



## SCIENCE MEDIA SUMMIT

### Training for Journalists

December 9<sup>th</sup>, 2014 – German Science Centre Cairo

**Location:** German Science Centre Cairo, 11 El Saleh Ayoub st., Zamalek

**Date:** December 9<sup>th</sup>, 2014, full day

**Participation upon application only. Workshop and catering will be free of charge. There will be no compensation for travel costs or accommodation.**

#### **BACKGROUND INFORMATION**

The German Science Centre Cairo provides an interdisciplinary platform for German-Egyptian exchange in the fields of science, technology and research. It aims at developing (economic) perspectives for the Egyptian society, that is still facing many challenges after undergoing extensive political change. We believe that media play a crucial role as an educational intermediary and in promoting democracy by depicting career perspectives to young Egyptians. Germany can look back to a long tradition of science journalism; a plethora of very successful science programs are integral part of the German media landscape. We would like to strengthen similar developments in Egypt and support capacity building in the field of science journalism.

The **SCIENCE MEDIA SUMMIT** will bring together journalists and partners of the German Science Centre Cairo who will work together on different case studies. After completing the workshop each participant will be equipped with enough material to write an article about one of the scientific projects presented. The publication of these articles is highly desirable.

The workshop will consist of two parts. The morning session will be for journalists only, it will deal with practical journalistic skills. The group will be joined by several project partners of the German Science Center Cairo at lunch break. During the afternoon session different projects will be presented, followed by interviews. Participants will thus have the chance to immediately apply the skills acquired during the morning session.



## **SCHEDULE – December 9<sup>th</sup>, 2014**

**9:00**            **Arrival and registration**

**9:30 – 12:30**   **Morning Session – journalists only**

- Storytelling: How to get your reader's/viewer's attention? Successful case studies from Germany and Egypt
- How to conduct an interview successfully?
- Research strategies: Where to find scientific material and current scientific topics?

**12:30 – 13:30**   **Lunch Break/Networking – all participants**

**13:45 – 17:00**   **Afternoon Session – all participants**

**13:45 – 14:30**   **Short Introduction**

- What are the tasks of media and sciences, is there a common educational responsibility?

**14:30 – 16:00**   **Presentation of case studies/projects in small groups, followed by interviews**

**16:00 – 17:00**   **Presentation and discussion of the results in the plenary**

**18:00**            **Evening Event – Cairo Climate Talks**

- Screening of the movie "Taste the Waste"
- Panel discussion with Ezzat Naiem (Executive Director at Spirit of Youth Association, Manshiyet Nasr), Max Wakefield (FoodCycle Bristol Alumni) and Aurelia Weintz (Permaculture Designer at Nawaya Egypt and member of Slow Food Egypt)
- Reception

### **Trainers:**

**Constantin Schreiber**, presenter/managing editor **N-TV** and **ONTV Egypt**

**Haytham Al Sawy**, Co-Founder and General Manager of **ONA Academy**

## Projects Presented at the Afternoon Session

### 1. Cairo Talks on Transformation and Change (CTTC)

The Cairo Talks on Transformation and Change (CTTC) aim to provide a platform to analyse the ongoing changes and assess the perspectives of political transition in Egypt. Each talk will be animated by contributions from two scholars and will leave sufficient time for debate. CTTC are jointly organised by the Cairo Offices of the German Academic Exchange Service (DAAD), Freie Universität Berlin, and the German Orient-Institut Beirut (OIB).

### 2. PAGEL Program

Through the PAGEL Program the DAAD supports a cooperation between the Institute of Legal Medicine of the Universitätsklinikum Hamburg-Eppendorf and the Faculty of Medicine of Cairo University. Under the supervision of Prof. Dr. K. Püschel, Director of the Institute of Legal Medicine in Hamburg and Prof. Dr. Dina Ali Shokry, Professor of Forensic Medicine, Faculty of Medicine, Cairo University the cooperation aims at building up a competence center for the investigation of victims of violence. This should be achieved through academic quality of the project, overlooking the utilities of this project for the development of politics, the sustainability and the enhancement of the health sector as general guidelines, etc. The expected outcome should be a proper documentation of physical injuries according to the WHO guidelines, recognition of the abused among traumatized and neglected patients, dealing with the cases of violence and neglect in an interdisciplinary approach, and several other very clearly defined aims. Regular yearly summer schools and workshops are bringing together all parties for exchange and development of this important project, which will be continuously supported until 2016.

### 3. Syndecan-1 in inflammatory breast cancer

The aim of the present research proposal is to elucidate the impact of Syndecan-1 expression manipulation on stem cell features as a potential therapeutic target for inflammatory breast cancer (IBC).

### 4. Solar refrigeration for post-harvest crops in desert areas

### 5. Comparative & Middle East Politics and Society (CMEPS)

The M.A. in "Comparative & Middle East Politics and Society" (CMEPS) is a two-year joint master's program offered by the University of Tübingen and the American University in Cairo (AUC). It provides in-depth knowledge of the political and societal developments in the Middle East as well as analytical tools for understanding this region's complex dynamics and challenges.

### 6. Integrated Urbanism and Sustainable Design (IUSD)

The Integrated Urbanism and Sustainable Design is a double-degree Master's program jointly organized by the University of Stuttgart and Ain Shams University in Cairo with one year in Stuttgart University and another year at Ain Shams University in Cairo. It trains and prepares a new generation of urban practitioners to face the tremendous environmental, cultural, socio-economic and governance challenges resulting from the dynamic urban transformation around the globe. It is open to graduates and young professionals from the fields of architecture, urban planning, landscape architecture and regional planning as well as to graduates with other Bachelor degrees and with relevant professional experience.