **wcsj2019.org** and **sign up for the WCSJ2019 newsletter.**

Continue Reading

Don't miss out! Sign up for the 2019 newsletter here

International Student Journalists Produced 52 Reports from WCSJ2017

The 10th World Conference of Science Journalists in San Francisco provided a special opportunity for a team of 22 young science writers from across the globe, who attended a workshop before fanning out across the conference to practice their journalism skills. You can read their excellent coverage of the conference on the **WCSJ2017 student newsroom**.

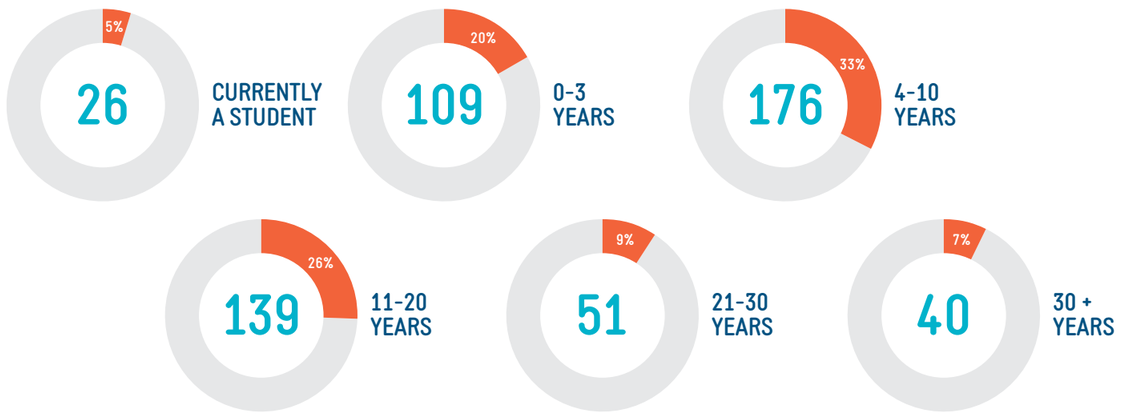
Continue Reading

Reflections

SELECTED SURVEY RESULTS

How would you describe your work? Select all that apply

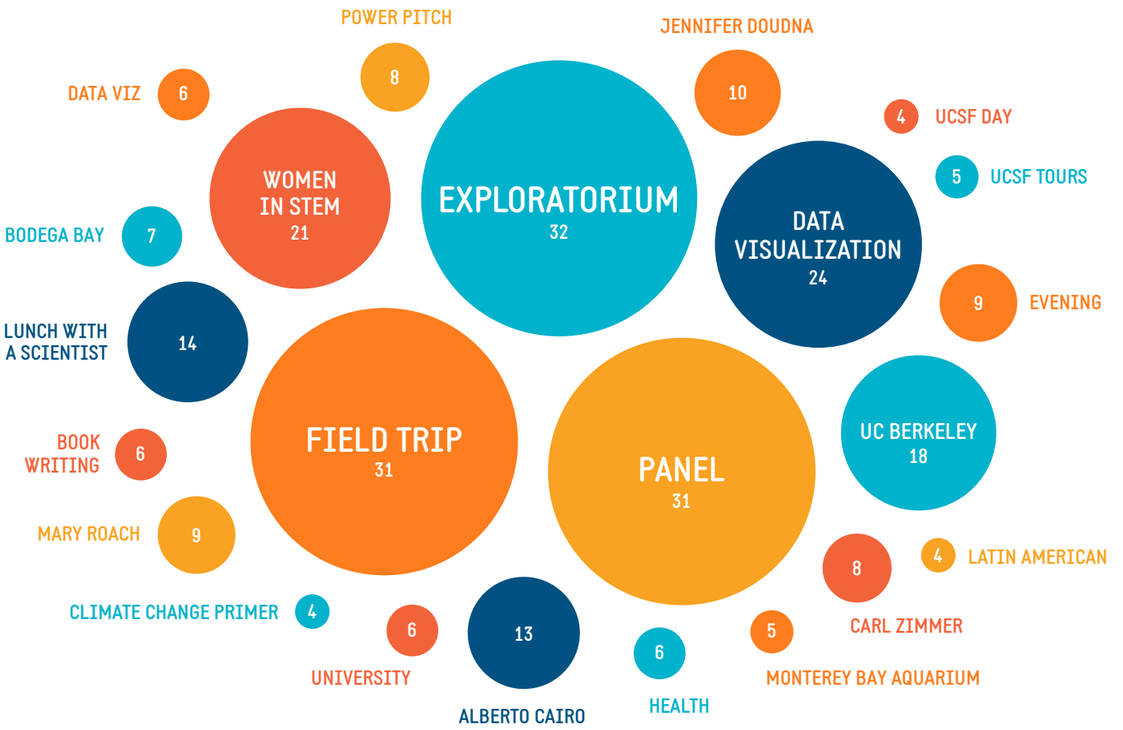
How long have you been in this profession?



