



EUSJA News

Newsletter of the European Union of Science Journalists' Associations

Christmas 2009

A word from the editor

Need for ethics

Internet publishing gives new opportunities to journalism. The possibilities to add videoclips and supply links to backgrounds and sources to the articles are giant steps forwards. But there are also setbacks.

Articles on the web tend to be shorter, with less information. One reason for this is that the presentations often lack proper lay-out, which makes them harder to read.

Maybe most important: the new bloggers often disregard journalistic standards completely, and concentrate on giving personal opinions. The result is that good information is drowning in a sea of nonsense. It is difficult to know whom to trust.

In this changing universe we need to discuss about where we are going. Eusja has many fora for that, from this newsletter to the website and the mailing-list. Please use them.

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Editorial

Worth knowing

That is the translation of the title of the big conference of German science journalists: "Wissenswertes". Since a couple of years, every November 600 of them aggregate in Bremen, northern Germany. And they pay for it: 138 euros, members of WPK and TELI 30 euros less. Only about 10 percent of them are science communicators or press officers, thus it is a really big family meeting.

Although it is a must to be there, this year I wasn't able to go – unfortunately. However, I felt part of the crowd. Sitting in the train, colleagues sent a continuous stream of twitter messages right out of the sessions, quoting speakers and the comments from the floor. I followed 30 twitterers, which were probably only a fraction. In addition, people were blogging from Bremen on a quite high journalistic level. Altogether I found myself quite informed, connected and within the network of colleagues from all over Germany.

Of course it makes for sure a difference, if you have a chat with a fellow journalist over a cup of coffee during the day or a beer in the evening. But I became – again – aware of how journalism, science journalism has changed recently. Thrilling stories are out there, thousands, millions. Behind every story are people: scientists, scholars, other journalists. You can contact them, chat or skype with them, double or triple check facts and figures. All this at your finger tips.

So why go out on a study trip? Let's leave the question for now and turn to the producers of all those stories. Most do it for fun, some as part of their jobs, some for money, and for some it's a mixture of these things.

The monopoly of the printed papers is broken. They struggle for ever new business concepts to put up some resistance while trying to keep their profits. In order to offer something extraordinary to their readers, which has to differ considerably from the flow of information, stories, fakes and urban legends, they need quality. But only few are able to keep quality while reducing the fees for good writers. The printed papers are increasingly only the advertisement for their internet portals. They teaser stories, indicating to their online editions. And there, increasingly more publishers share and pool their good stories – pay once, use twice or more.



Photo Katanders Sempler

Hajo Neubert.

Copyright issues? Most writers do not care about them. The Pirate Parties, which recently appeared in Scandinavia and Germany, even say that copyright issues are outdated, because every writer uses the brainwork of others. So why should publishers care? Yes, I am provoking. But these are urgent questions. We cannot solve them right now, but we have to think about them.

Also we have to think about new roles. Are we still the watchdogs, those who look behind the scenes, or are we already content deliverers only?

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Eusja founder deceased

It is with great sadness that we inform you that Dr Hugo Obergottsberger has passed away at the age of 83.

Hugo Obergottsberger, Vienna, was one of the co-founders of EUSJA and the first president of the former Working Group Science Journalism Central Europe. He also founded the Austrian Club of Educational and Science Journalists in 1971.



Hugo Obergottsberger

Even before the iron curtain fell, Obergottsberger made contacts to science journalists associations in eastern Europe and organised conferences for European science journalists in Salzburg, Laxenburg and Krems, partly in co-operation with UNESCO, which positioned EUSJA and its national associations. He was also active in the founding committee of the World Federation of Science Journalists.

At the funeral Eusja's Austrian delegate Elisabeth Nöstlinger said a few words of appreciation and remembrance at his grave, honoring Obergottsberger's merits for the Austrian and international science journalism.

The Eusja board expresses its deepest sympathy.

Hanns-J. Neubert, President, Barbie Drillsma, Vice President
Vesa Niinikangas, Treasurer, Viola Egikova, Honorary Secretary

Teli member awarded

Oliver Loeffken, vice-chair of the German Science Writers TELI won the Earth Journalism Award with his article about Masdar City, Abu Dhabi. Masdar City is a test-tube town designed to spare the environment both greenhouse gases and waste.



Oliver Leufken.

Oliver received his award during the UN Conference on Climate Change in Copenhagen, 7-18 December.

Now Oliver is nominated for the Global Public Award.

