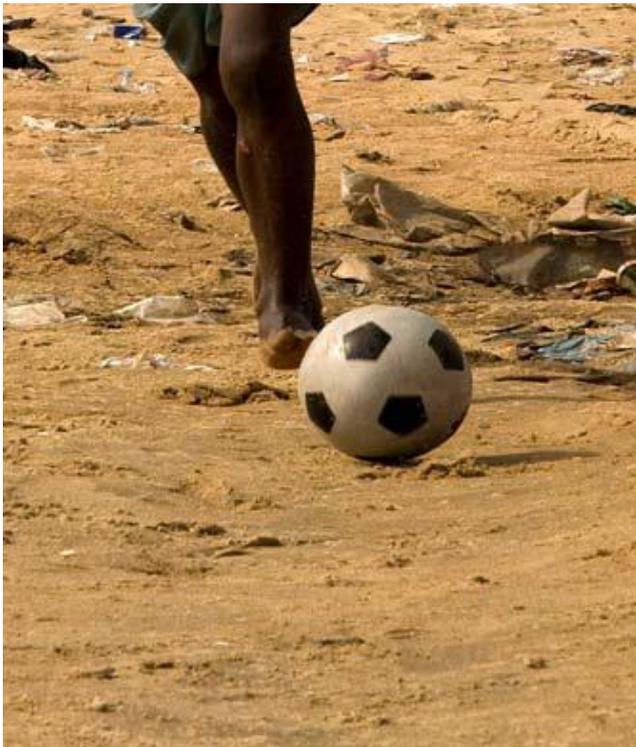




Get the Ball Rolling



Ged Naughton
Naughton Media
Prague, March 2011



The Global Game

.World Cup Final (2006)

.Total audience : 26.29 billion

.Final: 715.1 million (a ninth of the entire population of the planet)

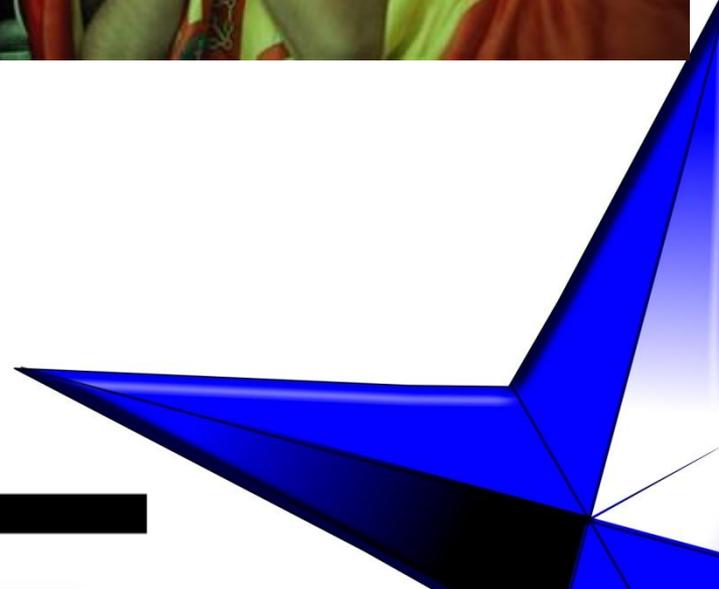
.First match in South Africa – 1860s

.FIFA 208 members – UN 192 members

.Secretary General Kofi Annan (FIFA 2006): “Sport has an incredible capacity to work as a catalyst for positive change in the world and I can’t think of anything that can bring people together like football. For 90 minutes at a time, people become one nation.”

