

NUCLEUS SCIENCE JOURNALIST NETWORK PROGRESS REPORT 2016

Deliverable 2.8



NUCLEUS

Deliverable Description

The EUSJA Science Journalist Network Progress Report contains the activities, findings and preliminary conclusions on the role and understandings of RRI among science journalists.

Deliverable: NUCLEUS Science Journalist Network Progress Report 2016
Version: 01
Author(s) and Institution(s): Gorm Palmgren (EUSJA), Berit Viuf (EUSJA)
Submission Date: 22-12-2016
Reviewer: Robin Yee, Peter Broks, HSRW




Dissemination

Dissemination Level: ☒ Public
☐ Confidential, only for the consortium and Commission
List of Recipients: ☒ NUCLEUS Executive Board
☒ All Consortium Members (Open Access)
☒ Project officer (via Participant Portal)
☐ Others (specify):

Project

NUCLEUS is a four-year, Horizon 2020 project bringing Responsible Research and Innovation (RRI) to life in universities and research institutions. The project is coordinated by Rhine-Waal University of Applied Sciences. For more information, please visit the NUCLEUS website, follow our social media, or contact the project management team at info@nucleus-project.eu.

NUCLEUS Online

 nucleus-project.eu
 twitter.com/NucleusRRI
 facebook.com/NucleusRRI



FUNDING This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 664932.

CONSORTIUM PARTNERS Beijing Association for Science and Technology · Bielefeld University · China Research Institute for Science Popularization · City of Bochum · Delft University of Technology · Dublin City University · European Science Events Association · European Union of Science Journalists' Associations · Ilia State University · Mathematical Institute of the Serbian Academy of Sciences and Arts · Nottingham City Council · Nottingham Trent University · Psiquadro · Rhine-Waal University of Applied Sciences (Coordinator) · Ruhr University Bochum · Science City Hannover · Science View · South African Agency for Science and Technology Advancement · University of Aberdeen · University of Edinburgh · University of Lyon · University of Malta · University of Twente · Wissenschaft im Dialog

EXECUTIVE SUMMARY

In the first period as a stakeholder in NUCLEUS, the EUSJA journalistic team has focused on exploring and informing science journalists about the concept of RRI. Attention has been on defining the role of journalists concerning RRI and discovering the biggest challenges for science journalists within the field. This helped the team to find the most important issues to address in the future work.

Science journalists lack time in their daily work and they often depend on editors or editorials that do not have specific interest in or knowledge about science. Another big issue is the intertwined roles of communication and journalism. Many science journalists cannot afford only to work in journalism, and often have commissions in communication along their journalistic work. This makes it hard to do investigative journalism, because the sources are also sometimes the employers.

In the next period, the journalistic team will continue to explore these issues by arranging two international workshops and expanding the journalistic network that has been started during this initial period. The workshops and debates will focus on finding best practices and new ways for journalists to consider RRI in their daily work.

TABLE OF CONTENTS

1	Introduction.....	8
2	Kick-off meeting in Cleves.....	9
	Scope	9
	Organisation	9
	Outcome	9
	Reflections.....	9
3	Workshops	9
3.1	First workshop – Helsinki.....	9
	Scope	9
	Organisation	10
	Outcome	10
	Reflections.....	11
3.2	Second workshop – Manchester.....	11
	Scope	11
	Organisation	11
	Outcome	12
	Reflections.....	13
3.3	Satori workshop – London.....	13
	Scope	13
	Organisation	13
	Outcome	14
	Reflections.....	14
4	Social Media.....	14
	Scope	14
	Organisation	14
	Outcome	15
	Reflections.....	15
5	Journalistic Products.....	16
	Scope	16
	Organisation	16
	Outcome	16
	Products in the pipeline.....	18
	Reflections.....	19
6	Homepage.....	19
	Scope	19
	Organisation	19

	Outcome	21
	Reflections.....	21
7	Newsletter	22
	Scope	22
	Outcome	22
	Reflections.....	22
8	Future Plans.....	22
9	Conclusion.....	23
10	APPENDICES.....	24

1 INTRODUCTION

This report elaborates on the progress of the Science Journalist Network within the NUCLEUS project. EUSJA – the European Science Journalists’ Association – represents the perspective of journalist stakeholders in NUCLEUS. The report explains the work done by the Network within its first year, and outlines future actions to support its development.

EUSJA is a network of several thousand journalists and a leading NGO for science journalists across Europe in 22 countries and in 25 associations. For over 40 years, EUSJA has promoted communication between science and society and has served as a connection among its associations and between individual journalists reporting about science, medicine and technology. Within NUCLEUS, EUSJA aims to develop professional competences and ethical codes among science journalists. Special attention will be paid to factors like RRI in social media, “cherry picking” data and emerging technologies.

