

D 4.2 PODCAST/VIDEO INTERVIEWS
FOR AWARENESS CAMPAIGN.

whistle

**Women's
Healthy and active lifestyle
Is Threatened by
verbal sexual harassment:
Let's stop CATCALLING in sport**



Co-funded by
the European Union



Project Reference**Acronym:** WHISTLE**Title:** "Women's Healthy and active lifestyle Is Threatened by verbal sexual harassment: Let's stop CATCALLING in sport"**Programme** Erasmus + Programme of the European Union**Grant Agreement:** "101049134-WHISTLE"**Partnership***Lead Partner:*

P1 USMA CASELLE ASD – Italy

Partners

P2 Si può fare cooperativa sociale, Italy

P3 Municipality of Padova, Italy

P4 KEAN, Greece

P5 VOLLEYBALL Foundation Greece

P6 Actividades Alternativas, Spain

P7 Fondatzia Kurazh/Courage foundation, Bulgaria

P8 Spor Elçileri Derneği, Turkey

P9 Fundacja Instytut Partnerstwa Strategicznego-, Poland

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The deliverable represents a selected collection of interviews/videos/podcasts done in 2.1 or during other project activities

The document is structured as following:

- Title
- Project and Deliverable details
- Credit and disclaimer
- Table of contents

- Previous research
- Instructions for a successful interview
 - Amber Kitchen
 - Before the interview: Tips
- Other campaigns
- Conclusions and outcomes
 - Insights from the web
 - Insights from Ivoox
 - Insights from Facebook
 - Insights from Instagram

Evidence: D4.2 and minutes of the meeting during which the Deliverable is discussed, structured and fine-tuned.

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Partners involved in the elaboration of the document

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3	Municipality of Padova, Italy	CPD	
4	KEAN, Greece	KEAN	YES
5	VOLLEYBALL Federation Greece	VF	
6	Actividades Alternativas Spain	ACAL	
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8	Spor Elçileri Derneği, Turkey	SPELL	
9	Fundacja Instytut Partnerstwa Strategicznego, Poland	SPI	

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Target group of the deliverable

The target groups of the deliverables are the project partners and general public.

CREDITS AND DISCLAIMER

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PU	X	Public
PP		Restricted to other programme participants (including the Commission Services)
RE		Restricted to a group specified by the consortium (including the Commission Services)
CO		Confidential, only for members of the consortium (including the Commission Services)

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PREVIOUS RESEARCH AND HOW TO ADDRESS THE INTERVIEWS FOR PODCASTS/VIDEOS

Verbal sexual harassment in sport is not a recurring topic in media interviews and podcasts. During the research we were able to find some interviews that talk about sexual harassment in general and sexual abuse in sport, but none of them addressed verbal sexual harassment in sport, both formal and informal.

However, the YouTube channel of the International Olympic Committee launched a video a few years ago, we consider this very interesting material as it talks about the risks of being a sports-girl/sportswoman and it also establishes the frame of the types of harassment and abuse in sport. Experts of the committee classify them in the following:

- Psychological abuse: Referred to as the gateway to further abuse.
- Physical abuse.
- Neglect: Where an athlete can be treated differently to her fellow athletes by her own coach.
- Sexual harassment and sexual abuse.

The short video talks about the vulnerability of those who are in the hands of people who control their destiny, stating that 'those people can be very influential and they can make a big change in your life whether it's positive or negative, so that's a massive responsibility for them but it's also a very vulnerable place for an athlete and that's why they need to be protected'.¹

The Olympic champion and commission member Hayley Wickenheiser also talks about the potential consequences such as devastation in terms of career, performance, mental health, post-traumatic stress, substance abuse, bad relationships and so on.

In order to tackle sexual harassment during the games, the committee has developed a system of both education and assistance in which they provide material for the athletes to identify harassment and abuse and they also provide a safe space for reporting, both online and in-person.