TOTAL RESPONDANTS: 541

How many World Conferences have you attended?

Was there one particular event, session, or trip that you liked best?



FEEDBACK FROM OUR TRAVEL FELLOWS

It was great to have time and sufficient colleagues to have a conversation about why we do what we do. Journalism is often so hectic and so time-bound that we forget to question ourselves. I learned to question more, to take fewer things for granted.

WCSJ2017 give me tools to do a better job, but also I have the opportunity to know people. They told me about fellowships opportunities to improve my science writting.

The presenters showed that science (and writing about it) was so much more than just the research: it was about placing the science in a broader social context.

This conference provided me with new tools when pitching stories to editors and ways to find stories that haven't been told.

I think the conference was hugely useful in meeting scientists and researchers and also networking with other journalists. As a newsroom staffer, I also learnt a great deal about freelancing, which I think is an avenue I am very interested in pursuing.

Nowhere else in the world would you get 50 people in one room to discuss how should we cover statistics in science journalism or if we should be concerned by the replicability issue of science. That by itself is a remarkable achievement. I'm quite positive my work's quality will be greatly enhanced by this.

From the time that I woke each morning until I went to bed at night, WCSJ2017 offered an inspiring and packed program of sessions, conversations, new connections, and events that allowed me to achieve these goals.

It certainly will give me a new drive, both personally and professionally.

I learned many things from tools and trends to skills and tips in science journalism, as well as from experiences other journalists have had. This is powerfull and encouraging.

There were six Costa Rican journalists at WCSJ2017 we gathered and decided it was time to create our own association. We are really exited about that!

I learned a lot from sessions on various topics with diverse perspectives.

There were many new stories for me. But the most important was that I saw new ways to look or focus on science topics.

I could meet incredible scientists, have interviews with them, learn new ways on doing new things. I could also gather with marvelous people who write for many different media and magazines. I learned a lot from them.

The conference will affect my career as a science journalist in several ways. It has allowed me to better appreciate the challenges and pressing issues of the industry and to keep up with the latest development of professional tools and techniques.

That's one of the wonderful things about opportunities like this—that we are stimulated to think in ways we weren't before we got there.

Everything I learned at the conference makes me a better, more qualified professional, and I hope I can use these skills to always advance in my career

FEEDBACK FROM OUR TRAVEL FELLOWS

The insight into the vast range of themes/topics/issues scientists from all over the world are working on has also broadened my scope of the stories I can—and will—cover.

On a really deep term. It made me think global instead of local!!... It made me open my eyes to other platforms I had not looked into... It gave me confidence (again) that is the content beyond the form that should rule our efforts in being that change factor for society... The watch dogs!!!! (love that)

I've been introduced to the extremely high quality of science journalism practiced in countries all around the world. In Southeast Asia, this beat is still under-funded and under-covered. I plan to bring home my renewed zest for science and environmental reporting, and apply the lessons I've learnt to covering a region I'm passionate about.

Going to WCSJ is not just a great opportunity for a science journalist, but a "game changer"... I definitely got what I expected and so much more... Attending the WCSJ2017 opened my eyes in so many ways: networking, new technologies, apps, platforms, and specially on my case as an independent journalist now, to know about succesful stories of those, who like me, have taken a leap of faith abandoning the comfort zone to aim higher! Thanks a lot!!!

I had the opportunity to attend conferences with great scientists, to debate with colleagues about the challenges and the future of scientific journalism and to know how to work in laboratories and universities in the USA. It was a great experience. I will never forget.

It was United Nations of Science Journalism and met with amazing people.

...my main aim was from the very beginning to open Russia to the world of science journalism and vice versa. That absolutely worked, and I'm very happy about that.

As my job mainly focuses on traditional narrative writing, it was my first time to sit down and learn about using these "modern", powerful tools to tell science stories.