The scope of the EUSJA journalistic team is to promote robust ethical competences for European science journalists – among its members and beyond. One major task is strategy workshops where RRI will be discussed, covering practical cases from European and non-European science journalists. This intends to help journalists to improve their awareness about RRI professionally. Additionally, EUSJA will include practical guidance for RRI in a digital toolbox. The perspectives raised by journalists through discussion will also be used to better inform the NUCLEUS project’s understanding of the journalism profession interacts with universities and academic institutions, and develop RRI implementation plans accordingly.

The journalistic team in NUCLEUS/EUSJA will mainly work with external stakeholders, to secure a wide outreach among journalists. The team shall introduce the RRI concept within the field and analyze the journalist point of view on a European and global level.

2 KICK-OFF MEETING IN CLEVES

SCOPE

To kick off the work for the Science Journalists Network, a meeting and mini-workshop were arranged in Cleves with EUSJA's journalistic team from the 2nd to 3rd March 2016.

ORGANISATION

The first day focused on introductions and orientation. The EUSJA team needed to understand the project in depth and to touch base with the project management team. The second day developed through a mini-workshop where we discussed the content of the work package and how to create a network.

OUTCOME

The workshop results formed the basis for the development of the Science Journalists Network by EUSJA within Work Package 2. The briefing on NUCLEUS also provided material for the Network's first journalistic product explaining the aim of the NUCLEUS project.

REFLECTIONS

Face-to-face meetings have a big advantage over Skype meetings and correspondence by text. Also, having time to discuss project matters in-depth and generate common ideas collaboratively was much more productive in person. It would be an advantage to have at least one meeting each year to touch base and make sure that EUSJA as a stakeholder is well informed about the development of the work in NUCLEUS and vice versa, in addition to digital communication (i.e. Skype, email).

3 WORKSHOPS

3.1 FIRST WORKSHOP – HELSINKI

SCOPE

Upon invitation from the Finnish Association of Science Editors and Journalists, the first EUSJA and NUCLEUS workshop was arranged in Helsinki, Finland on 2nd May 2016 from 13:15 to 17:00. The workshop was held in conjunction with the UNESCO conference World Press Freedom Day 2016 and was entitled [*Intertwined Roles of Science Journalism and Science Communication*](#). The purpose of the workshop was to address which role(s) science journalists play with respect to the RRI process, a question that can raise strong and conflicting perspectives within the profession. Our working hypothesis was that journalists can fulfil two roles in connection with RRI: The watchdog, or the bridge builder to the public. The watchdog would stand outside of the RRI process, figuratively, and report on how well scientists are doing RRI. The bridge builder, on the other hand, would work within the system and make sure that the public understands what goes on inside research environments, so ordinary people can participate in the debate of how

relevant a certain line of research is for society. In this latter role, the science journalist might be seen as part of the RRI process.

ORGANISATION

The workshop was organised with a panel of four persons that each contributed with a presentation about their reflections of the challenges that face science journalism and science communication when carefully balancing factual reporting with a story that is still interesting and attractive to the readers. The panel consisted of:

- Curtis Brainard, President, World Federation of Science Journalists
- Minna Palmroth, Professor, Finnish meteorological institute
- Merja Porttikivi, PhD, Aalto University and Cooperative Mediakollektiivi
- Priit Ennet, President, Estonian Association of Science Journalists



After the two presentations on science journalism and science communication, the audience was invited to comment or ask questions and a debate was initiated. Debates were moderated by Berit Viuf and Gorm Palmgren, the science journalists from EUSJA developing the Science Journalists Network within the NUCLEUS project. Following the presentations and debate, a wrap-up-session was arranged in neighbouring rooms with networking, discussions, wine and cheese.

OUTCOME

The workshop highlighted the diverse roles that science journalists and communicators play with regard to RRI. The panellists represented high-end critical and investigative science journalism, as well as scientists that are used to contribute with their research to reporters, and both requested very high standards with regard to ethics and RRI rules. However, it was obvious that not all science reporters have the freedom to hold such high standards while still selling their stories and making a living. This reflects – as

stated in the title of the workshop – the intertwined roles of science journalism and communication.

The workshop was well-attended with around 40-50 participants, and the debate was swift. The event was streamed live and can be [watched on YouTube through this link](#). The YouTube video has so far been viewed 92 times. The attendees at the workshop had enlisted for the UNESCO conference World Press Freedom Day so we believe that they all were deeply involved in press and journalism. News from the workshop was posted immediately to the EUSJA and NUCLEUS Facebook site and was seen by 37+ followers.

REFLECTIONS

The workshop convinced us that science journalists and communicators work in a broad field with very different interests to serve. These differences reflect how they meet and deal with RRI rules. In our forthcoming work it will be important to nail down these differences in order to get a better understanding of how science journalism and communication relate to RRI. Though several people from the audience actively participated in the debate, we would like to consider other formats for the upcoming workshops, so even more – or possibly all – participants are engaged and share their ideas.

