



# U-Media: An educational project for student-reporters

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## U-Media Ambassadors

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## Introduction

As part of the U-Media project, ten students from Germany and across Europe have been selected through a public recruitment process to take on reporting assignments during the Rhine-Ruhr 2025 FISU World University Games.

Participants will receive complimentary accommodation, transportation, uniforms, and catering as part of the programme. Each student will be guided by a professional mentor and receive valuable advice to help refine their reporting skills.

Assignments will include covering competitions, conducting feature interviews, and gathering flash quotes – all within the vibrant and dynamic atmosphere of one of the largest multi-sport events of 2025.

## Timeline

Application period	31 March 2025 – 14 April 2025
Application form	<a href="https://shorturl.at/nEyJF">https://shorturl.at/nEyJF</a>
Regulations	<a href="https://umedia-education.org/u-media-ambassadors/regulations/">https://umedia-education.org/u-media-ambassadors/regulations/</a>
Data Privacy (in German)	<a href="https://multimedia.rhineruhr2025.com/u-media-ambassadors-data-privacy">https://multimedia.rhineruhr2025.com/u-media-ambassadors-data-privacy</a>

## Communications

Social media	Rhine-Ruhr 2025	<a href="https://www.instagram.com/p/DJ9hFtPNld-/?igsh=NGZyanVgamQzempk">https://www.instagram.com/p/DJ9hFtPNld-/?igsh=NGZyanVgamQzempk</a>
News article	Rhine-Ruhr 2025	<a href="https://rhineruhr2025.com/en/news/introducing-the-ten-participants-to-the-u-media-ambassadors-programme/HrK3jvuXd6961zBajJXkq">https://rhineruhr2025.com/en/news/introducing-the-ten-participants-to-the-u-media-ambassadors-programme/HrK3jvuXd6961zBajJXkq</a>
News article	U-Media	<a href="https://umedia-education.org/ambassadors/introducing-the-ten-u-media-ambassadors/">https://umedia-education.org/ambassadors/introducing-the-ten-u-media-ambassadors/</a>
Website	Rhine-Ruhr 2025	<a href="https://rhineruhr2025.com/en/about/commitments/education/young-sports-media-talents/participants">https://rhineruhr2025.com/en/about/commitments/education/young-sports-media-talents/participants</a>

## Announcement

With notepads in hand, microphones ready, and a passion for storytelling at their core, the U-Media Ambassadors are prepared to bring the 2025 FISU World University Games to life. This summer, ten student journalists from across Europe will join the Organising Committee in North Rhine-Westphalia to report on the FISU Games — producing interviews, athlete profiles, daily reports, and feature stories that capture the competition and community behind the event. Through this Erasmus+ initiative, these young talents will be immersed in one of the largest multi-sport events in the world — right here in the heart of Europe, where sport and storytelling meet.

### U-Media Ambassadors:

- Philipp Wohlfart (Germany), 21, from Hochschule Ansbach
- Emilia Bruno (Germany), 18, from Elsa-Brändström-Schule
- Moawis Ahmed (Germany), 25, from Johannes Gutenberg-Universität Mainz
- Johanna Schröter (Germany), 19, from TH Ostwestfalen-Lippe
- Mary O’Sullivan (Ireland), 20, from Auckland University of Technology
- Düşlem Gökgöz (Türkiye), 24, from Eskişehir Anadolu University
- Valentina Rasini (Italy), 22, from University of Milano-Bicocca
- Jonas Detrois (Germany), 20, from Haut-Lac International School
- Srity Nanthakumar (Germany), 23, from RWTH Aachen University
- Lara Zugck (Germany), 25, from Johannes Gutenberg-Universität Mainz

### Storytellers from the whole continent

While their academic paths may differ — from sociology and sports management to journalism and media production — what connects these ten U-Media Ambassadors is a shared passion for sports media and the stories that unfold beyond the scoreboard.

For Philipp Wohlfart, the U-Media programme brings together everything he’s passionate about: “sports, international exchange, and creative storytelling.” Düşlem Gökgöz, from Türkiye, says it best: “History is written many times in sports, but very few are lucky enough to witness it live — and even fewer get to tell those stories.”

