

INFORMAZIONI
PERSONALI

Tola Elisabetta

Via Sant'Anna 16/2, 40128 Bologna (Italia)

+39 051 407 2671

eli@formicablu.it

elisabetta.tola@gmail.com

www.formicablu.it

Skype smilina

Twitter @elisabetta_tola

Facebook <http://www.facebook.com/elisabetta.tola>LinkedIn <http://www.linkedin.com/in/etola>

Instagram @elisabetta_tola

Birth date 01 May 1968 | Nationality Italian

PROFESSIONAL
EXPERIENCE

2014

Author of SEEDiversity.org - a crossmedial project on agrobiodiversity supported by the Innovation and Development Reporting Grants Scheme of the European Journalism Center and the Bill and Melinda Gates Foundation (in collaboration with Wired Italy and Radio3Scienza)

July 2003–present

Free lance science, tech and data journalist
Self employed,

Science, technology and data reporting for different media outlets

Radio presenting and crossmedia web editing

Science communication consulting

Teaching and training at communication and journalism schools (SISSA, Trieste; Scuola Superiore di Giornalismo, University of Bologna; et al.)

March 2005–present

Founder and President formicablu ltd
formicablu ltd

Via Sant'Anna 16/2, Bologna, Italy IT-40128 bologna (Italia)

<http://www.formicablu.it>

responsible for concept, development and project management in science communication and dissemination&outreach projects;

production of journalistic texts and other multimedia output for media outlets and websites;

expert in training professionals and students in science journalism, data-driven journalism, science communication theory and multimedia techniques;

consultant for science publishers and research institutes;

public speaker and panel moderator

Activity Science communication agency

September 2002–March
2005

Science writer and editor
ZADIG Roma ltd, Rome (Italia)
<http://www.zadig.it>

Web editing and journalistic production for science and health specialized websites (EpiCentro; Lancet)

Activity Science and Health communication agency

July 2001–August 2002

Editor and presenter

Radio Città del Capo

Via Berretta Rossa 51/C - Bologna Bologna (Italia)

<http://radio.rcdc.it>

Journalist of daily and local information editorial board

1999–2006

Lecturer in environmental and applied microbiology

Alma Mater Studiorum University of Bologna - Faculty of Sciences, Biotechnology, Bologna (Italia)

Lecturer in Environmental and Applied Microbiology, Faculty of Sciences, Degree in Biotechnology.

2000–2001

Post doctoral fellow

Department of Biology, University of Bologna, Bologna (Italia)

Researcher in Molecular biology and regulatory mechanisms of *Helicobacter pylori*

1998–1999

Post graduate research fellow

University of Padova, Faculty of Agricultural Sciences and University College Cork, Department of Microbiology, Cork (Irlanda)

Completion of a 4-yr research project on plant-microbe interaction, microbial ecology and molecular biology of *Pseudomonas fluorescens*

1996–1998

European fellowship Marie Curie for Biotech trainees - FP2

Department of Microbiology, University College Cork (UCC), Cork (Irlanda)

PhD researcher in biotech and environmental microbiology, working on molecular plant-pathogen interactions

1995–1996

Research assistant

Department of Microbiology, University College Cork (UCC), Cork (Irlanda)

Junior researcher in plant-microbe interactions, molecular biology and microbial ecology

Curriculum Vitae

June-December 1994

International visiting post graduate junior researcher
Department of Microbiology, Michigan State University (MSU), East Lansing (Stati Uniti d'America)
Research assistant in microbial ecology, specialized in biochemical characterization of microbial signals

February-June 1991

International visiting junior undergraduate researcher
Department of Plant Pathology, University of California Davis (UCD), Davis (Stati Uniti d'America)
Junior research assistant in microbial molecular biology, working on plant-microbe interactions

ONGOING PROFESSIONAL TRAINING

Introduction to Infographics and Data Visualization – MOOC online by Alberto Cairo – Knight Center – 6th October-2nd November 2013
High Risk investigation – Center for Investigative Journalism (CIJ) – City University London – Summer school 12th-14th July 2013
Open Government Data Camp and Data School – Warsaw, 20th-21st October 2011
Web Investigator – Center for Investigative Journalism (CIJ) – City University London – 7th-8th November 2010

