

COMMUNICATIONS AND MEDIA WORK



Al-Jazeera's "Understanding Tomorrow" reported from Lindau.



100 journalists from 30 countries covered the 2009 Meeting.

The international flavour of the meeting is reflected in the international diversity of the reporting. More than 100 journalists from 30 countries reported on the 59th Meeting of Nobel Laureates. The meeting has expanded its online presence, as the successes and experiences of the previous years have been added to. Contacts with science journalist associations in Europe, the USA, Latin America and the Arab states have once again played an important role in giving the Nobel Laureate Meeting an international profile. The core theme of sustainability, which was dealt with from a range of perspectives in panel discussions and lectures at the meeting, met with a broad response in the media.

EBU, TV and Al-Jazeera.

The European Broadcasting Union (EBU) once again broadcast live from Lindau to all TV stations in Europe. In addition, it also made the high-quality live stream available at www.lindau-nobel.de. The lectures shown there were incorporated into the website's mediatheque after the meeting, where, together with the contributions from previous Nobel Laureate Meetings, they form a unique archive of scientific history. (See also the article about the historical lectures from p. 116.)

Apart from the EBU team, TV stations from Germany, Malaysia and Thailand also reported directly from the Nobel Laureate Meeting. The Arab TV station Al-Jazeera dedicated its science programme "Understanding Tomorrow" to the Nobel Laureate Meeting and made recordings in Lindau. This weekly science show reaches about 40 million viewers each week. Jay Tuck from Airtime Dubai (<http://airtime.ae>), Executive Producer of the show, and his team produced a thirty-minute science special, including extensive interviews with the Nobel Laureates on subjects ranging from global warming to the responsibilities that scientists bear for the discoveries they make. Many of the participants were questioned about the Arab world and the perspectives for its young scientists. The entire programme is available online at YouTube: <http://www.youtube.com/watch?v=6uOVda7CG6k>.

Al-Jazeera's documentary channel Al Jazeera Mubasher also gave a live broadcast of the panel discussion on "Global Warming and Sustainability". Thanks to the broadcasting technology of the European Broadcasting Union and with the support of Jay Tuck (Airtime Dubai), it was possible to make this broadcast at very short notice.