

MEDIA

INFORMATION

WORLDSKILLS LEIPZIG 2013



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LEIPZIG UNIVERSITY OF APPLIED SCIENCES AND FERNSEH-AKADEMIE
MITTELDEUTSCHLAND PRODUCE WORLDSKILLS TV – MDR FOLLOWS
WORLDSKILLS WITH TRIMEDIAL TRAINEE PROJECT

Leipzig, 8. May 2013: Students from the Leipzig University of Applied Sciences Media Faculty (HTWK Leipzig) and Trainees at Fernsehakademie Mitteldeutschland (FAM, Television Academy of Central Germany) are in the process of producing a comprehensive TV program about WorldSkills Leipzig 2013. Around 50 students from HTWK Leipzig, functioning as editors, producers, cinematographers and cutters will shoot 60 video clips, showcasing all 46 jobs and the more than 50 participating countries. These videos will be available on the WorldSkills channel at youtube.com.

"For our students, the WorldSkills TV project is a unique opportunity to gain practical experience at a large-scale event", explains Prof. Dr.-Ing. Uwe Kulisch, Dean of the Media Faculty at HTWK Leipzig. "Planning and establishing the media infrastructure for such a large project is an exciting challenge for those involved, as will be the actual editing and producing during WorldSkills."

Equipped with nine cameras and an HD-broadcasting van, around 40 trainees and students from both FAM and HTWK Leipzig will be generating a video feed that will be available via satellite to TV stations around the world. "Our students are learning - under professional guidance - how a TV production for a major event works", says Tilo Fiebig, Director of FAM. "In that respect, WorldSkills is a great challenge and a unique opportunity for FAM in our twentieth year of teaching and training."

MITTELDEUTSCHE RUNDFUNK (Central German Broadcasting, MDR) will report about WorldSkills in a trimedial trainee project. Assisting the editing

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and filming are a number of MDR trainees. Two well-known TV reporters are also on board to handle the news coverage. A radio personality will give portrayals of selected participants. The focus of project, however, is online reporting, which is why several smartphone reporters will roam the fairgrounds and post impressions, pictures, videos and audio clips online. On top of this, mdr.de will host a live stream of the Opening and Closing Ceremonies.

"Even in the pre-planning phase, the students from HTWK Leipzig and FAM and the trainees at MDR are already showing a remarkable level of professionalism and dedication", comments Hubert Romer, CEO of WorldSkills Leipzig 2013. "I am convinced that WorldSkills TV as well as the trimedial project will be complete successes."

Under the patronage of the German Federal Chancellor Dr. Angela Merkel, WorldSkills Leipzig 2013 will take place at the Leipzig trade fair, July 2-7. At the Competition, more than 1000 skilled youth up to the age of 22 from all over the globe compete for the world title.

Find out more at: www.worldskillsleipzig2013.com. Contact for Journalists: Werner Kipp, Kipp@worldskillsleipzig2013.com.

WorldSkills Leipzig 2013 is funded by the Federal Ministry of Education and Research, the Saxonian State Ministry of Economy, Technology and Transportation and the European Social Fund.

WorldSkills Germany is the national Member organisation of WorldSkills International. WorldSkills Germany supports top performance and creates platforms for successful careers by hosting regional and national skills competitions. The organisation was founded in 2006. WorldSkills Germany is also a member of WorldSkills Europe.

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Find out more at: www.worldskillsgermany.com. Contact for Journalists:
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WorldSkills International is a not for profit membership association open to agencies or bodies which have a responsibility for promoting vocational education and training in their respective countries/regions. WorldSkills International operates worldwide in 66 countries and is politically and denominationally neutral.

WorldSkills International provides a unique means of exchange and comparison of world-class competency standards in the industrial trades and service sectors of the global economy.

Find out more at: www.worldskills.org. Contact for Journalists: Michelle Bussey, Michelle.Bussey@worldskills.org.

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