



U-Media: An educational project for student-reporters

(PIC 878413862, Project 101184399 — UMA)

First Quarter Report

May 2025



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Executive summary

Reporting period: September 2024 – April 2025

The U-Media project, funded by the Erasmus+ programme and embedded within the framework of the Rhine-Ruhr 2025 FISU World University Games, has achieved a number of key milestones in its first two quarters. Coordinated by Rhine-Ruhr 2025 in collaboration with Hochschule der Medien Stuttgart (HdM), Universidade do Porto (U.Porto), T_OHR, and the University of Tübingen, the project focuses on fostering media literacy and practical journalism skills among young people through international cooperation and experiential learning.

Between September and November 2024, the consortium finalised the Grant Agreement, establishing the foundation for project implementation. A cohesive visual identity was established in October through the creation of the project logo, designed by the Rhine-Ruhr 2025 communications team. Initial student engagement began in October with an introductory presentation at HdM Stuttgart, followed by a practical workshop in November. At the same time, project partners developed the content structure and student assignments for the Learning Hub, which were reviewed between December and February.

Infrastructure development proceeded in parallel. The project website was under continuous development from October 2024 to April 2025. Legal documentation - covering data privacy policies, platform regulations, and website compliance - was drafted and translated to support the safe and effective use of the digital tools being introduced. In early 2025, the University of Tübingen led the development of the Student Newshub submission tool, along with its operational guidelines.

Educational content production also advanced considerably. A series of expert lectures, planned since late 2024, was launched on 6 March 2025 with contributions from guest speakers across relevant fields. U.Porto delivered key learning materials including a draft of media training guidelines for athletes, proposed interview questions, and the finalised "Guide for Young Reporters" published on 10 April 2025. Meanwhile, T_OHR coordinated the planning and successful delivery of the Young Commentators workshop held on 23–24 April 2025.

The U-Media Ambassador programme reached an important milestone with the opening of recruitment on 31 March and its closure on 14 April 2025. The selection process, involving the review of applications and interviews, is currently in progress. All necessary legal frameworks and regulations to support this recruitment process were developed and finalised in March by the FA Legal and Language Services teams.

On 2 May 2025, the U-Media platform was officially launched, signalling the beginning of the project's public engagement and content dissemination phase. This platform will serve as a hub for student-generated media content and reporting activities over the coming months.

Looking ahead, May to September 2025 will focus on the implementation of core activities: the announcement and onboarding of selected U-Media Ambassadors, delivery of expert lectures, review and publication of student content, and coverage of the FISU Games in July by the young reporters. The final phase of the project will involve legacy and knowledge transfer activities, concluding with the creation of a comprehensive final report in September 2025.

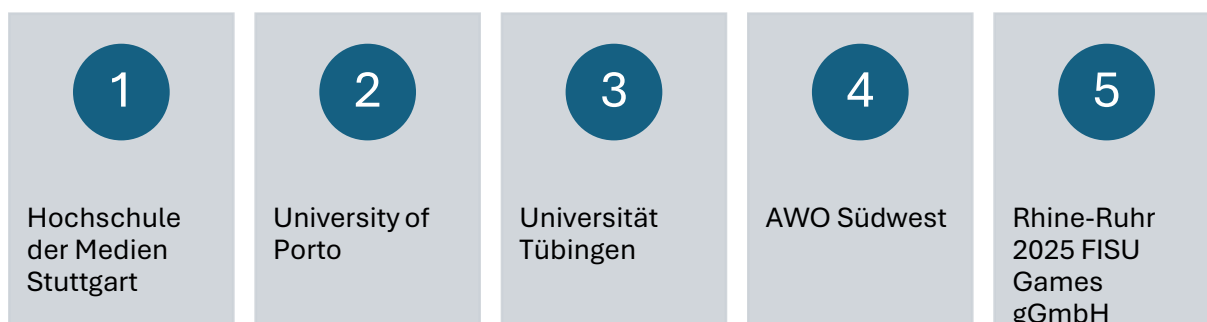
Project overview

U-Media is an Erasmus+ educational project for student reporters, photographers, and commentators, which is funded by the European Commission through the Erasmus+ Programme. 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. The project consists of four major parts (U-Media Ambassadors, U-Media Expert Lectures, U-Media Student Newshub, U-Media Learning Hub, enthusiastically supported by a team of consortium partners (University of Porto (Portugal), as well Hochschule der Medien Stuttgart (Germany), University of Tübingen (Germany), and the AWO Südwest gGmbH (T_OHR) (Germany).