Please vote for him at <http://awards.earthjournalism.org/finalist/fata-climata-uae>

STAY CONNECTED WITH EUSJA:

- # Be informed by the home page: <http://www.eusja.org>
- # Comment and tell stories on the public blog: <http://eusja.wordpress.com/>
- # Discuss on the internal mailing list: <http://groups.yahoo.com/group/EUSJA/>
- # Discuss on LinkedIn group EUSJA
- # Follow EUSJA on Twitter: @eusja

Continued from page 1 There is more for us to do. For example: In Germany a very small group of science journalists started a public science debate. No, not one of those which are organised by media agencies for research institutions in order to increase awareness.

Taking into consideration one of the roles of science journalists as independent mediators, transporting information from science to the society, and the queries from society back to science, the group saw the need not only to inform their public, but also to re-direct the needs of society back to science. Isn't that something?

Well, the EUSJA board during it's last meeting in Budapest at the the World Science Forum promised itself to provide more interactivity and more communication to its members. Nearly everything is there – use it! Beside the traditional "EUSJA News" and the mailing list for internal communications between EUSJA members, we have



the EUSJA blog connected to the home page where we would like participants of study trips to share their experiences with those who could not participate. And it is open for other thrilling or provoking or amusing stories. Send reports, ideas, thoughts, jokes, pictures to one of the board members, and we put it there.

Even more: We advertise it: There are also two Twitter accounts. One simply called "eusja", the other "sciencedebate". Follow them, and they follow you, re-tweet your hacks, in order to show that we have a voice (at least on Twitter).

And most recently we opened the EUSJA group on LinkedIn. Out of more than 50 social communities on the web, we choose it, because we found already some EUSJA members there to start with. This is an open group for now, open also for non-member science journalists. The tools are there, let's become European and discuss answers to the questions which I left open.

Happy new decennium!

Hanns-J. Neubert, EUSJA President

A SPOONFUL OF COLOUR HELPS THE MEDICINE GO DOWN

WHY BLUE CALMING PILLS DON'T WORK IN ITALY

Blue tranquilizers seem to work better than angry-looking red ones....unless you are an Italian football fan. Blue so excites them – it's the colour of their national squad's strip (Forza Azzurri!) – the usual calming effects blue tranquilizers have on other nationalities simply aren't all that effective in Italy, especially if, as the current holders, they should be bundled out of next year's World Cup in South Africa. The colour of your medications, it appears, can be a crucial factor in determining how well they work.

Thus mellow yellow is the colour of choice for anti-depressants; red gives uppers that extra little 'kick'; green or blue (except in Italy) helps downers with their chill factor; while white increases the soothing effects of anti-ulcer drugs. Colour however, isn't the only factor adding to a drug's apparent efficacy. Branding seems to increase a drug's curative effects: simply stamping a famous drug name onto a pill makes it more powerful than generic tablets made from exactly the same compound. And giving a drug the right name is also likely to improve its effects; Viagra, for example

Of course, this is the well known Placebo Effect in action, but recent findings show that the body's response to certain types of medication is constantly changing and can easily be affected by treatment expectations, prior conditioning, beliefs and social cues. Much to pharmaceutical companies' chagrin, this can lead to vast differences



in drug-trial outcomes depending on which part of the world a trial is conducted: the Placebo Effect it seems is highly sensitive to cultural variations. Worryingly too for pharmaceutical companies, the Placebo Effect appears to be getting stronger.

The Placebo Effect has been known for a long time in medicine but its modern incarnation began during World War II. Short of morphine, an anesthetist called Henry Beecher noticed a wounded GI injected with saline but told he was getting a powerful painkiller, was relieved of his suffering and trauma.

This later inspired Beecher to crusade for better drug-testing protocols, and spurred on by the 1962 thalidomide tragedy, led to his invention of the double-blind placebo-controlled trial or RCT. As a result, in order for a new drug to receive approval from drug administration agencies, it has to prove itself better than placebo in at least two RCTs, and it rapidly became the industry gold standard. Ironically, this has now made the pharmaceutical industry the victim of its own huge success, courtesy of its aggressive marketing of blockbuster drugs such as anti-depressants and statins.

The problem has been finding enough drug trial volunteers who are not already on some medication, and this means trawling through other parts of the world where cultural norms differ. Organisers of drug trials go as far afield as Africa, India, China, and the former Soviet Union in search of 'virgin' volunteers. In addition, the standard of care these volunteers receive during a trial, even those on placebo, is far superior to their usual medicare.

Now that the pharmaceutical industry has staked its future on inventing drugs that address the brain and the central nervous system – the place where the placebo rules - it now finds its new drugs are little better than saline, or the kindly ear of a compassionate therapist. Even the blockbuster 'happy pill' Prozac was recently shown in RCTs to be no better than placebo. Coupled with a slew of financially damaging drug withdrawals from deadly side-effects, many money-spinning drugs coming off patent, and the global financial meltdown, it all adds up to a pharmaceutical industry currently in crisis and fewer new blockbuster drugs coming to market.

