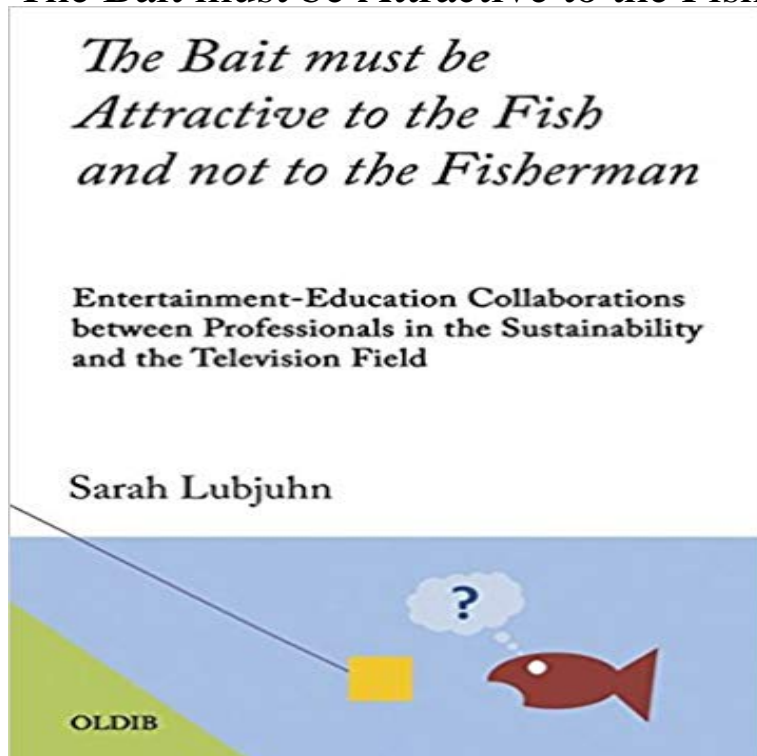


## The Bait must be Attractive to the Fish and not to the Fisherman



In communication sciences partnerships between entertainment media professionals and sustainability organizations conveying prosocial messages are called Entertainment-Education (E-E) collaborations. Whereas comprehensive research takes place in countries such as the Netherlands and the US, the field is a terra incognita in Germany. Even though German E-E collaborations are designed and implemented they still are unusual experiments. The qualitative study presents first results on characteristics, conditions and forms of E-E collaborations in Germany's television field since the 1990s. It reveals various factors leading to a highly complex situation for the collaborating partners. One central factor is the media legislation, which does not provide a clear orientation standard for the partners. Another one is the public acceptance of E-E collaborations. Some forms are accepted while others are not. Hence, for German television formats, forms with a low to medium level of collaboration (E-E service and E-E license partnerships) should be preferred in contrast to high level collaboration forms (E-E co-productions and E-E inscript participations).

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