The Council for the Advancement of Science Writing (CASW) is a non-profit panel of distinguished journalists, science communications specialists, and scientists committed to improving the quality and quantity of science news reaching the public. Founded in 1959, CASW develops and funds programs to help reporters and writers produce accurate and informative stories about developments in science, technology, medicine, and the environment. Its flagship program is the New Horizons in Science briefing, now in its 56th year. CASW honors superior writing by bestowing the Victor Cohn Prize for Excellence in Medical Science Reporting and the Evert Clark/Seth Payne Award for a Young Science Journalist. The Council’s contributions to science writing and public understanding of science were recognized in 2003 when it received the prestigious Public Service Award of the National Science Board (NSB).

The University of California, San Francisco (UCSF) is a leading university dedicated to promoting health worldwide through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care. It has top-ranked graduate schools of dentistry, medicine, nursing and pharmacy, a graduate division with nationally renowned programs in basic, biomedical, translational and population sciences, as well as a preeminent biomedical research enterprise and UCSF Health, which includes two top-ranked hospitals, UCSF Medical Center and UCSF Benioff Children’s Hospitals in San Francisco and Oakland, as well as other partner and affiliated hospitals and health care providers throughout the Bay Area.

The University of California, Berkeley is the highest ranked public university in the world for undergraduate education (in US News & World Report and Academic Ranking of World Universities). Established in 1868, UC Berkeley is the oldest institution in the University of California system and offers approximately 350 undergraduate and graduate degree programs in a wide range of disciplines. Berkeley faculty, alumni, and researchers have been awarded 72 Nobel Prizes.

The World Federation of Science Journalists (WFSJ) is a not-for-profit, nongovernmental organization, representing 59 science journalists’ associations of science and technology journalists from Africa, the Americas, the Asia-Pacific region, Europe, and the Middle East. The Federation encourages strong, critical coverage of issues in science and technology, environment, health and medicine, agriculture, and related fields. The WFSJ seeks to further science journalism as a bridge between science, scientists, and the public. It promotes the role of science journalists as key players in civil society and democracy. The Federation’s goals are to improve the quality of science reporting, promote standards, and support science and technology journalists worldwide.

In 1934, a dozen pioneering science reporters established the National Association of Science Writers (NASW) at a meeting in New York City. They wanted a forum in which to join forces to improve their craft and encourage conditions that promote good science writing. Today, NASW has more than 2,000 members. The association charter is to “foster the dissemination of accurate information regarding science through all media normally devoted to informing the public.” Over the years, NASW officers have included both freelancers and employees of most of the major newspapers, wire services, magazines, and broadcast outlets in the country. Above all, NASW fights for the free flow of science news. Since 1972, the NASW Science in Society Journalism Awards have recognized investigative or interpretive reporting about the sciences and their impact on society.

The University of California, Berkeley is the highest ranked public university in the world for undergraduate education (in US News & World Report and Academic Ranking of World Universities). Established in 1868, UC Berkeley is the oldest institution in the University of California system and offers approximately 350 undergraduate and graduate degree programs in a wide range of disciplines. Berkeley faculty, alumni, and researchers have been awarded 72 Nobel Prizes.
The 10th World Conference of Science Journalists began as a dream under the intoxicating influence of the midnight sun in Helsinki during WCSJ2013. Under its allure and inspired by the camaraderie we felt being among our international colleagues, we thought it was time to bring this world conference to the U.S. We headed to WCSJ2015 in Seoul with our proposal—and bandana-waving bid delegation—convinced the board of the World Federation of Science Journalists and were fortunate to be awarded the opportunity to host the 2017 conference.

Six days in San Francisco was the realization of that dream. By any measure, WCSJ2017 was a powerful demonstration of the commitment and determination of our community to build the skills and knowledge necessary to connect our audiences—global and local—with the news of science that affects their lives.

All told, nearly 1,400 delegates from 74 countries came to San Francisco, making it the largest such world conference to date. They participated in 61 plenary and breakout sessions featuring 283 speakers, toured labs and sat down to lunch with scientists from our host institutions the University of California, San Francisco, and the University of California, Berkeley; made connections and new friends during the gala opening and closing events; and visited some of the San Francisco Bay Area’s prominent attractions during post-conference field trips.

Among the highlights was the Jack F. Ealy Science Journalism Workshop for Latin American and Caribbean delegates, which helped meet our mission of building bonds with our colleagues to the south. A sold-out luncheon for 600 featured a dynamic international panel of women leaders in science policy from South Africa, Jordan and Japan. Our student newsroom not only produced an enduring archive of stories covering conference sessions but showcased the promise of the next generation of global science journalists.

All of this was accomplished through an extraordinary group effort by selfless volunteers, generous sponsors, committed partners, and hard-working committee chairs, all of whom piece by piece, panel by panel, event by event made this conference come together as one. Yes, indeed “the whole was greater than the sum of its parts.”

Our deepest thanks to the boards of the National Association of Science Writers and the Council for the Advancement of Science Writing, whose support from the get-go made this possible; to the World Federation of Science Journalists under whose aegis the world conferences are held; and to UCSF and UC Berkeley for serving as our host institutions.

We thank Johnson & Johnson Innovation, our Diamond Sponsor, and its Vice President Seema Kumar for leading a diverse group of 30 corporate and nonprofit sponsors and 34 additional exhibitors for the conference. Their hands-off approach assured a robust independent program that served first and foremost the interests of science journalists and science writers from around the world. Fundraising also allowed us to provide travel fellowships to more than 90 professional and student science journalists from all countries.

Thanks to Deborah Blum, director of the Knight Science Journalism Program at MIT and a leading participant in previous world conferences, who as chair of our program committee assembled a truly international team that pored over more than 320 proposals to create the conference program. Contributing to the process were CASW, which organized the science program, and the Association of Health Care Journalists, organizers of a global health journalism track.

The chairs of some 10 other standing committees—ranging from fundraising to communications—led a total of more than 250 volunteers whose enthusiastic efforts in everything from stuffing conference bags to selecting travel fellows to organizing field trips provided a critical backbone to the meeting.

All of that said, none of this would have been possible without Tinsley Davis and Ros Reid, executive directors, respectively, of NASW and CASW, whose tremendous skills, experience, grace and tireless collaborative efforts were embedded in every facet of the conference. Thank you so much.

These are extraordinary times for science journalists. Advances in essentially every discipline underscore both the excitement and challenge of covering science, even as economic changes disrupt the business of journalism. At the same time, geopolitical forces, including the rise of science denialism in the U.S. and elsewhere, make our jobs more important than ever.

We salute the hundreds of U.S. and international delegates who traveled to WCSJ2017, engaged with the program and with each other, and brought the buzz of human energy and enthusiasm to our truly global conference. They returned home armed with new skills, knowledge and stronger connections that advance our profession and return dividends in improved public communication about science for all.

That is the reward for our dream that Helsinki summer evening and why we are convinced that the World Conference of Science Journalists is an indispensable event in our field. We look forward to the 11th World Conference of Science Journalists in July 2019 in Lausanne, Switzerland.

Cristine Russell & Ron Winslow

CO-CHAIRS, ORGANIZING COMMITTEE FOR WCSJ2017
WCSJ2017 in Review
ATTENDEES FROM AROUND THE WORLD

1,365 TOTAL REGISTRANTS

- 444 TOTAL INTERNATIONAL
- 245 SPEAKERS
- 86 STUDENTS
- 32.5% % TOTAL INTERNATIONAL
- 93 FELLOWS
- 226 NON MEMBERS

74 COUNTRIES REPRESENTED AT WCSJ2017

- Argentina
- Australia
- Austria
- Bahamas
- Belgium
- Bolivia
- Brazil
- Cambodia
- Cameroon
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Democratic Republic of the Congo
- Denmark
- Ecuador
- Egypt
- Finland
- France
- Germany
- Ghana
- India
- Indonesia
- Iran
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kenya
- Liberia
- Malawi
- Malaysia
- Mexico
- Mongolia
- Montenegro
- Nepal
- Netherlands
- New Zealand
- Nigeria
- Norway
- Pakistan
- Panama
- Peru
- Philippines
- Portugal
- Qatar
- Romania
- Russia
- Rwanda
- Sierra Leone
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Tanzania
- Turkey
- Uganda
- United Kingdom
- United States
- Uruguay
- Vietnam
- Zambia
- Zimbabwe

NOTE: To control costs and anticipate attendance, only advance registration was allowed. We did not have onsite registration.
Journalism is often so hectic and so time-bound that we forget to question ourselves. I learned to question more, to take fewer things for granted.

The presenters showed that science (and writing about it) was so much more than just the research: it was about placing the science in a broader social context.

The conference was hugely useful in meeting scientists and researchers and also networking with other journalists.

