



U-Media: An educational project for student-reporters

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Communication Plan

June 2025



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Introduction

The U-Media project implements a strategic communications and promotional plan aimed at recruiting participants, disseminating learning materials, and positioning the platform as a key resource for university sports media globally.

Central to the plan is a well-defined U-Media brand identity, consistently applied across multiple channels. The project maintains a user-friendly website featuring comprehensive project information, news updates, and dedicated content linked to the Rhine-Ruhr 2025 FISU World University Games, anchoring U-Media within a major international sporting context.

Participant engagement is driven through targeted newsletters and active social media campaigns, which provide regular updates, expert insights, and tailored learning materials to develop students' sports event coverage skills. Physical promotional materials, including merchandise and certificates, alongside organized events, foster community and enhance visibility.

Media outreach is sustained through the Media Services Bulletin and Alerts, effectively reaching over 900 accredited media professionals. The All-In Magazine extends the project's reach further by delivering ambassador profiles and key content to over 5,000 contacts.

Looking forward, the project prioritizes its legacy by identifying key partners to ensure the platform's sustainable handover. The adaptable content supports future university sports events, securing U-Media's ongoing role as a global resource in university sports journalism.

Together, these coordinated communications and promotional efforts maximize engagement, learning, and long-term impact for the U-Media project.

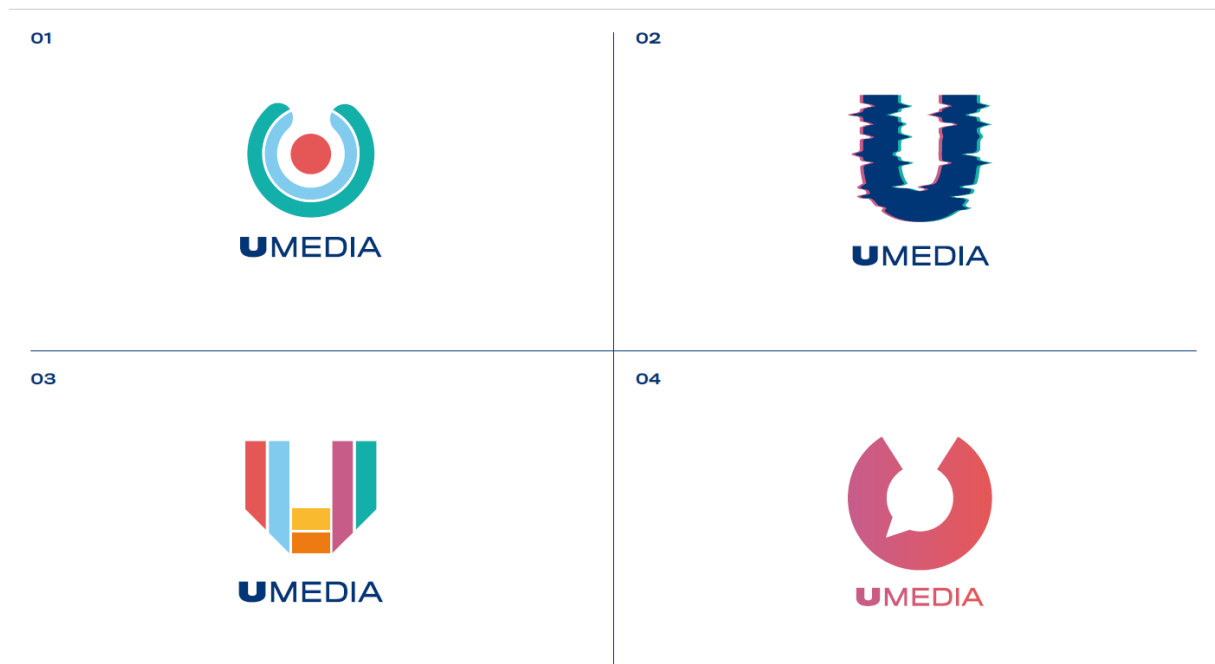


U-Media Brand Identity

The U-Media logo is defined by its bold, multicolour palette and the prominent use of the letter “U,” symbolizing both university and education—the foundational pillars of the project. The vibrant colours used in the logo are thoughtfully aligned with the official Rhine-Ruhr 2025 visual identity, creating a consistent look and feel across platforms and reinforcing U-Media’s role as an integral part of the FISU Games ecosystem. The multicolour design not only reflects the diversity of perspectives and backgrounds represented by the U-Media Ambassadors but also evokes creativity, collaboration, and inclusivity - key values of the project. The stylized “U” stands as a visual metaphor for academic growth, learning through media, and the empowerment of student voices on a global stage. Together, the symbol and colour scheme give the U-Media brand a dynamic, future-oriented presence that speaks to both youth engagement and professional storytelling.

