



UNIVERSITAT JAUME I

Resumen Ejecutivo

Grado en Periodismo.

Cuarto Curso.

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Summary

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1. Introduction

The audiovisual report which has been edited and produced by both of the authors has the title “*Local Football: From passion to oversight*”. It is a Project that shows the most unknown side of the modest football in Castellón, where people from every area (they might be coaches, presidents, players, media employers...) talk about the situation that this kind of football is having nowadays, such as the change with the time that have brought this sport to a dramatic period. Besides, it also shows the interviewee’s opinion about what they think it will happen to this type of football.

We thought it would be a better idea to stay away from the biggest clubs of our city, Villarreal CF and CD Castellón, that’s why we decided to give to the smaller teams a try to appear on our report, specially when they don’t use to appear on televisión.

Both of us have been part of the local football for a long time as football players in the lowest local category, and we have been able to feel the reality of this sport as well as the low media impact that it has. We thought it could be useful to give a greater impact to those amateur football clubs which rarely have the chance to do it.

2. Pre-production phase

All the previous work is vital for this phase.

We did a great researching work looking for the most qualified people for our final Project, and we contacted all of them by phone. Apart from these people who we looked for, we even contacted with some other who had

appeared on the media. For them, the fact of having a tv camera in front of them was not a problema, and that's exactly what we were trying to get.

The predisposition of all the members in addition to all the facilities that they gave us was really gratifying, even if we had a 'plan' b just in case any of the members was not available to take part in our project. Luckily, we didn't have to contact any of those who belonged to this second option.

We wanted to make an austere project because of our low economic resources, but even so, our Jaume I Laboratory of Communication Sciences let us rent all the material we needed for free. The only thing we had to pay for was the car's gas, which has been just around 30 euros in the end, and this low Price has been thanks to the fact that we only needed to take one car. The places where we had to go to record our project were Alquerías del Niño Perdido, Vall D'Uxó, Castellón, Almazora, and some others.

3. Production phase

The report has a critic point of view because our point was to give to this type of football some importance once you realize it rarely appears on the media.

You can perfectly understand the structure of our report. At the beginning of it, we wanted to give the most important attention to everybody who has something to say about the local football as well as the situation which they have in Castellón.

During the report we developed the reasons why this sport ended like this, and we showed how some people told us some stories about the old times, showing how this sport has changed in such a short time.

In the end, we wanted to get some solutions from those people who told us all of this. The objective was to try to figure out how we can change this, specially when it seems like nobody has a solution for that.

The big amount of reference sources is as varied as joined, what means that it's good and reliable. We consider that everybody who has spoken in here are expert because they have been taking part on this tipoc for a long time.

Those reference sources are

- Pepe Palatsí: CD Castellón C's coach. He has been training more than several teams such as CD Castellón, San Pedro CF, CD Betxí or CD Tonín..
- Basilio López: Alqueries CF's coach. Over 20 years as a coach training teams Villarreal CF, Oropesa CF, Benicasim CF or Alqueries.
- Maikel Abella: Alqueries CF's president. Even if this is his first season as a president of the club, he has been more than 15 years doing several works as treasurer, secretary...
- Juan Francisco Roca: Journalist of Levante de Castelló since 1994. He's worked also with Heraldo de Castellón, Cadena Cope, Onda Cero and Radio Nou. He has always taken part on sport áreas wherever he has been, but always focussed on the local football of Castellón.
- Jorge Sastriques: Graduated in Comunicación Audiovisual. He is the responsable of the área of Castellón and he's also the writer's boss of the first group of local football in Regional Preferente's category working for the newspaper digital Golsmedia.

- David Pérez: La Vall's football player. He has played for several teams such as Villarreal CF, Elche CF, Mataró Cf, CD Onda, Burjassot CF, CD Olímpic, Almazora or Nules.

4. Post-production phase

One of the first aims of the project was to be fast with all our resources, and that's why we always tried to be updated with our post-production work.

All the media objects that we've used is the camera Réflex Nikon D330 and the recorder camera H4, but we also used once the video camera Sony Z1 with the cannon's microphone.

We edited the prohect with *Final Cut Pro X*, which is one with a big amount of tools that allowed us to edit our videos with a lot of freedom.

In addition, we've also used the sound of the atmosphere around us when we realized about how much it helped to transfer that feeling of passion about local football that there's still being towards this sport. Even so, we have to say that we got sometimes some sounds from free sites and free of rights ready to be used for whoever who might need them.

5. Broadcast phase

Target is really huge but it must have a common topic: the passion for the football, and specially, for the local one of Castellón. This is why we think it doesn't matter your gender, neither your social position or age (as long as

you're older than 18 and you live in Castellón), everybody is included in our target.

Our report will be broadcasted on the local media (TV Castellón, El Mediterráneo...) and some other around our city. The best time for being broadcasted would be during the prime time, around 22:00-23:00, the time when there are more people watching it.

Besides, the people who work on these football áreas that we spoke about before would be free for watching it once they finish their trainings and other jobs.

It will be also shown on local newspapers thanks to their sites, because people would be able to read about it on them, as well as watch it on their respective (for example Levante, El Periódico Mediterráneo and Golsmedia would have this possibility).

Anyway, we would also use the social media for getting more people into it, and an official profile on YouTube, Facebook, Twitter, Instagram or Google + would help a lot.

6. Final valuation

This report has been done by two people, and each one of them had a task. Pablo Aguire was the responsible of the recording and everything what was related with the image, and Albert Domínguez was the one who took care of the written part, the interviews and the redaction. The post-production task was made by both of them, as well as the final written documents.

We're really proud of this opportunity that was given to us and of course with the result. The topic fascinate us, and we've got so close because we are a part of this and we feel really inside what is happening every single day, and we have been feeling it for years.

But we also had a lot of difficulties when we had to create the final video. We had some troubles with the sound and the image, but thanks to the good job made on the post-production phase, we were able to fix everything the most of the times. The problems have been technicals as well, for example we got a broken equipment once, and that gave us a lot of wasted time once we realized that the stuffs were useless after some interviews.

In conclusion, the fact that we have been getting closer and closer every year to this sport has given us hundreds of reasons for getting involved on it, getting a result even better than we expected before we started to do it. To be honest, a really great experience.