Going to WCSJ is not just a great opportunity for a science journalist, but a “game changer.” It gave me confidence (again) that it is the content beyond the form that should rule our efforts in being that change factor for society... the watchdogs!

It was the United Nations of Science Journalism, and I met with amazing people. I learned how to pitch good ideas and why pitching stories is itself an art.

WCSJ2017 gave me tools to do a better job.

Wonderful. A great opportunity to get acquainted with science journalists and communicators from all over the world.

An important issue is critical thinking and how to, as Pallab Ghosh put it, stop acting as a publicist of scientific institutions.

All my goals were achieved immensely beyond my expectations. Apart from writing stories from the conference and networking activities, one of the achievements is the information and experience I got from the conference that will assist me and my colleagues back home to set up an association of science journalists.

The insight into the vast range of themes/topics/issues scientists from all over the world are working on has broadened the scope of the stories I can—and will—cover. I plan to bring home my renewed zest for science and environmental reporting, and apply the lessons I’ve learnt to covering a region I’m passionate about.
WCSJ2017 has emboldened me to do more. I left San Francisco hungry to make up for the many years I think I have missed reporting on so many issues that affect the daily lives in my country.

I had the opportunity to attend conferences with great scientists, to debate with colleagues about the challenges and the future of scientific journalism and to know how to work in laboratories and universities in the USA. It was a great experience. I will never forget.

I have gained more confidence about writing on scientific topics. I also realised more than ever that science journalists have the responsibility and the creativity to give many significant issues a platform for a wider audience, and that we should have pride in our work and constantly improve ourselves.

After attending WCSJ2017 I know of so many more science issues now that I was not aware of. I am more equipped to make interdisciplinary connections between different science subjects. I will use this knowledge to ask more informed questions and write more meaningful science stories in India.

Attending this conference made me notice that the issues scientific journalism reports about, such as climate change, genetics or public health problems, are the ones that will become the future world’s agenda.

The conference helped me to have new tools to find stories, as well as to identify that, as a science journalist, you should be more critical when covering science, since it is not about absolute truths.

A conference of over 1,300 delegates was a life-changing experience. I am more than sure that I will not be the same again.

I’m eager to share what I learned from the conference with my fellow journalists, scientists, and science PIOs when I’m back in China. Two messages I really want to pass on to them are rather simple: the importance of constantly improving the level of writing and critical thinking, and always remember to try new things.

I don’t see myself, anymore, as a unique individual trying to figure out the way to improve my profession, but more as a part of a group that could join forces and work for the progress of our region and the world.

I have gained more confidence about writing on scientific topics. I also realised more than ever that science journalists have the responsibility and the creativity to give many significant issues a platform for a wider audience, and that we should have pride in our work and constantly improve ourselves.

It was a really eye-opening experience for me. I was surprised by international colleagues’ profound understanding of science and their reflection on scientific ethics. In my future career, I will care more about science and society interaction.
"Science stories are human stories."

Discuss.

#WCSJ2017 #Discuss @ginjinbeijing on ways science news can avoid a Western bias:

WORLD CONFERENCE OF SCIENCE JOURNALISTS 2017 // SAN FRANCISCO
## Conference Program

### Wednesday, October 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 8:00 AM – 5:00 PM | W0 2017 Latin American Edition of the Jack F. Ealy Science Journalism Workshop  
Sponsored by Fundación Ealy Ortiz                                    |
| 7:00 AM – 4:30 PM | W1 Feeding the World: Achieving Sustainable Agriculture  
Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists |

### Thursday, October 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 12:00 PM</td>
<td>W1.5 Student Journalist Travel Fellow Orientation &amp; Training</td>
</tr>
</tbody>
</table>
| 8:00 AM – 12:00 PM | W2 Emerging Infectious Diseases: Post Zika in Latin America & the Caribbean  
Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists |
| 8:00 AM – 11:45 AM | W3 Data Analysis in R for Journalists                                                   |
| 9:00 AM – 11:45 AM | Preconference Symposium on New Genetic Technologies: Ethical Debates & Global Science Policy  
Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists |
| 11:45 AM – 1:15 PM | Luncheon: The DNA Damage Response—An Emerging Target for Groundbreaking Cancer Therapies  
Offered by AstraZeneca                                                 |
| 1:15 PM – 2:15 PM | P1 Rewriting the Code of Life                                                            |
| 2:15 PM – 2:45 PM | BREAK                                                                                    |
| 2:45 PM – 4:00 PM | BREAKOUT SESSIONS A                                                                        |
| 4:00 PM – 7:00 PM | EXHIBITS OPEN                                                                             |
| 4:15 PM – 4:30 PM | OPENING CEREMONY                                                                         |
| 4:30 PM – 5:45 PM | P2 Why the Wafflers Are Wrong: Addressing Climate Change Is Urgent—and a Bargain  
Sponsored by the Research Councils UK and produced by the World Federation of Science Journalists |
| 6:00 PM – 7:00 PM | EXHIBIT HALL RECEPTION & AWARDS CELEBRATION                                              |
Friday, October 27

7:45 AM - 8:30 AM  Breakfast: The Single Cell Future: Mapping a New Foundation for Biology  
Drop-in breakfast event sponsored by 10X Genomics

8:45 AM - 10:00 AM  P3 The Art of Truth: Data Visualization & Infographics for Everyone  
P4 In Defense of Science  
The Fifth Annual CASW Patrusky Lecture

8:30 AM – 6:00 PM  EXHIBITS OPEN

10:15 AM – 10:45 AM  BREAK

10:45 AM – 12:00 PM  BREAKOUT SESSIONS
B1 Science Heard Around the World: Podcasting in the U.S. & Beyond  
B2 Decolonizing Science  
B3 The Global Refugee Crisis: Changing Health Needs  
B4 Third Interactive WCSJ House of Commons Debate: With Science Under Attack, Should Science Journalists Get off the Sidelines?  
B5 Can We Save the Oceans from Ourselves?

12:00 PM – 1:30 PM  LUNCH BREAK

12:00 PM – 1:30 PM  Luncheon: Preprints, Open Access, & the End of Ingelfinger: Issues at the Nexus of Publishing & Science Journalism Today  
Offered by eLife, with support from additional sponsors

1:30 PM – 2:45 PM  BREAKOUT SESSIONS
C1 Science Journalism in Latin America: Past, Present & Future  
C2 SESAME—A Scientific Source of Light for the Middle East  
C3 Why Social Determinants Matter in Health Journalism  
C4 Covering Research on Lab Animals: Challenges & Opportunities  
C5 The Rise of Digital Science Magazines

2:45 PM – 3:15 PM  BREAK

2:45 – 3:45 PM  BREAKOUT SESSIONS
D1 Science's Billionaire Backers: Philanthropy’s Role in Research  
D2 The Challenges of Covering Sexual Harassment in Science  
D3 The Challenges of Covering Infectious Disease Outbreaks  
D4 Neurons from the Human Brain  
D5 Power Pitch 2017

4:45 PM – 6:00 PM  P5 Africa: The Cradle of Mathematical Sciences

7:00 PM – 10:00 PM  OPENING GALA: FARM ➔ TABLE

Saturday, October 28

8:30 AM – 6:00 PM  EXHIBITS OPEN

9:00 AM – 10:15 AM  P6 A Delicate Balance: Immunity in Health, Disease & Medicine

9:00 AM – 10:15 AM  P7 Book It: A Conversation Among Authors Mary Roach, Steve Silberman & Ed Yong

10:15 AM – 10:45 AM  BREAK

10:45 AM – 12:00 PM  BREAKOUT SESSIONS
E1 Land of The Giants: South American Dinosaurs & Antarctic Secrets  
E2 There is a 95% Chance You Should Attend this Session on Statistics  
E3 Slow-Motion Epidemics: The Global Threat of Chronic Disease  
E4 Fact-checking: The Future of Journalism?  
E5 Reporting on Genome Editing: An International Discussion

12:00 PM – 1:30 PM  LUNCH BREAK

12:00 PM – 1:30 PM  Luncheon: The Power of Alpha: New Therapies for Cancer Patients?  
Offered by Bayer

1:30 PM – 2:45 PM  BREAKOUT SESSIONS
F1 Conflicting Data: Dealing with the Reproducibility Issue  
F2 Astronomy’s Next Big Things  
F3 Reporting with Clarity on Vaccines & Vaccine Development  
F4 Economic Inequality, Violence & Life in a Changing Climate  
F5 The Human Ethics of Global Crisis Reporting

2:45 PM – 3:15 PM  BREAK

3:15 PM – 4:30 PM  BREAKOUT SESSIONS
G1 A Modestly Grandiose Proposal for How Scientists & Journalists Might Save the World, Up for Discussion  
G2 Covering Indigenous Voices in Science  
G3 Antibiotic Resistance: The Next Challenges  
G4 Innovating for Development  
G5 Stories Don’t Stop at Borders, So Journalists Shouldn’t Either

