

# INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD VICTORY, TRADITIONS & HONOUR



||||| KIDS MEDIA UNIT |||||

DIVYA EMMANUEL

SRI LANKA

Renown Football Academy Media Cubs



## OBJECTIVE



Our Club and Academy have been involved in community and social projects for a long time.



The purpose of a football academy is not only to coach football for kids.



The kids should be taught values, introduced to social projects so that they become well rounded individuals.



The participation of our Academy in the 2019 Football for Friendship programme in Madrid, Spain opened our eyes to form our own kids media unit.



As the next logical step the RFA Media Cubs was initiated in September 2019.



They were to get involved in the media activities of the Academy, identify and implement good social projects which would bring awareness of the projects to the Academy kids as well as the community.



The target was to create a core group of young leaders who will carry forward the social projects.



Our Young Player for 2019 Ravindu Dias getting his first introduction to media in Madrid, Spain

## FIRST STEPS



Independence Day Post

After giving an open invitation to parents and kids the interested kids were interviewed and were given tasks to complete. An initial batch of kids were taken in ranging in age from 10-18 including kids who didn't play football but loved football and had experience in media. Three officials from the Academy joined us to teach us and guide us. Occasionally experts were brought in to teach us how to collect news, how to present news, how to take photographs etc.

Our initial tasks ranged in covering training sessions, taking photographs, designing and posting posts in the official social media accounts of the Academy.



Covering Training



Covering a Friendly Match



## FIRST STEPS



Our coverage of the first ever Inter-Academy Under 12 tournament

The highlight of this being our coverage of the first ever Inter-Academy Under 12 tournament conducted by the Football Federation of Sri Lanka. Our Academy won the tournament to go in Sri Lanka youth football history as the first ever winners of the competition and our media photos were not only used in our social media accounts but some of our photos were even used by mainstream media.

## RFA MEDIA CUBS TEAM



Divya Emmanuel - Team Leader



Nisha Emmanuel



Izzath Raji - F4F Young Journalist



Jaanvi Suneree - F4F Young Journalist



Senuk Dias - F4F Young Player



Pooja Rayer - Team Leader



Neha Rayer



Umantha Perera - F4F Young Coach



Ravindu Dias - F4F Young Journalist



Crispin Rohit Peeris - F4F Young Player



Senara Ariyaratne - Team Leader



Maleeka S Amith - AFC Youth Ambassador for Sri Lanka F4F Good News Correspondent



Hammad Booso - F4F Young Coach



Muhammad Raashid Asif - F4F Young Journalist



Ilavenyl Senthilkumar - F4F Young Journalist

## PRESENT DIGITAL PROJECTS & INITIATIVES

---

The COVID-19 global pandemic has changed the way we work as well. As the media unit of the Academy we had a major role to play. Rather than looking at the situation as a disadvantage, with the support of the Academy and our parents we have started working from home when necessary, then collaborating online so that we can do the Academy media work but more importantly our own Digital projects and initiatives.



Coverage of Football Events



Sri Lankan Football Legends project



Sri Lankan Football Stars project



Raising awareness for International Days & Social projects



Following Football for Friendship initiatives



Online training workshop project



## COVERAGE OF FOOTBALL EVENTS



The first ever professional football league in Sri Lanka called the “Super League” was launched this year and our team covered the press conference.



It was the first time that a press conference of the Football Federation of Sri Lanka (FFSL) was covered by a kids media unit.



Our team asked questions from the President & Secretary of the Football Federation of Sri Lanka and was commended by FFSL and the main stream media.



Once the fans are allowed to enter the stadium our kids media unit will also cover the Super League matches as well



# SRI LANKAN FOOTBALL LEGENDS PROJECT



The present generation have no idea about the past football players of Sri Lanka some of whom have shone not only locally but internationally as well



The Sri Lankan Football Legends series was our plan to interview some of the past football legends and introduce them to the present generation



We have already interviewed two of the such living legends Subhani Hashimdeen & Piyadasa Perera presently two of the oldest living past international football players of Sri Lanka



We also got them down to the ground so that they can share their knowledge and experience with our coaches and kids



The next step of the project is to help the legends financially if they need such assistance through our own fundraisers



Interviewing Piyadasa Perera



Getting the past players to advise our coaches



Interviewing Subhani Hashimdeen



## SRI LANKAN FOOTBALL LEGENDS PROJECT



Head Coach of the Sri Lanka national team Amir Alagic



The present generation also don't have an idea of our present national team players and our coaching staff as they mostly follow only foreign football leagues



The Sri Lankan Football Stars series was our plan to interview some of the present national team players and our coaching staff and introduce them to the present generation



We have interviewed the head coach of the Sri Lanka national team Amir Alagic who has worked with clubs and countries all over the world and is doing his best to develop Sri Lankan football from the grassroots level



We have already interviewed several national players as part of the series



Interviewing Waseem Razeek

# RAISING AWARENESS FOR INTERNATIONAL DAYS & SOCIAL PROJECTS



International Women's Day

Our Football for Intership Ambassador, Muhammed Saad planning to mark the World Environment Day. The theme for 2020 is, 'Time for Nature', with a focus on its role in providing the essential infrastructure that supports life on Earth and human development. Together let us protect and preserve the beauty of our environment by being more responsible for our actions.



