



16 YEARS
1996-2011

Lifelong Learning Week (LLW)
Teden vseživljenjskega učenja (TVU)

Slovenia, 16 – 22 May 2011



Education and Culture DG

Lifelong Learning Programme

Grundtvig Learning Partnership (GRU-PAR-14/10):

'Sowing the Learning Seeds' – meeting in Slovenia, 11 – 14 May 2011

hosted by Slovenian Institute for Adult Education (SIAE)

Event	SLS thematic workshop: <i>How to engage 'old' and 'new' media in learning festivals</i>
Date	Friday, May 13 2011
Location	Garni Šport Hotel Prebold, Slovenia

The minutes of the working group 2	How to improve cooperation with 'old' media (radio, TV, newspapers ...)?
Participants	<p>Erika Brenk, SIAE, Slovenia Ajda Turk, SIAE, Slovenia Alenka Grželj, Slovenia Tina Baloh, Slovenia Lea Leht mets, Estonia Terje Kapp, Estonia Gabriella Bankó, Hungary József Baka, Hungary Emmy Rysdyk, The Netherlands Loretta Needham, Ireland</p>
<p>Findings and recommendations:</p> <ul style="list-style-type: none"> • Single person should be specialist for PR, media. All employed have to inform this person. It is important to have only one person to speak with media. • Gifts (paper cube, pen ...) for celebrating, events, journalist. • Personal contacts with (national and regional) journalists all year round – send announcements, invitations, gifts etc. Give them your mobile phone number. • To send announcement to journalist before the event. Don't give them old information! • Website should be up to date with new notices, videos, photos, interviews etc. We have to systematically work on our website. 	



- To invite and involve public (famous) people to events.
- To involve people who work in old media in new media.
- Funny stories and videos are interesting for journalist also (short clips) – showing on TV, shopping centres etc.
- On the national level we have to publish about event happening on regional level.
- Regional media wants to publish more than national.
- Give videos to institution and ask them to put them on their website.
- To focus on human interesting stories.
- Pick the right title.
- Write your own press release.
- Press kit.
- TV and radio are the most influent media.
- Database should be up to date (correct addresses, names, emails etc.).
- Clear and concise information they want.
- Organise media courses – how to find a good video clips.
- Exchange new materials (videos, photos) with each other – within partners, institutions.

Prepared by:
Erika Brenk and Ajda Turk, both SIAE