¹ 'What is harassment and abuse in sport': IOC youtube channel. <https://www.youtube.com/watch?v=ZW1D9SVTOJE>

The project understands that the lack of graphic material and studies related to catcalling is not due to the lack of its occurrence but to the severity of the cases of abuse, which are more serious and occupy the bulk of the media. But, is it necessary for abuse to be committed in order to make the problem visible? What we wanted to show through our interviews is that harassment, even harassment where there is no physical touching, can negatively affect the condition of women who practice sport, both professionally and non-professionally. We also realised that most women did not identify situations of verbal sexual harassment as such, which is why our main mission was to show testimonies of real situations in which women and men could see themselves reflected, either as victims or perpetrators.

INSTRUCTIONS FOR A SUCCESSFUL INTERVIEW.

On the 5th December we established the instructions for the interviews recording.

The aim was for all countries to find an interviewee from each nationality in order to have a diverse collection of interviews that could show different realities in all different countries.

Amber Kitchen

Amber was the first person to be filmed for the podcasts series and she served as an example for the rest of the interviews.

The process of finding Amber was quite hard. First of all, we wanted to find sportswomen who were a reference, that is to say, who were a mirror in which other sportswomen or simply other women would like to be reflected. Doing a bit of online research, we found some high performance sportswomen who perfectly fulfilled this prototype. After trying to contact them through social networks and email we found many barriers, most of these athletes never responded and those who did respond were reluctant to do a public interview, some of them told us they had nothing to share and others said they could not make their stories public due to the demands of their managers and clubs. Other scheduled interviews were even cancelled, just a few hours before.

We knew the story of Amber Kitchen for being a well-known figure in the world of Muay Thai, being part of the famous Asian league (ONE championship) Amber Kitchen was at the peak of her career, but also had another feature that was very interesting for the interview, and is that Amber Kitchen comes from a family of successful fighters, grew up in the gym of her father and her mother is Julie Kitchen, 14 times champion and one of the most famous figures of Muay Thai in the UK and the world.

In addition to all this, Amber was very open to telling us about her experiences, she gave us a short summary of what had made the biggest impact on her in the world of competition and high performance sport and we drew up a document with all the questions that were going to be asked in the interview for her to review and give us her approval. The aim was to make Amber feel as comfortable as possible so that her experiences and advice could serve as an example for all those who watched or listened to the interview.

The interview was taken on a Sunday as Sundays are less demanding for her in terms of hectic schedules/trainings. We decided to do the interview through Skype as she lives in the UK and Skype allows filming of a videocall with good quality. Before pressing the 'record' button we were chatting for a while in order to loosen up a bit.

Amber was an expert, she handled the interview like a professional and was able to go through all the points previously addressed and make it look like we never spoke about it before. One of the points that most caught our attention was that of harassment on social networks, Amber made a very clear comparison between the harassment she has experienced and that which her mother experienced at a time when social networks did not yet have the reach they have today. Despite this, her mother warned her of the dangers of being a public figure and the precautions she should take as a young woman who has to appear in the media.

Amber expressed how much she has been affected over the years by the sexual harassment she has received on social media from men who made advances, showed their parts in private messages or wanted to make advances in their requests to her. This demand to be present on the networks was precisely what led her to experience one of the episodes that she describes as 'the scariest moment of her life', an occasion when she had to stay in another city for training purposes and had to hide from a person who was staying in the same residence and who, after finding her online, did not stop harassing her, even going so far as to wait for her outside her room.

The experience with Amber was very positive, she was in favour of publishing the full interview and shared some of the posts on her own networks, as we can see in the picture.

Another of the highlights of her interview was her bravery and the fact that she expressed herself with complete freedom when it came to condemning this type of act and calling it by its name, Amber clearly understood the subject and did not hesitate to call on all harassers to let them know that this



type of act is offensive, harmful and not at all favourable if what they want is to get a woman's attention.

Before the interviews: Tips.

