

Science Journalism Gazette

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CRITICAL THINKING ON TOP OF THE ALPS

The 11th World Conference of Science Journalists (WCSJ2019) will be held in Lausanne, Switzerland from 1-5 July 2019. Hosted by the Alpine Consortium of three national associations – the Swiss Association of Science Journalism (SASJ), the French Association des Journalistes Scientifiques de la Presse d'Information (AJSPI) and Science Writers in Italy (SWIM) – and organised together with the World Federation of Science Journalists (WFSJ), the event will bring together over 1000 science journalists and communicators from all over the world. The WCSJ takes place in a different part of the world every second year. After a string of very successful World Conferences, the most recent of which in Seoul (Korea, 2015) and San Francisco (USA, 2017), it is Lausanne and Central Europe's turn to take centre stage in 2019 for this single most important event for science journalism and communication.

WCSJ2019 aims to improve the quality of media reporting on science and technology on a global scale. At the same time, the conference offers a rich science

THREE ALPINE COUNTRIES' SCIENCE JOURNALISTS ASSOCIATIONS ARE JOINING FORCES IN AN EFFORT TO INCREASE AND IMPROVE MEDIA COVERAGE OF COMPLEX SCIENTIFIC ISSUES



To unite their efforts in a common symbolic action, representatives from the three associations climb to the top of Mont Dolent (3820 m), the exact point where the Swiss, French and Italian borders meet.

programme, presenting the host region's current research and innovation activities and advances. It gives a unique opportunity for private and public research institutions, companies, foundations and agencies to introduce themselves to the world, raise awareness and get in touch with leading me-

dia professionals. Reaching new heights in science journalism: this is what WCSJ2019 strives for.

Our highest priority is to bring together professionals and students in science journalism and science writing from around the world to exchange ideas and skills, to build networks and

so foster quality science journalism and collaboration on a global scale. This collaborative spirit defines our region. In Lausanne, Switzerland, with France just a short boat ride away and Italy not far beyond, cultures and languages meet, ideas are exchanged, and people of all backgrounds work,

play and make plans for a brighter future together.

WCSJ2019 will not only foster science journalism in all its forms, it will also be relevant to people around the world. Science, technology and innovation play an ever more important role in society – and good, fair and critical reporting is the

indispensable prerequisite that enables informed democratic decisions to be taken on which paths humanity will take.

WCSJ2019 is not just an adventure for its own sake. It is part of a wider push to enable science journalists to take responsibility and fulfil their role in society. Our quest for new heights extends beyond the global community of science journalists to scientists, politicians and decision-makers as well as the public at large.

Science and technology drive the modern world; indeed they drive much of its fast on-going transformation. For this reason, it is crucial for the future of humanity that science and technology receive in depth and critical journalistic coverage of the highest quality. This conference aims to contribute to this goal by strengthening the professional, ethical and technical skills of science journalists; by increasing their knowledge of recent developments in science; and by improving their understanding of the forces that shape it.

OLIVIER DESSIBOURG (SASJ)
YVES SCIAMA (AJSPI)
FABIO TURONE (SWIM)

PURSUING INDEPENDENCE THROUGH INNOVATION

WCSJ2019 IS INDEPENDENT AND CRITICAL. Because science has never been so powerful, many forces strive to deform it to serve their agendas: corporations, politicians, ideologues... Journalists need to remain constantly sceptical and watchful, and the conference will help them with tips and insights.

WCSJ2019 IS OPEN AND INNOVATIVE. New ideas and new practices are constantly emerging, and the conference will strive to harness the best and bring them to Lausanne. To do this, the organising committee will be seeking input, right up to the last minute, not only from established

experts and organisations, but also from innovators in a variety of fields.

WCSJ2019 THINKS POSITIVE. Times may be challenging, but along with challenge comes unprecedented opportunity. Never has such a variety of tools been available to tell stories in an attractive way, to access information and data, to verify facts. Nor have there been so many ways to interact with audiences, measure the impact of stories, and improve journalistic work accordingly. The conference will allow us to discuss creative and impactful ways of taking advantage of this journalistic bonanza.

