



EUSJA News

Newsletter of the European Union of Science Journalists' Associations

Autumn 2010

A word from the editor

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Editorial

Science Journalists as Mediators

Science Debates could offer new jobs for science journalists using their experiences in trying to stay objective and in mediating scientific issues between science and the public. In their daily work, it is not all about writing scripts, treatments or articles and performing research. Journalists also listen to their audiences and are searching for different views and opinions in order to pass them back to their original sources - scientists and experts.

The same for a science journalist's role in a science debate: Being a mediator, even a scout, helps the audience to find the red thread beneath the information overflow in order to put people in the position to find own opinions. During the EUSJA/TELI session at the EuroScience Open Forum in Turin (ESOF 2010), we discussed the democratic and societal need for science debates (see the article of Wolfgang Goede in this issue).

Various forms of science debates are appearing in Europe: Mutual learning projects, public consultations, round tables on science in society or – as EuroScience re-phrased the EU Commission's term – society in science. Many, if not most of these events, are more or less new tools for science communication, for science PR. Although it is good to communicate in order to keep people informed, the old principle of PUST during the 90s, the Public Understanding of Science and Technology, paved the way to a higher level. Nowadays more and more people want to get involved, want to have their say. However, the new forms of dialogues which came up during the noughties were usually only initiated by academic or political bodies after decisions have been made, after the pipeline has been laid. The audience is informed about the advantages of the pipeline and may discuss what could be passed through it, and how much. An antagonist, questioning the meaning of the pipeline at all, or proposing canal instead, is usually missing.

But increasingly, people want to be involved before a pipeline is laid. They want to debate about the necessity of scientific research – for their real life, the advancement of society, for their demand for knowledge, for improving their literacy. And this is not satisfied by science communication events any more. People know that science is not only a prerequisite for technological or societal advancements. It has of course also the potential for solving problems, of which it created many by itself. But it is likewise a cultural activity. Thus the European Science Foundation detected: "... more and more worrying signs showing that the key societal publics have been losing interest in science ..."

But it also detected another issue: Not only citizens are asking for a greater openness of science, scientists themselves want to be involved: "... and, in turn, science does not get enough inspiration from society."



Photo: Kaianders Sempler

Hajo Neubert.

Continued on page 2

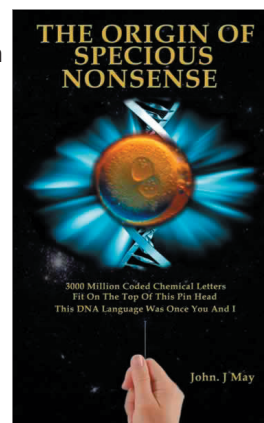
Specious nonsense indeed

The "ministerial book launch that wasn't" is as good an illustration as any of the Irish government's uncertain relationship with science. The government has placed science at the centre of the country's economic strategy, in the belief (or hope) that what it calls the 'smart economy' will revive the country's dismal economic fortunes. Yet any time a science minister makes the tiniest departure from his or her ministerial script, embarrassment swiftly follows.

Last year, the then science minister credited Albert Einstein with the theory of evolution. Twelve months later,

her successor, Conor Lenihan, accepted an invitation to launch a book denouncing evolution as "the greatest deceit in the history of science", written by a friend and constituent, John J. May, a self-described "poly-math", who compares himself to Abraham Lincoln.

Lenihan had been at pains to point out that he was launching the book - called 'The Origin of Specious Nonsense' - not in his role as science minister but as May's local member of parliament. The latter role, presumably, absolves him of any duties toward intellectual truth and rigour.



The ministerial book.

Cormac Sheridan, Ireland

Continued from page 1

Europe has produced a wealth of science communicators, but in order to moderate such new processes, it lacks moderators – thus the title "The Missing Moderator" for the EUSJA/TELI session at ESOF. And here we are back to the new job perspectives for science journalists. There is a demand for them as moderators for science debates. However, the organisers of various forms of science debates are often not aware of the expertises of science journalists and, when planning an event, too easily fall back into practices of the past decade. So it is on the science journalists themselves to get heard.

They could approach city councils, science and citizens organisations, museums and science centres, or research institutes and scientists. They could become involved in science events, or in a number of funded projects on national or European levels which are increasingly coming up. All these are opportunities to introduce the new way, the journalistic way of science debates. And do not forget: Each science debate is also a subject for reporting in the media.

What is a real science debate?

A science debate can make use of all media. The easiest way might be to start on the internet as a blog. Find a topic, find a protagonist and a strong antagonist, or even a third voice, who should write the first contributions. Invite publicly-known persons to comment on the starters, either as their own blog contributions or in the comment fields. Make the blog public using Twitter, Facebook and the like, and in the media you use to work for. Do not forget to offer regular summaries during the debate, which can even be press releases or contributions to your media – a most important job. There is also a tool called "Debategraph.org" which could help to make an online debate more transparent.

