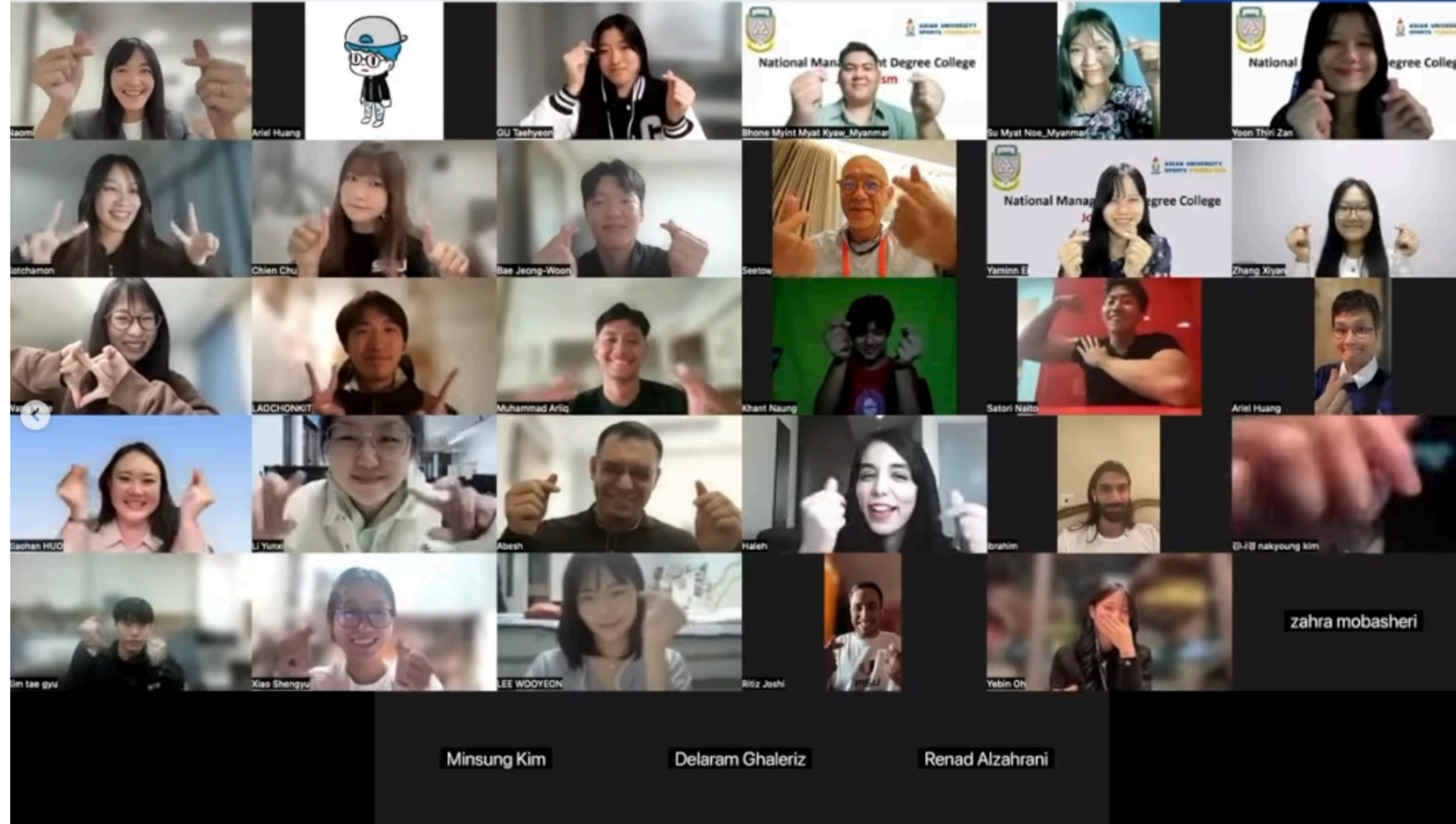


1st AUSF Student Media Bootcamp





Naomi Ma

**Chinese and English Translation and Interpretation
/News Writing/ Video Editing/ Sports Marketing**

Work Experience

-
- Mnews International Programs Center - Reporter 2023- 2025
 - TVBS International News Section- News Editor and Translator **2017-2020**
 - CTUSF Marketing Section- Media PR staff **2013-2017**

Education

-
- Doctoral program, Graduate Institute of Sport, Leisure and Hospitality Management , NTNU, Taipei, Taiwan (2023 - Present)
 - Master of Liberal Arts, 2023 Graduate Institute of Translation & Interpretation (Conference Interpretation), NTNU, Taipei, Taiwan
 - Master of International Communication, 2016 National Cheng-Chi University, Taipei, Taiwan
 - Bachelor of Education and Liberal Arts, 2012 National Taiwan Normal University, Taipei, Taiwan

1st AUSF Student Media Bootcamp



- Kickoff & Introduction to AUSF
- News Writing
- Interviewing Skills & Feature Reporting
- News Ethics, Media Literacy & Cultural Awareness

- Fieldwork

- Guest Speaker Session
- Social Media Content Creation & Data Analysis
- Branding & Advertising
- Video Production & Editing

- Project Presentation & Peer Feedback
- Course Review & Certificate Presentation

We received **45 applications** in total, including undergraduate, master's, and PhD students from very diverse academic backgrounds (communication, sports, law, science, and more) .

The participants came from all across Asia:

West Asia: Saudi Arabia and Iran

South Asia: Nepal

Southeast Asia: Myanmar, Thailand, Singapore, and Malaysia

East Asia: China, Macao, Chinese Taipei, Korea, and Japan

Participants joined from **seven different time zones**, with up to a **six-hour time difference**. All sessions were conducted online via **Zoom** and delivered entirely in **English**.