AN OPEN MEETING WITH A GLOBAL VISION

The first edition of the World Conference of Science Journalists in Tokyo attracted around 350 delegates in 1992. The most recent one, held in 2017 in San Francisco, grew to nearly 1400 delegates, from 74 countries. In the 25 years of steady growth in the participation of science journalists and science communicators, scientists, and students, every conference was designed to be open and inclusive, and to provide inspiration and support to like-minded people striving to improve science journalism worldwide. Between Tokyo and San Francisco the Conference was hosted in Budapest (Hungary), Sao Paulo (Brasil), Montréal (Canada), Melbourne (Australia), London (UK), Doha (Qatar), Helsinki (Finland) and Seoul (Republic of Korea), and pushed local and international stakeholders to find new ways and new tools to make sure that science and innovation find their right place in the media.



World Conference
of Science Journalists
Lausanne 1-5 July 2019

Schweizer Klub für Wissenschaftsjournalismus
Association suisse du journalisme scientifique
Swiss Association of Science Journalism



SWIM SCIENCE WRITERS IN ITALY



A BRILLIANT LINE UP OF SPEAKERS

EXPERTS FROM SCIENCE, SCIENCE JOURNALISM AND SOCIOLOGY WILL BE SPEAKING AT WCSJ2019

If the success of an event like the World Conference of Science Journalists is measured by the pertinence of its core-programme and the quality of its keynote and plenary speakers, then WCSJ2019 in Lausanne is shaping up to be a fantastic meeting. We are expecting many leading figures from a range of disciplines to attend, sharing their knowledge and expertise with all of us. Every morning of WCSJ2019 will feature a plenary session, and each afternoon there will be at least two parallel keynote lectures or sessions.

Plenary and keynote sessions will focus on three areas. Top of the list is, of course, science journalism and we'll be welcoming stars of the field from around the world to discuss best practice. They'll be sharing the tricks and tools they use to help them produce

amazing pieces, and they'll be letting us in on their thoughts and recommendations about the context, challenges and difficulties in which science journalism operates today. The second strand takes a theoretical approach, with experts in fields ranging from epistemology to the sociology of science and science journalism, and from the philosophy of science to the statistical and other tools deployed by to produce scientific results. Last but not least, a conference for science journalists would be incomplete without a strong scientific strand, and Lausanne will host some of the most distinguished scientists of our time, including Nobel Prize winners.

A highlight of the plenary programme will undoubtedly be the opening ceremony on the evening of 1 July 2019, featuring a roundtable moderated by a Pulitzer Prize winning science journalist and involving leading figures from global media representing print, radio, TV and online.

Together, they will open the debate about the presence of science in mainstream media.

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... meanwhile for 80 per cent* of the people in Switzerland

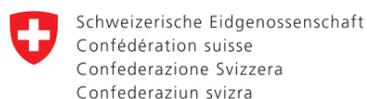
*Tamedia's reach: 82.4% of the Swiss population based on Regular Usership WEMF MA Strategy 2017

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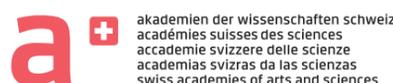
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FOUR TRACKS FOR MORE AND BETTER SCIENCE IN THE MEDIA

THE CORE PROGRAMME OF THE CONFERENCE WILL BE THE RESULT OF THE CONTRIBUTION OF HUNDREDS OF PROFESSIONALS. ALMOST 400 HIGH-QUALITY PROPOSALS HAVE BEEN RECEIVED, AND THE BEST WILL BE SCREENED AND MERGED TO FORM THE BACKBONE OF THREE FULL DAYS OF MUTUAL LEARNING.

Since the first World Conference of Science Journalists in Tokyo in 1992, the World Federation of Science Journalists WFSJ, working with local associations, has had the opportunity to bring together thousands of scientists, science communicators and particularly science journalists to explore all the most relevant topics in their profession.

The Lausanne conference's intense core programme from 1-4 July 2019 will be organised around the following four major themes.

