



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

Slovenia, 16 – 22 May 2011

16 YEARS
1996-2011



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 4	What kind of multi-media materials can be used as input for media?
Participants	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
Findings and recommendations:	
<ul style="list-style-type: none"> • Combination of internet & radio; we stressed the importance of connecting different media. • You Tube videos – the combination of voice and visuals. • Using films is the example of good practice in Sweden. • 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. • New opportunities – iPhone, iPod, Facebook, Skype; iApp – measurable. • Monitoring/statistics; in AONTAS they are monitoring which news is hot, what pages people click the most; a map of AONTAS LLW page. 	



- 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 2nd 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 YouTube.
- 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:
Mateja Pečar, SIAE