



# EUSJA News

Newsletter of the European Union of Science Journalists' Associations

Spring 2010

## A word from the editor

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And of course, join us this summer at ESOF2010, July 2 to 9 in Torino, Italy. Together with The World Federation Eusja will have booth nr 161 in the exhibition area of the conference. Not only will you get news, gossip and information about interesting sessions there, you will also be able to meet colleagues from all around the world. Welcome!

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## Editorial

### The Oil, the Gas and EUSJA

**N**uclear power, just like genetically modified organisms or climate changes, has received a lot of attention for decades. However, the dangers of oil production have never been explored in a similar extent by science or technology journalists. Why didn't journalists see what was obvious while it became increasingly clear that, with decreasing oil reserves, the attempts to obtain the remaining resources became more and more adventurous and risky?

#### Telling the whole story

Well, non-governmental organisations and advocacy journalists warned timely, but at the same time journalists did not take them as trustworthy information sources. However, this is not an excuse for not having dug deeper. Journalists should tell the whole story.

I think this failure cannot be attributed solely to the greasy oil industry lobby which is suspected to put pressure on the media. A story with well-founded facts, based on information from critical experts will always find a place, at least in the public TV and radio stations.

#### Own faults

Science and technology journalists simply failed as they did not recognise the upcoming problem, leaving their audiences alone while the biggest oil catastrophe currently happens in the Gulf of Mexico. Imagine what might have happened if such a disaster occurs in the Arctic Ocean. While in the Mexican Gulf the relatively high water temperatures may speed up recovery of nature within the some decades, the cold temperatures in the Arctic will prevent recovery leading to a new ecological state probably for centuries.

#### Both ends of a pipeline

The Mexican Gulf outbreak was not conceivable when delegates from EUSJA's Baltic rim members met in Helsinki on 3 May 2010 to brainstorm the impacts of the Nord Stream pipeline, a 1300 kilometres long tube on the ground of the Baltic Sea, built to press gas from the Russian gas fields in Siberia and beyond to Germany and central Europe.

No issue for science journalists? Well, the Finns taught us better. Although there appeared not to be any major technical challenges or environmental problems, Janne Hukkinen, professor of environmental policy of the University of Helsinki, framed a new aspect: the socio-ecological inclusions and exclusions at both ends of the pipeline. What may happen in Siberia and beyond when more gas is exploited risking increasing technical adventures, what may happen to central Europe with an increased input of fossil energy?

Far too often science journalists are too focussed on natural sciences and technology, neglecting the more gentle voices from researchers in social sciences. The Helsinki brainstorming may be an example that it is really worth to listen to them. The



Photo Kaianders Sempler

Hajo Neubert.

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# UGIS for globalization

The last Assembly of EUSJA held in Copenhagen in March 2010 outlined the importance of the exchanges between the national Associations all over the world, not only at European level. The World Forum of ESOF to be held in Torino, Italy, on July 2-7 is giving the opportunity for UGIS, the Italian Association of Science Journalists, on a kind of partnership at a world level specially addressed to the events of science journalism in the developing countries. It concerns the second phase of the three-years SjCOOP programme launched by the WFSJ (World Federation of Science Journalists) based on two main objectives: the mentoring of science journalists and the active support to associations of science journalists in Africa and the Middle East.

The first phase of the project trained about 60 aspiring science journalists; the second phase to be held in Torino from June 28 to July 2 - just a few days before the ESOF event - will concern the engagement of the mentors who are experienced science journalists recruited by the WFSJ from Africa, America, Europe and Middle East.

UGIS - as co-founder of the WFSJ and member of the Federation - is happy to help the Federation in organizing the various meetings of the mentoring attending the event. Italian experienced science journalists will introduce the problems of science journalism and compare them with

countries of different cultures. Some Italian scientists will report on crucial issues like agriculture, food security, nutrition and scientists and researchers working at the Joint Research Centre of Ispra will outline the role of Earth Observing Satellites as an unseen source of environmental information about Africa's natural resources like water, forests and agricultural land. An informal meeting of the Boards of the WFSJ and of UGIS is expected at the end of ESOF, just before the session organized by EUSJA on "The missing mediator: science debates in a knowledge based society".



