



Contract no. SAS6-CT-2006-044693

FUTURESHOCK

Baltic Popular Science TV Programme “Futureshock”

Science and Society

Specific Support Action

Publishable final activity report

Period covered: **from 1 September 2007 to 30.11 2008**

Date of preparation: **30.11.2008**

Start date of project: **01.09.2007**

Duration: **30.11.2008**

1. Project execution

The general objective of the project “The Baltic scientific TV programme Futureshock was to give those who have nothing to do with science a better sense of the achievements of science in their respective countries, the Baltic region, Europe and the rest of the world, the importance of these accomplishments, and the way in which they may affect public life in the near and the more distant future. We aim to promote dialogue between scientists and the rest of society, to popularise the culture of science as such, and to point to issues of gender equality in science. Another goal for the programme is to promote the role of science in the Baltic region, enhancing its opportunities in Europe and the world, as well as to promote integration of Baltic countries in the excellence club of Baltic Sea region. The aim of these TV programs is to explain and analyse scientific projects in three contexts – the local context of each country, the pan-Baltic context, and the European context. This will reflect the contributions of Baltic science to European science, as well as the importance in the Baltic States and each individual country of European scientific achievements.

The specific aim of this project is to produce a cycle of broadcasts, which focus on 18 important scientific events in the Baltic States and the rest of Europe.

Each of the three co-producers will produce their “national version” of the program as well as a 4-7 minutes “Baltic version” that is implemented in two other national programs as Baltic input from other neighbouring countries.

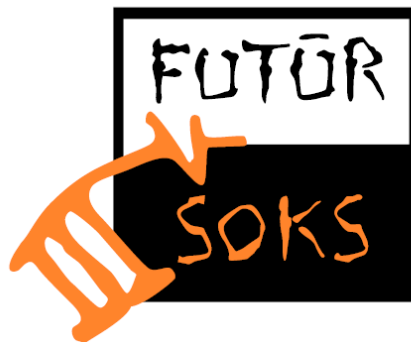
During the period of the project production and broadcasting period took place, also management period. Main goals achieved in the project:

1. Produced and broadcasted TV shows in 3 Baltic States about common themes including “Baltic TV stories”. From the beginning of the second period in Latvia were produced 12 TV shows, in Estonia -11, Lithuania- 13 with Baltic TV stories in them, total in the project were produced and broadcasted 18 TV shows in each country.
2. Made a selection of 10 best TV stories- International version from all the broadcasted TV shows and Baltic TV stories and submitted to www.athenaweb.org (a video portal and workspace for European audiovisual communication professionals in the areas of science and scientific information) ;

3. Broadcast the TV show in the 3 Baltic State national televisions
4. Communicate with international media, informing them about the project, and place the international version in one of the European media.
5. Organising, filming and broadcasting in Latvian Television a conference “How to communicate science in Television”
6. Supervising and directing the progress of the project, make and summarizing reports.

To achieve the goals set in the project following activities took place:

1. Journalistic research and editorial work
2. preparing scripts for all TV shows and Baltic TV stories
3. Producing Baltic TV stories and translating them
4. Filming TV stories and TV shows and editing
5. Broadcasting the TV show in the 3 Baltic State national televisions
6. Journalistic research, management and technical work for conference “How to communicate science in Television”
7. Supervising and directing the progress of the project, make and summarizing reports.
8. Involving contractors –Pr Stils Ltd (PR services) , Kalves studija Ltd (design of the Studio and computer graphics), Leimanis, Gulbis un Partneri(legal services), Scope Ltd (camera man services)



1. 1 The logo of the project

Primary Broadcasts:

LTV1 - Saturday 15:45

Secondary Broadcasts:

