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Development of higher education and society by creating a collaborative environment in the field of arts and media through regional student partnership in production of audio/video content

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# PROMOTION of STUDENT WORKS

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[www.StudAVP.net](http://www.StudAVP.net)*



## **1. MEDIA PROMOTION**

Media partners should promote student works through the TV and Radio program in most appropriate time and form that best suits media partner's program schedule.

- *NO LIMITATIONS imposed by StudAVP project. Media partner should decide regarding form and time in program schedule.*
- *The best option of promotion would be to make a special program in TV studio with Contact Person and students as guests, talking about StudAVP project and student movies that will be presented as integral part of the program. 3 or 4 episodes could be made.*
- *The option could be to produce artistic documentary showing students working and talking about the project and movie making. This could be done for every movie separately or in general for all works.*
- *Also, students can be guests in some other TV shows that are related to student's life, promoting project and student works.*
- *Media partners should promote own participation in the project explaining motivation and reasons to become a partner and responsible subject in the society helping and promoting young creative people.*
- *All mentioned should be implemented on radio broadcasters, too.*



## **2. PARTNERS INSTITUTIONAL PROMOTIONS**

- *Academic partners (PC and EU), should organize promotional activities in own institutions in form of projections, special events or panel discussions, etc.*
- *Promotions should also be organized in the institutions that are not the partner in the project. This is part of project dissemination activity. Target institutions are schools related to AV production, student organizations as well as faculties of arts and media. Discussion with students are highly recommended.*

## **3. INTERNET PROMOTION**

- *Showing works trough the official StudAVP site and new portal.*
- *Showing works trough YouTube and Vimeo channel.*
- *Showing works trough institution's website.*
- *Goal is to reach as many number of people as possible.*

## **4. STUDENT FILM AND RADIO FESTIVALS**

- *Activity should start immediately!*
- *Student works should be applied to as many as possible students festivals.*
- ***Institution can apply independently only with student works to which executive production institution was conducting and with PREVIOUS APPROVAL BY COORDINATOR** (due to possible problem of multiple application to one festival)*

## **5. OTHER EVENTS**

- *Use every opportunity to publicly promote project.*