3.2 SECOND WORKSHOP – MANCHESTER

SCOPE

During the 3rd European Conference of Science Journalists 2016 which took place in Manchester, UK from on Saturday 23rd June, our second workshop was organised at 14:40 - 15:40 under the title [*Is science journalism dying? First aid to the patient*](#). The workshop aimed to address the dilemmas that science journalists encounter in their daily life. We wanted to explore the responsibilities of science journalists towards RRI (if any – a perspective that some within the profession strongly hold), and if so how science journalists can ensure that their reporting contributes to the RRI process.

ORGANISATION

The workshop was organised with the intention that everybody should have a chance to exchange professional experiences and wisdom. Based on what we have chosen to call a Conversation Menu, we let the participants discuss roles and responsibilities within journalism at their tables and select one dilemma that one or more of them were faced with in their profession as science journalists. The selected dilemmas from each table was then presented in turn to a panel for advice. In the panel was a freelance science journalist (Elisabetta Curzel, Italy), a science editor at BBC Radio (Deborah Cohen, UK) and a scientist at EuroScience (Jean-Pierre Alix, France). The panel then commented on the dilemmas and gave advice on how to deal with them. Round-table discussions and

debates were moderated by science journalists Berit Viuf and Gorm Palmgren from the journalistic team for EUSJA/NUCLEUS.

OUTCOME

The dilemmas reflected that science reporting is operating within a field of at least three ‘forces’ that might not necessarily share the same interests. These three forces are the science journalist, his/her editor and the scientist whose research is being reported. Among the dilemmas that came up were:

- How do we manage as science journalists, when there is an editorial pressure for always being entertaining and fascinating, when sometimes there is also a serious and dark side to science?
- It seems unlikely to pitch stories to an editor about how science can fail to deliver. Yet that is happening all the time. How do we deal with that as science writers?
- There is too much talk about the watchdog and not so much of the importance of the scientific process and the society in science journalism. When you are very critical about science, you lose the positive aspects for society.
- We are faced with a lot of problems in the media industry: Crisis, double standards, bias, too little time and money. So journalists often use press releases and struggle to be objective. How can we do good science journalism when we depend so much on communication officers?
- Science journalism often exaggerates and target messages to the audience in a way that distorts the accuracy of the science. It has a big impact on the news, and it seems like nobody in the newsroom care about how reliable a science story is. Don’t journalists have a responsibility of any sort?

The dilemmas, the panel’s reflections and the following debate illustrated that the role of science journalists with regard to RRI is very complex. Some might encounter RRI as watchdogs when reporting about research that directly affects society, while others may themselves be challenged by RRI ethics when adjusting their reports to the editors liking.



REFLECTIONS

The workshop gave important insight to the ethical dilemmas that science journalists are confronted with in their daily professional activities. The format of the workshop with roundtable discussion was very successful and almost everybody participated in a lively debate, first at the tables and then in the general audience. In future workshops, we will further develop this format in order to reach the participating science journalists and get a better idea of their thoughts about RRI. Another path to obtaining the same goal could be through discussions on Facebook and the EUSJA and NUCLEUS homepage and this will be followed as one of our next steps.

We will also use the new knowledge in an effort to make science journalists reflect more consciously about their role in the RRI process. This could be helpful for developing professional competencies and ethical codes among European science journalists.

3.3 SATORI WORKSHOP – LONDON

SCOPE

The NUCLEUS journalist team was invited to the *SATORI mutual learning workshop: addressing ethical impacts of research & innovation*. The workshop took place in London 25th November 2016, targeted science journalists and aimed to explore how science journalism addresses ethical impacts of research and innovation.

SATORI is a research project – also under the Horizon 2020 – that aims to develop a framework for ethical principles and practices. SATORI is at the final step of the four-year project period and as it has some similarities with the NUCLEUS project, it seemed to be a nice opportunity to share experiences.

ORGANISATION

The journalist team was invited to present and share the first conclusions about RRI and science journalism. We had two slots – one in which Berit Viuf presented NUCLEUS and

some of the early results and one where Gorm Palmgren addressed ethical dilemmas in the daily life of a science journalist. For example, the dilemma of reporting on inconsistent research results and the popularisation and simplification of topics that really needs an audience with an understanding of science to be able to get the full picture.

Also, science journalist and editor of SciencePOD, Inga Veber was invited to share her experiences with ethical journalism.

The SATORI representative, Italian journalist and scientist Daniela Ovadia, presented the SATORI project and results as well, but the main aim of the workshop was to test a journalistic tool: a set of questions that journalists can use as ethical guidelines whenever they write about science. To do that the participants got a case story, a press release on the CRISP-method, and a list of 15 questions addressing possible ethical problems. The participants went through all the questions and there was an immediate evaluation of the guidelines.