A face-to-face debate should be organised in co-operation with a community, public, citizen or academic body. Here at least two strong, probably sharp or even entertaining opponents are needed for an exchange of blows before the floor is involved. Even think of using the format of poetry slams. Again: Advertise and report in your media.

In your TV and radio programme, propose to replace a traditional political talk-show with one with a scientific theme, avoiding inviting the well known communicators or political "experts". TV and radio have a good tradition of discussions, however, this has not been applied to scientific issues with real opponents.

The printed press is used to receive a lot of readers' opinions. Why not use these letters and e-mails to start a debate? It also can easily be merged with the paper's online forums. The crucial point is always to offer summaries and abstracts especially at turning points of the debate in order to provide the readers a red thread, and to make it easier for late-comers to join in. Such articles can be quite thrilling because they have all what people like to read: A drama, conflicts, living persons, human destinies.

As a moderator, the science journalist should do what a journalist is used to do: Asking questions and insisting on answers, staying impartial, but being the advocate of the audience, following up promises and report about their fates.

For a real science debate, find ever new angles and avoid topics where the pipelines are already laid. Why not debate for example, the cultural versus the applied aspects of mathematics? Or what scientists drive to find the Higgs-boson?

Hajo Neubert
Eusja president

Greek members proud of their country's contributions

Greek help "instrumental" in the Gulf of Mexico oil catastrophe

A sophisticated and quite rare control system (there only five instruments of this kind in the world), owned by the Hellenic Centre for Marine Research (HCMR) has been used by the National Oceanographic & Atmospheric Administration (NOAA) of the United States, since last August, in order to tackle the immense ecological problems caused by the Gulf of Mexico oil-catastrophe.

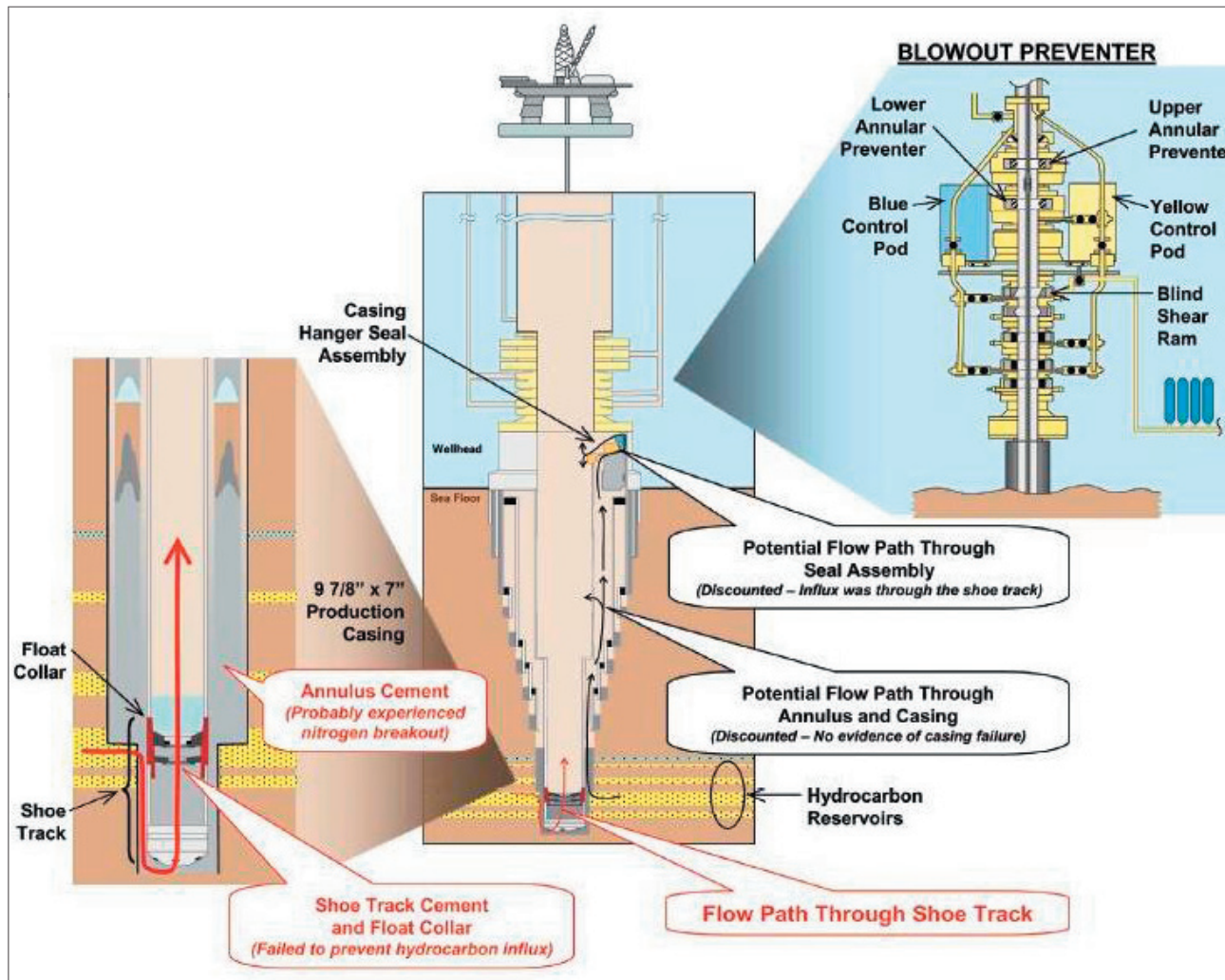
NOAA has rented LISST Deep –that was carefully packed in Athens and travelled to the disaster area, where it is being used in conjunction with a deep water ROV from HCMR. The American researchers believe this unique instrument is necessary in order to precisely record

