

# **GOOD PRACTICE**

## **STYRIAN WEB TV**



This project has received funding from the European Union.



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA DELO, DRUŽINO,  
SOCIALNE ZADEVE IN ENAKE MOŽNOSTI

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Family, Social Affairs and Equal Opportunities

Title
<p><b>Styrian Web TV</b></p> <p>A TV station established for training purposes for unemployed young people</p>
Location / geographic coverage
<p>Styrian Web TV offers unemployed young people aged 18 to 25 whose main residence is in Graz the opportunity to learn the film production business from scratch.</p> <p>The training centre is located in the <b>City of Graz</b> at the so-called “R29”, a new hotspot for creative people in Graz. This location is a former concrete factory in the Graz Reininghaus area, where Styrian Web TV has found a home together with various types of other creative companies.</p>
Summary
<p>The project “Styrian Web-TV” includes the establishment of an Internet television station, which will broadcast its programmes via mobile TV and web TV. The station will be operated by the project participants themselves, with guidance by industry experts. This allows them to acquire specific technological know-how and practical experience in the areas of “camera and sound” as well as “cutting and design”. The TV programmes range from reporting on regional events to segments on individual companies and projects.</p>
Type of the good practice
<p>Styrian Web TV is a project offering young unemployed people a first-rate education in the areas of “cutting &amp; design” as well as “camera &amp; sound”. The project is set to be implemented from September 2012 through August 2013. The structure and financing of the project are described in the next section.</p>
Stakeholders and partners
<p>Styrian Web TV is targeted at <b>young people between the age of 18 and 25</b> with residence in Graz and surroundings, which are registered with the Public Employment Service (AMS) as <b>unemployed/seeking work</b>, require support in their search for work and are interested in a professional career as a camera operator or cutter.</p> <p>The <b>body responsible for the project</b> and the overall coordination is the LFI Styria, the Chamber of Agriculture’s institute for further education. 54 % of the project costs are covered by the European Social Fund (ESF), while the Austrian Federal Ministry for Labour, Social Affairs and Consumer Protection (BMASK) finances the remaining 46 %. The State of Styria acts as the paying agent for the national appropriations. The AMS Styria supports and advocates the project with regards to content. The AMS’s state office Styria and its regional branch office in Graz select the unemployed young people eligible for the project. During their participation, the participants receive a “training unemployment benefit” (DLU, an aid for covering basic living costs).</p> <p>The training is carried out under educational and technical supervision. The technical training staff largely consists of professionals with hands-on experience in the cinematographic industry. The general educational trainers are provided by the LFI.</p>

## Issue / challenge and goals / assumptions

Many young people are unemployed, because they find it difficult to find their way within tight boundaries and see no sense in classic professions. What excite them is computer games, TV and social media. In summary: more and more young people are having considerable difficulties entering the labour force. In addition to this, there is less and less room for and congruence with their concepts of life and their interests within the traditional labour market. This results in limited career perspectives and a lacking motivation to become part of a labour market, which in their view does not appear very attractive anyway.

On the other hand, the industry's demand for "moving images" (corporate presentations on the Internet, viral videos on Facebook and Youtube, a growing number of TV stations, electronic newspapers) is on the rise due to the digital revolution.

Styrian Web TV's declared goal therefore is to create an education (measure) which is relevant to young people's living circumstances and which in particular attracts such groups of unemployed young men and women which despite considerable effort have not been able to make a first step onto the labour market.

Based on this initial situation and the fact that the media sector in general is very attractive to young people, the idea for the establishment and implementation of an own Internet TV station was developed. The programmes are to be broadcast via mobile TV and Web TV, and the station will be operated by the young persons undergoing training within a sponsored qualification measure under the auspices of industry professionals with practical experience.

The goals therefore are:

- Transfer of basic skills in the areas of "camera and sound" and "cutting and design", as well as certification of the course content as a recognized qualification as a "camera operator" or "cutter"
- Fostering interest in technology-related occupations among female participants
- Compensation for school education deficits and establishment of core competencies aimed at improving the participants' employability
- Creation of a network within the media industry and support of young people in establishing contacts with companies
- Placement of 60 % of the participants on the labour market (first job).

## How does it work?

The total project duration is 43 weeks.

- 4 weeks for the "casting" – the process of selecting the participants
- 39 weeks of training: as a matter of principle, training days are Monday through Friday.

In contrast to previous "rigid" training measures, a new element that was introduced with this programme is the flexible nature of the training times. Training has a strong practical orientation, and therefore it is necessary to be on location in the evenings or on weekends as well. This flexibility is also required by the film industry, and the participants are therefore optimally prepared for their future professional challenges.

Training structure:

- **Technical / practical training on "camera & sound"**
- **Technical / practical training on "cutting & design"**
- **General education & key competences**

## Results

Within the scope of this project, a high-quality, highly practice-oriented training course was developed. 24 young people were trained in the areas of “camera and sound” as well as “cutting and design”. The application included three phases: in the first phase information events on the project and the training courses were held. In the second phase, the participants were selected via occupational psychological tests and practical exercises. Out of almost 90 young people registered as unemployed, twelve finally participated in each of the two training blocks.

The training provided within the scope of the Styrian Web TV project addresses both women and men. In particular female participants are offered an opportunity to discover talents and potential for technical occupations which they may not have been aware of, and to apply these skills directly in practice at the station created for training purposes.

## Lessons learned

The training as a camera operator or cutter provided within the scope of the “Styrian Web TV” project makes a positive contribution to the battle against the alarming increase of unemployment among young people over the past few years.

The following elements are crucial for its success:

- Direct connection to the industry (cooperation agreements and internships)
- Flexible training hours which make it possible to also carry out evening and weekend projects
- Transfer of sound practical knowledge
- Qualification for professional activity and further educational measures
- Acquisition of essential soft skills relevant to the labour market
- Strengthening of the self-confidence of the young participants
- Experience of work as something that can be both sensible and fun.

## Sustainability and transferability

As a part of the strategy to become a permanent institution within the media project and/or (Styrian) training landscape for media professions and as a core element of the long-term vision for the development of Styrian Web TV into a permanent training television station, the aspiration to obtain a **certification as a recognized training course for the occupational profiles of “camera operator” and “cutter”** is a logical next step. At its core, the achievement of this goal, however, is a manifest upgrade of the qualification obtained by the graduates of the training course, which should have a positive impact on their subsequent job search.

## Contact details

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