So while waiting for the next big blockbuster drug to come down the pipeline and write a column about, why don't we all try this simple game. Go down to your local pharmacy and check out a range of prescription drugs. Then we can see if EUSJA can come up with its own research on what drug colours in what countries in the Eurozone better help the medicine go down. Send your replies to us, and perhaps we can get published in Nature and make a killing in the pharmaceutical industry.



Lionel Milgrom – UK, ABSW member

Kitchen science

Our resident cookery writer – Cherry Dobbins – gives us some tips on how to stay healthy this winter.

The chances of not coming into contact with Swine flu this winter are probably fairly slim. Eating a healthy diet will ensure that your immune system is in good shape and help your body fight the illness.

In Medieval Europe nothing was known about nutrition. The rich, with the exception of a little cheese, ate no dairy produce. They also abhorred what we now call vegetables and the little fruit they did eat was stewed and put in pies. What they laid their tables with was massive amounts of meat and fish. Common were peacock, pheasant, partridge, goose, wild fowl, beef, lamb and pork. There was boiled beef in wine with cloves and almonds, mussels in pike broth, fried eels in sugar and mackerel in mint sauce. Puddings contained dried fruits with lots of spices and sugar – an expensive commodity. A dish called 'frumenty' was very popular. It was made by boiling wheat in milk and ladling in sugar, nutmeg and cinnamon. Generally though, their diet had little fibre and was very low on vitamin C. Consequently the Medieval nobleman had terrible teeth, skin diseases, scurvy and rickets!

Meanwhile the poor ate bread made from barley and rye. They ate fresh fruit such as apples, quince, cherries and strawberries. Whereas the noblemen only ate onions, leeks and garlic, the poor ate a variety of vegetables including cabbage, carrots, beetroot, watercress, parsley, fennel and pulses. All green plants, roots and herbs were called herbs. The poor also ate dairy produce and 'pot-tage' a heavy soup or stew made of beef, pork or lamb. Both honey and nuts were available to them and used in their cooking. Theirs was the healthier diet.

We are now all aware that vitamin C is vital to our health, but it works best as part of a well balanced diet. Frozen and canned fruit and vegetables are not as useful to health as the extremes of heat and cold destroy a proportion of the many nutrients, particularly vitamin C. Similarly, home cooking destroys some of the nutritional value. Much of the vitamins B and C are lost to the cooking water. Vitamins A and D are lost to fats and oils. Steaming is generally a better method of cooking than boiling. Soups are also a nourishing option.

Top of the list for nutritional value are broccoli, oranges, green beans and okra. These are closely followed by radishes, cabbage and tomatoes and then clementines, watermelon, mangoes, red onions, figs, grapes, pomegranates and bananas.

Let's see what we can do for a real brew that will keep winter at bay. Now read this:



A bowl of banana curry soup will get you through winter.

Banana Curry Soup

– This recipe came from an Estonian woman. This always seemed a strange recipe for an Eastern European to come up with. But she was a very good cook and this was one of her best recipes, says Joyce Molyeux of The Carved Angel Restaurant in Dartmouth, England.

This is what you need:

25g butter
1 small onion, chopped
1/2 tsp. curry powder
700ml. light chicken stock
350g bananas, peeled and chopped
2 tbsp. lemon juice
salt
150 ml single cream

"Time flies like an arrow, but fruit flies like a banana!"

This is what you do:

1. Melt the butter in a pan and gently sweat the onion for 5 minutes.
2. Stir in the curry powder and cook for a further 30 seconds.
3. Add the stock, bananas and lemon juice and allow to simmer for 15 minutes.
4. Whizz in a blender or processor, add the cream, check for seasoning, re-heat and serve.

Enjoy your meal!

Cherry Dobbins

Europe for knowledge – public media for science

Jen Degett, former head of information of European Science Foundation in Strasbourg, discusses the future of science journalism.

In a time when newspaper journalism is threatened by the internet and flawed business models for news, many of the most prestigious newspapers are cutting down on their expensive specialists which often happen to be the science journalists. A safe haven you may think would be the science journalists in the public broadcast media whose task it is to provide public service coverage for the benefit of the general public.



Jens Degett.

However, a problem with many national public broadcast companies is, that though they should in theory represent the public interest in a Europe striving to become a knowledge society, there is often little priority of science content in the broadcast media compared to other areas like sport, music, theater, economy, crime etc. It is not only the case that science has a low priority, but it is often the case that there is nobody in the top management at the broadcast media with a scientific background, nor is there anybody in the board of the broadcasters who represents science.

