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▶ Letter from Satu Lipponen, the newly elected EUSJA president

Reinventing EUSJA



At the General Assembly, following the elections, from left: honorary secretary Wolfgang C. Goede, treasurer Priit Ennet, moderator Jens Degett, president Satu Lipponen, vice president Viola Egikova and associate board member Menelaos Sotiriou © Fabio Pagan

**Journalism is a wonderful profession for curious minds.
There are special interests that unite science journalists.
This is why we have had EUSJA for over 40 years.**

As a new president I am in a humble position, realising the valuable work already done. At the same time there is a need for renewal.

I have been the president of the Finnish Association for nearly three years. Some of you may know me from the 8th World Conference of Science Journalists held in Helsinki in June 2013. Being the president of the World Conference was a great honour. I worked closely with the World Federation of Science Journalists. The conference went well and I must express my grati-

tude to Vesa Niinikangas, then the president of the World Federation. Many EUSJA associations also know Vesa as a former EUSJA treasurer.

The Finnish Association (FASEJ) has about 1050 members. Our budget is 300 thousand euro. We receive copyright compensations that amount to almost as much annually. FASEJ gave grants to and supported training and education of its members worth over 160 thousand euro in 2013. We took a moderate risk when organising the World

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► Letter from Satu Lipponen

Reinventing EUSJA



The first selfie in EUSJA News – or should that be 'twofie'? Satu Lipponen with Fabio Pagan, UGIS delegate
© Fabio Pagan



New EUSJA president Satu Lipponen and vice president Viola Egikova © Goede

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Conference. Its final budget was about 835 thousand euro.

What does this have to do with EUSJA? I think we have to take a closer look at our processes. This wish was voiced again and again at the general assembly in Vienna. EUSJA will be reinventing itself.

At ESOE in Copenhagen, on 21 June, we will start to work on our strategy: "critical and for change". We will form working groups and discuss governance, EUSJA's constitution, science journalism, finances, stakeholder relations and so on, along with transparency, capacity building and networking. This is an open process and it will be done together. The workshops session is intended for members (one or two representatives per association). We plan to have a maximum of 50 people and five workshops. The summary of the work will be presented the next day (22 June) at the First European Conference of Science Journalists. EUSJA is co-organising this event with the Danish Association. Cooperating with Jens Degett, the president of the Danish Association and of ECSJ2014, has been very rewarding and he has done a wonderful job. The board has suggested that there be an EUSJA speaker on investigative journalism.

One of my dreams is to build up a virtual network around EUSJA associations. My special interests are in jour-

nalism and ethics. As a trained journalist I know that ethics are tested every day. It is not just legislation, professional guidelines and editorial policies – the freedom of journalism is limited by deadlines, financial problems, industry changes, self-censorship, cherry picking and the political climate in the country. At the end of the day ethics is between your ears.

Journalism cultures across Europe do vary. We have to respect cultural differences and define crucial concepts of integrity and independence. We come from different backgrounds. For example, Finns are amazed of the notion that only natural science would be science: our definition of science and knowledge includes technology, social sciences and arts and letters. Information and knowledge are combined in our language in one word: tietä.

I will try to keep my eyes and ears open and do my best. I know our board has a strong dedication to EUSJA. We will reinvent EUSJA together in the coming months and in this work we will need your insights.

To underline the new strategy launch, the EUSJA Board decided at its first meeting to alter our logo a little, and use three words that resonate among members. One option is "Changing. Critical. Together". Please comment and/or make more suggestions.

Norwegian association welcomed

Norsk forening for forskningsjournalistikk (the Norwegian Science Journalists Association) was welcomed into membership at the General Assembly 2014. As its statutes state, the purpose of the association is to promote comprehensive, im-

partial and critical investigative research journalism, foster the sharing of knowledge among members, stimulate an ongoing debate regarding professional ethics and encourage pertinent international cooperation.

Register now for EUSJA Strategy Day

Do you want to help to reinvent EUSJA for the digital age? There will be major brainstorming on how to overcome the many challenges that face us on Saturday 21 June in Copenhagen. One or two participants from each member association may register (as soon as possi-

ble please) at <http://goo.gl/gnt4jo>. The meeting, which begins at 14.00 and ends at 18.00, is limited to 50 people. As explained in the letter from EUSJA president Satu Lipponen on page 2 of this newsletter, there will be five groups making

suggestions for how we can improve.

