

EUSJA NEWS

Newsletter of the European Union of Science Journalists' Associations | Spring/Summer 2015



Participants in the 2015 EUSJA general assembly in Stockholm, after their day's deliberations. Wolfgang Chr. Goede, who has since then been elected to the board of the World Federation of Science Journalists, is in the middle of the front row, wearing a check shirt © Antonio Calvo Roy

EUSJA
European Union of Science
Journalists' Associations
www.eusja.org

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Editor: Anna Nolan
annanolan.journalist@gmail.com

Design & layout director: Katri Niinikangas
katri.niinikangas@gmail.com

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PASSION FOR SCIENCE AND JOURNALISM OR VICE VERSA?

By **Satu Lipponen**, EUSJA president

Are science journalists there for science or are they journalists above any specialisation? It depends. We come from different backgrounds. In my case, I come from journalism. I have made my living from it for 40 years. I have done front pages, columns, culture critics, foreign news and now for the past 15 years science, more specifically health and cancer.

I have noticed that there are trained scientists that turn into science journalists because they have important things to say and feel the need to communicate them to the public. I do not mind. I used to work in a national daily newspaper where the journalists came from different backgrounds, teachers, priests or architects... whatever, if you can

write and have the passion. At the end of the day you deliver decent content by respecting deadlines. Otherwise surviving in this profession is difficult.

There is no agency that certifies you as a journalist. A university degree and an academic title might give a hint but not necessarily. Usually you are credited as a staff writer. This is a thin crowd nowadays in science journalism. Professional journalists normally belong to the International Federation of Journalists. In my country your monthly membership fees are deducted in taxation because it is a trade union. But science journalists are a more diverse bunch of people and are not necessarily members of trade unions. Many do science commu-

nications to earn their monthly pay check.

Journalism is a good background for many science communicators. Many associations have science communicators as their members. A third fairly common group are science journal editors or people working for informatics and science establishments such as museums or science centres. Very fit specialisation areas for the digital future.

What about associations like EUSJA or the World Federation of Science Journalists? These associations are not trade unions. They are more like ideological entities uniting the believers. There are four types of science journalists active in these associations: those accredited (staff writers or string-



A group of science journalists attending the EUSJA Biodiversity Study Trip to Estonia, on the Laelatu wooded meadow on May 21. The meadow is one of the most species-rich places in the world, per square metre. © Priit Ennet

ers in science journalism establishments or news media, broadcast journalism or internet), those teaching science journalism (what to do with academics teaching science journalism if there are no science journalists?), those retired with time and passion for activism, and those actively freelancing. They are normally elected by their peers to represent their interests.

The overwhelming majority of science journalists are freelancing. They need training and updated skills applicable in a digital environment. They need collaboration and joint projects across borders. And they need their peers. EUSJA is organising its second European Conference for Science Journalists to support networking. We are launching a brand-new collaborative network in Budapest on 3 November. Be there, you are included because EUSJA works for inclusion. The first European conference in Copenhagen in 2014 was among top three events of the year in Copenhagen – so societies recognise our passion and support it.

Science journalists are needed across Europe and across the globe. My very warm congratulations to EUSJA candidate and honorary secretary Wolfgang Goede on his elections to the board of the World Federation of Science Journalists! We have a lot to share and many good ideas. Wolfgang will be our loudspeaker for science journalism in Europe, Latin America and worldwide. A nice beginning for EUSJA's 45th anniversary - not forgetting that Wolfgang's home association TELI is the oldest science journalists' association in the world. His work for science writers in ISWA is also well known.

At the recent general assembly in Stockholm the EUSJA delegates discussed the future of science journalism. It is not very bright but they are determined to fight back. Journalism was born as a profession when German merchants needed a financial newsletter for their business. The first newspa-



During the general assembly: board members Jens Degett, Wolfgang Chr. Goede, Satu Lipponen, Viola Egikova, Priit Ennet and Menelaos Sotiriou, with executive secretary Johanne Martinez-Schmitt in the foreground on the right © Fabio Pagan

per called *Relation aller Fürnemmen und gedenckwürdigen Historien* was published in 1605 in Strasbourg – where EUSJA has its offices. In the 21st century every knowledge society needs science, technology and innovation to survive and to develop. Digitalisation is not the end of this profession of critical knowledge in public sphere. It is the renaissance.

In science journalism EUSJA, with its network of 23 associations, is covering the European countries very well. If you have good ideas, you are warmly welcome to talk to me or Wolfgang at the 9th World Conference in Korea in June or in Budapest 3 November 2015. Let us give the same passion to networking and innovation as we do science and journalism.

Reach out for EUSJA board and national and association delegates. Give your comments, wishes and feedback. The EUSJA board in 2015-2016 is composed of Satu Lipponen, president; Viola Egikova, vice president; Wolfgang Goede, honorary secretary; Jens Degett, honorary treasurer; and Priit Ennet, co-opted board member. I am most active in EUSJA Facebook pages and happy to connect with you via Facebook, Twitter or LinkedIn.