Four Options

Four design concepts were developed to visually represent the U-Media project. After careful evaluation, **Version 3** was selected as the final design, best capturing the project's identity, values, and alignment with the overall Rhine-Ruhr 2025 branding.



Logo Pattern

Four variations of the U-Media logo were developed to ensure adaptability across different backgrounds and communication channels. This flexible approach allows the logo to maintain its visual integrity and recognizability in both digital and print formats, whether used on light or dark backgrounds, in full colour, monochrome, or simplified formats.



UMEDIA



UMEDIA



UMEDIA



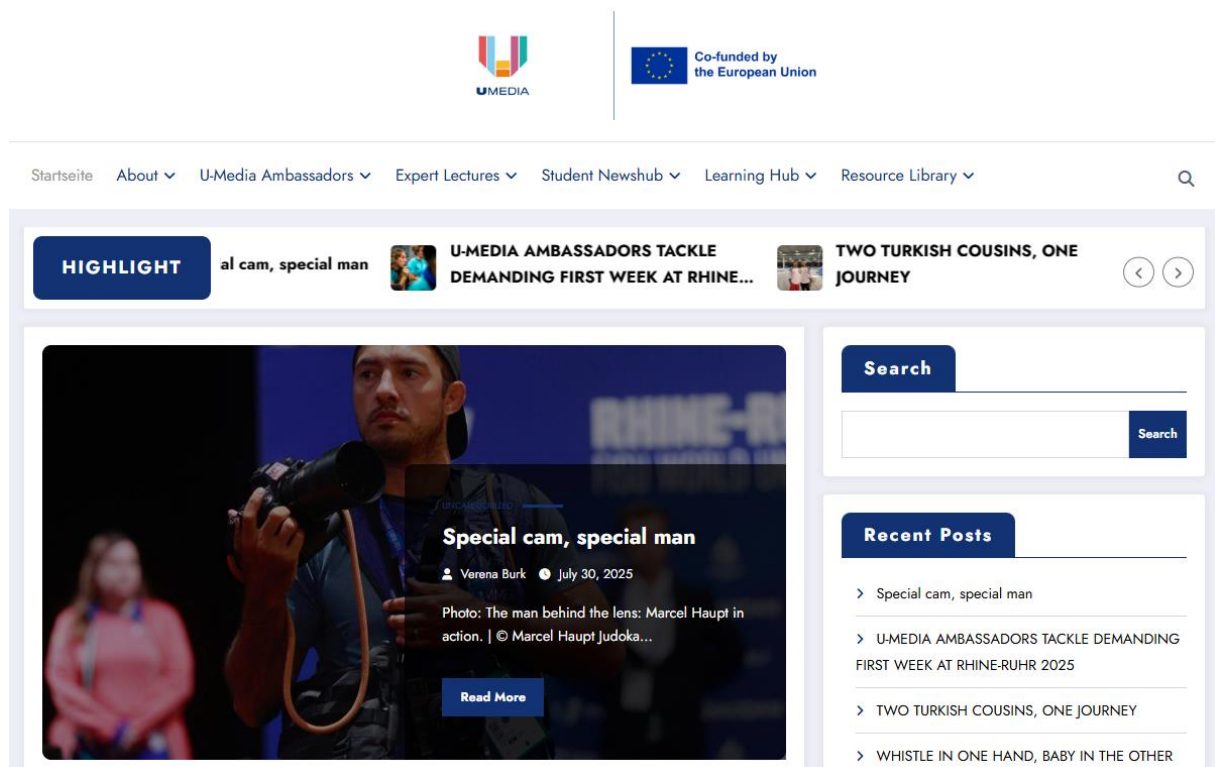
UMEDIA

U-Media Website

The **U-Media website** serves as the central platform for the U-Media Erasmus+ project, showcasing its key initiatives and resources designed to engage and empower young media talents in the context of the **Rhine-Ruhr 2025 FISU Games**. The site introduces the **U-Media Ambassadors**—a team of 12 students (six from Germany and six from other EU countries) - who will contribute to live event coverage and storytelling during the Games. It also highlights the **U-Media Expert Lectures**, an open lecture series providing students with professional insights into sports journalism, photography, and commentary.