LTV1 - Wednesday 13:20

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
23.01.2008	TV broadcast	General public	LV	7,500	HansaMedia
30.01.2008	TV broadcast	General public	LV	7,500	HansaMedia
06.02.2008	TV broadcast	General public	LV	6,100	HansaMedia
06.02.2008	TV broadcast	General public	LV	6,100	HansaMedia
20.02.2008	TV broadcast	General public	LV	6,100	Partner responsible
27.02.2008	TV broadcast	General public	LV	6,100	Partner responsible
05.03.2008	TV broadcast	General public	LV	4,400	HansaMedia
10.03.2008	TV broadcast	General public	LV	25,400	HansaMedia
18.03.2008	TV broadcast	General public	LV	25,400	HansaMedia
06.03.2008	TV broadcast	General public	LV	16,400	HansaMedia
02.04.2008	TV broadcast	General public	LV	16,200	HansaMedia
09.04.2008	TV broadcast	General public	LV	16,500	HansaMedia
23.04.2008	TV broadcast	General public	LV	16,500	HansaMedia
01.03.2008	TV broadcast	General public	LV	16,400	HansaMedia
23.04.2008	TV broadcast	General public	LV	16,400	HansaMedia
08.03.2008	TV broadcast	General public	LV	16,400	HansaMedia
19.03.2008	TV broadcast	General public	LV	16,200	HansaMedia
02.05.2008	TV broadcast	General public	LV	16,800	HansaMedia
29.03.2008	TV broadcast	General public	LV	16,800	HansaMedia
05.05.2008	TV broadcast /Conference	General public/	LV	16,800	HansaMedia
12.04.2008	TV broadcast	General public/ Industry (Media)	LV	11,900	HansaMedia
19.04.2008	TV broadcast	General public	LV	11,900	HansaMedia
26.04.2008	TV broadcast	General public	LV	11,900	HansaMedia
03.05.2008	TV broadcast	General public	LV	10,500	HansaMedia
10.05.2008	TV broadcast	General public	LV	10,500	HansaMedia
17.05.2008	TV broadcast/Conference	General public/ Industry (media)	LV	12,500	HansaMedia

All broadcasts were also available on the online media portal *www.tv.lv*.

ESTONIA

Primary Broadcasts:

ETV - Monday 18:15,

Secondary Broadcasts:

ETV - Wednesday 14:00 and Sunday night (not fixed time, after the end of main programme).

PRIMARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
<i>14.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>28,500</i>	<i>Haridusmeedia</i>
<i>21.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>28,500</i>	<i>Haridusmeedia</i>
<i>28.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>28,500</i>	<i>Haridusmeedia</i>
<i>04.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>38,000</i>	<i>Haridusmeedia</i>
<i>11.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>38,000</i>	<i>Haridusmeedia</i>
<i>18.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>38,000</i>	<i>Haridusmeedia</i>
<i>25.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>
<i>03.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>
<i>10.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>
<i>17.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>
<i>24.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>
<i>31.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	EE	<i>47,500</i>	<i>Haridusmeedia</i>

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
16.01.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
23.01.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
30.01.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
06.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
13.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
20.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
27.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
05.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
12.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
19.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
26.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
02.04.2008	TV broadcast	General public	EE	9,500	Haridusmeedia

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
20.01.2008	TV broadcast	General public	EE	19,000	Haridusmeedia
27.01.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
03.02.2008	TV broadcast	General public	EE	19,000	Haridusmeedia
10.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
17.02.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
24.02.2008	TV broadcast	General public	EE	19,000	Haridusmeedia
02.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
09.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
16.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
23.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
30.03.2008	TV broadcast	General public	EE	9,500	Haridusmeedia
06.04.2008	TV broadcast	General public	EE	9,500	Haridusmeedia

LITHUANIA

Primary Broadcast:

LTV 1 - Saturday 13:30

Secondary broadcasts:

LTV 2 – Monday 13:45; Wednesday 23:50; Saturday 18:25

LVT World – Wednesday 10:00; Thursday 12:00 and 18:45; Saturday 15:30; Sunday 23:00