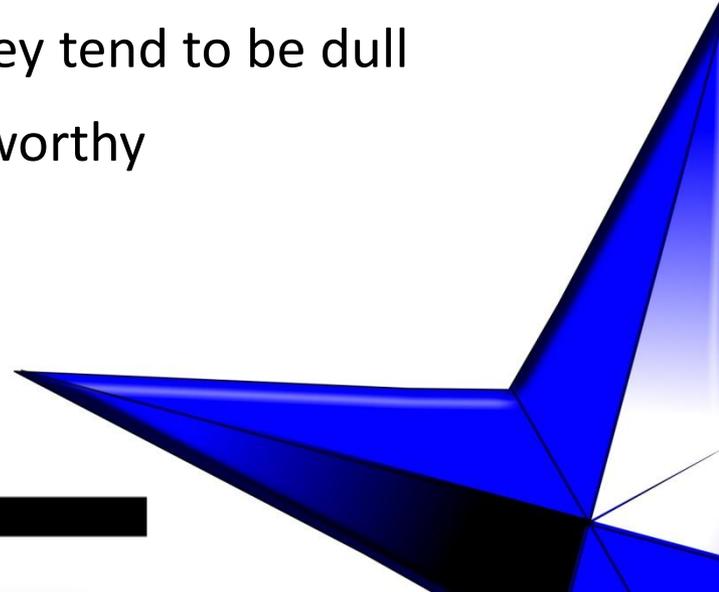
.In 2005, UN International Year of Sport and Physical Education - MDGs

.Globalization – ‘glocalization’



Media and Education

- Problems:
 - Too little time, too much space, market needs
 - Result:
 - New, formulaic, sensational rather than sensitive
 - So they tend towards stereotypes
 - And they like what's familiar, quick and easy
- Problems:
 - Government demands, competition, parents
 - Result:
 - broad context, thinking not feeling, not focussed on the audience
 - So they tend to be dull
 - And worthy

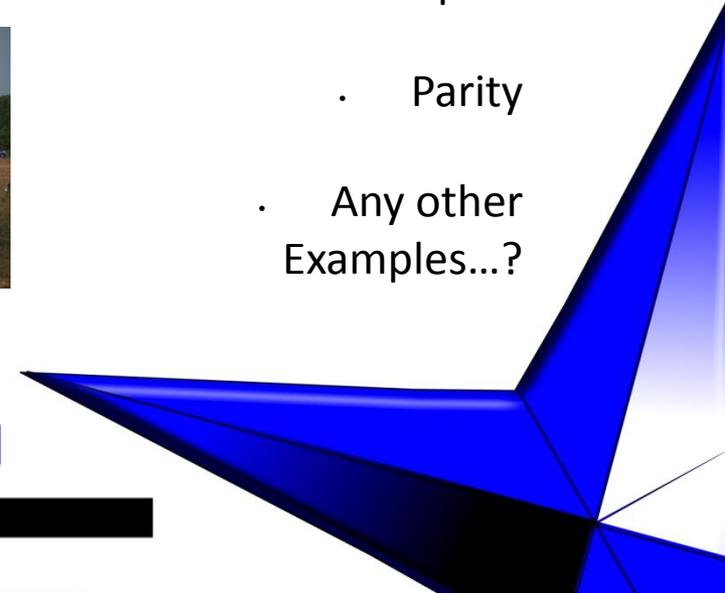


What is global education?

- Global citizenship
- Conflict resolution
- Social justice
- Values and perceptions
- Sustainable development
- Interdependence
- Human rights
- Diversity