The venue is the Carlsberg Academy, Pompeii Hall, ESOF Conference Venue, Carlsberg, Ny Carlsberg vej. It is timed for the day before ESOF2014 opens, in order not to clash with any conference events.

► EUSJA news

Result of elections to EUSJA board

Elections for the positions of president, vice president and honorary secretary were held at the EUSJA General Assembly (GA) in Vienna at the end of March.

The process was by secret ballot, with each member country having one vote, and 21 voted. Details of the candidates such as CV and views about EUSJA had been circulated to associations via delegates several weeks in advance by the Nominations/Elections Committee (Raili Leino,

Jacopo Pasotti and Mercè Piqueras). The results were:

For president – Satu Lipponen 12; Joost van Kasteren 8; blank vote 1;

For vice president – Viola Egikova 14; Fabio Turone 5; blank votes 2;

For honorary secretary – Wolfgang C. Goede 12; Connie St Louis 7; blank votes 2.

Satu, Viola and Wolfgang were elected for two years, until the GA in 2016. Priit Ennet, the treasurer, had been elected at the 2013 GA in Prague, until the GA in 2015.

Menelaos Sotiriou, who had been co-opted as an associate board member by



Flowers for two years of hard work: Outgoing president Barbie Drillsma receives tulips and roses from Istvan Palugyai. © Goede

the previous board at the 2012 GA, was invited to continue by the new board, and accepted. Outgoing president Barbara Drillsma was made a president emeritus.

► Acquiring new skills

Science and investigative journalism panel

Science journalists, data driven journalists and hackers – each of them has a unique set of skills and perspectives on similar topics and modes of reporting.

BY JOP DE VRIEZE,
DUTCH NATIONAL DELEGATE

At the Data Harvest Conference held in Brussels in May, Dino Trescher of TELI and I organised a panel on these topics. Our session discussed case studies of science and data journalists working in collaboration with hackers, and also examined the pathways, strengths and constraints of such collaborations.

The meeting discussed the opportunities for science journalists to acquire additional skills, add quality and relevance to their work and raise awareness of their work in Europe. We focussed on collaboration between science journalists and data journalists in order to produce better and more relevant stories.

The session also discussed the opportunities for collaboration between Journalismfund.eu and EUSJA. Journalismfund.eu is an independent non-profit organisation that supports high quality cross-border and investigative journalism in Europe.

► Opinion

The bottle imp – or who hears the TIC tick?

Germany's Hannovermesse is the world's leading trade fair in industrial technology. This year's event proclaimed the "4th Industrial Revolution" or "Industry 4.0". We have become used to the fact that robots have replaced muscles in factories, although while Doctor Google is increasingly consulted many of us would think twice before we would allow a robot to perform surgery.



The sorcerer's apprentice © Kaianders Sempler

BY WOLFGANG C. GOEDE,
EUSJA HONORARY SECRETARY

Digital and robotic technology gains more and more power. And the security question is not only about spying and getting hacked. The borderline between pure technology and major decision making processes for the good or the bad of our society and its citizens is blurry.

Legal research seems to be much more efficient if it is done by computers. The next question is whether soon digital judges and politicians will be running our lives – much as digital circuits run power plants and fly us to London, with the pilots and engineers as a psychological sugarcoating.

The Technological Industrial Complex (TIC) is unfolding like a bottle imp, invisible but omnipresent and increasingly influential in this century. Like capitalism it is untamed, not under control, either by parliamentary procedures or by civil society.

Journalism is supposedly apart from the executive, legislative and judiciary branches, as the fourth power in democratically constituted societies. But which journalist ever raises the subject of the ethics of technology? The standard comment in the media is that we have to create jobs and need economic growth. Food and nutrition, health and medicine, every segment of our life is dominated more and more by technology.

Are we headed for a new dictatorship?

Science journalists have to raise critical questions. After all, technology is the practical application of basic research. However, no one feels responsible for what happens and few dare to think outside the box. So the field is being left to techies, the nerds who welcome every innovation as "cool" and hype it instead of weighing its pros and cons, which is journalism's elementary task. If science journalists want to be journalists they better become aware of this blind spot in their vision.

What we need to put on the altar is not plain Hi-tech, but ethically approved Hu(man)tech. In a gender compatible term it also could be called Hu(woman&man)tech to make clear that females are also concerned. Technological development has been left to men, with questionable results, if we look at global warming. Where are the women? They could have considerable impact and make the difference!

