

Teaching/ learning materials for adult educators: Journalism and PR

Using the example of illiteracy & basic education

Modular curriculum // simulation game // webinar // manuals

- Created by pros for curriculum development and journalism in the field of adult education
- Result of a strategic partnership / adult education (Erasmus+)
- Scientific support and evaluation of the products
- Materials proven in practice, module-like setup
- Aid for teaching staff, materials for learners
- Use for free (Creative Commons licensing 4.0, CC BY-SA)
- Languages: English, German, French, Dutch, Romanian, Portuguese, Danish
- Topic such as: How do I find the right story? How do I write a good press release? How do I plan an effective campaign? How do I use social media? Where can I find European specialist media for adult education? How do I position the topic of basic education on site? How do I treat stereotypes and fakes?

Download on
www.let-europe-know.eu

(as of March 2018)



The goal of the **Let Europe Know about Adult Education (LEK-AE)** project is to enable adult educators to present their work and concerns in the public sphere. This is done by creating, testing and using teaching/learning materials in the area of journalism and public relations, that specifically target adult education and are tailored to their needs. An exemplary background is the topic of (functional) illiteracy currently topical in Europe.

The LEK materials were initially tested, evaluated and then shared with multipliers in the partner countries in a roll-out phase.

The project is based on the long-standing EU-funded network “European InfoNet Adult Education”, which distributed journalistically prepared news. The project results are included in the subsequent magazine “European Lifelong Learning Magazine ELM” (www.elmmagazine.eu).

Partner countries and institutions

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| Denmark | Dansk Folkeoplysnings Samråd |
| Finland | European Lifelonglearning Magazine ELM |
| Portugal | Caixa de MitoS Lda |
| Romania | Asociatia Euro Adult Education |
| Belgium/EU | European Association for the Education of Adults EAEA |
| Belgium | Vrije Universiteit Brussel |
| Austria | CONEDU - Verein für Bildungsforschung und -medien |
| Norwegen | Nordic Network for Adult Learning |
| Germany | Katholische Erwachsenenbildung Deutschland - BAG e. V., magazine on adult education |
| Deutschland | Akademie Klausenhof gGmbH |

Examples for LEK teaching materials (PowerPoint slides)



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