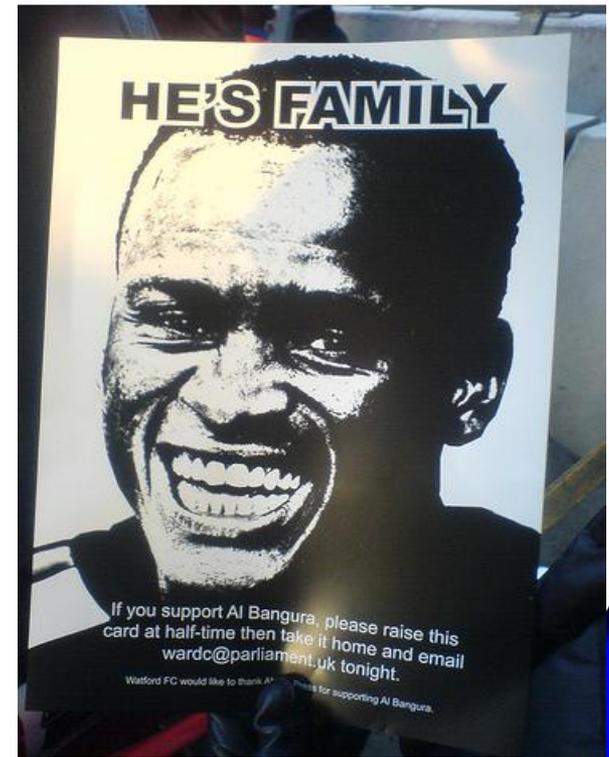


- Non-violence
- Identity
- Fair Play
- Learning to lose
- Trust and respect
- Parity
- Any other Examples...?



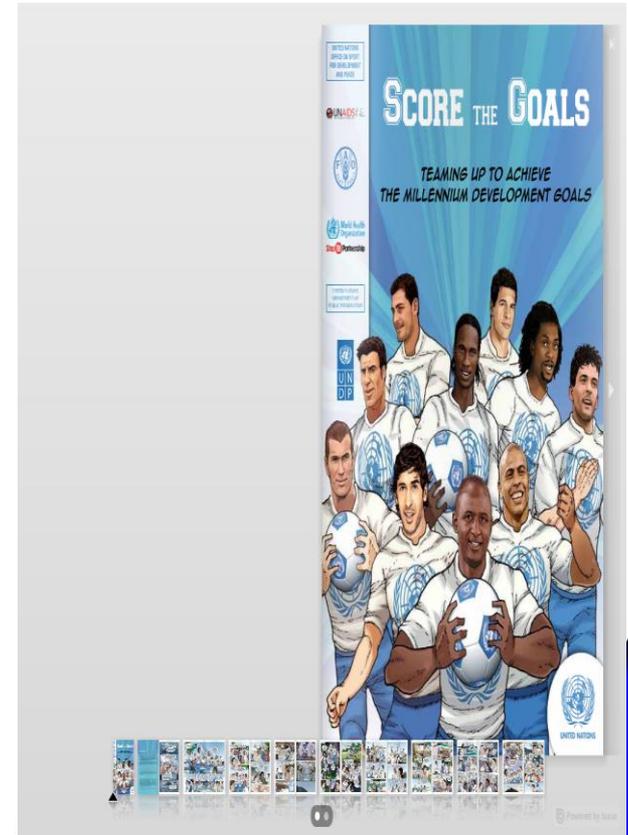
Sport helps you use the media for education

- Helps you challenge stereotypes
- Helps you to address difficult subjects in an accessible way
- Gives a voice to the voiceless
- Allows a populist approach
- Mutually strengthens impact



Telling a difficult story

- Drogba (Chelsea) and Adebayor (Real Madrid) - Goodwill Ambassadors for the UN.
- MDGs Comic
 - “shipwrecked on an island on their way to playing an all-star charity football game in support of the UN. While on the island, the team has to tackle the eight MDGs along their journey towards being rescued.”



Difficult subjects...

- Fernando Torres (Chelsea & Spain football player) £200,000 per week
- Imran Khan (Fairtrade football maker) 7000 Pakistan Rupees a month (£51)
- Weah, Abedi Pele, Okocha etc
- “Often the African football players’ fate in Europe is not so different from the fate of more ‘normal’ African migrants.”



