

Atlantic Transfer Conference on Science Journalism

October 6th 2006, New York City

Climate Change and Cloning for the Average Joe?
New Challenges in Reporting on Science

Science is no longer just for the scientists: A well-informed public is needed, since it is the public's interest that fuels the policy and funding influencing scientific discovery. A dialog between science and popular culture is necessary - but how does one best balance scientific and journalistic practice?

The Atlantic-Transfer Conference on Science Journalism 2006 brings together science and media experts from both sides of the Atlantic to discuss these topics.

Whose Story is it? Researchers, Reporters, and the General Public The first part of the conference will focus on the tension between researchers and reporters, and the general public's perception of science in society. Especially important is the question of how to maintain scientific integrity and still catch the interest of the public.

The Selling of Science: Politics, Science and Public Policy The second part of the conference will illuminate the interaction between politics and science. Questions such as how scientific discoveries influence politics and how political decisions affect scientific development will be focused on.

Local Organizers Rolf Kinne
Consortium of Germany's Ruhr-Area Universities (ConRuhr), New York
Holger Wormer
Department of Science Journalism, University of Dortmund

Location German House
871 United Nations Plaza
New York, NY 10017

Registration office@conruhr.org
or contact
Heidrun Olsen, Conference Coordinator
(212)-758-3384

www.atlantic-transfer.org

Conference Program

8:30 a.m. Registration

Welcome Addresses

9:00 a.m. **Hans-Jürgen Heimsoeth**

Consul General of the Federal Republic of Germany in New York

Rolf Kinne

Director, Academic Liaison Office, ConRuhr

Holger Wormer

Chair, Department of Science Journalism, University of Dortmund

Whose Story is it?

Session One Researchers, Reporters, and the General Public

Chaired by James Cornell

President, International Science Writers

9:30 a.m. **Holger Wormer**

Chair, Department of Science Journalism, University of Dortmund

Truth in Science and Journalism: Are they Identical?

10:00 a.m. **John Rennie**

Editor in Chief, Scientific American

*Science Journalism at the Scientific American:
Balancing Tradition and New Approaches*

10:30 a.m. Coffee & Discussion Break

11:00 a.m. **Katja Thimm**

Science Journalist, Der Spiegel

Personalization in Medical Science Journalism: How Far Can We Go?

11:30 a.m. **Robert Irion**

Director, Science Communication Program, University of California

Scientists as Journalists: Training the Next Generation

12:00 p.m. **Stephen Simpson**

Senior Editor, Science

Science for Scientists

12:30 p.m. **General Discussion**

1:00-2:00 p.m. Luncheon

The Selling of Science: Session Two Intersection of Academia & Public Policy

Chaired by Alison Abbott

Senior European Correspondent, Nature

2:00 p.m. **Andy Revkin**

Science Writer, The New York Times

Scientific Discoveries as Tools in Politics: Right or Wrong?

2:30 p.m. **Thomas Hallet**

Director Program Section on Science, WDR-Television, Germany

How Does Science in the Media Affect Politicians and Policy Making?

3:00 p.m. **Volker Stollorz**

Journalist Frankfurter Allgemeine Sonntagszeitung (FAZ on Sunday)

Member Science Press Conference

Science Journalism: A Peer Review System for the Public?

3:30 p.m. Coffee & Discussion Break

4:00 p.m. **Melanie Wallace**

Senior Series Producer, Nova TV

Globalisation of Science Journalism: Facts and Fantasy

4:30 p.m. **Ellen Ruppel Shell**

Codirector, Center of Science Journalism, Boston University

Einstein on Prime Time: Breaking through the Breakthrough Barrier

5:00 p.m. **General Discussion**

Concluding Remarks, Holger Wormer

5:30 – 7:30 p.m. Reception (Dinner Buffet, Floor 23)

Throughout **Exhibits**

the day Research and Academic Training in Germany: Examples and New Initiatives

Conference Information

Atlantic Transfer Conferences Atlantic Transfer is a major initiative for German-American knowledge transfer and cooperation. The guiding theme for these events is the transfer of knowledge between academia and society across the Atlantic. The series of conferences is hosted by four New York-based academic liaison offices representing 31 German universities:

ConRuhr – Consortium of Universities in Germany’s Ruhr Area
Brandenburg Liaison Office
Hessen Universities Consortium
UAS7 – German Universities of Applied Sciences

www.atlantic-transfer.org

Organized by ConRuhr ConRuhr USA is a Consortium of three young, innovative universities in Germany- the University of Bochum, University of Dortmund, and University of Duisburg-Essen. These universities form an academic triangle along the Ruhr river. Based on its tradition as the former heart of German industry, steel and coal production, the Ruhr-area has built a unique interface between science and society. The ConRuhr office was created to build bridges between academics in the Ruhr area and North America.

www.conruhr.org

Granted by the Volkswagen Foundation The Volkswagen Foundation is an independent, non-profit Foundation based in Hanover, Lower Saxon, and the largest such institution in Germany. Founded in 1962, it works to promote forward-looking fields of knowledge in all disciplines. Fields of focus for the foundation concentrate on future generations of researchers and collaborative work across disciplinary, cultural, and national borders.

www.volkswagenstiftung.de