OUTCOME

The main goal for the workshop was an interactive evaluation of a journalistic tool. The overall conclusion was that having a list of possible ethical problems to go through can both inspire and suggest new angles on a science story that include societal concerns and invite a debate on responsible research. However, the fast workflow which is a fact of life of many editors and journalists means that 15 questions is a lot, and the question remains if it will be used on a daily basis. Some argued that it is a matter of habit, and that it would eventually become routine to think of science stories within an ethical frame.

REFLECTIONS

It could be helpful in the future to share experiences and results from similar projects that addresses the common ethical dilemmas and options for science journalists concerning ethics and responsible research .

4 SOCIAL MEDIA

SCOPE

One of the activities to support the building of a journalist network was social media. Facebook was chosen as the main channel for engaging journalists, because there is an opportunity for both announcements and debate.

ORGANISATION

The journalistic team in EUSJA created a group called NUCLEUS and EUSJA on Facebook. We chose the format of a group because the main aim is to foster a debate about RRI

and not just to inform. By choosing the format of a group, we missed the opportunity to boost statements on Facebook to reach more people.

We prioritized debate over outreach in the hope that interested journalists eventually will join the group during our workshops and other activities. Another reason is that the Facebook group can also be seen as a tool for us to get insight into a journalist's interest in RRI. We can use the Facebook group to experiment with which formats and questions that will engage science journalists the most.

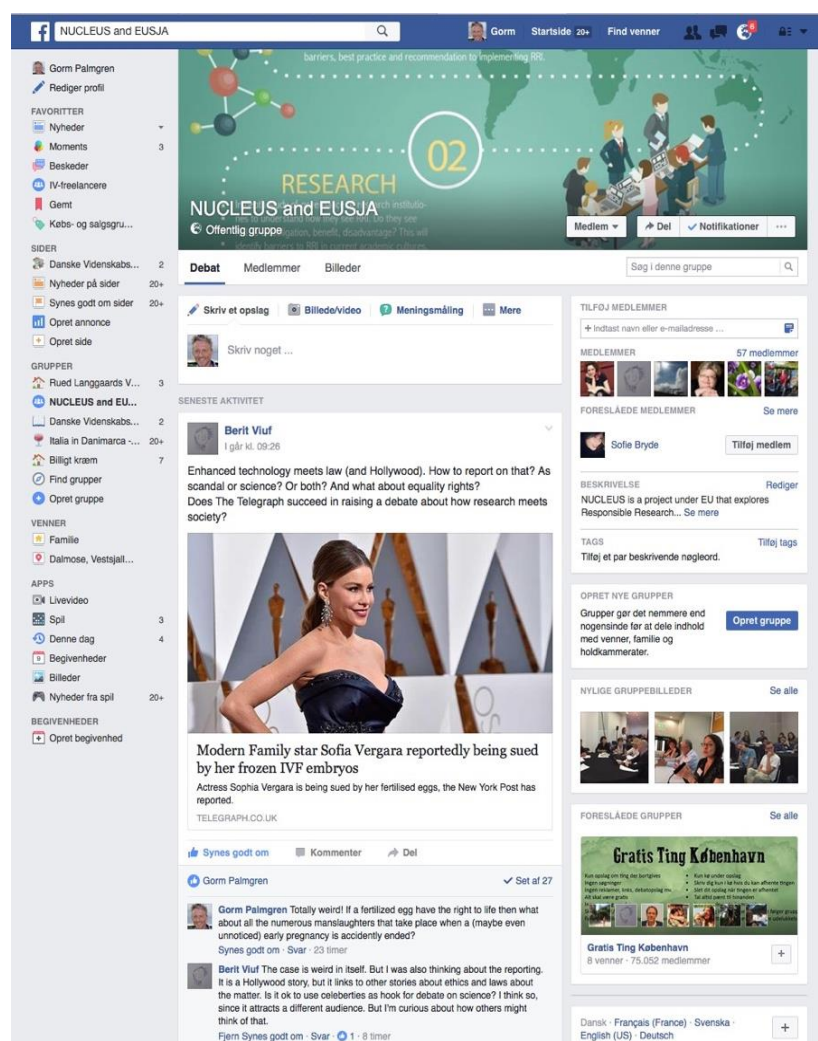
OUTCOME

The Facebook group was created 14th April 2016. Currently the group has 57 members. To date there have been 32 posts published (four every month on average) with 30 views on average. Some postings have debate and have been shared, but overall the interactions are not numerous. However, this is only natural, as it takes time to build a community network with a lively debate. We expect this to improve over the years.

REFLECTIONS

The Facebook page serves well to encourage debate, but the outreach on social media is limited at this point. To secure a larger outreach we will establish a Twitter account in the near future. Twitter has potential to reach a larger audience as many journalists uses Twitter professionally to keep informed.

