

CHALLENGES AND OPPORTUNITIES IN
**COMMUNICATING
SCIENCE**
TO THE PUBLIC Argentina, Nov. 2011

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ORGANIZERS



ANCFN

Academia Nacional de Ciencias Exactas, Físicas y Naturales



INTERAMERICAN NETWORK OF ACADEMIES OF SCIENCES

Place: Academia Nacional de Ciencias Exactas, Físicas y Naturales,
Avenida Alvear 1711, 4° piso, Ciudad Autónoma de Buenos Aires, Argentina

MONDAY 28

7:30 pm - Evening reception at the Academy. Participants with their guests are welcome to join us.

TUESDAY 29

8:00 am - Opening Remarks

- Juan Pedro Laclette – IANAS Co-Chair
- Eduardo H. Charreau – President of the National Academy of Exact, Physical and Natural Sciences of the Republica Argentina
- Lino Barañao – Ministro de Ciencia, Tecnología e Innovación Productiva de la República Argentina

8:30 am - Break

Chair: Juan Pedro Laclette (Mexico)

Rapporteurs: Bill Skane (English) and Bayardo Aguilar (Español)

8:40 am - Bridging the Gap Between Scientists and Journalists

- Jorge Huete (President of the Nicaraguan Academy of Sciences) (15 min)
- Nora Bär (Argentina) (15 min)

9:15 am - "State of Science Journalism: View from U.S. and Global Partnerships"

- Nancy Shute (US) (30 min)
- Discussion (15 min)

10:00 am - Coffee Break

10:15 am - Round Table 1: State of Science Journalism.

Chair - Luisa Massarani (Brazil) (15 min)

Rapporteurs: Bill Skane (English) and Bayardo Aguilar (Español)

- Andrea Small (Venezuela) (15 min)
- Lucy Calderon (Guatemala) (15 min)
- Peter Calamai (Canada) (15 min)
- Sabine Rigetty (Brasil) (15 min)
- Discussion (30 min)

11:50 am - Breaking session

12:00 pm - Round Table 2: Perspectives from Scientists.

Chair - Michael Clegg (USA)

Rapporteurs: Peter Calamai (English) and Enrique Acevedo (Español)

- Juan Asenjo (President of the Chilean Academy of Sciences) (10 min)
- Jeremy McNeil (Foreign Secretary of the Academies of Arts, Humanities and Sciences of Canada) (10 min)
- Gabriel Macaya (President of the National Academy of Sciences of Costa Rica) (10 min)
- Juan Pedro Laclette (Former President of the Mexican Academy of Sciences) (10 min)
- Eduardo H. Charreau (President of the National Academy of Exact, Physical and Natural Sciences of the Republica Argentina) (10 min)
- Jaime Rodriguez Lara (President of the Colombian Academy of Exact, Physical and Natural Sciences) (10 min)
- Discussion (30 min)

1:30 pm - Lunch

3:00 pm - Setting the Stage – Case Studies in Science Communication.

Chair - Milciades Mejia (Dominican Republic) Rapporteurs: Alfonso Tamariz Bernal (Español) and Bill Kearney (English)

- Lessons from the earthquake in Chile – Nicolás Luco (Chile) (20 min)
- Lessons from the Flu pandemic in México – Alejandro Macías (México) (20 min)
- Lessons from Climate Change in US – Bill Skane (US) (20 min)
- Discussion (15 min)

4:15 pm - Round Table 3: The changing landscape of science communication.

Chair Bill Kearney (US) and Antonio Regalado (Brasil) Rapporteurs: María Teresa Arbelaez (Español) and Jeremy McNeil (English)

- Communicating Science in a Digital World: Why Scientists and Press Officers Should Be Online – María Jose Vinas (USA) (10 min)
- The impact of new media. Blogger, publishes on web Federico Kukso (Argentina) (10 min)
- The ability of almost anybody to produce and disseminate text, video, and audio.
- The relationship between journalism and new technologies. Fernando Halperín (Argentina) and Pere Estupinya (US-Spain) (8 min each)
- Discussion (20 min).

5:15 pm - Coffee Break

5:30 pm - Round Table 4 -Keys to working better together.

Chair - Juan Asenjo (Chile)

Rapporteurs: María Jose Viñas (English) Carla Jeannine Gonzales Arimburgo (Peru)

This session should be entirely devoted to discussion among the panelists moderated by Juan Asenjo and focused on the questions below.