A standout feature is the **U-Media Student Newshub**, a collaborative space for student-generated content covering university sports, FISU events, and national university sports federations (NUSF). Here, students can submit articles and photos, with selected content featured on the site. Complementing this is the **U-Media Learning Hub** - a rich educational resource covering 18 sports and offering in-depth guidance for young reporters, photographers, commentators, and athletes. With tools such as glossaries, rulebooks, athlete profiles, quizzes, and tutorials, the website equips users with the skills and knowledge needed for high-quality sports media engagement.

Overall, the U-Media website is both a knowledge hub and a creative outlet, fostering international collaboration and hands-on learning in sports media.



Key Data

URL	https://umedia-education.org/
Launch date	02.05.2025
Website visitors (Google Analytics)	489

Top Content

(over the last 90 days)

Title	Pageviews
U-Media/	509
Learning Hub – U-Media/learning-hub/	140
Data Privacy – U-Media/data-privacy/	67
Competition Format & Rules – U-Media/learning-hub/essentials/competition-format-and-rules/	54
“You can’t just show up at the airport with your row boat” – U-Media/sports/preparation-team-usa-fisu-world-university-games/	25
REPORTERS – U-Media/learning-hub/reporters/	22
Dual identity, single gold – U-Media/sports/dual-identity-single-gold/	22
Hall of Fame – U-Media/learning-hub/essentials/hall-of-fame/	20
Submission – U-Media/student-newshub/submission/	20
Life in the Mixed Zone – U-Media/learning-hub/reporters/life-in-the-mixed-zone/	19

Rhine-Ruhr 2025 Website

The official website of the **Rhine-Ruhr 2025 FISU World University Games** attracted significant attention during the event period (16–27 July 2025), recording over **6 million visits** and engaging **2.9 million active users**. Throughout the website, the presence of the **U-Media project** and the **EU logo** was consistently ensured, maintaining high visibility and recognition in line with branding and funding requirements.

Home page

The EU logo was placed in the category „Friends of the Games“ on the starting page.



Project page

The U-Media website and project description were featured within the dedicated section for the related initiative, **“Young Sports Media Talents.”**

<https://rhineruhr2025.com/en/about/commitments/education/young-sports-media-talents>

News page

A series of news articles dedicated to the U-Media project was published in the news section of the official website - from the announcement of the project's selection for funding to highlighting key milestones such as the launch of the U-Media platform, the recruitment of U-Media ambassadors, and insights into the ambassadors' work during the FISU Games.

Date	Type	Platform	Link
02.05.2025	News article	RR25 Website	https://rhineruhr2025.com/en/news/u-media-educational-platform-officially-launched/7iSkvPb62HUG37bL8HQst
25.03.2025	News article	RR25 Website	https://rhineruhr2025.com/en/news/voices-of-inclusion-young-commentators-kick-off-training-for-rhine-ruhr-2025/1eTqkuzaosS15bGjxr7NA3
31.03.2025	News article	RR25 Website	https://rhineruhr2025.com/en/news/final-call-for-young-reporting-talent-become-a-u-media-ambassador-at-rhine/33i6rpnZY8CLjhj23d7Mya
05.03.2025	News article	RR25 Website	https://rhineruhr2025.com/en/news/learn-from-the-best-in-sports-media-expert-

			lecture-series-begins/6cBvx6p9Xydy36D5vQPuum
24.09.2024	News article	Uni Tübingen Website	https://uni-tuebingen.de/newsfullview-landingpage/article/erasmus-lump-sum-grant/
12.09.2024	News article	RR25 Website	https://rhineruhr2025.com/news/eu-funds-young-talent-project-u-media/koaClc8euQmcz91a3c7mT

Media Info

Media Info is a password-protected section of the official Rhine-Ruhr 2025 website, designed as a resource for accredited media representatives to support comprehensive coverage of the FISU Games - whether reporting on-site or remotely. More than 1,000 accounts have been created on the platform, which also features news articles produced by the U-Media Ambassadors.

Here is an overview of the published articles.