4:45 PM – 6:00 PM  P8 Science Journalism, Authoritarian Regimes & Pseudoscience

7:00 PM – 9:00 PM  Bay Area Science Festival Event “Tested: Deconstructed”  
The Bay Area Science Festival invites attendees to join them at the historic Castro Theatre for this special festival event.
CONFERENCE PROGRAM

Sunday, October 29

8:30 AM – 9:45 AM  PLENARY & CLOSING CEREMONY @ THE MARRIOTT MARQUIS

P9.5 The Hazard Zone: Science Journalists Tackle Natural Disasters

10:00 AM – 10:15 AM  BUSES DEPART FOR UC BERKELEY

11:15 AM – 12:15 PM  P11 Climate Change Primer: Responding to Global Impacts of Human Activity

12:15 PM – 1:30 PM  LUNCH WITH A SCIENTIST @ UC BERKELEY

Diana Bautista—When itch becomes a pain
Justin Brashear—Biodiversity loss, human health & social conflict
Andrew Dillin—Prions, protein folding & neurodegenerative disease
Robert Dudley—Drunken monkeys & ying ants
Alison Gopnik—Are preschoolers smarter than college students?
Ming Hsu—The neural mechanisms underlying decision-making
Susan Jenkins—Genome surgery and other CRISPR “operations”
Diana Kafner—Why a little stress is good for the brain
Dacher Keltner—The science of happiness
Robert Knight—Analyzing brain waves to read your mind
Kent Lightfoot—How Native Americans managed biodiversity
Polina Lishko—The world needs better contraceptives
Chung-Pei Ma—Merging galaxies & supermassive black holes
Michel Maharbiz—Neural dust & brain-machine interfaces
Aaron Parsons—The universe’s dark age & cosmic dawn
Maria Paz Gutierrez—3D printing your house using agricultural waste
Lee Riley—Stumps, invisible people & indolent pandemic
Omar Yaghi—A revolutionary new material: MOFs

12:15 PM – 4:30 PM  LUNCH & TOURS: LAWRENCE BERKELEY NATIONAL LAB

1:30 PM – 5:00 PM  UC BERKELEY CAMPUS & LAB TOURS

2:00 PM – 4:45 PM  BREAKOUT SESSIONS H @ UC BERKELEY

H1 Mobile Technology, Newsroom & Citizen Engagement
H2 Make ‘em Sizzle: Turn Up the Heat on Slow Environmental Stories
H3 Cutting-Edge Nuclear Technology: Which Questions Matter?

3:15 PM – 3:30 PM  BREAK

3:30 PM – 4:45 PM  BREAKOUT SESSIONS J @ UC BERKELEY

J1 Innovative Approaches to Teaching Science Journalism
J2 “Contact” Plus 20: Where We Are in the Search for Aliens
J3 Exploring & Managing Earth’s Microbiome

7:00 PM – 10:00 PM  CLOSING RECEPTION @ THE EXPLORATORIUM

UC BERKELEY EVENTS

Sunday, October 29

8:30 AM – 9:45 AM  PLENARY & CLOSING CEREMONY @ THE MARRIOTT MARQUIS

P9.5 The Hazard Zone: Science Journalists Tackle Natural Disasters

10:00 AM – 10:15 AM  BUSES DEPART FOR UC SAN FRANCISCO

10:45 AM – 1:45 PM  W4 Industry Documents: Gold Mines for High-Impact Stories

11:00 AM – 12:15 PM  P10 “One Test to Rule Them All”: Joe DeRisi in Conversation with Carl Zimmer

12:30 PM – 1:45 PM  LUNCH WITH A SCIENTIST @ UC SAN FRANCISCO

Flagship Lunch: Provocative issues in cancer—immunotherapy, when not to treat, & global cancer burden
With Anil Daud, Laura Esserman & Katherine Van Loon, moderated by Ron Winslow
Abbey Aldin—The vulnerable child: environment, health, development
Brandon Chuang & Joshua Woolley—Schizophrenia, from both sides
Adam Ferguson—Leveraging AI techniques in medicine
Elena Flowers—Precision-medicine predictors of health
Loren Frank—The brain’s own GPS
Adam Frost—Cryo-EM comes of age
Zev Gartner—Building human tissue, from the bottom up
Roy Gerona—What’s really in that street drug?
Ophir Klein—The rodent tooth as a stem-cell niche
Sarah Knox—Spit take: love your saliva
Barbara Koenig—Privacy and ethics in the genomic age
Gregory Marcus—100K and counting: the Health eHeart Study
Georgia Panagiotakos—The self-sculpting brain
Steven Pantilat—Living well with serious illness
Ethan Perlstein—Rare genetic diseases: a new path forward
Katherine Pollard—Microbe-aware precision medicine
Jennifer Puck—Beyond ‘Bubble Boy’: A CRISPR Cure for SCID
Vikaas Sohal—Schizophrenia: of mice and men
Hugh Sturrock—Predicting disease outbreaks with Google Earth

12:15 PM – 4:30 PM  UCSF/BASF SCIENCE EXPO

1:30 PM – 5:00 PM  UCSF EVENTS

2:00 PM – 3:15 PM  BREAKOUT SESSIONS H @ UC BERKELEY

H1 Mobile Technology, Newsroom & Citizen Engagement
H2 Make ‘em Sizzle: Turn Up the Heat on Slow Environmental Stories
H3 Cutting-Edge Nuclear Technology: Which Questions Matter?

3:15 PM – 3:30 PM  BREAK

3:30 PM – 4:45 PM  BREAKOUT SESSIONS J @ UC BERKELEY

J1 Innovative Approaches to Teaching Science Journalism
J2 “Contact” Plus 20: Where We Are in the Search for Aliens
J3 Exploring & Managing Earth’s Microbiome

7:00 PM – 10:00 PM  CLOSING RECEPTION @ THE EXPLORATORIUM
CONFERENCE PROGRAM

Sunday, October 29

2:15 PM – 3:30 PM BREAKOUT SESSIONS I @ UC SAN FRANCISCO
- I1 Engaging Your Audience with Poop Jokes & Other Funny Elements
- I2 When Will Healthcare Reach Digital Nirvana?
- I3 Leveling the Playing Fields: Science Journalism & Big Food
- I4 Engineered Cells: The Medicines of Tomorrow

3:30 PM-4:00 PM BREAK

4:00 PM – 5:15 PM BREAKOUT SESSIONS K @ UC SAN FRANCISCO
- K1 Ringing in the Changes: The Role of Advocacy Journalism in Telling Science Stories
- K2 Undercover Science Journalism
- K3 Stem Cells: The Hype & the Hope
- K4 Progress, Pitfalls, & Prospects: An “Un-Lecture” on Cancer

5:30 PM BUSES DEPART FOR MARRIOTT MARQUIS

7:00 PM – 10:00 PM CLOSING RECEPTION @ THE EXPLORATORIUM

Monday, October 30—FIELD TRIPS

Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification
Bodega Bay: Oysters, Abalone & Ocean Acidification

7:30 AM – 6:00 PM
7:30 AM – 5:00 PM
7:30 AM – 6:00 PM
8:00 AM – 3:00 PM
8:00 AM – 6:30 PM
8:00 AM – 3:00 PM
8:15 AM – 12:00 PM
8:15 AM – 12:00 PM
8:30 AM – 12:30 PM
8:45 AM – 4:30 PM
9:00 AM – 4:00 PM
9:15 AM – 3:45 PM
9:45 AM – 3:30 PM
1:30 PM – 7:00 PM

Special thanks to the Northern California Science Writers Association and its members for organizing these field trips.

WCSJ2017 would like to thank the sponsors of this year’s session themes:

Issues in Science & Science Journalism
Science Storytelling
Climate, Environment & Sustainability
Technology & Innovation
Latin America & the Caribbean
AHCJ Global Health Journalism Track
New Horizons in Science

Supported by the Hastings Center and the Rita Allen Foundation
Supported by the Alfred P. Sloan Foundation and the American Association for the Advancement of Science and its EurekAlert! service
Supported by ECMWF Copernicus
Supported by Intellectual Ventures and Johns Hopkins Medicine
Produced by the Association of Health Care Journalists with support from The Commonwealth Fund, Robert Wood Johnson Foundation, Leona M. and Harry B. Helmsley Charitable Trust, Gordon & Betty Moore Foundation, and Burnbaugh’s Welcome Fund
Produced by the Council for the Advancement of Science Writing with support from numerous sponsors, including WCSJ2017 host universities.
STUDENT NEWSROOM

Student Journalists Produce 52 Reports from WCSJ2017

Read More

Will Cosmologists Save the World? Approaches from Scientific Training Could Shape Public Debates

Read More

Fact-Checking in the Age of “Fake News”: A Q&A With Brooke Borel and Alex Kasprak

Read More

How to Rate Your Latest Vaccine Story: Tips from a Health News Reviewer

Read More

Sorting Through the Stem Cell Hype: A Conversation with Deepak Srivastava

Read More

X-Ray Vision: Berkeley’s High-Speed Electrons Fuel Atomic-Scale Science

Read More

Thank you for attending WCSJ2017! We’re excited to have welcomed 1,246 registered attendees from more than 70 countries to San Francisco for WCSJ2017. Don’t forget to let us know who you were and where your journey began. Share photos of your experience with us @WCSJ2017 on Instagram.

