



WCSJ

San Francisco • 2017

Bridging Science & Societies

WHAT IS WCSJ2017?

In October 2017, San Francisco will host the 10th World Conference of Science Journalists, an international meeting of science writers being held in the United States for the first time. With the theme "Bridging Science and Societies," the gathering is dedicated to connecting audiences around the world with the science that affects and informs their daily lives.

Science writers from six continents will come together to immerse themselves in the excitement of Northern California's rich science and technology environment as they explore ways to better communicate with the public about important scientific developments and their impact. Topics span the spectrum of science and technology-based issues, including climate change, energy innovation, agriculture, genetics, vaccines, earthquake prediction, and space exploration.

The 2017 World Conference of Science Journalists offers an unparalleled opportunity for sponsor and exhibitor participation. Foundation, corporate, individual and public-sector partners will help:

- expand opportunities for networking, training, and public outreach
- expose participants to research, innovation and issues on the frontiers of science and technology around the Bay Area
- bring Latin American colleagues to the meeting to explore hemispheric issues
- support broad participation by attendees from emerging nations worldwide

**COUNCIL FOR THE ADVANCEMENT
OF SCIENCE WRITING**

Rosalind Reid
Executive Director

✉ ros@casw.org

**NATIONAL ASSOCIATION OF
SCIENCE WRITERS**

Tinsley Davis
Executive Director

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**WORLD FEDERATION OF
SCIENCE JOURNALISTS**

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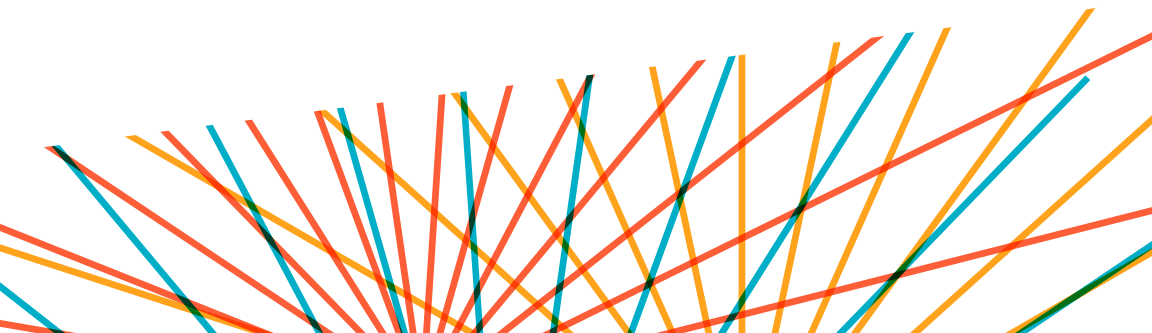
— JOIN US

Excellent science journalism has never been more essential to our complex and changing world. The World Federation of Science Journalists unites more than 50 national and regional journalists' associations in a global network to train, support and encourage science journalists. After a competitive bid process, the Federation chose the U.S. to host its next international meeting, a signature event expected to draw more than 1,200 attendees from around the world. The theme, "Bridging Science and Societies," refers to the role of science in every society—and also to the important connections WFSJ forms between colleagues who work at the challenging interface of science and society across diverse circumstances and cultures.

wcsj2017 will be organized by the U.S. National Association of Science Writers and Council for the Advancement of Science Writing in cooperation with the WFSJ. For more than a decade, NASW and CASW have collaborated to organize an annual meeting of U.S. science writers that merges NASW's dynamic professional development workshops with the New Horizons in Science briefings, a CASW program bringing science writers updates on research and issues at the leading edge of science. Working with WFSJ, the two organizations will create an international and expanded version of the popular U.S. meeting.

Over four days, wcsj2017 will provide ample opportunities for sponsors and exhibitors to engage with the expected 1,200 attendees as they participate in sessions and workshops, social events, public outreach, networking, lab tours, and field trips.

