

## ABSTRACT

### EdMedia Workshop at EAS Conference 2020

„Media as a tool for raising awareness of stakeholders on athletes dual-career?“  
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#### Context

We are concerned of the current gap between the challenges for combining sport and education and the visibility of student-athletes. This visibility shortage must be addressed to make dual career stakeholders aware of the need to increase media attention for a positive intersection with dual career of athletes as role models for inspiring other talented and elite athletes. Actually, opposed to merely consuming media content, social media plays an increasing role in generating, communicating and sharing information. Although not all media and social media use is positive and many student-athletes might not fully understand the potential risks associated with their activities and actions taken online.

#### Objective

The workshop brings together representatives of educational institutions, sport bodies, and dual career experts to identify current challenges, opportunities and solutions to enhance the student-athletes' visibility through media. In sharing their insights and experiences, working together to explore the issues at stake, participants are asked to co-design concrete actions to engage dual career stakeholders in promoting dual career.

#### Planned Results

An Ed Media report will summarize the outcomes of the workshop, containing suggestions for new models of media cooperation in dual career; input to existing and future educational programmes at the European, national and regional levels; ideas for possible increase of student-athletes visibility. A large consensus on some key points could be the base for a possible contribution of the workshop participants to the definition of dual career media strategies.

#### Format

The workshop includes:

- A brief session on the topic: Who are the relevant stakeholders for increasing the visibility of student-athletes?
- A brief video on the expert's opinion on "How social media can help promoting dual career"
- An online survey on the priorities and feasibility of future actions
- An open discussion for proposal of concrete actions and outcomes
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**Participants.** The workshop gathers participants attending EAS 2020 conference.