Student Journalists Produce 52 Reports from WCSJ2017

The next World Conference of Science Journalists will be held in Lusaka, Zambia, in July 2018.

Student Journalists Produce 52 Reports from WCSJ2017

Read More
CONFERENCE NEWSLETTERS

U.S. Science Writers Donate Funds for Perlman Travel Fellowships

United States science writers have started a special individual donation campaign to bring their international colleagues to San Francisco in October 2017 for the 18th World Conference of Science Journalists, the first of its kind to be held in the country. Donate to the Travel Fund here.

Continue Reading.

The Association of Health Care Journalists Joins WCSJ2017

The Association of Health Care Journalists has agreed to collaborate on the agenda for the 18th World Conference of Science Journalists slated for fall 2017 in San Francisco.

Continue Reading.

Sloan Foundation to Sponsor WCSJ2017

The World Conference of Science Journalists has been awarded a $50,000 grant from the Alfred P. Sloan Foundation to support sessions on advancing the effective use of traditional, emerging and interactive media to inform public conversation around science.

Sloan joins a growing number of philanthropic organizations and other supporters in helping make the conference a reality. For information about becoming a sponsor, visit http://wcsj2017.org/about-us.

World Conference Announces Professional and Student Travel Fellowship Awards

Organizers of the 18th World Conference of Science Journalists have announced the selection of 17 professional travel fellowship recipients and two student travel fellowship awardees. The recipients represent a global contingent from 48 different countries. The grants are provided to help professionals and students who otherwise would not be able to attend the conference with support for travel to San Francisco, accommodations and complimentary registration as well as workshop attendance for selected fellows.

As an expression of welcome to international colleagues, U.S. science writers collected $43,000 in donations to fund 13 Global Perlman Travel Fellowships, honoring the seminal San Francisco-based science journalists. Combined with support from other funders, this enabled WCSJ2017 to award a total of $53,000 in travel aid.

Launch Sign-Up Process for WCSJ2017 Power Pitch 2017: Pitch your story ideas to top editors

Have a few similar story ideas in your head? Hoping to run into an editor at WCSJ2017?

Don’t rely on a chance meeting at the breakfast buffet. Sign up for the Power Pitch sessions on Friday, October 27, where you’ll cross the aisle from the editors of your dream publications and pitch story ideas,: opportunities. This hands-on session is both an extremely valuable experience and a very real opportunity to have your pitch reach the right ears.

More than 80 editors will attend the session from a range of publications based in the U.S. and elsewhere. Each session lasts 9 minutes – plenty of time for several well-crafted pitches. Each editor comes with up to eight writers, so space is limited.

Registered attendees will need to sign up via email, during the period from September 6-16, to meet with the editors of their choice. Details on how to sign up to present a pitch along with a list of participating editors can be found at wcsj2017.org/registertopPitch2017.

Sign-ups are NOT first-come, first-served, but they MUST happen in ADVANCE. So please read the details carefully and get going!
CONFERENCE NEWSLETTERS

BRIDGING SCIENCE & SOCIETIES

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. WCSSJ2017 marks the first time the world conference has been held in the United States. The conference city of San Francisco is a vibrant global city, a place where innovation and creativity thrive and where science and technology are advancing at a rapid pace. The event will gather science journalists and science writers around the world to address the challenges and opportunities of communicating science in an ever-changing world. We’re excited to have our 1,500 registered attendees for WCSSJ2017. Registration has closed, and, unfortunately, we are not able to accept late registrations. We are not able to accept late registrations. We are not able to accept late registrations.

CONFERENCE NEWSLETTERS

BRIDGING SCIENCE & SOCIETIES

The 10th World Conference of Science Journalists will bring together science journalists and science writers from around the world to address the challenges and opportunities of communicating science in an ever-changing world. WCSSJ2017 marks the first time the world conference has been held in the United States. The conference city of San Francisco is a vibrant global city, a place where innovation and creativity thrive and where science and technology are advancing at a rapid pace. The event will gather science journalists and science writers around the world to address the challenges and opportunities of communicating science in an ever-changing world. We’re excited to have our 1,500 registered attendees for WCSSJ2017. Registration has closed, and, unfortunately, we are not able to accept late registrations. We are not able to accept late registrations. We are not able to accept late registrations.
Reflections
How would you describe your work? Select all that apply

- 60 FULL-TIME STAFF JOURNALIST
- 52 FULL-TIME STAFF EDITOR
- 122 UNIVERSITY SCIENCE WRITER OR PIO
- 100 GOVERNMENT, FOUNDATION, OR INDUSTRY-BASED SCIENCE WRITER OR PUBLIC INFORMATION OFFICER
- 89 FULL-TIME FREELANCE WRITER
- 91 PART-TIME FREELANCE WRITER
- 7 FULL-TIME FREELANCE EDITOR
- 27 PART-TIME FREELANCE EDITOR
- 23 SCIENCE-WRITING PROFESSOR
- 39 STUDENT
- 66 OTHER

How many World Conferences have you attended?

1 THIS IS MY FIRST
4 3 5 OR MORE

439
59 19 9 15

Was there one particular event, session, or trip that you liked best?

EXPLORATORIUM 32
DATA VISUALIZATION 24
POWER PITCH
JENNIFER DOUDNA 10
UCSF DAY 8
UCSF TOURS 5
EVENING 9
BODEGA BAY 7
LUNCH WITH A SCIENTIST 14
BOOK WRITING 6
MARY ROACH 9
CLIMATE CHANGE PRIMER 5
UNIVERSITY
ALBERTO CAIRO 13
HEALTH 6
MONTEREY BAY AQUARIUM 8
LATIN AMERICAN 5
CARL ZIMMER 6
UC BERKELEY 18
FIELD TRIP 31
PANEL 31
WOMEN IN STEM 21
DATA VIZ 6
UCSF DAY 10
EXPLORATORIUM 32
WEATHER 6
LUNCH WITH A SCIENTIST 14
BOOK WRITING 6
MARY ROACH 9
CLIMATE CHANGE PRIMER 5
UNIVERSITY
ALBERTO CAIRO 13
HEALTH 6
MONTEREY BAY AQUARIUM 8
LATIN AMERICAN 5
CARL ZIMMER 6
UC BERKELEY 18
FIELD TRIP 31
PANEL 31
WOMEN IN STEM 21
DATA VIZ 6
EXPLORATORIUM 32
WEATHER 6
LUNCH WITH A SCIENTIST 14
BOOK WRITING 6
MARY ROACH 9
CLIMATE CHANGE PRIMER 5
UNIVERSITY
ALBERTO CAIRO 13
HEALTH 6
MONTEREY BAY AQUARIUM 8
LATIN AMERICAN 5
CARL ZIMMER 6
UC BERKELEY 18
FIELD TRIP 31
PANEL 31
WOMEN IN STEM 21
DATA VIZ 6
FEEDBACK FROM OUR TRAVEL FELLOWS

It was great to have time and sufficient colleagues to have a conversation about why we do what we do. Journalism is often so hectic and so time-bound that we forget to question ourselves. I learned to question more, to take fewer things for granted.

WCSJ2017 give me tools to do a better job, but also I have the opportunity to know people. They told me about fellowships opportunities to improve my science writing.

Nowhere else in the world would you get 50 people in one room to discuss how should we cover statistics in science journalism or if we should be concerned by the replicability issue of science. That by itself is a remarkable achievement. I’m quite positive my work’s quality will be greatly enhanced by this.

The presenters showed that science (and writing about it) was so much more than just the research: it was about placing the science in a broader social context.

This conference provided me with new tools when pitching stories to editors and ways to find stories that haven’t been told.

I think the conference was hugely useful in meeting scientists and researchers and also networking with other journalists. As a newsroom staffer, I also learnt a great deal about freelancing, which I think is an avenue I am very interested in pursuing.

I learned many things from tools and trends to skills and tips in science journalism, as well as from experiences other journalists have had. This is powerfull and encouraging.

I learned a lot from sessions on various topics with diverse perspectives.

I could meet incredible scientists, have interviews with them, learn new ways on doing new things. I could also gather with marvelous people who write for many different media and magazines. I learned a lot from them.

