

Curriculum vitae Dr. Lutz Peschke



PERSONAL DATA

Date of birth: 29.10.1964 in Herzberg am Harz
Martial status: Married with a Turkish woman
Nationality: German
Address: Hauptstraße 134, D- 53639 Königswinter
Mobile: 0151 12148516

RESUME

- **Head of department and senior communication consultant** at the PR agency iserundschmidt GmbH, Bonn . Berlin (since 11 years)
- **Lecturer for Public Relations and Science Communication** at the Institute of Linguistics, Media and Sound Studies, Department for Media Studies of the University of Bonn.
- **Teaching** in workshops at CJD Christophorusschule Königswinter
- **Instructor** for the instruction course media design print and digital
- **Tutor** for master's thesis in Media Studies
- **Research activities** in Media Studies (Visual Cultures, Mediatized Worlds, Social Media, communication of knowledge, science communications, online communication, online games, web communication)

CAREER

- since 04/2010** **Lecturer for Public Relations** at the Institute of Linguistics, Media and Sound Studies, Department for Media Studies of the University of Bonn.
- since 01/2001** **Head of department and senior communication consultant** at the PR agency iserundschmidt GmbH, Bonn . Berlin
- 12/1999 – 12/2000** **Art Director and PR Consulant** at the PR agency Iser&Putscher GmbH, Bad Honnef
- 04/1999 – 11/1999** **Scientific Assistant** in the department for press corporate communications of the GMD – Research Center for Information Technology in the Helmholtz Association GmbH Sankt Augustin
- 05/1997 – 03/1999** **Referee for presse and public relations** of the Gemeinnützigen Offenbacher Ausbildungs- und Beschäftigungsgesellschaft (GOAB)
- 09/1996 – 05/1997** **Traineeship** at Konzept fünf.1 – Agency for Digital Media in Offenbach

PROJECTS

- since 2009** Production of animation movies for PR strategical applications and for the transfer of knowledge.
- since 01/2003** Chef editor and project manager of the geoscientific online platform www.planeterde.de
- 02/2009 - 09/2011** Project manager and stage director for development and execution of the daily science show (with Ranga Yogeshwar, Juri Tetzlaff and Wigald Boning) of the nine-day science festival IdeenExpo07, IdeenExpo09 und IdeenExpo11 in Hannover (Budget: 430.000 Euro/event; man power: 16 people)
- 01/2009 - 12/2009** Strategic consulting and development of the social media platform for the initiative of the Federal Ministry of Education and Research (BMBF) „Technikum“ to initiate the communication between young people (trainees), employers (trainee teachers) and universities (co-operation partners) during a trainee program in science and technology companies.
www.technikum.de (Budget: 150.000 Euro)
- 01/2004 – 03/2005** Development oft he scientific online game and online science centers „Scienox“ on behalf of Science in Dialogue gGmbH.
www.scienox.de (Budget: 450.000 Euro; man power: 8 people)

- 01/2002 – 12/2002** Multimedia project manager of the BMBF-campaign „2002 – Year of the Geo Sciences“ (Budget: 3,1 Mio. Euro; man power: 27 people)
- 01/2001 – 12/2001** Multimedia project manager of the BMBF-campaign „2001 – Year of the Life Sciences“ (Budget: 3,3 Mio. Euro; man power: 31 people)
- 01/2000 – 12/2000** Multimedia project manager of the BMBF-campaign „2000 – Year of Physics“ (Budget: 1,3 Mio. Euro; man power: 17 people)
- 1999 - 2005** Collaboration in the development of the corporate identity for the branch Science in Dialogue gGmbH (Budget: 60.000 Euro; man power: 10 people)

SCIENTIFIC WORKS

- since 08/2011** Co-operation with Assoc. Prof. Dr. Selda Çeylan Faculty of Law of the Gazi University Ankara in the research area „Legal Aspects of Social Media in Germany and Turkey“.
- since 07/2011** PhD at the Institute of Linguistics, Media and Sound Studies, Department for Media Studies of the University of Bonn on the subject „Visual learning cultures in the mediatized world. The use of infographics and animation movies for the transfer of knowledge“ (working title) (expected finish: summer 2013)
- since 05/2009** Member of consortium of the research project of the Federal Environment Ministry „World of Experience Renewable Energy: powerado plus“. Development of the online game „5x5“ for 8 until 10 years old children; Assistance in the scientific evaluation of the Otto-von-Guericke University Magdeburg (Prof. Dr. Johannes Fromme)
- 04/2009** Investigations of „Visualized Learning in the Social Web: Audiovisual Communication of knowledge with short movies“ (from 10/09 supervision of the Master Thesis from Alina Schröder; examiner: Prof. Dr. Caja Thimm)
- 02/2010 – 07/2010** Production of knowledge movies with students of the CJD Christophorusschule Königswinter in the context of a media study
- 06/2005 – 05/2008** Member of consortium of the research project of the Federal Environment Ministry „World of Experience Renewable Energy: powerado plus“. Development of the online game „5x5“ for 8 until 10 years old children; Assistance in the scientific evaluation of the Otto-von-Guericke University Magdeburg (Prof. Dr. Johannes Fromme)