Paola de Paoli, Ugis

The dialogue between so many different cultures will involve about 25 science journalists, "mentors" from Europe, Egypt, Uganda, Nigeria, South Africa, Nigeria and also the three Regional Coordinators of the Arabophone, Anglophone and Francophone groups. The coordinator of the Arabophone group is the Egyptian Nadia El-Awady, president of the WFSJ and of the 7th World Conference of Science Journalists to be held in Cairo on 2011.

SjCOOP is possible thanks to grants from the UK Department of International Development and from the Canada International Development Research Centre.

Paola De Paoli, UGIS President

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ideas which rose from this meeting will continue to flow and the outcome could be an exciting lecture for science journalists.

## The Crisis and EUSJA

It is one of the most prominent features of EUSJA, to be open to all kinds of media workers dealing with science, science journalists, science writers, science communicators, even scientists who occasionally publish in the mass media. This is only possible because of the great tolerance of its members.

But during the last General Assembly in May in Copenhagen a lot of talk concentrated on the crisis and decline of science journalism, which has become even more evident than in previous years. It became clear that science journalism, as other journalisms, has a role to play in society, in democracy. Even hard-core PR people cannot deny that counterparts die if journalists vanish. However, while the pecuniary resources for science journalism are in decline, science communication is enjoying increasing funds, especially from public sources.

## Lobby for science journalism

But what are the consequences? Should science journalists lament, should EUSJA complain and warn - being an advocate, a lobbyist for the interests of its journalistic members? Or should EUSJA try harder to

put its members into the position to get their stories through while increasing training and awareness for hidden stories?

These are issues for a broad discussion among EUSJA member associations and across EUSJA. It should be a public debate so that the audiences can hear that it is probably going to lose an important pillar of democracy.

But as in depth science stories are going to be rare, EUSJA in co-operation with TELI, is going to hype another important function of science journalism: rising debates and providing background information. This is the topic of the session „The missing mediator“ on 7 July 2010, 10:30 o'clock during the EuroScience Open Forum ESOF in Torino, Italy. We will have on board Shawn Otto, the founder of the successful and ongoing US science debate 2008; Wolfgang Goede, co-founder of the German science debate risen by TELI and Michele Ciavarella, founder of the Italian science debate.



The session will be a step forward in rising awareness for the role of science journalism in advanced societies. Those who are attending ESOF are more than welcome to show up and support the session.

Hanns-J. Neubert, Eusja president

# A former president's impressions of a notable meeting in Copenhagen.

**W**ell, do not believe these are the minutes of the General Assembly of EUSJA. This is a rather incompetent collection of memories of an aged man who followed the debates at the Technical University of Denmark (DTU). I got the job because I happen to have been one of the presidents emeriti (is that correct Latin?).

The General Assembly took place on the 18th and 19th March and was marvelously organized by Mogens Bisgaard and his Danish colleagues. EUSJA's President Hajo Neubert welcomed us in an innocent white suit that fitted well his white moustache.

When I flew to Copenhagen I had expected to be the first emeritus who would get to such a meeting; when I was president I never saw one of the old-timers at our General Assemblies. But this time, we were three; Istvan Palugyai was also there, and Paola de Paoli, who even counted as two, because she presided our honorable club twice. And to the old delegates who knew her it was a revival of her old presidential qualities when she was asked by the assembly to perform the election of the new president. She did it in her own way by making an elegant mess of an absolutely simple procedure (all members of the board with the exception of one stood for re-election).



Photo Kaianders Sempler

Former Eusja president Werner Hadorn experimenting with magnetic nanoparticles at Copenhagen university

What was new to me was not only the presence of so many old-timers, but also the fact that we did not meet in our hometown Strasbourg. Apparently, the meeting-place will now change every time. This motivates the organizing party to furnish a bunch of additional attractions. That is a good thing because the assembly itself is not always a highlight of fun.

The Danes did very well and set a high benchmark for organizers to come. They transformed the assembly into a two-days meeting on Friday and Saturday (and many left only on Sunday).

On Friday they brought the United Europe of Science Writers to their university where we got a funny presentation of nanotechnologies. We did not only have a degustation of nanotechnological ice cream; the greatest story was the one on fish and chips – the latter being electronic devices that are fixed under the skin of fish so that they can be traced (and caught) more easily.

