



Leonardo da Vinci
Pilotprojekte

A Leonardo da Vinci II Project
European Union

**Oliver Baiocco, Francesca Giordano, Peter de Groot,
Arthur Janas, Andrea Stein (Editors)**

How to counsel tomorrow?

Aspects of future vocational counselling in the media sector

**MEDIA
COACH**

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How to counsel tomorrow? Aspects of future vocational counselling in the media sector

Oliver Baiocco, Francesca Giordano, Peter de Groot, Arthur Janas, Andrea Stein (Editors)

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- 1990 – 1992 Production Assistant to CEO of West-Film Film- and TV production, Düsseldorf/Germany
- 1992 – 1996: Management Assistant, consultant and counsellor for qualification and career planning for the NRW Film Foundation (Filmstiftung NRW GmbH)
- Since 1996: CEO Association for education and training in the media industry (Verein zur Förderung der Aus- und Weiterbildung in der Medienwirtschaft e.V) / AIM Coordination Centre for Training in Media professions

Oliver Baiocco

- Studies: Political Science and Economy (Duisburg / Bologna)
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- 1995 – 2002 CEO EU-Center of the Regional Government of Cologne
- Since 2002: Deputy Director of the vocational college Aachen in Simmerath/Stollwerk.

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Artur Janas

is the Vice-Director for Labour Market Matters at the Provincial Labour Department (WUP) of Torun (sociologist). He was engaged in the creating and development of the system of the public services of employment in Poland in the beginning of the 90s. He has participated in several meaningful international programmes, such as for example:

- Rural Area Activity Stimulating Programme conducted in Kujawsko-Pomeranian province with the support of a loan from the World Bank, started in April, 2000,
- PHARE 2001 Operational Programme - Social and Economic Cohesion. Kujawsko-Pomeranian programme of advancing personnel qualifications.

- Leonardo da Vinci Programme: The development of European information and vocational guidance based on a video-conference method alternative to the traditional forms of informing and guiding (VOGUE).
- He is involved in works the Sector Operational Programme – Human Resources Development (SOP RLZ).

Ewa Banaszak,

- Careers Adviser at Nicholas Copernicus University since 1994. She also leads workshops for students and co-ordinates training programmes.
- Ewa has participated in international projects within LEONARDO DA VINCI PROGRAME connected with organisation and development of the career services in Poland. She is a member of the Association of Graduate Careers Advisory Services (AGCAS).
- As she graduated from the Polish Faculty of Nicholas Copernicus University in Torun, literature and teaching are still her passion.

Janusz Bokser,

the head of the first in Poland Centre of Information and Planning of Vocational Career in Torun which is a specialised entity of the Provincial Labour Department where the vocational advisors collect and make available information on professions, labour market and options of achieving professional qualifications, as well as help the customers to take some vocational decisions. He is co-funder of the Polish Association of Educational and Vocational Guides. Janusz holds a MA in Education; he has got a rich experience in international programmes.

THE NETHERLANDS

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■ Qualifications

MSc. in Sociology at the Political and Social Cultural Faculty of the University of Amsterdam with a special attention for Foundations and Methods of Sociological Research and the Sociology of Education. Film/Audio-Visual Communication also at the University of Amsterdam.

■ Professional experience

For the last eight years Peter de Groot has worked as an independent Senior Consultant and Project Developer for a variety of organizations. For instance the Foundation ABC (Audiovisueel Branche Centrum), the National Employment Agency for Arts & Media and MiraMedia. Before this period he worked among others as an Associate Director of the Centre for Arts & Media Management of the Utrecht School of Arts. He also worked as an author, trainer and developer in post-graduate turn-around programmes in media (facilities) management. This work was done for major broadcasters and facilities houses.

ITALY

Francesca Giordano (MAGICA)

- Graduated in Foreign Literatures and Languages at the University “RomaTre” of Rome (English and Russian), she joined MAGICA in 2001 as a collaborator in the organisation and co-ordination of national and international training activities, intended both for young graduates and professionals of the media industry. Among the courses she has been involved in, the European Master of Audiovisual Management (EMAM), funded by the MEDIA Training Programme of the European Commission, Dominio TV and CrossMedia series of specialistic seminars supported by RAI Dept. Human Resources. Since 2002 she has been co-ordinator and responsible for the MediaCoach Project as MAGICA’s representative.