Twitter needs more monitoring than facebook and so far, we have prioritized spending our allocated time on establishing further knowledge about RRI and producing articles/films and workshops. We feel that getting to know the project, do research on the views and needs of our fellow journalists and to establishment of communication tools have been the right decision during this first phase. This basic knowledge and



practical tools will be the backbone of the future work.

5 JOURNALISTIC PRODUCTS

SCOPE

In the work package EUSJA was committed to create 12 journalistic products the first year and distribute it in the EUSJA network.

ORGANISATION

As we started our work it became clear, that one of the challenges when fostering a debate about Responsible Research and Innovation is the understanding of the concept. At the start of the project we therefore chose to do an effort to produce journalistic products that can explain what is meant by RRI. The products already published are listed below.

OUTCOME

1. Article/interview with Alexander Gerber
2. Article about workshop in Manchester
3. Infographic
4. Video explaining RRI
5. Video about the NUCLEUS partners on RRI
6. Live video stream from the 1st workshop

1. Interview with Alexander Gerber

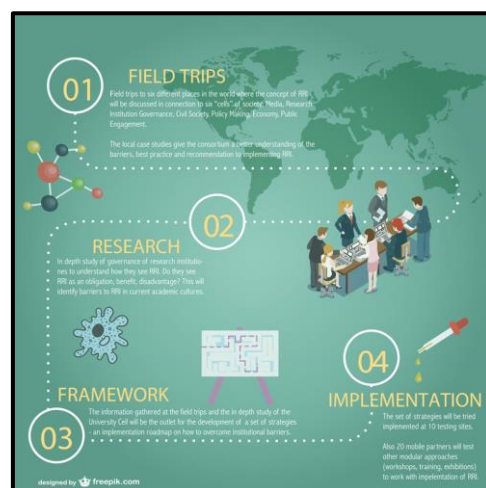
The concept of RRI can be difficult to grasp. To learn more, we turned to NUCLEUS' project lead, Professor Alexander Gerber, Chair of Science Communication at Rhine-Waal University, and Head of Research for the Institute for Science and Innovation Communication. You can [read the interview here](#).

2. Article about the second workshop in Manchester

It is quite unusual to report on self-arranged events. Nevertheless, we wrote a summary of the second workshop in Manchester to inform about some of the dilemmas that were raised at the workshop (See more details about the workshop elsewhere in this report). The summary was published on [EUSJA/NUCLEUS webpage](#). The workshop was also covered in a blog post for [the NUCLEUS website](#).

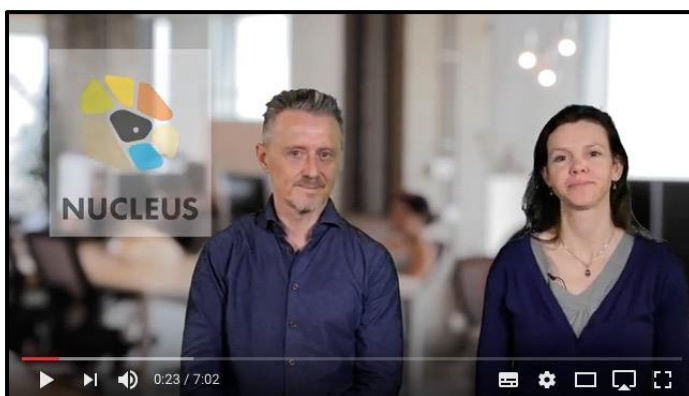
3. Infographic

The NUCLEUS project has a different focus than many other projects about RRI, as the goal is not only to investigate current practices, but also to implement new RRI practices in research institutions. The pathway to that goal was hard for us to grasp, and we imagined that it would also be a problem for our journalist colleagues who need access to fast, clear and understandable information in order to get interested in exploring the concept. We found it helpful to use visuals to illustrate the pathway from the start to the end of the project, and created an infographic to explain how NUCLEUS consists of four phases: Field trips, research, framework and implementation. You can [see the infographic here](#).



4. Video explaining RRI

One of the first chances for journalists to discuss the NUCLEUS project was at the 14th Public Communication of Science and Technology (PCST) conference in Istanbul, Turkey. As the coordinators (Gorm Palmgren and Berit Viuf) could not be present due to inadequate funding, EUSJA decided to produce a video that could introduce the project in one of EUSJA's workshops at the conference.



Unfortunately, the internet access was limited at the conference venue and it was not possible to play it for the audience. The video was posted on YouTube and the audience was encouraged to watch it on their own. The film has also been posted on Facebook, on [the Network's homepage](#) and on [YouTube](#).

5. Video about the NUCLEUS partners on RRI At the annual NUCLEUS meeting in Lyon, the participants came from different professions and cultures. Five participants were interviewed about their interpretations of RRI and their answers were filmed. The web video has been posted on the Network's EUSJA and NUCLEUS Facebook page.