- Morning Session

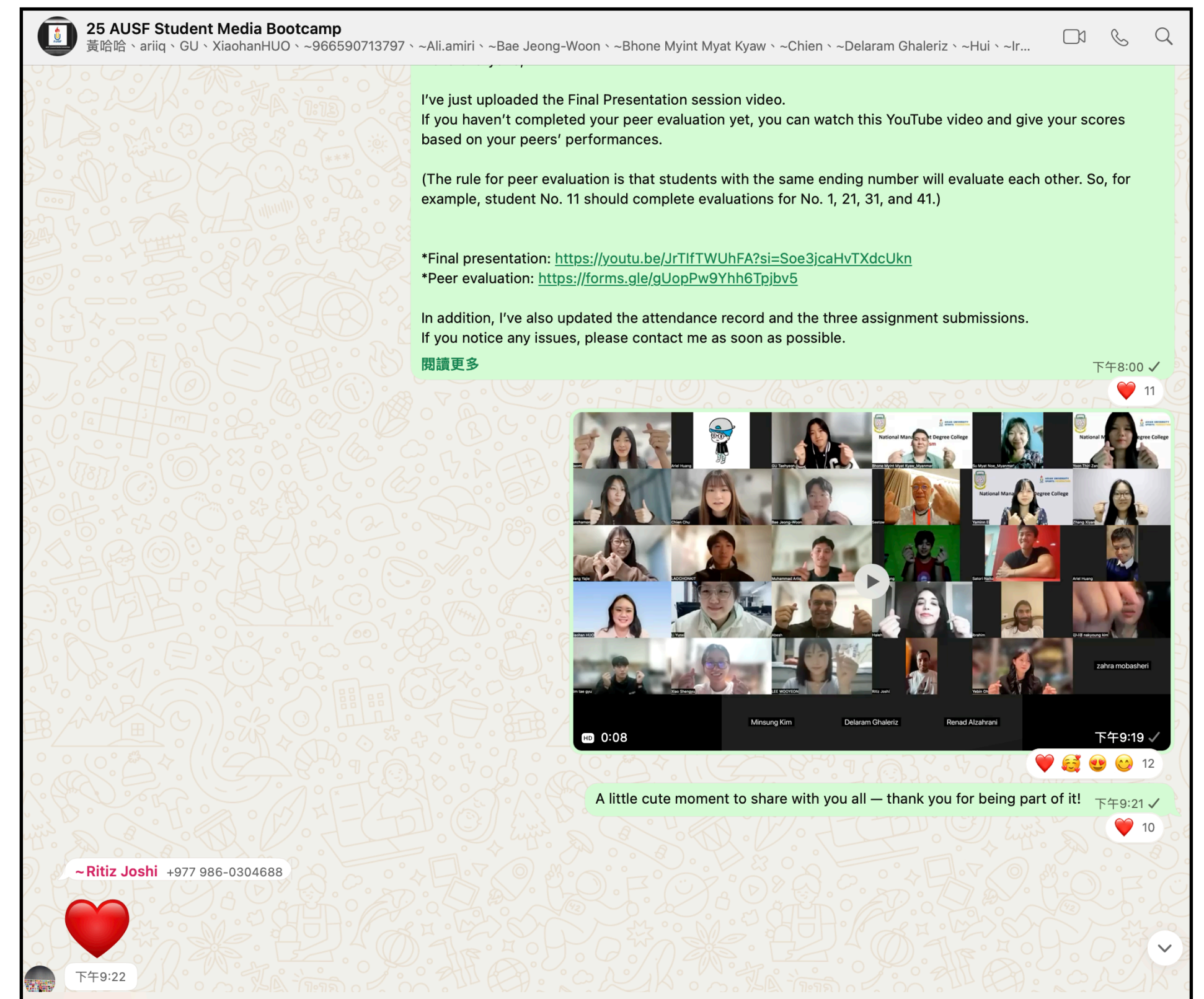
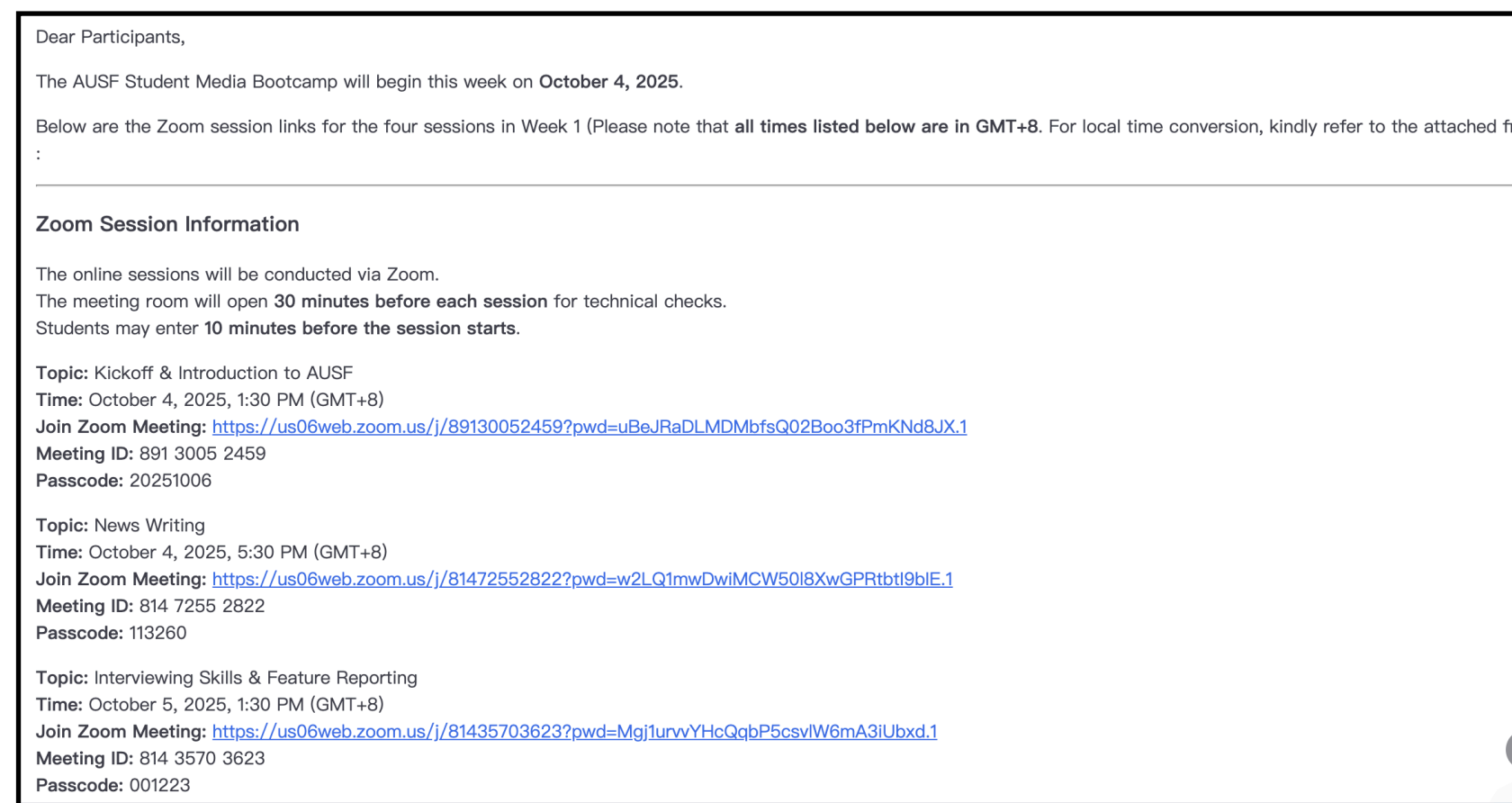
- • Saudi Arabia: 09:00 AM (GMT+3)
- • Switzerland: 08:00 AM (GMT+2)
- • Iran: 09:30 AM (GMT+3:30)
- • Nepal: 11:15 AM (GMT+5:45)
- • Myanmar: 11:30 AM (GMT+6:30)
- • Thailand: 12:00 PM (GMT+7)
- • China / Singapore / Macao / Malaysia / TPE: 02:00 PM (GMT+8)
- • Korea / Japan: 03:00 PM (GMT+9)

- Afternoon Session

- • Saudi Arabia: 01:00 PM (GMT+3)
- • Switzerland: 12:00 PM (GMT+2)
- • Iran: 01:30 PM (GMT+3:30)
- • Nepal: 03:45 PM (GMT+5:45)
- • Myanmar: 04:30 PM (GMT+6:30)
- • Thailand: 05:00 PM (GMT+7)
- • China / Singapore / Macao / Malaysia / TPE: 06:00 PM (GMT+8)
- • Korea / Japan: 07:00 PM (GMT+9)

Communication Channels

- We delivered official announcements and documents via the **official email account**, while a **WhatsApp group** was used to provide real-time updates and respond promptly to participants' questions.



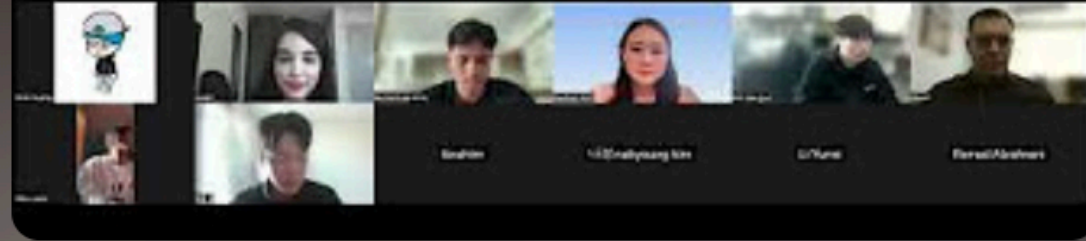
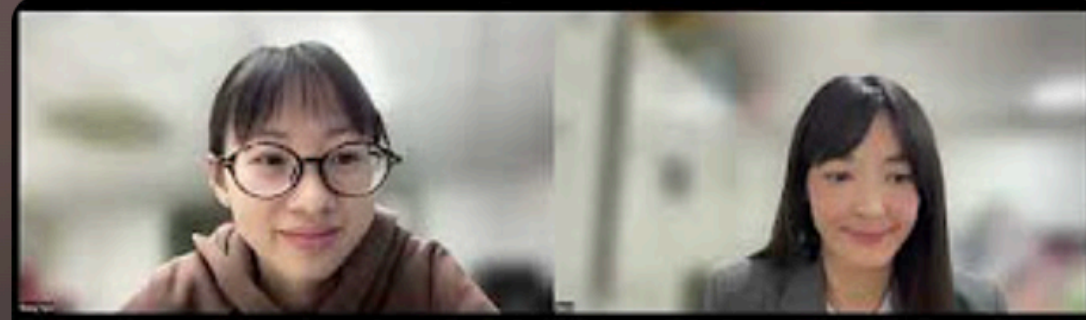
Student Media Contributor Evaluation Criteria

The final grade is based on the following components:

- **Attendance (40%)**: Regular attendance is required to ensure consistent learning and engagement throughout the course.
- **Participation (10%)**: Active involvement during discussions and activities will be taken into account.
- **Assignments (20%)**: Short tasks and exercises are designed to put new skills into practice.
- **Final Presentation (30%)**: At the end of the bootcamp, you will deliver a presentation to showcase what you have learned.