IDENTITY AND VALUES

There is so little spare time in the day-to-day scramble – yet science journalists need time more than ever to reflect on issues related to their values, their ethics, their organisations and their practices. At WCSJ2019 there will be time devoted to:

- discussing how journalists should deal with pressures in general, and in particular from political regimes and religious authorities
- managing our own economic challenges
- dealing with the impact of fake news in the public sphere
- funding the stories that need to be told without compromising journalistic independence
- finding ways to build teams and establish cross border collaboration
- improving the profession's diversity
- making the most of social media without drowning

SCIENCE AND BEYOND

Science is what all science journalists are passionate about – but what is happening to it? Where is it heading? What forces are shaping it, and what does this mean for the way we cover it? This theme puts the spotlight on

new, fascinating and sometimes troubling scientific developments. It also questions the trends, explores what is going on behind the scenes of science, how science is produced and disclosed to the public, and it puts a strong focus on the critical thinking so essential to science journalism. Fraud, corporate influence, laboratory accidents, gender bias, ideology – no subject is taboo.

SKILLS AND TOOLS

This theme will help participants find and tell better stories, by:

- pointing out best practice in science journalism
- presenting the newest and most promising tools
- sharing experience of successes and failures
- finding out how to browse data and publications
- mastering new formats and media
- protecting sources
- pitching efficiently to editors
- finding original stories
- avoiding hype
- tracking conflicts of interest

It's all there, with the world's best experts and a decidedly hands-on focus.

FUN AND ENTERTAINMENT

Science has an image problem, but conveying science to the public doesn't have to be boring, or even all that serious. Let's hear from the people who are testing smart and entertaining ways to take science to the public. Of course, these are all highly rational science communication experts, but some of them sing science, act science, draw science in comics, or put science in fiction or games. Others laugh at science, build dystopias or use it for poetry – let's hear from them all!

A WIDE RANGE OF PRE-EVENT WORKSHOPS

The core programme of WCSJ2019 is packed, diverse and exciting. But there's much more on offer. The conference brings some key issues into sharp focus by offering many one-day pre-conference workshops:

PROJET FRANCOPHONIE. In association with a variety of French science institutions, the idea is to build a sustainable network leading to a worldwide market for French-language science journalists, writers and communicators. This project will also focus on bringing colleagues from African and Arabic countries to Lausanne through scholarships.

SCIENCE DOCUMENTARIES OF THE FUTURE. This pre-event workshop will be set up in collaboration with the European Broadcasting Union (EBU) based in Geneva. It will focus specifically on television science documentaries, an area in which the EBU has considerable expertise.

BALKAN SUMMER SCHOOL FOR SCIENCE JOURNALISM. Organised by the Balkan Network of science journalists, this event will be held in Lausanne, and will therefore ensure the presence of many journalists from the Balkans at WCSJ2019.

OPEN RESEARCH DATA WORKSHOP. Set up by the Swiss National Science Foundation, this workshop will put under the spotlight and debate the importance to have data openly accessible to the entire scientific community to advance science.

LATIN-AMERICAN WORKSHOP. Promoted by the Ealy-Ortiz Foundation, from Mexico, this one-day workshop in Spanish will favour the presence and networking of delegates from all Spanish-speaking countries, and especially from Latin America.



NEW PROFESSIONAL TOOLS AND INSIGHTS INTO THE PROFESSION



In addition to classic frontal presentations - like this one in the Auditorium of the University of Helsinki that hosted WCSJ2013 – the meeting will offer many opportunities to tackle complex issues and find relevant and appealing stories.

By the time the conference draws to a close, participants will leave Lausanne with many new contacts and a toolkit containing:

- new ideas to overcome upcoming professional challenges
- methods to better track exciting science stories
- tips to work more efficiently and make sure their voices are heard
- updated skills in using modern technical tools for journalism
- a rich overview of current best practice in science journalism around the world
- contacts with editors, fellow journalists, communication officers and scientists for new stories and networking
- opportunities to take part in planned long-term efforts, projects and networks in science journalism
- arguments and ideas to foster and defend independence in science journalism
- useful reflections on the values and worth of our profession
- a deeper understanding of the evolution of science
- a general vision on current scientific challenges
- actual perspectives on the importance of science to democracy
- a bonanza of concrete and relevant science stories to write and broadcast
- exclusive scientific and touristic field trips in the mountain regions
- an outstanding experience in the heart of the Health and Life Sciences Valley of Switzerland



The EPFL/UNIL Campus

MANY SOCIAL EVENTS TO MAKE NEW FRIENDS

Apart from the core programme and science-related activities, WCSJ2019 will be the place to make new friends during the many social events. These include:

- A prestigious opening ceremony at the SwissTech Convention Center
- A welcome event at the Olympic Museum in Lausanne, with live presentations on issues of science in sport
- A farewell event in the old vineyards of the UNESCO world heritage site of Lavaux, overlooking Lake Geneva
- A social hub in Lausanne City centre for late evening sessions
- A closing cocktail in Geneva, at CampusBiotech, for all those leaving from Geneva airport.