For a summary of the serious business of the General Assembly I refer to the official minutes. For me, not much had changed. The bank account is still in a rather desolate condition, there are still not enough trips being organized. As a matter of fact, there were only two items on this list: One meeting in Gdansk (Poland) and the Nobel prize laureates' meeting in Lindau that I initiated years ago and that seems to have become a tradition. I was rather surprised that the board only met once in the past year. The explanation is the internet. But human contact seems to get lost gradually by this, a thing which I rather deplore.

And of course, it is also a pity that there is no aeroplane pilot in the board any more who can show the other members the guest city from above. Which is heavily deplored by Kaianders Sempler, by the way ... (Editor's note. Werner is an excellent pilot and used to fly to board meetings in Strasbourg in his own plane, taking Kaianders and myself – Barbie – for spins above the clouds).

On the other hand, I saw quite a number of new faces. I was glad to see representatives from Portugal, Belgium, Romania and Greece – I remember that we fought hard and without success to get them on board..

Finally, good food in cosy restaurants showed us that the Danes do not live exclusively on what we know from the Muppet Show, i. e. smørrebrød, smørrebrød, smørrebrød.

For the other presidents emeriti I can just say: It was great fun, so why not come to the next meeting which will take place in Istvan Palugyai's hometown Budapest? By the way, Istvan has become a father, Barbara Drillsma is still as brilliant and beautiful as she used to be, and Kaianders Sempler has managed to survive in the board by having every post that is possible except one. I presume he will be the next president.

Werner Hadorn  
President emeritus

## Kitchen science

### Carbon footprint v 3rd world countries

This year's General Assembly was held in Copenhagen, Denmark, which is fast becoming the world centre for excellent food. Whilst we were there we had fantastic meals chosen for us by our very own supporter of the slow food movement – Mogens Bisgaard.



Photo: Kalanders Sempier

Mogens Bisgaard,  
slow Danish cook.

Turin in Northern Italy where this year's ESOF is held will be host, in October 2010, to 'Salone Del Gusto'. This is the Italian exposition to celebrate slow food. Slow food has little to do with the slow cooking method other than both being highly nutritious.

The international Slow Food Society is dedicated to biodiversity. It encourages small scale farmers to maintain traditional methods, foodstuffs and breeds. The group promotes excellent food and fair compensation for those who produce it. It also encourages the consumer to buy fresh local produce in season, thus saving energy and preserving nutritional values.

This is not to say that we should shun purchasing foods from farmers in the developing countries. There is little harm done to the environment by the small grower who farms manually and probably rarely takes a bus, never mind hires a combine harvester. If we buy our occasional treats from him we are improving his life and that of his community.

This month's recipe comes with apologies to those who do not eat this meat. For those who do it is a lean meat, low in poly-unsaturated fats and often available as a local product. The slow cooking method is convenient and gives a particularly tasty dish.



# Slow Food®

Slow slow food symbol.

# Slow roasted pork

For those who want to cook well in advance of eating



### This is what you need:

Small shoulder of pork  
Salt and pepper  
2 or 3 lemons, juiced and zested  
2 chillies cut into small pieces (optional)  
3 or 4 cloves of garlic cut into thin slices (optional)  
2 tbsp. olive oil

