

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	Blue Room-2 nd Floor
11:30-11:45	Welcome	
11:45-12:20	Opening Session	
	Presentation:	<i>Science Journalism is under threat.</i> Fabio Turone, President of Science Writers in Italy, board member of the European Union of Science Journalists' Associations (EUSJA); Director of the Agency Zoe of scientific and medical information
12:20-13:00	Presentation:	<i>Covering science news from developing countries</i> Mico Tatalovic, News Editor for SciDev.Net
13:00-14:00	Lunch	
14:00-15:30	Tour de table of Participants:	<i>"What I think/know of science journalism in my country and what I think we need to improve it"</i> (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 Ovadia, Scientific Director of the Agency Zoe of Scientific and medical information
16:45-17:30	<i>Bloggng about science – how to setup your own blog</i>	Bora Zivkovic - Daniela Ovadia
17:30-18:00	Wrap-up discussions	

Day 2**Friday 4 October 2013 Blue Room-2nd Floor**

- 9:00-10:00 Presentation: *Common misunderstandings about the brain and neurosciences*
Daniela Ovadia
- 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: *Open Access and the media*
Speaker TBC
- 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 Presentation: *Risks and Uncertainty in the media*
David Ropeik, Expert on risk and the communication of risk
- 14:45-15:30 **Workshop 2: Covering risk**
David Ropeik
- 15:30-15:45 Coffee Break
- 16:00-17:30 **Continuation Workshop 2 "Covering risk"**
- 17:30-18:00 Wrap-up discussion

Day 3 Saturday 5 October 2013 Blue Room-2nd Floor

- 9:00-10:00 Presentation: *Science Journalism in South-East Europe: what are the relevant European policies and funding programmes?*
Peter B. Mayr, Science policy expert; Istvan Palugyai, President European Union of Science Journalists' Associations
- 10:00-11:00 Presentation: *Covering science policy stories Reporting on institutional changes in science. Making “budget stories” interesting*
Speaker TBC
- 11:00-11:15 Coffee Break
- 11:15-12:15 Presentation: *The need for context over controversy: a few case studies*
Marco Cattaneo, Editor in chief of the Italian edition of Scientific American, Scientific American Mind and National Geographic; Bora Zivkovic; David Ropeik; Istvan Palugyai
- 12:15-13:00 Presentation: *Tackling pseudoscience*
Mico Tatalovic
- 13:00-14:00 Lunch
- 14:00-14:45 Presentation: *Dealing with different audiences – The case of SciAm Mind & Brain in different countries*
Marco Cattaneo; Daniela Ovadia
- 14:45-15:30 **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)