Many of the Ambassadors are looking forward to the energy and international atmosphere of the Games. Valentina Rasini, from Italy, believes sport is “a powerful connector,” while Jonas Detrois is eager to share the athletes’ stories with a global audience. Irish participant Mary O’Sullivan finds inspiration in the fast pace of sports journalism and hopes to grow her confidence in telling impactful stories. And for Lara Zugck, the programme offers the perfect stage: “I am excited about the prospect of working alongside talented young journalists from around the world and growing in this inspiring environment!”

### Continental programme, global event

Meanwhile, Moawis Ahmed sees media as a tool for change, with the power to “influence public opinion and promote an active lifestyle.” And for Johanna Schröter, the joy lies in being part of something global: “What excites me most is the energy of people from all over the world coming together to celebrate sport.”

Closer to home, Srity Nanthakumar will bring a local perspective: “Born in Oberhausen, the Ruhr region is my home. Providing media coverage of the FISU Games will be a special honor for me.” As for Emilia Bruno, it’s all about being inspired by the fire and passion of the athletes themselves.

Whether they're reporting from poolside or press tribunes, the U-Media Ambassadors will help capture the voices, moments, and stories that define the Rhine-Ruhr 2025 FISU World University Games, from next 16 to 27 July.

## Participants

### Philipp Wohlfart

Age: 21

City: Bad Neustadt

University: Hochschule Ansbach

Major: Journalism

Quote: *"This project combines everything I'm passionate about: sports, international exchange, and creative storytelling. I thrive on capturing emotions and translating them into compelling narrative."*



## 2/ Emilia BRUNO

Age: 18

City: Elmshorn

Elsa-Brändström-Schule

Quote: *"I can't wait to experience the fire and ambition that athletes radiate and finding inspiration in their passion and drive"*



### 3/ Moawis Ahmed

Age: 25

City: Frankfurt am Main

🎓 Johannes Gutenberg-Universität Mainz

Major: History & Journalism and Communication Studies

Quote: *"Sports media can influence public opinion and promote an active lifestyle. With the upcoming event, I have the chance to capture not only athletic achievements but also untold, inspiring stories."*





## 4/ Johanna Schröter

Age: 19

City: Vöerde

🎓 TH Ostwestfalen Lippe

Major: Media Production

Quote: *“What excites me most is the energy of people from all over the world coming together to celebrate sport — and the chance to be part of telling that story through creative, powerful sports media.”*



## 5/ Jonas Detrois

Age: 20

City: Lausanne

🎓 Haut-Lac International School, Switzerland

Quote: *"I look forward to sharing the images and stories from the World University Games with people from all around the world, and I am excited about the competitive sports atmosphere and the opportunity to learn and work with like-minded people."*



## 6/ Lara Zugck

Age: 25

City: Leimen

🎓 Johannes Gutenberg-Universität Mainz

Major: Sports management

Quote: *"My ultimate career goal is to work in sports journalism across various media formats, including print, radio, and digital platforms. The prospect of working alongside talented young journalists from around the world and growing in this inspiring environment motivates me greatly!"*



## 7/ Mary O'Sullivan

Age: 20

Country: Ireland

City: Auckland, NZ

Auckland University of Technology

Major: Journalism

Quote: *"I enjoy working in fast-paced environments and thinking creatively as situations rapidly develop. In this way, sports media is the perfect platform! I want to develop the skills to write with confidence about sports and learn how to adapt my storytelling for this high-energy environment."*



## 8/ Düşlem GÖKGÖZ

Age: 24

Country: Türkiye

City: Ankara

Eskişehir Anadolu University

Major: Media and Communication

Quote: *“In sports, history is written many times, but very few are lucky enough to witness it live and fewer get to tell those stories. I can't wait to watch the star athletes of today and the future, and to witness **their** stories.”*





## 9/ Valentina RASINI

Age: 22

Country: Italy

City: Malnate

University of Milano-Bicocca

Major: Psychosocial Sciences of Communication

Quote: *"Sport has always been a big passion of mine, both practicing it and following major events. I believe it is a powerful connector, and I can't wait to experience that energy in Rhine-Ruhr this summer, meeting new people from all over the world and discovering different cultures."*



## 10/ Srity Nanthakumar

Age: 23

Country: Germany

City: Aachen

RWTH Aachen University

Major: Sociology

Quote: *"Born in Oberhausen, the Ruhr region is my home. I even applied to be a volunteer for the event, as a testament to my enthusiasm. Providing media coverage of the FISU Games will be a special honor for me."*