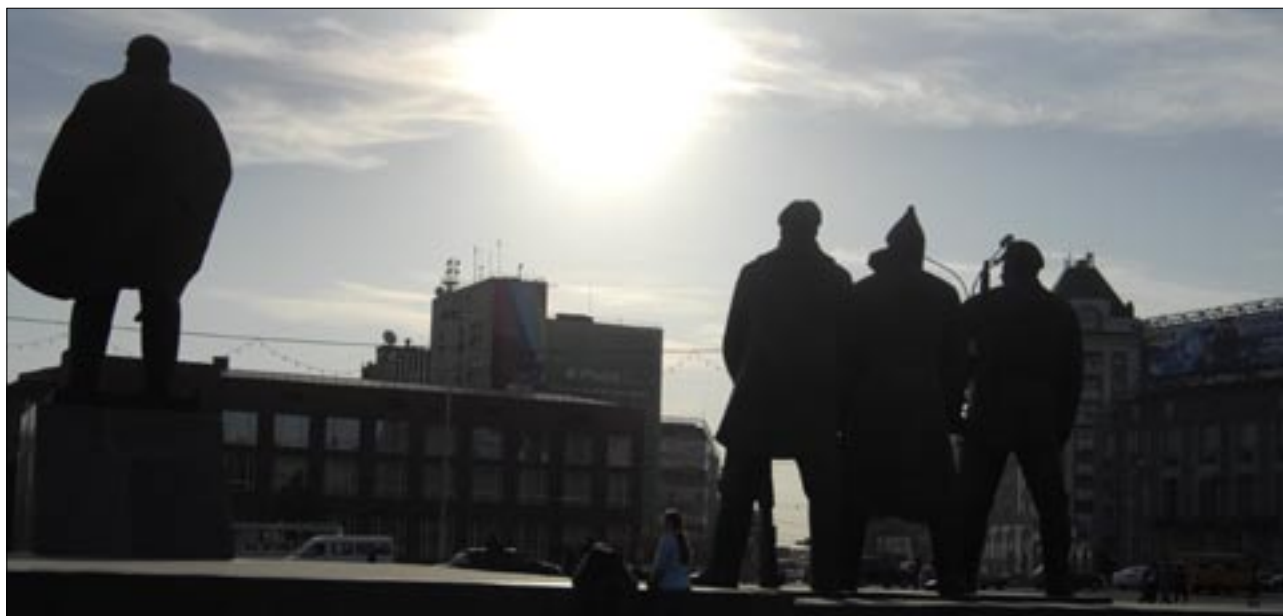
### This is what you do:

1. Turn the oven to 230 °C or gas mark 8.
2. Score the skin of the pork and rub in the salt and pepper.
3. Using a small pointed knife make slits in the flesh and push in the pieces of zest, chilli and garlic.
4. Place the pork on a rack over a baking tin, skin side up, and cook for 30 minutes. The top should be browning and starting to crackle.
5. Turn the pork over and pour over the lemon juice and olive oil.
6. Turn the oven down to 110 °C or gas mark 1/2 .
7. Leave to roast for between 8 and 24 hours. Baste every 2 or 3 hours, but you do not need to get up from your sleep!. Just remember to give it a good basting beforehand and another as soon as you get up.
8. Allow to rest for 15 minutes before serving.

Enjoy your meal.

Cherry Dobbins





Soviet monument i Novosibirsk.

**Trip report**

# The long way to an open society

**Russia – a giant country with a proud history, beautiful landscapes and friendly people – and sometimes a strange way of official communication. Here are some impressions from a ten days journey through an inconsistent society.**

Last autumn a group of German science writers from the WPK visited the Russian Federation. Our journey took us from Novosibirsk and Tomsk to Moscow. Siberia - an area of an unbelievable extent. Flying above Siberia is like flying over the ocean: a green ocean of woods and Taiga – reaching from one horizon to the other.

Lots of institutes were built here by the Soviet Union and do a great job in coal and woodland research. In official talks we often heard: ... our research is the best ... much better than the one done in the US ...“ It seemed as if the officials have to tell us in at least every third sentence. Curious for foreigners.

However. Visiting the Kurtschatow-Institut in Moscow, we’ve seen halls full of expensive, new – but unused – laboratory equipment and here it came again: „best equipment, best researchers, best circumstances“, etc.. But we did not see any scientists at all. Just rooms filled up with new uninstalled laboratory equipment. What a strange scenario – so what is going on here?

Just a mistake in communication or is it a fake? After a while, the things became clearer: government and science administration spent lots of money in rooms and equipment, but no scientists are available to use it. Nobody works in the laboratories. In Russia it is a big lack of qualified persons. But the official way is: everything is beautiful and the situation couldn't be better. A strange way to communicate with journalists, that are trained in seeking the truth. Why didn't they just tell us the truth? Even if it is so simple and harmless like: "We spent lots of money and now we are looking for the right people." Instead of "everything is perfect, no problems".