If i say i achieved my expectations that will be an understatement. The conference was an eye opener for me in so many ways. I came to the conference with a fixed mind to learn more on climate change and its effects to agriculture. But I learnt way more that just that, from genetics to how robots can be used to save lives.

WCSJ2017 was a wonderful event. I learned how to pitch, how to present stories.

It was a really eye-opening experience for me on attending the conference... In my future career, I will care more about the science and society interaction. This experience also inspired me to pursue further education on science reporting.

I learnt that I can write on anything science because everything is interconnected.

For me was a burst of energy to continue working in my favorite subjects.

With the knowledge gained and networks made. WCSJ2017 has already done its part in my me and my career in the right direction as a science journalist and the hard part is now on me to put all that in practice and help chance lives.

I can see that these tools are becoming part of the new journalism landscape, and I'm happy that I got to learn them a little bit at WCSJ2017.

THE FUTURE OF THE WORLD CONFERENCE: LEVERAGING WCSJ2017 LEARNING POINTS

"Owning" the World Conference is a smart choice for WFSJ

Growing in popularity and attendance with each iteration, the biennial World Conference of Science Journalists is the flagship endeavor for the World Federation community. With active planning, attention, and direction from the WFSJ board, the conference can maintain a high standard of program quality and independence and provide a driving force for fundraising and mobilization of other Federation programming. Without such direction by the Federation board, the conference represents at best a lost opportunity, and at worst a liability and hazard for the Federation.

In the past, the Federation deliberately played a minimal role in planning and executing the meeting. Outsourcing the meeting to host associations made sense for a fledgling non-profit. In 2013, WFSJ membership voted to increase the Federation's role in the World Conferences. The goal was to move to Federation ownership for future meetings, a move that, it was hoped, would eventually support a wider range of countries hosting WCSJ. The hybrid model was enthusiastically embraced by the two US-based organizations, the National Association of Science Writers (NASW) and the Council for the Advancement of Science Writing (CASW), as we contemplated submitting a bid. With small budgets, 1-2 staff members each, and no government support, CASW and NASW knew we could not do it alone.

We worked with the Federation to develop a new Memorandum of Understanding (MOU) that outlined—clearly and explicitly—the role of each of the three organizations. The MOU detailed, among other items, fundraising responsibilities and check-in dates. Signed just a few months after the bid acceptance, it divided fundraising responsibilities and provided a set of fiscal checkpoints and gave WFSJ input in both program planning and conference execution. In actuality, the partnership embodied in the MOU was not fully realized, but we are proud that WCSJ2017 took several steps toward the hybrid model and provided many learning opportunities.

Recommendations for moving forward with WCSJ

The WCSJ2017 experience suggests steps WCSJ can and should take in the event that the Federation board determines that a hybrid meeting is in its best interests for the short or long term. Relying on local hosts for certain functions, like registration, means that these functions will be reinvented and executed with new vendors and processes each time, making the meeting more costly and cumbersome and the attendee experience more uneven. Thus, taking ownership of specific elements of the conference would improve the experience for hosts and attendees and smooth the transition to primary responsibility for the meeting should the board decide that is still a viable and desirable goal.

These recommendations are offered for the Federation's consideration:

—The Federation should decide hosts four years out.

Give yourselves, and the host, more time. Putting together a conference is a huge effort. Four years is not too much time, especially for under-resourced hosts. Consider a strategy of identifying candidate hosts and mentoring to assist with bid preparation.

A four-year timeline allows WFSJ to insist that the Federation sign off on large budget decisions. Such signoff prevents the host from committing to relationships or business arrangements that may not benefit all conference partners, fail to reflect the priorities of the Federation, or have unforeseen impacts.

—The Federation should be actively involved in setting and monitoring conference budgets.

Big budget decisions made by a host directly impact the Federation's ability to support and fundraise for the conference. WFSJ should insist on being consulted on decisions that affect the budget for each conference and should require sign-off on any budgetary decisions that affect the conference even before a bid is submitted.

—The Federation should drive WCSJ marketing

As the umbrella body connecting disparate groups and with an intent to promote and protect its brand and the interlinked meeting brand, the Federation should drive marketing of the meeting. Instead of every new host having to build lists of interested attendees, the Federation can use its unique position to leverage existing WFSJ contacts. Using the conference to build and maintain contact lists of individuals who ask to be kept informed about future conferences and programs also allows the Federation to grow and update its communication base.

