

Public Relations and Journalism for Adult Educators

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Curriculum

- Train Adult Educators to effectively communicate about their work using journalistic and PR competences

Webinars + Handbook

- Use the online methodology as for training purposes (e.g. flipped course design), to create a community of practice etc.

Guide

- Know-how and know-why for Adult Educators who are communicating about their work within the european AE community



Parts of the Curriculum

1 Journalistic 'news value'

Selection and structure of information and concrete ideas for stories

2 Collection of relevant information

Information platforms and media in the field of adult education, interviews

3 Writing as a construction/constructive process – between reality, stereotypes and PR

Values and attitudes in journalism, the relationship of truth, reality, objectivity and subjectivity

4 Using online media and writing for them

Personal use of media, online versus print media, requirements of writing for online media

5 Making adult education more visible in media

European (online) media on adult education, making adult education more visible in media, writing journalistic texts and especially headlines and teasers/introductions

6 Writing good PR texts

Focus on facts and content, creativity and humour in texts, organisation of PR work



Approach of the Curriculum

„Adult education is a manifold field and adult educators are its experts“

- framework to design and implement trainings
- 6 different modules – mix, select and adapt
- collection of teaching/learning materials
- reflection as a core element



Module 1

Journalistic news value



Module 2

Collection of relevant information



Module 3

Writing as a construction / constructive process – between reality, stereotypes and PR



Manipulation



Manipulation
by cropping



Module 4

Using online media and writing for online media



Online reading is different to reading printed media

Online readers...

- ... skip and skim information
- ... jump from one to the next headline
- ... spend little time on the site
- ... prefer clicking links instead of reading to the end
- ... do not like long texts – online reading is more exhausting than reading print media



Module 5

Making adult education more **visible** in media

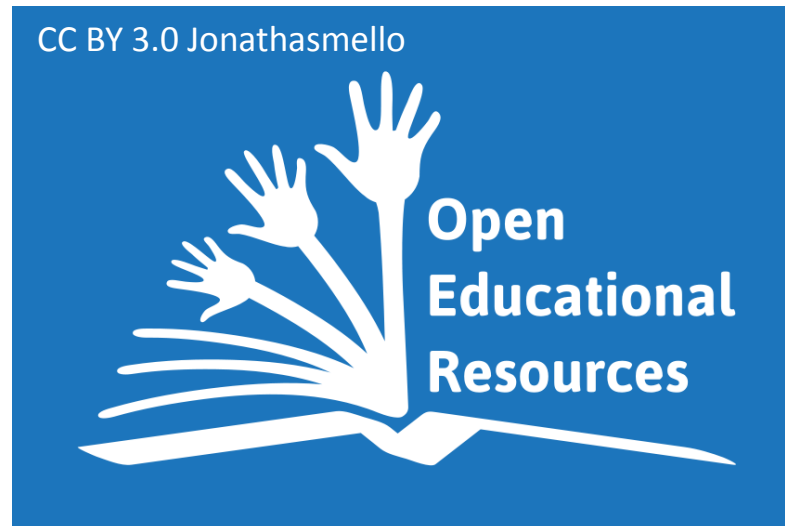


Module 6

Writing good PR texts



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Share & Adapt the curriculum and it's materials

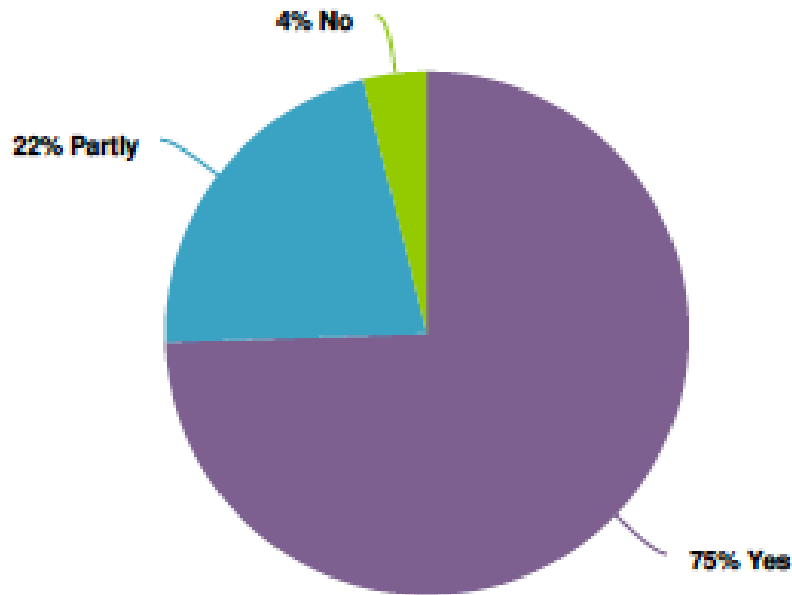


The authors encourage to give certificates to the learners, who have finished the training based on the curriculum



Evaluation: Facts & Figures

Overall Satisfaction: 78,5% percent score 7 or higher (scale 1-10)



Relevance: 75% totally, 22% partly

- **Transfer:** 79,6% think the knowledge/skills can be used in daily professional life
- **Effectiveness:** 3,9 on average (scale 1-5)
- **Content satisfaction:** 78,2% score 7 or higher (scale 1-10) – need for more exercises/examples
- **Coherence:** good; various ideas for going deeper and broadening the perspective on media (17,4% miss additional content)

Evaluation

Conclusions

- The curriculum is a very good tool to train Adult Educators to acquire relevant competences in journalism/PR
- To use it in a flexible way and tailor the training to a certain target group, it is helpful to know the whole framework very well and adapt it properly

