

# WCSJ @ UC • 29 OCTOBER 2017

Choose a campus during online conference registration, then select from a cornucopia of lunch-with-a-scientist and tour options. Here's a guide.



If you want to visit Berkeley on October 29, choose "Sessions, lunch, and tours @ UC Berkeley" when you register for WCSJ2017 online. Next:

- ✔ Select a scientist for Lunch with a Scientist, unless you have signed up to visit the Lawrence Berkeley National Laboratory.
- ✔ You do NOT need to select a tour before you arrive. Tours will be offered during the 2 pm and 3:30 pm breakout session blocks. First come, first served.

## Schedule

11:15 am Welcome and Plenary:  
Climate Change Primer

12:15 pm Lunch with a Scientist **R**

1:30 pm Break

2:00 pm Breakout Sessions H

- Mobile Technology, Newsroom and Citizen Engagement
- Make 'em Sizzle: Turn Up the Heat on Slow Environmental Stories
- Cutting-Edge Nuclear Technology: Which Questions Matter?

3:15 pm Break

3:30 pm Breakout Sessions J

- Innovative Approaches to Teaching Science Journalism
- "Contact" Plus 20: Where We Are in the Search for Aliens
- Exploring and Managing Earth's Microbiome

**R = ADVANCE SIGN-UP REQUIRED**

5:00 pm Buses leave for San Francisco Marriott Marquis

## Tour & Workshop Options

12:00 – 4:00  
Lunch and Tours  
of Berkeley Lab **R**

2:00 – 3:15  
Robotics Labs 1  
Campus Tour 1  
Data Journalism  
Workshop 1 **R**

3:30 – 4:45  
Robotics Labs 2  
Campus Tour 2  
Data Journalism  
Workshop 2 **R**

2:00 – 5:00  
Richmond Field  
Station Tour

## Schedule

11:00 am Welcome and Plenary: Joe DeRisi in  
Conversation with Carl Zimmer

12:15 pm Break

12:30 pm Lunch with a Scientist **R**  
Lunch with Members of the UCSF Helen  
Diller Family Comprehensive Cancer Center **R**

2:15 pm Breakout Sessions I

- Engaging Your Audience with Poop Jokes and Other Funny Elements
- When Will Healthcare Reach Digital Nirvana?
- Leveling the Playing Fields: Science Journalism and Big Food
- Stem Cells: The Hype and the Hope

3:30 pm Break

4:00 pm Breakout Sessions K

- Ringing in the Changes: The Role of Advocacy Journalism in Telling Science Stories
- Engineered Cells: The Medicines of Tomorrow
- Undercover Science Journalism
- Cancer: Progress, Pitfalls, and Prospects

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5:30 pm Buses leave for San Francisco Marriott Marquis



University of California  
San Francisco

If you want to visit UCSF on October 29, choose "Sessions, lunch, and tours @ UCSF" when you register for WCSJ2017 online. Next:

- ✔ Select a scientist for Lunch with a Scientist OR select the Cancer Center lunch.
- ✔ If you'd like to take a tour, be sure to sign up in advance during online registration. Lab tours will be offered during the 2:15 pm and 4:00 pm breakout session blocks. Three tours are available during the first timeslot, two during the second.

## Tour & Workshop Options

10:45 – 1:45  
Industry Documents  
Workshop **R**

1:30 – 5:30  
UCSF/BASF Science Expo

2:15 – 3:30  
Memory & Aging Center/  
Neuroscience Lab **R**  
Gladstone Institutes/Human  
Performance Center 1 **R**  
Science Up Close 1 **R**

4:00 – 5:15  
Gladstone Institutes/Human  
Performance Center 2 **R**  
Science Up Close 2 **R**



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