Date	Title	Author	Link
19.07.2025	From bomb shelters to podiums: why FISU Games success means so much to Ukraine's rhythmic gymnasts	Emilia Bruno	https://rhineruhr2025.com/en/news/from-bomb-shelters-to-podiums-why-fisu-games-success-means-so-much-to/7aQvK0Jc4r99jFbeoLYcXB
20.07.2025	Germany cap Para sport's triumphant debut with heart-stopping 3x3 wheelchair basketball gold	Philipp Wohlfahrt	https://rhineruhr2025.com/en/news/germany-cap-para-sports-triumphant-return-with-heart-stopping-3x3-wheelchair/K8eJeTYATkm2Jgdik8l2B
22.07.2025	Table tennis: The rise of subtle style and the cerebral art of defending	Philipp Wohlfahrt	https://rhineruhr2025.com/en/news/table-tennis-the-rise-of-subtle-style-and-the-cerebral-art-of-defending/3llhAFFfVig9vtHOgKBsdr
23.07.2025	U-Media Ambassadors tackle demanding first week at Rhine-Ruhr 2025	Moawiz Ahmed	https://rhineruhr2025.com/en/news/u-media-ambassadors-tackle-demanding-first-week-at-rhine-ruhr-2025/3aVHO3wNq0NCfpTufpK3ku

24.07.2025	Feeding the masses: How a giant catering 'pie' is fuelling the Games	Moawiz Ahmed	https://rhineruhr2025.com/en/news/feeding-the-masses-how-a-giant-catering-operation-is-fuelling-the-games/4FCrbl82wfVxTPnkNNgdLY
25.07.2025	New Star of India makes tennis breakthrough	Srity Nanthakumar	https://rhineruhr2025.com/en/news/i-was-trying-to-avoid-instagram-focused-adkar-becomes-indias-first-female/2JZW0N7MdVurXvdZlmXJsN
25.07.2025	Sketching the Games: The amateur artist who captures the spirit of sport	Jonas Detrois	https://rhineruhr2025.com/en/news/sketching-the-games-the-amateur-artist-capturing-the-spirit-of-sport/3Cb1yvuPcCeimWEiMkVcBO
26.07.2025	On the hunt: An Australian heptathlete's 'Surch' for gold	Philipp Wohlfahrt	https://rhineruhr2025.com/en/news/on-the-hunt-an-australian-heptathletes-surch-for-gold/4Lq1HbftRck8CPgg7u9wjI
26.07.2025	On target for gold: Love and archery at Essen's iconic venue	Srity Nanthakumar	https://rhineruhr2025.com/en/news/on-target-for-gold-love-and-archery-at-essens-iconic-venue/36ElRJsSWmyQFMCULqA2VO



27 JUL 2025

LITHUANIA CAPS MEMORABLE GAMES AS BRITAIN CELEBRATES ITS BEST DAY AT RHINE-RUHR 2025



27 JUL 2025

ATHLETICS STARS PUSH THROUGH PAIN BARRIER TO FINISH GAMES ON A HIGH



27 JUL 2025

THE AMATEUR ARCHER WHOSE VOLUNTEER ROLE AT HISTORIC VENUE IS A RETURN TO ROOTS



27 JUL 2025

GOLDEN COMEBACK FOR SHOKO MIYATA AS JAPAN TOP ARTISTIC GYMNASTICS MEDAL TABLE



27 JUL 2025

BRAZIL EDGE USA IN OVERTIME THRILLER TO TAKE MEN'S BASKETBALL GOLD



27 JUL 2025

WILD GUSE CHASE: AUSTRALIAN SETS NINE PERSONAL BESTS TO GRAB DECATHLON GOLD



26 JUL 2025

TIGHT DEFENCE POWERS HOSTS TO WOMEN'S WATER POLO GOLD; ITALY SEAL MEN'S HAT-TRICK



26 JUL 2025

ASIAN BADMINTON HEAVYWEIGHTS TUSSELE AT TOP OF MEDAL TABLE



26 JUL 2025

ON TARGET FOR GOLD: LOVE AND ARCHERY AT ESSEN'S ICONIC VENUE

U-Media Newsletter

A dedicated newsletter was created to inform interested students about participation in the U-Media Expert Lectures. It provided key details on the lecture series, including schedules, speakers, and registration information, helping boost student engagement and attendance.