the diffusion of oil in the affected area down to the depth of 1500 metres and even more, if needed, as it may be lowered and worked down to as much as 3000 metres below the surface of the sea. The data collected -by grading samples with the aid of a red laser beam- feed - special algorithms and mathematical models - not only reveal how much oil has polluted the sea water in various depths, but also show the effectiveness of the various anti-polluting agents tested there.

Two Greek oceanographers-members of HCMR , Dr. Theodore Kanellopoulos and Dr. Aristomenis Karageorgis, have also taken part in the combined scientific efforts in the area, in order to demonstrate the use of LISST Deep and checked the first results along with their American colleagues.

LISST Deep was bought by HCMR's Institute of Oceanography in 2007 with money allotted by the Greek General Secretariat for Research & Technology in order to carry out research in deep seas. It has been successfully used in the European project SESAME, co-ordinated by HCMR, which records changes in sea ecosystems by taking numerous measurements. It has also been used in the Black Sea, Danube Delta and many Greek seas.

Yannis Rizopoulos / ScienceView, Greece





Egg and ham soup. See the poached egg swimming just beneath the surface?

This month the recipe is for a 'big' soup. The sort to curl up in front of the television Souper on a stormy night. Served with a few chunks of fresh bread or garlicky cheese toast, it is supper in a bowl. What's more, it can be re-heated and added to and used again.

Castilian Egg and Ham Soup

This is based on a traditional Castilian soup (Sopa de ajo). I do many variations. You can use the remains of a meat casserole instead of chicken stock. Add tomato puree or tinned tomatoes if you wish. If you prefer you can add chopped hard boiled egg instead of a whole raw egg.

This is what you need:

- 1lt chicken stock (home made is best with some shreds of chicken off the carcase)
- 1 1/2 tbsp. dry sherry or white wine
- 4 thick slices ham, cut into strips
- 4 tbsp. heaped, cooked rice
- salt and pepper
- 2 eggs
- 2 tbsp. chopped fresh parsley
- sprig of mint

This is what you do:

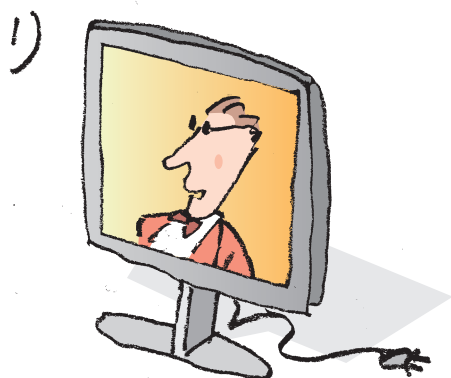
1. Put the stock and sherry into a pan and bring to the boil.
2. Add the rice and ham.
3. Check for seasoning
4. Carefully break in the two eggs. Remove from the heat and allow the egg whites to just set.
5. Carefully divide into two bowls, taking care not to break the egg yolks.
6. Serve sprinkled with lots of parsley and a sprig of mint.

Cherry Dobbins

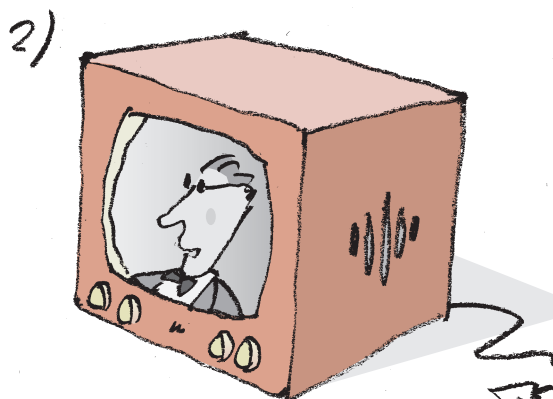
Kitchen science

We are all being told that food prices are going to become more expensive; we have to tighten our belts and be economical yet governments are spending absurd amounts of money trying to tell us how to be economical with food! EUSJA NEW'S own food csar is reminding us that soup is often the answer.