We are pleased to announce that two preeminent research universities, UC San Francisco and UC Berkeley, will serve as hosts and academic partners for wcsj2017. The Marriott Marquis in San Francisco has been selected as the conference hotel and main venue for wcsj2017.



CO-CHAIRS, ORGANIZING COMMITTEE



Ron Winslow
Deputy editor, health and science, and senior medical and health care writer, *Wall Street Journal*; past president, NASW



Cristine Russell
Freelance journalist and senior fellow, Belfer Center for Science and International Affairs, Harvard Kennedy School; past president, NASW and CASW

CHAIR, PROGRAM COMMITTEE



Deborah Blum
Director, Knight Science Journalism, MIT; Pulitzer-winning science journalist; CASW vice-president and past president, NASW

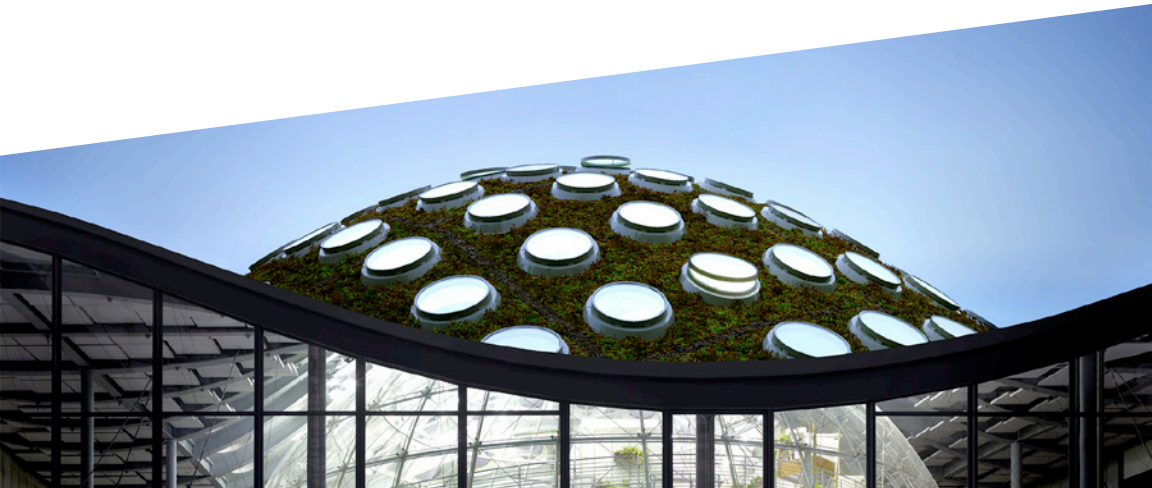
PRESIDENT, WFSJ



Curtis Brainard
Digital Content Manager, *Scientific American*

IMPORTANT DATES

JUNE 2016	Exhibition details available
SEPTEMBER 2016	Call for program proposals issued
MAY 2017	Registration opens
APRIL 2017	Preliminary program announced
JUNE 2017	Exhibit orders and additional sponsorships due
OCTOBER 26-30, 2017	WCSJ2017





A prestigious international conference... that fosters accurate reporting and engaging storytelling around some of the ideas and issues that matter most.

—JONATHAN FOLEY, EXECUTIVE DIRECTOR, CALIFORNIA ACADEMY OF SCIENCES

We look forward to welcoming the science journalists who will assemble in one of the world's great cities... an area known for its international flair and for universities with a true global outlook.

—NICHOLAS DIRKS & SAM HAWGOOD, CHANCELLORS, UC BERKELEY & UC SAN FRANCISCO

By gathering so many science journalists from around the world, including from many developing nations, the WCSJ reflects the increasingly global nature of the research enterprise.