Date	Link
04.03.2025	https://newsletter.rhineruhr2025.com/mailing/109/8180734/0/73fb12d205/index.html
07.03.2025	https://newsletter.rhineruhr2025.com/mailing/109/8186021/0/7598a87cee/index.html
21.03.2025	https://newsletter.rhineruhr2025.com/mailing/109/8221721/0/16c71c8398/index.html
26.04.2025	https://newsletter.rhineruhr2025.com/mailing/109/8305897/0/226d172bbc/index.html
11.05.2025	https://newsletter.rhineruhr2025.com/mailing/109/8332439/0/a5c1665673/index.html
21.05.2025	https://newsletter.rhineruhr2025.com/mailing/109/8356117/0/c783ecd4db/index.html
18.06.2025	https://newsletter.rhineruhr2025.com/mailing/109/8422558/0/0204ee8e8e/index.html

Social Media

The official Rhine-Ruhr 2025 Instagram page experienced dynamic growth, reaching nearly 30,000 followers by July 2025. Several posts were published to promote the U-Media project; however, all promotional activities had to align with the overall communications strategy of the sports event.

Date	Type	Platform	Link
23.06.2025	Post	Instagram	https://www.instagram.com/p/DLPM87zNUEL/?igsh=MXVldjlhdmF0eDRwcQ%3D%3D
24.05.2025	Post	Instagram	https://www.instagram.com/p/DKBypgzN7Ri/?igsh=MWQzOXMxbzJud3ZrYQ%3D%3D
22.05.2025	Post	Instagram	https://www.instagram.com/p/DJ9hFtPNld-/?igsh=NGZyanVqamQzempk
12.05.2025	Post	Instagram	https://www.instagram.com/p/DJjhHi7tw5i/?igsh=MWRzYnYzbjA4cjg0cA%3D%3D
10.05.2025	Post	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7326910460526575617
02.05.2025	Post	Instagram	https://www.instagram.com/p/DGtQEBvN8Ow/?igsh=MWkwMDVoOWdleTJyeA%3D%3D
10.03.2025	Post	Instagram	https://www.instagram.com/p/DHBXBJmNFa7/?igsh=anlva3J2ZnRkem43
04.03.2025	Post	Instagram	https://www.instagram.com/p/DGxXFT1t6yo/?igsh=Y2VydHhpYjZrbTc3

Social Media Feed



UMEDIA
LEARN. PRACTISE. SHINE.

Co-funded by the European Union

A LEARNING COMPANION FOR

- YOUNG REPORTERS
- YOUNG PHOTOGRAPHERS
- YOUNG COMMENTATORS



UMEDIA

U-MEDIA EDUCATION
(an open-source platform with educational materials and events)

U-MEDIA AMBASSADORS
(a group of six German + six EU students for FISU Games)



UMEDIA

U-MEDIA EDUCATION

- LEARNING HUB
- STUDENT NEWSHUB
- EXPERT LECTURES



UMEDIA

U-MEDIA AMBASSADORS

- 18-25 YEARS OLD
- 6 FROM GERMANY
- 6 FROM EU



UMEDIA

VISIT:
UMEDIA-EDUCATION.ORG

SEE YOU AT RHINE-RUHR 2025!



UMEDIA

IN PARTNERSHIP WITH

- HOCHSCHULE DER MEDIEN STUTTGART
- UNIVERSITÄT TÜBINGEN
- UNIVERSITY OF PORTO
- AWO SÜDWEST (T_OHR)



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Merchandise

In addition to digital and media outreach, the U-Media project was actively promoted through a range of branded merchandise items. Custom-designed T-shirts worn by the U-Media Ambassadors helped increase visibility both on-site and in media coverage, reinforcing the project's identity in a tangible way. Roll-ups placed strategically at the Main Press Centre and Messe Essen ensured prominent branding in high-traffic areas frequented by journalists and visitors. Furthermore, cloth bags featuring the U-Media and Rhine-Ruhr 2025 logos were included in media welcome kits, providing practical items that also served as ongoing promotional tools during and after the event. Certificates awarded to ambassadors not only recognized their contribution but also strengthened their connection to the project, creating brand ambassadors who proudly represented U-Media within and beyond the Games.