Soups are good for us. They are nutritious, economical, filling, and with a liquidizer, simple to make. I once served some visiting children a shepherd's pie (minced beef and onions topped with mashed potato). When I went to serve the remainder a few days later the children informed me they did not eat 'leftovers'. I returned the dish to the kitchen scraped the contents into a liquidizer added a little beef stock and three minutes later served them a Country beef broth. They ate it with relish.



Flat TV



3-D TV



Eusja honorary secretary Viola Egikova and distant relatives.

Trip report

From Georgia with love

Eusja honorary secretary Viola Egikova reports.

This summer I visited a wonderful country – Georgia where I attended an archaeological site located about 85 km south-west of Tbilisi, the capital of Georgia. This place called Dmanisi has been well known since 1991 when scientists discovered well preserved remains of hominids. This excavation has changed the ideas about the migration of human’s ancestors from Africa: the estimated age of the skulls founded at Dmanisi is 1,8 million years. Today scientists from various countries are involved in the Dmanisi archaeological survey. Each summer they are coming to Georgia from Germany and France, Italy and Spain, USA and UK...

It was my cherished idea to go to Dmanisi. I was lucky to manage it this year which was marked by different wonderful events. First of all the collection of findings has been enriched by another discovery – by the parts of the hominids skeletons and the skulls of extinct animals. This summer the Museum-Reserve of Dmanisi (Museum under the sky) was opened, and now it is possible for students and the public to watch the diggings direct and then to watch the films about the discoveries. And what is very important one may see some interesting findings. There are three reconstructed figures as well – a man and a woman known as “the First Europeans”, they were called ancient Georgian names Zezva and Mzia. And this summer the Museum has got a new exhibit - a 1,8-million-

year-old teenager – has been reconstructed by French sculptor Elisabeth Daynes on the basis of its bones, found at Dmanisi in 2001. The girl is considered to be the “daughter” of the famous Mzia and Zezva...

My impressions were beyond expectation, because I could see not only some artefacts from the Stone Age and a “home” of the first Europeans, but the remains of a medieval town also located in Dmanisi. It was a famous place – a cross road between West and East, North and South. The ruins of the old city tell us the story of the glory and misfortune to be destroyed by conquerors...

Since the last decade this place became an icon for scientists, because there is no other archaeological site at which so many hominid remains have been found. Their discovery caused a great flurry of interest in the international scientific community. But the site is not purely for scientists, the Museum tries to make it interesting for everybody. Professor David Lordkipanidze, Director of the Georgian National Museum, welcomes every visitor to this exciting place. A true place for science journalists I must say.

Maybe one day – who knows? – will be possible to organize an EUSJA study trip to Georgia. Yet there is not at the moment a science journalists association in that country. There are not enough science journalists. But one day it will change. I am happy to share with you what I have learned last summer at Dmanisi.

Viola Egikova.
violae@mail.ru

ASK THE RIGHT QUESTIONS

SAYS TOM KENNEDY FROM IRELAND'S SCIENCE SPIN MAGAZINE

Ask the right question and you might find the right answer. Every journalist knows about the five Ws, but, having sat through all those sessions on the future of communications in places as far flung as Barcelona, Turin, and Dublin, I am left with the distinct impression that science journalists are not asking the right kind of questions.

It seems to me that instead of asking “where is my next commission going to come from?” a better question would be to ask “why are publishers finding it more difficult to deliver quality content?”

As in the good old scientific tradition, that's a question that leads on to lots of other questions. Are scientists unwilling to talk to the media? Are newspaper and magazine editors not interested in content? Are journalists unable to write about research? Are the public not interested in science? The answer to all of these questions is a most definite “no”, so what's going on?

In a way, what's going on is that publishers everywhere are struggling with a business model that no longer works and this is why so many science journalists are feeling the squeeze.

Not that many readers, or even experienced journalists, realise that the cover price only represents a small fraction of the total cost of production. Obviously, any decline in advertising revenue is going to have an impact on the publisher's bottom line, and this raises the question on what sort of value can be put on editorial content?

Traditionally, even the most commercially minded publishers were able to maintain a fair balance between quality of content and advertising income, and as a business strategy this worked so well that everyone was happy. Now, that the gap between generating income and satisfying readers has become

wider, title after title is going under, and those that stay in business are doing so by concentrating on features that pay. To make this clear, let's consider which of these two features would have the best chance of getting into print: “Creating life in the lab”, or “How to lose weight”. Of course, an article about losing weight might indeed have a token sprinkling of science, but more often than not, it would just be another commercial profile, worthless to the reader, but valuable to the publisher. Given the pressure to survive, it's fairly obvious what kind of choice an editor is going to make if he or she wants to stay in a job. It could be argued that selecting or commissioning features that pay today is short sighted in the longer term. Without reader interest, how is a publication going to get and build circulation, and without circulation, who will want to advertise?

