First announcement
(March 8, 2010)

International School of Scientific Journalism and Communication
2nd Course: Frontier Science for Health
May 9-13, 2010
Ettore Majorana Foundation and Center for Scientific Culture
Erice, Sicily, Italy

Directors of the Course
Barbara Gallavotti
Enzo Iarocci

Director of the School
Enzo Iarocci

EMFCSC President and Director of the Centre
Antonino Zichichi
Purpose of the Course

Since many years disseminating scientific culture is recognized to be an ever-growing necessity of modern society. At present there is a large amount of scientific information available to the general public. There is, however, a continuous need of a lively discussion, in an international framework, about quality, style, and efficiency of this communication. The discussion is very well rooted already in some countries, but it is desirable to deepen it and extend it to more countries and areas.

First of all directed to young journalists, the School is aimed in general to all those interested in communicating science to the public, such as young researchers. The goal is to introduce the main challenges of the field to a new generation of science communicators and scientists, encouraging them to develop new tools and strategies.

The School is based on lectures, working sessions and other activities, held by international experts in the fields of science, journalism and communication on general topics and on a specific scientific theme, to offer a focus to the discussion. Frontier Science for Health is the theme of the second course of the School in 2010, aiming at highlighting on one hand some new instruments and methods that fundamental science is making available for health sciences and, on the other hand, the most advanced tools to communicate this topic to the larger public.

Preliminary Program

Scientific Program:

*e-Health: Opportunities and Challenges of a Paradigmatic Convergence Field*
Sergio BERTOLUCCI, CERN, Geneva, CH

*Nanotechnologies for Humans and Humanoids*
Roberto CINGOLANI, IIT, Genova, IT

*Catana: the Mediterranean Outpost of Proton-therapy*
Giacomo CUTTONE, LNS-INFN, Catania, IT

*e-Health: Bridging the Gap*
Manjit DOSANIH, CERN, Geneva, CH

*Light-ion Therapy: a Worldwide Vision*
Thomas HABERER, HIT, Heidelberg, DE

*Hadron Therapy in Clinical Perspective*
Roberto ORECCHIA, CNAO, Pavia, IT
**ELI: a Vision towards Table-top Hadron Beams**  
Luigi PALUMBO, Dip. Energetica-Sapienza, Roma, IT

**Advanced X-ray Light Sources for Frontier Life Science Research**  
Edgar WECKERT, DESY, Hamburg, DE

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**Journalism and Communication Program:**

Inconvenient messages concerning the practice of biomedical science, or the Importance of Being Honest  
Fred BALVERT (Erasmus MC University Medical Center, Rotterdam, NL)

From 'M.A.S.H 'to E.R'; the contribution of medical TV series to public understanding of medical issues  
Ela BAUER (Department of Communication and Film - Seminar Ha-kibbutzim College, Tel Aviv, IL)

Science in newspapers  
Gabriele BECCARIA (TuttoScienze e Tecnologia - La stampa, Torino, IT)

How to Handle the Media: Maximizing the Opportunity and Minimizing Risk (working session)  
Neil BENNETT (iOpener, London, UK) and Nadia MARCHANT (iOpener, London, UK)

Science is our Nature-Science demonstrations and shows as a way to explain science phenomena in science museums (working session)  
Tal Berman (The Israel National Museum of Science, Technology & Space; Haifa, Israel)

From The Anatomy Theatre in Padua to Body Worlds-500 years of public anatomy, innovation and Ethical Issues  
Tal Berman (The Israel National Museum of Science, Technology & Space; Haifa, Israel)

Reporting science in a new media world  
Nadia EL-AWADY (World Federation of Science Journalists, Cairo, Egypt)

Angels, Demons and Black Holes - threat or opportunity. Experience from CERN through the start-up of the LHC  
James GILLIES (Cern Press Office, Geneva, CH)

Dealing with an interview (reverse session)  
Elisa MANACORDA (Galileo, Roma, IT):

Explaining the latest achievements in cancer research and therapy: between hype and hope  
Daniela OVADIA (Agency Zoe of Science Journalism- Padua University, Milan, IT)
Neuroscience through headline: social and ethical issues in communicating brain research
Daniela OVADIA (Agency Zoe of Science Journalism- Padua University, Milan, IT)

Creating a radio broadcast (working session)
Federico PEDROCCHI (Radio24-Moebius, Milano, IT)

Communication for the large scale science lab GSI at Darmstadt/Germany: the example of tumor therapy with heavy ions
Ingo PETER (GSI Press Office, Darmstadt, DE)

Communicating Current Research in Museums and Science Centres (working session)
Paola RODARI (Sissa MediaLab, Trieste, IT)

The fear factor: dealing with risk communication between alarmist headlines and confident declarations
Fabio TURONE (Agency Zoe of Science Journalism, Milan, IT)