Some years ago I talked to the former head of Swedish Radio and he confirmed that this was also the case in Sweden. He told that when the national broadcast wanted to make a major survey on what topics the public was most interested in, science was not even considered as a choice. After a long fight he managed to make science part of the topics to choose from and then it was discovered that science happened to be one of the most popular topics. This resulted in a very different priority of science in the Swedish broadcast.

Around the same time I listened to this story, the Commission made a EuroBarometer survey to find out how much people were interested in science and how much they were exposed to science in the media.

There were many remarkable discrepancies in different countries where people would be much more interested in science than the media would offer them.

One thing is the lack of priority and interest but the lack of top management with a scientific background makes the journalists very vulnerable and may make it difficult to be a serious science journalist. Here are some examples:

About ten years ago, when I worked in the Danish Broadcast, I made a program on a Danish medical company who had manipulated or cheated with the data in the approval procedure of a very popular drug. Many journalists had participated in the research of the story during long time. The information was confirmed by experts in the field and even by some of the researchers who had participated in the trials. The company refused to answer questions in the research phase. The more we dugged into this story the more dirt we found. The afternoon on the same day my first program was broadcasted on the issue, the director and other managers from the broadcast met with the company directors, and they ended up dictating that I should make a follow up program under the conditions set by the company. I did not agree but I was forced to do it in the end, and all the journalists who had been involved had to drop the story even if there had been no concrete error proven or criticism from the management.

Recently I heard about a journalist who had planned a series of three programmes on Darwin. After the first program his superior complained about the angle and he was asked to be more balanced about "creationism" and "intelligent design". After the second program he was given a direct order to give "intelligent design" as much weight and coverage as Darwin's theories in order to be more "balanced". The journalist refused with the argument that he was a science journalist responsible for making science programs. This ended in a conflict where the journalist was threatened with demise and he had to come up with number of excuses for not producing the third program before he managed to find another job.

These kinds of stories would not happen if science was represented in the management of the broadcast. In the case of Denmark it is the Ministry of Culture and the Parliament who appoints members of the broadcast board and there is nobody with a scientific background in the top management. It is a pity as the public media does not represent what is in the public interest.

Can science journalists do something about this? Yes I think so. Spain is going to arrange a big conference on science communication during its presidency in 2010 with the support of the European Union. If we have a good case I believe that we could ask for science representation in the national broadcast media as a theme of interest for making Europe a more knowledge based society. If you have good stories or ideas to add in this context I will be interested.

Jens Degett
Madrid Spain

During Eusja's general assembly in March 2009 Mercé Piqueras from Barcelona found a strange writing on a wall in Trieste. Armed with catalan curiosity and stubbornness she could reveal the stunning story of one of Italy's scientific heroes – the psychiatrist Franco Basaglia.

La libertà è terapeutica

“La libertà è terapeutica” (freedom is therapeutic), written in black big characters, was a sort of graffiti on a wall in the premises of the Antarctic Museum in Trieste, Italy, where the 2009 EUSJA General Assembly was held. The sentence, which I found out under the arcade in a small square during a break of the GA, was not a graffiti, however. In fact, it was printed on a white panel that had been hanged on the wall.

The Antarctic Museum of Trieste is located on a hill at the outskirts of the city. Around the Museum, among the trees, I could see other buildings that looked like detached houses which I assumed were built at the turning of the twentieth century, but looked as recently restored. There were not luxurious villas, yet they were too big to be middle-class family houses. In addition, next to the building where de Museum is located, there was a church that seemed to be contemporary to the other buildings. The state reminded me of something I had seen before somewhere else but I could not remember where.

The sentence I read on the wall puzzled me. Not that I disagreed with the sentence, which was not the case. Of course freedom is therapeutic! But I kept wondering who might have hanged the sentence there and what might have been the purpose of doing so.

A researcher of one of the Trieste centres we had visited

before the GEA drove me back downtown, and I asked her about the houses and the whole area. She told me that she had moved recently to Trieste and was not yet familiar with the city, but she knew that all those houses had been the pavilions of an asyllum: San Giovanni Mental Hospital. At present, several buildings belong to the University, others are offices of institutions related to public health, and there is one only house where there are still some mental patients. In sunny days they go out to stroll in the surroundings. It was then that I remembered what those premises had reminded me of: the Asyllum in Santa Coloma de Gramenet, near Barcelona. It had been built at the beginning of the twentieth century, and consisted also of detached houses built in a wooden area.