*Important Note:

If a student is unable to attend a live online session, they may make up for it by watching the recorded class video. However, no more than three sessions may be missed in total. In addition to completing the assignments required by the instructor, absent students must also submit a 1,500–word reflection report that includes lecture notes and personal insights in order to make up for their attendance grade.



25 AUSF Student Media Bootcamp

A 由AUSF建立

播放清單 · 9 部影片 · 觀看次數：254次

▶ 全部播放



1



AUSF Student Media Bootcamp-2025.10.25- Final Presentation

AUSF · 觀看次數：44次 · 1 個月前



2



AUSF Student Media Bootcamp-2025.10.12-Video Production & Editing

AUSF · 觀看次數：133次 · 1 個月前



3



AUSF Student Media Bootcamp-2025.10.12-Branding & Advertising

AUSF · 觀看次數：25次 · 1 個月前



4

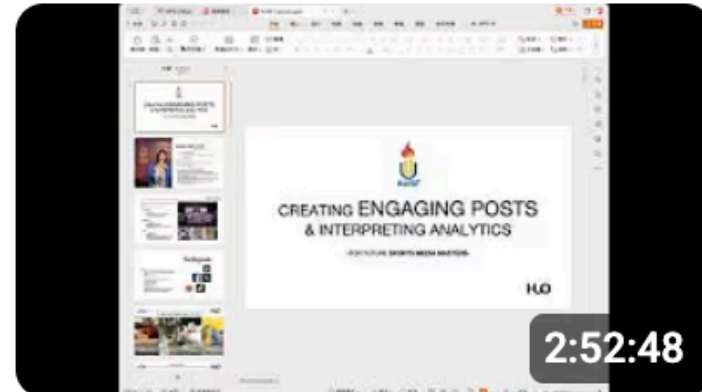


AUSF Student Media Bootcamp-2025.10.11-Guest Speaker Session

AUSF · 觀看次數：22次 · 1 個月前



5



AUSF Student Media Bootcamp-2025.10.11-Social Media Content Creation &...

AUSF · 觀看次數：18次 · 1 個月前



6



AUSF Student Media Bootcamp-2025.10.04-Kickoff & Introduction to AUSF

AUSF · 觀看次數：20次 · 1 個月前



Instructor



W1 | 4, Oct.

Course 2

Tina Sharma
News Writing

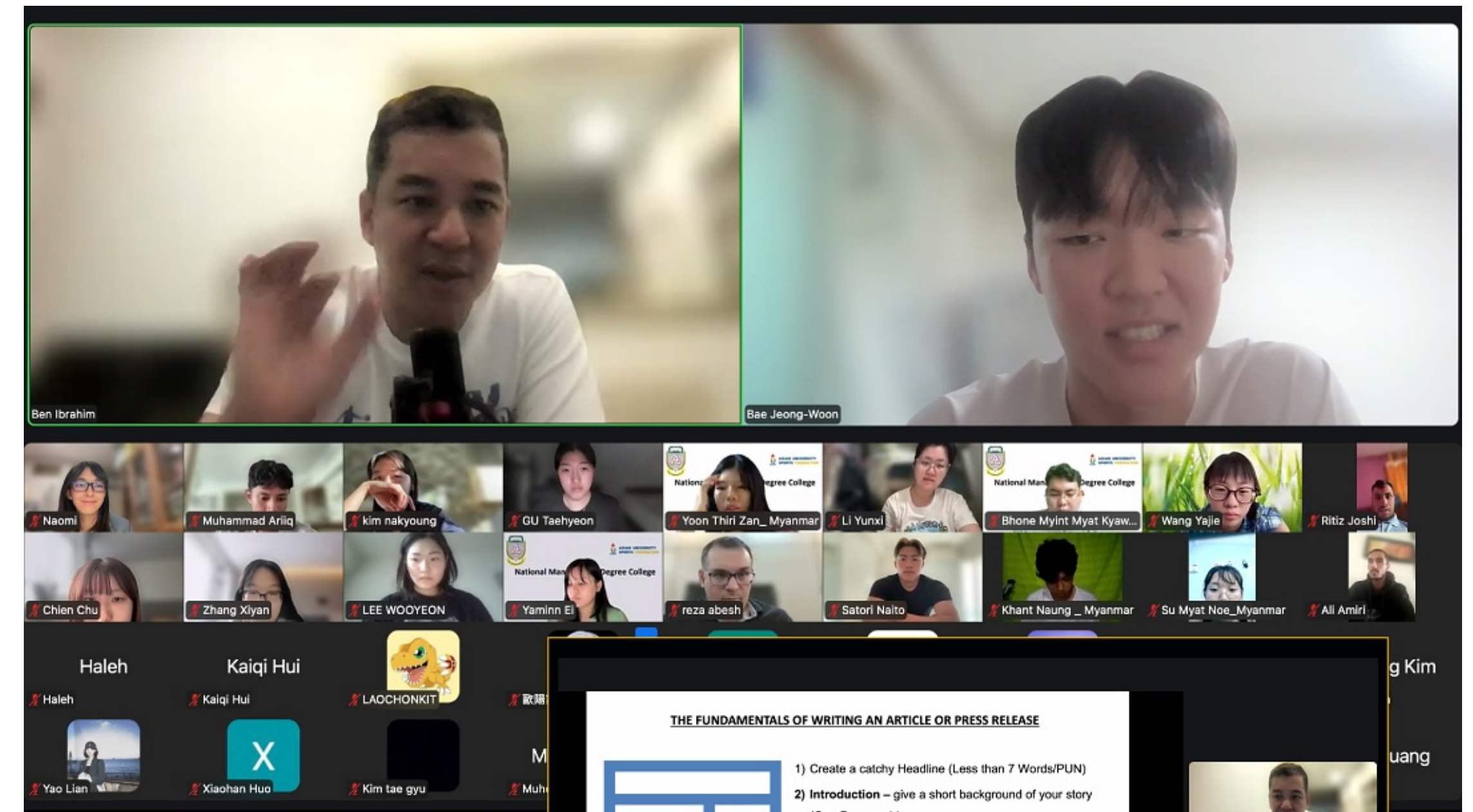
Definition and Purpose of News Writing

Informing the Public
The main purpose of news writing is to inform the public by providing accurate and factual updates on current affairs or events.

What makes 'news'?

- An event or sudden occurrence } Timing
- A new development } Personality
- A statement from a VIP } Relevance
- Human interest
- Significance
- Proximity

YONSEI 23



W1 | 5, Oct.

