



## ROMUNIAN LLW G 1 PROJECT DISSEMINATION PLAN

### Objectives:

1. Promote the European Dimension of learning and the participation of Romania in European Projects, as well as the cooperation at the international level
2. Promote the experience and good practices regarding the organization of LLW in Adult Education institutions.
3. Promote LLL and Adult Education according to the European standards, principles and education strategies, and the documentation on adult education (i.e The Memorandum on Lifelong Learning from Lisbon)
4. Strengthen the eligibility of the Adult Education/ Permanent Education sector towards the local and governmental authority
5. Attract collaborators/partners for LLW
6. Implement the LLW outputs
7. Implement LLW/FST at the level of other institutions which become LLW providers
8. Stimulate the community in order to be more active in the education filed

### Stages for implementing the dissemination plan:

- A. **Dissemination Seminar** in the Adult Education Network regarding all the phases of the project, discussion regarding the dissemination strategy with the regional/local coordinators la nivel local/regional and the outputs that have to be disseminated (Cluj-Napoca)
- B. Preparing the **dissemination package**<sup>1</sup> which should contain:
  - leaflet, poster
  - manual, questionnaires for participants ans providers,
  - a presentation of the project and it's outputs
  - LLW flyers
- C. **Undergoing dissemination** at the local/regional level
- D. **Collecting** the materials that have been used for the dissemination: photos, video materials, articles, web pages etc.

### Dissemination:

WHAT are we disseminating?

1. LLW Project as a whole: (objectives, partners, outputs, etc.)
2. LLW: manual, questionnaires, web page, e-bulletin, leaflet, poster, other materials that have been elaborated during the project

HOW are we disseminating?

- By the dissemination package
- By presentations within seminars/conferences
- By articles (written press, internet)
- Radio, TV broadcasts

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<sup>1</sup> The Package will be sent to the regional/local coordinators from the regional Centres for Adult Education, together with a floppy disk which comprises the materials they need to multiply



- By a direct approach of different institutions/associations/organizations from the Adult Education non-formal sector and from other fields as well
1. National level – the LLW national team
    - a. **Seminars in the country** where the info materials, the LLW outputs are disseminated (through IIZ-DVV Project Ro)
    - b. **articles** published in the national press, internet
    - c. **articles** published in magazines for Adult Education (i.e. Paideia)
    - d. **Socrates Agency Bucharest** – LLW Project as an example of good practice
    - e. **Ministries - lobby**
  2. Regional/local level – the coordinators team
    - a. Seminars, different activities within the institution
    - b. Local press: articles
    - c. Implement the dissemination package at the level of the institutions which collaborate and participate in LLWs/FST: Cultural Houses, Rural Cultural Centres, Libraries, NGOs, Chambers of Commerce, Teachers' House Institution, Enterprises, City Halls, County Halls, Universities, Museums, etc.
    - d. Stalls with the LLW materials

Prepared by Ioana Florescu, national coordinator LLW project, ANCZEA



## **ROMANIAN LLW MEDIA PROMOTION PLAN**

The promotion of the Romanian Lifelong Learning Festival is undertaken by the national, regional/local coordinators as well as by all LLW providers, and it is accomplished by:

1. Preparing promotion materials: posters, leaflets, booklets, articles, info maps for mass-media representatives, etc.
2. Partnerships with Media Promotion Agencies as local/national/international TV, Radio, Newspapers

### **Type of promotion:**

By:

- Radio – international, national, local
- TV – national, local
- Internet (on the web pages of the LLW suppliers, mass-media)
- Newspapers – national/local
- Adult Education Magazines – international, national

### **Form of advertising:**

- Broadcasts of the events (before and while they occur)
- Press conferences (before and during the Festival)
- Talk-shows (during the Festival)
- Interviews (before, during and after the Festival)
- Information stalls (during the Festival)
- Advertisements in newspapers (before, during the Festival)

### **Materials:**

- Poster, leaflets, booklets, catalogues,
- Handouts
- Articles, Ads
- Maps with info materials for the mass-media representatives
- T-shirts, pens, balloons, flags, etc.

