

EXCITING NEW ACCESS TO INFORMATION ON THE EU.

La Trobe University shares knowledge with the world on iTunes U

Stimulating lectures and guest speakers, ground breaking research, thought-provoking interviews and vodcasts are just some of the material now available to the world through *La Trobe on iTunes U*. More particularly the unprecedented programme of interviews conducted by Dr Stefan Auer through the Innovative Universities European Union (IUEU) Centre is now available to a world-wide public. These interviews are conducted as part of the teaching programmes about the EU across the seven universities that comprise the IUEU Centre. Involving many experts from outside academia they enable Dr Auer to explore for his students many of the major issues about the EU – its achievements, its problems, its future development and its global role. The subjects dealt with in interviews include: educational policies of the EU; the Global Financial Crisis and the EU; British perspectives on the EU; Australia's partnership with the EU; and many other topics. Those interviewed range from EU officials in Canberra and in Brussels, through ambassadors of individual EU countries, trade officials, and scholarly experts on contemporary international issues.

To access these interviews open iTunes on your computer, go to the iTunes store, and enter IUEU into the search engine. Or alternatively you can go direct to the IUEU Centre vodcasts through the following web address:

<http://deimos3.apple.com/WebObjects/Core.woa/Browse/latrobe.edu.au.2123023429>

Launched to coincide with La Trobe's Open Day at Bundoora campus on 30 August, *La Trobe on iTunes U* consists of a library of 150 media files, with more content added regularly, allowing everyone to listen, watch, and gain insight into the work of a modern and vibrant university community.

In addition to its extensive coverage on the European Union, notable public lecture content includes Professor Robert Manne and Professor Tim Flannery in an inspiring discussion about sustainability and climate change; the Rt Hon. Mike Moore, former Prime Minister of New Zealand, talking about how to bring an end to

world poverty and some of the world's best thinkers on Islamic finance and banking on how the practice of Shari'ah Law could influence the course of global economics. These are just some of the files available through *La Trobe on iTunes U*.

Vice-Chancellor of La Trobe University, Professor Paul Johnson welcomed the University on iTunes U as a way of sharing with all iTunes Store visitors what some of Australia's best academic minds have to offer.

'By joining the growing number of universities on iTunes U we are sharing our wealth of knowledge with the global community,' Professor Johnson said. 'It is our goal to help set the standard for the kind of progressive thought and ideas that iTunes U distributes.'

Academics and guests of La Trobe are also interviewed in regular podcast interviews including; Professor Sandy Gifford on racism in Australia, Assoc. Professor Nick Bisley on the progress of President Obama's Administration, and La Trobe Alumnus and government minister in the Somalian semi-autonomous state of Puntland, Issa Farrah, on the challenges faced by his country.

Short video documentaries are also available showcasing La Trobe University research work, including Associate Professor Michael Foley's work on antibodies in shark blood that could save human lives, Dr Michelle Gibson on snail biology to treat heart disease and Dr Ben Kear in a ten part series exploring Australian dinosaur fossils in the field.

Visitors to *La Trobe on iTunes U* will also be able to explore life at Bundoora and other campuses, with podcasts from the library and events such as Open Day.