Cultivating contact information for interested and motivated individuals, rather than relying on associations that may or may not forward information, would allow the Federation to create networks of journalists more easily, something that WCSJ2017 attendees were hungry for.

—The Federation should administer travel fellowship application, selection, and management

By administering the travel fellowships, as is already planned for WCSJ2019, WFSJ can ensure that these fellowships can reflect the interests of its global membership. This is a laudable and important step, because the Federation knows best what countries need to be represented better at World Conferences, how to reach out to get applications, and what criteria are most important in selecting fellows. Using the same application and review process year after year also allows the Federation to refine and perfect it. For instance, we found that the Submittable platform provided easy access from devices across the globe, both for applicants and reviewers.

Logistically, managing the fellows and their travel is a huge task but one that does not change much year to year and thus is one that is best managed by the Federation. With its accumulated knowledge and experience gained across a variety of international projects, the Federation is in a good position to handle reimbursements more easily than the local host. The Federation could also consider employing the same travel agency from conference to conference, thus developing a rapport with a vendor to enable efficiencies and cost savings.

Importantly, travel fellowships are a spotlight opportunity for fundraising and an opportunity to grow future leadership in the science journalism community. Fellowships honor excellent science journalists from across the globe, and fellows form an important and select social support group. Supporting connections between fellows ultimately grows connections between the global communities they represent. There is much potential and energy within this group.

—The Federation should have a consistent registration system

Online registration is something that could benefit—immediately—from consistency meeting to meeting. Having the same registration vendor year to year would reduce meeting costs and allow the Federation to improve the process. With a scaffolding in place, host organizations should be able to simply tailor it to events specific to their conference.

Importantly, managing registration also means that the Federation has access to contact lists year to year, vital to maintaining a global online community between meetings.

—Further along, the Federation might consider engaging a long-term logistics vendor

The vendor could oversee elements like onsite logistics, transport, and AV, with perhaps registration and even travel booking rolled in. Depending on the capabilities of the vendor, this might be an important step in enabling WCSJ to be hosted by under resourced countries.

Vendors can be expensive, but, depending on the Board's strategic priorities for the meeting and the Federation's other staffing needs, such companies can be cheaper than internal staff performing the same roles. Coverage of basic vendor service estimates and fees by the conference budget could be a standing requirement for each WCSJ bid and should make those bids more predictable and less expensive. The expertise gained by the vendors would be passed from one conference to the next, regardless of staff changes at WFSJ or the varying capabilities of local host volunteers.

The Federation should be very deliberative and selective in deciding what is needed from a vendor and what vendor best meets those criteria. There are many decisions that should not be made without having had direct, hands-on experience planning and executing the conference. Previous hosts could assist in developing the RFP and reviewing proposals if this direction is pursued.

In conclusion

It is our hope that these comments provide support, directions, and avenues for discussion going forward. We would not have had the success that we did without the assistance of previous hosts, who shared their resources freely and made themselves available for conversations, support, and volunteer roles throughout, and we are deeply grateful for their generosity. We are doing the same for the 2019 team and will for future hosts. It is my hope that this informal network of hosts can eventually serve as a resource for the Federation itself in deciding the future of the conference, one which provides an unparalleled service to the global community, of which I am very proud to be part.

Tinsley Davis
WCSJ2017 CO-ORGANIZER

TOWARD A SUSTAINABLE & PRINCIPLED FUNDING MODEL FOR WCSJ: MORE LESSONS FROM 2017

The WCSJ2017 "sponsorship guidelines" experiment

Independence is essential to effective journalism and journalism conferences. The organizers of the 10th World Conference knew that most journalists could neither afford registration fees that would cover most conference costs nor pay their own way as travelers. Therefore, producing the conference would require reliance on generous sponsors, donors and exhibitors. In order to make it possible for journalists throughout the world to attend, we set out to make WCSJ2017 more financially accessible than past conferences, even while holding the conference in one of the country's most expensive cities. Our goals included lower-than-ever registration fees and a record number of travel fellowships. We are thrilled that we met those goals.

The Council for the Advancement of Science Writing took on the major fundraising responsibility for WCSJ2017, which was held in a country where government funding is not possible and yet private-sector resources are abundant. CASW embraced this challenge with the conviction that it would be possible to support a World Conference with private sponsorship, yet preserve the independence of the conference by following a carefully crafted set of guidelines that specified arm's-length relationships with sponsors. WCSJ2017 showed that this can be done. The following principles and conclusions are offered for the consideration of future hosts and WFSJ.