—RALPH J. CICERONE, PRESIDENT, U.S. NATIONAL ACADEMY OF SCIENCES

Choosing San Francisco for WCSJ2017 will give international science journalists an unparalleled opportunity to engage not only with our top-ranked research universities and medical centers, but also to visit the innumerable private-sector companies making news with their creative work in tech, biotech, clean tech and digital media.

—EDWIN M. LEE, MAYOR, SAN FRANCISCO





WCSJ SAN FRANCISCO
OCTOBER 26-30, 2017

CONTACTS

BECOMING A SPONSOR, EXHIBITOR, ADVERTISER OR TOUR HOST FOR WCSJ2017

Rosalind Reid, CASW

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🐦 [@sciencewriting](https://twitter.com/sciencewriting)

PROPOSING SPEAKERS, SESSIONS OR ANCILLARY EVENTS, OR REGISTERING

Tinsley Davis, NASW

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SUPPORTING WFSJ AND PROGRAMS SUPPORTING SCIENCE JOURNALISM WORLDWIDE

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www.wcsj2017.org / [#wcsj2017](https://twitter.com/wcsj2017)

ELITE SPONSORSHIPS

The 10th World Conference of Science Journalists (WCSJ2017) will bring 1,200–1,400 of the world's top science journalists to San Francisco, where they will be immersed in the vibrant science and technology environment of the Bay Area as they address the future of media and the excitement and challenge of 21st-century science. Our elite sponsors will make it happen. WCSJ2017 marks the first time the conference has been held in the U.S. It can take place only through support at the highest level from institutional and corporate partners. Sponsor support of \$1.25 million in cash contributions and an additional \$500,000 in donated goods and services will enable emerging and seasoned science journalists to develop their knowledge of cutting-edge science and build global capacity for the critical work of communicating science to diverse audiences.

WCSJ2017 is where the techniques that will shape science coverage in the future will be prototyped. Journalists will encounter major stories from around the world—from California to Calcutta, from Silicon Valley to the Rift Valley. R&D and policy issues will span the science spectrum—biotechnology, public health, climate change, space exploration—reflecting the concerns of audiences around the globe. The conference's mission is essential in a fast-changing world, where high-quality journalism is sorely needed to realize the dream of "Bridging Science and Societies."

LEARN MORE AT WCSJ2017.ORG

Elite sponsors will receive significant visibility for their crucial support of WCSJ2017 & its mission to improve science journalism worldwide, including:

- ✓ Prominent logo recognition on conference communications, including the conference website,* signage, hospitality items, digital displays and print program
- ✓ Prime lobby exhibit space
- ✓ Complimentary registrations
- ✓ Opportunity to be introduced and deliver welcome remarks at WCSJ functions
- ✓ Advance marketing and registration for their sponsored events via conference communications
- ✓ Additional recognition and special sponsorship opportunities tailored to the needs and interests of individual sponsors

* Logos of Diamond, Platinum and Gold sponsors will be featured on multiple pages at wcsj2017.org before, during and after the conference.

Elite sponsors will provide essential support for this important conference.



**Diamond
Sponsor**

—
\$400,000+

**Platinum
Sponsor**

—
\$250,000+

**Gold
Sponsor**

—
\$100,000+

**Silver
Sponsor**

—
\$50,000+

**Bronze
Sponsor**

—
\$25,000+

WCSJ2017 sponsorships & partnerships promote global science journalism & science communication to the public.



Mount Shasta



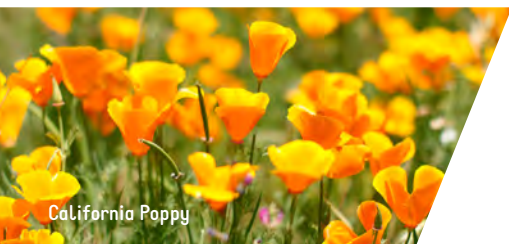
Giant Sequoias



Gray Whale



Golden Trout



California Poppy

Diamond Sponsor \$400,000+

Recognition in all print and online materials, signage, digital displays and banner stands as *the* primary underwriter of WCSJ2017

