

Second announcement
(17 April 2009)

International School of Scientific Journalism and Communication

1st Edition

6-9 July 2009

Ettore Majorana Foundation and Center for Scientific Culture
Erice, Sicily, Italy



Directors of the Course

Enzo Iarocci
Barbara Gallavotti

Director of the School

Enzo Iarocci

*EMFCSC President and
Director of the Centre*

Antonino Zichichi

Scope

Since many years disseminating scientific culture is recognized to be an ever-growing necessity of modern society. At present there is a large amount of scientific information available to the general public. There is, however, a continuous need of a lively discussion, in an international framework, about quality, style, and efficiency of this communication. The discussion is very well rooted already in some countries, but it is desirable to deepen it and extend it to more countries and areas.

First of all directed to young journalists, the School is aimed in general to those interested in communicating science to the public, such as young researchers. The goal is to introduce the main challenges of the field to a new generation of science communicators and scientists, encouraging them to develop new tools and strategies.

The School is based on lectures, working sessions and other activities, held on a given theme and other topics by international experts in the fields of science, journalism and communication. The central theme of the School in 2009 is *energy*. The aim is to provide on one hand the basic knowledge and future prospects for energy in the world and, on the other hand, the most advanced tools to communicate this topic to the larger public.

Program

Monday, 6 July

9.00-18.30

Introduction

Thomas Hartkopf (Darmstadt University, DE)

Green Power: a Vision of Zero-Emission Electricity Supply (Part I)

Francesco Romanelli (JET-EFDA, Abingdon, Oxfordshire, UK)

Like Burning a Star on Earth

Coffee Break

James Cornell (International Science Writers Association, Tucson, AZ, US)

The Rise and Fall – and Possible Rise Again – of Science Journalism

Thomas Hartkopf (Darmstadt University, DE)
Green Power: a Vision of Zero-Emission Electricity Supply (Part II)

Fumihiko Takasaki (KEK, Tsukuba, JP)
Frontier Accelerators at KEK

Lunch Break

Jess Pryce-Jones (iOpener, London, UK) and Nisha Pillai (BBC, London, UK)
How to Handle the Media: Maximising the Opportunity and Minimising Risk (working session)

Tuesday, 7 July 9.00-18.30

Hiroshi Yokoyama (University of Tokyo, JP)
Reaching the Heart of Japanese Public in Science Communication

Jean-Michel Delbecq (Future Nuclear Systems - EDF R&D, Clamart, FR)
Energy from the Atom: Innovation towards Sustainability

Robert D. Brown (SLAC, Stanford, CA, US)
Communicating During a Crisis

Coffee Break

Round Table: *The Choices for Energy: (what should be) the Role of Media*
(Gabriele Beccaria, Robert D. Brown, Rajan Gupta, Giorgio Rostagni, Luisa Cifarelli)

Lunch

Norbert Holtkamp (ITER Organization, Cadarache, FR)
ITER: A Fusion Experiment Based on a Worldwide Collaboration

Moshe Rishpon (Clore Garden of Science - Weizmann Institute, Rehovot, IL)
Energy Goes Green: Trends in Science Centers

Coffee Break

Paola Rodari (SissaMediaLab, Trieste, IT)
Communicating Science in Museums and Science Centres (working session)

Wednesday, 8 July 9.00-18.30

John Carr (CPP, Marseille, FR)
Exploring the Sky from the Depths of the Sea

Rajan Gupta (Los Alamos National Laboratories, NM, US)
An Open Database to Understand, Visualize, and Analyze Global Energy Systems

Neil Calder (ITER Organization, Cadarache, FR)
ITER - The Big Prize: Global Communication for the World's Largest Science Initiative

Coffee Break

Sergio Bertolucci (CERN, Geneva, CH)
The LHC: Smashing Protons to Shake Commonsense Beliefs

Michel Claessens (European Commission, Bruxelles, BE)
Europeans, Science, and Technology

Lunch

Peter Green (AlphaGalileo Foundation, London, UK)
Journalists or Apologists for Research?

Hassan Dweik (Al-Quds University, East Jerusalem, PS)
Challenges in Communicating Science in the Mediterranean Area

Coffee break

Andrea Pisent (LNL-INFN, Legnaro, IT)
High Power Beams for Clean Nuclear Energy

Round Table: *Journalists and Scientists in Science Communication: different goals, perspectives and tools*
(Michel Claessens, Judy Jackson, Youhei Morita, Andrea Vacchi, Peter Green)

Thursday, 9 July **9.00-13.30**

Giovanni Anzidei (UGIS, Milano, IT)

Teaching Mistakes at School, the Right Way to Understand Energy

Gabriele Beccaria (TuttoScienze - La Stampa, Torino, IT)

Tools for Reporters in Communicating Science

Luigi Palumbo (LNF-INFN, Frascati, IT)

Nanobeams for Nanoscience

Coffee Break

Judy Jackson (FermiLab, Batavia, IL, US)

Science in the Global Neighborhood

Federico Pedrocchi (Radio24, Milano, IT)

The Radio and the Internet: a Pair – not yet Understood – in the Digital Scenario (working session)