Course 3

Ben Ibrahim

**Interviewing Skills
& Feature Reporting**

THE FUNDAMENTALS OF WRITING AN ARTICLE OR PRESS RELEASE

- 1) Create a catchy Headline (Less than 7 Words/PUN)
- 2) Introduction – give a short background of your story (One Paragraph)
- 3) Main Body – explain the story's actions, VIP involvement, and people sensitivities.
- 4) Main Body – Have two quotes from two spokespeople (Key personalities of the story/SME/LEADERS)
- 5) Main Body – Highlight any dates or activities taking place.
- 6) Conclusion – A short summary and a link where more information can be found.
- 7) 2 X Supporting Photos

Instructor

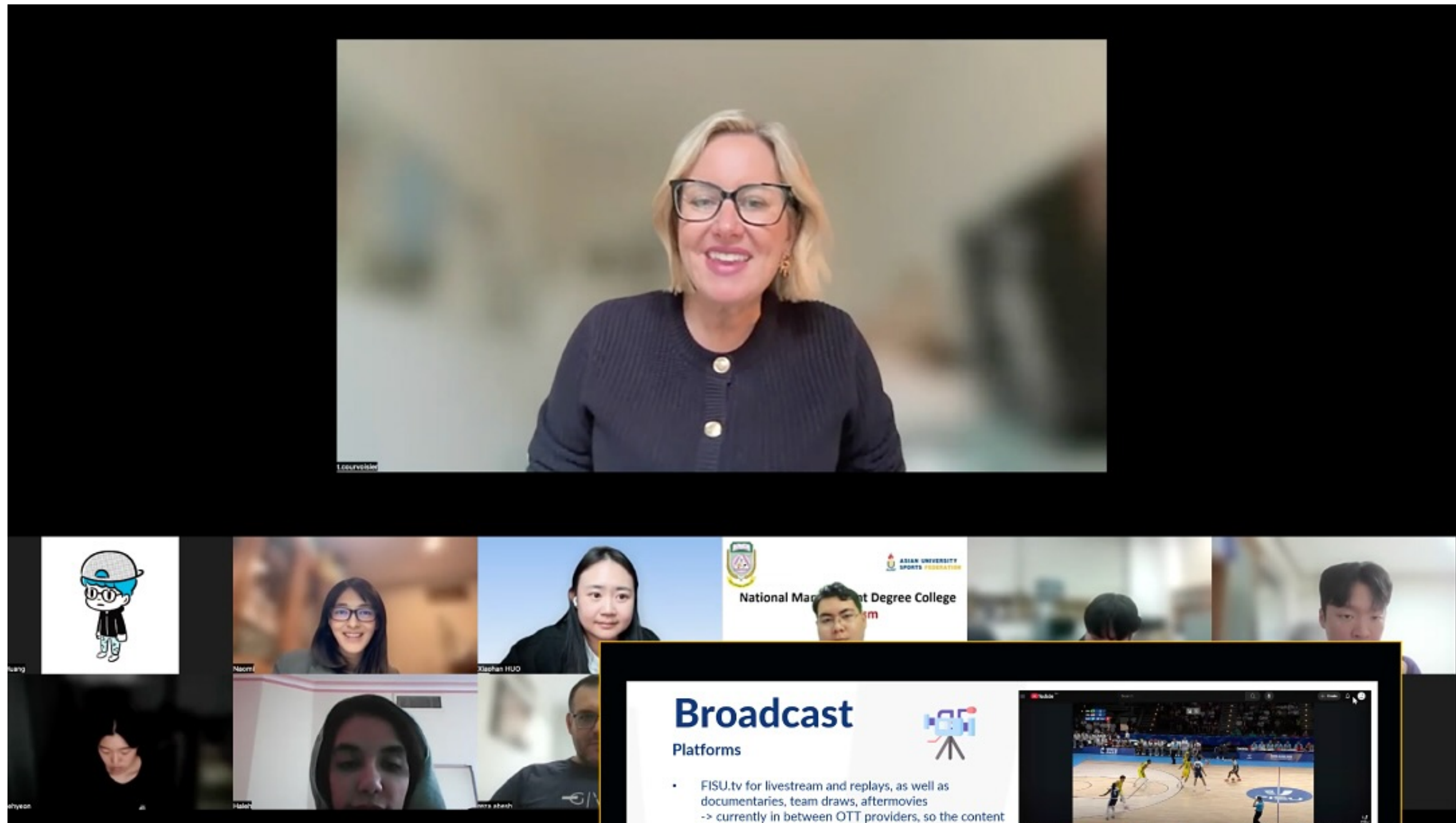
W1 | 5, Oct.

Course 4

Natalie Pang

News Ethics, Media Literacy & Cultural Awareness

Instructor



W2 | 11, Oct.

Course 5

Thérèse Courvoisier
Guest Speaker Session

Broadcast Platforms

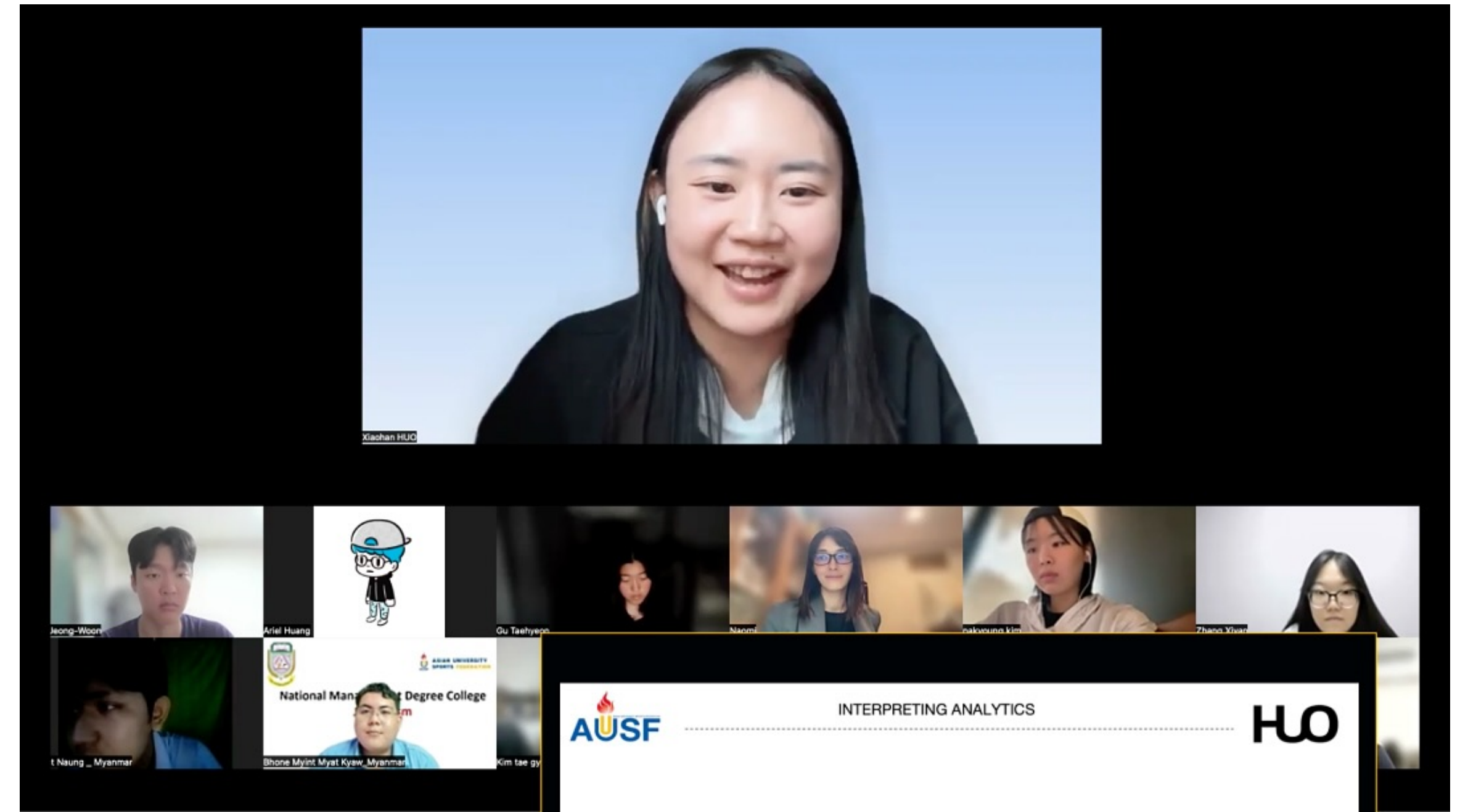
- FISU.tv for livestream and replays, as well as documentaries, team draws, aftermovies
-> currently in between OTT providers, so the content can be found on FISU's YouTube channel
- Linear TV on rights holders' channels Eurosport, Olympic Channel etc...)

FISU World University Games Coverage

- Semi-finals and finals in team sports + medal ceremonies
- All finals in individual sports + medal ceremonies
- Opening & Closing ceremonies

FISU support

- News packages, highlights, interviews, and replays
- Guaranteed international
- Expert follow-up on production preparations and



W2 | 11, Oct.