During the flight back from Siberia to Moscow, a medical doctor, working at Lomonossov-University stated, that he is very sad about the current situation in his country. "After the time of hope and freedom during the Perestroika years a turnaround took place – a loop back to the old behavior: The officials decide what is the truth and what is told to the public."

Visiting the antivirus-software company Kaspersky-Lab headquarters in Moscow, we were introduced into a complete other world. Open minded people, all rooms were opened for us and all our questions were answered.

So concluding the trip is as follows: the Russian administration is trying hard to promote the scientific power of the country. They spent lot of money, but unfortunately scientists are missing. Obviously, the officials are not used to deal with the questions of journalists and love to tell them their own – official - truth. So its still a long way for Russia to become an open society – and a difficult job for our Russian colleagues to find the truth.



Rüdiger Schacht.

Rüdiger Schacht  
WPK, Germany

# H C Andersen, a popular science writer?

Mercé Piqueras has thoughts about the great Dane.

Science can be found everywhere, even in children's stories. This is a thought that came to my mind in Copenhagen, while I was looking at the statue in honour of Hans Christian Andersen (1805-1875), placed next to the City Hall. I remembered how I had enjoyed his stories, which were so popular in my childhood, and wondered whether children born in the twenty-first century would know them. "The Ugly Duckling", "The Little Mermaid", "The Emperor's New Clothes", "The Little Match Girl", "The Nightingale", and "Thumbelina" are among the stories that came to my mind.

I also thought that, had Andersen to write his stories nowadays, he would probably change some details in them. I imagined the little match girl as the little Kleenex girl, selling Kleenex packets at the lights on the street. But then the plot of the story could not be the same. I could not imagine the little girl burning Kleenex on a street in Copenhagen to get warm. Surely some environmentalists would show up and scold her for the CO2 emissions resulting in cellulose combustion.

Maybe because science journalism (the EUSJA 2010 General Assembly) was the reason for my trip to Copenhagen, I remembered another story by Andersen that



Hans Christian Andersen, Danish storyteller and national hero.

was a piece of popular science: "The Drop of Water". In this tale, Andersen describes the "thousands of strange little creatures, such as you couldn't imagine living in a drop of water" that old Krible-Krable discovers when he peers, through the microscope, at a drop of ditchwater. He is amazed to see tiny living beings crawling and squirming, "leaping and springing about, devouring each other, or pulling each other to pieces".



Photo Kaianders Sampler

Mercé Piqueras, Barcelona

In 1884, almost ten years after Andersen's death, another Dane, also by the name of Hans Christian (Hans Christian Gram, 1853-1938) developed a staining technique to distinguish between two major groups of bacteria: Gram positive (those that retained the stain) and Gram negative (those that bleached).

As bacteriologist Gram would do years later, Krible-Krable also stained his creatures in the drop of water to see them better. Of course that stain did not contain crystal violet, safranin and fuchsin as Gram's does, but "witches' blood, the very finest kind".

I do not know whether Hans Christian was a name popular in Denmark in the nineteenth century. Nor do I know whether Gram had read Andersen's "The drop of water". However, I like to imagine that Gram's parents may have named their child after Andersen and also that "The drop of water" may have inspired Gram to stain the tiny creatures that can be seen under the microscope.

Mercé Piqueras, Catalan association of science journalists

## Eusja goes to Cairo 2011

Yes, it seems that Eusja will be well represented at the 7th World Conference of Science Journalists in Cairo next summer. If all goes well Eusja members will stage no less than three sessions at the conference.

Fasej, the Finnish association will have a seminar on **Nordstream**, the gas pipeline on the bottom of the Baltic sea, which is now under construction. Jim Cornell of the World Federation and Wolfgang Goede of Teli will run a session on **Ethics and science journalism**. And the Eusja board has proposed a seminar on **Science is money**. Don't miss that.



Highlights of Europe: The astronomical observatory Rundetårn in Copenhagen, Denmark.

**Debate**

## 'Act now' to save science journalism, says British report

**T**here is a 'serious threat' to the quality and independence of science reporting, according to a Government advisory group on science and the media.

The group was set up by the Department for Business, Innovation and Skills (BIS) to examine media coverage of science. Although many ABSW members had reservations over the membership and purpose of the group, the recommendations put forward in an ABSW submission seem to have been broadly accepted and the ABSW is cited throughout the group's report.