TRAINING, EDUCATION AND PROFESSIONAL ASSOCIATIONS

2003–present

Member of **Ordine dei Giornalisti** dell'Emilia-Romagna

2010–present

Member of **SWIM** - Science writers in Italy professional association

2012

Founder of the first Italian **Hacks/Hackers** group (Bologna)

2011-present

Member of **SOD – Spaghetti Open Data** community

2001–2003

Master in science communication (MCS)
International School for Advanced Studies - SISSA, Trieste (Italia)
Science communication, with specialization in journalism and multimedia-radio-video design and editing

1995–2000

Ph.D Microbiology
Department of Microbiology, University College Cork (UCC), Cork (Irlanda)
Molecular biology and ecology of plant-microbial interactions in the plant rhizosphere, with particular focus on *Pseudomonas-Sugarbeet* interaction.

1987–1994

Laurea in Agricultural Sciences
Facoltà di Agraria, Università degli Studi di Padova, Padova (Italia)
Microbiology, genetics of microorganism, microbial ecology, molecular biology, plant and food production, ecology, biodiversity, agronomy, food quality and security, biotechnology.

International awards and prizes

2014 - «Feeding the planet, *cultivating diversity*», a journalism project funded by the **European Journalism Center - Innovation in Development Reporting Grant Programme** - <http://bit.ly/1geifgm>

1996 - **European fellowship Marie Curie for Biotech trainees** - FP2

Areas of activities - Radio, audiodocs and podcasting

Audiodocs: audiodocs and podcasting:
«Ferre di famiglia», audioreportage on small family farmers, Radio3Scienza, Radio3Rai, 6 January 2015, <http://bit.ly/1MYmQRd>

«SEEDiversity: un viaggio all'origine dei grani e dei semi», Radio3Scienza, Radio3Rai, 28 July – 01 August 2014, <http://bit.ly/1ofPlXx>

«Hackers: con le mani nella rete», Radio3Scienza, Radio3Rai, January 14th – 17th 2014, <http://bit.ly/1fedca4>

«Come ti cambio il mondo», Radio3Scienza, Radio3Rai, June 18th 2013, <http://bit.ly/17X5vFw>

«Braveheart scende in campo», Radio3Scienza, Radio3Rai, April 9th 2012, <http://bit.ly/HuOKC7>

«Geni compresi», Radio3Scienza, Radio3Rai, August 18th 2012, <http://bit.ly/HuOKC7>

«La buona terra», Passioni, Radio3Rai, January-March 2010, <http://bit.ly/HuOKC7>

Radio programmes:

January 2005 – present. Content production and presentation of **Radio3Scienza** (<http://bit.ly/aQPibj>), the daily science programme of the Italian National Radio, Rai Radio3, periodically for a number of weeks each year.

January 2013 – present. Regular contribution as science journalist to the daily programme «AlbaChiaro», Rete 1, Radio Svizzera Italiana

(<http://reteuno.rsi.ch/home/networks/reteuno/Albachiara.html>)

September 2012 – present. Content production and presentation of the weekly technology and innovation radio programme **Pensatech** (<http://radio.rdc.it/topics/tecnologie/> and <http://radio.rdc.it/programmi/pensatech/>), on air on Città del Capo radio metropolitana – Popolare network.

September 2004 – present. Content production and presentation of the weekly science radio programme **Pigroco Party** (<http://radio.rdc.it/programmi/pigroco-party/>), on air on Città del Capo radio metropolitana – Popolare network and on line on FmBlu (<http://fmblu.formicablu.it/>).

January 2000 – June 2001. Editor and presenter of the weekly column «Spazio aggiornamenti scientifici», Radio città del capo – Popolare Network, Bologna.