There were six Costa Rican journalists at WCSJ2017 we gathered and decided it was time to create our own association. We are really exited about that!

There were many new stories for me. But the most important was that I saw new ways to look or focus on science topics.

The conference will affect my career as a science journalist in several ways. It has allowed me to better appreciate the challenges and pressing issues of the industry and to keep up with the latest development of professional tools and techniques.

From the time that I woke each morning until I went to bed at night, WCSJ2017 offered an inspiring and packed program of sessions, conversations, new connections, and events that allowed me to achieve these goals.

That’s one of the wonderful things about opportunities like this—that we are stimulated to think in ways we weren’t before we got there.

Everything I learned at the conference makes me a better, more qualified professional, and I hope I can use these skills to always advance in my career.

It certainly will give me a new drive, both personally and professionally.

The conference provided me with new tools when pitching stories to editors and ways to find stories that haven’t been told.

I learned many things from tools and trends to skills and tips in science journalism, as well as from experiences other journalists have had. This is powerfull and encouraging.

I learned a lot from sessions on various topics with diverse perspectives.

I could meet incredible scientists, have interviews with them, learn new ways on doing new things. I could also gather with marvelous people who write for many different media and magazines. I learned a lot from them.

There were six Costa Rican journalists at WCSJ2017 we gathered and decided it was time to create our own association. We are really exited about that!

There were many new stories for me. But the most important was that I saw new ways to look or focus on science topics.

The conference will affect my career as a science journalist in several ways. It has allowed me to better appreciate the challenges and pressing issues of the industry and to keep up with the latest development of professional tools and techniques.

From the time that I woke each morning until I went to bed at night, WCSJ2017 offered an inspiring and packed program of sessions, conversations, new connections, and events that allowed me to achieve these goals.

That’s one of the wonderful things about opportunities like this—that we are stimulated to think in ways we weren’t before we got there.

Everything I learned at the conference makes me a better, more qualified professional, and I hope I can use these skills to always advance in my career.

It certainly will give me a new drive, both personally and professionally.
Feedback from our travel fellows

The insight into the vast range of themes/topics/issues scientists from all over the world are working on has also broadened my scope of the stories I can—and will—cover.

Going to WCSJ is not just a great opportunity for a science journalist, but a “game changer”... I definitely got what I expected and so much more... Attending the WCSJ2017 opened my eyes in so many ways: networking, new technologies, apps, platforms, and specially on my case as an independent journalist now, to know about successful stories of those, who like me, have taken a leap of faith abandoning the comfort zone to aim higher! Thanks a lot!!!

On a really deep term. It made me think global instead of local!!... It made me open my eyes to other platforms I had not looked into... It gave me confidence (again) that is the content beyond the form that should rule our efforts in being that change factor for society... The watch dogs!!!! (love that)

I’ve been introduced to the extremely high quality of science journalism practiced in countries all around the world. In Southeast Asia, this beat is still under-funded and under-covered. I plan to bring home my renewed zest for science and environmental reporting, and apply the lessons I’ve learnt to covering a region I’m passionate about.

I had the opportunity to attend conferences with great scientists, to debate with colleagues about the challenges and the future of scientific journalism and to know how to work in laboratories and universities in the USA. It was a great experience. I will never forget.

It was United Nations of Science Journalism and met with amazing people.

As my job mainly focuses on traditional narrative writing, it was my first time to sit down and learn about using these “modern”, powerful tools to tell science stories.

If i say i achieved my expectations that will be an understatement. The conference was an eye opener for me in so many ways. I came to the conference with a fixed mind to learn more on climate change and its effects to agriculture. But I learnt way more that just that, from genetics to how robots can be used to save lives.

WCSJ2017 was a wonderful event. I learned how to pitch, how to present stories.

It was a really eye-opening experience for me on attending the conference... In my future career, I will care more about the science and society interaction. This experience also inspired me to pursue further education on science reporting.

I learnt that I can write on anything science because everything is interconnected.

For me was a burst of energy to continue working in my favorite subjects.

With the knowledge gained and networks made. WCSJ2017 has already done its part in my me and my career in the right direction as a science journalist and the hard part is now on me to put all that in practice and help change lives.

I can see that these tools are becoming part of the new journalism landscape, and I’m happy that I got to learn them a little bit at WCSJ2017.

Going to WCSJ is not just a great opportunity for a science journalist, but a “game changer”... I definitely got what I expected and so much more... Attending the WCSJ2017 opened my eyes in so many ways: networking, new technologies, apps, platforms, and specially on my case as an independent journalist now, to know about successful stories of those, who like me, have taken a leap of faith abandoning the comfort zone to aim higher! Thanks a lot!!!

On a really deep term. It made me think global instead of local!!... It made me open my eyes to other platforms I had not looked into... It gave me confidence (again) that is the content beyond the form that should rule our efforts in being that change factor for society... The watch dogs!!!! (love that)

I’ve been introduced to the extremely high quality of science journalism practiced in countries all around the world. In Southeast Asia, this beat is still under-funded and under-covered. I plan to bring home my renewed zest for science and environmental reporting, and apply the lessons I’ve learnt to covering a region I’m passionate about.

I had the opportunity to attend conferences with great scientists, to debate with colleagues about the challenges and the future of scientific journalism and to know how to work in laboratories and universities in the USA. It was a great experience. I will never forget.

It was United Nations of Science Journalism and met with amazing people.

As my job mainly focuses on traditional narrative writing, it was my first time to sit down and learn about using these “modern”, powerful tools to tell science stories.

If i say i achieved my expectations that will be an understatement. The conference was an eye opener for me in so many ways. I came to the conference with a fixed mind to learn more on climate change and its effects to agriculture. But I learnt way more that just that, from genetics to how robots can be used to save lives.

WCSJ2017 was a wonderful event. I learned how to pitch, how to present stories.

It was a really eye-opening experience for me on attending the conference... In my future career, I will care more about the science and society interaction. This experience also inspired me to pursue further education on science reporting.

I learnt that I can write on anything science because everything is interconnected.

For me was a burst of energy to continue working in my favorite subjects.

With the knowledge gained and networks made. WCSJ2017 has already done its part in my me and my career in the right direction as a science journalist and the hard part is now on me to put all that in practice and help change lives.

I can see that these tools are becoming part of the new journalism landscape, and I’m happy that I got to learn them a little bit at WCSJ2017.
Growing in popularity and attendance with each iteration, the biennial World Conference of Science Journalists is the flagship endeavor for the World Federation Community. With active planning, attention, and direction from the WFSJ board, the conference can maintain a high standard of program quality and independence and provide a driving force for fundraising and mobilization of other Federation programming. Without such direction by the Federation board, the conference represents at best a lost opportunity, and at worst a liability and hazard for the Federation.

In the past, the Federation deliberately played a minimal role in planning and executing the meeting. Outsourcing the meeting to host associations made sense for a fledgling non-profit. In 2013, WFSJ membership voted to increase the Federation’s role in the World Conferences. The goal was to move to Federation ownership for future meetings, a move that, it was hoped, would eventually support a wider range of countries hosting WFSJ. The hybrid model was enthusiastically embraced by the two US-based organizations, the National Association of Science Writers (NASW) and the Council for the Advancement of Science Writing (CASW), as we contemplated submitting a bid. With small budgets, 1-2 staff members each, and no government support, CASW and NASW knew we could not do it alone.

We worked with the Federation to develop a new Memorandum of Understanding (MOU) that outlined—clearly and explicitly—the role of each of the three organizations. The MOU detailed among other items, fundraising responsibilities and check-in dates. Signed just a few months after the bid acceptance, it divided fundraising responsibilities and provided a set of fiscal checkpoints and gave WFSJ input in both program planning and conference execution. In actuality, the partnership embodied in the MOU was not fully realized, but we are proud that WCSJ2017 took several steps toward the hybrid model that provided many learning opportunities.

**Recommendations for moving forward with WFSJ**

The WFSJ2017 experience suggests steps WFSJ can and should take in the event that the Federation board determines that a hybrid meeting is in its best interests for the short or long term. Relying on local hosts for certain functions, like registration, means that these functions will be reinscribed and executed with new vendors and processes each time, making the meeting more costly and cumbersome and the attendee experience more uneven. Thus, taking ownership of specific elements of the conference would improve the experience for hosts and attendees and smooth the transition to primary responsibility for the meeting should the board decide that is still a viable and desirable goal.

These recommendations are offered for the Federation’s consideration.

—The Federation should decide hosts four years out.

Give yourselves, and the host, more time. Putting together a conference is a huge effort. Four years is not too much time, especially for under-resourced hosts. Consider a strategy of identifying candidate hosts and mentoring to assist with bid preparation.

A four-year timeline allows WFSJ to insist that the Federation sign off on large budget decisions. Such signoff prevents the host from committing to relationships or business arrangements that may not benefit all conference partners. In addition, the Federation should instruct the host to seek input from the priority of the Federation, or have unforeseen impacts.

