



Communication & Cooperation Manual for the Global Village Project Action Week 28th May – 4th June 2006 between the MCC and your Project

Dear friends and partners,
in one week the Global Village Project is about to start. In this manual I want to explain again what you and we need to do to make this Action Week to a big success for all of us. **Please read this manual very carefully** and explain it to your team especially to those team members that will communicate and work with us at the Global Village Project – Mission Control Centre (MCC) during the Global Village Action Week from 28th May – 4th June 2006.

1. Communication

Vital for the success of the Global Village Project is the communication between you and your team and us at Global Village Project – Mission Control Centre at the University of Applied Sciences (FH JOANNEUM) in Kapfenberg in Austria.

1.1 Communication Tools

In the main menu of the Global Village Project Website www.globalvillageproject.net you will find the button called “communication”. If you move your cursor on “communication” a sub menu will open that offers you several possibilities how you can communicate with us at the MCC in Austria or also with other youth –led development projects in the 17 countries involved in the Global Village Project.

1.1.1 Global Village Project – Chat Rooms *)

If you click on chat at the sub menu a list with **chat rooms** will open up. Every country that participates in the Global Village Project – Action Week has its own chat room. You just mark the chat room you want to go in. Fill in your nick name at the bottom of the site and click on join. Then a chat room window will open and you can start chatting.

For your nick name please do not use fantasy names but your **givenname_country code**, e.g. **markus_at** this will indicate for every one in the chat room that Markus is from Austria.

*) To be able to use the chat room option you need to install “**Java Runtime Environment**”. This software you can down load for free from the Global Village Project Website. Go on “help” in the main website menu. A sub menu will open. Click on “requirements” and from there you can down load “Java Runtime Environment. Keep in mind without this software you will not be able to use the chat rooms.

1.1.2 Global Village Project – Teamspeak *)

The next communication possibility that the “communication” sub menu is offering is “**teamspeak**”. Teamspeak is an online telephone possibility. With a head set (you will need that) you will be able to speak to the MCC as well as to all other projects in the 17 countries around the world that are involved in the Global Village Project – Action Week. The good thing is that it costs only a local phone call (when you use a modem at your computer) or even nothing when you have a broadband internet connection at your computer.

When you click on teamspeak a list of channels will open. Every country involved has its own channel. Mark the channels you want to use. Fill in your nickname and click on join.

*) To be able to use the “teamspeak” option you need to install “teamspeak” onto your computer. This software you can down load for free from the Global Village Project Website. Go on “help” in the main website menu. A sub menu will open. Click on “requirements” and from there you can down load “teamspeak”. Keep in mind without this software you will not be able to use the “teamspeak”.

1.1.3 Global Village Project - Emails to the MCC

Sometimes it might be difficult for you to use the chat room or the teamspeak option to be able to communicate with MCC. In that case you can send Emails to the MCC. The sub menu offers also this possibility. If you click on “**e-mail to mcc**” a list with Email addresses will open up. Every country desk at the MCC has its own Email address. So if you want to send an Email to your country desk just click on the small letter button beside the name of your country and an email window where the Email address of your country desk is already filled in will open up. Just write your mail and send it and it will reach your country desk.

This Email option is especially installed if you find it hard to communicate with the MCC through the chat or teamspeak option. You can also send your pictures, texts and video clips by mail if you have problems to upload them onto the website.

1.1.4 Help to install Java Run Time Environment and Teamspeak

Many of you have already used the possibility to speak with us during the E – Learning and Chat Session that we have been offering every Wednesday and Thursday at 14:00 Greenwich Meantime (GTM) through out May. During these sessions our IT specialists were helping project leaders to install the chat and teamspeak option onto their computers.

Next week we have the final two E – Learning Session coming up on:

- 1. Session: Wednesday, 24th May 2006, at 14:00 GTM**
- 2. Session: Thursday, 25th May 2006 at 14:00 GTM**

Those of you who had not had the time to participate in one of the E – Learning Sessions and still have not installed “Teamspeak” I want to **strongly advice** to come to join us in one of the last sessions that we are offering before the Action Week will start on Sunday, 28th May 2006.

To find out about the starting time according to your time zone go onto the Global Village Project Website – Move your cursor onto “help” on the main website menu and choose time zone calculator in the sub menu.

