

AGTV: Some strategies for Promoting German

Both the federal and state governments support the learning of languages. Teachers and allies (incl. students and families) need to convince the Principal, Leadership & Curriculum teams and School Councils that learning German brings benefits for the students.

Start by believing every child can learn languages and that learning languages is fun!

Promotion in the Classroom

- Submit regular notices in the newsletter about what is happening in your program
- Display a Word/Idiom of the week (with its meaning) and/or Person/Place/Product of the month to promote general knowledge
- Present awards and certificates at assemblies
- Share a digital portfolio with families of student work, products, photos and/or class PPT
- Collate information about past students for a 'Where are they now' display.
- Invite past students to talk to students and/or ask them to record video messages
- Erect a noticeboard or *Litfaßsäule* to publicise opportunities for German or traces of German in the community e.g. clippings, articles, posters etc.

Find authentic experiences for your students to use their language skills

- AGTV Competitions – for which they receive a certificate to present at an assembly and can be reported on in a newsletter
- Exhibitions e.g. Goethe-Institut or Galleries, Excursions, Language Trails
- Epals / Penfriends – ideally with students from D-A-CH-L or from other schools
- Performances – school assembly, local shopping centres, retirement homes
- Collaborate with a teacher in another learning area e.g. Art, Food Technology class
- Hold Parents afternoon/evening: students invite parents and teach them e.g. how to order food prepared by the students; include entertainment e.g. singing, skits, displays

Find connections to D-A-CH-L

- It is inescapable – German can be related to almost anything – be vocal about it!
- Bring in realia or have a 5-minute *Werbespot* at the end or start of a lesson

Open Nights / Information Evenings

- Make the German room /area a hive of activity e.g. Tipp Kick, modern GN music
- Laminate a display of student work and photos to use again
- Laminate AGTV Choose German posters to display
- Have food or e.g. Gummibärchen (if permissible) and information to take away
- Have a promotional PPT continually running on a screen or laptop

Connect with the local Kindergartens or feeder Primary schools

- Offer to visit the local kindergartens or feeder primary schools to teach the kids a song or do a craft activity with them e.g. *Ostern, Weihnachten, Karneval, Walpurgisnacht*
- Put pressure on the local secondary school to offer German – P-12 pathway

Be Media Savvy: Principals love good news stories about 'their' school.

- Prepare reports with photos for school newsletters/ magazines, local press, SZENE
- Appoint a student Reporter and Photographer for events to collate content for articles
- Have information about German and your program ready with photos of students doing things ready to supply newspapers looking for something for a feature article

Get political

- Collate data on the retention rates for German at your school
- Show a promotional PPT to students well prior to making their elective choices
- Tell students how well they are doing for such a short time learning German
- Inform yourself about the benefits of learning German and have the facts
- Nominate for Curriculum committees or places where the decisions are made or at least read the minutes and agenda and know what they are discussing
- Ask to make a presentation at a Staff Meeting or Curriculum Committee about the benefits of learning German and the opportunities for German in and beyond school
- Get the aspiring principals and other staff onside with food and staffroom quizzes with prizes to educate them e.g. Famous German-speakers, Fall of the Berlin Wall
- Invite school councillors and local politicians/councillors to open a Languages day or public performance– and get the local press to come or at the least, put a report in the newsletter.