2004/2005 Collaboration in the research project of the Federal Environment Ministry „die erneuerbaren: Environmental Education of Young People and Children“

02/2004 – 07/2004 Evaluation of the scientific online game and online science center „Scienox“ students of the CJD Christophorusschule Königswinter

AWARDS

2009 1. Berliner Preis „Bildung für nachhaltige Entwicklung 2009“ for the project „powerado“ best practice for the Berlinian Wissenschaftslandschaft implementation of the United Nations World Decade „Education for Sustainable Development“

2003 Shortlist of the „PR-Report Award 2003“, Kategorie Public Affairs, for the Campaign „planeterde - Jahr der Geowissenschaften 2002“

2002 „Multimedia Award in Silber“ of the WorldMediaFestival 2002 for the Trailer-Trilogy of the German Scientific Years 2000 bis 2002

TEACHING

since SS 2010 **Lecturer for Public Relations** at the Institute of Linguistics, Media and Sound Studies, Department for Media Studies of the University of Bonn. Master-Seminar „Wissenschaftskommunikation“ and „Public Relations für die moderne Wissensgesellschaft“

since 1999 **Instructor** for the instruction course media design print and digital

since 2004 **Teaching** in workshops at CJD Christophorusschule Königswinter

EDUCATION

since 07/2011 PhD at the Institute of Linguistics, Media and Sound Studies, Department for Media Studies of the University of Bonn on the subject „Visual learning cultures in the mediated world. The use of infographics and animation movies for the transfer of knowledge“ (working title) (expected finish: summer 2013)

10/2004 – 03/2006 Studies of Economic Sciences for Engineers and Scientist at the FernUniversität Hagen. Successful participation of the class „Externes Rechnungswesen“, „Finanzierungs- und

- entscheidungstheoretische Grundlagen der Betriebswirtschaftslehre“ and „Grundlagen des Privat- und Wirtschaftsrechts“.
- 10/1995 – 03/1996** Successful participation of the proseminar „Einführung in die Logik I“ at the department of Philosophy of the University of Frankfurt
- 19.01.1996** PhD oral exam at the University of Heidelberg at Prof. Dr. A. Heintz
- 05/1992 – 01/1996** PhD at the Institute for Applied Physical Chemistry of the Research Center Jülich in the department for environmental and life science
- 06.04.1992** Master's Degree „Diplom Chemiker“
- 02/1991 – 04/1992** Master Thesis at the Institute for Inorganic Chemistry at Prof. Dr. M. Jansen
- 04/1988 – 01/1991** Main studies of Chemistry at the University of Bonn
- 10/1985 - 01/1988** Basic studies of Chemistry at the University of Heidelberg

GRADUATION

- 1975 – 1984** Gymnasium Andreanum Hildesheim, Abitur
- 1971 – 1975** Grundschule in Hildesheim

NATIONAL SERVICE

- 07/1984 – 09/1985** Basic military service at the Sanitätsbataillon Hildesheim

FURTHER ACTIVITIES

- 11/2011** Juror in the Secion „Research presentations“ of the FIRST®LEGO®League 2011 „Food Factor“ regional competition Königswinter
- since 2011** Learning Turkish
- since 2011** Member of the consultative group for mathematics, engineering, science and technology of the CJD Christophorusschule Königswinter
- since 2010** PR strategical Consulting of the school administration and management regarding the development of the corporate communication and marketing.

- since 2005** Sachkundiger Bürger of the alderman of Königswinter in the committee for education, culture and town twinning.
- 08/2005 – 07/2010** Head of the parent's committee of the primary school Longenburgschule Königswinter-Nierdellendorf
- 1993 – 1994** Cofounder and spokesman doctoral students college „Environment and Energy“ of the Research Center Jülich; Moderation of panel discussions, organization and conduct of block courses.
- 05/1988 – 05/1990** Active member in the „Verein zum Schutze des Rheins und seiner Nebenflüsse e.V.“: Participation in numerous measure drives with the laboratory ship „Reinwasser“ in the capacity as head of laboratory; Implementation of press and lecture events.
- Hobbies:** Music, dancing, biking
- Languages:** English (fluent),
Turkish (basics)