The group found that although science news reporting in the UK is in relatively good health, journalists are under increasing pressure, have less time for in-depth reporting and that there is a 'growing homogeneity' in science coverage.

Fiona Fox, Chair of the group and Director of the Science Media Centre, said: "The stark message from the US,

where the media is haemorrhaging their best science reporters, is that we must act now to protect the gains we have made in science reporting in recent years. This report is a call to arms to all those who care about the reporting of science to start thinking creatively about ways to shore up science journalism without undermining its independence."

The ABSW submission – compiled from the views of ABSW members - summarised the difficulties science journalists face and the role science journalism plays in a democratic society. Our recommendations included initiatives to improve in-depth science reporting, Government support for schemes encouraging excellence in science journalism and backing for a review of the UK libel laws.

The latter was highlighted in the report with strong recommendations about the need for radical reform of the laws of libel. The report also stressed the need for free speech for independent scientific advisers to government.

Members are encouraged to read the report, discuss, blog and twitter it. The only question that remains is will anything be done about it?

Richard Hollingham, ABSW member



## Madrid conference blogs

As a warm-up before FECYT, the Madrid conference on science journalism, five Eusja journalists were chosen to blog about the problems of our trade. Here is one of the blog posts:

# Article physics

Dear readers out there, welcome to my blog.

Question has been raised if science journalism is in a crisis. The answer is very simple. Of course it is! There is always a crisis, especially in the media. OK, things look much better today than a year ago. The ads are slowly coming back to the printed press. But newspapers and magazines have slimmed their organizations so the ribs are showing. When the air went out of the market they fired 30 percent of their staff. Today journalists are at the complete mercy of their editors.

Let me give you an example. Let's eavesdrop at a meeting between a typical editor-in-chief and a science journalist looking for a job.

Editor: "So you are applying for the job?"

Science journalist: "Yes."

E: "Why?"

SJ: "I want to write about science and technology."

E: "Oh really. What is your experience?"

SJ: "I have a masters degree in mathematics and physics, specializing in particle physics and astronomy."

E: "I asked about your experience. As a journalist."

SJ: "I have done some part time freelance writing."

E: "Question is, can you sniff out a good story? Science and technology is no different from politics or sport, when it comes to journalism. Can you find the human angle of the pion? Can you expose a fraudulent scientist? Can you write about bulk production of polymers in a way that stuns the reader from the first paragraph to the last?"

SJ: "Well, I am a particle physicist, and I..."

E: "I don't need a particle physicist. Should I ever need one I can always interview one. What I need is an article physicist. One who can turn scientific gibberish into news language."

"But I think..."

"Don't think. I'm not paying you to think. I pay you to do as you are told. Leave the thinking to me."

"But I know physics, and I could easily explain..."

"I don't want you to explain. If there is anything to explain, I want you to interview a suitable famous scientist and have him explain. Journalism is not teaching. Journalism is giving the readers what they want – passion and pain, peace, love and understanding."

"In my opinion..."

"I'm not interested in your opinion. We have special pages for opinion, but that is not where you will work. You will write the stories I tell you to write. You will make a lot of phonecalls and interviews. You will gather information from trustworthy sources. You will leave all artistic and literary ambitions at home and write short, snappy news articles."

"But..."

"The only butts I like are the ones I can kick. Do you want the job or not?"

"Why, sure!"

"OK. Don't call us. We'll call you."

Kaianders Sempler

Staff editor, Ny Teknik, Sweden



Drawing by Kaianders Sempler

## No blog money yet from Madrid

Unfortunately, the Madrid organizers' handling of the blogs and bloggers has not been the best. Not only were the contributions not properly posted on the website, but when it came to paying the blogger for their work the

Madrid administration obviously experienced a complete meltdown. It took them a month to even supply the bloggers with information how to apply for the salary for the job. And the bloggers still haven't seen any money. Also, one of Kaianders' blog posts was for some reason removed from the site. Maybe the subject – "Science and religion" – did not please the organizing committee.