Is all of this important? Again, the answer to this is yes. Without an independent press and the input of specialist writers, communication becomes PR, because that is where the money is. Universities, state agencies and large research organisations have become highly skilled in getting their message across, and their releases, complete with photographs and quotable quotes are often ready to run. Like all those ‘public awareness campaigns’ the information itself is generally good, but let's call a spade a spade, and realise that these releases actually constitute a form of propaganda, and editorial staff have become willing collaborators in passing these tainted messages on to an unsuspecting public. If this seems a little extreme, just remember the uncritical coverage of swine fever, or the ‘inconvenient truths’ about climate change that were hardly ever challenged by independent science journalists.

Leaving aside all the aspirational stuff about what journalists should, or should not do, there is actually a practical side to journalistic independence. Think of all those ‘special reports’ in which those who have paid for praise are undoubtedly proud to see themselves in print. Pleased they might be, but who actually reads those dreary self-congratulating texts?

Let's I, as the editor of a popular science magazine, be accused of throwing stones in a glasshouse, let me state that securing a double page spread with no discount would really make my day, and I greatly appreciate the flow of releases that keeps me informed of what's going on. However, what does concern me, is the fact that while the balance is being tipped more and more towards controlled content, science writers, in frustration, are migrating to the Internet.

As an active follower, and indeed participant, in that emerging field, I have yet to be convinced that the Internet is the solution to all our journalistic woes, and the inability to put a value on content remains a core issue.

That brings me to not so much to a question, but to an observation that



raises a question that everyone involved in science should be asking themselves. First the observation. Whether scientists want to or not, they do have an obligation to report their results in a way that the public can understand. Most university based research is funded by the public, and understandably, tax payers have a right to know how their money is being spent. Hardly any scientists would argue with that, and in fact many who are keen to share their knowledge with the public wonder why they hear so seldom from the press.

The answer to that question is simple. Science journalists would like nothing better than to spend time working up a story, and their absence is not due to any lack of interest, but is due entirely to a seriously flawed business model that leaves publishers in a position that they cannot afford to pay for the sort of content that their readers would like to read.

As an old dog, I hope I not beyond learning a few new tricks, but forgetting some of the old ones might actually be better. In the past that tried and tested model of one page of advertising for two or three of editorial served me reasonably well, but I don't think that strategy is going to lead us into a bright new future of journalistic independence. If publications like Science Spin, or the science pages of newspapers, are to continue, a better way has to be found to pay for content, and I would argue that this has nothing to do with whether or not this content is in print or up on the web.

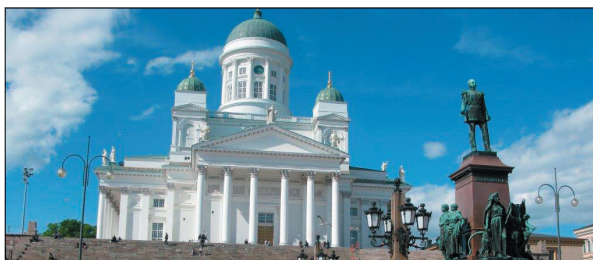
Furthermore, I would argue that the problem is not just one for science journalists to solve. Admittedly, the whole publishing environment is changing rapidly, and there are lots of exciting developments, but can the scientific community really afford to stand aside and let the publishers sort it all out?

On this point I am reminded of a remark made by Peter Green, one of the founders of the Alpha Galileo news distribution service, which I am sure most of you journalistic readers subscribe to. As Peter recently explained, European research was not getting into the international press, so there was a big problem of how science was being perceived by the public. "if you had asked the average Brit about the British aerospace programme, they would have responded, 'what programme?', yet they would have known all about NASA," he said. It was obvious that European scientists were a lot less effective in communicating who they are and what they do than their more media savvy colleagues in the US. Without going into all the details, that particular problem was solved because so many organisations agreed to support the establishment of the Alpha Galileo service.

This willingness of the scientific community to participate in solving their own problems also led to the establishment of Euroscience, the body responsible for launching the European Science Open Forum, so to finish off with a question -- are scientists prepared to share a problem with science journalists? I, for one, would like someone to answer that question.

Tom Kennedy
www.sciencespin.com

Finnfacts Press Tour



Finnfacts – an independent media service unit – organised a Press Tour for journalists from all continents (including EUSJA members) that was held in Helsinki in June. Journalists were invited to take part in the the Millennium Technology Week, whose highlight was the handover of the Millennium Technology Prize 2010.

The winner was Professor Michael Gratzel, a director of the Laboratory of Photonics and Interfaces at Ecole Polytechnique Fédérale de Lausanne for his third generation, low cost, dye-sensitized solar cells. He received 800.000 € and a prestigious trophy named Peak designed by Finnish sculptor Helena Hietanen. The two other laureates Professor Richard Friend of the University of Cambridge and Professor Stephen Furber of the University of Manchester were awarded with the prizes of 150,000 €. More information is available at www.millenniumprize.fi.