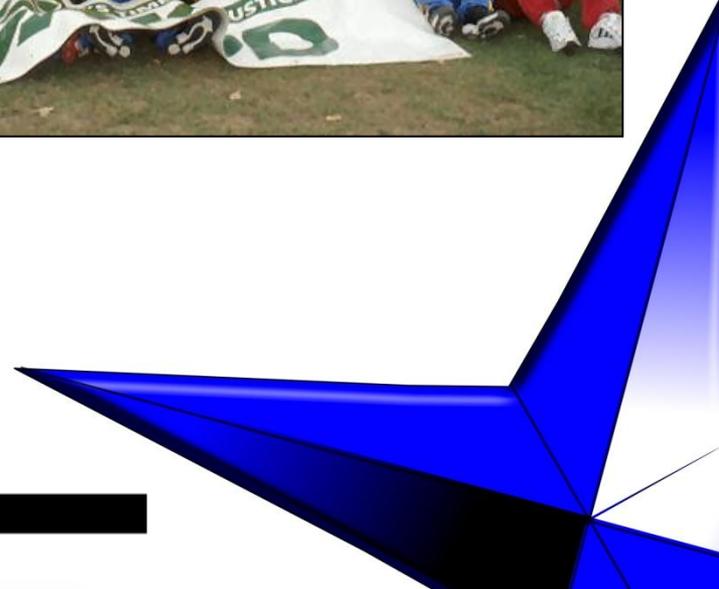
Challenges stereotypes

- .Cameroon v Argentina 1986
 - .Senegal v France 2002
- .Iran v USA 1998
- . Brazil is the World Leader –
USA a developing nation



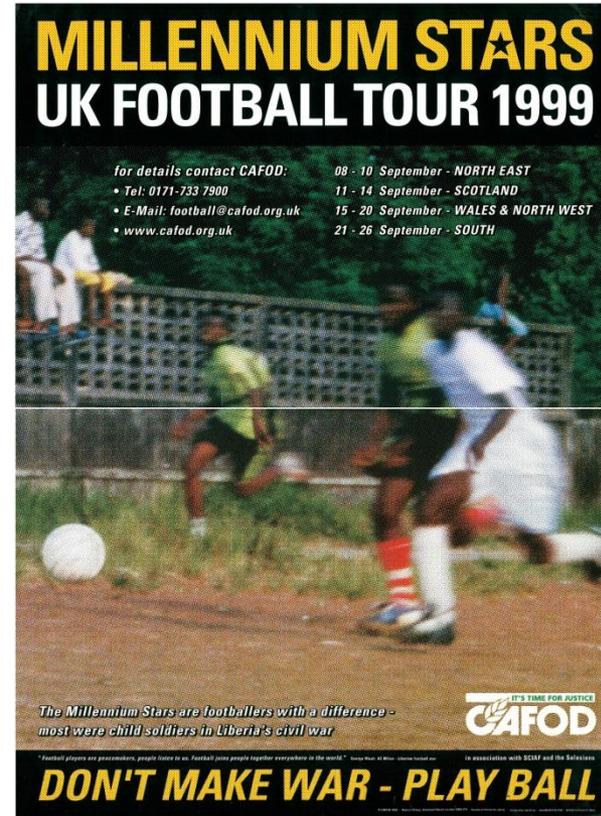
Media strategy

- Get Famous Names
- Provide photo opportunities
- Target your media by audience
 - Local, regional, national
 - Broadcast
 - Specialist
 - New media
 - Popular
- Speak to the converted
- Media training
- Media-campaign-action



That was then

- Millennium Stars
 - National campaign
 - 69 media hits in three weeks
 - Played five, won five, scored 32, conceded 7
 - Issues child soldiers and streetkids
 - Train younger children
 - Who's your favourite?



This is now



Football brings people together



Statements about football

- If this can be termed the century of the common man, then soccer, of all sports, is surely his game.... In a world haunted by the hydrogen and napalm bomb, the football field is a place where sanity and hope are still left unmolested. Stanley Rous, 1952
- In Latin America the border between soccer and politics is vague. There is a long list of governments that have fallen or been overthrown after the defeat of the national team. Luis Suarez
- Football is all very well as a game for rough girls, but is hardly suitable for delicate boys. Oscar Wilde
- Some people think football is a matter of life and death. I assure you, it's much more serious than that. Bill Shankly
- Soccer is the biggest thing that's happened in creation. It's bigger than any 'ism' you can name. Alan Brown
- I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion. Mia Hamm
- Football can be more than fun and the expectation of a life as a top football star. It can change people's lives. It's not just about playing football and then going home; football is a means to develop people and change their lives. It may be possible for both to work side-by-side. Nusee Cooper