WELCOME TO TWO NEW EUSJA BABIES

By a happy coincidence, two of EUSJA's former office managers have given birth recently. Marie Suchanova's son William was born on 4 February at 21.56 CET in Strasbourg, and on 2 May Janna Wellander's daughter Edith was born at 09.31 CET in Gothenburg. Congratulations and best wishes to all concerned.



Marie Suchanova and son William © Marie Suchanova



Janna Wellander and daughter Edith © Janna Wellander

ALL ROADS LEAD TO BUDAPEST

Following the success of the 1st European Conference for Science Journalists in Copenhagen last year, another interesting and worthwhile programme is being prepared for the second conference in Budapest this November. A warm welcome awaits anyone with an interest in science journalism

Invitation from **István Palugyai**, ECSJ2015 and **Satu Lipponen**, EUSJA



István Palugyai, one of the chief organisers of ECSJ2015, with Budapest in the background © István Palugyai

The Second European Conference for Science Journalists promises to be a unique networking event with numerous specialised science journalists reflecting upon their profession, competencies and challenges. One major milestone will be the launch of a new and ambitious network across Europe.

The themes of the conference are:

Science journalism in society

The media are becoming more dependent of science stories written or influenced by stakeholders. This stakeholder-driven communication has a severe impact on the quality, ethics and credibility of the science stories in the public space. How can science journalists get back into the picture?

Journalists as entrepreneurs

Many science journalists are facing tough time as news media are cutting down on the journalistic coverage of science. We present models on how journalists can change the market and sell their stories on new platforms and media.

Communication of infectious diseases

Is the next pandemic on its way? We will hear from stakeholders and discuss how science journalists can play a role when everybody is asking for answers.

Science journalists in the climate debate

The real magnitude and severity of the global environmental challenges may be deliberately manipulated by stakeholders with vested interests. It is difficult to convince editors and the audiences that it is worth spending time understanding the complex story, which deals with unwelcome information.

Launch of EUSJA innovation network and invitation to collaborate

You are invited to have an impact upon the programme planning by suggesting a speaker or a topic for the themes described above.

If you are suggesting a speaker, please provide his or her CV and indicate if you have a possibility to support that person's participation. The organisers have the final decision of any suggestions to

the programme. In addition, all financial support will be made public. Please send your suggestion to 2ecsj2015@gmail.com by 30 June.

Who should attend?

If you are interested in stories covering science, technology and health, environmental questions and ecology, or if you are interested in science-related projects, this is a good opportunity for you to get acquainted with topical themes and experts.

The conference is open to science journalists, science communicators, researchers or anyone interested in science journalism.

Sponsorship opportunities

We offer sponsorship opportunities: please see www.eusja.org/2ecsj2015. This website lists the international steering group members, who may be contacted for further information. You may also send an email to 2ecsj2015@gmail.com. Information on www.eusja.org and [@eusja.org](https://twitter.com/eusja) or the EUSJA Facebook pages, where ECSJ2015 Budapest is the special group for the conference, will be updated, so please keep a watch on these social media too.

2nd European Conference for Science Journalists ECSJ2015 Budapest 3 November 2015

Time: Registration starts at 8.30 hrs, ECSJ conference programme 9-17.30 hrs

Venue: Hungarian Academy of Sciences, Hungary 1051 Budapest, Széchenyi István tér 9

Organised by: the Hungarian Association of Science Journalists and EUSJA

NANOTECHNOLOGY WORKSHOP FOR SCIENCE JOURNALISTS

*Get background knowledge to improve your reporting about
"Benefits and Risks of Nanotechnology" during a free workshop*

Nanotechnology is a rising topic for science journalists as the public is increasingly aware of ever new "nano" products entering the market. Are they dangerous? Are they safe? What is so interesting about "nano"? Science journalists need good facts and arguments in order to deliver balanced and guiding information for their audiences. Can scientists help to clarify things? What angles are important to cover in reporting nanotechnology?

These are some of the questions which will be answered during a 4-hour training workshop for science journalists on "Benefits and Risks of Nanotechnology" - free of charge.

It will be held on 17 June 2015, 14.00-18.00 o'clock at Ambasada Krakowian, ul. Stolarska 6/9, 31-043 Kraków, Poland.

The workshop is organised by EUSJA under the EU funded project NanoDiode, which is a project for outreach and dialogue to support the effective governance of nanotechnologies.

The aim of the workshop is to bring science journalists closer to nanoresearchers in the fields of science, technology and governance. Science journalists will be introduced to nanotechnologies by experts in order to put them into the position to better fulfill their role as critical moderators

between researchers and their media audience.

Experts will show the science behind nanotechnology. They will explain what can be done with nanoparticles in products for medicine, electronics, materials, or consumer goods. What is already on the market, what is in the pipeline, and what the challenges are for future developments will all be covered. Time is also reserved for a critical review of nanotechnology governance.

