



# Japan SciCom Forum

April 20th, 2018

## Schedule

9:00	Reception opens / 開場
9:25	Welcome remarks / 開会の挨拶 Christine Houser (ELSI) & Japan SciCom Forum Organisers
9:30 - 9:50	Keynote presentation / 基調講演 (1) Mary Voytek (NASA)
9:50 - 10:50	Flash talks: hear from institutions around Japan 国内の機関より5分間プレゼン
10:50 - 11:20	Coffee and interaction time / コーヒーブレイク: ELSI Hall Lobby
11:20 - 11:40	Keynote presentation / 基調講演 (2) Juliana Chan (Asian Scientist Magazine)
11:40 - 12:00	Keynote presentation / 基調講演 (3) Takao Someya (University of Tokyo)
12:00 - 12:30	Panel discussion and Q&A / パネル討論と質疑応答
12:30 - 14:00	Lunch: explore local restaurants (see separate map) / 昼食 (各自、別紙のランチマップ参照)
14:00 - 15:30	Workshop / ワークショップ 1 a) pitching to the media (ELSI Hall) / b) open science (ELSI Gallery)
15:30 - 16:00	Coffee and interaction time / コーヒーブレイク: ELSI Agora (2F)
16:00 - 17:30	Workshop / ワークショップ 2 c) press releases (ELSI Hall) / d) social media (ELSI Gallery)
17:30	Wrap-up / まとめ ELSI Hall
18:00 - 19:30	Reception / 懇親会 ELSI Agora 2F

# Event Essentials

## Social Media:

Web: [japansci.com.github.io](http://japansci.com.github.io)

WIFI: look for information posted around the Hall and Lobby

Twitter hashtag: #jsf18

Follow and comment in real time!

Japan SciCom Forum on Trellis:

<https://www.trellis-science.com/#/group-home/1870>

Trellis is a platform developed by the AAAS (American Association for the Advancement of Science) to promote exchange and collaboration within the science community. Invitations have been sent to join the Japan SciCom Forum Trellis networking group to those who expressed their interest at registration. Videos of this event will also be posted here at a later date.

Trellis上のJapan SciCom Forumグループについて

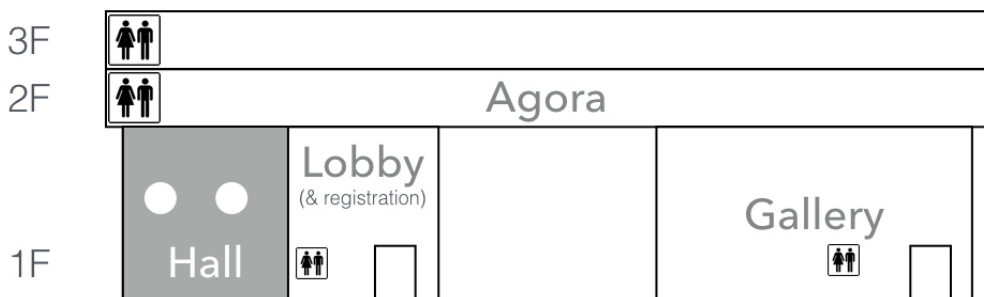
Japan SciCom Forumグループは、参加者同士が交流を深めるためのオンライン上のプラットフォームです。本日のイベントの参加登録時にJapan SciCom Forumグループへ参加希望を表明された方には、グループ参加のための招待メールをお送りしています。今後、Japan SciCom Forumグループ上で午前中の講演等の動画を公開する予定です。

Trellisは、AAAS（米国科学振興協会）が科学者や科学に関するコミュニティの交流や協働を促すために開発したプラットフォームです。詳細は、[trellis-science.com](http://trellis-science.com) をご覧ください。

*The event will be video recorded and photographed and these media may be posted on the websites of ELSI and Japan Scicom Forum and on the Trellis group.*

本日の様子は、写真と動画として記録いたします。撮影した写真や動画は、地球生命研究所やJapan SciCom Forumのウェブサイト、Trellis上で公開する予定です。ご了承ください。

## ELSI Map:



# Keynotes

## **Mary Voytek (NASA)**

*Science Communication: Sharing the Excitement*

Dr. Mary A. Voytek is the Senior Scientist for Astrobiology in the Science Mission Directorate at NASA HQ. She is the founding Director of NExSS, The Nexus for Exoplanet System Science, a NASA research coordination network dedicated to the study of planetary habitability. Mary came to NASA from the U.S. Geological Survey, where she headed the USGS Microbiology and Molecular Ecology Laboratory. She has degrees in Biochemistry, Biology and Ocean Sciences. Mary's primary research interest is aquatic microbial ecology and biogeochemistry and she has worked in several extreme environments including Antarctica, the Arctic, hypersaline lakes, deep-sea hydrothermal vents, and terrestrial deep-subsurface sites (the Chesapeake Impact Crater). She has held positions in several science societies, served on several advisory groups to Department of the Interior, Department of Energy, the National Science Foundation and NASA, including the Planetary Protection Subcommittee, and serves as a NASA representative to a number of international groups exploring the potential for life in the universe

