

# WERBUNG FÜR DEUTSCH



AATG-Meeting St. Thomas, Minnesota, 27.09.2014

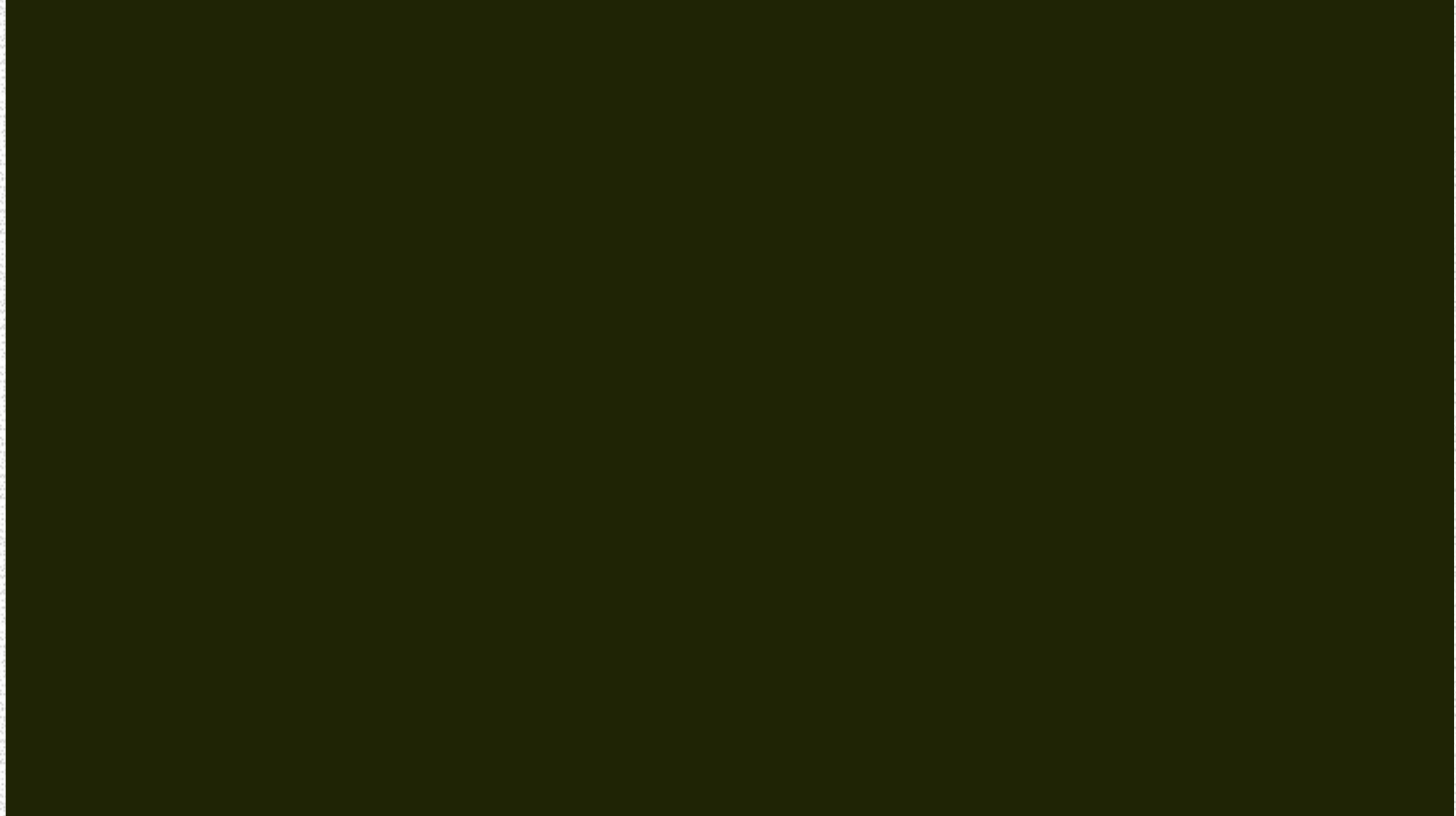
# Erfahrungsaustausch

Wo unterrichten Sie?