Item	Quantity	Distribution
T-shirts	15	U-Media Ambassadors
Roll-ups	2	Main Press Centre / Messe Essen
Cloths	600	Media Welcome bags
Certificates	15	U-Media Ambassadors

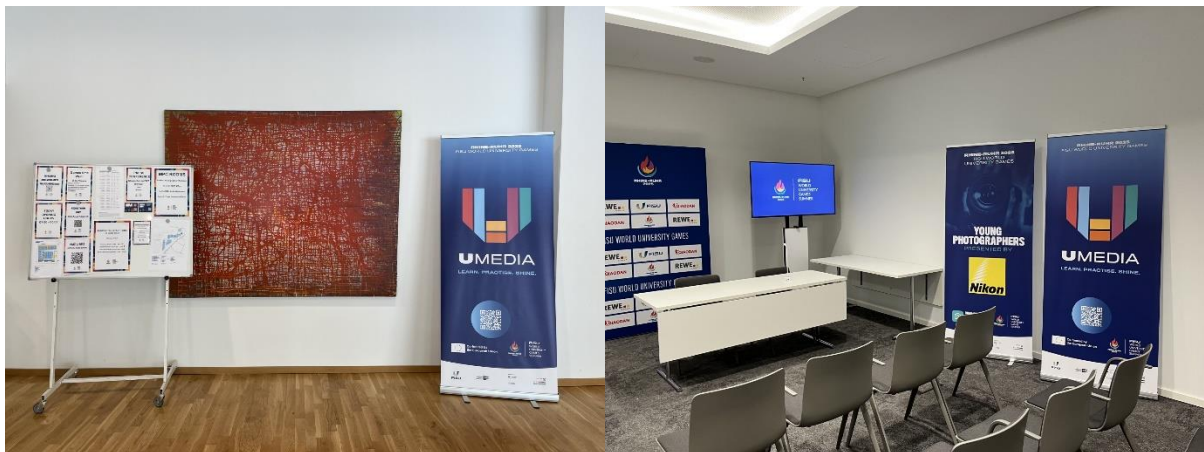
T-Shirts

15 t-shirts were ordered for the participants of the U-Media Ambassadors programme.



Roll-ups

- The roll ups were placed in the Main Press Centre (MPC) of the Rhine-Ruhr 2025 FISU World University Games. The MPC served as
- The second roll-up was placed in the entrance area for spectators of the Messe Essen where competitions in six sports took place from 16-27 July 2025.



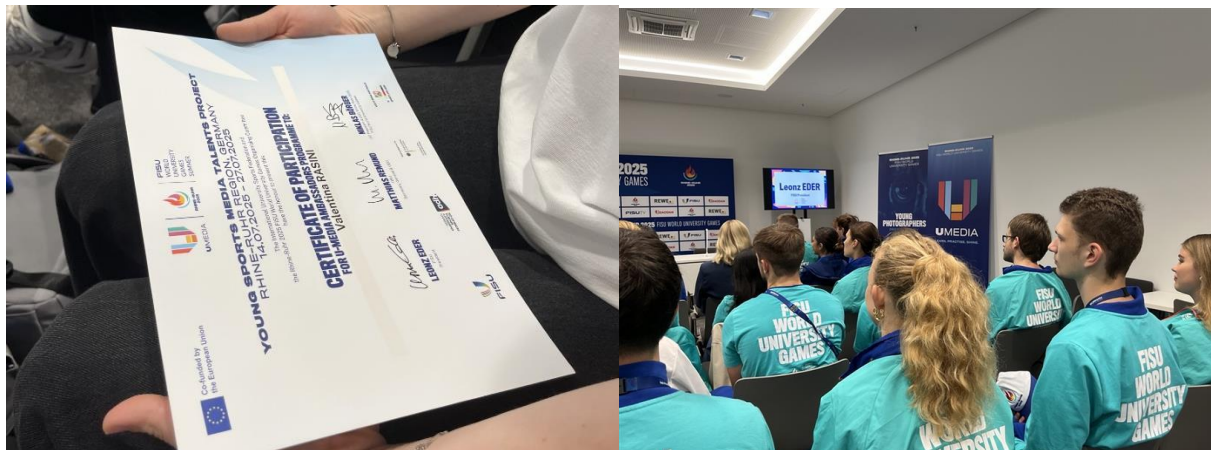
Cloths

The cloths were packed in the media welcome bags (600 pieces) that were distributed to the accredited media representatives of the Rhine-Ruhr 2025 FISU World University Games.



