



**16** YEARS  
1996-2011

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

**Slovenia, 16 – 22 May 2011**



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

<b>The minutes of the working group 4</b>	<b>What kind of multi-media materials can be used as input for media?</b>
<b>Participants</b>	<p>Mateja Pečar, SIAE, Slovenia            Nevenka Kocijančič, SIAE, Slovenia            Bojan Žnidaršič, Vitra, Slovenia            Janez Strle, TV Oron, Slovenia            Henk Hijink, The Netherlands            Kathryn Laing, Ireland            Annely Vaarpuu, Estonia            Ermo Maeots, Estonia</p>
<p><b>Findings and recommendations:</b></p> <ul style="list-style-type: none"> <li>• Combination of internet &amp; radio; we stressed the importance of connecting different media.</li> <li>• You Tube videos – the combination of voice and visuals.</li> <li>• Using films is the example of good practice in Sweden.</li> <li>• It is very important which level of media you are in touch with: national, regional, local level. Not everything is national news; the role of interviews with locals; local media has a better coverage of local events.</li> <li>• New opportunities – iPhone, iPod, Facebook, Skype; iApp – measurable.</li> <li>• Monitoring/statistics; in AONTAS they are monitoring which news is hot, what pages people click the most; a map of AONTAS LLW page.</li> </ul>	



- It is important for one media to support the other.
- Some pieces of advice for promoting SIAE videos in TV media: 1. SIAE video portraits sent to all TV stations – free to use; fast to send; video should be available in FTP digital format on SIAE webpage (through FTP access to SIAE server; no need for using DVD). 2. SIAE – video page; form 3:4; sending videos to local stations for advertising; they need some information on education because they do not have them enough. 3. For example: on TV Oron there is an interview with the award winner; the recording is put on the SIAE web page, the link is announced, and the promotion has started...
- Links to other organisations – their videos, information.
- Videos of Third Age – produced with media; connecting generations, for example with the specific target group such as emigrants after 2<sup>nd</sup> world war; they are connected by internet; TV ORON sent some DVD to Argentina where they were played on a local TV station that had also Slovenian audience; Slovenian associations in Cleveland.
- Estonia – organising TV shows, TV program in order to promote lifelong learning.
- Promotion with a celebrity (not a politician): in Estonia well-known singers talked about their own learning experience; in The Netherlands a member of a royal family supported the program for literacy. A suggestion: record a video and put it on You Tube.
- Social media is free; people would like to contribute even without getting paid; the role of volunteering; talking about the experience, e. g. reading study circles...
- Promotion in the network of 14 states along the river Danube (Danube media network).

Prepared by:  
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