Website sponsor page profiling your research and mission

Conference newsletter or blog sponsorship

Lobby exhibit space large

Complimentary registrations 10

EXCLUSIVE

1

Platinum Sponsor \$250,000+

Platinum Sponsor recognition on signage, digital displays and banner stands

Logo recognition throughout website as Platinum Sponsor

Website sponsor page profiling your research and mission

Conference newsletter or blog sponsorship

Lobby exhibit space medium

Complimentary registrations 8

Remaining

2

Gold Sponsor \$100,000+

Gold Sponsor recognition on signage, digital displays and banner stands

Featured on website Gold Sponsor page

Link in conference newsletter

Lobby exhibit space medium

Complimentary registrations 6

Remaining

4

Silver Sponsor \$50,000+

Name and logo recognition on website and program

Lobby exhibit space medium

Complimentary registrations 3

Remaining

6

Bronze Sponsor \$25,000+

Name and logo recognition on website and program

Lobby exhibit space discounted

Complimentary registrations 2

Remaining

12

Contributor	\$10,000+
Friend	\$5,000+
Supporter	\$1,000+

Remaining
Unlimited

All contributors over \$10,000 will receive:

- ✓ Logo recognition on the conference website and print program
- ✓ Discount on exhibit space and program advertising

All sponsors will receive:

- ✓ "Thank you" recognition on the website
- ✓ Advance marketing and registration for their sponsored events via conference communications

2017 WORLD CONFERENCE OF SCIENCE JOURNALISTS
WCSJ2017.ORG



SPECIAL SPONSORSHIP OPPORTUNITIES

Your chance to support global science communication & connect with journalists from around the world

	Amount	Remaining
OPENING GALA — Friday, October 27 <i>a sparkling welcome to the Bay Area</i> LOCATION: California Academy of Sciences	\$200,000	1
CLOSING RECEPTION — Sunday, October 29 <i>a celebration and commemoration</i>	\$200,000	1
FESTIVAL EVENING — Saturday, October 28 <i>a high-profile public science event in collaboration with the Bay Area Science Festival</i>	\$90,000	1
WELCOME RECEPTION — Thursday, October 26	\$75,000	1
Conference Luncheon — Saturday or Sunday, October 28/29	\$110,000	2
Co-Sponsorship of the Opening Gala or Closing Reception	\$100,000	4
International Student Science Journalism Training Program*	\$110,000	1
Conference Transportation (branded bus transport)	\$80,000	1
Pre-Conference Workshop, Symposium or Science Program	\$60–80k	4
Technology (branded wi-fi, A/V, charging stations)	\$30k–65k	3
Simultaneous Translation	\$50,000	1

MORE SPONSORSHIP OPPORTUNITIES

	Amount	Remaining
☑ Coffee & Beverage Service for a Day	\$40,000	3
☑ Private Luncheon	\$20k-40k	4
☑ Tour or Field Trip	\$10k + expenses	8
☑ Travel Fellowships for International Students*	\$3,300 ea.	50
☑ Travel Fellowships for International Journalists & Writers* <small>Sponsorship packages can be crafted to support participation, training and programming for student and professional journalists from a geographic region.</small>	\$4,400 ea.	100
☑ Travel Fellowships for International Scientists	\$3,300 ea.	12
☑ Program Themes <small>Planned themes include public health and infectious disease, biomedicine, environment, climate, agriculture, oceans, cosmology, space, technology, and science communication. Contributions will support speaker travel and accommodations and program production.</small>	\$10k-30k	12

Connect with science journalists in virtual space

- ☑ **Conference Newsletter**
- ☑ **Conference Blog**
- ☑ **Webcasting**
- ☑ **Twitterstream**

* Sponsorship packages can be crafted to support participation, training and programming for student and professional journalists from a geographic region.