The story about the bottle imp, mandatory in English learning classes around the world, has an equivalent in many cultures. In Germany it's the sorcerer's apprentice.

The assistant calls the spirits to help him to carry water. The helpers run, faster and faster, producing torrents, in which the apprentice almost drowns, until the sorcerer steps in and stops the drama. Who are spirits, who is the master and the apprentice in the 21st century scenario? And which role do science journalists have in this?

► A visit by the Swedish Association led to new insights about the value of dogs

Our best friend

Animals make humans better persons. People who like animals are generally both kinder and healthier. And those who treat animals badly generally also have problems in their human relationships.



Our best friend © Kaianders Sempler

BY KAIANDERS SEMPLER,
SWEDISH NATIONAL DELEGATE

That's according to Dr Henrik von Euler, a professor at the institute for clinical animal research at SLU, the Swedish Agricultural University in Uppsala. A group from the Swedish Association for Medical and Science Journalists visited the university and were brought on a tour of the departments concerned with animal diseases.

"Dogs are the only animals that wholly share the human environment," said Dr von Euler. "They drink the same water that we do, breathe the same air and spend as much time as us in front of the TV."

He explained that they also suffer from the same diseases as we do – not only lifestyle diseases such as obesity, but also hereditary diseases including tumours, heart problems and autoimmunities. By studying the dogs' diseases we can improve our understanding of those that affect humans without performing painful animal experiments.

Today there are about one million dogs in Sweden. Most of these have a well-documented pedigree. The majority are insured, and because dog-owners care for their pets as much as parents care for their children, the dogs regularly visit the veterinary surgeon. As a result, there are detailed records of the dogs' health status, and their genetic diseases can be studied and followed through several generations.

"We can see that heart diseases are over-represen-



Top left: Dr Henrik von Euler © Kaianders Sempler



Top right: Helene Hamlin © Kaianders Sempler

Bottom right: Kaianders at a formal dinner at the Swedish Academy of Forestry and Agriculture © Prof. Stefan Jansson

ted in certain breeds," says vet Helene Hamlin. "For instance, the boxer often suffers from cardiomyopathy, whereas the Dobermann pinscher develops atrial fibrillation."

A slightly longer report in Swedish can be found at http://nyteknik.se/popular_teknik/kaianders/article3788003.ece



► Working with the EU

The role and involvement of EUSJA in EU-funded projects

Working with the EU will make us better professionals and will not turn us into embedded journalists: on the contrary, it will help to improve our practice of science journalism, explains Menelaos



© ec.europa.eu

BY MENELAOS SOTIRIOU,
SCIENCE VIEW, GREECE

During the last two years EUSJA has been involved in initiatives that are supported by the European Commission (EC), and collaborates with several research institutes and organisations within these projects. Because of this, at the Prague General Assembly in 2013 a Working Group was formed, made up of Jesper Odde Madsen (Denmark), Jan Oliver Löffken (Germany) and this writer. The Group was asked to manage and recommend ways of involving science journalists in EU-funded projects. The first phase of this work

EUSJA will not be playing the role of providing embedded journalists simply to disseminate the results of EU-funded projects

concluded with a consultation paper that was prepared in order to inform and to make proposals to EUSJA's members about its role in the European Commission's funded projects, as well as to propose activities dedicated to science journalists that could be funded

by the EC. This paper also informed and proposed to members how EUSJA could be involved in EU-funded projects (especially the HORIZON 2020 Framework Programme). For the HORIZON 2020 Framework Programme, EUSJA will ask for strong support for science journalism in two ways:

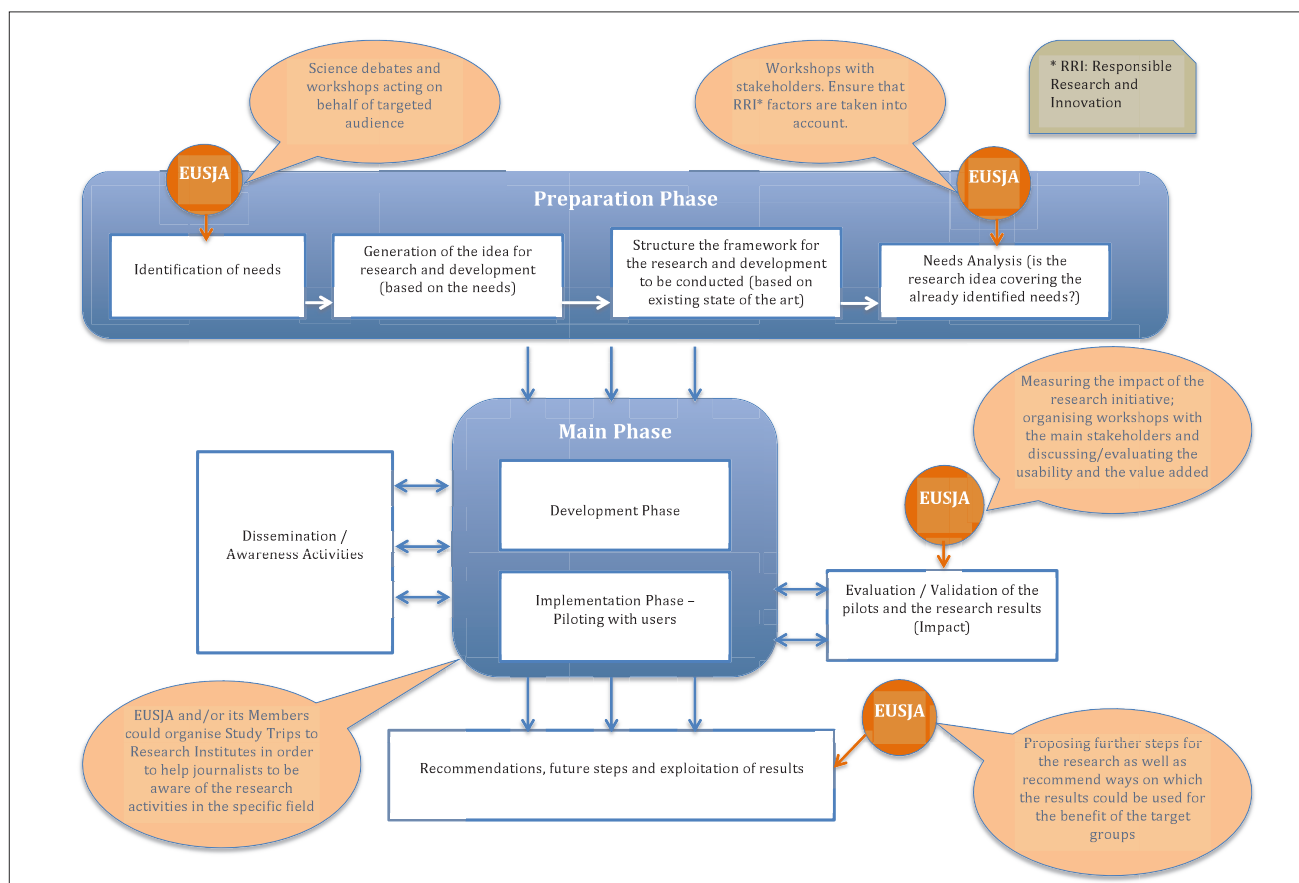
1. EUSJA will join in research projects while they are

still at an early stage – often months and years before any publication – to receive, understand and use research information directly from ongoing projects. This new, much more involved, but totally independent, journalism will provide many opportunities for all stakeholders, e.g. researchers, journalists, and citizen/taxpayers. Journalists will have close contact with researchers in order to be able to exercise a critical view of their on-going work. Researchers will receive more publicity for the importance of their work, and about many more aspects of it. Citizens will be informed earlier about the latest developments in order to help them better to understand European research. This will provide the basis for critical and best-informed acceptance or to ask for modifications to obtain the best results for citizens. Thus, journalists will be able to broaden their influence on ongoing research, acting as independent and critical moderators between researchers and the EU community.

2. At the moment, the EC provides the basis for training, workshops, conferences, investigative stories, awards etc. to European science journalists but without any connection to ongoing Horizon 2020 research projects. This will be rectified via specific calls for science journalism to be strengthened within the framework of European science.

EUSJA already participates in a EU project (SiS-Catalyst), as an advisor on specific activities. Also EUSJA is participating in three more projects, namely SYN-ENERGENE, NanoDIODE and SATORI. These projects will serve as pilots for EUSJA members to learn how to further

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The figure represents those parts and activities of an EU research project in which EUSJA could usefully be involved.