—The Federation should actively be involved in setting and monitoring conference budgets.

Big budget decisions made by a host directly impact the Federation’s ability to support and fundraise for the conference. WFSJ should insist on being consulted on decisions that affect the budget for each conference and should require sign-off on any budgetary decisions that affect the conference even before a bid is submitted.

—The Federation should drive WFSJ marketing

As the umbrella body connecting disparate groups and with an intent to promote and protect its brand and the interlinked meeting brand, the Federation should drive marketing. Instead of every new host having to build lists of interested attendees, the Federation can use its unique position to leverage existing WFSJ contacts. Using the conference to build and maintain contact lists of individuals who ask to be kept informed about future conferences and programs also allows the Federation to grow and update its communication base. Cultivating contact information for interested and motivated individuals, rather than relying on associations that may or may not forward information, would allow the Federation to create networks of journalists more easily, something that WCSJ2017 attendees were hungry for.

—The Federation should administer travel fellowship application, selection, and management

By administering the travel fellowships, as is already planned for WCSJ2019, WFSJ can ensure that these fellowships can reflect the interests of its global membership. This is a laudable and important step, because the Federation knows best what countries need to be represented better at World Conferences, how to reach out to get applications, and what criteria are most important in selecting fellows. Using the same application and review process year after year also allows the Federation to refine and perfect. For instance, we found that the Submittable platform provided easy access from devices across the globe, both for applicants and reviewers.

Logistically, managing the fellows and their travel is a huge task but one that does not change much year to year and thus is one that is best managed by the Federation. With its accumulated knowledge and experience gained across a variety of international projects, the Federation is in a good position to handle reimbursements more easily than the local host. The Federation could also consider employing the same travel agency from conference to conference, thus developing a rapport with a vendor to enable efficiencies and cost savings.

Importantly, travel fellowships are a spotlight opportunity for fundraising and an opportunity to grow future leadership in the science journalism community. Fellowships honor excellent science journalists from across the globe, and fellows form an important and select social support group. Supporting connections between events ultimately grows connections between the global communities they represent. There is much potential and energy within this group.

—The Federation should have a consistent registration system

Online registration is something that could benefit—immediately—from consistency meeting to meeting. Having the same registration vendor year to year would reduce meeting costs and allow the Federation to improve the process. With a scaffolding in place, host organizations should be able to simply tailor it to events specific to their conference.

Importantly, managing registration also means that the Federation has access to contacts lists year to year, vital to maintaining a global online community between meetings.

Further along, the Federation might consider engaging a long-term logistics vendor

The vendor could oversee elements like onsite logistics, transport, and AV, with perhaps registration and even travel booking rolled in. Depending on the capabilities of the vendor, this might be an important step in enabling WFSJ to be hosted by under-resourced countries. Vendors can be expensive, but, depending on the Board’s strategic priorities for the meeting and the Federation’s other staffing needs, such companies can be cheaper than internal staff performing the same roles. Coverage of basic vendor service estimates and fees by the conference budget could be a standing requirement for each WFSJ bid and should make those bids more predictable and less expensive. The expertise gained by the vendors would be passed from one conference to the next, regardless of staff changes at WFSJ or the varying capabilities of local host volunteers.

The Federation should be very deliberate and selective in deciding what is needed from a vendor and what vendor best meets those criteria. There are many decisions that should not be made without having had direct, hands-on experience planning and executing the conference. Previous hosts could assist in developing the RFP and reviewing proposals if this direction is pursued.

In conclusion

It is our hope that these comments provide support, directions, and avenues for discussion going forward. We would not have had the success that we did without the assistance of previous hosts, who shared their resources freely and made themselves available for conversations, support, and volunteer roles throughout, and we are deeply grateful for their generosity. We are doing the same for the 2019 team and will do for future hosts. It is my hope that this informal network of hosts can eventually serve as a resource for the Federation itself in deciding the future of the conference, one which provides an unparalleled service to the global community, of which I am very proud to be a part.

Tinsley Davis

WCSJ2017 CO-ORGANIZER
The WCSJ2017 “sponsorship guidelines” experiment

Independence is essential to effective journalism and journalism conferences. The organizers of the 10th World Conference knew that most journalists could neither afford registration fees that would cover most conference costs nor pay their own way as travelers. Therefore, producing the conference would require reliance on generous sponsors, donors and exhibitors. In order to make it possible for journalists throughout the world to attend, we set out to make WCSJ2017 more financially accessible than past conferences, even while holding the conference in one of the country’s most expensive cities. Our goals included lower-than-ever registration fees and a record number of travel fellowships. We are thrilled that we met those goals.

The Council for the Advancement of Science Writing took on the major fundraising responsibility for WCSJ2017, which was held in a country where government funding is not possible and yet private-sector resources are abundant. CASW embraced this challenge with the conviction that it would be possible to support a World Conference with private sponsorship, yet preserve the independence of the conference by following a carefully crafted set of guidelines that specified arm’s-length relationships with sponsors. WCSJ2017 showed that this can be done. The following principles and conclusions are offered for the consideration of future hosts and WFSJ.

—“Sponsored sessions” should not be allowed into the core conference program.

The first principle of WCSJ2017 was independence for the Program Committee. The Program Committee was given complete freedom to decide topics, speakers, and other details, and sponsors were barred from sponsoring specific sessions. No commitments of program content or speakers were made when we invited foundations and other prospective sponsors to support portions of WCSJ2017. Both CASW and WFSJ turned away sponsors who could not contribute under these conditions, but the sponsors that supported WCSJ2017 in the end were superb, respectful of journalists’ independence, and eager to make a positive contribution to global science journalism.

It is challenging to maintain such independence when delivering ongoing programs, not seeking conference sponsors; nevertheless, I believe that with extraordinary care, WFSJ can exemplify the principle of independence in all its sponsor relationships. To the extent possible, the work program of a journalism federation must be driven by the education, networking, and advocacy needs of its members, rather than the agendas of funders. CASW will support WFSJ in reaching that goal.

—Sponsors should not be involved in the selection of travel fellows.

WCSJ travel fellowships are a high honor and a key tool for building leadership and connections in global science journalism. Sponsors of WCSJ2017 fellowships were informed that a prestigious international committee of peers would bestow this honor. They were uniformly thrilled with the quality of the fellows we selected. Now that WFSJ is taking charge of the WCSJ travel fellowships program and the sponsor relationships that support it, the independence, prestige, and effectiveness of this program can only grow.

—“Sponsored events” can be part of the conference but should be clearly labeled and separated in time and space so that attendees can opt in or out.

At WCSJ2017, sponsored events included workshops, a symposium, luncheons, receptions, field trips, exhibits, and hosted events on university campuses. Sponsors of activities at journalism conferences often seek to raise their profile with journalists and draw attention to certain topics and messages. In the same way that publishers have traditionally labeled advertising messages, we labeled activities that were hosted or sponsored, so that journalists could be aware of the context of these messages and follow their own conflict-of-interest guidelines when participating. This labeling provided both transparency and proper recognition of sponsors.

—Future conferences are likely to be supported by a blend of WFSJ-cultivated sponsorships and local sponsorships.

A hybrid model of fundraising can work.

Local hosts will always have responsibility for tapping into local, national, and regional organizations that want to support science journalism, have a presence at WCSJ, provide hospitality, and donate infrastructure and services to make conference hosting affordable. WFSJ recruited support for travel fellowships as well as general underwriting for WCSJ2017 by multinational organizations, and we hope that this role for the Federation can continue and be strengthened. In addition, a number of international organizations work with WFSJ on training programs that can add significantly to the impact of each World Conference through targeted workshops and travel grants. Many conference sponsorship agreements must be signed and executed in-country by the Organizing Committee, but WFSJ should maintain funder relationships and contacts between conferences, advise bidding groups and local organizers on appropriate sponsor relationships and development of arm’s-length sponsor agreements to ensure independence, and recruit international sponsors for each conference. This is important to lowering the barrier to hosting for volunteer groups in less prosperous countries. International sponsorships can also help local hosts manage political pressure from governments that underwrite hosting.

—Collaboration is a key to success. Broad appreciation for science journalism makes it possible.

WCSJ2017 was a collaborative effort of NASW, CASW, WFSJ, the Association of Health Care Journalists, our host universities, and numerous sponsors, each partner contributing substantial resources. Whatever their other agendas, all WCSJ2017 collaborators came together solely to support and improve science journalism around the world. The support was so strong that we exceeded our fundraising goals and achieved a surplus.