PROGRAM OVERVIEW

Bridging Science & Societies: a conference building global communication capacity & connections in science journalism

The program of the 10th World Conference of Science Journalists (WCSJ2017) focuses on the increasingly vital intersection between science and society. Organized around the theme "Bridging Science and Societies," the conference will highlight the crucial role science journalists play in connecting diverse global audiences to the science that affects their lives. As the world's largest—and arguably the most influential—meeting of science communication specialists, WCSJ2017 offers a singular opportunity to educate and connect journalists around the world.

Equally important, WCSJ2017 offers an opportunity to raise the bar on science communication by connecting stories from continent to continent: climate change, infectious disease, genetic engineering, imperiled oceans, innovations in agriculture, geology and cosmology, and the latest and most exciting in technological developments.

The international program committee—headed by Pulitzer Prize-winning science writer Deborah Blum, the director of Knight Science Journalism at the Massachusetts Institute of Technology, and powered by leading science writers

in Latin America (a special focus of this program), Europe, Asia, Africa, and North America. The committee is putting in place a series of parallel sessions, workshops, and outreach activities that will explore science in regional and global contexts. Organizers also plan to draw on WCSJ2017's location in California's Bay Area, home to leading research universities and to some of the most influential technology companies in the world. The location is ideal for the technology-rich training that will be woven throughout the program in areas ranging from data journalism to video reporting, podcasting to computer animation.

The program will also offer opportunities for those interested in science communication to hear from internationally heralded leaders and to explore the research of our preeminent host universities. At WCSJ2017, distinguished international scientists and technology leaders will share the podium with science's emerging pioneers in a special international edition of New Horizons in Science, a program presented annually at U.S. science writers' meetings.

Weds, Oct 25	Thurs, Oct 26	Fri, Oct 27	Sat, Oct 28	Sun, Oct 29		Mon, Oct 30
Workshops & Training		Plenary & Breakouts	Plenary & Breakouts	Plenary		Field Trips & Tours*
				University Day at UCSF & Berkeley	Workshop at the Marriott	
		Lunch	Lunch			
	Opening Plenary & Reception	Plenary & Breakouts	Plenary & Breakouts General Assembly			
	Bay Area Science Festival Event	Opening Gala	Festival Evening	Closing Reception		

* Field trips and tours may also be offered before and during the program.

SPONSORSHIP GUIDELINES & CATEGORIES

Your research, products & perspective matter

Prominent among the attendees at WCSJ2017 will be writers and broadcasters who will shape the public conversation about science in coming years. Sponsors build relationships with this community through their support of the conference, their contribution to informing journalists about advances in research, and their recognition of the important role of science journalism in the world.

To ensure a successful conference, while welcoming partnerships with organizations contributing valuable ideas and resources, the Organizing Committee has developed the following guidelines:

1. Sponsored activities and hospitality will be clearly labeled as such, and sponsors will be prominently recognized.
2. Sponsor representatives will have ample access to attendees participating in sponsored activities. Organizers will work closely with sponsors to ensure that their presence adds value to the meeting and is appreciated by attendees.
3. Conference content is chosen by the organizers. Pre- and post-conference activities and portions of the conference may be organized in consultation with an outside organization under a collaboration agreement.
4. Meeting credentials (name badges) will not carry sponsor logos.
5. Sponsors may not require that participants listen to a presentation in order to receive food, drink, or other amenities. Space for sponsored events will be arranged so that participants who prefer not to listen to a "pitch" are comfortably accommodated.
6. Attendees will decide what personal and professional information to share with sponsors and hosts.

