

**CHALLENGES AND OPPORTUNITIES  
IN COMMUNICATING SCIENCE TO THE PUBLIC**

Place: Academia Nacional de Ciencias Exactas, Físicas y Naturales,  
Avenida Alvear 1711, 4º piso, Ciudad Autónoma de Buenos Aires, Argentina

**AGENDA November 28-30' 2011****Monday 28**

7:30 pm - **Evening reception at the Academy.** Participants with their guests are welcome to join us. After reception, dinner will be by your own. (\*)

**Tuesday 29****8:00 am – Opening Remarks**

- Juan Pedro Laclette IANAS Co-Chair
- Eduardo H. Charreau – President of the National Academy of Exact, Physical and Natural Sciences of the Republica Argentina
- Lino Barañao – Ministro de Ciencia, Tecnología e Innovación Productiva de la República Argentina

**8:30 am Break**

Chair: Juan Pedro Laclette (Mexico)

Rapporteurs: Bill Skane (English) and Bayardo Aguilar (Español)

**8:40 am - Bridging the Gap Between Scientists and Journalists**

- Jorge Huete (President of the Nicaraguan Academy of Sciences) (15 min)
- Nora Bär: (Argentina) (15 min)

**9:15 am “State of Science Journalism: View from U.S. and Global Partnerships”**

- Nancy Shute (US) (30 Min)
- Discussion (15 Min)

**10:00 am Coffee Break****10:15 am –Round Table 1: State of Science Journalism –Chair – Luisa Massarani (Brazil) (10 min)**

Rapporteurs: Bill Skane (English) and Bayardo Aguilar (Español)

- Andrea Small (Venezuela) (15 Min)
- Lucy Calderon (Guatemala) (15 Min)
- Peter Calamai (Canada) (15 Min)
- Sabina Rigetty (Brasil) (15 Min)
- Discusión (35 Min)

**12:00 pm – Round Table 2: Perspectives from Scientists– Chair - Michael Clegg (USA)**

Rapporteurs: Peter Calamai (English) and Enrique Acevedo (Español)

- Juan Asenjo (President of the Chilean Academy of Sciences) (10 min)
- Jeremy McNeil (Foreign Secretary of the Academies of Arts, Humanities and Sciences of Canada) (10 Min)
- Gabriel Macaya (President of the National Academy of Sciences of Costa Rica) (10 Min)

**IANAS INTER-AMERICAN NETWORK OF ACADEMIES OF SCIENCES**

- Juan Pedro Lacleste (Former President of the Mexican Academy of Sciences) (10 Min)
- Eduardo H. Charreau (President of the National Academy of Exact, Physical and Natural Sciences of the Republica Argentina) (10 Min)
- Jaime Rodriguez Lara (President of the Colombian Academy of Exact, Physical and Natural Sciences) (10 Min)
- Discussion (30 Min)

**1:30 pm Lunch (Lunch will be served at the Academy)**

3:00 pm -- **Setting the Stage – Case Studies in Science Communication** – Chair-Milciades Mejia (Dominican Republic) Rapporteurs: Alfonso Tamariz Bernal (Español) and Bill Kearney (English)

- Lessons from the earthquake in Chile – Nicolás Luco (Chile) (20 Min)
- Lessons from the Flu pandemic in México – Alejandro Macías (México) (20 Min)
- Lessons from Climate Change in US – (US) Bill Skane (20 Min)
- Discussion (15 Min)

4:15 pm – **Round Table 3: The changing landscape of science communication.** Chair Bill Kearney (US) and Antonio Regalado (Brasil) Rapporteurs: Maria Teresa Arbelaez (Español) and Jeremy McNeil (English)

- Communicating Science in a Digital World: Why Scientists and Press Officers Should Be Online – Maria Jose Vinas (USA) (10 Min)
- The impact of new media. Blogger, publishes on web Federico Kukso (Argentina) (10 Min)
- The ability of almost anybody to produce and disseminate text, video, and audio. Luisa Massarani (Brasil) (10 Min)
- The relationship between journalism and new technologies. Fernando Halperín (Argentina) and Pere Estupinya (US-Spain) (8 Min each)
- Discussion (20 Min).

**5:15 Coffee Break**

5:30 pm – **Round Table 4 -Keys to working better together**-Chair- Juan Asenjo (Chile)

Rapporteurs: Maria Jose Viñas (English) Carla Jeannine Gonzales Arimborgo (Peru)

This session should be entirely devoted to discussion among the panelists moderated by Juan Asenjo and focused on the questions below.

- Common goals
- Be Prepared: Better Interview Practices for Journalists and Scientists
- Issues of trust
- Access and transparency
- What do scientists want? What do journalists want

Lucy Calderón (Guatemala), Andrea Lineares (Colombia), Martín De Ambrosio (Argentina), Carla Gonzalez (Peru), María Teresa Arbelaez (Venezuela), Enrique Acevedo (Guatemala), Bill Kearney (US), Mariluce Moura (Brasil), Debbie Poncher (Costa Rica), Pere Estupinyá (España-USA), Augusto Alvarez Pomares (Cuba), Deborah Blum (US)

**Important:** Please note that **Rapporteurs will need to prepare two slides (English and/or Spanish) in power point to present the following morning.**

**6:30 End of the session at the Academy and return to the hotel 7:30 Dinner and Evening Speaker Place:** Hotel Intersur Recoleta, Avenida Callao 1764, Buenos Aires.

- Lino Barañao – Ministro de Ciencia, Tecnología e Innovación Productiva de la República Argentina.