Anyway, back home I still felt intrigued by the sentence read on the wall at the San Giovanni Mental Hospital. I

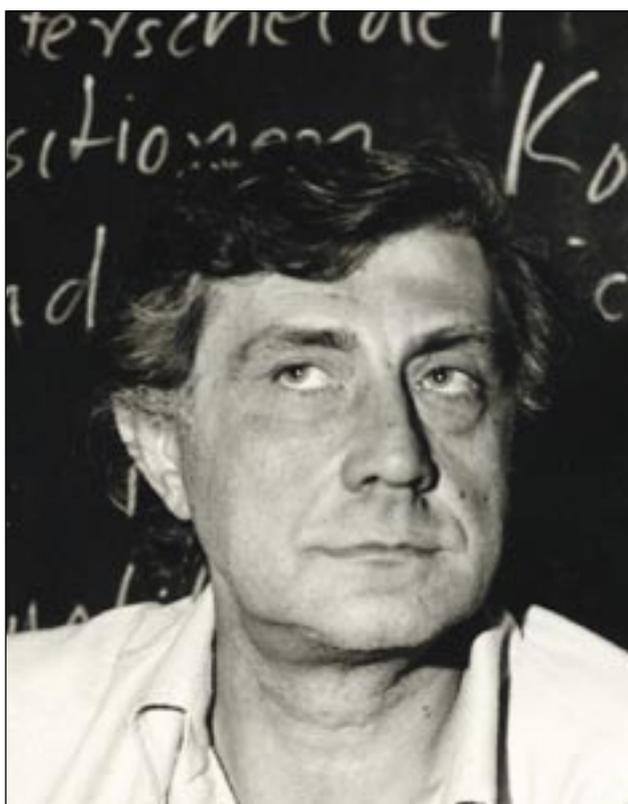


Mercé Piqueras, Barcelona

resorted to Google. Even if I could not find anything about the origin of that sentence, after having learnt the history of the asyllum I think it must be an homage to Franco Basaglia (1924-1980), psychiatrist that updated the concept of psychiatric hospital. Basaglia was the “father” of the Italian law that made it possible to close those old institutions that were worse than prisons. They were indeed like jails where people sentenced to life imprisonment were, in addition, tortured with electroshock, cold showers and other inhumane practices.

Unfortunately, Franco Basaglia, who struggled to improve the environmental conditions of people that had their brains ill, died prematurely in 1980 from a brain tumour. His work, which has not been forgotten, caused a turning point in the treatment of psychiatric patients in Italy.

Mercé Piqueras



“If mental disease is, in its very origin, loss of individuality, of freedom, at the asyllum, the patient finds only the place where he or she will get definitely lost, becoming the object of both the disease and the committal rythm.”

Franco Basaglia, 1964



Highlights of Europe: Terror Háza - the museum on atrocities, situated on Adrassy Ut in Budapest.

Eusja trip to JRC research institute in Ispra, Italy

In mid September, Eusja secretary Viola Egikova organized a study tour to the European Commission's own research site at Ispra, on the shore of lovely Lago Maggiore in northern Italy. Some 20 participants spent two days visiting IPSC, the Institute for the Protection and Security of the Citizens.

There are dangers everywhere in the modern society, but there are things that can be done to reduce them. And that is the purpose of IPSC in Ispra.

– The risk for a certain catastrophe can be seen as the product of three factors: hazard, vulnerability and potential damage – both human and economical, says Michel Gérardin, risk expert and manager at IPSC.

– What we can do is to first try to reduce the hazard. Secondly increase security through better technology and control. To reduce the potential damage, we can use safer materials or try to prevent that too many people are being exposed to a certain danger at the same time. For example by giving warning when a tsunami is coming.

To achieve this the IPSC has developed GSM-controlled tsunami-warning signposts, to be installed shortly on the beaches of southern Portugal.

– If you want to do a risk assessment for a building, you should first investigate if there are any specific hazards. Is there seismic activity in the area? Any possibility of landslides? Or terrorist attacks? Once that is clear you decide the building's need to resist motions in the ground or possible terrorist bombs. Finally, how many human lives would be lost if the building after all collapsed? Now, is it possible to reduce the risk?

A project called Elsa has at its purpose to develop better rules for construction. In an enormous testing hall the concrete structure of a four story house has been erected. With the help of pneumatic rods the structure is deformed to simulate the forces and stress in the material during an earthquake. The method is called PsD, which stands for Pseudodynamic testing.

In 1976 a project started to develop a common set of rules for all kinds of building construction in the EU. The rules are called "Eurocodes", are active since 1992, and will be fully implemented in all member states by 2010. Eurocodes gives rules for quality and endurance of building materials, but also for construction and resistance to extreme forces, as during explosions or earthquakes.