Objectives

- Conduct in-depth research to analyse innovative media trends and their impact on sports reporting at global events, identifying key synergies and benefits for the industry.
- Develop and implement U-Media, an online educational training programme designed to equip aspiring sports media professionals with industry insights. This includes recruiting students, lecturers, and mentors in preparation for the Rhine-Ruhr 2025 FISU World University Games.
- Establish a student-led digital media platform for the Rhine-Ruhr 2025 FISU World University Games, enabling students to publish their media content. The platform will continue to support university sports events worldwide.
- Deliver a 10-month training and mentorship programme where students learn from leading industry experts and develop skills in written communication, commentary, and sports photography, with their work featured on the digital media platform.
- Deploy trained student media professionals to the Rhine-Ruhr 2025 FISU World University Games (16–27 July 2025), where they will report on the event, gain hands-on experience, and share content with a global audience.

Consortium

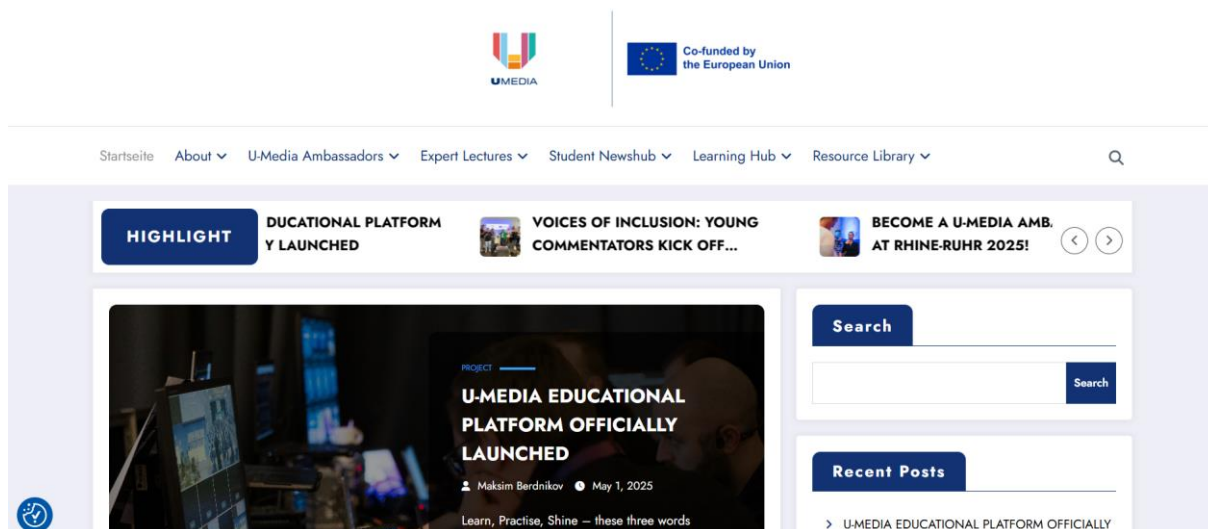


Components

U-Media Ambassadors	<p>The U-Media project will recruit 12 ‘U-Media Ambassadors’—six from Germany and six from other EU countries—to join the wider team of Young Sports Media Talents at the Rhine-Ruhr 2025 FISU Games. The U-Media Ambassadors will contribute to media coverage from in and around the mixed zones of the world’s largest multi-sport event for student-athletes.</p> <p>Learn more here</p>
U-Media Expert Lectures	<p>These lectures provide students interested in sports media with valuable insights into sports reporting, photography, and commentary. Open to all students with a passion for media, these sessions will also support selected U-Media Ambassadors and young reporters, photographers, and commentators (as part of the Young Sports Media Talents project) in preparing for their roles at the FISU Games by learning from experienced professionals. You are warmly invited to attend this lecture series. Participation is free of charge and entirely voluntary.</p> <p>Learn more here</p>
U-Media Student Newshub	<p>The Student Newshub is an exciting platform developed as part of the U-Media Erasmus+ project, empowering students to share their perspectives on university sports, FISU events, Rhine-Ruhr 2025, and NUSF activities. Students can submit news articles and photographs capturing the energy and significance of these topics, with selected content published on the project’s website. This initiative promotes student journalism and fosters international collaboration, providing a platform for young storytellers to showcase their work and connect with a global audience.</p> <p>Learn more here</p>
U-Media Learning Hub	<p>The U-Media Learning Hub is a comprehensive resource covering 18 sports, offering key information on competition formats and rules, glossaries, profiles of outstanding athletes (Hall of Fame), referee decisions (You Be the Judge), and sports equipment. The materials include downloadable documents, interactive quizzes, and videos. Additionally, the Learning Hub provides valuable guidance for various media participants, including reporters (conducting interviews, transcribing, and writing), photographers (sports photography techniques, photo galleries), commentators (preparing notes, audio description), and athletes (media engagement, interview skills).</p> <p>Learn more here</p>

