**MARS – Media Against Racism in Sport**

**Media Work Exchanges**

**SUMMARY**

**Football against racism - how to communicate a good idea through an animation video**

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This report presents the three main parts of the activity developed within the scope of the media work exchange promoted by the MARS programme. It took place **in March and April 2012**, although several meetings were arranged to develop the idea and engage some public institutions interested in joining the project to help to spread the message once developed.

Initially, the idea was to **create an audiovisual product to promote concern against racism in sports from a positive point of view**. But for different reasons we decided to **underline the creative process** and **emphasize the Media Literacy activity** underlying the creation of that product.

The context of MARS was essential to give **credibility** to the project, when introducing our proposal both to students as to public institutions.

**Summary of the main goals**

* To involve communication students in the process of creating audiovisual messages against racism;
* To produce a final multimedia product and spread it;
* To engage several institutions from different fields on the dissemination of that idea.

Our targets were the Communication **students** from the University of Basque Country (Spain) Country and the University of Minho (Portugal); the public institutions involved (see below); the **supporters** of the Athletic Club de Bilbao and of SC Braga; and **society in general**, of both Spanish and Portuguese regions, reached by media coverage. Football makes a great impact on these two regions and we would look for the most popular teams.

The project was based on the production and sharing of a **short animation video to be shown during a match** of those two football teams. The screening will take place in **September**.

**1.- Involving Organizations**: SC Braga; Athletic Club Bilbao; Braga 2012: European Youth Capital; Bilbao - European City of Sport 2012

We presented our idea and the goals of MARS to them, asking for their support in putting the idea into action. The clubs **agreed to show the video** during a match. Braga YC offered to **support the costs of the video**. Bilbao European City of Sport 2012 was interested in using the video in **other sports events**.

The **receptiveness** of institutions proves that we should work with these kinds of agents in order to increase the impact of the initiative. The exchange support offered by MARS and the context it gave were essential for that.

**2.- Involving Students**

We developed an activity with undergraduates of **Communication Studies** at university, in both Portugal and Spain. At the U. of Minho the person who is making the video talked to them about different techniques of animation: how to design an animation video taking into account our goals and targets.

The students were asked to **develop a storyline for the video** we had to make, not only in terms of ideas, but also in terms of the kind of techniques they would use. A similar activity was developed in U. of Basque Country. As result, we received **12 storylines** from the students, all of them displaying very meaningful ideas. The final video is really **built on these ideas**

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**3.- Output**

The video was supposed to have been finished by now but unexpected issues delayed this task. It will be finished soon and will be offered in stadiums at the beginning of next football season. It will last between **30” and 1’** and will show people watching a televised football match at home, emphasizing the reality of the **mediation** of sport under the slogan, in local languages, “Teams have colours, players not. Back your colours, respect people”.

**Conclusion:** we have developed with students a **replicatable, engaging Media Literacy activity for use in similar contexts**. We consider this activity to be **successful and groundbreaking**, having **positive feedback from all involved**, both organizations and students.