Wie läuft Ihr Deutschprogramm?

Wie bewerben Sie Ihr Programm?

# Informationsfilm



# Einige Fakten

- Das Lernen von Fremdsprachen hat einen sichtbaren positiven Effekt auf das Gehirn (The Guardian, 4.9.2014)
- Deutsch als Muttersprache in der EU: 1. Rang
- Über 100 Millionen Menschen sprechen Deutsch als Muttersprache
- Über 80 Millionen sprechen Deutsch als Fremdsprache
- Deutsche Erfindungen und Firmen sind weltweit bekannt
- Viele deutsche Firmen sind in den USA vertreten (BOSCH, BMW, VW, Stihl, Aldi...)
- Die Deutschen sind „Reiseweltmeister“.

# Einige Fakten

## Deutsche Konzerne in den USA

Unternehmen	US-Mitarbeiter	US-Umsatz in Mrd. Dollar
Siemens	62.000	19,4
Tengelmann	50.000	8,1
Fresenius Medical Care	39.000	9,2
T-Mobile	37.795	21,1
Daimler Group	18.295	26,5
ThyssenKrupp	17.500	6,7
BASF	16.487	17,4
Bayer	15.100	10,9
Robert Bosch	13.500	11,2
Bertelsmann	17.000	2,8
Lufthansa Group	12.404	4,6
Adidas	10.210	3,7
Allianz	9.808	15,1
Boehringer Ingelheim	9.413	8,8
Linde	6.977	2,2

QUELLE: GERMAN AMERICAN CHAMBER OF COMMERCE

**Siemens/BOSCH...:**  
*German language skills  
would be a major plus.*

*Conversant in basic  
German to aid in  
communication, a plus.*



# Ein Programm retten? Geht das?

Oak Park High School District, Cincinnati

## Ausgangslage:

- Budgetkürzungen
- Bevölkerung soll über Steuererhöhung abstimmen, da sonst einige Deutschprogramme im School District gekürzt oder ganz gestrichen werden sollen

# Maßnahmen

- Bündelung **aller** Gruppen: Lehrer, Eltern, Schüler, Ehemalige, Firmen vor Ort, Honorarkonsul, German-American Citizen League,...
- gezielte Presseberichte
- Facebookseite
- gezielte Emails an Entscheidungsträger (Email Blasts in mehreren Wellen)
- alle verfügbaren Newsletter nutzen
- Präsentationen vor dem School Board (mit Eltern, Schülern, verschiedenen Vertretern...)
- vehement und ausdauernd „Klinken putzen“
- ...

Alle arbeiten mit, informieren, motivieren...

# Beispiel „Pressebericht“

A10 • WESTERN HILLS PRESS • OCTOBER 23, 2013

## VIEWPOINTS

Editor: Dick Maloney, rmaloney@communitypress.com, 248-

EDITORIALS | LETTERS | COLUMNS | CH@TROOM

### LETTERS TO THE EDITOR

#### Community needs to step up for Oak Hills

The West Side. Hard workers that believe in community. Oak Hills Schools is a great example.

You won't find another school in the area that has been more fiscally responsible than Oak Hills. For 16 years they have avoided coming to the taxpayers for money. Unfortunately recent events have finally pushed them to the breaking point.

The state cut \$6.8 million in funding to Oak Hills since 2009. Lowered property values have reduced funding even further. The district worked hard and cut \$5.3 million in spending, but that wasn't enough. This levy isn't a hand-out, it is a desperate need to keep our schools from falling behind.

The West Side has always been about community. Neighbors who know each other, who help each other, across generations. Oak Hills Schools needs the community now. Will you turn your back on your neighbors?

**Lewis Riley**  
*Green Township*

#### What value a good name?

A candidate for trustee in Green Township hopes to trade off the experi-

ence of his father this fall. Steve Schinkal wants you to look beyond his own record of raising property school taxes without a vote of the people.

To be fair, the entire Oak Hills School board stands accused of the same as well.

But, they are not running for trustee this fall.

Mr. Schinkal is no more a conservative Republican than John McCain was during his presidential effort in 2012. You know the type: RINO (Republican in name only).