– Right now, we are negotiating with Russia, Turkey and China, who want to conform to Eurocodes. The US has a similar but older framework of construction rules.

At the IPSC research is also done on how to reduce threats against the infrastructures of society – energy supply, telecommunications, healthcare and the financial system. And in 2010 a paneuropean cyberexercise is planned in Estonia. It will resemble a multinational military exercise, but using computers instead of guns and bombs.

Kaianders Sempler



Drawing by Kaianders Sempler

Science and democracy the topic of Eusja's session on WCSJ in London

Thank you London for a wonderful World Conference of Science Journalists 2009. Like a well furnished smorgasboard, it held something for every taste. A great variety of sessions in both hard and soft science, from the first days seminars on food sustainability to presentations by Britain's new generation of science fiction writers, made it a success.

Eusja participated in the conference with its own session called "Promises, promises..." chaired by Kaianders Sempler.

Science and democracy have much in common, in fact they can be seen as siblings. Both concepts have their origins in ancient Greece, and have over the centuries evolved into fruitful systems. Both are based on reason, and both are dependant on free speech and exchange of thoughts. Where democracy is the system of solving political controversies without going to war by letting the citizens decide by vote, science is a joint effort to understand the world from experiments and evidence.

The opposite to democracy is tyranny, dictatorship. The opposite to science is dogma. Both democracy and science are often threatened by forces, economical, political or religious, that try to stop free speach and supress evidence.

On the session Wolfgang Goede talked about how science was systematically faked in the Third Reich, Jim Cornell talked about false science in our own time (like the claims from the tobacco industry that smoking is not harmful), and George Claasen gave examples of superstition and unscientific trends in Africa.

The discussion continues. Next WCSJ will take place in Cairo in 2011. Let's all meet there.

The Editor



Father Jim Cornell preaching ethics to the masses...

Photo Wolfgang Goede



...while brother Kai scares the shit out of them.

Photo Wolfgang Goede

Well-tempered cooking pans

When one of the editors of this newsletter visited the other editor during the WCSJ in London this summer, he found a set of four cooking pans hanging smartly from the kitchen wall. A born musician, he struck the pans with a spoon to hear if they had ringing sounds. To his great surprise they had. But there was more to it. The four pans turned out to be tuned in a perfect major chord: Do-Mi-Sol-Do.

When he later came home to Sweden he tried his own pans. Although only three, they too were tuned in a major chord. This time in E flat.

Are all cooking-pan sets in tune? Please test yours and let us know.

The Editor



Pans ready for gourmet music.

Photo Kaianders Sempler



Photo Kaianders Sempler

The magic bus on the merry streets of Budapest...

An der schönen blauen Donau

One Swede and one Finn win the prize!

Nope, Kaianders Sempler and Raili Leino haven't won a mega award for science writing, but they did win prizes for sheer concentration and instant recall whilst on a tour of Budapest during the recent World Science Forum.

This wasn't an ordinary bus tour. This was a Magic bus that first whizzed around the city streets and then up and down the Danube. In addition to hilarious safety tips, the guide inundated passengers with technical details ranging from how many emergency exits there were to the weights of the bus' anchors, the number and pressure of the wheels and the displacement of the bus at sea (15 tonnes, by the way).

As the strains of the theme song from 2001 Space Odysseys – Strauss's Also Sprach Zarathustra – attempted to add atmosphere for the plunge the guide fired off a round of questions based on the array of information she had just given. Kai and Raili swept the board with their answers. But true to real journalistic practice whether or not they still could answer correctly is a moot point. We all know journalists are instant experts for as long as it takes to write or broadcast the story, then they forget!

Back from the magic busride the Eusja group met with WFSJ director Jean-Marc Fleury, who exclaimed: – What? Did you go on that thing? Are you mad? We had one like that in Canada, but it sank in the Ottawa river!



Photo Kaianders Sempler

...and on the jolly Danube.

New book on science communication

Most people across Europe are optimistic about the benefits of science and technology in general but may have reservations about specific aspects of such developments, for example the environmental impacts of a particular technology.



This is just one of the nuggets from a new book on science communication written by two British academics. Mark Brake, a professor of science communication at the University of Glamorgan in Wales and Emma Weitkamp, a senior lecturer from the University of the West of England. "Introducing Science Communication" ISBN No: 978-0-230-57386-4 published by Palgrave, explores how to successfully communicate complex and controversial scientific issues and also looks at the historical background of science communication.