World Environment Day



We have initiated several social projects for our Academy kids. We post information about the projects in our social media pages and our internal Academy groups for the parents and kids. We get them to be part of the project by asking them to join us or do the projects in their homes or communities.



Likewise for major International Days we follow the above steps to get our Academy kids and their parents involved and do our best to raise awareness for the causes.



Some of the projects we have covered are International Women's Day, Earth Hour, World Environment Day, Children's Day, Mother's Day, Plant a Tree project, Ocean Conservation project, Endangered Species project etc.



Children's Day



Earth Hour





# RAISING AWARENESS FOR INTERNATIONAL DAYS & SOCIAL PROJECTS



Some of the videos we have created for the above projects have gone viral for example our International Women's Day video.



For Children's Day, Mother's Day etc we organized get together and competitions for the parents and kids which has created a bond between the parents, kids and the Academy.



Mother's Day



Mother's Day



Plant a Tree



Father's Day

# FOLLOWING FOOTBALL FOR FRIENDSHIP INITIATIVES



We teach the 9 Football for Friendship values and symbols like Friendship Bracelets to our kids. First we educate the coaches through easy to follow training and then the coaches teach the kids in the ground. As one of our Media Cubs member is a young coach she teaches the kids as part of the training process.



We also raise awareness through online classes and workshops through our team not only for our Academy kids but for children in schools as well.



We even organized the International Football and Friendship Day for our Academy kids on a grand scale.



We have introduced the Animalues card game to our kids and through it the Nine values and the need to protect endangered species. The kids love the game and we get them to draw the animals as well as make origami models through the origami workshops conducted by our Young Journalist Ilavenyl Senthilkumar. It really is a fun way for the kids to learn about the amazing creatures of our planet.





# ONLINE TRAINING WORKSHOP PROJECT



As COVID-19 made it almost impossible for kids as well as everyone else to play or train for sports having online workshops has become a necessity.



Our Media Cubs team worked behind the scene for Sri Lanka's first ever online workshop for football. This has now become a monthly event and several new training methods, laws of the game etc. have been taught through the sessions.



The unique nature of the sessions are whenever possible the demonstrations are done live directly from the ground or gym during the online session.



This online training workshops are conducted in partnership with MG Football Academy, Sports Ministry of Sri Lanka and Institute of Sports Medicine and are extremely popular over here.



## OUR ACHIEVEMENTS



We are the only sports academy in Sri Lanka to have our dedicated kids media unit. Our coverage of events have been used by mainstream media.



When our team covered the press conference for Sri Lanka's first professional football league it was the first time that a press conference of the Football Federation of Sri Lanka (FFSL) was covered by a kids media unit.



Our Media Cubs team worked behind the scene for Sri Lanka's first ever online workshop for football which was done with the support of the Sports Ministry and Institute of Sports Medicine. It has now become a monthly event popular with viewers.



Our Media unit kids have excelled globally especially in the F4F environment

**6 OF  
THEM**

have been F4F Good News Correspondents Ilavenyl was part of the United Nations 75th anniversary project, #UN75 and had a discussion with officials of FC Schalke 04





## OUR ACHIEVEMENTS



Our Academy kids and their parents are now aware of social projects. Now we have strong workforce of Academy staff, coaches, parents and kids who are ready to work on social projects.



We have now started to extend the social projects to schools and communities



Through the effort of our Media unit our Academy kids have excelled globally



Our kids Rohit & Ilavenyl participated in the Keep up Challenge conducted by Manchester City FC and were winners of the competition and their skills was commended by the club and the videos went viral.



Our kids participated in the design a kit competition conducted by Man City and our submissions were commended by the Club and WWF for our social cause.



Our kids participated in the art competition conducted by Manchester United FC. Our member Neha was chosen as one of the winner by none other than the Manager Ole Gunnar Solskjaer and she will be getting her art signed by Marcus Rashford as well as a Manchester United kit signed by the team.



We got our kids actively involved in the #STADIUMISWHEREIAM show and 4 of our kids have been weekly winners.



It is possible for any Academy to get their kids socially active, create young leaders and form a kids media unit if they make a true effort.  
We believe we are an example of what can be achieved through this effort.

# INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD VICTORY, TRADITIONS & HONOUR



## THANK YOU FOR ATTENTION!



rfamediacubs@gmail.com



+94 7777 47847