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develop robust Europe-wide science journalism. It is estimated that a team of around 10 science journalists will be involved in these projects. Three persons are already involved in the NanoDIODE project, as well as one in SYN-ENERGENE and three in SATORI. Three additional persons will be involved in the years to come in the above-mentioned projects.

Moreover and most importantly, these 10 science journalists will also have scope to involve additional science journalists in all the projects' activities such as workshops, training activities, investigative science journalism actions, study trips and science debates. EUSJA through these projects will have the resources to mobilise around 1500 science journalists that will participate in the projects' activities.

Also, this article was written in order to inform EUSJA members about the rationale and the main scope of participating in EU projects.

The role of a journalist in investigating and delivering scientific information to the mass public is still paramount. Critical science journalism requires a careful analysis of all the data found in any kind of research resource and is likely to uncover key limitations and flaws that scientific researchers themselves do not readily divulge. This form of science journalism can also encompass investigative journalism. In many cases though, journalists lack the resources. This is also one of the main conclusions resulted from a relevant survey conducted by the European Commission, "European Research

in the Media: what do Media Professionals think?". See: http://ec.europa.eu/research/conferences/2007/bcn2007/journalists_en.pdf.

In general, by participating in EU projects, EUSJA's intention is not to act as a dissemination partner, as many European institutions might perhaps think when they are approaching us. **EUSJA's intention is to fulfill its objectives and participate with activities that will add value and strengthen the work of science journalists throughout Europe and make them a more viable force, also in science and technology, in terms of a fourth power within society as expressed in the constitutions of some European countries.**

EUSJA will not be playing the role of providing embedded journalists simply to disseminate the results of EU-funded projects. EUSJA's participation will enable scientific developments to be detected at a very early stage, so providing the basis for deeper, independent reporting about them. As a result, journalists will be able to act more effectively as critical evaluators of these projects, with the possibility of informing EU-citizens during (as opposed to after) the scientific research process, and so help to improve the focus of ongoing research in the best possible and useful directions.

We hope that more delegates and member countries will be involved in these discussions as we need more ideas on the ways in which EUSJA should be involved in the EU-funded projects, with only one aim: to strengthen science journalism in Europe.

► *Wolfgang whets our appetite for ESOF2014*

Never mind the gap

ESOF 2014 connects science and the public

Please mark your calendar now: June 21 to June 26, ESOF 2014 Copenhagen. EUSJA will participate with four major events.



Dance Hall, venue of the EUSJA Science Debate about nanotechnology © ESOF

**BY WOLFGANG C. GOEDE,
EUSJA HONORARY SECRETARY**

This summer the hub of European science and science journalism will be Copenhagen. The Danish capital will host Europe's largest science conference, Euroscience Open Forum ESOF 2014. From June 21 to June 26 world-class scientists will present and discuss cutting-edge research and science policy on the continent.

There are several important journalistic themes on the ESOF and EUSJA agenda. On Saturday June 21, EUSJA's newly elected president Satu Lipponen will lead an EUSJA Strategy Day (see also her president's letter in this edition, pages 1 and 2). Under the guidance of a professional moderator, attendees will be asked to brainstorm on major challenges of the profession. The results will be gathered and condensed in order to contribute to assist European science journalists.

An initiative of Jens Degett is aimed at contributing to this from a different angle. Jens is the chairman of the Danish association of science journalists, and moderated the EUSJA General Assembly in March

in Vienna. He plans to use ESOF to kick off the first European Conference for Science Journalists (ECSJ). This event, organised in partnership with EUSJA is scheduled for Sunday 22 June at the University of Copenhagen. It will present best practices in broadcast media, new media, investigative journalism, government, gender, business, ethics and integrity, and it is hoped it will inspire daily practice. Undoubtedly BBC radio moderator Quentin Cooper will make this session very entertaining.

The EUSJA session on June 24 appeals to the ESOF 2014 motto: "Science building bridges" – which is to say connecting science and the public. President emeritus Barbie Drillsma chairs a science debate about nanotechnology. Stakeholders from research and industry, environment and civil society will address the advantages and risks of this technology. Then the audience will be asked for an assessment. This will be played back to the experts and a resolution drafted.

