

Sensitization Concept for spreading and promoting the TRIMEDIAL curriculum and train-the-trainer programme

Developed by KfJ (<http://www.kfj.at/>) with the help of the TRIMEDIAL project partners

For the final months of the project, we recommend the following steps:

- 1) Each of the ten project partners of the TRIMEDIAL project will be kindly asked to collect mail addresses of leading media in his or her country within the next weeks. The procedure should work as follows:
 - Each project partner lists the **ten most important local or regional media houses** in his/her country and adds to the name of the media institution a valid e-mail-address. A personalized address of an editor-in-chief or a human resources manager of the media house is better than a general or anonymous address.
 - Each project partner will also be asked to choose as a **second country** the country he or she did his first research upon (→ the empirical research on the actual demand). E. g. in the case of Austria, this will be Switzerland. Each project partner makes a list of some (about five) of the most prominent and important local or regional media in that country too.
 - On the list, there should be **print media** as well as **radio** and **TV stations**. Pure online media should be excluded because normally they already practice multimedial work (with the exception of online media which also have articulated a special demand or deficit in further training). For example for Austria, the list could contain:
 - The five most important local and/or regional dailies ("Salzburger Nachrichten", "Kleine Zeitung", "Tiroler Tageszeitung", "Vorarlberger Nachrichten", "NÖN")
 - The three most important radio stations with local programmes (ORF, Antenne-Verbund, Life Radio)
 - The two most important TV stations (ORF, Salzburg-TV)

Of course, this procedure can be nationally adapted under the aspect of the special media landscape in each country.

Amendments from DHA:

- Each project partner should also collect addresses of the most important **media schools, academies, (further) training associations** and **occupational unions** in his/her country to spread the TRIMEDIAL information also amongst them.
 - We propose that media communication instruments as the *journalist, cut, MMM, epd medien, funkkorrespondenz* – these are the German ones; journalistic magazines so to speak – should be involved in the address list for the press release as well. So each partner should include their **classical journalistic magazines** in their national address list as well.
- 2) Thus, we will obtain a list of Europe-wide media contacts which will contain about **100-200 mail contacts to chiefs and/or managers**. Please note again that the focus should be on local or regional media working in the print, radio or TV domain. This is the target group of the TRIMEDIAL project. Human resources managers or editors-in-chiefs are preferred contacts for the sensitization process.
- 3) On **the two regional workshops in Maastricht and Maribor** to be held in June 06, the TRIMEDIAL project partners should discuss the following things with selected invited media managers:
- How do they want to be informed best about the curriculum and the train-the-trainer programme?
 - Again: Which demands do they have, which lacks and deficits do they see? Did the demands change during the running time of the project? If yes, in which way?
 - What is the significance of a standardized Europe-wide curriculum? Do the media managers want to learn and gain profit by Europe-wide participants or do they prefer



offerings in a national or even regional context? In which language should these trainings be held?

- On the workshop, the media managers should get the (last) chance to adapt or add things to the curriculum and the train-the-trainer manual. The regional workshops should also be used to **develop regional/national adaptations of the international curriculum** under regard of the specific needs of each country.
 - We should also discuss the media and press strategy with them.
- 4) In a next step, KfJ will produce a **press release** (after the sensitization workshops!) which will contain all the information about the available TRIMEDIAL documents. This key press information will summarize...
- the most important data and facts of the **TRIMEDIAL research** – why is there a clear demand on trimedial further training?
 - the most innovative aspects/milestones of **the TRIMEDIAL curriculum** – what is really new and alternative to existing offerings?
 - the most innovative aspects of the **TRIMEDIAL train-the-trainer manual** – how can trainers keep up with the speed of the development and really improve their abilities?

Just to remind you: As a result of the TRIMEDIAL project, the following documents will be available soon in many languages:

- the **TRIMEDIAL curriculum** manual and **teaching material**
- the **TRIMEDIAL train-the-trainer** manual
- The press release should also mention the **TRIMEDIAL research** book meanwhile published by DHA and also available as a free download on the DHA web site. *Please note: The pdf should be available as a free download on all partners' web sites as well (in English, not translated)!*

As you know, the project partners have to **put these pdfs in their mother tongues onto their web sites**. Please note: **We have to arrange a common date for this release!**

- 5) The project partners will be kindly asked also to **translate the press release/the press kit into their mother tongue** and **spread it among their collected mail addresses**.



The press release should also be put on their web sites. If the partner institution already has built up an e-mail divider (e. g. of national media journalists), the TRIMEDIAL press release can also be sent to them.

- 6) In the last step, we should be aware of the fact that the curriculum and the manual should not be left in a virtual state. That means, that the project partners **really should offer some courses they were responsible for when the curriculum was developed (of course, this depends on the budget situation!)**. E. g. Austrian KfJ could offer a course module “Producing Online/Multimedia” which will contain basics of HTML, Dreamweaver, Flash, Photoshop, CMS and all the techniques needed for online journalism if there is enough request. We already hold contact to a renowned trainer who is able to offer the following course packages:

- Photoshop
- Acrobat
- Quark XPress
- Internet Recherche
- Introduction to CMS (on the basis of CMS Joomla)
- Weblogs
- ePortfolios
- Online collaborations and shared working in the net
- Social software/Web 2.0
- Rhetorics
- Presentation trainings
- MS PowerPoint
- Apple Mac OS X

All partner institutions should arrange such contacts if they hadn't already (depending on finances).

- 7) *Amendment from DHA* – sustainability of the project and personal communication, lectures, demonstrations etc.:

All partners should use **media conferences, media fairs, annual meetings** (e. g. the meeting in Tartu of the EJTA) to present the results of TRIMEDIAL. Sandra Uebbing will talk on TRIMEDIAL on the *medienforum NRW* on the 24th of May, e. g. and have a discussion with experts of the media scene after her presentation. **So all partners**



should use a media platform to distribute the results and multiply the communication. Maybe the vice-president, Dr. Meinrad Rahofer, may use the annual meeting of the EJTA in TARTU to present TRIMEDIAL and its overall results as well. We should make a list of **European/international meetings and conferences** throughout 2006 (e. g. *We Media*-conference in London).

Amendment of CFJE:

All partners could invite **keynote speakers** to talk on the TRIMEDIAL topics. E. g. the KfJ is organising a lecture and discussion on "**The Future of Mass Media**" with Prof. David E. Carlson (University of Florida) in the autumn of 2006 in Vienna. On such occasions, the TRIMEDIAL results and materials can be communicated.

We will conclude this strategy paper by a time table:

Deadline:	To-Do for each project partner:
May	Collecting mail addresses of human resources managers and/or editors-in-chief of the most important local or regional media in his or her country (print, radio,TV) or updating/modifying an existing mail address list of media journalists and media managers
May/June	Regional workshops in Maastricht and Maribor to discuss and optimise the dissemination strategy with human resources managers and for the last time talking about the demands and deficits
June	Adaptation of the dissemination strategy as a result of the two workshops; development of the final strategy and press material
June	KfJ will produce a first version of a press release. Topic: All the milestones of the TRIMEDIAL project; discussion of this text in group with all project partners
July-August	Translation of the final press release into all mother tongues; final dissemination of the press release by each project partner as follows:
July-August	In a "concerted action", we should release the final press information after all partners have translated the TRIMEDIAL documents into their mother tongues and put the documents on their web sites
August	Collection of all national press clippings, eventually again quoting them on the common web site or on the web sites of the partners
September	Final evaluation and input/output analysis