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LAUSANNE, CITY ON THE LAKE

Many outstanding universities and public research institutions are situated in the greater Lake Geneva Region, along with a diverse range of major global companies such as Tetra Laval, Nestlé, Kudelski, Logitech, Medtronic and New Bobst Group. They all take advantage of the region's pioneering spirit and its historic role as an economic and technological crossroads.

In the realm of public science, Lausanne itself is home to two outstanding universities, both partners of the conference: the Université de Lausanne (UNIL) and the Swiss Federal Institute of Technology (EPFL). These are leading universities in a wide range of research fields such as networks, neurosciences, infrastructures, micro- and nanotechnologies, biotechnology, information and communication technologies, transport and energy. EPFL has achieved particular

renown through its involvement with several emblematic projects such as Breitling Orbiter 3, Alinghi, Hydroptère, Solar Impulse and the European Human Brain Project.

UNIL and EPFL have come together to form one the liveliest academic campuses in Europe, with over 24.000 students representing 120 nationalities, numerous laboratories, many multinationals and dozens of start-ups sharing a common spirit of enquiry at the campus's science park.

Eminent scientific institutions are also located in nearby Geneva, among them the two other academic partners: the University of Geneva (UNIGE) and CERN. The latter is not only famous as the home of the Large Hadron Collider and for its cutting edge research in particle physics, it is also the birthplace of the World Wide Web.

HELP SOCIETY DEAL WITH FUTURE CHALLENGES

Partnering with the 11th World Conference of Science Journalists in Lausanne will allow public, private or philanthropic entities to reach out and connect with 1000 plus attendees from more than 70 countries. Their support will make WCSJ2019 a truly international forum for the advancement of science journalism, thus contributing to a better understanding of science and technology. Are you interested? Contact: supporters@wcsj2019.eu.



© STCC

A FUTURISTIC VENUE

The SwissTech Convention Center (STCC) is located on the campus of EPFL/UNIL. Its futuristic design makes it a truly unique building in Europe. STCC is committed to sustainable development. By promoting renewable sources of energy, ensuring optimal management of waste disposal, and supporting eco-friendly mobility and human safety, the STCC adopts policies that are respectful of humans and their environment.

Built in 2014, this unique convention centre is perfect for mid-size events. Its meeting rooms can be modulated to suit any desire. The 2205-seat plenary room can be divided into two big auditoria. The ground floor of the building can host six rooms for parallel sessions as well as an exhibition space, press rooms and many meeting rooms. The so-called Gala System handles the seats – actually making them disappear – to create a ballroom; a feature that will be put to good use for the Gala Dinner on Wednesday 3 July 2019.

Its advanced features make the STCC the perfect place to hold the entire WCSJ2019 conference under one roof. With its close proximity to Lausanne city centre and direct links with the M1 metro and bus lines, ease of access is guaranteed. A few tens of participants will even be able to find lodging right on the campus, very close to the STCC, and benefit from the lively campus environment in the evenings.

NEWSGATHERING AND IDEAS FOR SCIENCE STORIES

Participants attending WCSJ2019 will have the opportunity to take part in many events designed to provide them with food for stories – literally.

Starting with **lunch@labs**: participants will be able to visit one of the many open laboratories on the EPFL/UniL Campus, discussing the most recent discoveries and advancements with scientists who are leading experts in their field; and grab a free meal! Right after the conference, some **30 post-conference fields trips** will give delegates an opportunity to visit top-notch research centres around Switzerland, France, Italy and probably even Germany, Russia and further afield. Before the conference, a networking day in Geneva will offer the possibility to all participants to get in touch easily with all the Geneva-based international organisations (UN, WHO, WMO, WIPO, CERN, ITU, etc.). During the WCSJ2019, many **luncheons and sponsored breakfasts**, organised in collaboration with external partners, will bring food for the gut and food for thoughts on hot topics.

Finally, a few carefully selected **press conferences on major subjects** will assure every participant leaves Lausanne with stories to tell.



CERN in Geneva



Jungfrau AEGEE climate research center

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