

My View – Young people producing film documentaries

A project to increase young people's critical understanding of news media production and showcase their own news videos.

EAFRD-funded projects

Location: Wals, Austria

Programming period: 2014-2020

Priority: P6 – Social inclusion & local development

Focus Area: Local development

Measures: M19 – LEADER/CLLD

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	EAFRD	111 987.20 (EUR)
	National/Regional	27 996.80 (EUR)
	Private	34 996.00 (EUR)

Timeframe: 2021 to 2023

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Summary

The 'My View' project aimed to build social capital in rural Austria by increasing young people's awareness of the principles and processes of ethical, trustworthy news media production. It achieved this by working in partnership with a regional TV station to provide a training programme (where young people could meet media professionals and learn about the industry), and a communications platform, from which they can now share their own views (in the form of news video clips) about the issues that are important to them. The entire offer has been made available, free of charge, to selected schools and youth organisations in the Lungau, Pongau and Salzburger Lake District regions of Salzburg.

Project results

200 young people participated in 25 workshops during the first year of the project (2021/22)

50 video clips were produced concerning news subjects that were selected by the participants themselves.

Six young people have now joined the Lern.Film.Studio association's documentary making team.

The new streaming platform for film clips produced by young people is the first of its kind in Austria.

Lessons & Recommendations

Projects that highlight the social and political concerns of young people can help to increase intergenerational understanding; paving the way for young people to be more included and involved in rural civic life.

Context

Movie and video content remain important sources of information and entertainment for young people, particularly on social media. At the same time, not all young people recognise the threat of 'fake news' and they may not have the ability to critically examine the meaning of messages and the quality of content in order to assess their credibility. On top of this, many teaching professionals do not have the necessary skillset, equipment, or time to address media literacy in their lessons or to make use of digital tools and interactive approaches that might create space for discussion about this important topic.

Objectives

The aim of this project was to build social capital in rural areas by providing film and media training to young people; enabling them to plan, research, and create their own news video clips about subjects that are important to them.

Activities

The project idea for 'My View' was developed in the fall of 2020 and engaged young people in the Lungau, Pongau and Salzburger



Lake District LEADER regions. Despite the COVID-19 crisis, the project managed to involve youth groups and schools, including a polytechnic college, an agricultural school, a high school, a tourism school, and a trade academy. The project initiators founded the Lern.Film.Studio association to bring together stakeholders from the film and media industry. They then designed workshops which were delivered by experts in communication, journalism, filmmaking and media technology during the 2021/22 and 2022/23 school years.

Workshop #1 'Good news - Fake news'. With a focus on introducing media literacy skills, this workshop explored how news videos are made and discussed the challenge and the impact of fake news. The young participants learnt how to distinguish credible news sources from unreliable ones.

Workshop #2 'Let's make a film'. The young participants learnt about how films are produced and discussed the challenges of news media production with real journalists. They were then introduced to the processes of video production planning (including research, script writing and storyboarding), as well as the principles of ethical journalism and the technical aspects of shooting and editing news videos.

Studio tour/use with fine editing. The young participants took part in guided tours at a film production studio. They visited a recording studio and editing suites, where media professionals explained the technical aspects of their work and offered them the opportunity to try editing sound recordings and film footage.

The project activities also included the establishment of a streaming channel with permanent broadcasting/reception options. This streaming channel was integrated into the homepage of the Lern. Film.Studio association and a regional TV station's website.

The videos that the workshop participants created were presented at different venues across the three LEADER regions, accompanied by panel discussions involving young people, regional stakeholders and a live audience. Here, the issues raised in the videos were the subject of further reflection and exchange.

The project will culminate in 2023 with a news video competition and an award ceremony. The jury will consist of political and media representatives, and this will be quite widely communicated via a print and broadcast media campaign.

Main results

During the first school year (2021/22) around 200 young people participated in the 25 workshops that were delivered. 50 video clips were produced concerning news subjects that were selected by the participants themselves.

The workshops received very positive feedback from participants. They especially emphasised the fact of having been able to choose their own topics. This youth-centred approach has been further embedded through the incorporation of six young people into the Lern.Film.Studio's documentary making team.

The executive committee of Lern.Film.Studio brings together experienced communication scientists, journalists, a regional television station, Salzburg's largest youth organisation, and the University of Salzburg. This is the first time that media and educational institutions work together in this way.

Before the launch of this new streaming platform for film clips produced by young people, there was nothing of this kind in Austria. It will, hopefully, improve societal awareness about the concerns of young people in Salzburg and beyond.

Key lessons

Projects that highlight the social and political concerns of young people are important for two reasons: they help increase intergenerational understanding and can pave the way for young people to be more included and involved in rural civic activity.

Additional information:

 youtu.be/1AxQ-paV_Kc

 [instagram.com/lern.film.studio](https://www.instagram.com/lern.film.studio)

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