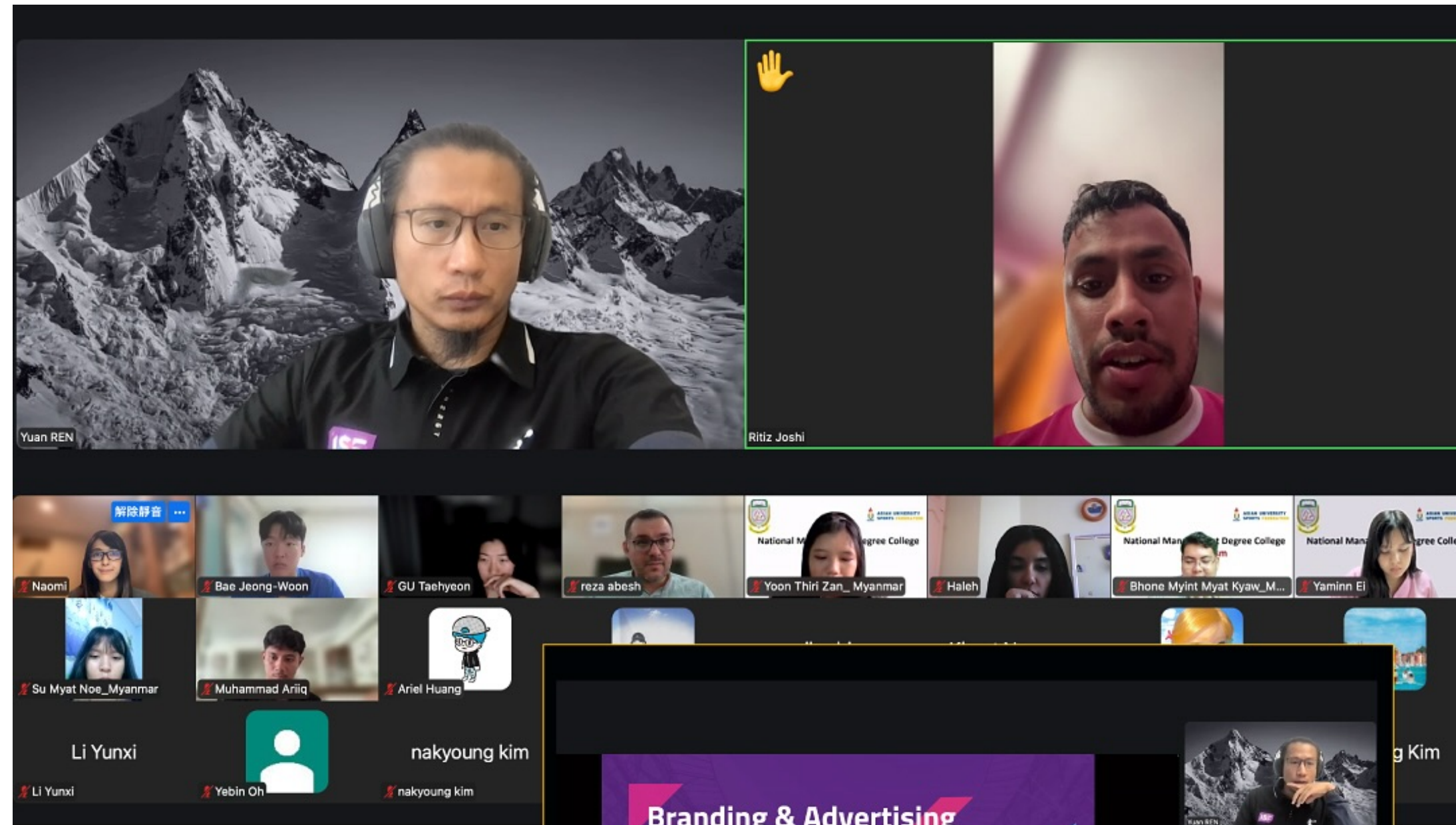
Course 6

Xiaohan Huo
Social Media Content Creation & Data Analysis

AUSF INTERPRETING ANALYTICS **HO**

“ Sports social media analytics is, in essence, a continuous optimization cycle:
Track → Analyze → Gain Insight → Act → Track Again”

Instructor



W2 | 12, Oct.

Course 7

Yuan REN

Branding & Advertising



W2 | 12, Oct.

Course 8

Naomi Ma

Video Production & Editing

- To keep the online sessions interactive, instructors built in group discussions and short practical tasks, and provided prompt, constructive feedback.

IV. Group Session I

- Choose one sport organisation around you (university team, club of the city)
- Study its **brand** and how it is **applied** (visual style, colours, messaging, etc.)
- As a group, discuss this case and identify:
 - ❖ **Two things they do well**
 - ❖ **Two things they do poorly & suggestions for improvement**



Activity

- In groups, discuss one example of 'media effect' you have come across. What is the media, what is the message, and what do you think are the effects you have observed (on you and others)?



- For the final presentation, we used a peer-evaluation form to keep everyone involved, and we also asked each participant to prepare one question for the next presenter.

AUSF Student Media Bootcamp – Peer Evaluation Form

B I U ↻ ✕

表單說明

Your Name *

簡答文字

Your Number *

簡答文字

Presenter's Number *

簡答文字

Presenter's Name *

簡答文字

Evaluation of the Written News Story Please rate the following aspects on a 1–5 scale: *
(1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent)

***The story has a clear theme and focus.

1 2 3 4 5

☆ ☆ ☆ ☆ ☆

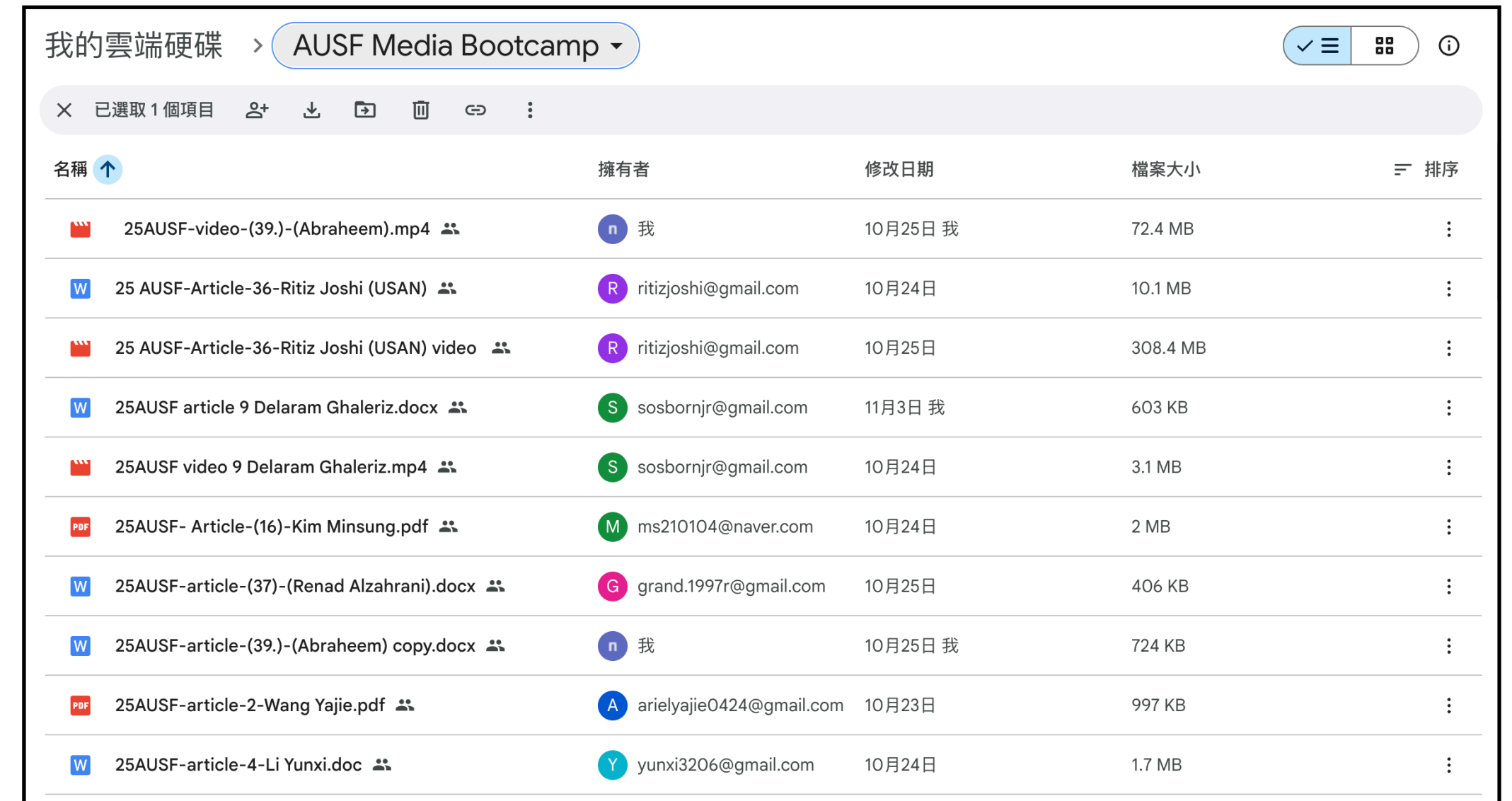
Evaluation of the Written News Story Please rate the following aspects on a 1–5 scale: *
(1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent)

***The structure and flow are logical and coherent.

1 2 3 4 5

☆ ☆ ☆ ☆ ☆

- All final projects were uploaded to a shared drive so everyone could access and learn from each other's work.