—"Sponsored sessions" should not be allowed into the core conference program.

The first principle of WCSJ2017 was independence for the Program Committee. The Program Committee was given complete freedom to decide topics, speakers, and other details, and sponsors were barred from sponsoring specific sessions. No commitments of program content or speakers were made when we invited foundations and other prospective sponsors to support portions of WCSJ2017. Both CASW and WFSJ turned away sponsors who could not contribute under these conditions, but the sponsors that supported WCSJ2017 in the end were superb, respectful of journalists' independence, and eager to make a positive contribution to global science journalism.

It is challenging to maintain such independence when delivering ongoing programs, not seeking conference sponsors; nevertheless, I believe that with extraordinary care, WFSJ can exemplify the principle of independence in all its sponsor relationships. To the extent possible, the work program of a journalism federation must be driven by the education, networking, and advocacy needs of its members rather than the agendas of funders. CASW will support WFSJ in reaching for that goal.

—Sponsors should not be involved in the selection of travel fellows.

WCSJ travel fellowships are a high honor and a key tool for building leadership and connections in global science journalism. Sponsors of WCSJ2017 fellowships were informed that a prestigious international committee of peers would bestow this honor. They were uniformly thrilled with the quality of the fellows we selected. Now that WFSJ is taking charge of the WCSJ travel fellowships program and the sponsor relationships that support it, the independence, prestige, and effectiveness of this program can only grow.

—"Sponsored events" can be part of the conference but should be clearly labeled and separated in time and space so that attendees can opt in or out.

At WCSJ2017, sponsored events included workshops, a symposium, luncheons, receptions, field trips, exhibits, and hosted events on university campuses. Sponsors of activities at journalism conferences often seek to raise their profile with journalists and draw attention to certain topics and messages. In the same way that publishers have traditionally labeled advertising messages, we labeled activities that were hosted or sponsored, so that journalists could be aware of the context of these messages and follow their own conflict-of-interest guidelines when participating. This labeling provided both transparency and proper recognition of sponsors.

—Future conferences are likely to be supported by a blend of WFSJ-cultivated sponsorships and local sponsorships. A hybrid model of fundraising can work.

Local hosts will always have responsibility for tapping into local, national, and regional organizations that want to support science journalism, have a presence at WCSJ, provide hospitality, and donate infrastructure and services to make conference hosting affordable.

WFSJ recruited support for travel fellowships as well as general underwriting for WCSJ2017 by multinational organizations, and we hope that this role for the Federation can continue and be strengthened. In addition, a number of international organizations work with WFSJ on training programs that can add significantly to the impact of each World Conference through targeted workshops and travel grants. Many conference sponsorship agreements must be signed and executed in-country by the Organizing Committee, but WFSJ should maintain funder relationships and contacts between conferences, advise bidding groups and local organizers on appropriate sponsor relationships and development of arm's-length sponsor agreements to ensure independence, and recruit international sponsors for each conference. This is important to lowering the barrier to hosting for volunteer groups in less prosperous countries. International sponsorships can also help local hosts manage political pressure from governments that underwrite hosting.

—Collaboration is a key to success. Broad appreciation for science journalism makes it possible.

WCSJ2017 was a collaborative effort of NASW, CASW, WFSJ, the Association of Health Care Journalists, our host universities, and numerous sponsors, each partner contributing substantial resources. Whatever their other agendas, all WCSJ2017 collaborators came together solely to support and improve science journalism around the world. The support was so strong that we exceeded our fundraising goals and achieved a surplus.

Even as science journalists struggle to survive in a challenging global economy, the bridges built through our conference work are strong and sustaining ones. Importantly, CASW and WFSJ worked closely together on fundraising and through this work built new relationships with funders that leveraged their interest in the conference in support of science journalism more broadly.

The organizers of WCSJ2017 are continuing our collaboration with WFSJ. We are committed to the growth and strengthening of WFSJ and future World Conferences. We are also convinced by our experience that international science journalism is vibrant, strong, and capable of reaching new heights.