2. Your tasks during the Global Village Project – Action Week from 28th May – 4th June 2006

2.1 Minimum requirements you need!

To be able to participate in the Global Village project you need:

a) One computer with Internet access

Best would be if you have a broadband internet connection at your computer but a modem connection will do. With a modem you will need to be more patient as to upload or download material will need more time.

b) Access to a digital photo camera

One of your daily tasks will be to send us digital photos about you project, the people involved and development of it. When you do not have access to a digital video camera, see to it that you have access to a digital photo camera that has a video option for small video clips.

These are the minimum requirements you need in order to communicate with us and participate in the Global Village Project. The next requirements are optional and depend on if you have access to this hard ware or not.

c) Digital Video Camera

With a digital video camera you can make short video clips about your project that you can also send to the MCC. But many digital photo cameras have already a video option for short video clips. That is also fine.

d) A Printer for the exhibition

If you want to print out the results of the action projects in the 17 countries and build up a photo and text exhibition for your local people and decision makers you will need a printer. Colour printer would be great as there will be many photos in the result folders of the various country sites in the Global Village Project – Website at the end of the Action Week. But black and white printer will also do.

2.2 What we need from you every day

during the Global Village Project – Action Week from 28th May – 4th June 2006

2.2.1 Upload Information about your project every day

The MCC will need information from you and your project every day. This information you should upload in the upload section of the website. To be able to do that you need to know how you can upload your material onto the website. Many of you have learned that through training in our E – Learning and Chat sessions every Wednesday and Thursday throughout May. Those of you who had not had the time yet to join us yet I want to strongly advice to join the last two E – Learning and Chat Sessions that will take place on:

- | | | |
|--------------------|---|---------------------|
| 1. Session: | Wednesday, 24th May 2006, | at 14:00 GTM |
| 2. Session: | Thursday, 25th May 2006 | at 14:00 GTM |

To find out about the starting time according to your time zone go onto the Global Village Project Website – Move your cursor onto “help” on the main website menu and choose time zone calculator in the sub menu.

So this is what you need to do every evening:

Every evening during the Global Village Project – Action Week when you stopped working at your project, please upload or send:

a) Digital Photos

During the day make photos about your project and the people that are involved in it. The best gimmick for a text is always the picture. A picture should give the reader an overview about what is happening here. The person should also get the impression to be there.

To reach these goals, you should follow some basic rules. A picture should be extraordinary, lively and give some kind of atmosphere. You can do that in this way:

- Choose an unusual place, or a special perspective.
- Show just a fragment of the whole picture. (But also send the whole picture, so that we are able so recognize details.)

- Make snapshots instead of staged pictures.
- Take pictures of working people. Show how hard you work. Sometimes group pictures are boring.
- Be aware of the light situation: Always use the flash even when you are outside.
- Use landscape format as well as panel format.
- Avoid digital zoom, it will just reduce the quality of the picture.

Taking pictures is fun, and you should show that. Please send us up to 10 pictures every evening that are funny and you like. When there are people in the picture, it is very important that we know who they are and what they are doing. Do not send us just pictures. Give us a little story about the situation the picture is showing.

b) Texts

Write a short summary about your day activities at your project. You can also make small interviews with people that are present at your project. This can be young or adult people, local decisions makers or other interesting or important people. You can also send us small essays or even poems your project participants are writing. Also articles are fine that underline the importance of your project.

Always write the most important facts into the first paragraph and make the reader interested in reading the whole text. You should answer the following questions:

WHO?
WHAT?
WHEN?
WHERE?

These questions are recommended too:

HOW?
WHY?
WHO wrote the text?

If the first paragraph gives an answer to the most important questions, it is easier to use the text, and it will save the journalist a lot of time. The order of the questions can be different from time to time, because you should always tell the important stuff first.

Journalists are cutting down reports to make them fit into their type of media. For example a radio station is not going to read the whole press release. Often a text is cut down at the end with the sad result that probably important information at the end of an article is lost. Because of that you should always write important information first.

A text should be no longer than 360 words (without your headline), only special events like the end of a project or a special visit can contain up to 450 words.

Short paragraphs are easier to read, and the more you concentrate on essential fact, the more likely it is that it will be published in the media. A short report is more interesting than a 10 page text.

Do not lay out the text, just write it. The lay outing and editing will be down at the MCC by us. This will save you a lot of time.