Digital presence

- Website: <https://umedia-education.org/>
- Email: welcome@umedia-education.org



Milestones

Milestone No	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification	Due Date	New Due Date (if delay)	Delivery Date (actual)
1	First Quarter Report	WP1	Rhine-Ruhr 2025	Public PDF Document, English	28 Feb 2025	n/a	11 May 2025
2	Draft of Manuscript	WP2	U.PORTO	Internal Document, English	31 Mar 2025	n/a	19 Mar 2025
3	Final Manuscript	WP2	U.PORTO	Internal Document, English	30 Apr 2025	n/a	10 Apr 2025
4	Finalisation of full syllabus and training programme contents on the eLearning platform	WP3	Rhine-Ruhr 2025	Internal document in a Word template	30 Apr 2025	n/a	02 May 2025
5	Launch of the U-Media digital media outlet	WP3	Rhine-Ruhr 2025	Internal document in a Word template	31 May 2025	n/a	02 May 2025
6	Launch of recruitment process	WP3	Rhine-Ruhr 2025	Publishing of recruitment process through a shared email address in which applications will be accepted and evaluated.	31 Jan 2025	n/a	31 Mar 2025
7	Final selection of participants	WP4	Rhine-Ruhr 2025		31 Mar 2025	n/a	09 May 2025

8	Assignment list creation and execution	WP4	Rhine-Ruhr 2025		31 May 2025	n/a	n/a
9	Determining exact legacy plan for the U-Media programme and future use of U-Media Ambassadors	WP5	Rhine-Ruhr 2025	Strategic Document in PDF, English	30 Sep 2025	n/a	n/a

Project activities

Completed

Date	Event	Partner
September 2024 – November 2024	Preparation of Grant Agreement	Rhine-Ruhr 2025/HdM Stuttgart/U.Porto/T_OHR/Uni Tübingen
18.10.2024	Presentation for students	HdM Stuttgart/Rhine-Ruhr 2025
October 2024	Creation of project logo	Rhine-Ruhr 2025 (FA Content Creations)
08.11.2024	Workshop for students	HdM Stuttgart/Rhine-Ruhr 2025
November 2024	Development of content structure for the Learning Hub	HdM Stuttgart/Rhine-Ruhr 2025
November 2024	Planning of student assignments for the Learning Hub	HdM Stuttgart/Rhine-Ruhr 2025
December 2024 – February 2025	Review of student assignments for the Learning Hub	HdM Stuttgart/Rhine-Ruhr 2025
October 2024 – April 2025	Development of the project website	Rhine-Ruhr 2025
October 2024 – February 2025	Planning of Expert Lectures (finding speakers, planning of topics, etc.)	Rhine-Ruhr 2025
February 2025	Creation of the project email address	Rhine-Ruhr 2025
06.03.2025	Start of Expert Lectures	T_OHR/Rhine-Ruhr 2025
19.03.2025	Draft of Media Training Guidelines for athletes	U.Porto/Rhine-Ruhr 2025
19.03.2025	Proposal of interview questions for athletes	U.Porto/Rhine-Ruhr 2025
March 2025	Establishment of the project newsletter	Rhine-Ruhr 2025
March 2025	Development of data privacy policy for the recruitment of U-Media Ambassadors	Rhine-Ruhr 2025 (FA Legal)
March 2025	Development of regulations for the recruitment of U-Media Ambassadors	Rhine-Ruhr 2025 (FA Legal)
March 2025 – April 2025	Development of legal documents for the website (imprint, data privacy)	Rhine-Ruhr 2025 (FA Legal)

10.04.2025	Guide for young reporters (final)	U.Porto/Rhine-Ruhr 2025
April 2025	Translation of legal documents for the website (imprint, data privacy)	Rhine-Ruhr 2025 (FA Language Services)
31.03.2025	Launch of recruitment of U-Media Ambassadors	Rhine-Ruhr 2025
14.04.2025	End of recruitment of U-Media Ambassadors	Rhine-Ruhr 2025
April 2025 – May 2025	Selection of U-Media Ambassadors (review of applications, interviews)	Rhine-Ruhr 2025
January 2025 - March 2025	Development of Submission Tool for the Student Newshub	Uni Tübingen/Rhine-Ruhr 2025
February 2025 – March 2025	Development of regulations for the Student Newshub	Uni Tübingen/Rhine-Ruhr 2025
February 2025 – April 2025	Planning of the workshop for Young Commentators	T_OHR/Rhine-Ruhr 2025
23-24.04.2025	Workshop for Young Commentators	T_OHR/Rhine-Ruhr 2025
02.05.2025	Launch of the U-Media platform	Rhine-Ruhr 2025