Rosalind Reid
WCSJ2017 CO-ORGANIZER

FINANCIAL SUMMARY

INCOME		NOTES
Registrations	$313,126	
Univ. of California Contribution	$112,000	
NASW Contribution	$111,093	
CASW Cash Fundraising	$1,143,494	
WFSJ Cash Fundraising	$323,912	
Exhibit Space Rental	$60,400	*36 spaces sold*
Advertising	$26,450	
Interest Earned	$2,266	
Subtotal Cash	**$2,090,475**	
In-Kind Donations		
Reception space donations + discounts	$75,500	
NASW In-Kind Services	$60,000	*Donation of administrative time*
CASW In-Kind Services	$26,000	*Donation of administrative time + gift stewardship expenses*
WFSJ In-Kind Services	$115,000	*Donation of administrative time + travel*
UC In-Kind Services	$172,000	*University Day + conference bag*
AHCJ In-Kind Services	$101,000	*Health journalism track*
Subtotal In-Kind Donations	**$549,500**	

TOTAL INCOME **$2,639,975**

Registrations:

396
EARLY REGISTRATIONS @299USD

131
REGULAR REGISTRATIONS @359USD

226
NON-MEMBER REGISTRATIONS @499USD

52
STUDENTS @149USD

34
NON-MEMBER STUDENTS @199USD

21
DISCOUNTED REGISTRATIONS (general committee volunteers)

505
COMPLIMENTARY REGISTRATIONS:
speakers (245), fellows (93), sponsors + awardees (77), exhibitors (61), Program Committee and Organizing Committee members (12), field trip organizers (11), committee chairs (6)

EXPENSE		NOTES
Meeting Space Rental	$0	*Conference met catering expenses required to waive space rental fees*
Exhibit Hall	$17,014	
Audio Visual + WiFi	$145,270	
On-site Catering	$396,412	*Partially offset by in-kind donations by host universities*
Receptions	$324,204	*Partially offset by in-kind donations and discounts*
Transportation	$97,204	*Partially offset by in-kind donations by host universities*
Photography + Videography	$20,000	
Design + Website	$105,475	*Branding, signage, program, website development + maintenance, final report*
Promotional Material	$16,040	
Advertising	$619	
Printing + Production	$30,140	*Programs, signage, nametags, conference bags; includes in-kind offset from univ.*
Postage, Shipping + Letterhead	$3,400	
Staffing: Administration + Fundraising	$231,000	*Largely offset by in-kind donations from CASW, NASW, WFSJ*
Volunteer Support	$15,647	
Logistics	$53,412	*Transport coordination, on-site staffing, online registration platform*
Planning Meetings	$26,262	
Fundraising Support + Promotional Travel	$16,171	
Organizing Comm., Program Comm., + Staff Travel	$39,150	
General Travel Fellowships	$192,485	*Includes travel booking agency costs*
Speaker + Session Organizer Travel Subsidies	$278,316	*Partially offset by AHCJ support; includes travel booking agency costs*
Student Newsroom	$72,586	*Includes student travel fellowships*
Legal	$11,648	*Drafting + review of contracts*
Audit and Bookkeeping	$11,579	
Merchant + Bank Fees	$13,936	*Primarily fees taken by credit card companies*
Distributions	$250,000	
International Program Fund	$272,004	*Fund created for follow up activities to extend impact of WCSJ2017*
TOTAL	**$2,639,975**	
10% Contingency*	$0	**Cost containment allowed original 10% budget contingency to be repurposed for post-conference activities.*

TOTAL EXPENSE **$2,639,975**

WCSJ2017 PARTNERS LAUNCH INTERNATIONAL PROGRAM FUND

May 7, 2018—The organizers of the 10th World Conference of Science Journalists are pleased to announce plans for a suite of activities to extend the impact of the October 2017 conference in San Francisco by strengthening training, networking, and knowledge-sharing among science journalists worldwide.

A new fund, the WCSJ International Program Fund, has been established by the Council for the Advancement of Science Writing in partnership with the National Association of Science Writers to support these efforts through the use of generous donations from WCSJ2017 conference sponsors. The funds were made available through judicious management of conference costs that resulted in savings of more than 10% of the conference budget. In keeping with the wishes of WCSJ2017 sponsors and the organizers, these funds will be used to support science journalism through post-conference activities organized by the partners and coordinated with the World Federation of Science Journalists.

Roughly half of these conference proceeds were returned to the WFSJ, CASW and NASW in the form of program support and to recoup costs incurred during the planning and production of WCSJ2017. Each of the three organizations invested significant staff time and other resources to produce the conference.

The remaining proceeds will be managed by the organizing partners to support important new initiatives intended to continue building connections between US and international science journalists in the years to come.