Checklist for Texts

- WHO? Name of the person (if interesting also profession, age, etc)
- What happened? (also small funny accidents, funny stories are always good)
- WHEN? Date (sometimes time)
- WHERE? which project?, place
- HOW and WHY? Did something go very well, or did you have problems? Why did it work so good?(for example: unexpected help, unexpected problems, special events)
- Who is the author? If you want, you can add your name as a by-line.
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c) Video Clips

Videos can do much more than pictures. "Moving pictures" are the kings of all types of journalism. The rules are similar to the rules for pictures. There are only some special rules you should keep in mind.

- **Movement**
It is very important that videos show some kind of movement. E.g. it would be best to show people who are working in the project.
- **Why should there be movement in the video?**
Have you ever watched a nature-documentary, say a movie about lions and antelopes? The moment the lion is hunting the antelope, the movie starts to get exciting. Make your videos interesting. When you make a video, ask yourself the following question: Would you watch the video if you did not know anybody in it. If you are glued to the screen, you did a good job.
- **Short and Exciting**
A video should be short and exciting. Keep it below 4 minutes. Only very important events allow a video that is longer than 4 minutes. Think about music-videos, only a few songs are longer than 4 minutes. The reason is for the short duration is that the longer a video, the faster the person watching the video gets bored. The main goal of music-videos is to sell as many CDs as possible. The main goal of our videos is to sell our work in the best way.
- **Information about the video**
After you finish the video, there is only one important step left: before you send it to the Mission Control Centre, you have to send us information about the video. Include a description of the following: **WHO** is in it? **WHAT** happens in the video? **WHEN** was it produced? **WHERE** was it produced? **WHO** was involved in the production? (camera, direction, cut?)

Only when we get these information materials from you every evening we will be able to fulfil the following tasks at the Global Village Mission – Control Centre the next day!

3. Our Tasks at the MCC in Austria and what you will get from us

3.1 Opening Hours of the MCC in Austria

For organisational reasons we can not provide a 24 hour service for your project at the MCC in Kapfenberg. The opening hours of the MCC will be between 09:00 and 17:00 Austrian Time. To find out about the opening hours of the MCC according to your time zone go onto “help” in the main menu of the Global Village Project – Website and click on “Time Zone Calculator” in the sub menu.

3.2 The MCC – Country Desks

Every country involved in the Global Village Project has its own Country Desks at the Global Village Project – Mission Control Centre. At these desks will sit young people that will communicate with you and your project during the entire Global Village Project – Action Week from 28th May – 4th June 2006.

3.2.2 Tasks of the MCC - Country Desks

3.2.2.1 Editing and lay-outing your information


Every morning the country desk people will go onto the Global Village Project – Website and down load the information (photos, texts, video clips) that you have uploaded or send the previous evening. They will look through the material that you have sent, will edit it and put it into a nice lay out. The editing and lay-outing will happen on a specially prepared “result templates” (paper size A4).


3.2.2.2 Upload the results templates on the Global Village Project – Website

Until evening the Country Desk people will upload the result templates (paper size A4) into the result folders of your country site in the Global Village Project – Website. The results folders you will find when you go onto your country site in the Global Village website. There you will find the following list:

DAILY PROJECT RESULTS 2006

 day 1  day 2  day 3  day 4  day 5  day 6  day 7

When you click on  day 1 you will find there the results templates your country desk have produced from the information material (photos, texts, video clips) that you have send in the evening of your first project day in this case 28th May 2006.

The result templates of the following day 29th May 2006 you will find when you click on  day 2 and so it will go on until the end of the Action Week.

Those result folders you will not only find on your country page but as well on the country pages of all other 17 countries that are involved in the Global Village Project – Action Week. In that way you can also see what is going on in the other countries.

You can down load and print the result templates from your country side as well as from the country site of the other countries and in that way produce your own Global Village Project – Exhibition that you can show to your local people and decision makers as well as press and media.

3.2.2.3 Preparing information for the MCC – Press Centre

The country desks that will receive your information material will select the most interesting parts of your information and pass it on to the MCC – Press Centre.

3.2.2.4 Translate the Press Release into the main country language

The country desks will translate the press release that will be produced by the MCC – Press Centre into the main languages of the participating countries.

3.2.2.5 Send out the Press release to local, regional and national press & media

Your country desk will send the translated version of the press release to your local regional and national press and media. That is why we have asked you to send us the address, phone and fax numbers as well as Email addresses of the newspapers, radio and TV stations you work with.

3.3 Tasks of the MCC – Press Centre

3.2.1 Produce at Press Release very day

At the MCC – Press Centre students from the University Department for Journalism and Organisational Communication will go through the information material that they will receive from all 17 MCC – Country Desks. From the most interesting information they receive from the various countries the students will write a press release. These press releases are produced by the MCC – Press Centre in English and in German.