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
14.01.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
PRIMARY BROADCASTS					
21.01.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
04.02.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
12.01.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
11.02.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
19.01.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
25.02.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
02.02.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
10.03.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
09.02.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
17.03.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
23.02.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
31.03.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
08.03.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
14.04.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
15.03.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
21.04.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
29.03.2008	TV broadcast	General public	LT	50,000	“Science and Innovations for Society”
28.04.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
12.04.2008	TV broadcast	General public	LT	25,000	“Science and Innovations for Society”
12.05.2008	TV broadcast	General public	LT	15,000	“Science and Innovations for Society”
19.04.2008	TV broadcast	General public	LT	25,000	“Science and Innovations for Society”
					“Science and Innovations for Society”
26.04.2008	TV broadcast	General public	LT	25,000	“Science and Innovations for Society”
10.05.2008	TV broadcast	General public	LT	25,000	“Science and Innovations for Society”

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
<i>16.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>23.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>06.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>13.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>27.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>12.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>19.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>02.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>16.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>23.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>30.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>14.05.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>

In Lithuania there were also 36 secondary broadcasts (reruns) of the Baltic Science project broadcast on *LTV World* the satellite channel of Lithuanian Public Television. Precise viewer data for these broadcasts is unfortunately not available.

All broadcasts were also available on the online media portal *www.tv.lt*.

SECONDARY BROADCASTS					
Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
<i>19.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>26.01.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>09.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>16.02.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>01.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>15.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>22.03.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>05.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>19.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>26.04.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>03.05.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and Innovations for Society”</i>
<i>17.05.2008</i>	<i>TV broadcast</i>	<i>General public</i>	LT	<i>25,000</i>	<i>“Science and</i>

LATVIA

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
15.01.2008	Press release	General public	LV, EE, LT		HansaMedia
15.01.2008	Press release	General public	LV		HansaMedia
15.01.2008	Publications	General public	LV		HansaMedia
17.01.2008	Publications	General public	LV		HansaMedia
19.01.2008	Publications	General public	LV		HansaMedia
25.01.2008	Publications	General public	LV		HansaMedia
08.02.2008	Publications	General public	LV		HansaMedia
10.03.2008	Publications	General public	LV		HansaMedia
14.03.2008	Publication	General public	LV		HansaMedia
15.03.2008	Radio show	General public	LV		HansaMedia
15.04.2008	Exhibition	General public/ Industry-Robotics	LV		HansaMedia
08.05.2008	Press release	General public	LV		HansaMedia
08.05.2008	Publications	General public	LV		HansaMedia
09.05.2008	Conference*	Media/ General public	LV		HansaMedia
09.05.2008	Live Conference Internet broadcast	General public	LV		HansaMedia
10.05.2008	Conference Internet broadcast	General public	LV		HansaMedia
12.05.2008	Conference Internet broadcast	General public	LV		HansaMedia
14.05.2008	Conference Internet broadcast	Research/ Public sector	LV		HansaMedia
15.05.2008	Publication	General public	LV		HansaMedia

*Partner *HansaMedia* organized a conference “How to Communicate Science on Television, or Science with Stars?” on 09.05.2008, which informed society about the situation in science communication in all 3 Baltic States. This caused relatively good press interest – publications in

press, radio and TV and news agencies. The conference/discussion was broadcast live and rebroadcast on several internet sites. An open letter to the Latvian Public Television was also implemented and was a successful PR tool.

ESTONIA

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
15.01.2008	Press release(press/radio/TV)	General public	EE, LV, LT		Haridusmeedia

LITHUANIA

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
15.01.2008	Press release(press/radio/TV)	General public	LT, EE, LV		"Science and Innovations for Society"
01.2008	Publications	Research	LT		"Science and Innovations for Society"
01.2008	Publication	Research	LT		"Science and Innovations for Society"
13.02.2008	Publication	General public	LT		"Science and Innovations for Society"
02.2008	Publications	Higher education	LT		"Science and Innovations for Society"
	Project web-site	General public	LT		"Science and Innovations for Society"

INTERNATIONAL

10 International video versions on Athenaweb.

10 International video versions sent to EC.

Gundega Tabaka
30.11.2008