Promotion of the Festival at the national/regional/local level

Stages:

1. Meeting of national and regional/local coordinators (June/September)
2. Data base national/regional/local up to date (June-October)
3. Elaborating and preparing promotion materials (September – November)
4. Contacting press representatives, building new partnerships and strengthen the old ones (September-October)
5. Supplying info and materials to mass-media, before, during, after the Festival (September-December)
6. Evaluation of mass-media collaboration, share good practices by each LLW provider (November – December)
7. Monitor the promotion evaluation by the national team (December - June)

### **1. National/international level**



The promotion at the national/international level is provided by the coordination institutions, IIZDVV – project Romania, ANCZEA. Some of the responsibilities in undergoing the promotion at the national level are taken over by ANUP (the National Association of Popular Universities). There are also cases, when local providers promote by themselves at the national/ international level their own regional/local activities and programs.

As for the preparatory phase, the national and regional/local coordinators meet in order to establish the promotion strategy which comprises the following topics:

- the national promotion of the Festival
- producing of materials (national, regional, local)
- distributing responsibilities on national/regional/local level
- financial support for advertisement and promotion

The national team is responsible for:

1. Creating a national data base: addresses, contact persons of national media
2. Organizing and undergoing the national press conference (Bucharest)
3. Producing the national poster which is distributed to regional/local coordinators
4. Producing the national catalogue with providers, activities, program, places where activities are held, distributed to the regional/local coordinators (if the financial support is offered for this issue)
5. Advertisements and articles in the national written press and Adult education Magazines.

## **2. Regional/local level**

Each regional/local coordinators of LLW together with other providers produce their own information and promotion materials, they establish partnerships with local newspapers/TV/Radio. In most of the cities, the regional/local media services are for free. The mass-media providers are interested in offering education programs and the initiative come many times from the press representatives.

Besides the partnerships with mass-media, the regional coordinators are collaborating with students, volunteers for local promotion. They are advertising the Festival and the activities in the street, shopping centers, Universities, etc. (informal places) using handouts with the program and activities of the Festival.

The regional/local team is responsible for:

1. Regional and local data base
2. Building/strengthen Partnerships
3. Press conferences at the beginning or during the Festival
4. Talk-shows – radio and TV
5. Regular broadcasts (during the Festival)
6. Articles (before, during and after the Festival)
7. Regional/local promotion materials: posters, leaflets with local/regional activities, handouts, promotion maps for mass-media representatives
8. Report their promotion process to the national coordinators.



During the previous editions, there was no monitoring of the promotion process at the regional/local level but due to the experience provided by the project, national coordinators will develop this section for the future Festivals.

For the 2003 edition, the national coordinators elaborated a questionnaire for collecting data about types of promotion, materials used for promotion, etc. from the regional/local coordinators and LLW providers. Please see annex 1.

More details about the promotion process are to be seen in the LLW report and analyses.

Prepared by Ioana Florescu, national coordinator LLW project, ANCZEA

Arad, June 2004



## QUESTIONNAIRE

Regarding the promotion of the Festival of Your Opportunities, RO

Please mark the option you consider to be fit for your case.. If necessary, mark more than one option for each section. Thank you for your cooperation.

We promoted the Festival and the activities/program by:

### Radio

- Local Station
- National Station
- International Station

### Television

- Local
- National
- International

### Internet

- Web page (please specify)
- Other web pages (please specify)

### Written Press

- Local (please specify)
- National (please specify)
- International (please specify)

### Adult Education Magazines

- Local (please specify)
- National (please specify)
- Informal promotion (i.e. street, University, shopping centers, etc.)

## II. How was it promoted?

- Press Conference

### Broadcasts

#### 1. Radio

- before the Festival
- during the Festival
- after the Festival

### Content of broadcasting

- interviews with participants/guests
- interviews with coordinators/providers
- talk shows
- reportages of press representatives



## 2. TV

before the Festival  
during the Festival  
after the Festival

### Content of broadcasting

interviews with participants/guests  
interviews with coordinators/providers  
talk shows  
news and reports about FST  
images from the FST activities

### Written press

Articles published by press representatives  
Articles published by the coordinators/providers  
Interviews with coordinators/providers  
Interviews with participants/guests/partners  
Ads

### Materials elaborated for promotion

Poster  
Leaflets  
Handouts  
Info Maps for press representatives  
Articles, ads  
Catalogues  
Other (please specify)

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## III. Type of collaboration with mass media

Please specify what kind of collaboration you have with the press (free of charge/paid services/ exchange of services)