6. Live video stream from the 1st workshop

During the 1st workshop in Helsinki, Finland, EUSJA published a live video stream to YouTube. The whole workshop and debate can be watched in a 1 hour 54 minutes long video on [YouTube](#).

PRODUCTS IN THE PIPELINE

Webvideo about partners on the science journalist's role

At the NUCLEUS' annual meeting in Lyon, the participants were also asked about their views on journalist's role in RRI. The recordings will eventually become a video, but still needs to be completed. It will be posted on the Network's facebook group and on eusja.org/category/nucleus in January or February 2017.

Journalism, RRI and China

Journalism and the understanding of RRI varies in different parts of the world. At the field trip to China, one finding was that science journalism has more character of science popularisation and that RRI is seen differently than in the Western countries. Together

with partners in the Netherlands and China, we will produce an article about the topic of journalism, RRI and China. The article is expected to be published in January 2017.

REFLECTIONS

The work package mention on average one journalistic product a month. We were hired by contract in February 2016 and have not been able to produce all the scheduled products at the allocated time. We expect to be able to speed up the process since we have gotten a better understanding of RRI and our target group.

In the original plan these products were supposed to be distributed via the EUSJA newsletter. Due to a delay on the website and illness of the newsletter editor the EUSJA newsletters have been delayed, and NUCLEUS was not promoted as we had hoped for.

In the future, we will put more emphasis on social media and cooperation with the NUCLEUS newsletter in order to engage both journalists and partners in the project. With an online platform to publish from (<http://www.eusja.org/category/nucleus/>), the products can be linked directly.

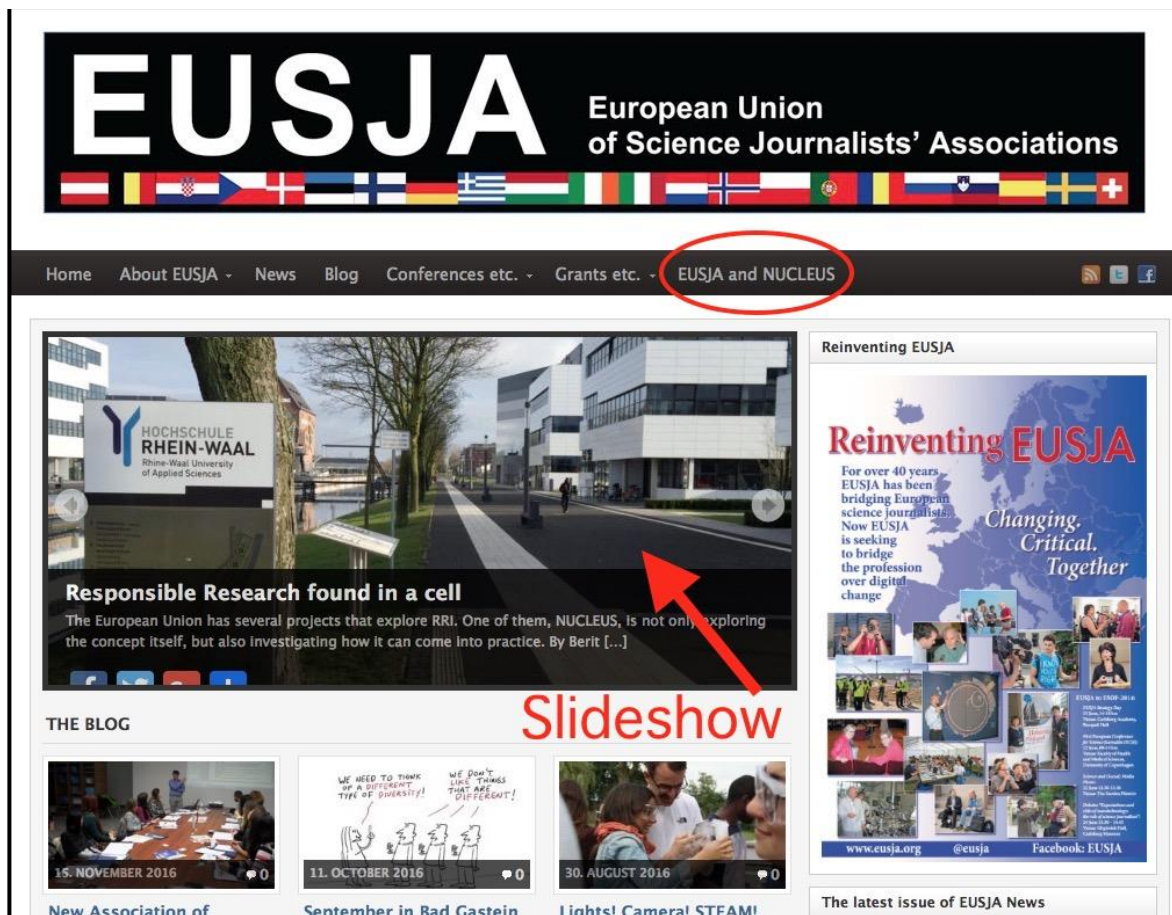
6 HOMEPAGE

SCOPE

The purpose of the Network's homepage is to create a digital platform and a network for science journalists within EUSJA and beyond where they can be informed by and discuss Responsible Research and Innovation. We want to use the platform to stir a debate among science journalists about how RRI applies to them and how (or if) journalists should consider RRI in their work. More specifically, the homepage will be used to post activities of EUSJA and NUCLEUS such as workshops, etc.