The visiting delegates had an opportunity to interview laureates, visit their lectures and also meet them at a moderated working lunch at the Helsinki Opera House. The Millennium Technology Prize is such a prestigious event that the president of Finland, Tarja Halonen, invited the laureates to a banquet in the Presidential Palace in Helsinki. At the same time, the Technology Academy Finland organised a Millennium Youth Camp for talented people with an interest in science and technology from across the world.



On behalf of all the journalists who attended, I would like to express many thanks to Finnfacts, and especially to Saara Rimón.

Marina Huzvarova,
Czech association



Photo Marina Huzvarova

The lucky winner of the 2010 Millenium prize, prof. Graetzel, being interviewed by our group of journalists.

SCIENCE DEBATE GOES EUROPEAN

Wolfgang Goede reports.

The TELI Science Debate Germany 2009 was one of the topics of this year's Euroscience Open Forum ESOF 2010 in Turin. The workshop „The Missing Mediator“ was organized by EUSJA. It presented the historical and philosophical background of the science debate, assessed the accomplishments and suggested: introduction of a Europe wide debate on essential scientific subjects.



Wolfgang Goede, Teli.

„Whenever the people are well-informed, they can be trusted with their own government“

The journalist Shawn Otto, cofounder of the science debate 2008 in the United States, set the tone with his presentation: Restoring science to its rightful place. In this century, science and technology influence every aspect of our lives. During the last presidential campaign, however, the top five network news anchors mentioned science hardly at all. Neither the press nor the US-Congress is fit to deal with scientific issues. Of 535 members only 11 (!) have a scientific background. This means that science does not take place neither in the public nor in politics. So Thomas Jefferson's famous phrase that „whenever the people are well-informed, they can be trusted with their own government“ does not hold true for science, Shawn Otto concluded. Science's rightful place is in the society. Science and democracy are linked, both are egalitarian and anti-autoritarian. Thus, science is always political, stated Shawn Otto.

US-Science Debate 2008: largest political initiative in the history of science

The Science Debate 2008 started with a questionnaire which 38 000 scientists and engineers responded to. However, the democratic front-runners, Clinton and Obama, did not want to talk about science, they preferred religion. Science remained ghettoized, until the debate picked up momentum. The questionnaires were evaluated and from the data 14 major questions were derived which the the top candidates, Barack Obama und John McCain, finally responded to. „The Science Debate 2008 became the largest political initiative in the history of science“, said Otto, with 800 million media impressions. As a result, the debate focused Obama on science.

Restore science to its rightful place

Obama's answers to the 14 questions formed the basis

of his science policy. His major science appointments were early Science Debate supporters. For the first time, a president had a science policy going in, and a sense of how it integrated with his agenda. In his inauguration speech, Obama featured science at the top and promised he would restore science to its rightful place, the mission statement of the Science Debate 2008.

Anti-science like creationism needs to be exposed

Shawn Ottos conclusions: Scientists need to come out of academia, engage in the public diaogue, and listen to feedback from non-scientists. The US-American media needs to be pushed to cover science policy. Anti-science like creationism needs to be exposed and opposed while pro-science candidates deserve support with time and money. At the next presidential campaign in 2012, the Science Debate will celebrate its comeback and hopefully this time engage the candidates in a real television contest on good and bad science and the priorities on the scientific agenda.

Scientific citizenship acknowledges that the public is a major stake holder in science

Wolfgang C. Goede, TELI representative with EUSJA, asked for more participation of citizens in the scientific process. After all, they are the ones who foot the bill and finance science with their tax money. Medical doctors have learned, for example, that by integrating their patients more in their therapies they obtain better results and healthier people. Goede introduced the term „scientific citizenship“ which acknowledges that the public is a major stake holder in the scientific process. Science is always embedded in power systems, formerly the church, today it's the economy. However, its benchmark must be democracy, its philosophy and rules. That's what the Galileo model is about. It places average people at the center like the sun in our planetary system and sets institutions in orbit around them.

We need a new social contract which ensures that scientific knowledge be socially robust

Debates are the foundation of democracies. We have reached a state of scientific literacy when access to science is as natural as access to art, literature and music.



Photos by Kaianders Sempler

Shawn Otto, USA.



Michaele Ciavarella, Italy.

In order to facilitate this, we need a new social contract which ensures that scientific knowledge be „socially robust“ and that its production be seen by society to be both, transparent and participative. In a way, lay experts become co-researchers who contribute to science in a unique way.