Renata Santoro (MAGICA)

- Since 2001 Renata Santoro has been working as project manager for open and distance learning at MAGICA (Master Europeo in Gestione di Impresa Cinematografica e Audiovisiva), a training centre which specialises in the audio-visual and new media industry, with particular emphasis in law and economics aspects.
- At MAGICA she has been in charge also for writing and submitting projects to companies and national or European institutions, in the framework of programmes such as Leonardo da Vinci, MEDIA, Adapt, Equal, etc.
- She has been the coordinator of several research projects focused on new training needs in the audiovisual field and new professional profiles in the media sector, as well as on upcoming trends and new challenge in the audiovisual market, arising from technological and organisational transformations.

Laura Arrighi

- Born in Rome in 1970. Laura is a graduate in Law. Before entering the media sector, she worked as a Junior Legal Advisor at SPI – Promozione e Sviluppo Imprenditoriale (IRI Group) from 1996 to 1997. She joined MAGICA in 1997; since then, she has been working as a training project manager and co-ordinator of trans-national activities within the framework of different EU programs such as EUMEDIS, EQUAL, IST, Leonardo phase 2, MEDIA- Training 2001-2005).

Table of Contents

volume one ❖ introduction

Print Version

- | | | |
|--|------|----|
| 1.1. New counselling approaches for new types of biographies:
The mediaCoach project | page | 12 |
| 1.2. The changes of individual life and working conditions | page | 13 |
| 1.3. Good example – bad example?
Working culture and conditions in the media and
communications industry | page | 15 |
| 1.4. New questions, new clients, new challenges:
Consequences for counselling demands | page | 17 |
| 1.5. Objective and structure of the handbook | page | 19 |

volume two ❖ poland

Print Version (All Documents in English)

- | | | |
|---|------|----|
| 2.1. Preamble
By Artur Janas | page | 22 |
| 2.2. Media in Poland
By Ewa Banaszak, Marcin Ogdowski, Mirosław Kaczmarek | page | 22 |
| 2.3. Vocational Guidance in Poland
By Janusz Bokser, Ewa Banaszak | page | 33 |
| 2.4. Training Evaluation
Evaluation concerning the training of vocational guides
By Janusz Bokser, Piotr Wełnicki, Ewa Banaszak | page | 43 |
| 2.5. Training Program and Curriculum
(Training programme for vocational guides concerning
the methods of counselling applied to advice people
interested in media jobs)
By Artur Janas, Ewa Banaszak, Janusz Bokser | page | 52 |
| 2.6. Conclusions | page | 62 |

CD

- I. Wstęp - (Introduction)
Artur Janas
- II. Przebieg Realizacji Programu – (Realization of the Programme)
Artur Janas
- III. Media – (Media in Poland)
Ewa Banaszak, Marcin Ogdowski, Mirosław Kaczmarek
- IV. Poradnictwo zawodowe w polsce – (Vocational Guidance in Poland)
Janusz Bokser, Ewa Banaszak

- V. Pilotza – Program pilotażowy szkolenia dla doradców zawodowych w zakresie metod doradztwa zawodowego dla osób zainteresowanych pracą w mediach w ramach programu Leonardo da Vinci MediaCoach
(The Pilot Training Programme - MediaCoach)
Janusz Bokser, Piotr Wetnicki, Ewa Banaszak
- VI. Program szkolenia
Program szkolenia doradców zawodowych dotyczący metod doradzania stosowanych w odniesieniu do osób zainteresowanych pracą w mediach przeprowadzany w ramach projektu MediaCoach
(The Curriculum of the Training Programme – MediaCoach)
Artur Janas, Ewa Banaszak, Janusz Bokser
- VII. Wnioski z realizacji programu MediaCoach (Conclusions)
Artur Janas
- VIII. Materiały (Materials)
- IX. Bibliografia (Bibliography)

volume three → the netherlands

Print Version (All Documents in English)