The topics are:

- Introduction: journalism, science and the public
- Science behind nanotechnology (Representative of Department of Physics of Nanostructures and Nanotechnology, Jagiellonian University, Krakow)
- Applications of nanotechnology (Representative of Centre for Materials and Nanotechnology, Krakow)
- Technology assessment, "Haven't we got all the theory we need?" (Arie Rip, Professor of Philosophy of Science and Technology in the School of Management and Governance of the University of Twente, Netherlands)

- Legal frameworks around new and emerging technologies, for consumers, for industries (David Azoulay, Managing Attorney, Centre for Environmental Law, Geneva, Switzerland)

Registrations: Please confirm your participation by sending an email to Mr Teguyco Pinto Cegas at teguyco@gmail.com by 10 June at the latest.

INFORMATION

What: Science Journalists' Training Workshop on "Benefits and Risks of Nanotechnology"

When: June 17, 2015, at 14.00-18.00 o'clock

Where: Ambasada Krakowian, ul. Stolarska 6/9, 31-043 Kraków, Poland

Language: English

Fees: Free, registration recommended

LINKS

Ambasada Krakowian
www.ambasadakrakowian.pl

NanoDiode project
www.nanodiode.eu

EUSJA www.eusja.org



HOW WILL SCIENCE JOURNALISM BE PAID FOR?

The editor and co-founder of an innovative popular science magazine and website ponders the future

By **Tom Kennedy**, ISTJA member

As we all know, placing features about science is usually a struggle, and the fact that many science journalists are freelancers does not help. As 'bottom feeders' they have a lot less security than staffers when money gets tight.

There is nothing new about this situation, and twelve years ago three freelancers, Mary Sweetman, Seán Duke and this writer thought that one way to rebalance that situation was to create a new publishing platform dedicated to news and popular features about science. At the time, State funding in Ireland for research had been given a substantial boost, yet little of the resulting activities was being reported on in the press.

So, after a whirlwind round to whip up support from the various institutions engaged in innovation, education and research, just enough money was raised to go into production of a magazine that would make science accessible to all. When Science Spin was launched with a defiant disregard of economic sense, many readers (even if they enthusiastically welcomed this new arrival) wondered if the glossy, full-colour magazine could possibly survive for more than a year, and indeed it almost didn't, but to cut a long and convoluted story short, the bimonthly Science Spin is still with us.

In many ways this has been a near miraculous survival, for not only was this an attempt to break new ground, but Science Spin was also launched just at a time when

the traditional business model of one paid-for page paying for two or three of editorial was beginning to decline. As an aside, it was the over reliance on this strategy that caused editorial problems to arise in the first place, and ultimately forced so many publications around the world to fail.

Understandably, publishers were, and are, reluctant to abandon a model that served them so well and for so long, but as income goes down, newspaper editors who want to keep their jobs are inclined to run with motor-ing, property or life-style features while spiking the science and other stories that might be of great interest to readers but cost money and produce no obvious income.

Although inhabiting the same challenging environment, Science Spin has managed to survive so far by being lean and mean, with no staff and a laptop as the office, but there really is a limit to how far cut-backs can be allowed to go before it is time either to call a halt or optimistically set out in a different direction.

Evolution

With Science Spin, it could be said that the choice has been to seek a future by following an evolutionary path. Initially, like many other magazines, Science Spin had a website, but it was just like a nice little extra, a teaser to get readers to subscribe or to go out and buy the real magazine. This is no longer the case, and Science Spin has since moved on to seize fresh

territory in the electronic world. Following a major revamp of the www.sciencespin.com website coupled with an intensive social media campaign, digital readership has risen way beyond our wildest expectations. In less than half a year the number of people reading Science Spin on Macs, PCs, tablets and other mobile devices went up to over two million and numbers continue to climb.

It was as if a magic wand has been suddenly waved to release a hitherto localised archive of content. More than half our readers come from countries scattered far and wide across the globe. All this comes as a pleasant surprise, yet we still do not know what sort of financial impact opening this window to the world is going to have on Science Spin. The rise in international readership raises exciting prospects of expanding coverage and content, but alas, the challenge of uncoupling from a redundant business model is still with us. We know that science journalists have lots of stories to tell, we know that readers are keen to learn more about science, but we also know that science is not all about selling consumer products, so who in a declining advertising market is going to step in and pay for any increase in quality content?

Science Spin is far from being alone in struggling to escape from a failing one advertisement page paying for two or three editorial pages tradition, and the time seems to have come, especially in the sciences, to reconsider how that model could be improved, rather than being abandoned in its entirety. Without reform, it seems that sliding down the slippery slope from editorial to advertorial is the only way to go.



Covers of some issues of Science Spin magazine © Science Spin

Financing

On the tricky question of where the money is to be found, it could, strangely enough, consider the problem involved, come down to lack of communications. Usually, when researchers receive a grant, there is a stipulation that a small percentage of this be set aside for, guess what, communications.