Podcasts and webradio:

March 2010: coordinator of the audioblog **Vibrazioni** (<http://vibrazioni.wordpress.com>) with interviews and audio reportages on the experience of the earthquake, destruction and reconstruction produced by secondary school students of L'Aquila, Abruzzo.

16 to 20 April 2008: producer of **L'Officina** (<http://fest2008.formicablu.it/>) a virtual space of multimedia and radio production covering the 2nd edition of Fest Trieste, an international science book festival. The website includes interviews with authors of books, short articles, radio workshops and "The Spritz", a daily radio show recorded live during the festival and available in streaming and podcasting.

17 to 21 May 2007: producer of **RadioFest** (<http://www.radiofest.eu>), the podcasting website covering the 1st edition of Fest Trieste, an international science book festival.

2005 - 2012: author and producer of **FmBlu Radio** audioblog performing daily science radio programme (<http://www.formicablu.it/fmblue>)

Science week 2006: creation of audio podcasts for the National Institute of geophysics and vulcanology, Bologna.

Coordination, concepts, script writing, planning and production of videos for various journalistic and communications projects in collaboration with formicablu team.

Selected examples:

Voices 2013 – video production to document and to disseminate development and results of the Voices EU project. Ecsite and EU Commission <http://www.voicesforinnovation.eu/>

NeuroStemCell 2012 – video story on the production of neural cells from embryonic stem cells at UniStem, the stem cell laboratory of Elena Cattaneo, University of Milan. <http://vimeo.com/85140924>, the backstage here <http://vimeo.com/40862525>

Scienza in piazza 2011 – daily video reporting of a science Festival in Bologna and production of two videos on the Festival and its art-science exhibition (video in ITA and ENG) (<http://bit.ly/JEzwxPand> and <http://bit.ly/lmHwTA>)

Areas of activities - Video production

Non chiamarmi terremoto – docufiction on seismic risk, in collaboration with National Institute of Geophysics and Volcanology, Bologna and with students from junior secondary school «Dante Alighieri», L'Aquila – 2010 (<http://vimeo.com/24119181>)

Series of educational videos - «Vedere la chimica» (2008) and «La fisica di Amaldi» (2009); «Fare fisica» (2012); other edu-videos on biology, physics, maths produced in collaboration with Zanichelli editore, Bologna.

GlobalESOF 2010 – journalistic video reporting in English covering ESOF2010 in Turin, in collaboration with Global Talent, Barcelona, ESOF media partner (<http://www.globalesof.com/>)

Tutti giù per terra (Edurisk) – Palazzo d'Accursio, Bologna - 2007

Volcanoes – Sala Borsa ragazzi, Bologna - 2007

CIRCE EU project – official video in English – 2007 (<http://www.circeproject.eu/gallery2/main.php/v/VIDEO/circe-esof.flv.html>)

Biopop EU project - Bologna – 2007

Einstein in the folds of space-time - Sissa Medialab – 2008 (<http://www.formicablu.it/reservoir/einstein/>)

Scienza in Piazza - Bologna - Fondazione Marino Golinelli - 2008

CMCC - Euro Mediterranean Centre for Climate Change – 2008 (<http://vimeo.com/34028424>) • GNOC – Gruppo nazionale oceanografia operativa - INGV - 2009

Co-productions (script and/or presentation/production):

Regional Campaign against Tiger Mosquito – Servizio sanitario regionale dell'Emilia-Romagna, in collaboration with Limina Inc., - 2007 (in English, <http://www.zanzaraligreonline.it/Campagnadiconuni...lipersioneintegratinglese/tabid/776/Default.aspx>)

Terra unica – journalistic videopresentation - 4 episodes TV series illustrating the Regional agricultural development plan of Regione Emilia-Romagna – in collaboration with Coop Not Available - 2009

Production of series of **Science educational videos** (for Italian book publisher Zanichelli)

April 2013 – co-founder and director of [Datajournalism.it](http://www.datajournalism.it), the first Italian weblab and webzine entirely dedicated to data-driven journalism, <http://www.datajournalism.it/>