Certificates

Certificates awarded to 10 U-Media Ambassadors not only recognized their contribution but also strengthened their connection to the project, creating brand ambassadors who proudly represented U-Media within and beyond the Games.



Events

- 15-17 May 2025
- 87th AIPS Congress in Rabat, Morocco

Maxim Berdnikov, Media Services Manager and Erasmus+ Project Coordinator, shared the concept of the event's media operations and presented the innovative project of U-Media to the participants of the 87th AIPS Congress in Rabat, Morocco. The AIPS Congress is an annual gathering of sports journalists from across the globe, organised by the International Sports Press Association. It serves as a key platform for discussing challenges in the industry, sharing innovations, and strengthening international cooperation within the sports media community. Maxim Berdnikov presented to around 100 representatives of the national sports press associations the U-Media project and the educational platform (launched on 2 May 2025), which offers educational materials for student reporters, including facts and figures of previous FISU Games as well as lectures on different media topics.




Other

Media Services Bulletin

The *Media Services Bulletin* is a newsletter created specifically for accredited media, distributed to 910 verified recipients. One of the issues included a direct link to the U-Media website, providing the media with direct access to the U-Media Learning Hub.

U-MEDIA LEARNING HUB


 **New to a Sport? Get Up to Speed with the U-Media Learning Hub**


New to a sport and need a quick overview of the rules, competition format, or want to get familiar with key terminology?

The U-Media Learning Hub is your go-to resource! Part of an Erasmus+ educational project funded by the European Commission, it supports (student) reporters and other media professionals covering sports events.


Covering 18 sports, the platform offers:

- Clear explanations of rules and competition formats
- Sport-specific glossaries
- Hall of Fame profiles of outstanding athletes
- "You Be the Judge" referee decision challenges
- Insights into sports equipment


 Explore interactive quizzes, videos, and downloadable guides.

 Check here below:

U-Media Learning Hub



© Michael Chisholm


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- "You Be the Judge" referee decision challenges
- Insights into sports equipment

 Explore interactive quizzes, videos, and downloadable guides.

 Check here: <https://umedia-education.org/learning-hub/>

12:17 

Media Services Alerts

A dedicated chat was set up on the Signal app exclusively for accredited media, providing daily short updates. The channel ensured secure, timely communication and kept all 250 recipients consistently informed.

All-In Magazine

All-In Magazine distributed daily news stories on the official website and via email from July 16 to 27, reaching over 5,000 contacts. Issue 12 featured a dedicated page showcasing the profiles of the ambassadors, highlighting their roles and contributions.

Young Reporters	U-Media Ambassadors
 Benjamin Stiehl Aged 20 <i>Tübingen, Germany</i>	 Philipp Wohlfahrt Aged 21 <i>Bad Neustadt, Germany</i>
 Hanna Füller Aged 21 <i>Hamburg, Germany</i>	 Emilia Bruno Aged 19 <i>Elmshorn, Germany</i>
 Mette Bech Aged 22 <i>Hamburg, Germany</i>	 Mo Ahmed Aged 25 <i>Frankfurt am Main, Germany</i>
 Paul Hansen Aged 21 <i>Lübeck, Germany</i>	 Srity Nanthakumar Aged 23 <i>Cologne, Germany</i>
 Tilde Böttcher Aged 20 <i>Hamburg, Germany</i>	 Johanna Schröter Aged 19 <i>Voerde, Germany</i>
	 Jonas Detrois Aged 20 <i>Germany</i>

All-In Magazine issue 12

AIM12

ALL-IN MAGAZINE


MIRACLE

GREATEST COMEBACK OF ALL TIME - BRAZIL OVERTURN 26-POINT DEFICIT V USA

GERMANY WIN WOMEN'S WATER POLO GOLD / ITALY BAG THIRD IN A ROW

MY PERFECT SHOT

NEXT STOP: CHUNGCHONG



FISU WORLD UNIVERSITY GAMES SUMMER

© Nikolas Cetta / Binn-Rain 2025

U-Media Legacy

The U-Media project has become a valuable resource for students seeking to develop their skills in covering sports events. Originally created in the lead-up to the Rhine-Ruhr 2025 FISU World University Games, with a specific focus on that event, the content is easily adaptable and relevant for future event organizers as well as the permanent structures of university sport, such as FISU and adh. In the final months of the project, efforts will focus on identifying key partners for the handover of the platform. The targeted organizations for this transition are outlined below.