- Attendance and assignment records were also made available in a shared Excel sheet, so students could check their progress anytime.

25 AUSF Student Media Bootcamp Participant Attendance List - 出席成績 Naomi

	A	B	C	H	I	J	K	L	M	N	O	P	Q	R	S
	Name of NUSF	Name of nominee	no.	S1 Open ing	S2 News writin g	S3 Intervi ew	S4 News ethics	S5 Socai l medi a	S6 Guest speak er	S7 Brandi ng	S8 Video	S9 Final	A1 news writi	A2 interview	A3 guest spea
1		Liu Yufan	1												
2	China Student Sports Federation (CSSF)	Wang Yajie	2	v	v	v	v	v	v	v	v		v	v	
3		Zhang Xiyan	3	v	v	v	v	v	v	v	v		v	v	v
4		Li Yunxi	4	v	v	v	v	v	v	v	v			v	v
5		Xiao Shengyu	5	v	v	v	v	v	v	v	v				
6		Ali Amiri	6	v	v	v	v		v	v	v				
7		Zahra Mobasheri	7	v	v	v	v		v						
8	IRAN	Mohammad Reza Abesh	8	v	v	v	v	v	v	v	v		v	v	v
9	National University Sports Federation of I. R. Iran	Delaram Ghaleriz	9	v	v	v	v	v	v	v	v				
10		Haleh Yarmohammadi	10	v	v	v	v	v	v	v	v				
11	JAPAN	Satori Naito	11	v	v	v	v	v	v	v	v				
12		JUNG Daegy	12												
13		KIM Taegy	13	v			v	v	v	v	v				
14		OH Yebin	14	v	v	v	v	v	v	v	v				
15		Bae Jeong-Woon (David Bae)	15	v	v	v	v	v	v	v	v				
16		KIM Mingsung	16	v	v	v	v	v	v	v	v				


- Besides the in-class feedback, our guest speaker also spent extra time reviewing students' work individually and providing personal comments.

The Storyteller's Journey: Learning from Thérèse Courvoisier

It was a distinct privilege and a profound learning opportunity to attend a professional training session led by Ms. Thérèse Courvoisier, the Head of Media and Communications for the International University Sports Federation (FISU). As students of the AUSF sports journalism training course, we are deeply grateful for the chance to learn from such an accomplished figure in the world of sports communication. Her lecture was not merely a lesson in media strategy, but a masterclass in passion, perseverance, and the power of storytelling.

Ms. Courvoisier's current role at FISU places her at the helm of narrating the grand story of university sports on a global scale. She is the strategic force ensuring that the triumphs and endeavours of student-athletes are communicated with clarity, emotion, and respect. However, to truly appreciate her expertise, one must understand the remarkable journey that led her to this pivotal position. Her career path serves as a powerful blueprint for any aspiring journalist.

Her foundation in journalism is built upon a rich history of covering some of the most prestigious events in the sporting world. We were truly in awe to learn that she has been on the front lines of multiple Olympic Games, including Sydney, Beijing, and Rio. To report from such grand stages requires not only exceptional skill but also immense composure and adaptability. This firsthand experience at the pinnacle of sports gives her a unique and authoritative perspective, making her insights for us, the

 International University Sports Feder... ✓
晚上11:03 10月30日

I will start with a question: who is your reader? Who did you imagine writing this piece for?
For me to proof-read?
As a report for a teacher?
Or in any publication/magazine for students?

I am asking this because your piece doesn't contain anything wrong, but it is more a report than a portrait or an article.

When reporting, you never write "we" or "us" or "me". You are a neutral narrator, who disappears behind their story.

And you must call me Thérèse Courvoisier, or the 51-year-old Swiss, or FISU's Head of Media and Communications.

Unlike in a letter, you don't use Ms, Mrs or Mr.

I also find you used WAY too many superlatives (did chat GPT help you? AI tends to sometimes exaggerate things).

Of course I am wonderful 😊, but in your piece it souls almost like I saved the world!

This is a common tendency ion sports reporting. We over use words like "historical" "legend" etc and when a truly incredible thing happens, we have no words left!

So basically, you wrote about my presentation and the bootcamp rather than writing about me.

My advice is to spend a bit more time letting the presentation sink in, decide what sticks in your memory and pick your angle according to that. Or pretend you are telling your best friend about me. This often helps!

[顯示較少內容](#)

- We evaluated all students based on the criteria mentioned earlier and provided individual feedback to each participant.
- Out of the 45 applicants, **29 successfully completed the bootcamp** and produced both a news article and a news video. These 29 students are now officially recognized as **AUSF Student Media Contributors**, and they will continue working with AUSF to support media coverage in the region.

AUSF Student Media Contributors

No.	Name	Name of NUSF
2	Wang Yajie	China
3	Zhang Xiyan	
4	Li Yunxi	
5	Xiao Shengyu	
8	Mohammadreza AbeshAhmadlou	Iran
9	Delaram Ghaleriz	
10	Haleh Yarmohammadi	
11	Satori Naito	Japan
13	KIM Taegyuu	Korea
14	OH Yebin	
15	Bae Jeong-Woon	
16	KIM Mingsung	
17	GU Taehyeon	
19	LEE WOOYEON	
20	KIM Na-Kyong	