Last but not least, there will be an attractive outdoors session well worth a visit. Jacopo Pasotti, a member of the Italian association SWIM, has organised a bloggers' picnic, with the support of European science journalists. While nibbling on cheese, scientists, journalists and citizens will exchange their views about blogging. The picnic is part of the



Bloggers join together for a science picnic – an ESOF Science in the City event supported by EUSJA © ESOF

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European science journalists to confer

Jens Degett and his colleagues in the Danish association are providing us with a tempting array of topics and speakers at the first European Conference for Science Journalists (ECSJ). The ethical balance between science journalism and science communication; investigative journalism; how to start your own science publication; improving the status of science in broadcast media; and gender

balance. These are among the topics to be discussed in Copenhagen on Sunday 22 June. The full programme and registration option can be seen on <http://esof2014.org/programme-1/other-esof2014-activities/first-european-conference-for-science-journalists-ecsjs>. The event starts at 09.00 and finishes at around 14.00. Transport to the opening ses-

sion of ESOF2014 is to be provided at the end. Alternatively, a science programme on body donation is available. The conference is organised by The Danish Science Journalists Association (DV) and EUSJA. The Faculty of Health and Medical Sciences, the Ministry of Higher Education and Science, and the Otto Mønsted Foundation are sponsors.

ANNA NOLAN, EDITOR



Host Klaus Bock welcomes scientists, communicators and journalists to this summer's conference © ESOF



Jens Degett: In March, he moderated the EUSJA General Assembly. In June he will organise the 1st European Science Journalist Conference parallel to ESOF. © Goede

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Science in the City Festival programme, which has been successfully involving the public since the first ESOF conference in Stockholm ten years ago. Copenhagen's outreach effort is exceptionally colourful and ranges from a teddy bear clinic for kids to science slams for young people – with challenges for policy makers along the way: building a green economy with Lego.

Apart from these EUSJA and festival highlights why is it a must to show up to this conference?

"ESOF is all about communication of science to a broad scientifically-literate audience and in particular to the media, which represents ten percent of the delegates," points out ESOF programme manager Christine Heller del Riego. This is a firework display of journalistic topics, especially in a number of sessions "which deal with hot science and the future of science communication", as she adds. And, of course, the ESOF manager points out that there will be several parties, particularly the media party which provides unique networking opportunities.

Free registration

The good news is that science journalists can register free of charge on the ESOF2014 website. Go to <http://esof2014.org/media-room/press-accreditation>. Scan

a valid press card or other type of documentation such as two relevant articles you have had published. The applications are subject to review. Applicants should register as "press", or "PR and communications officers". If you experience any difficulties with registration you may request assistance from Louise Sevel Lundstrøm, ESOF Project Officer, email ls@fi.dk. Please register well in advance of the conference as it may take several business days to process your request.

Scholarships

Following a competition open to all EUSJA associations this year, the EUSJA board has awarded scholarships of 500 euro each to assist three young science journalists to attend Copenhagen. The scholars will be blogging during the conference.

Useful links

■ <http://esof2014.pathable.com/#meetings/174652>
EUSJA nanotech debate

■ <http://scienceinthecity.dk/en/event/science-and-social-media-picnic>
Science in the City bloggers' picnic

■ <http://esof2014.org>
ESOF 2014 Copenhagen website

► *At the Triga Mark-II reactor*

Austrian thrills



EUSJA board members and delegates happily scaling the Triga Mark-II nuclear research reactor. Oliver is on the extreme right. © Joseph Stoitsits

There is only one nuclear reactor in the whole of Austria, and it was a big thrill to visit it the day before the EUSJA General Assembly (GA) in Vienna at the end of March. This was just one highlight of an excellent programme organised by Oliver Lehmann, the president and national delegate for the Austrian association, and his colleagues. Oliver even roped in his son Joseph to take excellent photographs.

**BY ANNA NOLAN,
IRISH NATIONAL DELEGATE**

And we didn't simply visit the reactor – we climbed it. That's not as energetic as it sounds, as it's quite small, and used only for research, not to power homes and factories. The accompanying photograph shows some of us jammed onto the staircase. We were not being brave – apparently the reactor is so safe that families with children visit it.

Called the Triga Mark-II reactor, it belongs to the Atominstitut (ATI), which was established in 1958 as an inter-university institute. In 2002 it was integrated into the Faculty of Physics at the TU Wien (Vienna University of Technology).