- German University Sports Federation (adh)
- ChungCheong 2027 FISU World University Games Organising Committee
- North Carolina 2029 FISU World University Games Organising Committee
- International University Sports Federation (FISU)

Appendix



UMEDIA

Learn. Practise. Shine.

The learning and info hub for (future) sports journalists.



umedia-education.org



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23 Jul 2025



U-Media Ambassadors tackle demanding first week at Rhine-Ruhr 2025

ESSEN - After weeks of online preparation and three days of in-house inductions, it was time for the U-Media Ambassadors to move from the classroom to fieldwork as they embraced their roles covering the Rhine-Ruhr 2025 FISU World University Games.

Drawn from across Germany and the European Union, the 10 aspiring sports media professionals dispersed to the competition venues across the Rhine-Ruhr region to begin capturing the stories which will come to define these FISU Games.

"The first few days here have been amazing," Valentina Rasini told the FISU Games Service. "I found a beautiful group; we all hang out and help each other with anything. I look forward to the future, to see where this amazing experience can get me."

Lara Zugck, 25, has joined the team from Johannes Gutenberg-Universität Mainz.

"I feel really lucky to be part of this," she said. "I was immediately welcomed very warmly into the international team. It's a super cool, fun group."

"Conducting a TV interview while simultaneously gathering content for a written story and coordinating everything at the same time has been very educational."

U-Media is an Erasmus+ educational project for student reporters which is funded by the European Commission through the Erasmus+ Programme.

Also involving photographers and commentators, the project attracts motivated students who are passionate about sports journalism, offering them access to a wealth of learning materials and expert lectures to support their preparation for practical assignments.

"This multi-sport event confirms for me how important it is to give student-athletes a voice," said Moawis Ahmed, who believes the stories of volunteers and staff should also be told.

The human element

The U-Media Ambassadors – all aged between 18 and 25 – soon began to focus, not only on results, but also on the people behind the scenes during the Games.

"I was particularly touched by an interview with the rhythmic gymnasts from Ukraine," 18-year-old Emilia Bruno (pictured above) said. "The girls told their emotional story about training during the war and their dreams."

For Johanna Horn, the week was "exciting, diverse, and valuable for my personal development on all levels". Like, Bruno, she was also boosted by her close contacts with the student-athletes.

"A personal highlight of the first week was definitely my TV interview with the USA basketball star, Cameron Carr," she said. "Although I was nervous, everything went well in the end."

For Srity Nanthakumar, a similar moment of clarity came during a press conference.

"One of the players thanked me for my good research after my question," she said. "That's when I realised: 'Wow, this is more than just watching. This is real media work on an international level.' I want to show perspectives and emotions that might otherwise go unnoticed."

Jonas Detrois is another young reporter surprised by the emotional depth of the work. "Working with like-minded people is really enjoyable and insightful," he said. "The student-athletes' stories are quite surprising."

A Crash Course in Adaptability

The multi-sport environment demands rapid learning and versatility. Not all of the U-Media Ambassadors have arrived with a bulging portfolio of sports reporting.

"I don't originally come from sports journalism, so there was a lot I could take away," Johanna Schröter said. "It's a completely different perspective to look at sport and to pick up on emotions. Plus, everyone has their own work style, and it's exciting to see how that affects my own."

The ambassadors also honed the practical skills essential for modern journalism, such as multi-tasking across multiple platforms. The overall assessment of the first week is positive.

"This is one of the best experiences I have ever seen," states Düşlem Gökgöz. "Well-designed and prepared. Everyone is so nice and open to relationships. Rhine-Ruhr will always be in my heart."

As they look ahead, the ambassadors will take with them the lessons, stories and connections they have made during their intense first week at the heart of the Games. But also, some simple, clear advice, best exemplified by the key takeaway of Philipp Wohlfart.

"Don't think so much about which questions to ask, just do it."

To find out more about the U-Media project and the ambassadors, click [here](#).

FGNS mo/ph/mb

Photo: © Mikuláš Celta / Rhine-Ruhr 2025

RHINE-RUHR 2025

FISU WORLD UNIVERSITY GAMES



UMEDIA

LEARN. PRACTISE. SHINE.



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FISU
WORLD
UNIVERSITY
GAMES
SUMMER