It is a useful book with a number of practical chapters explaining key methods of communication with tips on overcoming problems. The section of writing science is particularly helpful and should be of benefit for those of us who do not have English as a first language. The book is on sale for £19.99



Mark Brake

World Federation

Next World Conference in Cairo 2011

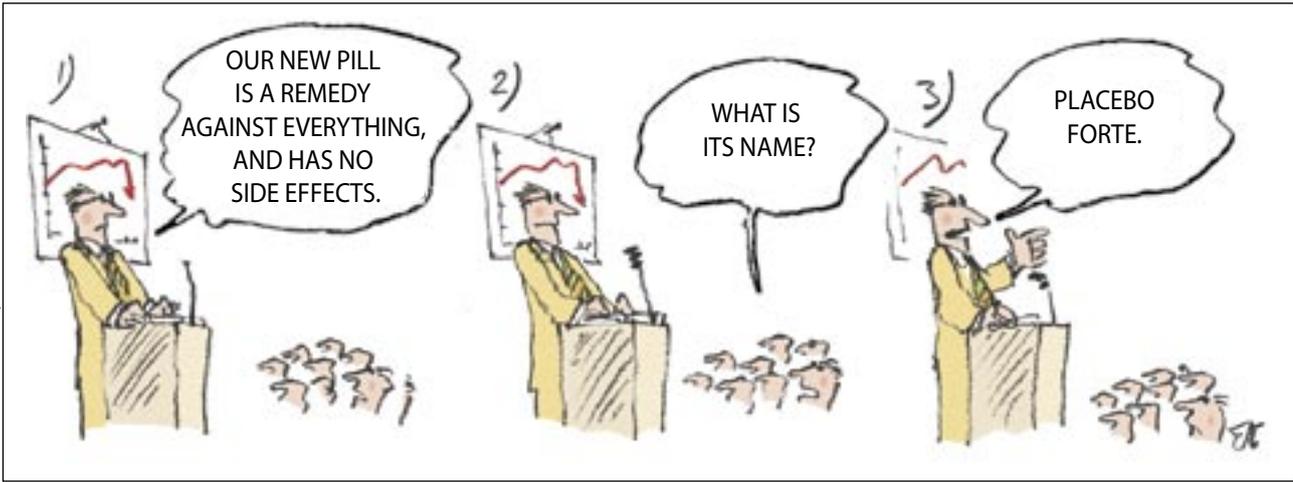
2009 saw both the World Conference in London and the successful completion of the SjCOOP project in Africa and in the Arab World. On top of those achievements, the World Federation reached a membership of 41 member associations.

2010 looks as promising. Early in the year, we should initiate a second and larger phase of the SjCOOP mentoring project in Africa and in the Arab World. Together, science journalists from the United States and the Arab World, in collaboration with colleagues from many other countries, will make major progress towards the 7th World Conference of Science Journalists that will be held in 2011, in Cairo (Egypt). We have launched new initiatives to strengthen support for the Federation that should blossom and we will put in practice many lessons learned to continue upgrading and improving the web site.

All of this is only possible thanks to the dedication of colleague science journalists from all over the world.

Thank you and have a great year 2010.

Nadia El-Awady, President



Editors for this issue of EusjaNews has been Barbara Drillsma <absw@absw.org.uk> and Kaianders Sempler <kaianders.sempler@nyteknik.se>



Eusja General Assembly 2010

will be held in wonderful Copenhagen in the middle of March.

Exact date, programme, agenda and other details will be published on the Eusja website.

Mogens Bisgaard of the Danish association who will host the GA.

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



Eusja 2009

Board:

President

Hanns-Joachim Neubert
ScienceCom, Hallerstraße 5 D
20146 Hamburg, Germany
Tel: +49 40 41 80 43
E-mail: hajo@eusja.org

Vice-President

Barbara Drillsma
17 Skardu Road,
London, NW2 3ES
United Kingdom
Tel: +44 797 683 8874
E-mail: drillsma-milgrom@lineone.net

Honorary Secretary

Viola M Egikova
Intellect, Horoshovskoe Shosse 50-98
123007 Moscow, Russia
Tel: +7 499 256 5122
Fax: +7 499 259 63 60
E-mail: violae@mail.ru
egikova@mospravda.ru

Treasurer

Vesa Niinikangas
Enostone Ltd
Brahenskatu 11 g 109
20100 Turku, Finland
Tel: +358 2 251 5633
E-mail: vesanias@enostone.fi

Eusja Secretariat

Janna Wellander
EuroScience, 1 quay Lezay-Marnésia
67000 Strasbourg, France
Tel: +33 3 88 24 11 50
E-mail: eusja@euroscience.org

National representatives:

Albania

Taulant Hatia
Rr. BUDI, P.72/2 Ap.18,
Tirana
Tel: +355 68 25 19913
E-mail: hatia@mail.com
www.shkencadhenatyra.com