In addition, the Organizing Committee has defined two categories to clarify how conference planners hope to engage with sponsors and partners:

Green Partners

INCLUDE

- educational institutions
- research organizations; nonprofit, nonpartisan foundations not controlled by commercial firms; institutes; medical centers
- public agencies
- nonprofit organizations interested in public understanding of science, science communication, and journalism
- media companies and media foundations, journals, and publishers

Blue Partners

INCLUDE

- non-media commercial corporations and corporate foundations
- partisan, religious, and advocacy organizations not meeting the criteria for Green Partnership

NATURE OF SUPPORT

- may propose content to Program Committee
- may propose sponsored onsite or off-site pre-conference and post-conference events
- may sponsor social events, hospitality, and travel fellowships

NATURE OF SUPPORT

- may sponsor social events and hospitality
- may offer off-site pre-conference and post-conference events
- may offer tours and field trips
- may sponsor travel fellowships
- may support content chosen by the Program Committee by themes (examples: biomedicine, public health, environment, technology, innovation)

WCSJ2017 will be possible only with high-level support from sponsors committed to the conference mission. Sponsorship guidelines balance the high value that sponsors bring to the meeting with the value that journalists place on their independence.



WORLD CONFERENCE OF SCIENCE JOURNALISTS SAN FRANCISCO, CALIFORNIA OCTOBER 26–30, 2017

WHAT

The 10th World Conference of Science Journalists will bring together 1,200–1,400 professionals dedicated to **engaging, incisive, accurate, and high-quality science journalism**. The conference will build global capacity for science communication and provide an opportunity for journalists to explore cutting-edge science as well as crucial issues at the interface of science and society.

WHEN

The conference will take place **October 26–30, 2017** with pre-conference activities on October 25.

WHERE

WCSJ2017 will be held in **San Francisco**, a world-class city and an environment rich in science and technology. Conference activities will be based at the Marriott Marquis Hotel in the heart of downtown San Francisco. A feature of the program is **University Day**, when journalists will visit the campuses of the University of California San Francisco and UC Berkeley for programming and laboratory tours. WCSJ2017 marks the first time that the conference is being held in the U.S.

WHO

WCSJ2017 is a collaborative effort of the **World Federation of Science Journalists (WFSJ)** and two U.S. host organizations, the **National Association of Science Writers (NASW)** and the **Council for the Advancement of Science Writing (CASW)**, in conjunction with two host universities, the **University of California, San Francisco** and **UC Berkeley**.

WFSJ unites more than 50 national and regional journalists' associations in a global network to train, support and encourage science journalism.

NASW is an association of more than 2,000 members chartered "to foster the dissemination of accurate information regarding science through all media normally devoted to informing the public."

CASW is a panel of distinguished journalists, science communication specialists and scientists **committed to improving the quality and quantity of science news** reaching the public.

WHY

WCSJ2017 will provide the **networking, training, professional development and exposure to world-class science and technology**, essential to equip and sustain a worldwide community, ensuring that news about science is intelligently conveyed to a global public no matter what barriers of culture, language, education, and politics stand in the way. A special emphasis of the conference will be **building science journalism capacity in Latin America**.

HOW

An international Organizing Committee, chaired by Ron Winslow of the *Wall Street Journal* and Cristine Russell of the Harvard Kennedy School, is building **additional partnerships** to ensure a vibrant and truly global conference. Early partners include the **Bay Area Science Festival**, **California Academy of Sciences**, **National Academy of Sciences**, and **Association of Health Care Journalists**. Support from conference underwriters and sponsors will help WCSJ2017 offer a wide range of opportunities for field trips, programs, and networking. In addition, **travel fellowships and education funds** for student journalists and journalists from developing countries will ensure that the conference promotes understanding of the cultural and societal issues that science confronts around the world. Exhibiting and program advertising opportunities are also available.

ABOUT THE CONFERENCE THEME

Excellent science journalism has never been more important to our complex and changing world. The theme **"Bridging Science and Societies"** reflects the vital role of science communication and the fact that **journalists interpret science in context for diverse societies**. Science journalists help societies understand and respond to natural and human-caused disasters, environmental changes and challenges, epidemics and pandemics, and technological disruptions.

**The world's top science
communicators gather in the
US for the first time.**