Closing remarks

Language

The language of the school is English

The venue

About the Ettore Majorana Centre

The «Ettore Majorana» Foundation and Centre for Scientific Culture is named after an outstanding Italian physicist. Born in Sicily in 1906, Ettore Majorana's breadth of vision and exceptional contributions to theoretical nuclear physics moved Enrico Fermi to the following statement: «*There are many categories of scientists, people of second and third rank, who do their best, but do not go very far. There are also people of first-class rank, who make great discoveries, fundamental to the development of science. But then there are the geniuses, like Galilei and Newton. Well, Ettore Majorana was one of them*». Embracing 123 Schools, covering all branches of Science, the Centre is situated in the old

pre-mediaeval city of Erice where four restored monasteries (one of which was the residence of the Viceroy of Sicily during the XIV and XV Centuries) provide an appropriate setting for high intellectual endeavour. These ancient buildings are now named after great scientists and strong supporters of the 'Ettore Majorana' Centre. The San Francesco Monastery (former Viceroy's residence) is now the Eugene P. Wigner Institute with the 'Enrico Fermi' Lecture Hall. The San Domenico Monastery is now the Patrick M.S. Blackett Institute with the 'Paul A.M. Dirac' Lecture Hall. The San Rocco Monastery is now the Isidor I. Rabi Institute with the 'Richard P. Feynman' Lecture Hall, the Directorate and the main Secretariat of the Centre. The 'Ciclope' is now the Victor F. Weisskopf Institute with the 'Richard H. Dalitz' Lecture Hall. There are living quarters in all four Institutes for people attending the Courses at the Centre. The Polo Sismico, the first worldwide Network of Seismological Detectors (1981), is located in the I.I. Rabi Institute. The 'Daniel Chalonge' and the 'Paul A.M. Dirac' Museums are situated at the Patrick M.S. Blackett Institute.

About Erice

According to legend, Erice, son of Venus and Neptune, founded a small town on top of a mountain (750 meters above sea level) more than three thousand years ago. The founder of modern history - i.e. the recording of events in a methodic and chronological sequence as they really happened without reference to mythical causes - the great Thucydides (500 B.C.), writing about events connected with the conquest of Troy (1183 B.C.) said: "After the fall of Troy some Trojans on their escape from the Achaei on the sea towards the West arrived in Sicily by boat and as they settled near the border with the Sicanians all together they were named Elymi: their towns were Segesta and Erice". This inspired Virgil to describe the arrival of the Trojan royal family in Erice and the burial of Anchise, by his son Enea, on the coast below Erice. Homer (1000 B.C.), Theocritus (300 B.C.), Polybius (200 B.C.), Virgil (50 B.C.), Horace (20 B.C.), and others have celebrated this magnificent spot in Sicily in their poems. During seven centuries (XIII-XIX) the town of Erice was under the leadership of a local oligarchy, whose wisdom assured a long period of cultural development and economic prosperity which in turn gave rise to the many churches, monasteries and private palaces which you see today. In Erice you can admire the Castle of Venus, the Cyclopean Walls (800 B.C.) and the Gothic Cathedral (1300 A.D.). Erice is at present a mixture of ancient and medieval architecture. Other masterpieces of ancient civilization are to be found in the neighbourhood: at Motya (Phoenician), Segesta (Elymian), and Selinunte (Greek). On the Aegadian

Islands –theatre of the decisive naval battle of the first Punic War (264-241 B.C.) - suggestive neo-lithic and paleo-lithic vestiges are still visible: the grottoes of Favignana, the carvings and murals of Levanzo. Splendid beaches are to be found at San Vito Lo Capo, Scopello, and Comino, and a wild and rocky coast around Monte Cofano: all at less than one hour's drive from Erice.

Travel information

How to reach Erice



By Plane

There are flights from Rome and Milan to Palermo, apart from the international connections. Transfers to and from Erice are provided by the Ettore Majorana Centre.

By Train

From either Milan or Rome it is relatively easy to reach Erice. You must take a train to Trapani. Erice is situated on the mountain overlooking Trapani. From Trapani take a taxi to Erice. Confirm the price before taking the taxi.

By Car

There are two possibilities:

1) Drive along the Autostrada del Sole via Milan-Bologna-Florence-Rome-Naples-Villa San Giovanni (Reggio Calabria); then take the ferry-boat from Villa San Giovanni to Messina and drive to Erice (350 km from Messina).

2) Take the ferry-boat either from Genoa or Naples to Palermo, and then drive on to Erice (100 km from Palermo). The places on the ferry-boat must be booked in advance.

Application procedure

The application for attendance is done by e-mail to be addressed to:

veronica.buccheri@Inf.infn.it

Further contact details:

International School of Scientific Journalism and Communication
Erice, 6th - 9th July 2009
Secretariat and Correspondence
Ms. Veronica Buccheri
Tel.: +39 06 9403 2447 / 2479
Fax: +39 06 9419865

Deadlines

Registrations will be accepted following this calendar:

By 3rd May Pre-registration. The criteria of “first-come-first-serve” will be followed.

By 14th June Registration deadline

Registration fee

The fee amounts to €400,00 and it is inclusive of accommodation, lunch and coffee breaks, transfers to and from the airports of Palermo and Trapani, school material and certificate of attendance.

Erice School Website

Further information will be available at the following website address:

<http://pcaen1.ing2.uniroma1.it/SchoolJournalismErice/>