Language

The language of the school is English

The venue

About the Ettore Majorana Centre

The «Ettore Majorana» Foundation and Centre for Scientific Culture is named after an outstanding Italian physicist. Born in Sicily in 1906, Ettore Majorana’s breadth of vision and exceptional contributions to theoretical nuclear physics moved Enrico Fermi to the following statement: «There are many categories of scientists, people of second and third rank, who do their best, but do not go very far. There are also people of first-class rank, who make great discoveries, fundamental to the development of science. But then there are the geniuses, like Galilei and Newton. Well, Ettore Majorana was one of them». Embracing 123 Schools, covering all branches of Science, the Centre is situated in the old pre-mediaeval city of Erice where four restored monasteries (one of which was the residence of the Viceroy of Sicily during the XIV and XV Centuries) provide an appropriate setting for high intellectual endeavour. These ancient buildings are now named after great scientists and strong supporters of the ‘Ettore Majorana’ Centre. The San Francesco Monastery (former Viceroy’s residence) is now the Eugene P. Wigner Institute with the ‘Enrico Fermi’ Lecture Hall. The San Domenico
Monastery is now the Patrick M.S. Blackett Institute with the ‘Paul A.M. Dirac’ Lecture Hall. The San Rocco Monastery is now the Isidor I. Rabi Institute with the ‘Richard P. Feynman’ Lecture Hall, the Directorate and the main Secretariat of the Centre. The ‘Ciclope’ is now the Victor F. Weisskopf Institute with the ‘Richard H. Dalitz’ Lecture Hall. There are living quarters in all four Institutes for people attending the Courses at the Centre. The Polo Sismico, the first worldwide Network of Seismological Detectors (1981), is located in the I.I. Rabi Institute. The ‘Daniel Chalonge’ and the ‘Paul A.M. Dirac’ Museums are situated at the Patrick M.S. Blackett Institute.

About Erice

According to legend, Erice, son of Venus and Neptune, founded a small town on top of a mountain (750 meters above sea level) more than three thousand years ago. The founder of modern history - i.e. the recording of events in a methodic and chronological sequence as they really happened without reference to mythical causes - the great Thucydides (500 B.C.), writing about events connected with the conquest of Troy (1183 B.C.) said: "After the fall of Troy some Trojans on their escape from the Achaei on the sea towards the West arrived in Sicily by boat and as they settled near the border with the Sicanians all together they were named Elymi: their towns were Segesta and Erice". This inspired Virgil to describe the arrival of the Trojan royal family in Erice and the burial of Anchise, by his son Enea, on the coast below Erice. Homer (1000 B.C.), Theocritus (300 B.C.), Polybius (200 B.C.), Virgil (50 B.C.), Horace (20 B.C.), and others have celebrated this magnificent spot in Sicily in their poems. During seven centuries (XIII-XIX) the town of Erice was under the leadership of a local oligarchy, whose wisdom assured a long period of cultural development and economic prosperity which in turn gave rise to the many churches, monasteries and private palaces which you see today. In Erice you can admire the Castle of Venus, the Cyclopean Walls (800 B.C.) and the Gothic Cathedral (1300 A.D.). Erice is at present a mixture of ancient and medieval architecture. Other masterpieces of ancient civilization are to be found in the neighbourhood: at Motya (Phoenician), Segesta (Elymian), and Selinunte (Greek). On the Aegadian Islands –theatre of the decisive naval battle of the first Punic War (264-241 B.C.) - suggestive neo-lithic and paleo-lithic vestiges are still visible: the grottoes of Favignana, the carvings and murals of Levanzo. Splendid beaches are to be found at San Vito Lo Capo, Scopello, and Comino, and a wild and rocky coast around Monte Cofano: all at less than one hour's drive from Erice.
Travel information

How to reach Erice

By Plane

There are flights from Rome and Milan to Palermo, apart from the international connections. The Ettore Majorana Centre provides transfers to/from Erice from/to airports of Palermo and Trapani (other destination cities only on request and not guaranteed).

By Train

From either Milan or Rome it is relatively easy to reach Erice. You must take a train to Trapani. Erice is situated on the mountain overlooking Trapani. From Trapani take a taxi to Erice. Confirm the price before taking the taxi.

By Car

There are two possibilities:

1) Drive along the Autostrada del Sole via Milan-Bologna-Florence-Rome-Naples-Villa San Giovanni (Reggio Calabria); then take the ferryboat from Villa San Giovanni to Messina and drive to Erice (350 km from Messina).
2) Take the ferryboat either from Genoa or Naples to Palermo, and then drive on to Erice (100 km from Palermo). On the ferryboat places must be reserved in advance.

**Application procedure**

The application for attendance is done by web at the following School web site:

http://pcaen1.ing2.uniroma1.it/SchoolJournalismErice/

Further contact details:

International School of Scientific Journalism and Communication  
Erice, 9th – 13th of May 2010  
Secretariat and Correspondence  
Francesca CASARIN CALENDÁ  
Maria Rita FERRAZZA  
email: eissjc@lnf.infn.it

**Registration fee**

The registration fee amounts to € 500.00 (VAT included) and it covers accommodation, lunches and coffee breaks, transfers to and from the airports of Palermo and Trapani, school material and certificate of attendance.

**Payment information**

The registration fee can be paid in Erice, upon arrival registration:  

i) cash;  
ii) with travellers’ cheques;  
iii) with Eurocheques  
or, alternatively, by wire transfer into the following account:  
Holder: Ettore Majorana Foundation and Centre for Scientific Culture  
IBAN: IT 04 W 03223 16400 000600000655  
UNCRITMM - UNICREDIT SPA  
Swift: UNCRIT2VTPW
If the last method is used, please fax the receipt of your payment at the following number +39 06 94032203 to Maria Rita Ferrazza or send it by e-mail to: eissjc@lnf.infn.it. Please, make sure that your name appears on the receipt, which you will be also requested to present upon your arrival in Erice.

**Erice School Website**

Further information will be available at the following website address: [http://pcaen1.ing2.uniroma1.it/SchoolJournalismErice/](http://pcaen1.ing2.uniroma1.it/SchoolJournalismErice/)