There is a very good reason for this in that the tax paying public can't be expected to support something they know absolutely nothing about. However, while most scientists are actually keen to tell their story, what actually happens is that virtually all the support for communications is channeled into micro-managed PR. In an extraordinary assault on academic freedom, researchers are often instructed not to talk to the press, and that includes well-established and responsible science journalists.

This is an issue that needs to be addressed, especially as the understanding of what we mean by communications has become so confused. In a recent media workshop a senior and well-respected European Commission official expressed a widely held view that if science journalists are hav-

ing such a hard time, they should apply for the more plentiful and better rewarded jobs in outreach and communications. Naturally, the science journalists who had come all the way to Dublin to report on this particular conference were not too pleased to get this well meaning advice, and as one remarked, "We are not going to be your loudspeakers". Furthermore, at another meeting of Irish researchers, the journalists present were asked always to mention the source of EC funding otherwise their reports could not be counted in Brussels as press coverage.

This view that news about science has to be controlled so obsessively is certainly not good, but is there an alternative route that would channel at least some of the available funds directly to those who are in the best position to write independent reports?

Science would be better served by supporting science journalists who know what they are writing about, so instead of allowing all the funds to be mopped up in expensive flag waving, it might make more sense to channel support in a way that makes it easier for

the press to commission reports from science journalists.

Science journalists tend to be focused on their own struggles to survive, just as researchers worry about where their next grant is going to come from, but they could be seen as just two sides of the same coin. There is a case to be made that press coverage is a serious issue that the science community as a whole should be addressing.

One way or another, the way in which the press works is going to change and what future lies ahead for Science Spin remains to be seen. All we know just now is that our digital readership greatly exceeds the circulation of many national newspapers. Being firmly in the scientific camp, we are not allowed to consult our crystal ball, but at least we can take some comfort in the numbers. Perhaps the dramatic rise in readership will solve a lot of our problems and maybe even open up new opportunities. It would not be the first time that Science Spin tried to break new ground.

You can read the magazine in flip form on www.sciencespin.com

WHEN ANGRY, COUNT TO A HUNDRED

Better international understanding brought about by being part of EUSJA helps science journalists to deal with propaganda in these difficult political times, according to Viola, writing as president of INTELLECT, the Russian member association

By **Viola Egikova**, EUSJA vice president and INTELLECT president

No man steps into the same river twice... It seems that history tries to test again the strengths of Heraclitus's idea: here we go to conflicts that it was once thought were already overcome. The best years in my journalistic career were connected with the period when a conception of what was called "a cold war" was believed to be over for ever. But today we again hear that expression - in debates, in political speeches, on TV and in articles, even in private letters.

The meaning usually concerns the relationship between certain countries from the West and East. We can watch day to day as things are getting more complicated. Does all this have any impact on science journalism or not? Does it pay a price?

Some things need to be clear up here: the reply for sure depends on an individual's experience. I'd like to share mine. I still remember the past cold war, I know well the difference we experienced during the last decades, and I can watch the changes with the new rhetoric of the "reincarnation" of cold war - how this concerns my colleagues inside and outside the country. Let me once again refer the last EUSJA study trip to Russia: it was a good test! While the preliminary stage of that trip

I heard warnings many times: "Are you serious? Nobody will come the times of political and economic confrontation!" I was happy to learn at first hand that the sceptics were wrong: my foreign colleagues demonstrated a big interest in the trip. There was only one cancellation with political motivation, but later that journalist wrote to me that he had been wrong. Does it mean the rest of the participants had no political preconceptions?

I would not be honest if I said they had not. Before the meeting I was receiving many questions like these ones: "Is it dangerous to speak English in the city?" or "May I use my camera in Russia?" The comments during the meetings were more than predictable: the visits to almost every scientific centre were followed by somebody wondering: "How do you communicate today with the scientists from the abroad? How do you work during the period of sanctions and confrontation?"

It was clear that many of our guests doubted the unanimous reply from the researchers who were saying that there was no confrontation between scientists. Later most of journalists that attended the trip confirmed in their articles: the idea that there could not be a confrontation seemed to be very strange.

And here is a reasonable question: why?

The scientists' replies were absolutely true. This fact is easy to confirm: I can list many big international conferences of the last months that were organised jointly by Russian and foreign scientists. One of the latest conferences was organised in the same Space Research Institute RAS that we visited last September. It was a big meeting to discuss the investigation and the experiments for the International Space Station. The panelists were Russian scientists along with researchers from NASA, ESA and different European universities. Right after that conference a group from the Russian Academy of Sciences left for a scientific meeting in USA.

These examples are just the smallest part of on-going collaboration. Then why did the science journalists doubt the contacts?