## **Juliana M. Chan (Asian Scientist Magazine)**

*Dreaming Big for Science Communication in Asia*

Dr. Juliana Chan is the founder & CEO of Wildtype Media Group, a STEM-focused media company that works in digital, print, custom publishing and events. Juliana received BA and MA degrees in natural sciences from the University of Cambridge and a PhD degree in biology from the Massachusetts Institute of Technology (MIT), where she also carried out her post-doctoral research. Her awards include the L'Oréal-UNESCO For Women in Science Singapore Fellowship, the 2014 MIT Technology Review's 10 Innovators Under 35 (Asia), and the 2017 ACS Nano Junior Fellowship. Juliana is a Young Global Leader of the World Economic Forum (WEF), and she serves on the WEF Technology Pioneer Selection Committee (2015-2018).

## **Takao Someya (染谷隆夫) (University of Tokyo)**

*Why is the Importance of Science Communication Rapidly Increasing?*

Dr. Takao Someya is a professor in the Department of Electrical and Electronic Engineering at the University of Tokyo. He received his PhD in Electrical Engineering from the University of Tokyo in 1997. From 2001 to 2003, he worked at the Nanocenter (NSEC) of Columbia University, and at Bell Labs and Lucent Technologies as a Visiting Scholar. Since 2009, he has been a Global Scholar at Princeton University and currently serves as the project leader of the NEDO/JAPER Project and as a research director of a JST/ERATO Project. His research interests include organic transistors, flexible electronics, plastic integrated circuits, large-area sensors and plastic actuators.

# Flash Talks

9:50 - 10:50

1. Sophie Protheroe & Andrew Scott  
Science Communication Fellows, Okinawa Institute of Science and Technology  
Twitter: @SJProtheroe
2. Margaux Phares  
Science Communication Fellow, Hiroshima University  
Twitter: @mxphares
3. Saori Obayashi (大林 小織)  
Manager for Global Communications Strategy, Osaka University
4. Raymond Kunikane Terhune  
Office of Global Communications, PR Division, Kyoto University
5. Hitoshi Yamaoka (山岡 均)  
Chief of Public Relations Office, National Astronomical Observatory of Japan
6. Masataka Sasabe (雀部 正毅)  
Global Communications, International Affairs Division, RIKEN
7. Motoko Kakubayashi (角林 元子)  
Public Relations Officer, University of Tokyo Kavli IPMU  
Twitter: @motokokaku
8. Katrina-Kay Alaimo  
International Public Relations Specialist, Hokkaido University  
Twitter: @KatrinaAlaimo

# Workshops

14:00 - 15:30 (select one)

## **(A) Sell your story: Pitching to the media**

*with Jake Sturmer (Twitter: @JakeSturmer)*

ELSI Hall

Bring a story idea and pitch it. Find out and discuss what makes - or breaks - a story. Learn about the shifting face of science reporting and explore how social media and new technologies are changing how stories are told. Jake will lead a Q&A, discuss pitches with participants and explain what the media look for in a science story.

Jake Sturmer is currently the Australian Broadcasting Corporation's North Asia Correspondent based in Tokyo. Previously he was the ABC's National Science and Technology reporter. He has covered stories across Australia and from CERN to Hawaii.

## **(B) Innovative open science:**

### **Effectively communicating research to engage difference audiences**

*with Rachel Harding (Twitter: @LabScribbles)*

ELSI Gallery

In the online age, there is no reason for scientists to be confined to communicating their research through traditional publication formats. Increasingly, scientific outputs are shared through a variety of outlets including preprint servers, data and code repositories, open lab notebooks and blogs as well as social media channels. This workshop will discuss avenues for scientific communication enabled or created by the open science movement, how these approaches allow discussion with different stakeholder audiences, as well as practical considerations for the various approaches. Emerging and innovative methods of scholarly communication can lead to a cascade of benefits for different stakeholders in the research process and should form a fundamental pillar in the training of scientific communicators.

Dr. Rachel Harding completed her PhD at the University of Oxford and now works as a postdoctoral fellow at the Structural Genomics Consortium (SGC), University of Toronto. Rachel's research focuses on Huntington's disease (HD), a devastating neurodegenerative disorder with no available therapies. She has been involved in cutting-edge open science communication strategies including keeping a real-time open lab notebook of her research on the blog [labscribbles.com](http://labscribbles.com), as well as publishing early-phase drug discovery "data and tool collections" through the Target Enabling Package program of the SGC. Rachel is also one of the leaders of the Extreme Open Science Unit at the SGC and advocates for progressive open science policy in the field of biomedical science.

