

RegionalWebTV – A cross border media lab

The media lab **“RegionalWebTV”** (working title) is an alternative regional television program, which focuses on the everyday life of the inhabitants of a particular border region in Austria and the Czech Republic. Mainstream media are more concerned to reach high public coverage and to fulfil pre-defined economic interests than to report on the precise environment of common people. Therefore, the main objective of the “RegionalWebTV” is to promote audiovisual insights on a rural landscape, which is usually not portrayed in the mass media.

People of the northern part of the Waldviertel and the bordering South Bohemian Region are in the centre of this media lab. Their daily lives and their social environment are documented in an aesthetic and informative way that is more related to a cinema documentary style than the fast and superficial style of nowadays TV stations. Global economical and social developments are traced down to a local level and shown in an authentic and unadorned way. Ideas, outlooks, and wishes emerging from that region are mixed together with landscape portraits to form interesting and unique formats.

The main topics of this new project are generally connected with self empowerment of the inhabitants and comprehensive approaches in the region, such as ideas about new ways of living and working together, young people shaping their own future, linguistic exchanges across the border, and in general trendsetters in all kinds of human activities. Thanks to the cooperation with the Filmarchiv Austria (the audiovisual “brain” of Austria), archival sources can be compared and complemented with current events to gain a better understanding of ongoing social, economic, and political developments in the region and in the two countries.

An important element of the media lab “RegionalWebTV” is its participatory approach, which makes it possible for the inhabitants to express their own views and thoughts. To fulfil this community-TV-approach, “RegionalWebTV” will provide basic workshops in filmmaking for the interested population. Additionally, there will be equipment provided to rent as well as an equipped studio for regional productions.

The first trial period of **“RegionalWebTV”** will start with a production lasting about one hour per month, which can be streamed via VOD systems like Youtube and be watched on local cable networks, which are available in some of the bigger towns of the region, like Gmünd and Waidhofen/Thaya.

The long-term targets of this project are to be registered as a non-commercial broadcaster in Austria and the Czech Republic and to broadcast on a daily basis within different national providers.