I think this could be the result of political influence: the rhetoric of a cold war sometimes clouds the consciousness even of highly intelligent people. That's probably why sometimes the articles in the media in general look as if they were written by politicians with their usual clichés, not science journalists. Fortunately most journalists that arrived to Russia the days of the EUSJA trip



The EUSJA group of the last day of the study tour to Moscow September 2014, with the author in front
© Moscow University

analysed the facts well. And here is what we need EUSJA for: the journalistic contacts help us to get better understanding of situations in political chaos. By the way, this task of EUSJA is completed not only via study trips. This is just one possibility. The better understanding is possible thanks to different meetings and different way of communication. I believe this is very important, because science and science journalism must help to save the bridges, and therefore - goodwill and a clear sense in the world.

We need that sense when the world is becoming crazy not because of the ghosts of the cold war that are haunting our countries. There are enough problems besides this confrontation, and we are wrong if we sometimes allow ourselves to be influ-

enced by these difficulties. People from the West are sometimes convinced that propaganda exists only from one side. But propaganda never was just a one way ticket: it works from both sides. We tried to show the journalists who arrived for our study trip that there is also another Russia - not the one they watch through official speeches and TV screens. The scientists that work together on the same problem learned this simple evidence very well. That's why they are willing to collaborate beyond any political borders. They work together for Science.

Science journalists who do not feel this and instead follow the rhetoric of official propaganda actually help those politicians who want to bring the signs of a cold war back. I believe that science and science journalism are

the bridges to peaceful collaboration and better understanding between nations. What will happen with the world is a responsibility of scientists and science journalists. Shall we allow politicians to burn the bridges behind us when we can stop them?

Social media and EUSJA

All 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.

CAN POCKET DOCTORS HELP THE DEPRESSED?

Psychological disorders are sharply increasing. Burnout, depression, anxiety and related problems cost health systems and national economies a fortune. Apps that promise to train mental fitness directly from your smart phone suggest new possibilities for treatment. This is exciting, but severe drawbacks remain.

By **Wolfgang Chr. Goede**, EUSJA Honorary Secretary

Who remembers this? Four centuries ago, impoverished Sweden went to war with its neighbours and became one of the largest European powers. Vienna's Sweden Square reminds us of this belligerent period, during which the Swedish king wanted to become the new post Roman Emperor. After the failure of these adventures the Nordic colossus wisely decided to become peaceful and started to concentrate on its intellec-

tual power, as Ylva Hultman indicated during an EUSJA Study Trip to Stockholm. Ms Hultman is the Life Science Business Development Manager with Stockholm Business Region Development, one of the sponsors of the special day in the Swedish capital, and provided details and examples of "fantastic technological outlooks" in the near future.

From impoverishment to empowerment: the Stockholm Uppsala

region has risen to become a European hub of medical research and life sciences, fitness and wellness. A press handout provided by Ms Hultman walks the line between science and research, economy and investments, and announces the presence of 600 life science companies. It describes Hagastaden as a prospective new life science district with room for 50,000 people, and proposes "360 degrees of expertise" with "pushing the digital



The EUSJA study trip in Stockholm © Antonio Calvo Roy



Getting a good view © Wolfgang Goede

horizon" and "democratization of big data". A profound e-health platform is being constructed by a series of promising start-ups, and some of them, including Mindapps and Biosync Technology introduced themselves to us in short, snappy presentations.

Into the rather hectic study trip schedule mindfulness app founder Magnus Fridh brings joyful calm vibrations. He asks the some 20 journalists from throughout Europe to close their eyes, relax, turn inside and quietly observe thoughts and emotions. Indeed, this already feels like meditation and this is what the program is all about, explains Fridh. The app provides mental gymnastics by, for example, measuring breathing with the microphone: if this is found to be too shallow and too fast a rhythm that slows the breath is induced.

Mindfulness is a modern form of meditation that has been around for 3000 years, he explains. The app makes use of modern technology and helps the user to easily relax in any context, such as the office, a conference or sports. It's available in 15 languages and has a million users already. Results of a survey show that 79 per cent of the users became less worried, 77 per cent less depressed, and 62 per cent sleep better. All in all, 75 per cent experienced more satisfaction with life after a few weeks of meditation with the app. The latest edition, on the market since April, is solely dedicated to "Sleep Smart".

The speaker of another successful Stockholm start-up, Dina Titkova, business development director of Biosync Technology, goes into the same direction, but looks at the fallout diseases of our

modern civilization more systematically and profoundly. First of all, she observes that stress in its various forms has become the epidemic of the 21st century, and that the figures she presents are widely accepted by health officials and are, independently of her impulse, a matter of preoccupation in the European Commission. More than 50 per cent of all lost workdays in the EU is attributable to mental disorders and illness. The cost of every single burned-out employee is 40,000 euro, she states. It's not only depression and anxiety that are triggered by modern stress, however, but also many cases of diabetes, Parkinson, chronic pain and even Alzheimer's have recently been connected to constantly rising stress levels.

Biosync Technology has developed a wearable sensor bio-

SCIENCE JOURNALISM AND CHILDREN - THE FUTURE?