There is one old maxim that applies here: this apple fell far away from the family tree.

And to paraphrase, I knew and respected former Trustee Paul Schinkal.

Steve Schinkal wants you to believe he "is his father's son" and ignore his record while on the Oak Hills School Board.

So if you are looking for a trustee candidate who doesn't want you to consider his past as a reason to not support him this fall, then you might vote for him.

Wise voters would be advised to do otherwise.

**Stephen E. Grote**  
*Green Township*

#### Save the Oak Hills German program

The Oak Hills Local School District has announced that a vote will be held Nov. 5 in an attempt to pass a crucial tax levy. The Facebook page "Save the German Program in Oak Hills Local Schools" reports:

"Sadly, we have been notified that if the levy doesn't pass, the German program will be cut in half. German will be cut from Delhi Middle School and Rapid Run Middle School. One of the high school German teachers will be gone, leaving our German program in a very vulnerable place as we have seen in our own district with other languages and in other districts with German."

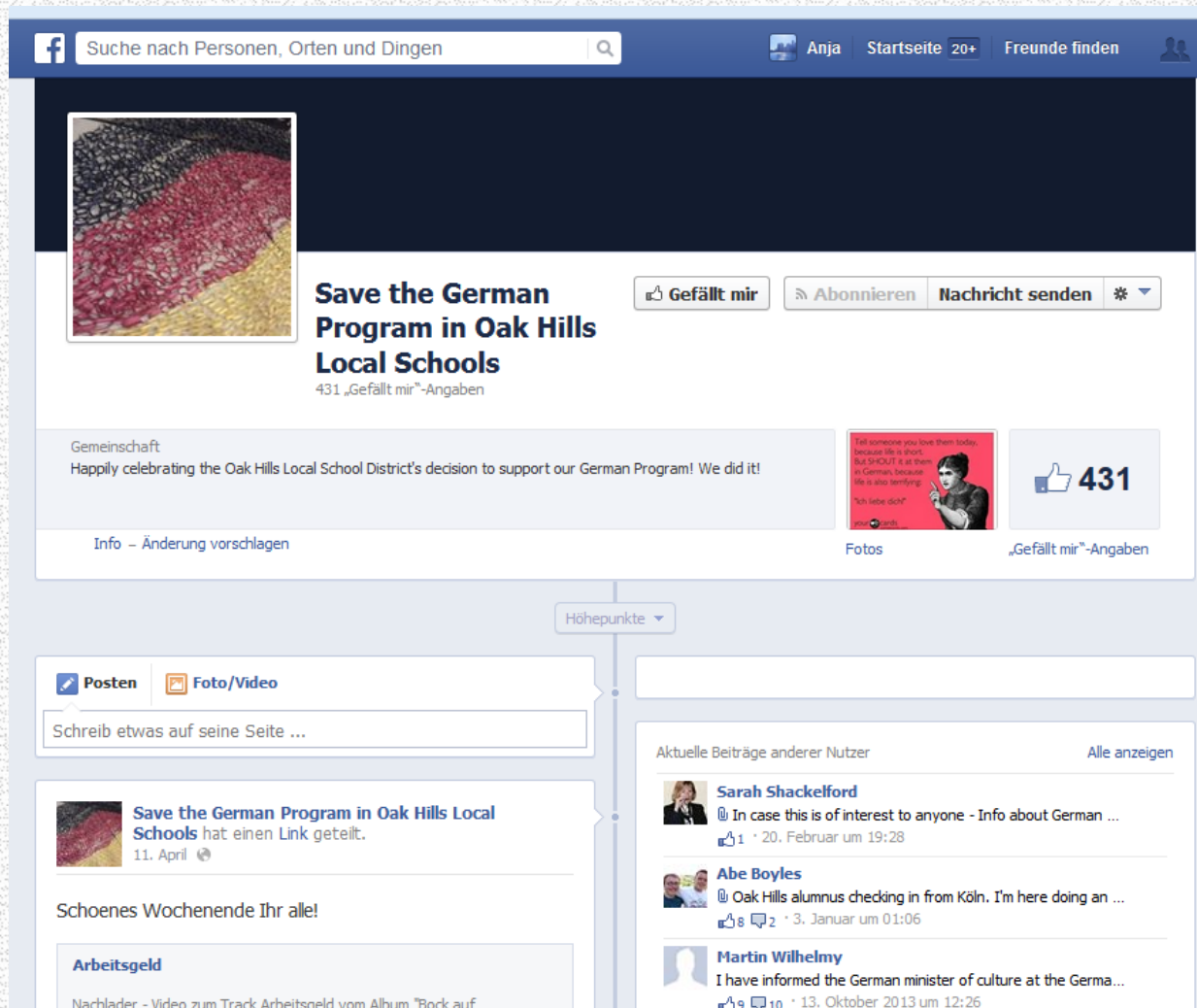
Many, if not most people in the district have some German ancestry. We have just been celebrating Oktoberfest and October marks the annual celebration of German-American Heritage Month. Also, Green Township is the home of the German Heritage Museum in West Fork Park, which attracts visitors and tourists from near and far.