ORGANISATION

The Network homepage went live at <http://www.eusja.org/category/nucleus/> on 5th December 2016. It is a subpage under the EUSJA homepage and is accessible through the main menu. Recent posts to the EUSJA and NUCLEUS section is presented in a slideshow on the main page along with recent posts to other sections of the EUSJA website. Moreover, a section on the main homepage displays recent posts on the EUSJA site in the categories of the Network, alongside study trip and job opportunities.



Design

The Network's webpage is hosted as a posting category of the EUSJA website, following the parent layout and producing a display where all entries are chronological posts. We believe the chronological display is a disadvantage since the general visitor to the EUSJA homepage might not already know about the collaboration and accordingly might have difficulties finding the general explanation.

To overcome this, the website will be linked from the NUCLEUS website in January 2017 with an explanatory text about the Network, also indicating the journalistic reasons for the Network materials being hosted independently of the project website.

EUSJA European Union of Science Journalists

Home About EUSJA News Blog Conferences etc. Grants etc. EUSJA and NUCLEUS

EUSJA AND NUCLEUS ARCHIVE

First EUSJA and NUCLEUS workshop was held in Helsinki, Finland
Posted on 6. December 2016 | No Comments
The first workshop that brings focus on RRI and Journalism was held in Helsinki, Finland the 2nd of May. Public engagement is a key to RRI. But is it the responsibility of science journalists? [...] [Continue Reading...](#)

EUSJA and NUCLEUS
Posted on 6. December 2016 | No Comments
NUCLEUS is a four years project under EU. You can read more here. You are more than welcome to participate in debates or posting yourself, if you have information or [...] [Continue Reading...](#)

Dilemmas at work - NUCLEUS workshop in Manchester
Posted on 6. December 2016 | No Comments
The EU project NUCLEUS is attempting to implement RRI (Responsible Research and Innovation) in research institutions around the world. It is still a question though, whether science journalists have a [...] [Continue Reading...](#)

Responsible Research found in a cell
Posted on 6. December 2016 | No Comments
The European Union has several projects that explore RRI. One of them, NUCLEUS, is not only exploring the concept itself, but also investigating how it can come into practice. By Berit [...] [Continue Reading...](#)

First EUSJA and NUCLEUS workshop was held in Helsinki, Finland
BY GORM PALMGREN - 6. DECEMBER 2016 (EDIT POST)
POSTED IN: EUSJA AND NUCLEUS

The first workshop that brings focus on RRI and Journalism was held in Helsinki, Finland the 2nd of May. Public engagement is a key to RRI. But is it the responsibility of science journalists?

NUCLEUS within EUSJA came of to a good start with a workshop about RRI in Helsinki today. The debate was lively and engaged and brought up many interesting issues. Those of you that were not in Helsinki to be part of the NUCLEUS workshop can sit comfortably at home and watch the whole workshop that was being streamed live and can be watched here.

If you still wonder what RRI has to do with science journalism, you could watch this video where Gorm Palmgren and Berit Viuf explain a bit about the project.

Presentation of NUCLEUS within EUSJA. Science journalism and Responsible Research and Innovation.

NUCLEUS presentation

About Gorm Palmgren
Gorm Palmgren holds a PhD in cell biology and has been working as full time freelance science journalist since 2001. He writes extensively for an international popular science magazine (Science Illustrated) and other media and is experienced in website management, newsletter production and layout.

No Comments

Start the ball rolling by posting a comment on this article!

Leave a Reply

Logged in as Gorm Palmgren. Log out?

Comment

Post Comment

Only people granted permission can publish new post as this requires a login to the EUSJA website. All readers, however, are free to make comments to posts as well as to other comments.

OUTCOME

Meaningful metrics are not available at this time. We will collect metrics including number of views and comments in the upcoming period and use them to modify the homepage and the posts we make in order to improve the contact with the scientific journalist community. Detailed metrics will be included in the next progress report.

REFLECTIONS

The homepage has suffered much delay for a number of reasons (see “EUSJA Newsletter – Reflections” in this report). While we have still been able to communicate our activities through the EUSJA and NUCLEUS Facebook site, we do believe that the delay has reduced our visibility among science journalists. Though the old activities now appear on the homepage, they are outdated and we do not expect that they will stir much debate. We believe topical issues are key, and will post briefings of forthcoming activities swiftly in order to stir as lively a debate as possible.