# THE AMERICANS – WILD ABOUT EUROPE!

America has been in the news so much in the past month with worries about its wild life and marine biodiversity being threatened by the gigantic oil leak spewing crude oil into the Gulf of Mexico. It is therefore interesting to see just how the US views the rest of Europe when it comes to efforts being made to preserve and encourage endangered and rare species. This month's National Geographic magazine features Europe's wild wonders and below is a brief look at just what its photographers believe to be our most beautiful sites and creatures.

**Oulu, Finland:** Once feared as an evil omen and shot on sight, the great grey owl is reclaiming lost territory.

The Azores, Portugal: Now protected by the EU, the loggerhead sea turtle is a frequent visitor to these warm waters. And around the Madeira Islands it is the world's most endangered seal species – the monk seal which is exciting nature lovers by increasing from six to 35 in the last twenty years.

**The Saltee Islands off Ireland:** It is the humble, yet beautiful gannet, colonising rocky outcrops on the islands which impresses the photographers.

**Oostvaardersplassen, Netherlands:** Once abundant in primeval Europe, herds of red deer now roam throughout a 14,000 acres preserve where Dutch ecologists have nurtured and developed forests and heavily grazed grasslands. Kalmykiya, Russia: Across Southern Russia to Mongolia, it is the stubby winged eagle chicks nesting in the Cherniye Reserve which have caught the eyes of the American wild life photographers.

**Kemeri, Latvia:** The bogs, fens and woodlands of the Kemeri National Park left behind when the Baltic receded millennia ago, are part of the EU's Natura 2000 network which protects 27,000 sites.

Inverness, Scotland: The plight of Europe's native red squirrel is highlighted in Inverness where the grey squirrel, *Sciurus carolinensis*, an invader from North America is carrying a lethal virus threatening to wipe out the reds.

Donna Nook, Lincolnshire, England: A Royal Air Force bombing range doubles as a nature reserve on the English coast with a breeding population of 2000 grey seals. Obviously target practice is carefully curtailed during the breeding season.

**Mont Blanc, France:** The Alpine Ibex now number 40,000 thanks to aggressive reintroduction. In the 1800's there were fewer than a hundred Ibex roaming the mountainous region.

**Bialowieza, Poland:** In 1952, the European Bison was re-introduced to Poland's Bialowieza Forest. This creature once inhabited the whole of the continent's woodlands and conservationists are delighted at the growth in numbers of this imposing animal.

**Gran Paradison, Italy:** Here a chamois, cousin to both the antelope and mountain goat is featured in a snowfield in the Italian Alps. This illustrates as Europeans abandon traditional farming and move from the countryside to cities, wildlife is reclaiming lost territory.

Attention is now being turned to Spain where the Iberian Lynx, icon of Spain and Portugal is on the decline. Hunting, road kills and habitat loss is leading to the decline of the lynx. However, with pledges of \$35 million for conservation, the Lynx Life Group has an ambitious programme to conserve and bolster stocks of the golden-eyed beauty.

## BBQ TOWER – SO SIMPLE, SO CLEVER

Why didn't somebody think of this earlier? A multi-level barbecue which allows different food to cook at the same time, saving on space, time and effort is about to hit the market in time for summer.

The tower allows vegetarian food, fish and meat to be cooked simultaneously. Vegetables, Halal, Kosher fare and pizzas can also be prepared so everybody can eat together. Its clever design prevents juices escaping on to other layers. It can be used in confined spaces – on terraces and balconies and lets the chef eat with guests. Magic!

The BBQ TOWER is easy to use and manoeuvre. Its concept came from the difficulties of preparing vegetarian food with more traditional meat recipes and following the New York idea of building up when space was restricted, it seemed a logical step to stack up the layers.

As hot air rises the top level gives excellent sizzle power. Food that needs a little more cooking time benefits from the middle layer whilst pizzas and pasties, cooked on the bottom level have a crunchy, crispy base.

The brain child of two young student brothers, Krishna and Hemang Majeethia from Elstree, Herts, the B B Q TOWER retails at £199 and is a totally British designed invention. They are now working on producing gas, electric and solar powered versions. More information is available from <http://www.bbqtower.co.uk>



3-level barbecue.