June 2014 – present. Data journalist for RAI Expo website: data collection and analysis, content production, visualization and use of different interactive tools. <http://www.expo.rai.it/>

October 2013 - present – Freelance datajournalist at [WiredItaly](http://www.wired.it/data/) - <http://www.wired.it/data/>

July - September 2012. Co-author with Guido Romeo of the #safeschools investigation on seismic safety of Italian schools, published on [WiredIT](http://bit.ly/RHclSpan) (<http://bit.ly/RHclSpan> and <http://bit.ly/RHclSn>), a video presentation is here: <http://bit.ly/RHclSn>, a story is here: <http://bit.ly/1JNVrER>, a description in English

Areas of activities - Data driven journalism

18/214

here <http://bit.ly/1cISi6c>

August 6h, 2013 – «Il turismo dà i numeri». Data-story on tourism at Rimini, L'Espresso <http://bit.ly/N6hNFP>

Blogs, websites and Podcasts

Datajournalism – <http://www.datajournalism.it>
 Seeds of biodiversity - <http://agrobiodiversity.tumblr.com/>
 Blog «Come si parla» - Aula di lettere Zanichelli - <http://aulallettere.scuola.zanichelli.it/come-si-parla/>

Closed blogs:

DataBlog «Diamo I numeri» - Aula di scienze Zanichelli – (sept 2012-april 2013)
<http://aulascienze.scuola.zanichelli.it/diamo-i-numeri/>
 Ahref datablog - <http://datablog.ahref.eu/>
 «Fatti di scienza» - @Linkiesta - <http://www.linkiesta.it/blogs/fatti-di-scienza>
 Audioblog Fmblu - <http://fmblu.formicablu.it>

Areas of activities - Editorial experiences and Public activities

Editorial experiences:

September 2008 – today. Consultant and associate publisher of Zanichelli eds., Bologna, design and production of multimedia materials (video, audio and animations, scripts and storyboards) for different science textbooks.

Consultant for scientific events and producer of educational materials for diverse centers and foundations for environmental education and training/communication on life sciences (Centro Atlantide, Fondazione Marino Golinelli), Bologna.

Exhibitions, events and public communication:

Moderator, speaker and/or discussant in many conferences and public meetings addressed to the general public and/or professionals.

Recent international participation in public events as either organiser and/or discussant in panels in: EC SITE annual conference 2013; Science online 2013; International Journalism Festival, Perugia (2014, 2013, 2012 and 2011); PCST (2008 and 2012); ESOF (2012; 2010 and 2008); Scienza in Piazza (2011 and 2012); AVSA, CIRCE, FUND, La Ciencia en la radio (Brasil, 2009).

Planner and producer of The Invention of Clouds and Biodiversity exhibit and events during the "Festival of History and Environment", Bologna, 21-24 September 2006.

Editor of the texts for the exhibition "Comunico ergo sum", Città della scienza, Napoli, January 2006.

Additional activities - National and International Communication projects

Ongoing projects:

2015 – communication officer, organization and coordination of the communication plan, outreach&dissemination and communication training activities of **DIVERSIFOOD – EU project** (initial date: February 2015)

2015 – **EduRisk** website renewal – new communication strategy, new website design and organization of published materials on earthquake risk prevention in collaboration with INGV research institute (initial date: January 2015)

Completed projects:

2013 – development, organization and coordination of the communication plan, web strategy and multimedia production of the **VOICES EU project** (Views, Opinions and Ideas of Citizens in Europe on Science) - <http://www.voicesforinnovation.eu/>

2013 – coordination and launch of the narrative blog facciamonoi.net, documenting practical experiences with school classes in the region of Emilia, one year after the Emilia earthquake - <http://facciamonoi.net/>

2011 – today. Research and production of data driven journalism examples and tools as part of the collective italian project **IData**, founded by Ahref Foundation – Trento, aimed at promoting data driven journalism in Italy.