The Country Desks will then translate the English version of the press release into the main language of the country they are responsible for.

3.2.2 Press contact at the MCC

You can of course reach the Press Centre at the MCC during the opening hours through your country desks. Either through chat or teamspeak or through the country desk Email address. But every country has also its own student for Journalism and Organisational Communication who will coordinate the press and media work for your country. The student has already made contact with you in the previous months and weeks.

3.2.2 Press Centre on the Global Village Website

We also provide an online Press Centre on the Global Village Project – Website. Go onto the main website menu and move your cursor onto “press centre”. A sub menu will open:

a) Press Releases

When you click on “press releases” a list of press releases folders will come up according to the main languages that are spoken in the 17 participating countries. In those folders the press releases that the Press Centre produces every day are uploaded. You need to go to the language folder of the main language that is spoken in country. If you click on this language folder, a list with press releases that have been produced so far will open up. You can then download any of those press releases and print them.

b) Press Kit

When you click on “press kit” you will come to a window with two Global Village Press Kits - one in German and one in English (for organisational reasons we can not produce press kits in all languages). The press kits will give all important information about the Global Village Project and the country and projects involved.

c) Pictures

When you click on “pictures” you will get the best press pictures from action projects of the various countries involved in the Global Village Project.

d) Village in Motion

When you click on “village in motion” you will get a list of the best video clips that were produced in the various action projects and sent to the MCC.

e) Press Contact at the MCC

Here you will find a list of those persons with their Email addresses that are in charge for the press and media work of your country at the MCC.

f) Press Contact Countries

Here you will find a list of those people (mainly the project leaders) that are in charge for press and media in the countries.

From the online Global Village Project - Press Centre you and as well as important press and media can get all the important information (daily press releases, pictures, video clips, press kit, contact addresses) they might need to write articles or produce radio and TV broadcasts.

4. Additional Important Information that you will be able to find on the Global Village Project - Website

4.1 Information

When you move your cursor on “info” a sub menu will open that offers you important background information on the Global Village Project.

Background

Here you get information on how the Global Village Project developed.

About the MCC

Information and pictures on how the MCC in Kapfenberg/Austria is functioning

Follow Up

You can read about our plans how we want to continue with the Global Village Project in 2007 and beyond and how you can join this global process with your project and youth initiative.

Millennium Development Goals

One of the main goals of the UN Mission Control Centre is to promote the role young people can play in achieving the UN Millennium Development Goals. Here you can read about them and have access to important internet links.

Archive

Here you can have access to the website of the Global Village Project - Pilot Project that we organised in 2005 under the name “United Games 2005 – Youth in Action – Mission Control Centre”.

Team

Here you have the list of all Austrian team members that are involved in the Global Village Project and who have built our website and will organise and run the MCC at the University of Applied Sciences in Kapfenberg/Austria during the Global Village Project – Action Week.

4.2 Countries

When you move your cursor on “countries” a sub menu with continents will open up. If you move your cursor on one of the continents another sub menu will open with the list of the Global Village Project Countries on that continent. If you click on one of those countries the country page of this country will open where you can get all important information about the project and youth initiative that is organising the project.

4.3 Projects

When you move your cursor on “projects” a sub menu will open with a list of topics and issues. If you move your cursor on one of those topics another sub menu will open with a list of projects names. If you click on one of the projects names you will come on the country page where the projects is being organised.

4.4 Contacts

When you click on “contacts you will get all contact addresses of all projects and project leaders that are involved in the Global Village Project 2006.

4.5 Help

Here you will find in the sub menu “how to’s” and requirements. Under “how to’s” you will get help on:

- [How to install Teamspeak](#)
Teamspeak enables you to talk to the MCC or to other Action Projects over the Internet! This tutorial shows you how to install this applikation.
- [How to use Teamspeak](#)
This tutorial shows you how to use Teamspeak.
- [What should my texts and pictures look like?](#)
This tutorial shows you how your uploaded texts and pictures should look like.
- [Time Zone Calculator](#)
This Time Zone Calculator helps you to convert your local time zone into the GMT (Greenwich Mean Time) and time zones from other countries.
- [The Action Toolkit from the 3rd World Youth Congress in Scotland – “Nothing for us...without us”](#)
- [The Millennium Development Goals Youth Action Guide](#)