After we had Amber Kitchen's interview already published and we had the certainty that the method worked we shared the instructions at the online meeting held on the 5th of December 2022, in which we explained the guidelines for the interview in 3 simple phases.

Phase 1: Finding the right person for the interview.

Before choosing the best interviewee consider the following factors:

1. Is it someone relevant for the topic? psychologists, trainers, sports people.
2. Are they a good role model? Do they have a big following? Are they willing to repost? (Of course, this is not mandatory but it's a great addition in terms of visibility and success for the project).
3. Do they have anything interesting to share in the interview? Some people can be related to the world of sports but have nothing to share. This is an example of how we got in touch with Amber Kitchen:

Hi Amber,

This is Caterina from 'Whistle project' a new project co-funded by the European Union that fights against catcalling and Verbal Sexual Harassment in sports.

As you probably already now VSH could be anything from beeping at a woman from a car, making comments about her outfit or sexual advances from a colleague or a trainer.

We are collecting stories from sports women all around the world in order to give visibility to the problem.

Do you mind if we ask you a few questions? The interview is completely anonymous.

Please check our website if you want to know more about our project here <https://whistleproject.eu/>

Phase 2: ¡I already have an interviewee!

- Ask them when they will be available and adapt if possible. Remember they're doing this voluntarily and for free
- Do an intense research on their background and write at list 6/8 good questions in order to make the most of the interview. Then send the interview questions and ask them to change anything in case they feel uncomfortable or think they could add something else.

- Consent: Once you have the right person and that person agrees it is important to ensure that the results can be shared with the full consent of the interviewee. This is why the persons filmed have been informed and agree to the use of their testimony and image. Below is an example of the consent documents that Alternative Activities has produced in English for each partner to translate.

WHISTLE Consent

Project Title: "WHISTLE - Women's Healthy and active lifestyle Is Threatened by verbal sexual harassment: LET's stop CATCALLING in sports"

CONSENT FROM

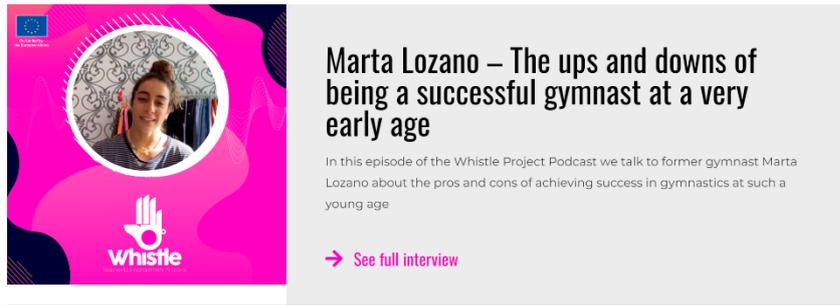
I volunteer to participate in this interview, within the framework of the international EU-funded project entitled "WHISTLE - Women's Healthy and active lifestyle Is Threatened by verbal sexual harassment: LET's stop CATCALLING in sports", conducted by Caterina Stanley from KEAN SPAIN 'Actividades Alternativas'. I understand that the project is designed to gather information on catcalling and Verbal Sexual Harassment toward women in sports. I will be one of approximately 15 people being interviewed in Spain for this research*.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without any responsibility.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any questions or to end the interview.
3. The interview will be filmed/recorded as part of a series of interviews that will be posted and shared on social media and other platforms.
4. I understand that the researcher will identify me by name and my image will be shown.
5. I grant permission for this interview's data to be used in the researcher's publications on this topic.
6. I understand that recorded podcasts could be shared identifying me by my name.
7. I have read and understand the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this research.

Phase 3: Interview day.

- Download Skype.
- Send them the link for a call and wait for them to join.
- Make sure the background is clean, light is good and sound is neat.