- 3.1. Preface page 66
- 3.2. Vocational Counselling in the Dutch Media Industry
By Peter de Groot page 67
- 3.3. The Dutch Media Industry
By Peter de Groot page 78
- 3.4. The organisation of social security in the Netherlands
By Peter de Groot page 95

CD

- I. Job profiles in the audiovisual media industry in the Netherlands
Final report (english)
By Peter de Groot
- II. Overzicht functieprofielen Audiovisuele sector per segment (netherlands)
By Louis Spaninks, John Vrakking and Peter de Groot

volume four → italy

Print Version (All Documents in English)

- 4.1. Orientation and Coaching in Italy:
The case of the Audiovisual Sector - Synthesis
By Renata Santoro page 102
- 4.2. Training for Vocational Counsellors in the Media Sector.
Some general aspects
By Laura Arrighi page 106

- 4.3. Structure and concept for training programme for vocational counsellors operating in the media sector
By Francesca Giordano page 109

CD

- I. Glossary of terms (English/Italian)
By Renata Santoro
- II. Orientamento e formazione permanente in Italia:
Il caso del settore audiovisivo (Italian)
By Renata Santoro
- III. Orientation and Coaching in Italy: (Long Version – English)
The case of the Audiovisual Sector
By Renata Santoro
- IV. Advising services and continuous training in Italy: The audiovisual sector.
Presentation. (English)
- V. Ambiti di intervento del counselor professionista in Italia (Italian)
By Francesca Giordano
- VI. Lista guida ai siti nazionali ed internazionali legati al tema dell'orientamento,
della selezione e delle associazioni di counselling (Italian)
By Fransceca Giordano

volume five germany

Print Version (All Documents in English)

- 5.1. The basic structure of professional counselling in media industry
By Oliver Baiocco page 144
- 5.2. Curriculum „Social networks“
By Frank Engel, Ursel Sickendiek, Oliver Baiocco page 173
- 5.3. Curriculum „Social change“
By Frank Engel, Ursel Sickendiek, Oliver Baiocco page 192

CD

- I. Kernbegriffe der gesellschaftlichen Wandlungsprozesse und ihre Auswirkungen auf die Erwerbsarbeit (German)
By Andrea Stein
- II. Analyse der Berufsberatung in der Medienbranche. Empirische Studie. (German)
By Oliver Baiocco
- III. Analyse der Medienbranche in Deutschland:
Medienwirtschaft, Arbeitsmarkt und Beschäftigungsstruktur (German)
By Andrea Stein (German)
- IV. Eckdaten und Struktur eines Trainingspiloten
By Bettina Baum and Oliver Baiocco

- V. Curriculum Medienwirtschaft (German)
Bettina Baum, Jörg Jakobs, Oliver Baiocco
- VI. Curriculum Supervision: Positionierung, Selbstverständnis
und Selbstanspruch von BeraterInnen (German)
Dr. Ingo Dammer
- VII. Handlungsorientierter Leitfaden für den prototypischen Aufbau eines regionalen
Beratungsnetzwerkes für die Medienbranche (German)
By Ulrike Timmler, Anne Katrin Voss, Oliver Baiocco
- VIII. Conference documentation: 1.Regionale Expertenkonferenz: Anforderungen an
die Berufsberatung im Wandel: Die Medienbranche als Motor und Problemfall.
Dokumentation (German)
By Beate Preisler
- IX. Action-Oriented Introduction for the Prototypical Building of a Regional Counselling
Network for Media Vocations in North Rhine Westphalia, Germany (short version of VI.,
English)
By Ulrike Timmler , Anne Katrin Voss, Oliver Baiocco,

volume six → conclusion

Print Version (All Documents in English)

- | | |
|--|----------|
| 6.1. Defining the status quo – Analyses and Reports | page 210 |
| 6.2. Results of national and transnational analyses | page 216 |
| 6.3. Conclusions and perspectives: Who’s the owner of the problem?
- Future responsibilities and tasks of counselling | page 225 |