Upcoming

Date	Event	Partner
May 2025	Announcement of selected U-Media Ambassadors	Rhine-Ruhr 2025
May 2025	Production of promotional materials	Rhine-Ruhr 2025
May 2025	Organisation of travel and accommodation for selected U-Media Ambassadors	Rhine-Ruhr 2025
May 2025 - June 2025	Expert lectures	Rhine-Ruhr 2025
May 2025 – June 2025	Review of submitted news articles through the Student Newshub	Uni Tübingen/Rhine-Ruhr 2025
May 2025 – June 2025	Publication of further materials on the U-Media platform	Rhine-Ruhr 2025
May 2025 – September 2025	Continuous reporting about the project through all communication channels	Rhine-Ruhr 2025/HdM Stuttgart/U.Porto/T_OHR/Uni Tübingen
May 2025	Creating a schedule of reporting assignments for U-Media Ambassadors	Rhine-Ruhr 2025

July 2025	Reporting assignments of U-Media Ambassadors at the Rhine-Ruhr 2025 FISU Games	Rhine-Ruhr 2025
August 2025 – September 2025	Implementation of legacy initiatives and transfer of knowledge	Rhine-Ruhr 2025/HdM Stuttgart/U.Porto/T_OHR/Uni Tübingen
September 2025	Creation of a final report about the project	Rhine-Ruhr 2025/HdM Stuttgart/U.Porto/T_OHR/Uni Tübingen

Project communications

Consortium partners

Date	Type	Platform	Link
10.05.2025	Post	RR25 LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7326910460526575617
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

External organisations

Date	Type	Organisation	Link
30.04.2025	News article	FISU	https://www.fisu.net/2025/04/30/young-voices-of-inclusion/

Educational programme

Completed events

Date	Format	Speaker	Topic	Report
06.03.2025	Lecture	Lucas Scmelz / Maxim Brehme	Introduction to audio-descriptive commentary	
12.03.2025	Lecture	Marcel Haupt	Sports photography from an athlete's perspective	
23-24.04.2025	Workshop	Lucas Scmelz / Maxim Brehme	Training for Young Commentators	
15.05.2025	Lecture	Frauke Hachtmann / Jason Stamm	Game on: Inside the playbook of sports reporting	n/a

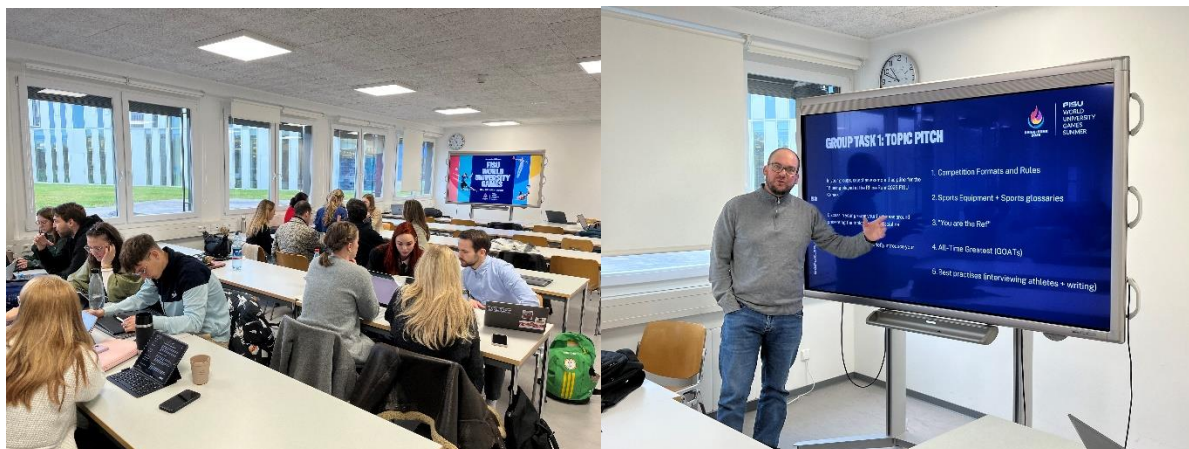
Newsletter

Sent mailings

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

Project highlights

08.11.2025 – Onsite workshop at HdM Stuttgart



23-24.04.2025 – Workshop for Young Commentators



March – May 2025 – U-Media Expert Lectures

LECTURE 01
EINFÜHRUNG IN DIE LIVE-AUDIODESKRIPTION DE



**LUCAS SCHMELZ /
MAXIM BREHME**

6. MÄRZ 2025
17:00 – 18:30 UHR (MEZ)

REGISTER NOW!





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the European Union

LECTURE 02
**SPORTS PHOTOGRAPHY FROM AN
ATHLETE'S PERSPECTIVE** EN



MARCEL HAUPT

12 MARCH 2025
17:00 – 18:00 (CET)

REGISTER NOW!





Co-funded by
the European Union

LECTURE 05
**GAME ON: INSIDE THE PLAYBOOK
OF SPORTS REPORTING** EN



**FRAUKE HACHTMANN
& JASON STAMM**

15 MAY 2025
17:00 – 18:30 (CEST)

REGISTER NOW!





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