# Workshops

16:00 - 17:30 (select one)

## **(C) Hidden angles to science news: Beyond press releases**

*with Brian Lin (Twitter: @brianlinworks)*

ELSI Hall

You have science news, and you want it reported far and wide. But how do you engage journalists who work thousands of miles away and serve audiences very different from yours? News releases work in many cases, but they aren't your only option. In this hands-on, interactive workshop, learn how to unearth new angles from real scientific papers that would intrigue reporters around the world, and how you can go beyond (or around) writing a news release to achieve your ultimate goal of earning international press coverage.

Brian Lin oversees editorial content strategy at EurekAlert!, the news service operated by the non-profit American Association for the Advancement of Science (AAAS). He is a long-time science communicator and worked as a press officer at the University of British Columbia before joining AAAS. In addition to recruiting news releases from diverse sources and expanding EurekAlert!'s reach to a global audience, he has written about science communication for Science magazine and AAAS News, and led science communication workshops in Japan and China. Brian obtained a Master of Journalism degree from UBC and a BA in English from National Taiwan University.

## **(D) Reaching new audiences with social media**

*with Sarah Mojarad (Twitter: @Sarah\_Mojarad)*

ELSI Gallery

In the United States, most adults are on some form of social media and up to 67% of them get news from social media sites. For Japanese universities and institutions, the strategic use of social media provides new avenues to engage English-speaking audiences. This workshop provides an overview of the social media platforms that are popular with English-speaking audiences as well as tips for effective use. Examples of successful social media accounts and posts by international organizations and universities are critiqued during the session. Tips and recommendations for how to use social media are provided. Additionally, there will be small group exercises to let attendees apply what they have learned in this session. By the end of the workshop, you will have a deeper understanding of how social media can be effectively used by Japanese organizations to reach a global audience.

Sarah Mojarad is a Lecturer of Engineering Writing and Medical Education at the University of Southern California. Sarah specializes in digital communication and social media. She helps scientists, engineers and medical students improve their communication skills so that they can effectively engage wide and diverse audiences. Prior to joining USC, Sarah was a Lecturer in the Chemistry and Chemical Engineering Division at California Institute of Technology (Caltech), where she collaborated with Dr. Mark Davis to create the course Social Media for Scientists, one of the first classes of its kind to teach science and engineering students the issues and opportunities of using digital tools for outreach and professional activities. Sarah continues to teach the course at USC's School of Engineering.

# Event Organisers & Sponsors

## Organisers:

Please come and find one of us if you have any problems, or email [jsf18@kikenji.sakura.ne.jp](mailto:jsf18@kikenji.sakura.ne.jp)

Ayumi Koso, NIHU · @iyoumek

Amanda Alvarez, RIKEN · @neuroamanda

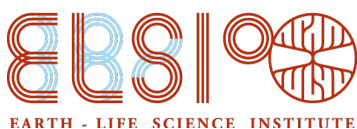
Elizabeth Tasker, JAXA/ELSI · @girlandkat

Motoko Kakubayashi, University of Tokyo · @motokokaku

## Special Thanks:

The organisers would like to thank Hanako Ricciardi (ELSI), Asako Sato (ELSI), Kyoko Akiyama (ELSI) and Kaoru Natori (OIST) for their tireless commitment and support. Also thanks to Marc Kaufman for his advice at the beginning of this venture!

## Host & Sponsors:



[www.elsi.jp](http://www.elsi.jp)

The Earth-Life Science Institute (ELSI) at the Tokyo Institute of Technology is proud to be a host and supporter of the Japan SciCom Forum 2018. As a World Premier International (WPI) research centre funded by the Japanese government, fostering English-language science communication and outreach in Japan is key to our mission of scientific leadership, globalisation, and innovation within the research community. When news of the research carried out in Japan can effectively reach a global audience, the whole national science community will benefit.

東京工業大学地球生命研究所（ELSI）は、ジャパン・サイコム・フォーラム2018を主催しています。当研究所は、文部科学省事業、世界トップレベル研究拠点プログラム(WPI)の研究拠点として、日本における英語による科学コミュニケーションとアウトリーチを育むことは、科学研究におけるリーダーシップ、グローバリゼーション、研究コミュニティにおけるイノベーションという私たちのミッションを達成する上で重要であると考えております。日本で行われた研究のニュースが世界中の人々に知れ渡ることは、日本の科学コミュニティ全体にとって有益となることでしょう。



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## Notes