Help save the Oak Hills German program, as this contributes to our German Heritage, and consider voting for the

See LETTERS, Page A11



# Beispiel „Facebook“



The screenshot shows a Facebook page for the community 'Save the German Program in Oak Hills Local Schools'. The page features a cover photo of a German flag, a profile picture of a German flag, and a post celebrating the school district's decision to support the German program. The page also shows a post from Sarah Shackelford and a post from Abe Boyles.

**Save the German Program in Oak Hills Local Schools**  
 431 „Gefällt mir“-Angaben

Gemeinschaft  
 Happily celebrating the Oak Hills Local School District's decision to support our German Program! We did it!

Info – Änderung vorschlagen

Höhepunkte ▾

Posten Foto/Video

Schreib etwas auf seine Seite ...

**Save the German Program in Oak Hills Local Schools** hat einen Link geteilt.  
 11. April

Schoenes Wochenende Ihr alle!

**Arbeitsgeld**  
 Nachlader - Video zum Track Arbeitsgeld vom Album "Bock auf

Aktuelle Beiträge anderer Nutzer Alle anzeigen

**Sarah Shackelford**  
 @ In case this is of interest to anyone - Info about German ...  
 1 · 20. Februar um 19:28

**Abe Boyles**  
 @ Oak Hills alumnus checking in from Köln. I'm here doing an ...  
 8 · 2 · 3. Januar um 01:06

**Martin Wilhelmy**  
 I have informed the German minister of culture at the Germa...  
 9 · 10 · 13. Oktober 2013 um 12:26

# Fazit

## Hilfe muss...

- früh beginnen (unsere Bemühungen kommen oft viel zu spät),
- alle involvieren,
- breite Öffentlichkeit haben (Presse, Social Media etc.),
- nachdrücklich, ausdauernd und langfristig sein,
- mit guten Argumenten überzeugen.

# Werbekampagne „Just add German“

## Zielgruppen:

**Schüler/innen - emotionaler Ansatz**

(„Deutsch ist cool.“)

**Eltern / Laufbahnberater - Karriere-Ansatz**

(„Deutsch bringt mein/das Kind weiter.“)

**Schulleiter / Bildungsfunktionäre - rationaler Ansatz**

(„Ein Deutschprogramm ist machbar und stärkt das Schulprofil.“)

# Werbekampagne „Just add German“

## **Culture**

Geschichte, Tradition, Europa, Bildung

## **Future**

Zukunft, Innovation,  
Karriere, Chancen

## **Welcome**

Herzlichkeit, Emotionalität, Vertrautheit,  
Sicherheit

## **Distinction**

Anspruch, Herausforderung, Eigenständigkeit,  
Individualität

## **Adventure**

Vielseitigkeit, Offenheit, Multikulturalität



# Zum Abschluss





**weitere Informationen: [www.justaddgerman.org](http://www.justaddgerman.org)**



# Ideen und gute Beispiele

Überlegen und diskutieren Sie in der Gruppe:

- Wie können Sie Ihr Programm bewerben?
- Wen können Sie einbeziehen?
- ...

**Vielen Dank für Ihre Aufmerksamkeit.**



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