The organizers of WCSJ2017 are continuing our collaboration with WFSJ. We are committed to the growth and strengthening of WFSJ and future World Conferences. We are also convinced by our experience that international science journalism is vibrant, strong, and capable of reaching new heights.
# Financial Summary

## Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registrations</td>
<td>$313,126</td>
</tr>
<tr>
<td>Univ. of California Contribution</td>
<td>$112,000</td>
</tr>
<tr>
<td>NASW Contribution</td>
<td>$111,093</td>
</tr>
<tr>
<td>CASW Cash Fundraising</td>
<td>$1,143,494</td>
</tr>
<tr>
<td>WFSJ Cash Fundraising</td>
<td>$323,912</td>
</tr>
<tr>
<td>Exhibit Space Rental</td>
<td>$60,400</td>
</tr>
<tr>
<td>Advertising</td>
<td>$26,450</td>
</tr>
<tr>
<td>Interest Earned</td>
<td>$2,266</td>
</tr>
<tr>
<td><strong>Subtotal Cash</strong></td>
<td>$2,090,475</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td></td>
</tr>
<tr>
<td>Reception space donations + discounts</td>
<td>$75,500</td>
</tr>
<tr>
<td>NASW In-Kind Services</td>
<td>$60,000</td>
</tr>
<tr>
<td>CASW In-Kind Services</td>
<td>$26,000</td>
</tr>
<tr>
<td>WFSJ In-Kind Services</td>
<td>$115,000</td>
</tr>
<tr>
<td>UIC In-Kind Services</td>
<td>$272,000</td>
</tr>
<tr>
<td>AHCJ In-Kind Services</td>
<td>$301,000</td>
</tr>
<tr>
<td><strong>Subtotal In-Kind Donations</strong></td>
<td>$549,500</td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$2,639,975</td>
</tr>
</tbody>
</table>

## Expense

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Space Rental</td>
<td>$0</td>
</tr>
<tr>
<td>Exhibit Hall</td>
<td>$17,014</td>
</tr>
<tr>
<td>Audio Visual + WiFi</td>
<td>$145,270</td>
</tr>
<tr>
<td>On-site Catering</td>
<td>$390,412</td>
</tr>
<tr>
<td>Receptions</td>
<td>$324,204</td>
</tr>
<tr>
<td>Transportation</td>
<td>$97,204</td>
</tr>
<tr>
<td>Photography + Videography</td>
<td>$20,000</td>
</tr>
<tr>
<td>Design + Website</td>
<td>$105,475</td>
</tr>
<tr>
<td>Promotional Material</td>
<td>$16,040</td>
</tr>
<tr>
<td>Advertising</td>
<td>$619</td>
</tr>
<tr>
<td>Printing + Production</td>
<td>$30,140</td>
</tr>
<tr>
<td>Postage, Shipping + Letterhead</td>
<td>$3,400</td>
</tr>
<tr>
<td>Staffing Administration + Fundraising</td>
<td>$231,000</td>
</tr>
<tr>
<td>Volunteer Support</td>
<td>$16,647</td>
</tr>
<tr>
<td>Logistics</td>
<td>$55,412</td>
</tr>
<tr>
<td>Planning Meetings</td>
<td>$26,262</td>
</tr>
<tr>
<td>Fundraising Support + Promotional Travel</td>
<td>$16,171</td>
</tr>
<tr>
<td>Organizing Comm., Program Comm., + Staff Travel</td>
<td>$59,150</td>
</tr>
<tr>
<td>General Travel Fellowships</td>
<td>$192,485</td>
</tr>
<tr>
<td>Speaker + Session Organizer Travel Subsidies</td>
<td>$278,318</td>
</tr>
<tr>
<td>Student Newsroom</td>
<td>$72,586</td>
</tr>
<tr>
<td>Legal</td>
<td>$11,864</td>
</tr>
<tr>
<td>Audit and Bookkeeping</td>
<td>$11,579</td>
</tr>
<tr>
<td>Merchant + Bank Fees</td>
<td>$15,836</td>
</tr>
<tr>
<td>Distributions</td>
<td>$250,000</td>
</tr>
<tr>
<td>International Program Fund</td>
<td>$272,004</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$2,639,975</td>
</tr>
</tbody>
</table>

- Conference met catering expenses required to waive space rental fees
- Partially offset by in-kind donations by host universities
- Partially offset by in-kind donations and discounts
- Partially offset by in-kind donations by host universities
- Partially offset by in-kind donations from CASW, NASW, WFSJ
- Includes travel booking agency costs
- Includes student travel fellowships
- Drafting + review of contracts
- Primarily fees taken by credit card companies
- Fund created for follow up activities to extend impact of WCSJ2017

**10% Contingency**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td>$2,639,975</td>
</tr>
</tbody>
</table>

- Cost containment allowed original 10% budget contingency to be repurposed for post-conference activities.
WCSJ2017 PARTNERS LAUNCH INTERNATIONAL PROGRAM FUND

May 7, 2018—The organizers of the 10th World Conference of Science Journalists are pleased to announce plans for a suite of activities to extend the impact of the October 2017 conference in San Francisco by strengthening training, networking, and knowledge-sharing among science journalists worldwide.

A new fund, the WCSJ International Program Fund, has been established by the Council for the Advancement of Science Writing in partnership with the National Association of Science Writers to support these efforts through the use of generous donations from WCSJ2017 conference sponsors. The funds were made available through judicious management of conference costs that resulted in savings of more than 10% of the conference budget. In keeping with the wishes of WCSJ2017 sponsors and the organizers, these funds will be used to support science journalism through post-conference activities organized by the partners and coordinated with the World Federation of Science Journalists.

Roughly half of these conference proceeds were returned to the WFSJ, CASW and NASW in the form of program support and to recoup costs incurred during the planning and production of WCSJ2017. Each of the three organizations invested significant staff time and other resources to produce the conference.

The remaining proceeds will be managed by the organizing partners to support important new initiatives intended to continue building connections between US and international science journalists in the years to come.

"Enormous staff and volunteer effort went into making sure travel, hospitality, logistics and programming for WCSJ2017 were covered largely by sponsorships so that we could enable the broadest possible participation, providing a record number of travel fellowships and keeping registration fees below past conferences," said Cristine Russell, co-chair of the WCSJ2017 Organizing Committee. "Many of our sponsors did not want to support only the conference, they wanted the conference to have a lasting impact on global science journalism. To our donors we can now say yes, we can do that! We are excited to be able to leverage our savings to give WCSJ2017 that extra impact.

"We met our fundraising goals, and we were thrilled at the support of an array of sponsors who all embraced science journalism as extraordinarily important in the 21st century. In the end, we were able to reduce costs through NASW's skillful management, the work of a large cadre of volunteers, the funded travelers who shared rooms and found other sources of support, and the donated facilities and support of generous hosts including UC San Francisco and UC Berkeley," Russell said.

"We all congratulate the executive directors of NASW and CASW, Tinsley Davis and Rosalind Reid respectively, for their extraordinary management, which made the new initiatives possible," said Ron Winslow, co-chair of the WCSJ2017 Organizing Committee. "And thanks to the generosity and commitment of our sponsors, we have an unprecedented opportunity to build on the spirit, energy and ideas generated in San Francisco. This is a huge benefit for science journalism around the globe."

Among the activities intended to be supported by the new international fund are: translation of WCSJ2017 session videos to Spanish and French; sustained development of the regional network of Latin American and Caribbean science journalists launched at WCSJ2017; knowledge transfer to future conference hosts; a joint diversity initiative; support for efforts to locate a future conference in a developing country; future conference travel grants; and a networking platform. A steering committee of WCSJ2017 organizers and leaders of partner organizations will provide advice on the management and use of the fund.

The organizers of WCSJ2017 are grateful to WFSJ for its key role in conference fundraising and workshop programming, as well as the hosts and sponsors whose support made possible not only the conference but the follow-on activities, first among them WCSJ2017’s Diamond Sponsor, Johnson & Johnson Innovation, and host universities, UC Berkeley and UC San Francisco. The amount of funds available for programs will be known when the conference books are closed and a final report issued in coming weeks.

