A European Media Network for Diversity and Intercultural Dialogue

MARS – Media Against Racism in Sport
Media Work Exchanges

Joint Work Proposal
*To be completed by both partners**

PLEASE COMPLETE AND SEND THIS FORM WITHIN 2 WEEKS FROM YOUR ACCEPTANCE LETTER AND BY NOT LATER THAN 4 WEEKS PRIOR TO THE START OF THE EXCHANGE.

	Partner 1	Partner 2
Name & FAMILY NAME	Luís PEREIRA	Estefanía JIMÉNEZ
Organisation	University of Minho (CECS)	University of the Basque Country
E-mail	lumigopereira@gmail.com	estefania.jimenez@ehu.es
Telephone	351 919 632 540	34 946 018 426
Date	23 janv. 12	

** Partners presenting this proposal should have already been **preselected** to participate in MARS Media Work Exchanges. If you have not yet applied, you can apply on www.coe.int/mars.*

OVERVIEW OF THE WORK ACTIVITY PROPOSED

Area of Work (select ONE)**:**

○ Journalism & Media Training and Literacy (output to be produced: Training resource)
○ Ethical regulation and Editorial Management (output to be produced: Case study)
◉ Media Production (output to be produced: Media report)

Description of the work activity (100-150 words)**:**

Our project is based on the production and spreading of an animation video which will be showed during a match of two football teams from two different European regions: Athletic de Bilbao from Spain, and SC Braga from Portugal. That would take place at the end of April, 2012, during both matches on the respective leagues of each team. This animation video is going to be produced by a local artist, who will take into account the result of both brainstorming session developed with the collaboration of Communication students from the local universities where the promoters do work on the field of Communication – U. of the Basque Country and U. of Minho. Considering that football plays a great social role in these two regions, we will try to work in collaboration with their most popular teams and use their power in order to promote intercultural awareness and concern against racism, particularly among Spanish and Portuguese youngsters. For this process – understood as a way to promote Media Literacy – we will have the support of the EY Capital2012, that is Braga.

CMFE — COMMUNITY MEDIA FORUM EUROPE   epas — Enlarged Partial Agreement on Sport · Accord Partiel Elargi sur le Sport   FAIRPLAY Viele Farben. Ein Spiel.   FIJ IFJ   MEDIA animation   UEFA RESPECT   ER3S — Université Lille Nord de France

Funded by the European Union and the Council of Europe   EUROPEAN UNION   COUNCIL OF EUROPE CONSEIL DE L'EUROPE   Implemented by the Council of Europe

Type of output that will be produced (select ONE)**:**
- ◯ Written article / report (format: around 10 pages and 15 000 characters)
- ⦿ Audiovisual product (format: between 3 to 12 minutes)

Title of the output: Football against racism - how to communicate a good idea through an animation video

Aims of the output

- ➢ To involve communication students in the process of creating audiovisual messages against racism;
- ➢ To engage several institutions from different fields, research, local media, sports, and put them working together;
- ➢ To produce a final multimedia product and evaluate their impact on people and on institutions partners;
- ➢ To spread a message against racism itself through a very popular and powerful way, as football is.

Target audience

- ➢ Communication students from University of the Basque Country (Sp) Country and University of Minho (Pt);
- ➢ Football fans of Athletic de Bilbao and of SC Braga;
- ➢ Partners institutions involved;
- ➢ Society in general, of both Spanish and Portuguese regions.

PRACTICAL ARRANGEMENTS

1. First exchange (5 days minimum)

Name of partner travelling: Luís PEREIRA

Full address of where the exchange will take place: Rua Maria de Sousa, nº10, 1º Esq. Frt. 4710-486 Braga (Portugal)

		DATE (dd/mm/yy)	DEPARTURE (FROM)		ARRIVAL (TO)	
			Time (hh:mm)	City & Country	Time (hh:mm)	City & Country
✈	Outbound travel	13/02/12	After: 06:00 & Before: 22:00	Oporto (Portugal)	After: 00:00 & Before: 00:00	Bilbao (Spain)
✈	Inbound travel	17/02/12	After: 10:00 & Before: 22:00	Bilbao (Spain)	After: 00:00 & Before: 00:00	Oporto (Portugal)

2. Second exchange (5 days minimum)

Name of partner travelling: Estefanía JIMÉNEZ

Full address of where the exchange will take place: Faculty of Social Sciences and Communication. University of the Basque Country, Campus Bizkaia.

		DATE (dd/mm/yy)	DEPARTURE (FROM)		ARRIVAL (TO)	
			Time (hh:mm)	City & Country	Time (hh:mm)	City & Country
✈	Outbound travel	12/03/12	After: 06:00 & Before: 22:00	Bilbao (Spain)	After: 00:00 & Before: 00:00	Oporto (Portugal)
✈	Inbound travel	16/03/12	After: 10:00 & Before: 22:00	Oporto (Portugal)	After: 00:00 & Before: 00:00	Bilbao (Spain)