**Wednesday 30**

8:00 All Rapporteurs from the previous day will present a brief resume pp English presentation  
Chair of the morning session: Jaime Rodriguez Lara (Colombia)

**8:30 Science Media and Government:**

- Rosalía Arteaga (Ecuador)(15 min) and Carlos Garza (Mexico) (15 Min)
- Discussion (10 Min)

9:10 am – “ **Democracy and education through the crucial alliance between scientists and journalists**”  
**Jorge V. Crisci** (Argentina) (20 Min)

9:30 a.m. **Mock News Conference.** Half hour mock news conference followed by half hour of discussion to deconstruct how journalists and scientists handled it) Journalists interviewing: Iramis Alonso Porro (Cuba) Alfonso Antonio Tamariz (Peru) Sabine Righetti (Brasil)  
Scientists interviewed: Luis de Vedia (Argentina) and Jeremy McNeil (Canada)  
Collective work  
Rapporteurs of the morning session: Mike Clegg (English) and Jorge Huete (Nicaragua)

**10:45 a.m. Coffee break**

**11:00 Breakout Session: Identifying Specific Steps for Advancing Science Communication Capacity in the Americas** Chair: Gabriel Macaya (Costa Rica)

Groups of about 20 would meet separately for an hour to discuss and identify steps (participants could sign up day before)

- **What science academies can do to advance science communication?** (Translation service **will be available** for this session)  
Facilitator: Deborah Blum (US) and Julia Tagueña (Mexico); Rapporteurs: Carla Gonzalez (Peru) and Père Estupinya (US-Spain)  
Participants: Registration List #1
- **Developing new mechanisms for distribution of science news (a Latin American-centric clearinghouse for science news modeled on EurekAlert) and access to experts in specific disciplines** (Translation service will not be available. English and Spanish fluent needed)  
Facilitators: Juan Pedro Laclette (Mexico)& Maria Jose Viñas (US); Rapporteur: Andrea Linares (Colombia) English rapporteur needed here  
Participants: Registration List #2
- **Advancing science journalism education and training for general journalists covering science** (Translation service will not be available. English and Spanish fluent needed)  
Facilitators: Carlos Garza Falla (Mexico) and Jorge Huete (Nicaragua) Rapporteurs: Carla Jeannine Gonzales Arimborgo (Peru) English rapporteur needed here  
Participants: Registration List #3

12:30 Breakout sessions report back: Facilitator from each session presents steps for moving forward for all participants to hear and comment on. This would form the basis for recommendations to emerge from the workshop to be included in summary of proceedings and further disseminated

**1:30 Lunch at the Academy/ 2:30 pm – Closing Session -Highlights of what we have learned, towards the future”** Deborah Blum (US) and **Closing Remarks**, Michael Clegg, IANAS Co-Chair

**End of the Meeting.**

## Meeting Task Descriptions

### Chair

Announces speaker and title of presentation, keeps session on time – use timer  
presides over the discussion, decides order of questioners, keeps questioners focused.

### Rapporteur

The rapporteur takes notes (English or Spanish), collects the principal answers/conclusions of the discussion, and reports back to the plenary session in pp presentation.

### Facilitator

Keeps track of discussions, makes an overview Guides decision-making usually with the help of a lap top, while projecting on a screen, before departing, the facilitator leaves copies of the visuals with the local organizers.

### MEETING NOTES:

(\*) Not included in the Program

(1) We will appreciate your punctuality

(2) Bring an electrical adapter for 220 V and Universal adapter plug



## Useful Information

### Previous your trip

- Print this document
- Notify your credit card bank about your travelling plans to Argentina.
- Notify family members and work the phone number of the hotel. International communication might be difficult once that you are in Argentina or you can hire the International Roaming to the mobile phone before leaving your country.
- Keep a copy of your passport.
- Weather forecast: +- Max25°-Min17° C /Max80°-Min62°F /Dinner: Cocktail dress/Meeting: Business casual relax

### Local transportation

At the desk of Manuel Tienda León, they will have a list of the participant of IANAS-Challenges and Opportunities in Communication Science to the Public and arrange your taxi to the hotel (the cost will be covered by IANAS).



### Pesos Argentinos

Before you exit the airport, you may want to visit a Bank Machine to obtain Pesos. The closest place is just to the right, after the second white doors: Banco de la Nación Argentina. If you need to change cash money, you can do it at Banco de la Nación Argentina or at Casa Piano Bank



### Hotel

Once at the hotel, a reservation for all the nights awaits you. Proceed to registration desk. You will need a credit for incidental expenses only.

If you are planning to stay longer, please contact in advance

María José Gutiérrez Bagnardi  
Executive Account Tour & Travel  
Hotel Intersur Recoleta  
Av. Callao 1764 Recoleta – C1024AAQ – Buenos Aires – Argentina

IANAS INTER-AMERICAN NETWORK OF ACADEMIES OF SCIENCES

Tel.: +54 (11) 5533-4000  
mgbagnardi@intersurrecoleta.com.ar  
www.intersurrecoleta.com.ar

Hotel Reference BLOCK ID 20954: IANAS-Challenges and Opportunities in Communication Science to the Public

Check Inn: 14:00 hrs /2:00 pm

**Venue**

The meeting will be in the National Academy of Exact, Physical and Natural Sciences Av. Alvear 1711 4º floor. Ciudad de Buenos Aires Tel 0054 114811-2998/ 114815-9451 Contact: Gabriela Galante mobile phone 541151836085

**Travel agency (Air tickets)**

Executive Travel Associates is the name of the travel agency that NAS was contracted for the air tickets and you can contact them by email [nas@exctravel.com](mailto:nas@exctravel.com)

**Map**



(\* ) Not included in the Program. Thanks