Elisabetta shares her personal viewpoint on being a parent and a science journalist

By **Elisabetta Curzel**, Member UGIS and SWIM

There was a group of kids in front of the school, pondering on the mystery of Santa. It's true, one said; not sure, said another; it's your parents, dared a brave one. Calm and controlled, my eight-year-old son stared at him before asking: "What are your sources?"

The sources stuff - what they are, how reliable they are, and the need of fact-checking - is a topic he must have heard a boring number of times from me but that day, after a smile, I found myself reflecting about how much, or how deeply, my being a science journalist (and a single moth-

er) might have influenced my son's attitude and perception of the world. What kind of imprinting was I giving to him? Was I unconsciously trying to shape a little-me (with due concession to my son's age: Santa hasn't being unmasked yet), or just laying the foundation for a future geek?

I don't deliver any big truths or answers to the abovementioned questions in this little piece - so please, lower your expectations. But should you feel like climbing up onto my very peculiar perch, and keeping me company for some more minutes while watch-

ing the world from the perspective of an Italian woman, mother by vocation and science journalist by passion - well in that case, I'll tell you why and how this profession has shaped my life. This is what I've learnt.

Rule 1: when you consider science journalism as a form of love (if you find it fun and beautiful, and it makes you feel good), you will apply its method also to your personal life, and to your family. Do not complain when a thousand logical questions stop a flowing narration of a fairy tale: it's your fault. But if when doing homework you see that reasoning substitutes for memorising, it's to your credit.

Rule 2: you're not Konrad Lorenz and children are no geese, so please remember that suggestions and impositions are not the same. Still, to know science's basics is good, and useful for humanities and social skills too - it means knowing that not everything has been discovered or explained yet.

Rule 3: they've created acoustic fingerprints to give songs a title, and you still wonder if science and magic are incompatible? Please remember that magic when you see your paycheck (and live in Italy).

Rule 4: two kinds of science journalist work in Italy today - the long-established big shots, and the volunteers. They can be called "volunteers" because the freelance pay for so many science journalists, even those with excellent experience and skills, is so low that it impossible to make a living from this work alone.

A future science journalist, scientist, humanities researcher or technical expert? © Elisabetta Curzel



BUZZING STOCKHOLM

The one-day study trip in Stockholm in March gave the participants a taste of an exciting assortment of science projects, developed, developing and planned

By **Anna Nolan**, ISTJA delegate

Over 60 per cent of Sweden's life science workforce is employed in the Stockholm region, which incorporates Uppsala along with the capital. The 600 companies devoted to this speciality range from new and small start-ups right the way to global giants. And it's not just businesses – the region can be justly proud of its many academic institutions and cutting-edge research.

"Swedes are a collaborative people," explained Prof. Dr Erik Forsberg, CEO of Uppsala Bio. "The country is a goldmine of innovators."