EU president: If Europe does not engage into ambitious goals it will risk decline into a museum

The engineer and university professor, Michele Ciavarella, is the founder of the Italian Science Debate. He criticized in his presentation the standstill in development of science and technology in Europe. Ten years ago the heads of state wanted to make Europe by 2010 „the most competitive and dynamic knowledge based economy in the world ...“ spending approximately 3 percent of the GDP on investment of research, development, innovation. The European Union is far away from this goal, averaging only 1.3 percent. It is also imperative to make science attractive to young and energetic people, in terms of salaries and social status, Ciavarella demanded. Europe needs visions like the one expressed by US-President John F. Kennedy, when he announced in 1961 the „moon shot“. If Europe does not engage itself into some ambitious goals it will risk, as former EU president Romani Prodi declared, „decline into a museum“ -- and only remain a world leader in soccer.

Germany: „Science has stopped to exist in politics“

EUSJA president Hanns.-J. Neubert presented the German Science Debate 2009+. The idea was born at TELI's 80th anniversary in May 2009 with the purpose to accompany the upcoming German elections in fall. Confronted with serious problems, science journalism has to redefine its work and create new role models. Science journalists as mediators of the society between science and economy, politics and civil society could become one of the new fields of engagement. The German debate followed very much the Science Debate 2008 in the United States. It also worked with questionnaires which were evaluated. The results were fed to the press. This culminated in the headline shortly before the election: „Science has stopped to exist in politics.“ It was no topic whatsoever in

the campaign. According to surveys the situation is alike in the rest of the EU countries.

EUSJA wants to replace „end of pipe debates“ with „start of pipe debates“

Therefore Neubert announced a Europe wide science debate. Traditional debates according to him are „end of pipe debates“. The results and the course of action have been found in preliminary debates which mostly engaged experts. The citizens may contribute comments, but they won't change the agenda any more. Actually, this type of debate, very common in the political field, is a faked debate. In contrary to this practice, the EUSJA debates shall be „start of pipe debates“. The pipes have not been layed out, the structure is wide open, the citizens can influence with their comments and testimonial the setup of the pipes, how they connect and the flow of information within. This is the only way that citizens participate and become scientifically literate, said the EUSJA president. This contributes to making the scientific process transparent and democratic, as demanded by Shawn Otto in the Science Debate 2008.

Online debates and life debates on the future of automobiles

There are two options to put this scheme into practice. One is online debates as implemented by the TELI during the federal elections 2009. They were continued in 2010. Highlights were stories on the reopened particle accelerator LHC in CERN and the impact of volcano clouds on air traffic. Apart from this, Neubert pointed out the necessity of life debates of proponents and opponents on certain issues and the participation of citizens in this. As an example he mentioned the debate on the future of automobiles in Braunschweig's House of Science.

His final request: „Let people talk – and write about it!“

Wolfgang Goede, TelI



A breathless audience.

HE'LL NEVER WALK ALONE

The EU last year spent more than 8 million euro on entertaining "training" and "informing" journalists, and devoted particular attention to journalists from Ireland in the run-up to that country's referendum on the Lisbon Treaty.

According to Nick Meo and Martin Banks, journalists working for the UK's Sunday Telegraph, further money, in particular expenses for journalists, is being ear-marked for journalists to accompany the European Commission president, Jose Manuel Barroso on foreign trips. Critics say this latest move in the PR campaign for Barroso will cost European tax payers hundreds of thousands of euro.

A photographer, television producer as well as the services of a team of four speechwriters are also believed to be available 24 hours a day when Barroso travels under a new strategy to boost his media and political profile.

Any plans EUSJA may ever have of inviting the Commissioner to address Europe's science journalists had better be shelved – we would never find a venue large enough to accommodate his entourage.

Barbara Drillsma



Manuel Barroso, far too big for Eusja.

A Brief Guide To Cloud Computing

For me this subject is a nightmare. As our president will testify, it takes me all my time to cope with Google Docs. But now it looks as if we are in store for many more technological advances including Chrome OS – an operating system for netbooks and tablets that will rely entirely on Google Docs and other cloud applications. UGH!

What happened to the days when one could lie back on the grass, watch the clouds and relax?

Apparently since the rise of Facebook, Gmail, Flickr and Azure many of us store all our information in the internet cloud. Microsoft's CEO, Steve Ballmer, has claimed to be "betting the company" on cloud computing.

This book, written by Christopher Barnatt, an associate professor of computing and future studies at the UK's Nottingham University, promises to explain how the cloud will facilitate more reliable, less complex and more environmentally friendly computing.

If you need further clarification you can follow Barnatt on Twitter – twitter.com/ChrisBarnatt or buy the book from Constable for £8.99: ISBN. 978184 9014069

Barbie Drillsma

Loosing a phone in Torino

Eusjanews editor Kaianders Sempler joined the crowd on the dancing floor during the Esof2010 party night in Torino. While dancing to the rock band "Gran Turismo", his mobile phone decided it was time to leave, and jumped out of his breast pocket.

