

## CC4G and the TV Industry



Smile, you're on TV

Computer Clubs for Girls is an award-winning initiative from e-skills UK, supported by DfES. Its aim is to help transform the attitudes of a generation of girls, and get them interested in technology in ways that are relevant to them – one example is by giving girls an insight into the television industry.

Topics in the CC4G courseware which focus on the TV industry include:

- > **Smile, you're on TV!** – the girls listen to the director's instructions and move one of three cameras to shoot a ten-sequence video interview of two celebrities.
- > **Get the Story Out** – working as a news reporter, girls select a news story to cover. Information arrives as they are creating their story, and they have to decide what images and text to include.
- > **On the Spot** – girls attempt to synchronize the commentator of an athletics meeting with her broken autocue.

### What can CC4G do for you?

- > Build links and support schools in your area - raising your company's profile
- > Influence a population of 10 to 14 year old girls – potential future employees and customers
- > Enhance staff professional development and support Corporate Social Responsibility
- > Generate interest in your industry



Girls work with an autocue at an athletics meeting



Girls choose which information to include in a news story

### What can you do for CC4G?

Here are just a few of our examples...

- > Host or sponsor a competition for the best Challenge
- > Visit a CC4G Club to talk to the girls about 'A day in your life' in the TV industry
- > Arrange a tour of a production studio at your offices

### What next?

Are you interested in learning more about the TV industry topics and how you can get involved with CC4G? If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Engagement Team, or email [cc4ghelpdesk@e-skills.com](mailto:cc4ghelpdesk@e-skills.com).