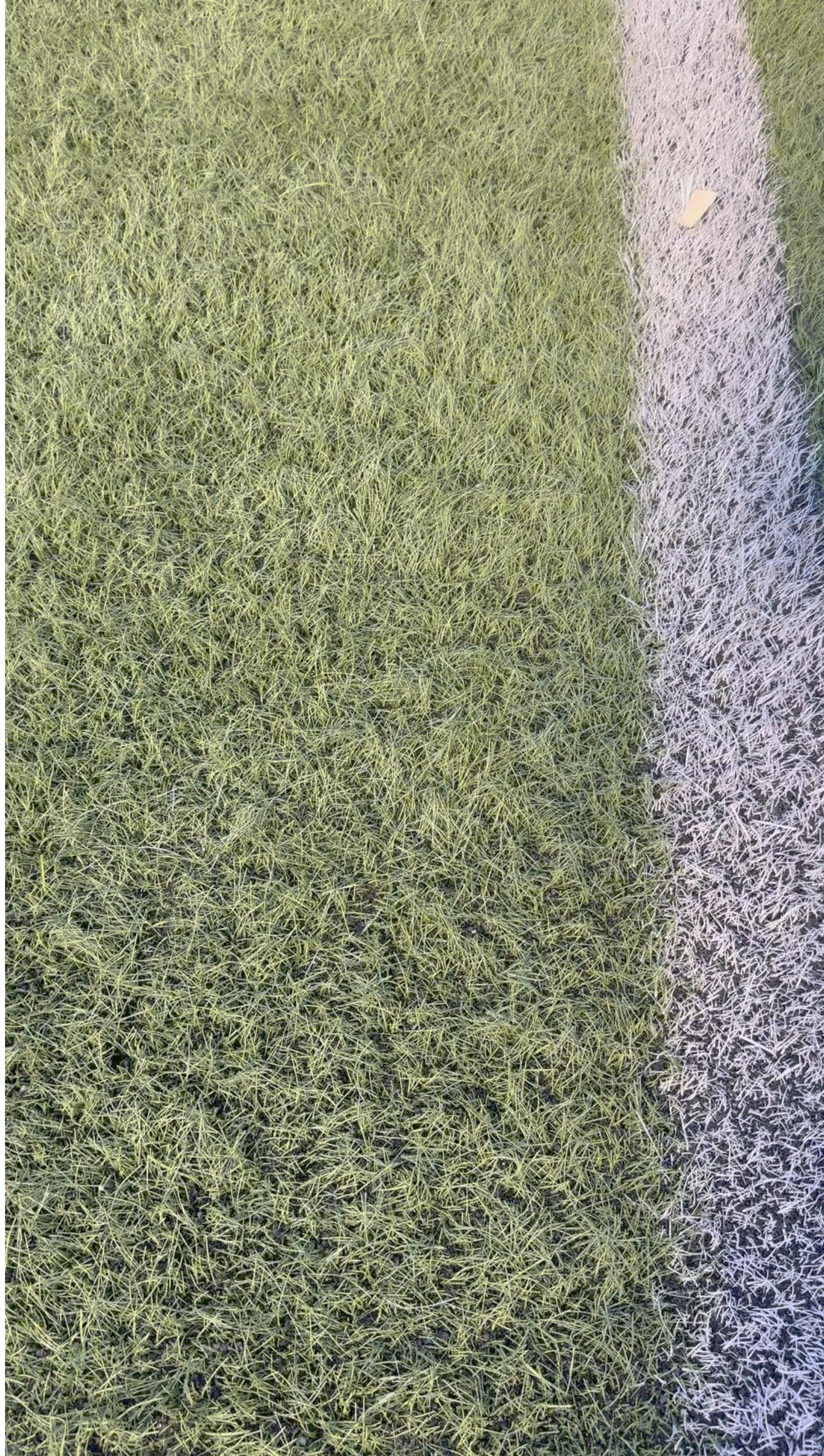
23	LAO CHON KIT	Macau
29	KAMARUL IZZAD BIN ABU SEMAN	Malaysia
30	FARISHA ATHIRAH BINTI WAI	
31	Bhone Myint Myat Kyaw	Myanmar
32	Yoon Thiri Zan	
33	Su Myat Noe	
34	Khant Naung	
35	Yamin Ei	
36	Ritiz JOSHI	Nepal
37	Renad Ahmed Alzahrani	Saudi Arabia
39	Abraheem Turki Alzaidan	
42	Muhammad Ariiq Bin MOHAMED SUKOR	Singapore
43	Kotchamon Akkaramingmongkol	Thailand
45	Chien-Chu SUN	Chinese Taipei

AUSF Student Media Contributors

Students who have successfully been recruited into the AUSF Student Media Committee are required to submit at least **one article or one short video per month to AUSF.**

The content may cover:

1. AUSF and NUSF activities such as continental or national university games, General Assembly, or similar events.
2. Profiles or interviews featuring university sport athletes.
3. Any other newsworthy AUSF or NUSF projects and activities.
4. Education and Development initiatives, such as preparations for and reports on the International Day of University Sport (IDUS)



2025 AUSF Final Project

No.17 - GU Taehyeon

Article

Topic

: Chung-Ang University's Marathon Competition : "Run"

How I applied what I've learned?

1. Having good relationship with interviewee
2. Quoting the words of the interviewee
3. Be prepared before the interview



2025 AUSF Final Project

No.17 - GU Taehyeon

Video

Topic

: Korea University's Baseball Player, LEE Suho

Video Focused On?

: Not only a student but also a baseball player!
[wanted to show the two different image of him]

How I applied what I've learned?

1. Having good relationship with interviewee
2. After the interview, reorganized them into a series of stories for storytelling



Coverage Plan

GU Taehyeon (KOR)

Brief Plans for Written News Report	
Date	Plans
28th November : AUSF Executive Committee Meeting	Content : Brief Explanation of Schedules of 28 th November and events of this year & Plans for 2026 AUSF projects
	Reason : According to the schedules, I thought that sharing this year's projects and reporting for next year's event is the key purpose. Therefore, I believe that the news report should focus on these two major points.
29th November : 13 th Ordinary AUSF General Assembly	Content : Overall Schedules and Events of 29 th November & Content changed due to amendments of AUSF Constitution
	Reason : On 29 th November, a few approvals, reports, and amendments will be made, so I thought that this day's report should mention the results of them.
30th November : Speech from People Around Asia	Content : How the 2 sessions worked and what have speakers announced about the topics (Quoting some remarkable words of them)
	Reason : The main event of this day is announcement of the people and finding some meaningful conclusions through them. Highlighting them by quoting their speech will be effective to deliver the overall mood.

Day 1 - AUSF Executive Committee Meeting

Highlights

- Welcome addresses by AUSF President & LOC President
- Updates on 13th AUSF GA & 4th FISU-AUSF Strategic Dialogue
- Reports on first-ever events
 - 1st AUSF Regional Development Programme
 - **1st Student Media Committee Bootcamp**
 - 1st Asian University 3x3 Tour
- Proposals for 2026 events:
 - “What major events students can look forward to in 2026”
- Membership of Palestine & Yemen:
 - “Expansion of AUSF and Why representation matters”

Content Plan

- Take notes, videos during procedural sections for strong visuals (reports, speakers, voting moments, post-meeting interviews)
- Ask 1-2 speakers about the significance of new programmes/events → how it is relevant to university students in Asia

Potential news/video story angles

- What events Asian university students can look forward to in 2026
- Expansion of AUSF and why representation matters



AUSF

NEWS

CALENDAR

NEWS

AUSF Concludes First Student Media Bootcamp, Empowering Young Sports Reporters Across Asia

04 Nov 2025 | in NUSF



ONLINE / ASIA – With more than 70 percent of participants successfully completing the program, the Asian University Sports Federation (AUSF) has concluded its first-ever online Student Media Bootcamp, designed to nurture the next generation of

Latest Videos

Events



[Home](#) > [News](#) >

AUSF concludes first Student Media Bootcamp

- CHINA
- CHINESE TAIPEI
- IRAN
- JAPAN
- MACAU, CHINA
- MALAYSIA
- MYANMAR
- REPUBLIC OF KOREA
- SAUDI ARABIA
- SINGAPORE
- THAILAND
- FISU

31 October 2025

- Cycling
- Football
- Futsal
- Golf
- Handball
- Karate
- Table Tennis
- Taekwondo
- Tchoukball
- Tennis
- Volleyball
- Water Polo

Attendance & Feedback Survey- Video Production & Editing

B I U ↻ ✕

表單說明

Full Name *

簡答文字

Participant Number (please refer to the Participant List) *

簡答文字

Location/ Region *

簡答文字

University / Institution *

簡答文字

Major / Field of Study *

簡答文字

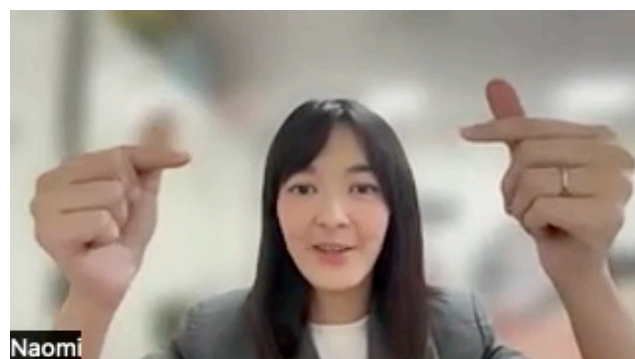
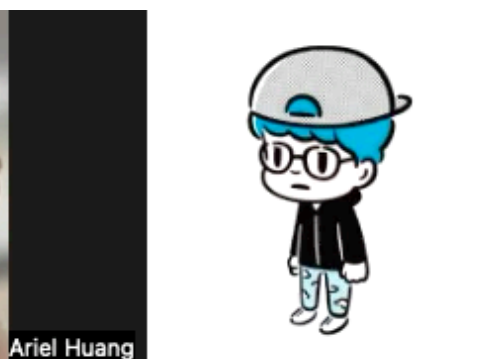





