

UNESCO South East European (SEE) Science Journalism School

3 to 5 October 2013
Hotel Park, Belgrade, Serbia

Preliminary Programme

Day 1

Thursday 3 October 2013

Conference hall - 1st floor

13:30-13:45

Welcome

Mario Scalet, Head of Science Unit, UNESCO Regional Bureau for Science and Culture in Europe, Venice (Italy); **Jasna Zrnovic**, Secretary-General Commission of the Republic of Serbia for UNESCO

14:00-14:15

Opening Session

Presentation:

Science Journalism is under threat.

Fabio Turone, President of Science Writers in Italy, Director of the Agency Zoe of scientific and medical information

14:15-14:30

Presentation: Covering science news from developing countries

Mico Tatalovic, News Editor for *SciDev.Net*

14:30-15:30

Tour de table of Participants: "What I think/know of science journalism in my country and what I think we need to improve it"

(4-5 minutes each)

15:30-15:45

Coffee Break

16:00-16:45

Workshop 1: Dealing with health statistics

Bora Zivkovic, Blog Editor at Scientific American, Director of ScienceOnline.com; **Fabio Turone**; **Daniela Ovardia**, Scientific Director of the Agency Zoe of Scientific and medical information

16:45-17:30

Blogging about science - how to setup your own blog

Bora Zivkovic - **Daniela Ovardia**

17:30-18:00

Wrap-up discussions

Day 2

Friday 4 October 2013

Conference hall - 1st floor

9:00-9:10

Welcome

Aleksandra Drecun, Director, Center for the Promotion of Science

9:10-10:00

Presentation: Tackling Pseudoscience

Mico Tatalovic

10:00-11:00

Presentation: Evaluating the quality of journal articles (Peer review, impact factors)

Fabio Turone; **Mico Tatalovic**

11:00-11:15

Coffee Break

11:15-12:15

Presentation: Common misunderstandings about the brain and neurosciences

Daniela Ovardia

12:15-13:00

Presentation Evaluating the quality of health reporting

Hristio Boytchev, Freelance science journalist; **Bora Zivkovic**

13:00-14:00

Lunch

14:00-14:45

What Open Access (and Big Data) means for reporters and editors

Ehsan Masood, Editor, Research Fortnight

14:45-15:30

Presentation: Risks and Uncertainty in the media

David Ropeik, Expert on risk and the communication of risk

15:30-16:45

Workshop 2: Covering risk

David Ropeik

16:45-17:00

Coffee Break

17:00-17:55

Continuation Workshop 2 "Covering risk"

18:00

Wrap-up discussion

Day 3

Saturday 5 October 2013

Conference hall - 1st floor

9:00-9:30

Presentation: Relevant European policies and funding programmes

Peter B. Mayr, Science policy expert

9:30-10:00

Presentation: European need for independent science journalism

Istvan Palugyai, Editor of science-technology desk, Népszabadság (Hungary); Former President, European Union of Science Journalists' Associations

10:00-11:00

Presentation: Follow the money: How knowledge of funding makes better science reporting

Ehsan Masood

11:00-11:15

Coffee Break

11:15-12:15

Presentation: The need for context over controversy: a few case studies

Claudia Di Giorgio, Managing Editor, Le Scienze
Bora Zivkovic; **David Ropeik**; **Istvan Palugyai**

12:15-13:00

Presentation: Dealing with different audiences - The case of SciAm Mind & Brain in different countries

Claudia Di Giorgio; **Daniela Ovardia**

13:00-14:00

Lunch

14:00-15:30

Workshop 3: Using social media for science journalism

Hristio Boytchev; **Mico Tatalovic**

15:30-16:00

Coffee break

16:00-18:00

Conclusions of Workshop

(Remarks and suggestions for improvement)



Venice Office
Regional Bureau for Science
and Culture in Europe