Back at his hotel, our editor noticed his loss. But as it was well past midnight he thought it was too late to take action for recovery. However, for guitarist Max Carletti, who had found the phone while packing the band's gear, the night was still young. He phoned the phone's last dialled number, and woke up the other EusjaNews editor, Barbara Drillsma. Contact was made.



Photo Kaianders Sempler

Max with the lost phone.

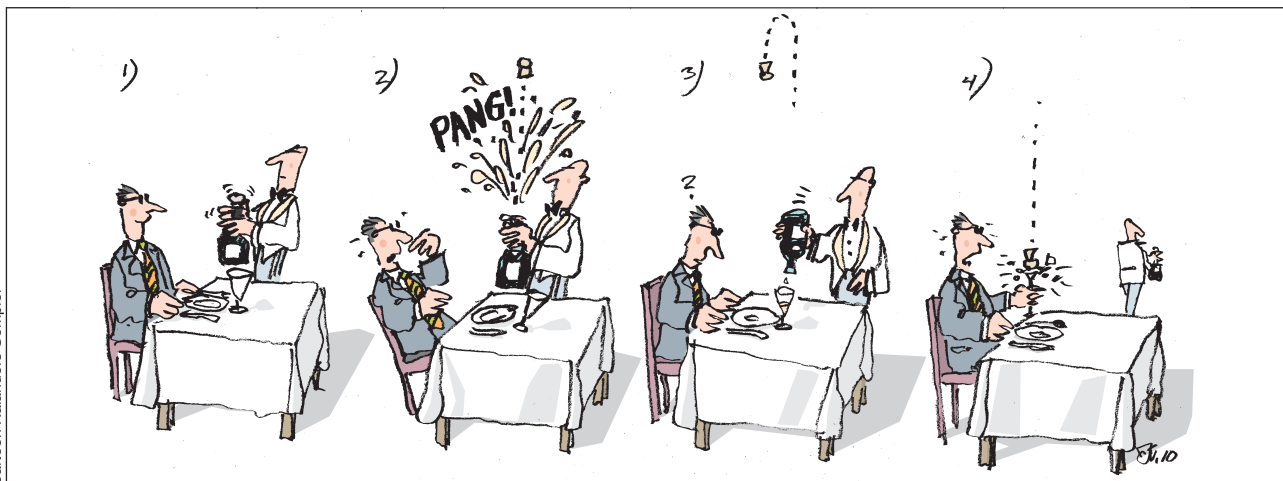
So the next day Max took a ride on his blue vintage 1960 Vespa and delivered the phone to our thankful editor. Max nowadays plays with legendary Italian singer Eugenio Finardi. Don't miss his fabulous solo in "Extraterrestre" on Youtube.

And, thank you, Max! You're a great guy.

KS



Max Carletti playing/singing the solo in "Extraterrestre".



Editors for this issue of EusjaNews have been Barbara Drillsma <drillsma-milgrom@lineone.net> and Kaianders Sempler <kaianders.sempler@nyteknik.se>

Press stop

Study trip to Prague in November 2010

The Czech Science Journalists Club has the opportunity to invite 15 people to Prague 29 November to 1 December. The Study trip is focused on research in the field of chemistry which is done at the Institute of Organic Chemistry and Biochemistry ASCR (see <http://www.uochb.cz/web/structure/31.html>). More information to appear later on the Eusja website www.eusja.org



The **lepollelo**, the Eusja information leaflet, folds twice. It can be ordered from Eusja secretariat.

LA PETITE FRANCE, STRASBOURG, NOV 2001

What is Eusja?
Eusja is a not-for-profit umbrella organization for national science journalists' associations in Europe. Eusja has today (July 2006) 23 member associations. The Eusja secretariat is situated in Strasbourg, France, where the national delegates meet once a year at the general assembly.

Contacts
You will find our website with contacts, resources, mailing-list etc at <http://www.eusja.org>
There you will also find links to the member reports from and news

What do we do?
Eusja acts as a network between science journalists throughout Europe. Our aim is to facilitate gathering of information, promote discussions on topics related to journalism and to open a forum for broader reporting on European science.

Study trips in Europe
The national associations in co-operation with Eusja regularly organize international study trips in their countries for science journalists. The aim is primarily to visit interesting science and research institutions that would otherwise be closed to journalists, but also to bring science journalists from different countries together. Four to five events take place every year, where one or two journalists are invited from each country.

East-West exchange
Eusja also promotes and finances exchange between science journalists from eastern and western Europe.

Who finances Eusja?
Eusja is financed by its member associations, but receives website and secretariat facilities from ESF - the European Science Foundation - in Strasbourg, France. Eusja is fully independent of any political and/or commercial parties or

EUSJA

- European Union of Science Journalists' Associations.

"Your network to science reporting throughout Europe."

www.eusja.org

PALAIS DE L'EUROPE, STRASBOURG, AVRIL 2001

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