2008 – today. Coordination and production of multimedia materials, audio and digital animation for **EduRisk project** and website, on seismic risk prevention with the National Institute of Geophysics and Volcanology in Bologna - <http://www.edurisk.it>

2004 - 2011. Outreach and dissemination plan for CIRCE (Climate Change and Impact Research: the Mediterranean Environment), a 4-year integrated project funded by the 6th EU-FP on the impact of climate change in the Mediterranean - <http://www.circeproject.eu>

2009-2010. Multimedia production of e-learning units within the project **CHRISGAS** Department of Industrial Chemistry, University of Bologna;

2006-2007. Creation, management and implementation of the communication plan "Service to implement an information campaign on the territory of the Emilia Romagna region, on strategies to prevent the tiger mosquito problem" - <http://www.zanzaraligreonline.it>

2006-2007. Design of 'peer communication' radio workshops for high school students, funded within the Scientific Career Programme, Ministry of University and Research in collaboration with University Bicocca, Milan;

2004-2006. **SCRAB-Science** in radio broadcasting, a EU-FP6 funded research project on the role of radio in science communication - <http://www.scienceair.org/>

Full course lecturing or short workshop training on science communication, multimedia production, radio production and presentation, podcasting, science journalism.

Full courses:

Master in science communication, Sissa, Trieste, 2014-15, multimedia and data journalism course

Data journalism summer school, Sissa, Trieste, September 2014

Master in science communication, Sissa, Trieste, 2014 –data journalism course

Master in science communication, Sissa, Trieste, 2004-2014 – laboratory of multimedia production;
 Master in science digital journalism, Sissa, Trieste, 2012-2013 – principles and history of journalism and data journalism course
 Scuola superiore di giornalismo, Bologna, 2004 - today – science journalism;
 Workshops:
 Master en Comunicació Científica, Mèdica i Mediambiental, Universitat Pompeu Fabra, Barcellona, 2005 - 2012 – radio production;
 Istat – Ahref Data school 2012-2014 – introduction to data journalism;
 Ahref Summer data school – 2011 and 2012 – introduction to datajournalism;
 Life Learning Center, Bologna, 2008-today – sciencecommunication for high school science teachers;
 Zanichelli editore, September and October 2010 - workshops in 10 different Italian cities for high school teachers
 University of Venice Ca' Foscari and Observa – September 2012 - Comunicare la ricerca, science writing and interviewing;
 Master in comunicazione della Scienza, Università di Padova, 2007-2011 –radio production;
 Master in comunicazione della scienza, Associazione Il Rasoio di Occam per la Fondazione per le biotecnologie, Torino, 2007-2010 – radioproduction;
 Sociology dept., University of Padova, PhD School in sociology, January 2010– science communication and media ecosystem;
 Sociology dept., University of Trento, PhD School in sociology, March 2009 - science in the radio;
 Training programme Intervals, PRBB, Barcelona, July 2008 – science caféand science podcasts;
 Laboratorio giornalismo radiofonico, Università di Bologna, Fac. Scienze della comunicazione, March-May 2009;
 INFN-LN, Legnaro, Padova, May 2009 – sciencecommunication;
 University of Lecce, June 2009 – sciencecommunication;
 Dept. of communication, IULM University, Milan, 2006 –science communication networks.

PERSONAL SKILLS

Mother tongue

italiano

Other languages

Comprehension		Spoken		Written	
Ascolto	Lettura	Interazione	Produzione orale		
C2	C2	C2	C2	C2	C2
TOEFL					
C2	C2	C1	C1	C1	B2

English

Spanish

Livelli: A1/A2: Livello base - B1/B2: Livello intermedio - C1/C2: Livello avanzato
 Excellent oral and written communication skills acquired through radio presenting, science writing and lecturing
 Highly skilled in public speaking, group training, teaching to adults and teens

Communication skills

Strong leadership and team management skills
 Highly proficient in content production both written and multimedia
 Excellent interviewing skills
 Willing to work in an international and competitive environment

Organizational and management skills

Main skill: radio production and presentation, web content, data journalism and multimedia production, science communication project coordination
 Highly gifted in public speaking, round table moderation, teaching and training

