



DON'T THINK IT'S ONLY ENTERTAINMENT

Don't think it's only entertainment

MINTiFF is the German abbreviation for "Mathematics, Computer Science, Natural Science, Technology and Equal Opportunities in TV Drama Formats". The project – funded by the German Federal Ministry of Education and Research and the European Social Fund – explores the lack of STEM (Science, Technology, Engineering, Mathematics) female professional role models in reality and in the media, knowing that this lack represents a major obstacle to young women finding access to these promising professions. The 3rd International MINTiFF Conference wants to stimulate exchange and networking between the science community and the TV drama sector.

The Conference will present results of recent analysis of the different drama program profiles of the five major German broadcasters. The results show that German productions primarily include a narrow spectrum of STEM subjects, settings and figures.

In American series and movies, however, science and technology are on the rise in various genres – even in comedy formats. American series and movies with STEM at their center prove that their high educational content – that has been attested by experts – does not diminish their entertainment value but is on the contrary an essential element of their great public success especially with younger audiences.

At the Conference, American and British scientists will show "What the Simpsons can teach us about physics, biology, robotics, life, and the universe", and how science in drama formats inspires new approaches to scientific research and development, stimulates scientific controversy and leads to political engagement.

Despite the massive public funding of the German service broadcasting system there is no consensus among experts in Germany that drama formats should deal with educational opportunities and relevant real-world problems. With this in mind, the function, the cultural mandate, and the public value of TV drama entertainment in Germany will be discussed by program managers, representatives of the broadcasting regulatory agencies and from a legal perspective.

British studies about the particular potential of films and television series to contribute to the realization of equal opportunities and to the change of gender-typical preferences for certain occupations will provide momentum for the final debate about the priorities for action in German editorial offices to achieve more equal opportunities.

The conference will be translated simultaneously English <-> German.

Venue:

The 3rd International MINTiFF-Conference takes place at the **Berlin Brandenburg Akademy of Sciences and Humanities**, Jägerstrasse 22/23, 10117 Berlin. The **Entrance** is located in **Markgrafenstrasse 8** – right at the **Gendarmenmarkt**.

Travel:

- Underground Line U2 - Stop „Hausvogteiplatz“
- Underground Line U6 - Stop „Französische Straße“
- Bus 100/200 - Stop „Unter den Linden/Friedrichstraße“
- JetExpressBus TXL, Stop „Unter den Linden/Friedrichstraße“

Tickets/Registration:

No fee is required to participate at the 3rd International MINTiFF-Conference. A binding registration is desired via **fax +49 30 314 - 796 85** or **email to christoph.falkenroth-steinbach@tu-berlin.de**.

Deadline for the registration is **January 30, 2013**.

Project Director and Coordinator:

Dr. Marion Esch
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Contact:

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Fachgebiet Qualitätswissenschaft
PTZ 3

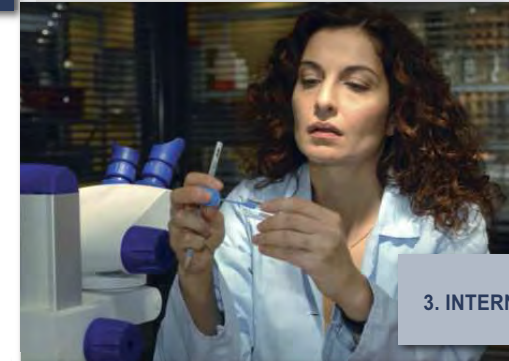
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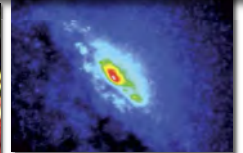
STEM and Equal Opportunities In TV Drama Formats



February 7th, 2013
Berlin Brandenburg Akademy
of Sciences and Humanities

3. INTERNATIONAL CONFERENCE

„DON'T THINK IT'S ONLY ENTERTAINMENT“





TIMETABLE THURSDAY, FEBRUARY 7, 2013

from 09.30 am Arrival of participants

10.00 am >> Welcome <<

Welcome

Christina Hadulla-Kuhlmann, German Federal
Ministry of Education and Research

Introduction

Dr. Marion Esch, Head of the Academy for STEM-
Entertainment-Education-Excellence / Head of
MINTiFF

10.30 am >> (STEM-) Topics, roles and milieus in
German TV drama entertainment <<

An analysis of program profiles of the five biggest broadcasters in Germany – Selected results

Dr. Marion Esch, MINTiFF/MINTEEE
Discussion with audience
Moderation: **Torsten Zarges**, kress report

11.30 am – Coffee Break –

11.45 am >> STEM-Entertainment-Education-
Excellence <<

The Simpsons: How STEM brings humour to one of the world's most popular TV shows

Prof. Paul Halpern PhD, Professor of Physics,
University of the Sciences, Philadelphia

Lab Coats in Hollywood – The impact of movie science on public perceptions of science

David Allen Kirby PhD, Centre for the History of
Science, Technology and Medicine (CHSTM), Univer-
sity of Manchester, UK

Crime Scene Laboratory: Can a TV drama be suitable to inform an audience about bio- technology?

**Charlotte Loeb B.A. / Tamara Mattheiß B.A. /
Carina Weinmann B.A.**, University of Mannheim

Discussion with the audience
Moderation: **Torsten Zarges**, kress report

1.15 pm – Lunch Break –

2.00 pm >> The legal programme assignment of TV
drama entertainment in Germany – Normative
demand and reality <<

Law standards for public TV entertainment

Prof. Dr. Bernd Holznagel, Director of the Insti-
tute for Information Law, Telecommunication Law and
Media Law (ITM), Public Department, Münster

Discussion: Entertainment Education as an
opportunity to sharpen the profile of public
broadcasters?

Anna Buetow, Editorial Department „Entertainment
Word“, ZDF, Mainz

Dr. Barbara Buhl, Head of Program Group TV
Movies & Cinema with the WDR, Köln

Jochen Greve, Board member of the German
Writer's Guild (VDD) and the German Academy for
Television, Munich

Uwe Grund, Head of NDR councils, Head of ARD
Conference of Chairpersons of ARD Supervisory
Boards, Hamburg

Prof. Dr. Bernd Holznagel, Director ITM

Prof. Dr. Peter Vorderer, Professor of Media and
Communication Studies, University of Mannheim

Moderation: **Dr. Marion Esch**, MINTEEE/MINTiFF

3.30 pm – Coffee Break –

3.45 pm >> Equal Opportunities as mission and self-
commitment? <<

Heroines or Team Players: Role Models or Modelling Roles for Equal Opportunities in STEM

Dr. Joan Haran, Research Fellow with the Centre for
Economic and Social Aspects of Genomics (Cesagen),
University of Cardiff

Discussion: (STEM-) Equal Opportunities – Chal-
lenges and priorities for programming practice

Dr. Joan Haran, University of Cardiff

Helga Hentschel, Senate Administration for Work,
Integration and Woman, Berlin *

Prof. Dr. Barbara Schaeffer-Hegel, Founding
President with the Board of Trustees of the European
Academy for Women in Politics and Economy, Berlin

Connie Walther, Writer and Director, Berlin

Dr. Esther Wenger, Director, Munich

Moderation: **Torsten Zarges**, kress report

5.15 pm >> Appreciation and Closing <<

Appreciation of the MINTiFF-Fellows

Cornelia Dorow, German Federal Ministry of Educa-
tion and Research

Closing remarks

Dr. Marion Esch, MINTiFF/MINTEEE

6.00 pm End of Conference