7 NEWSLETTER

SCOPE

According to the contract and Science Journalists Network Agreement (Deliverable 2.7), the journalist team at EUSJA should prepare approximately 12 articles, videos, podcasts etc for the EUSJA newsletter (published around 8 times per year) and to subsequently repackage them into a dedicated EUSJA/NUCLEUS newsletter that will be published 1-2 times per year.

OUTCOME

The journalist team has produced 3 videos and 5 articles that have been published on the homepage, the Facebook page and elsewhere (e.g. YouTube). Two articles have appeared in the EUSJA News, one in the spring issue with a short summary of the RRI project and one in the delayed autumn issue of EUSJA News on “Dilemmas at Work-NUCLEUS workshop in Manchester” which was published in December.

REFLECTIONS

EUSJA has had a turbulent year in 2016 and we think this is the main reason that the newsletters were delayed. In March, the President of EUSJA Satu Lipponen (from Finland) stepped down and Jens Degett (from Denmark) was elected new President and at the same time a new executive board was established. Moreover, in November the executive secretary Johanne Martinez-Schmitt stepped down and was not replaced. Johanne Martinez-Schmitt had overseen the newsletter and EUSJA’s EU projects, including NUCLEUS, and her tasks will now be delegated to other persons within EUSJA.

To our best belief, these events were the reason for the delay in the Newsletter. We have also felt some unexpected delays in the preparation of the homepage since the old and the new leadership had different opinions about how it should be arranged. The journalist team is convinced that all issues due to internal discussions between the management teams at EUSJA and NUCLEUS about budgets, management etc has been solved. This will help prevent future conflicting instructions, confusion and constrains in our participation in meetings etc.

Looking forward, we hope that our ongoing activities with the Newsletter etc. can follow the original path and timeline.

8 FUTURE PLANS

Looking forward into 2017 - the second year of the journalistic team of EUSJA’s engagement in NUCLEUS - we will arrange two more workshops. The first is confirmed to take place in Copenhagen, Denmark from the 26th to 30th of June during the 4th European Conference of Science Journalists and has the preliminary title “Help me do

my job - inspiration tools for science journalists". Here we will propose journalistic tools for consideration and incorporation of RRI in science reporting and discuss them with the audience. This could, for example, be a set of questions that the journalist can ask himself in order to promote self-reflection about potential ethical problems that the science he is reporting about might evoke in society. Based on the discussions and inputs from the audience, we will modify the journalistic tools.

The second workshop is scheduled for the 10th World Conference of Science Journalists, which will take place in San Francisco, USA from the 26th to 30th of October 2017, but our contribution has not yet been confirmed. The content of this workshop is still under consideration but will most probably focus on the lessons learned from Copenhagen.

In 2017 we will continue to strengthen our presence on the internet in order to reach as many science journalists as possible and to engage them in debate about RRI. With the homepage finally up and running, we will use this as a platform to publish comments on current issues in the public mediascape with ethical or RRI related concerns and promote a discussion among science journalists. These efforts will also be continued on Facebook and we will encourage science journalists to share posts with their colleagues and friends, so we can reach beyond EUSJA and science journalists. In February, we will open an account on Twitter and use this as yet another platform for these activities. Contributions to social media and the homepage are planned to at least one post every month.

During the year, we will also publish at least six journalistic products like articles, graphics, videos, podcasts etc. They will be published and distributed through various channels like e.g. the EUSJA and NUCLEUS homepage, the EUSJA Newsletter, handed out at meetings etc. Originally it was planned to create one journalistic product every month but this has proved to be impossible with the limited resources allocated to EUSJA's journalistic team (only 19.4 hours per month). Instead, we aim to have at least one every two months or more if possible.

9 CONCLUSION

So far, the journalistic team has held two successful workshops, produced eight journalistic products, send out two newsletters, created a webpage and a facebook group.

The preliminary findings are that journalist have some difficulties to pinpoint what their role in RRI should be. Furthermore, there are many obstacles in their daily life and survival as science journalists, which at times makes it difficult to incorporate RRI

angles to their work. One example is the intertwined roles of the journalist and the communication officers, another example is the rush in the news desk and editors (or managers) who does not have such knowledge of or interest in science.

The future work for the journalistic team will therefore be to explore solutions for the daily dilemmas of journalists in order to – in the last stages of the NUCLEUS project – to come up with tools and guidelines for science journalists reporting on and within RRI.

10 APPENDICES

All Appendices will be uploaded and made available on the NUCLEUS website.

Appendix 1: Report on the helsinki workshop

Appendix 2: Brain-walk (Helsinki workshop)

Appendix 3: Twitter: #RRIscomm2016 (Helsinki workshop)

Appendix 4: Conversation menu (Manchester workshop)

Appendix 5: powerpoint-pdf (satori workshop)

Appendix 6: List of links to online products