The Editor

## AND THE WINNER IS..... ROMANIA

**E**USJA played a prominent role in the selection of candidates for the first international Wimadame European Women Entrepreneurs Award. Two of our delegates' nominees made it to the short list and one, Irina Socol, co-founder and CEO of Siveco Romania carried off the prize in the science category. Maija Itkonen, Founder and Director of the Finnish Kiss Power was a runner up.

The Award ceremony took place at the beginning of June at the European Parliament where it was announced that this was to be an annual event. So please start making note of women in your countries who could be considered for next year's prize.

Check out: - [www.wimadame.com](http://www.wimadame.com) [www.siveco.ro](http://www.siveco.ro) and [www.powerkiss.com](http://www.powerkiss.com)

## FREELANCE RATES STILL LOW

**A** survey amongst members of the ABSW, association of British Science Writers, shows that freelance rates are pretty miserable.

The top payers were BP, who gave up to £700 (which is 812 euros) for 1000 words The Independent on Sunday, £400 (348 euros) 1000 words and the Institute of Physics. This was not a detailed survey as results were only based on information that members sent in.

A Finnish virtual web site paid one member 300 euro per 1000; DW radio, 200 euro and between \$170 and \$200 was paid for a Scientific American podcast.

It may be a good idea if all member associations could conduct their own survey and we can discuss results at the next General Assembly. It is worth noting that all members who replied did so anonymously.

PS: The Madrid conference FECYT in April offered to pay 150 euros per blogpost, but on the other hand they still haven't paid up.



Money makes the world go round...

# Look here, insect lovers



Soldier beetle on watch.

DISCOVER DIVERSITY: NATIONAL INSECT WEEK RETURNS THIS SUMMER

**I**n celebration of the Earth's estimated one million different insect species, the Royal Entomological Society will launch its biennial National Insect Week initiative this month.

The campaign takes place from 21 to 27 June 2010 and encourages insect enthusiasts of all ages to explore insect diversity in its many aspects – the wide range of body shapes and colours, the incredible variety of species (over 24,000 in the UK alone), their amazingly different behaviours and ways of life, and their multitude of interactions with their environment and with humans.

An interactive website [www.nationalinsectweek.co.uk](http://www.nationalinsectweek.co.uk) gives visitors all the information they need to get



involved, from finding out more about events taking place locally to a photography competition and taking part in insect surveys.

National Insect Week 2010 is the Royal Entomological Society's contribution to the UK's celebrations recognising 2010 as the International Year of Biodiversity.\*\*

The Society's President Professor Lin Field said: "One of our most important messages for this year's initiative is that insect diversity is just as relevant and fascinating to explore in your garden or local park or countryside as it is in the savannahs, deserts, wetlands and rainforests.

"There's a whole world of diversity to discover – and it's literally on all of our doorsteps."

If you would like to organise an event during National Insect Week, or are interested in finding out what's going on close to where you live, visit [www.nationalinsectweek.co.uk](http://www.nationalinsectweek.co.uk)



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



## Don't miss

Welcome to Eusja's seminar "The missing mediator: Science debates in a knowledge based society" at ESOF2010 i Torino.

**Speakers:** Hanns-J Neubert, Shawn Otto, Wolfgang Goede and Michele Ciavarella.

**Moderator:** Barbara Drillsma.

**Room 4, 7 July 10.30 - 11.45.**

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





# Eusja 2010

## 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 7970 838874  
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.net



### 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.videenskabsjournalister.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**  
SWR Wissenschaft FS, Hans-Bredow-Straße  
76550 Baden-Baden  
E-mail: martin.schneider@swr.de  
www.wpk.org



### Greece

**Menelaos Sotiriou**  
3 Makri street, Athens  
Tel: +30 210 6526413  
E-mail: info@euroscience.gr



### Hungary

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



### Ireland

**Anna Nolan**  
Aill Bhuí, 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

**Maizenna Nowakowska**  
Salino 30  
84-250 Gniewino  
Tel: +48 692 425 746  
E-mail: maizenna.nowakowska@gmail.com



### 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

**Antonio Calvo Roy**  
C Diana, 16 1°C  
28022 Madrid  
E-mail: calvoroy@gmail.com  
www.aecomunicacion.com



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.sempler@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@sdrsr.ch  
www.science-journalism.ch



### United Kingdom

**Barbara Drillsma**  
See board list  
www.absw.org.uk