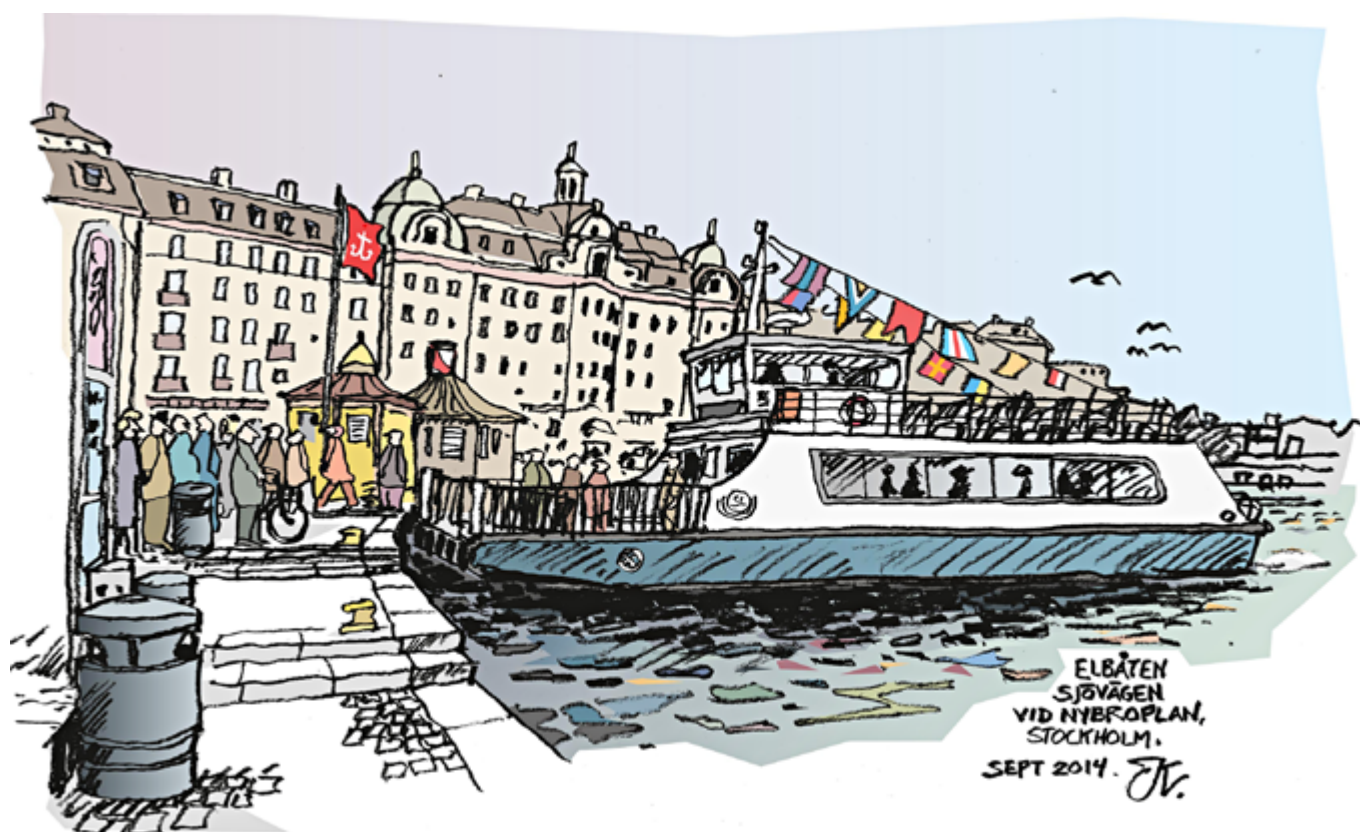
Innovation in the Stockholm region is not just a matter of continuing along existing lines, though that could be buzz enough: there are major plans for building a futuristic new science district called Hagastaden. This area is already home to the world-famous Karolinska Institute, soon to be boosted by the opening of a state-of-the-art hospital called New Karolinska Solna. The hospital opening is planned for next year, but it will take until 2025 to complete Hagastaden, because transportation, parks, homes and other facilities are part of the mix, along

with research and business premises.

Hagastaden is expected to have room for 50,000 people, and is focused on becoming a hub for specialised medical care, and world-leading life sciences research.

Even the formal presentation of Nobel prizes is to be updated, with a new building planned

The new electric boat, which Swedish national delegate Kaianders takes to work at Ny Teknik every day, passes by the site for the planned Nobel centre © Kaianders Sempler





Studying the model for planned Hagastaden centre in Stockholm © Fabio Pagan

that will be a year-round meeting point for discussions on art, science, culture and politics and will be an educational resource. It's expected to be a tourist attraction, too.

We were introduced to ScienceLifeLab, the Swedish national platform for molecular bioscience in health and the environment. We also heard from some of the innovative companies in healthcare (please see Wolfgang

Chr. Goede's article on health apps in this issue of EUSJA News). Later on there was a presentation on the clinical implications of regenerative medicine, which holds out so much promise for the future health of everyone.

It wasn't all work and note-taking. We had lunch near the top of the Wennergren centre, where we enjoyed a panoramic view of the Hagastaden area, and viewed a model of the planned hub. Our dinner

was a cultural treat, as is took place in the Moderna art museum.

Please see www.eusja.org for various photographs and reports on this and other recent study trips. You will also find news there of EUSJA study trips for which you can apply through your EUSJA delegate (for example, the Heidelberg Laureate Forum (August 23-28) and the 9th Congress of the European Pain Federation in Vienna (September 2-5).

WFSJ News

Detailed results of the recent election of three members (including EUSJA's Wolfgang Chr. Goede) to the World Federation of Science Journalists' board are on the www.wfsj.org website, along with several other interesting news items.

Preparations continue for the World Conference on Science Journalism scheduled for 8 to 12 June 2015 in Seoul, Korea. A newsletter giving detailed reports on progress so far is on the www.wcsj2015.or.kr site.

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 or a news report, please check first with the editor Anna Nolan about feasibility, angle and length (annanolan.journalist@gmail.com).

EUSJA BOARD

President

Satu Lipponen

Cancer magazine
Cancer Society of Finland
Unioninkatu 22
FI-00130, Helsinki
satu.lipponen@cancer.fi
Skype satu.lipponen.csf
@Lipponen5
+358 50 5634558
www.tiedetoimittajat.fi

Vice-President

Viola M Egikova

Association of Science
Writers and Journalists
'INTELLECT'
Horoshevskoe Shosse 50-98
123007 Moscow, Russia
Tel: +7 499 256 5122
Fax: +7 499 259 63 60
violae@mail.ru

Honorary Secretary

Wolfgang C. Goede

German Association of
Science Writers (TELI)
Strassberger Str. 32
80809 Munich
Tel: 0049 89 351 5570
w.goede@gmx.net