- Common goals
- Be Prepared: Better Interview Practices for Journalists and Scientists
- Issues of trust
- Access and transparency
- What do scientists want? What do journalists want

Lucy Calderón (Guatemala), Andrea Lineares (Colombia), Martín De Ambrosio (Argentina), Carla Gonzalez (Peru), María Teresa Arbelaez (Venezuela), Enrique Acevedo (Guatemala), Bill Kearney (US), Mariluce Moura (Brasil), Debbie Poncher (Costa Rica), Pere Estupinya (España-USA), Augusto Alvarez Pomares (Cuba), Deborah Blum (US)

Important: Please note that Rapporteurs will need to prepare two slides (English and/or Spanish) in power point to present the following morning.

6:30 pm - End of the session at the Academy and return to the hotel

8:00 pm - Dinner and Evening Speaker.

Place: Hotel Intersur Recoleta, Avenida Callao 1764, Buenos Aires.

- Lino Barañao – Ministro de Ciencia, Tecnología e Innovación Productiva de la República Argentina.

WEDNESDAY 30

8:00 am - All Rapporteurs from the previous day will present a brief resume pp English presentation

Chair of the morning session: Jaime Rodriguez Lara (Colombia)

8:30 am - Science Media and Government:

- Rosalía Arteaga (Ecuador)(15 min) and Carlos Garza (Mexico) (15 min)
- Discussion (20 min)

9:20 am - Breaking session

9:30 am - Mock News Conference.

Half hour mock news conference followed by half hour of discussion to deconstruct how journalists and scientists handled it) Journalists interviewing: Iramis Alonso Porro (Cuba) Alfonso Antonio Tamariz (Peru), Sabine Righetti (Brasil)

Scientists interviewed: Luis de Vedia (Argentina) and Jeremy McNeil (Canada)

Rapporteurs of the morning session: Mike Clegg (English) and Jorge Huete (Nicaragua)

10:45 am - Coffee break

11:00 am - Breakout Session: Identifying Specific Steps for Advancing Science Communication Capacity in the Americas.

Chair - Gabriel Macaya (Costa Rica)

Groups of about 20 would meet separately for an hour to discuss and identify steps (participants could sign up day before)

- **Salon Plenario. What science academies can do to advance science communication?** (Translation service **will be available** for this session)
Facilitator: Deborah Blum (US) and Julia Tagueña (Mexico); Rapporteurs: Carla Gonzalez (Peru) and Père Estupinya (US-Spain)
Participants: Registration List #1
- **Sala Dos. Developing new mechanisms for distribution of science news (a Latin American-centric clearinghouse for science news modeled on EurekAlert) and access to experts in specific disciplines** (Translation will not be service available. English and Spanish fluent needed)
Facilitators: Juan Pedro Laclette (Mexico) & Maria Jose Viñas (US); Rapporteur: Andrea Linares (Colombia)
English rapporteur needed here
Participants: Registration List #2
- **Sala Tres. Advancing science journalism education and training for general journalists covering science** (Translation service will not be available. English and Spanish fluent needed)
Facilitators: Carlos Garza Falla (Mexico) and Jorge Huete (Nicaragua) Rapporteurs: Carla Jeannine Gonzales Arimburgo (Peru) English rapporteur needed here
Participants: Registration List #3

12:30 pm - Breakout sessions report back:

Facilitator from each session presents steps for moving forward for all participants to hear and comment on. This would form the basis for recommendations to emerge from the workshop to be included in summary of proceedings and further disseminated

1:30 pm - Lunch at the Academy/ 2:30 pm - Closing Session - Highlights of what we have learned, towards the future". Deborah Blum (US) and **Closing Remarks**, Michael Clegg, IANAS Co-Chair. Eduardo Charreau (Argentina) and Juan Pedro Laclette (Mexico)

End of the Meeting

MEETING TASK DESCRIPTIONS

Chair

Announces speaker and title of presentation, keeps session on time – use timer
presides over the discussion, decides order of questioners, keeps questioners focused.

Rapporteur

The rapporteur takes notes (English or Spanish), collects the principal answers/conclusions of the discussion, and reports back to the plenary session in pp presentation.

Facilitator

Keeps track of discussions, makes an overview Guides decision-making usually with the help of a lap top, while projecting on a screen, before departing, the facilitator leaves copies of the visuals with the local organizers.