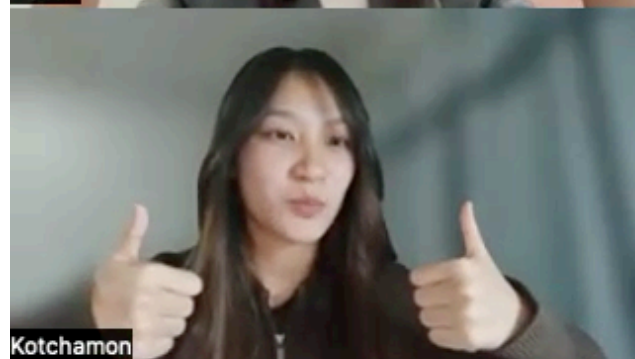








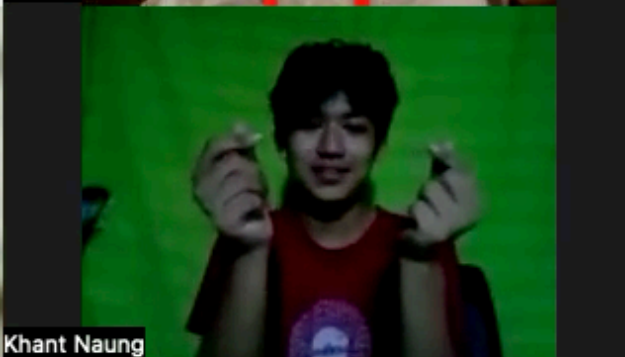

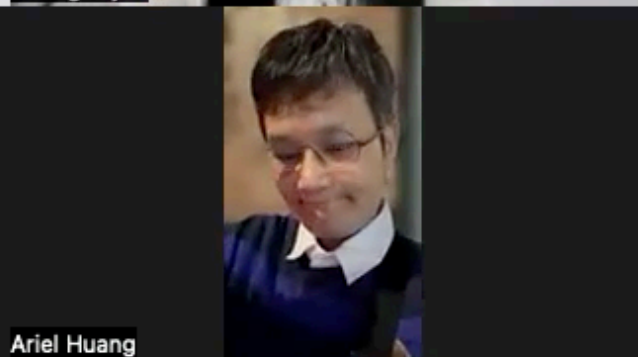
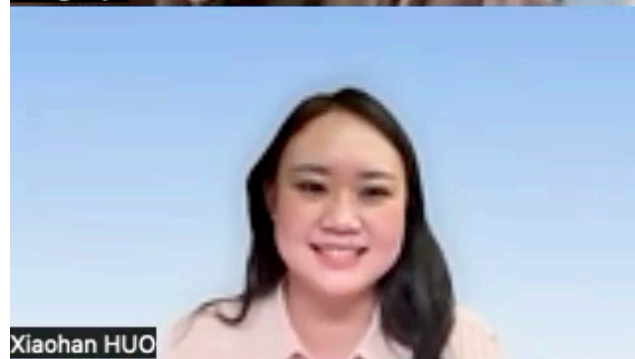


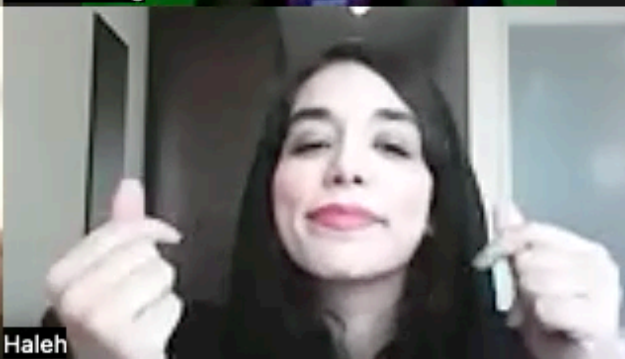







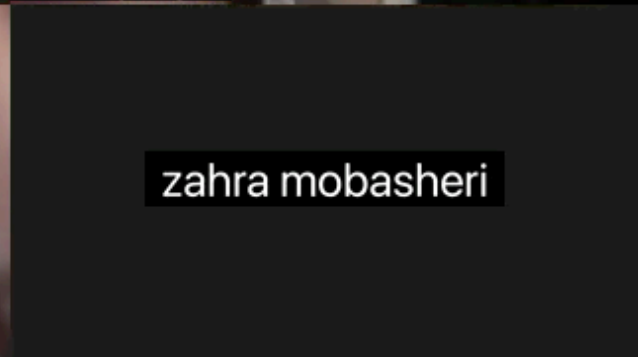
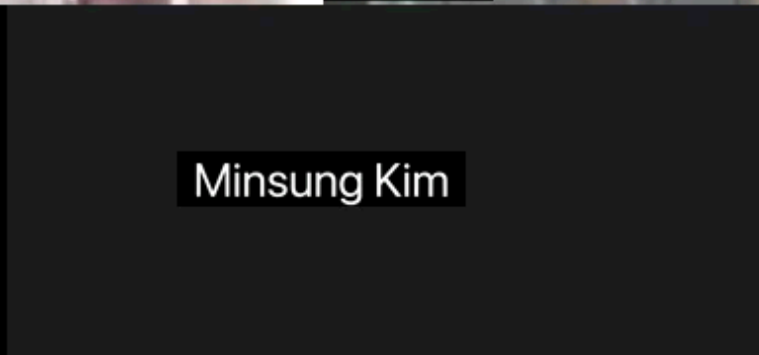
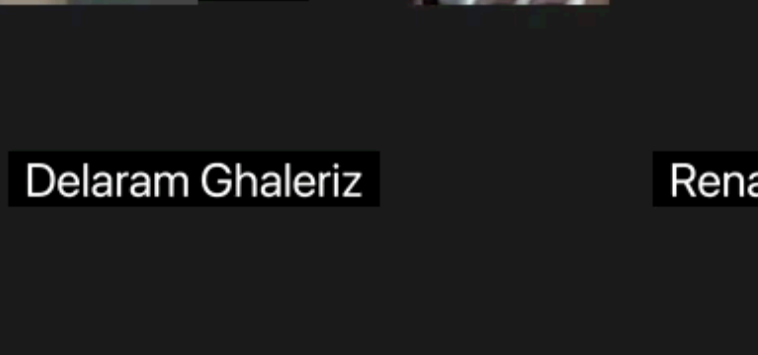
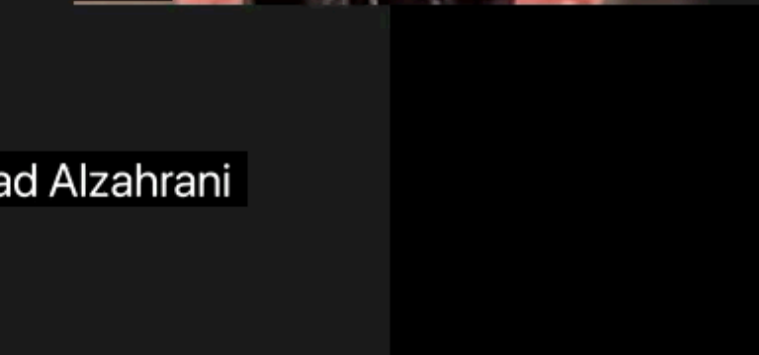
Your thoughts on the Video Production & Editing session *
(Your response may be featured in an AUSF news story, so please write clearly.)

詳答文字

What are your thoughts or suggestions about the AUSF Student Media Bootcamp? *

詳答文字

- Participants' Feedback
 - YouTube access was limited in some regions.
 - Occasional power cuts and unstable internet disrupted the learning experience.
 - Fully English sessions were quite challenging for some learners.
 - Some messaging and video platforms were not accessible in certain areas.

 Naomi	 Ariel Huang		 GU Taehyeon	 Bhone Myint Myat Kyaw_Myanmar	 Su Myat Noe_Myanmar	 Yoon Thiri Zan
 Kotchamon	 Chien Chu	 Bae Jeong-Woon	 Seetow	 Yaminn E	 Zhang Xiyan	
 Wang Yajie	 LAOCHONKIT	 Muhammad Ariq	 Khant Naung	 Satori Naito	 Ariel Huang	
 Xiaohan HUO	 Li Yunxi	 Abesh	 Haleh	 Ibrahim	 김나경 nakyoung kim	
 Kim tae gyu	 Xiao Shengyu	 LEE WOoyeon	 Ritiz Joshi	 Yebin Oh	 zahra mobasheri	
	 Minsung Kim	 Delaram Ghaleriz	 Renad Alzahrani			