



United Nations
Educational, Scientific and
Cultural Organization

Venice Office

Regional Bureau for Science
and Culture in Europe

Call for participation Deadline: 8 September 2013

South-East European* Science Journalism School (SEE-SJS)

It has been increasingly underlined that the gap that exists between science and the public has been expanding. The communication of science to society requires improvement and change. Media can play a key role in facilitating the interaction between the scientific community and the public by providing high quality reporting on science and its impacts on society. Journalists can play an effective role as 'mediators or facilitators' between researchers and the public but to do this effectively they also need specialized training to understand common caveats and complexities of reporting on science.

The UNESCO Venice Office is pleased to announce a specialized SEE regional interactive school on science journalism will be conducted in parallel with the 1st Regional Science Promotion Conference in Belgrade, Serbia from Thursday 3 October to Saturday 5 October 2013. (<http://cpn.rs/conference/>)

This school is oriented towards improving the quality and quantity of ethical science reporting by the SEE media and will contribute to increasing public awareness on the importance of scientific knowledge and towards developing a critical science journalism culture in SEE.

International science media experts and science reporters from the SEE Region will be offered an opportunity to share and exchange information and data as well as laying the foundations to establish a regional forum/network to discuss emerging ideas and plans relevant to better societal understanding of science and technology.

The SEE Regional school will be focusing on developing participants' skills in:

- Critically reflecting and reporting on scientific results
- Understanding the related media mechanisms
- Communicating with non-scientific public

And cover the following topics:

- How to improve the quality of science reporting and avoid pseudo-science?
- How to build and maintain trust between science and journalism.
- The watchdog role of journalism. Rebuilding public trust in science.
- Dealing with uncertainty and risk.

SEE countries:

Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Cyprus, Kosovo (*UN Resolution 1244), Republic of Moldova, Montenegro, Romania, Serbia, The former Yugoslav Republic of Macedonia and Turkey.*

The official working language of the school is English.

Target Audience

- Science journalists and media communicators from the SEE Region
- Press officers and communication officers of international organizations, agencies and institutions active in science communication
- Scientists and researchers

No registration fees for the school will be requested. Travel costs should be ensured by the participants.

The UNESCO Venice Office will offer a limited number of participation grants.

The maximum number of school participants will be 25 persons.

Upon successful completion of the school, participants will be issued an official certificate of attendance.

Applications:

To participate in the School, please submit your brief CV (1-2 pages maximum), a motivation letter (1 page maximum) both in English and your photo **before and no later than 8 September 2013** to:

Rosanna Santesso, Programme Specialist, UNESCO Venice Office, Email: r.santesso@unesco.org, tel.: +39-041-260-1513

Applicants will be notified by email within one week of the deadline date.

Further detailed information about the invited speakers, venue and preliminary program of the school will be published shortly on www.unesco.org/venice and at <http://balkanscijc.wordpress.com/>