



Day 4

Austria

MISSION CONTROL CENTRE

THE PRESS CENTRE OF THE MISSION CONTROL CENTRE

The responsibility for the press work at the Global Village Project lies in the hands of students of the University of Applied Sciences (FH Joaneum).

The Press Centre consists of a team of five to eight people, which are coordinated by the chief editor and head of the day. They have the responsibility for sending the press releases after the team has processed the information.



The Daily Workflow

The daily workflow starts with the press team talking to the staff at the country desks and asking them for the newest happenings of the projects in their countries. These news are then taken and discussed in an editor's conference. There they decide about the content of the press releases and who is going to write about it. The Press Centre of the MCC produces press releases in German and English, which are then translated into other languages by the project teams.



The press releases are daily finished until 4pm and then sent to all Austrian media and the distinguished international media, including newspapers, radio and television stations and the internet. Additionally the press releases including pictures are sent to the media of the participating countries to promote the projects there.

Of major importance for a press release is that it is catching enough to raise interest. It should also include press contacts so that interested persons can get more information.

The content of the press releases of the MCC consist of a part with information about the projects in Austria, a part about projects in other countries and also a general part with information about the Global Village Project.





THE VIDEO CUTTERS

Our video cutter team gets about 2 to 3 videos to prepare each day, whereas most of them come from Austria and the Czech Republic. According to Ingo, video cutting is fun because you can freely use your creativity. The better the videos are in raw, the less our team has to do. Sound and pictures can be processed separately. They check picture and sound quality and whether the volume is homogeneous. In general, pictures have to be enhanced. Then they add an intro and credits, finally data compression is applied.



Our video cutters Ingo and Conny at work

By the way, have a look at the videos on our homepage:

<http://tfz-itm.fh-joanneum.at/gvp/press/villageInMotion>