Learn more about the International Program Fund at: casw.org/casw/announcement/wcsj2017-partners-launch-international-program-fund
Thank You
### THANK YOU TO OUR SPEAKERS, ORGANIZERS, & MODERATORS

**A**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anurag Acharya</td>
<td>Distinguished engineer and co-creator of Google Scholar, Google</td>
</tr>
<tr>
<td>Joel Achenbach</td>
<td>Reporter, The Washington Post</td>
</tr>
<tr>
<td>Julia Adler-Milstein</td>
<td>Associate professor of medicine and director, Center for Clinical Informatics and Improvement Research, UC San Francisco</td>
</tr>
<tr>
<td>Peter Aldhous</td>
<td>Science journalist, BuzzFeed News</td>
</tr>
<tr>
<td>Luc Allemand</td>
<td>Editor in chief, Afriscitech.com</td>
</tr>
<tr>
<td>Carla Da Silva Almeida</td>
<td>Science journalist and researcher, Oswaldo Cruz Foundation (Procurn)</td>
</tr>
<tr>
<td>Shalini Anand</td>
<td>Communications manager, Center for Disease Dynamics, Economics &amp; Policy (ICDDR), New Delhi, India</td>
</tr>
<tr>
<td>Ross Andersen</td>
<td>Senior editor, The Atlantic</td>
</tr>
<tr>
<td>Guiller Anglada Escude</td>
<td>Team leader, Pale Red Dot, Astronomer, Queen Mary University of London</td>
</tr>
<tr>
<td>Sebastián Apesteguia</td>
<td>Paleontologist, Fundación Azara</td>
</tr>
<tr>
<td>Christi Aschwanden</td>
<td>Lead science writer, FiftyThirtyEight</td>
</tr>
<tr>
<td>Alan Ashworth</td>
<td>Director, UCSF Alan Biler Family Comprehensive Cancer Center</td>
</tr>
<tr>
<td>Cyndi Altherton</td>
<td>Director, Science, Heising-Simons Foundation</td>
</tr>
<tr>
<td>Adele Baleta</td>
<td>Independent writer and trainer</td>
</tr>
<tr>
<td>Jill Banfield</td>
<td>Professor, earth and planetary science, and environmental science, policy and management, UC Berkeley</td>
</tr>
<tr>
<td>Nora Bár</td>
<td>Science and health editor, La Nación, Buenos Aires</td>
</tr>
<tr>
<td>Ruby Barckley</td>
<td>Communications director, Science Philanthropy Alliance</td>
</tr>
<tr>
<td>Eve Beaudin</td>
<td>Science Journalist, Détecteur de rumeurs, Agence Sciences-Presse</td>
</tr>
<tr>
<td>Roy Beck-Barkai</td>
<td>Associate professor, Tel Aviv University</td>
</tr>
<tr>
<td>Steven Bedard</td>
<td>Editor in Chief, bioGraphic</td>
</tr>
<tr>
<td>Eric Betz</td>
<td>Associate editor, Discover</td>
</tr>
<tr>
<td>Yudhjit Bhattacharjee</td>
<td>Freelance journalist</td>
</tr>
<tr>
<td>Ramesh Bhushal</td>
<td>Nepal editor, The Third Pole and Earth Journalism Network</td>
</tr>
<tr>
<td>Silibusio Biyela</td>
<td>Science journalist, SciBraai</td>
</tr>
<tr>
<td>Jeffrey Bluestone</td>
<td>A. W. and Mary Margaret Clausen distinguished professor, UC San Francisco, President and CEO, Parker Institute for Cancer Immunotherapy</td>
</tr>
</tbody>
</table>

**B**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monya Baker</td>
<td>Correspondent and editor, Nature</td>
</tr>
<tr>
<td>Nicholas Booskill</td>
<td>Environmental microbiologist and biochemist, Lawrence Berkeley National Laboratory</td>
</tr>
<tr>
<td>Alan Boyle</td>
<td>Aerospace and science editor, G2K Wire</td>
</tr>
<tr>
<td>Kristin Boychuk</td>
<td>Reporter, corrected.org</td>
</tr>
<tr>
<td>Helen Branswell</td>
<td>Senior writer, global health, STAT</td>
</tr>
<tr>
<td>Paula Braverman</td>
<td>Professor of family and community medicine, director of the Center on Social Disparities in Health, UCSF</td>
</tr>
<tr>
<td>Helen Briggs</td>
<td>Journalist, BBC News</td>
</tr>
<tr>
<td>Estrela Burgos</td>
<td>Editor in chief, ¿Cómo ves? Magazine</td>
</tr>
<tr>
<td>Jennifer Burney</td>
<td>Assistant professor, School of Global Policy and Strategy, UC San Diego</td>
</tr>
<tr>
<td>Enrique Bustamante Martínez</td>
<td>Director, Fundacion Ely Ortiz A.C.</td>
</tr>
<tr>
<td>Atul Butte</td>
<td>Director, Institute of Computational Health Sciences, and professor of pediatrics, University of California, San Francisco</td>
</tr>
<tr>
<td>Richard Buttery</td>
<td>Scientific director, DIII-D National Fusion Facility</td>
</tr>
</tbody>
</table>

**C**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberto Cairo</td>
<td>Knight chair in visual journalism, University of Miami</td>
</tr>
<tr>
<td>Alejandro Calvillo Unna</td>
<td>Director, El Poder del Consumidor</td>
</tr>
<tr>
<td>Bibiana Campos-Seijo</td>
<td>Editor in chief, Chemical and Engineering News</td>
</tr>
</tbody>
</table>

For bios, please visit wcsj2017.org/speakers
THANK YOU TO OUR EXHIBITORS

13 Swiss Association of Science Journalism
San Francisco, CA, United States
www.swissnexsanfrancisco.org

5 Morris Animal Foundation
Denver, CO, United States
www.morrisanimalfoundation.org
@Morris_Animal

5 Mayo Clinic

4 ett Organization
Saint-Paul-lès Durance, France
www.iter.org

3 Johns Hopkins Medicine
Baltimore, MD, United States
www.hopkinsmedicine.org
@HopkinsMedNews

3 Johns Hopkins Science Writing Program
Washington, DC, United States
www.advanced.jhu.edu/sciencewriting

2 Sanofi
Washington, DC, United States
www.sanofi.us
@SanofiUS

Research in Germany
New York, NY, United States
www.research-in-germany.org
@researchgermany

12 National Astronomical Observatory of Japan (NAOJ)
Mitaka, Tokyo, Japan
www.nao.ac.jp/en
@prcnaoj_en

12 Hokkaido University
Sapporo, Japan
www.global.hokudai.ac.jp
@hokkaido_uni

12 Okinawa Institute of Science & Technology Graduate University
Onna-son, Japan
www.oist.jp
@OISTedu

12 Osaka University
Suita, Osaka, Japan
www.osaka-u.ac.jp

14 National Laboratories of the US Dept. of Energy
www.energy.gov/national-laboratories

14 UPMC/University of Pittsburgh Schools of the Health Sciences
Pittsburgh, PA, United States
www.upmc.com/media
@UPMCNews

14 Exploratorium
San Francisco, CA, United States
www.exploratorium.edu
@exploratorium

14 Knowledge Magazine from Annual Reviews
Palo Alto, CA, United States
www.knowledgemagazine.org

14 Johnson & Johnson Innovation
New Brunswick, NJ, United States
www.jnjinnovation.com
@JNJInnovation

14 General Atomics
San Diego, CA, United States
www.ga.com

14 Copernicus ECMWF
Reading, United Kingdom
www.atmosphere.copernicus.eu
www.climate.copernicus.eu
www.ecmwf.int

14 Deep Carbon Observatory
Narragansett, RI, United States
www.deepcarbon.net
@deepcarb

14 Heidelberg Laureate Forum Foundation
Heidelberg, Germany
www.heidelberg-laureate-forum.org
@HLForum, @lindaunobel

14 Klaus Tschira Stiftung
Heidelberg, Germany
www.klaus-tschira-stiftung.de

14 10X Genomics
Pleasanton, CA, United States
www.10xgenomics.com
@10xgenomics

14 Woods Hole Oceanographic Institution
Woods Hole, MA, United States
www.whoi.edu
@WHOI

15 Columbia Journalism School
New York, NY, United States
www.journalism.columbia.edu
@columbiajpum

15 International Institute for Sustainable Development
Winnipeg, MB, Canada
www.iisd.org
@iisd_news

15 AstraZeneca

15 The National Academies of Sciences, Engineering, & Medicine
Washington, DC, United States
www.nationalacademies.org
@theNASEM

15 RIKEN
Saitama, Japan
www.riken.jp/en
@riken_en

17 NASA’s James Webb Space Telescope
Greenbelt, MD, United States
www.jwst.nasa.gov
@NASAWebb

17 Korea Institute of Science & Technology
Seoul, South Korea
www.iet.kist.re.kr/kist_eng/main

17 U.S. Centers for Disease Control & Prevention (CDC)
Atlanta, GA, United States

17 MIT Press
Cambridge, MA, United States
www.mitpress.mit.edu
@mitpress

17 AIDSvU
Washington, DC, United States
www.aidsvu.org
@AIDSVU
THANK YOU TO OUR SPONSORS

Bronze Sponsors

[Various logos and names of sponsors]

Contributors

[Names of contributors]

Friends

[Names of friends]

Supporters

[Names of supporters]

The organizers thank Fonds de recherche du Québec, Ministerio de Ciencia, Tecnología e Innovación Productiva de Argentina, and other organizations for grants that enabled international participants to attend WCSJ2017.
Thank you to all of our supporters, volunteers, and attendees.

See you in Lausanne in 2019!