



U-MEDIA

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FISU
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SUMMER



10

U-MEDIA AMBASSADORS

10

MONTHS



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8

EXPERT LECTURES

1

LEARNING HUB

1

WORKSHOP

1

STUDENT NEWSHUB

U-MEDIA

EDUCATIONAL PROGRAMME FOR STUDENT-REPORTERS: WWW.UMEDIA-EDUCATION.ORG



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- U-Media Learning Hub (rules explanations, sports glossaries, interview tips, writing skills, etc.)
- U-Media Expert Lectures (free-access lectures and workshops with sports media professionals)
- U-Media Student Newshub (publication of student articles with professional feedback)
- U-Media Ambassadors (student reporters for the FISU Games)



TIMELINE



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March 2025: Opening date for applications and educational programme (31.03.2025)

March – June 2025: Expert Lectures

April 2025: Closing date for applications (14.04.2025)

April 2025: Selection of participants

May 2025: Announcement of participants

May 2025: Launch of U-Media platform (02.05.2025)

June 2025: Briefing of participants

July 2025: Reporting assignments at Rhine-Ruhr 2025

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FINAL REPORT



U-MEDIA CONSORTIUM



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1

Hochschule der Medien
Stuttgart

2

University of Porto

3

Universität Tübingen

4

AWO Südwest



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Rhine-Ruhr 2025 FISU
Games gGmbH

U-MEDIA LEARNING HUB




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Startseite About ▾ U-Media Ambassadors ▾ Expert Lectures ▾ Student Newshub ▾ Learning Hub ▾ Resource Library ▾ 

HIGHLIGHT

AMBASSADOR

 LEARN FROM THE BEST IN SPORTS MEDIA: EXPERT LECTURE SERIES

Essentials >

Photographers >

Reporters >

Commentators >

Athletes

Federations

Competition Format & Rules

Glossaries

Hall of Fame

You be the Judge

Equipment



PROJECT

< >

Search

AMBASSADORS

BECOME A U-MEDIA AMBASSADOR AT RHINE-RUHR 2025!

 Maksim Berdnikov  April 1, 2025

Do you love turning impassioned words into engaging stories? Are you confident asking questions of...

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Recent Posts

> BECOME A U-MEDIA AMBASSADOR AT RHINE-RUHR 2025!


> LEARN FROM THE BEST IN SPORTS MEDIA: EXPERT LECTURE SERIES BEGINS

> EU FUNDS YOUNG TALENT PROJECT U-MEDIA

3x3 Basketball – Five Rules to Know

- Scoring System**
1 point for shots made inside the arc (the entire playing area except beyond the three-point line).
2 points for shots made from beyond the arc. Free throws are worth 1 point each.
- Game Duration and Winning**
Games are played for 10 minutes or until a team reaches 21 points. If the score is tied after 10 minutes, the game goes into overtime, where the first team to score 2 points wins.
- Shot Clock and Possession**
Teams have only 12 seconds to attempt a shot once they gain possession. After a defensive rebound or steal, the ball must be taken beyond the arc before the team can attempt to score.
- Fouls and Three Throw**
Team fouls are cumulative:
Up to 6 fouls: Common fouls result in possession for the non-offending team.
7 to 9 fouls: 2 free throws are awarded.
10+ fouls: 2 free throws + ball possession for the non-offending team. No personal foul limits, but excessive roughness can result in disqualification.
- Check Ball and Restarts**
After a dead ball (like a foul or out of bounds), the game restarts with a check ball at the top of the key. There's no jump ball to start the game; instead, possession is determined by a coin toss.

Download Rules as Pocketguide



✓ LOCATION

✓ MEDAL EVENTS

✓ TOURNAMENT TREE


00:08

01:30

Badminton – Glossary

Clear	A high, deep shot designed to push the opponent to the back of the court, creating space for the next move.
Drive	A fast, flat shot played horizontally, aiming to keep the shuttlecock low and force the opponent to react quickly.
Drop Shot	A precise shot that gently lands just over the net, forcing the opponent to move forward quickly.
Fault	Any rule violation, such as hitting the shuttlecock out of bounds, failing to clear the net, or improper serving technique.
Grip	The way the racket is held. There are different types of grips (e.g., forehand, backhand) that affect the power, control, and accuracy of shots.
Lift	A defensive shot that sends the shuttlecock high and deep, giving the player time to reset.
Net Kill	A fast, aggressive shot executed close to the net to finish off a weak return.
Net Lift	A soft, delicate shot played close to the net, creating pressure on the opponent with its low trajectory.
Net Play	The series of techniques and shots made close to the net. Effective net play is key to controlling the game at the front of the court.
Net Shot	A soft, delicate shot played close to the net, creating pressure on the opponent with its low trajectory.
Overhead Clear	A powerful shot hit from above the head, aimed to send the shuttlecock to the back of the opponent's court. It is used to push the opponent to the back of the court, creating space.
Rally	A sequence of continuous shots exchanged between players, ending when one fails to return the shuttlecock correctly.
Serve	The stroke that starts play; executed strategically to gain an advantage in the rally.
Smash	A powerful and aggressive downward shot, often used to finish a rally decisively.
Underhand Shot	A shot played from below the waist, often used as a serve or a deceptive return when the shuttlecock is low and close to the net.