Treasurer

Jens Degett

BioInformation
Tel: +45 88433059
Mob: +45 27846500
E-mail: jens@degett.org
Skype: jensdegett

Associate Board Member

Priit Ennet

Eesti Rahvusringhääling
Gonsiori 27,
15029 Tallinn
Mobile: +372 51 45 608
priit.ennet@err.ee
www.teadusajakirjanik.ee

Executive Secretary

Johanne Martinez- Schmitt

1, Quai Lezay-Marnésia
67000 Strasbourg France
johanne@eusja.org

EUSJA DELEGATES

Austria

Oliver Lehmann
c/o Presseclub Concordia
Bankgasse 8 1010, Vienna
Tel: +43 1 5338573
E-Mail: klub@aon.at
wissenschaftsjournalisten.at

Belgium

Jean-Paul Vankeerberghen
Avenue du Pesage 125/1
1050 Brussels
Tel: +32 2 539 13 45
Mobile +32 478 471 759
vankeer@brutele.be
www.abjsc.be

Croatia

Blanka Jergovic
Croatian Radio,
Novinarski Dom
Perkovceva 2, 10000 Zagreb
Tel: +385 1 6343110
Fax: +385 1 6343114
b.jergovic@hrt.hr

Czech Republic

Marina Huzvarova
Academic Bulletin ASCR
Narodni 3, 117 20 Prague 1
Tel +420 221 403 531
huzvarova@ssc.cas.cz
abicko.avcr.cz

Denmark

Jesper Odde Madsen
Tel: (+45) 8618 0840
Mobile: (+45) 4040 3732
Skype: jesper.odde.madsen
rescomm@rescomm.dk
videnskabsjournalister.dk

Estonia

Priit Ennet
(see board members list)

Finland

Jukka Lehtinen
Medialehtinen Oy
+358407424401
Kirkkotie 23 d
12700 Kauniainen
jukka.lehtinen@gmail.com

Germany

Jan Oliver Löffken
TELI representative
Wissenschaft aktuell
Auf dem Sande 1, 20457
Hamburg,
Phone: +49-40-360 91 290
Mobile: +49-163-360 91 29
oliver.loefken@teli.de
www.teli.de

Martin Schneider
WPK representative

SWR Fernsehen,
Hans-Bredow-Straße
76550 Baden-Baden
Tel: +49 7221 929 239 66
martin.schneider@swr.de
www.wpk.org

Greece

Menelaos Sotiriou
Science View
Makri 3,- Acropolis
Athens 117 42
Tel: +30 210 9231955
Fax: +30 210 9231956
info@scienceview.gr
www.scienceview.gr

Hungary

Istvan Palugyai
Népszabadsag,
Bécsi út 122-124
1034 Budapest
Tel: +36 1 43 64 565
Mobile +36 70 381 1000
istvan.palugyai@nepszabad-
sag.hu
www.tuk.hu

Ireland

Anna Nolan
Aill Bhúí, Brickhill West,
Cratloe, Co. Clare
Tel: +353 61 357 147
annanolan.journalist@
gmail.com

Italy

Fabio Pagan
UGIS representative
c/o FAST
Piazzale R. Morandi 2
20121 Milano
Tel. +39 02 77790322
Fax +39 02 782485
ugis@ugis.it
pagan@sissa.it

Fabio Turone
SWIM representative
Via Lorenzo Perosi, 3
20146 Milano
+393474419268 t
urone@sciencewriters.it
www.sciencewriters.it

Norway

Susan Dietrichson
Norwegian Science
Journalists' Association
Email Susan.Dietrichson@
sykepleien@gmail.com
www.forskingsjournalisten.no

Poland

Malgorzata Zaloga
Polish Science Journalists'
Association

Naukowi.pl
Zgrupowania Zmija 3b/114
01-875 Warszawa
info@naukowi.pl

Portugal

Ricardo Garcia
Rua Prof. Dias Valente, 168
2765-578 Estoril
Tel: +351 210 111 169
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
mironovalexandru@
gmail.com

Russia

Viola M Egikova
(see board members list)

Slovenia

Goran Tenze
Radio Slovenija
Tavcarjeva 17
1550 Ljubljana
Tel: +386 1 475 24 23
Skype tenzigor
goran.tenze@rtvslo.si

Spain

Antonio Calvo Roy
AECC representative
Ginzo de Limia 552
8034 Madrid
Tel +34 961 974 400
Fax +34 961 974 469
secretaria@aecomunicacion-
cientifica.org
www.aecomunicacion-
cientifica.org

Mercè Piqueras
Catalan Association for
Science Communication
Rambla Catalunya, 10, 1r
08007 Barcelona
Tel +34-934121111
Fax +34-933178386
mercepiqueras@mes-
vilaweb.cat
www.accc.cat

Sweden

Kaianders Sempler
Ny Teknik, 106 12 Stockholm
Tel +46 8 796 65 67
Mobile +46 705 44 81 71
kaianders.semler@
nyteknik.se