The ATI is dedicated to studying a broad range of research and education topics, ranging from fundamental questions about nuclear and particle physics to applied tasks such as environmental monitoring and radiation protection, taking in everything from quantum physics to reactor physics along the way.

The ATI visit was one facet of an action-packed day,

starting with an introduction to the University of Vienna, followed by a presentation from the Department of Contemporary History. We later saw the new campus of the Vienna University of Economics and Business opened last year.

After climbing Triga Mark-II, we had a talk about the forthcoming Vienna Summer of Logic 2014 (see www.eusja.org for more on this), and then transferred to Vienna BioCentre, described as one of the most prominent science hubs in Central Europe. That evening, we had a very pleasant tour and dinner in the Natural History Museum.

There had also been a wide-ranging programme the previous day, and there are other reports on this – and indeed the entire three-day event – on the EUSJA website, in two articles: www.eusja.org/satu-lipponen-new-eusja-president/ and www.eusja.org/the-ideological-understanding-of-science/.

As always, the website also carries many reports of other EUSJA visits and study trips, both past and to come. Please be sure to visit it regularly.

► Book

La Galassia di Gaia (Gaia's galaxy)

UGIS member Gabriella Bernardi has written a book on the European Space Agency's Gaia mission. The aim of this mission is to provide a complete and high-precision map of the positions, distances and motions of the stars in our galaxy. It is expected that Gaia will revolutionise our knowledge of the origins and evolution of the Milky Way, of the effects of the still-mysterious dark matter, and of the birth and evolution of stars and extrasolar planets.

La Galassia di Gaia (English translation: Gaia's galaxy) is written as a young girl's school report in order to take the younger reader, or any curious person, on a journey of discovery of the stars and galaxies. It also explains how a scientific satellite is constructed and how the data that will be collected will be used.

Gabriella was born two years after the first men landed on the moon.

With a degree in physics and a master's in scientific communication, she has been working for several years on the popularisation of

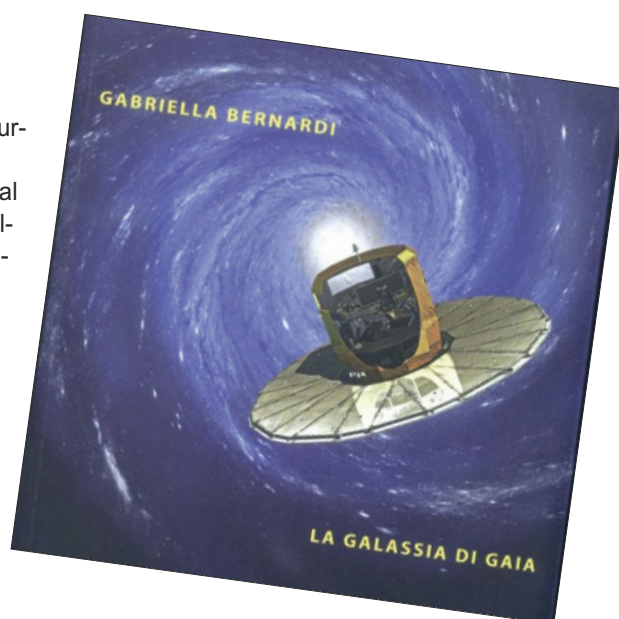
astronomy and in science journalism.

She has written several other books, and won the Voltolino prize for science popularisation in 2007.

The 84-page book, in Italian, is published by Edizioni La Ricotta.

If any member of an EUSJA association has written a book, the editor would be glad to know about it.

Please send an email to anolan@iol.ie.



WFSJ

■ ***The website for the World Federation of Science Journalists carries useful information on scholarships, awards, summer schools and other training, as well as on the WFSJ itself.***

EUSJA is a member of the WFSJ, as are many of the individual member associations, so why not make use of www.wfsj.org?

Writing for EUSJA News

Your voluntary contributions for consideration for inclusion in EUSJA News are very welcome. If you would like to write an article, please check first with the editor Anna Nolan about feasibility, angle and length (anolan@iol.ie).

Social media and EUSJA

As well as a wealth of information, EUSJA has blog facilities on www.eusja.org, and its Facebook page can be accessed through this website. Its Twitter address is [www.twitter.com/eusja](https://twitter.com/eusja), and its LinkedIn group is open to all those interested.

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Estonia

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