Professional skills

Windows, Mac, Office, Adobe Suite and other multimedia softwares; Klynt platform, Wordpress and other blogging and microblogging tools
 DataViz and content curation: Google Fusion Tables, Tableau, ManyEyes, Easely, DataWrappier, Storify, CartoDB, Infogram, etc
 Audio editing (SoundForge, CoolEdit, SoundBooth, GarageBand, Audition, Audacity)
 Intensive social media use and management (Facebook, Twitter, Ning, Anobii, YouTube, Delicio.us, Wiki, Instagram, etc)
 Use of different devices and apps: PC, Mac, tablet, iPad, iPhone and Android smart phones for production and dissemination of contents

Computer skills

OTHER INFO

International cooperation and development

Experience as international volunteer in cooperation and development with the Italian NGO MantiTese: evaluation of development projects within indigenous local communities in South and Central America (Ecuador and Mexico).

Other skills and competences

Excellent cook and party organizer
 Voracious reader
 Passionately involved in social causes dealing with human rights
 Politically informed and opinionated
 Postcontemporary mediterranean



Elisabetta Tola, Ph.D. Research and publications

On radio and science communication:

- ✓ E. Tola. To blog or not to blog, not a real choice there... JCOM 7 (2), giugno 2008.
- ✓ M. Merzagora, E. Tola, M. Mazzonetto. I heard it on the radio! The role of the radio in science communication. In: Communicating European Research 2005. Proceedings of the Conference, Brussels, 14-15 November 2005. Edt. By Michel Claessens, European Commission, Brussels, Belgium. Chapter 29, pagg. 169 – 174. Springer, 2006.
- ✓ M. Merzagora, M. Mazzonetto, E. Tola. Science in radio broadcasting – the role of the radio in science communication. Polimetrica eds., ottobre 2005.
- ✓ E. Tola. Verba manent and remediation: esperienze di convergenza tra radio e web. In: La comunicazione della scienza. Atti del I e del II Convegno nazionale. Zadigroma editore, novembre 2004, pag. 315.
- ✓ E. Tola. Hinari and Agora: free access to scientific information for poor countries. JCOM 2 (4), dicembre 2003.

Oral communications within scientific and professional conferences:

- ✓ E. Tola. Aftershock: The Aquila ruling and its impact on science communication. Public discussion. EcSite Annual Conference, Gothenburg, 6th June 2013.
- ✓ E. Tola. Open data e data journalism: una unione felice. Presentation at the Società italiana di Statistica, Gruppo di valorizzazione delle Statistiche, Rome, 19th April 2012.
- ✓ E. Tola. Comunicazione e apprendimento digitale. Presentation at L'innovazione responsabile. Forlì, 10th September 2012.
- ✓ E. Tola. Breaking into the media: what training do scientists need? Career Programme, ESOF10, Turin, 3rd July 2010.
- ✓ E. Tola. Programas Radiofônicos em Divulgação Científica. Il Encontro nacional radio e ciencia, Università federale di Minas Gerais, Belo Horizonte, Brasil, 24th-26th September 2008.
- ✓ E. Tola. Social media and blogs: is there an impact on science journalism and communication? Presentazione orale al PCST-10, Public communication science and technology, Malmo-Lund-Copenaghen, 25th-27th June 2008.
- ✓ E. Tola e M. Boscolo. Podcast, weblogs, network sociali: come cambia il mestiere del giornalista scientifico? Presentazione orale al VI Convegno Nazionale sulla Comunicazione della Scienza, Forlì, 29th November - 1st December 2007.

Results of my research produced within the **environmental microbiology research** period have been published, between 1991 and 2001, on many peer review science journals and presented at diverse international conferences such as: Journal of Industrial Microbiology & Biotechnology; L. Int J Syst Evol Microbiol; Environmental Microbiology; Symbiosis; IOBC Bulletin; Applied and Environmental Microbiology; Canadian Journal of Microbiology; Plant and soil; Molecular plant-microbe interactions; Molecular Microbiology.