

It seems that overhead projectors easily become something of a barrier to COMMUNication in the sense of developing a COMMUNity of thought.

They seem to me to encourage a view of language as simply a TRANSMISSION system - a matter of 'showing and telling' the outcomes of one's science. What is needed to motivate a speaker to come out from behind the projector? Perhaps only a deeply-held view of language as a SHARING AND INTERPRETING system, and enjoyment in using it to persuade and argue rather than just to 'inform' other people.

Clive Sutton

ScanBalt Press Tour

Planned for September 2006

Intro

What is a press tour / study trip?

Why such an effort?

Target groups

Costs and budget

Basic set up

Potential pitfalls

Conclusion

What you may want to know about me:

Name: Hanns-J. Neubert, called Hajo

Location: Hamburg/Germany, Vänersborg/Sweden

**Freelance science journalist (25 years), author
biotechnology, biochemistry, chemistry
marine and climate sciences**

**Consultant and expert evaluator to the EU Commission
for various aspects of science communication**

Communication expert for companies

**Member of the Grand Jury of the EU Descartes Prizes
for Science Communication**

**Chairman of the board of TELI
Vice-President of EUSJA**

A press tour is the crown in the tool box of communications

A press tour has to be worth the
effort for the journalist

So a journalist wants to hear something
new
important
real

The journalist also wants to see something to
which he/she has usually no access
thrilling
famous
extraordinary

It is not done with a one time, peppy press tour

The decision of carrying out a press tour
is also the decision
to stay active in the spreading of interesting news
after the end of the tour

Keep on with a continuous flow on information

Advantages of a study tour

Welcomed alternation

Getting to know each other

Direct feedback

Background conversations (off the record)

High attention

Motivation (for both sides)

Target groups

Science journalists familiar with biotechnology
(usually freelancers)

Correspondents (Asia, North America)

Specialist media

Sources:

Imprints

CER contacts

EUSJA

National science journalists' assocs

Costs and budget

1.500 euros for 1 journalist
for 1 full day + 2 nights

Sources:

Companies (even naturalia)

EU Commission

S&T programme

regional funds

press offices (research, SMEs)

allocated project budgets

SSA

Industry organisations

Chambers of commerce

Basic setup: Highlights

Very new research or development results
offered exclusively (check timing)

Visit to outstanding laboratories

Famous or important scientists and actors

Communicative (foreign) scientists

Possibilities to shoot pictures

Basic setup: Presentations

USP

Valid and latest statistics

Solid outlooks (be true!)

Frameworks supporting a bright future

Speakers have to mention affiliations to ScanBalt and emphasise the benefits of ScanBalt for their work

Provide written material and pictures before the presentation

Basic setup: General

Be very open

Journalists are friends

Talk „off the records“ (be careful!)

Be simple, but prepared for in-depth questions

Show that you are good hosts

Communicate, allow small talk

Give extended time for networking, personal talks, interviews

Basic setup: Don'ts

Do not feed the journalists with too long and too boring
PowerPoint presentations
*("It seems that overhead projectors easily become something of a
barrier to communication ...")*

Do not urge the journalists to write things
you want them to write

Do not avoid critical topics or questions

Potential pitfalls

Nobody comes

External issues take over the agenda

The winner of the Millennium Prize is a biotechnologist

No hotel rooms available

Conclusion:

Just do it

... but keep on ...

NEXT SLIDE PLEASE

there was no question that the reaction worked
but transient colors were seen
in the slurry of sodium methoxide in dichloromethane
and we got a whole lot of products
for which we can't sort out the kinetics
the next slide will show
the most important part
very rapidly
within two minutes
and I forgot to say on further warming
we get in fact the ketone
you can't read it on the slides
but I refer to the structure you saw before
the low temperature infrared spectrum
as I say
gives very direct evidence
so does the NMR
we calculated it
throwing away the geminal coupling
which is of course wrong

there is a difference of 0.9 parts per million
and it is a singlet
and sharp
which means two things
either
you're doing this NMR in excess methoxide
and it's exchanging
or
I would hazard a guess
that certainly in these nucleophilic conditions
there could well be
an alternative path
to the one you see there
it's difficult to see
well this is a brief summary of our work
not all of which
I've had time to go into
in as much detail as I wanted
today.

Nobel Laureate Roald Hoffmann