Austria

Elisabeth J Nöstlinger
ORF-Hörfunk
Argentinerstraße 30 a
1040 Wien
Tel: +43 1 50 101-18042
E-mail: elisabeth.noestlinger@orf.at



Belgium

Jean-Paul Vankeerberghen
Edipresse sprl,
Avenue de Pesage 125
1050 Brussels
Tel: +32 2 411 12 14
E-mail: vankeer@brutele.be
http://www.abjsc.org



Croatia

Blanka Jergović
Croatian Radio, Novinarski Dom
Perkovceva 2
10000 Zagreb
Tel: +385 1 6343110
E-mail: b.jergovic@hrt.hr



Czech Republic

Premysl Velek/Anna Martinkova
Academy of Science
Narodni 3
117 20 Prague 1
Tel: +420 221 403 369/281
E-mail: martinkova@kav.cas.cz



Denmark

Mogens Bisgaard
Konkret PR & Kommunikation
Tel: +45 40 55 08 04
E-mail: bisgaard@konkret.dk
www.videnskabsjournalister.dk



Estonia

Priit Ennet
Eesti Rahvusringhääling
Gonsiori 27, 15029 Tallinn
Mobile: +372 51 45 608
E-mail: priit.ennet@err.ee



Finland

Raili Leino
Tekniikka & Talous
PO Box 920
00101 Helsinki
E-mail: raili.leino@talentum.fi
www.suomentiedetoimitajat.fi



France

Eric Glover
Courrier International
6-8, rue Jean-Antoine de Baïf,
75013 Paris
E-mail: eric.glover@courrierinternational.com
www.ajspi.com



Germany

TELI representative:
Wolfgang C Goede
P.M. Magazin
81664 München
Tel: +49 89 41 52 558
E-mail: w.goede@gmx.net
www.teli.de



WPK representative:

Martin Schneider
E-mail: martin.schneider@wpk.org
www.wpk.org

Greece

Michael Arvanitis
Tel: +30 697 47 38 984
E-mail: info@euroscience.gr



Hungary

Istvan Palugyai
Népszabadsag, Bécsi ut 122-124
1034 Budapest
Tel: +36 1 43 64 565
E-mail: palugyai@nepszabadsag.hu
www.tuk.hu



Ireland

Anna Nolan
Aill Bhúí
Brickhill West
Cratloe
Co. Clare
Tel: +353 61 357 147
E-mail: anolan@iol.ie



Italy

Paola de Paoli
Viale Ezio 5
20149 Milano
Tel: +39 2 437 476
E-mail: paoladepaoli@tiscali.it
www.ugis.it



Netherlands

Elmar Veerman
VPRO Radio, Postbus 6
1200 AA Hilversum
Tel: +31 35 671 2512
E-mail: e.veerman@vpro.nl
www.wetenschapsjournalisten.nl



Poland

Slawomir Zagorski
Czerska 8/10
00-732 Warszawa
Tel: +48 22 5554348
E-mail: slawomir.zagorski@agora.pl



Portugal

Ricardo Garcia
Rua Prof. Dias Valente, 168
2765-578 Estoril
Tel: +351 210 111 169
E-mail: Ricardo.Garcia@publico.pt
www.arcaportugal.org



Romania

Alexandru Mironov
Unesco
Anton Cehov Street no.8, sector 1,
Bucharest
Tel: +40 2 1231 13 33
E-mail: almironov@cnr-unesco.ro



Russia

Viola M Egikova
See board list



Slovenia

Goran Tenze
Radio Slovenija, Tavcarjeva 17
1550 Ljubljana
Tel: +386 1 475 24 23
E-mail: goran.tenze@rtvslo.si



Spain

Manuel Toharia
Ginzo de Limia 55
28034 Madrid
Tel: +34 961 974 400
E-mail: mtoharia@cac.es
www.agendadelacomunicacion.com/aepc/



Catalan representative:

Mercè Piqueras
ACCC, Rambla Catalunya, 10
08007 Barcelona
Tel: +34-934121111
E-mail: presidencia@acc.cat
http://www.acc.cat

Sweden

Kaianders Sempler
Ny Teknik, 106 12 Stockholm
Tel: +46 705 44 81 71
E-mail: kaianders.semler@nyteknik.se
www.vetenskapsjournalistik.org



Switzerland

Christian Heuss
Schweizer Radio DRS
Postfach, 4002 Basel
Tel: +41 (0)61 365 33 97
E-mail: christian.heuss@srd.ch
www.science-journalism.ch



United Kingdom

Barbara Drillsma
See board list
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