



Project no. 04544

Genius

Television Magazine Genius

FP6

- Portraits of young european researchers -

Publishable final activity report

Period covered: from 01/01/2008 to 28/02/2009

Date of preparation: 01/01/2008

Start date of project: 01/01/2008

Duration: 14 months

Project coordinator name : RTC Télé Liège

Project coordinator organisation name : RTC Télé Liège

Objective

The Goal of Geniusproject was to introduce young researchers working in different scientific disciplines.

The portraits were shown to the public, and especially young people, a career in science can be combined harmoniously with a rich and happy private life.

Too often, young people give up scientific careers not only because they feel too difficult to conduct but also because they fear that they deprive them of family life, friendly relations and leisure.

The purpose of the program was to attract young people to science and, in any case, to demonstrate that those involved in careers in science do not isolate themselves from society.

Reports on exhibitions generally about educational subjects introduce also to scientific matters and show it as being affordable by all, and often amusing.

The broadcasted magazines were also presented on the website of each channels, as well as the site of the EAC TV.

Contractants

Nine members of the EAC TV, European Federation of Local Television:

1	Coordinator	RTC Télé Liège asbl	
2	Partner TV	RTC Télé Liège asbl	Belgium
3	Partner TV	Antwerpse Televisie vzw	Belgium
4	Partner TV	Barcelona TV sa	Spain
5	Partner TV	TeleBilbao sl	Spain
6	Partner TV	C9 Television	France
7	Partner TV	TV Rennes	France
8	Partner TV	FAB Berlin	Germany
9	Partner TV	Pécs TV Communication Ltd	Hungary
10	Partner TV	Télé Bruxelles asbl	Belgium

Implementation :

For various reasons, the contract negotiations leading to the partnership between DG Research and Development, EAC TV, as first coordinator, and nine television partners, has lasted for many months.

Even before signing the first contract in January 2008, the partners were able to develop the production process and the broadcasting schedule, already experienced in international and earlier projects.

Production :

Ten programs were produced from January to December 2008 (except July and August) by each of the nine partners in the project Genius. Each program included :

- The same portrait of a young researcher for all channels
- The same report on a scientific exhibition for all channels
- An eco-scientific agenda for each channel
- A generic start / end, common to all partners
- A description of each feature.

Each month, one of the nine televisions supported achievement of the portrait of the young researcher and reporting on scientific exhibition.

She sent these two reports to the eight other televisions. These television adapted this story to their own distribution, they translated the texts and interviews and finalized the subtitles stakeholders.

Each television was making its own eco-scientific agenda. Finally, each chain finalized its issuance by assembling all the elements listed above and broadcasted it prime time, usually at the end of the month.

Broadcasting :

Broadcasting began in January 2008 and closed for most channels in December 2008. FAB, facing various difficulties, has postponed the broadcast of a few programs in January and February 2008.

The channels also broadcast each of their ten programs on their respective website.

Links to one or another site where you can find the emission :

EAC TV : <http://www.eactv.net/content/blogcategory/72/302/lang,french/>

RTC Télé Liège : <http://www.rtc.be/content/view/4040/>

Télé Bruxelles : <http://www.telebruxelles.net/portail/content/category/21/125/377/>

Barcelona TV :

http://www.barcelonatv.cat/alacarta/cerca.php?cercaProgrames=184&txt_flnici=10%2F01%2F2008&txt_fFin=31%2F12%2F2008&Cercar.x=14&Cercar.y=24

Pecs TV : <http://www.pecstv.hu/genius/>

In all, 90 issues (9 lines x 10 issues) have been disseminated during the project.

Emissions list :

From January 2008 to December 2008
(except July and August)

N°	First broadcasting	TV	Portrait	Exhibition	Agenda
1	January 2008	RTC Télé Liège Belgium	Jérôme Loicq, Phd in Physic – Liège Space Center	Liège House of Sciences	9 different/ 1 per TV
2	February 2008	Pécs TV Hungary	Peter Kobor, Doctorate in Biology Histopathology LTd	Science Park	9 different/ 1 per TV
3	March 2008	BarcelonaTV Spain	Xavier Giralt, Robotic Ingeneer	Matters in progress	9 different/ 1 per TV
4	Avril 2008	ATV Anvers Belgium	Martine Coene, Phd in Linguistic Antwerpse University	Eco House	9 different/ 1 per TV
5	Mai 2008	TéléBruxelles Belgium	Aurélié Candi, Doctorate in Biology ULB	Scientastic	9 different/ 1 per TV
6	Juin 2008	TVRennes France	David Renault, Ecobiology researcher	« One day-pole »	9 different/ 1 per TV
7	Sept 2008	C9 Lille France	Geoffroy Laumet, Biotechnologue	Bailleul botanical conservatory	9 different/ 1 per TV
8	Oct 2008	Télé Bilbao Spain	Kolbo Bidaurrezaga, Phd in Physic	Symposium Hycelltec	9 different/ 1 per TV
9	Nov 2008	RTC Télé Liège Belgium	Renée Schwarz, Materials Engineer	Liege Metallurgy House	9 different/ 1 per TV
10	Déc 2008	FAB Berlin Germany	Katrin Paschke, Doctorate in Hybrid Laser Systems	Adlershof Science Park	9 different/ 1 per TV

Impact on industry and the research sector:

The Genius Project had no direct impact on the research sector and industry and this is normal. It was not actually a scientific project itself but a demonstration of young researchers.

The project has therefore not allowed to carry out research and therefore to carry out the results of which could help solve scientific and industrial issues and create new activities.

For against, and this was his goal, he was able to demonstrate, particularly through the ten portraits, that a scientific career was within the reach of many and allowed, while providing intense professional satisfactions, to conduct a family life, leaving place for other points of interest than scientific.

In view of this issue and specific examples that she gave some young people maybe hesitant to embark on a career in science, have left their last stand doubts and embark on the adventure of scientific studies.

Once in life, leading to their own research on a wide range of themes subjects, they can then fully accomplished while participating in the scientific, industrial and economic development of their region.

Bilan :

Eight of the nine televisions have fulfilled their contractual obligations in full, producing, production and distribution emissions as promised, within the time frame from January 2008 to December 2008

Only FAB Berlin, facing serious difficulties, could not keep pace with production and distribution. By September, it announced have postponed the broadcast of June following the departure of members of the staff.

Following the intervention of the other partners, she agreed to finalize its work. In November, it had provided reports available to other television so they are used to finalize the issue in December.

In January, to catch up, FAB informed the coordinator that several programs will be only finalized and distributed in January and February.

Note that in Germany, precisely in FAB, the project won a prize RegioStars 2009, the category "Television", the price RegioStars rewarding exchanges of good practices between European regions.

In general, the Genius was completed as planned with the exception of some trouble with timing.