



PRELIMINARY PROGRAMME

2. European Conference of Science Journalists

Budapest, 3 November 2015

Hungarian Academy of Sciences
1051 Budapest, Széchenyi István sqr. 9, Large Hall, 2nd floor

08.30 *Registration and coffee*

09.00 Welcome

István Palugyai, President of ECSJ2015 and Honorary President of the Club of Hungarian Science Journalists
Satu Lipponen, President of The European Union of Science Journalists' Associations (EUSJA)
László Lovász, President of the Hungarian Academy of Sciences
Invited speaker from the important guests of WSF (Open)

09.30 **Science journalism in society**

There is an increasing focus on the importance of public understanding of science, engagement and dialogue. At the same time, the media is becoming more dependent of science stories written or influenced by stakeholders. This stakeholder driven communication has severe impact on the quality, ethics and credibility of the science stories in the public space. How can science journalists get back into the picture?

Chair	Satu Lipponen (SF)
Keynote speaker	Curtis Brainard (US)
Invited Commenter	Antonio Calvo Roy (E)
Speakers	Connie St. Luis (UK) Wolfgang Goede (D)

Q&A

10.40 Coffee break

11.00 **Communication of infectious diseases**

How are science journalists dealing with Ebola in Africa? What preparation does WHO have for communicating on the next global pandemic disease? We will hear from stakeholders and discuss how science journalists can play a role when everybody is asking for answers.

Chair	Viola Egikova (RU)
Speakers	Oliver Lehmann (A) Csaba Molnár (H) J&J scientist

Q&A

Morning sessions' rapporteur: Daniela Ovardia (I)

12.00 Launching a new EUSJA network

- Official launching of Nucleus network and its aims (Satu Lipponen)
- A science journalism roadmap in Europe – short presentations

12.30 *Lunch and refreshments*

14.00 Journalists as entrepreneurs

Many prominent science journalists are facing tough time as news media are cutting down on the journalistic coverage of science. We present models on how journalists can change the market and sell their stories on new platforms and media.

Chair	Jens Deget t (DK)
Keynote speaker	Tim Radford (UK)
Invited commenter	Patrice Goldberg (B)
Speakers	Alex Gerber (D) Dominique Leglu (F)

Q&A

15.10 Coffee break

15.30 Science journalists in the climate debate

The real magnitude and severity of the global environmental challenges may be deliberately manipulated by stakeholders with vested interests, due to ignorance or lack of knowledge or simply because it conflicts with personal or political ideals. However, more common may be the fact that it is difficult to convince the editor and the audience that it is worth spending time understanding the complex story, which deals with the unpleasant information that nobody wants to hear. There is a need to discuss between professional stakeholders, how to improve the debate. We discuss the obstacles in the climate debate with stakeholders.

Chair	Istvan Palugyai (H)
Speakers	Matt Mc.Grath (UK) Martin Schneider (D) Mico Tatalovic (HR) Csaba Molnár (H)

Q&A

Afternoon session's rapporteur: Dino Trescher (D)

16.30 Report of Rapporteurs

Chair: Reetta Kettunen (SF)

- 1. Daniel Ovadia**
- 2. Dino Trescher**

17.00 End of conference

Closing Words: János Dürr (President of Hungarian Club of Science Journalists)