Download Rules as Pocketguide



ATHLETICS HALL OF FAME

1959-1967

Click on the info button to learn more.

1959/1961

Iolanda Baras

1959-1967

Livio Berruti

1965



Irena Szewińska

1970/1973




Nadezhda Chizhova

1987

Mike Powell



...




YOU BE THE JUDGE - DIVING


MAKE THE CALL LIKE A JUDGE!

INSTRUCTIONS

GO TO THE QUIZ



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U-MEDIA EXPERT LECTURES



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6 March 2025 - Introduction to audio-descriptive commentary / Lucas Schmelz & Maxim Brehme

12 March 2025 - Sports photography from an athlete's perspective / Marcel Haupt

26 March 2025 - Introduction to sports photography: Key principles and pro tips / Lukas Schulze

28 April 2025 - 7 ways to make your social sports content stand out / Justin Kings

29 April 2025 - Q&A: 7 ways to make your social sports content stand out & Covering a live event / Justin Kings

15 May 2025 - Game on: Inside the playbook of sports reporting / Frauke Hachtmann / Jason Stamm

26 May 2025 - Through the Lens: Capturing the Spirit of Sport / Andrew Moss

25 June 2025 - Finding Your Style – The Creative Side of Sports Photography / Eakin Howard

U-MEDIA EXPERT LECTURES



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FFINAL REPORT

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



MARCEL HAUPT

12 MARCH 2025
17:00 – 18:00 (CET)

REGISTER NOW!



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LECTURE 07
**FINDING YOUR STYLE – THE CREATIVE SIDE
OF SPORTS PHOTOGRAPHY** **EN**



EAKIN HOWARD

25 JUNE 2025
17:30 – 19:00 (CEST)

REGISTER NOW!



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5 EUROPEAN | 5 NATIONAL

01
**PHILIPP
WOHLFART**

Age: 21
Country:
Germany
City:
Bad Neustadt
University:
Hochschule Ansbach
Major:
Journalism



02
**LARA
ZUGCK**

Age: 25
Country:
Germany
City:
Leimen
University:
Johannes Gutenberg-
Universität Mainz
Major:
Sports Management



03
**VALENTINA
RASINI**

Age: 22
Country:
Italy
City:
Malnate
University:
University of Milano-
Bicocca
Major:
Psychosocial Sciences
of Communication



04
**EMILIA
BRUNO**

Age: 18
Country:
Germany
City:
Elmshorn
School:
Elsa-Brändström-
Schule



05
**MOAWIS
AHMED**

Age: 25
Country:
Germany
City:
Frankfurt am Main
University:
Johannes Gutenberg-
Universität Mainz
Major:
History & Journalism and
Communication Studies



06
**DÜSLEM
GOKGÖZ**

Age: 24
Country:
Türkiye
City:
Ankara
University:
Eskisehir Anadolu
University
Major:
Media and
Communication



07
**JOHANNA
SCHRÖTER**

Age: 19
Country:
Germany
City:
Voerde
University:
TH Ostwestfalen Lippe
Major:
Media Production



08
**JONAS
DETROIS**

Age: 20
Country:
Germany
City:
Lausanne
School:
Haut-Lac International
School, Switzerland



10
**SRITY
NANTHA-
KUMAR**

Age: 23
Country:
Germany
City:
Aachen
University:
RWTH Aachen University
Major:
Sociology



MOAWIS AHMED

GERMANY

“On the first day, Editor-in-Chief Phil Humphreys told us: This will be a life-changing experience. I smiled, unsure. Two days later, I interviewed Eva Eun-kyung Sandersen (DEN) after she won the very first gold medal of the Games in taekwondo. That moment set the tone. From judo to fencing, tennis to athletics, I was there to give student-athletes a voice and write stories.”



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https://www.linkedin.com/posts/moawis-ahmed-9808301b9_sportdeutschland-journalism-media-activity-7356763924324589568-jZH8?utm_source=share&utm_medium=member_desktop&rcm=ACoAABOO2XwBvJS_oeR8S5c4bsYO7abXe_sXO1E



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