"Enormous staff and volunteer effort went into making sure travel, hospitality, logistics and programming for WCSJ2017 were covered largely by sponsorships so that we could enable the broadest possible participation, providing a record number of travel fellowships and keeping registration fees below past conferences," said Cristine Russell, co-chair of the WCSJ2017 Organizing Committee. "Many of our sponsors did not want to support only the conference; they wanted the conference to have a lasting impact on global science journalism. To our donors we can now say 'yes, we can do that!' We are excited to be able to leverage our savings to give WCSJ2017 that extra impact."

"We met our fundraising goals, and we were thrilled at the support of an array of sponsors who all embraced science journalism as extraordinarily important in the 21st century. In the end, we were able to reduce costs through NASW's skillful management, the work of a large cadre of volunteers, the funded travelers who shared rooms and found other sources of support, and the donated facilities and support of generous hosts including UC San Francisco and UC Berkeley," Russell said.

"We all congratulate the executive directors of NASW and CASW, Tinsley Davis and Rosalind Reid respectively, for their extraordinary management, which made the new initiatives possible," said Ron Winslow, co-chair of the WCSJ2017 Organizing Committee. "And thanks to the generosity and commitment of our sponsors, we have an unprecedented opportunity to build on the spirit, energy and ideas generated in San Francisco. This is a huge benefit for science journalism around the globe."

Among the activities intended to be supported by the new international fund are: translation of WCSJ2017 session videos to Spanish and French; sustained development of the regional network of Latin American and Caribbean science journalists launched at WCSJ2017; knowledge transfer to future conference hosts; a joint diversity initiative; support for efforts to locate a future conference in a developing country; future conference travel grants; and a networking platform. A steering committee of WCSJ2017 organizers and leaders of partner organizations will provide advice on the management and use of the fund.

The organizers of WCSJ2017 are grateful to WFSJ for its key role in conference fundraising and workshop programming, as well as the hosts and sponsors whose support made possible not only the conference but the follow-on activities, first among them WCSJ2017's Diamond Sponsor, Johnson & Johnson Innovation, and host universities, UC Berkeley and UC San Francisco. The amount of funds available for programs will be known when the conference books are closed and a final report issued in coming weeks.

Learn more about the International Program Fund at:
casw.org/casw/announcement/wcsj2017-partners-launch-international-program-fund

Thank You

THANK YOU TO OUR SPEAKERS, ORGANIZERS, & MODERATORS

For bios, please visit
wcsj2017.org/speakers

A

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Distinguished engineer and co-creator of Google Scholar, Google

Joel Achenbach SE
Reporter, The Washington Post

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Science journalist, BuzzFeed News

Luc Allemand P5
Editor in chief, Afriscitech.com

Carla Da Silva Almeida P8
Science journalist and researcher, Oswaldo Cruz Foundation (Fiocruz)

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Communications manager, Center for Disease Dynamics, Economics & Policy (CDDEP), New Delhi, India

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Professor, earth and planetary science, and environmental science, policy and management; UC Berkeley

Nora Bär W2
Science and health editor, La Nación, Buenos Aires

Ruby Barcklay D1
Communications director, Science Philanthropy Alliance

Eve Beaudin E4
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Freelance journalist

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Science journalist, SciBraai

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Knight chair in visual journalism, University of Miami

Alejandro Calvillo Unna I3
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Bibiana Campos-Seijo F1
Editor in chief, Chemical and Engineering News

THANK YOU TO OUR SPEAKERS, ORGANIZERS, & MODERATORS

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Freelance journalist

Alicia Chang E2
Health and science editor, The Associated Press

Rhitu Chatterjee D2
Science reporter, editor at NPR

Xiaoxue Chen E5, SE
Editor, The Intellectual

Shubranshu Choudhary H1
Director and co-founder, CGNet Swara Foundation

Jasson Muir Clarke P8
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Harry Dugmore I3
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European news editor, Science Magazine

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Dan Fagin E4
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G

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Jude Isabella D5, C5
Editor in chief, Hakai Magazine

THANK YOU TO OUR SPEAKERS, ORGANIZERS, & MODERATORS

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Maryn McKenna G3
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President, Global Health Division, Bill and Melinda Gates Foundation

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Executive director, Combating Antibiotic Resistant Bacteria Biopharmaceutical Accelerator (CARB-X)

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Subhra Priyadarshini H2, SE
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Q

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Freelance science writer

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