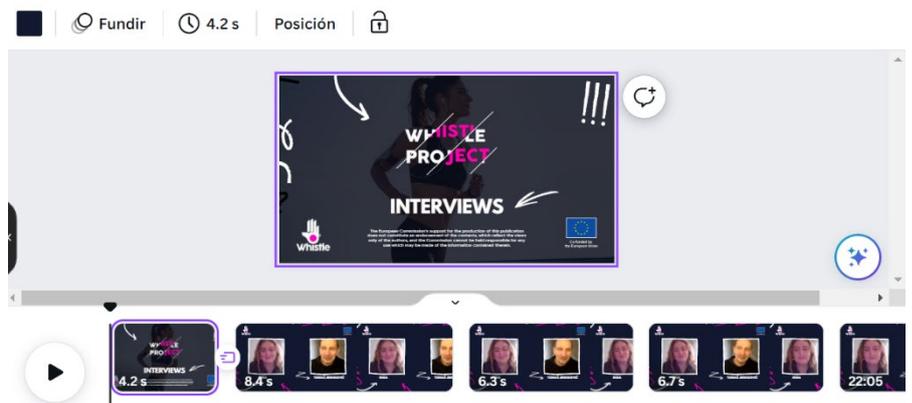
- Start the interview without filming in order to break the ice and make the person comfortable.
- Start recording by clicking the button record. At the end click it again and it will automatically be saved in your conversation.



PUBLISHING AND SHARING THE CONTENT

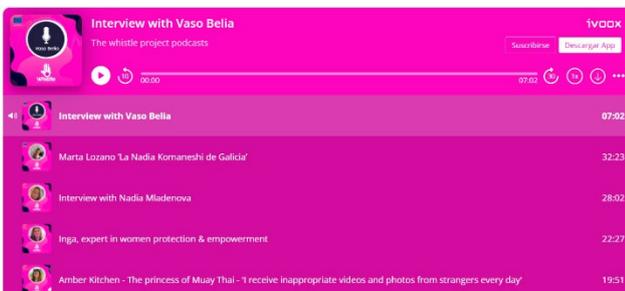
1st All interviews are first published on ivoox.

2nd Then we edit the video with a template expressly created for this purpose on canva.² The template includes the colors and elements associated to WHISTLE as well as the EU logo



3rd After editing the video Actividades Alternativas is also in charge of publishing the interviews on youtube³ and then publishing the full content as well as a summary of the interview on the web. The interviews are published with a photo + short description of the interview and, as you click on 'see full interview' you have direct access to the links.

Listen the interview on our podcast channel



4th Next step is to edit the content for social media using canva as a tool for adapting the content to this media⁴. This will make sure the videos are shared vertically (phone screen), all experts agree that adapting the format (19:9) helps visibility.

² [Whiste template video \(canva.com\)](https://www.canva.com/design/DAFd8IKIN5Y/FBRAGXdRzWipdcuv6DXltg/edit?utm_content=DAFd8IKIN5Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

³ <https://www.youtube.com/@whistleproject1453>

⁴ https://www.canva.com/design/DAFd8IKIN5Y/FBRAGXdRzWipdcuv6DXltg/edit?utm_content=DAFd8IKIN5Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

It's important to promote the content in a clear, understandable way, and, if possible both in the national language and in English. Interviews like the one with former gymnast Marta Lozano were published in Spanish but the short videos for promotion on media have been dubbed in English, this helps reaching wider audiences.

5th Find people with similar interests: The job is not only sharing your content, it's also interacting with others. That includes finding accounts with similar goals, sharing their content and allowing them to share yours. During the first phase of this journey we have made great connections with people and initiatives with similar values and their input was very useful for our project, these are some of the accounts we are actively communicating and interacting with:



La ola de Bastiagueiro: This group of girls from the Faculty of Sports got together to publicly denounce the situation of sexism, abuse of power and sexual harassment they have to deal with at university.

From **LaSportista**, in the United Kingdom, they echo all the news of harassment of women in sport to try to end all the barriers that affect women in sport.

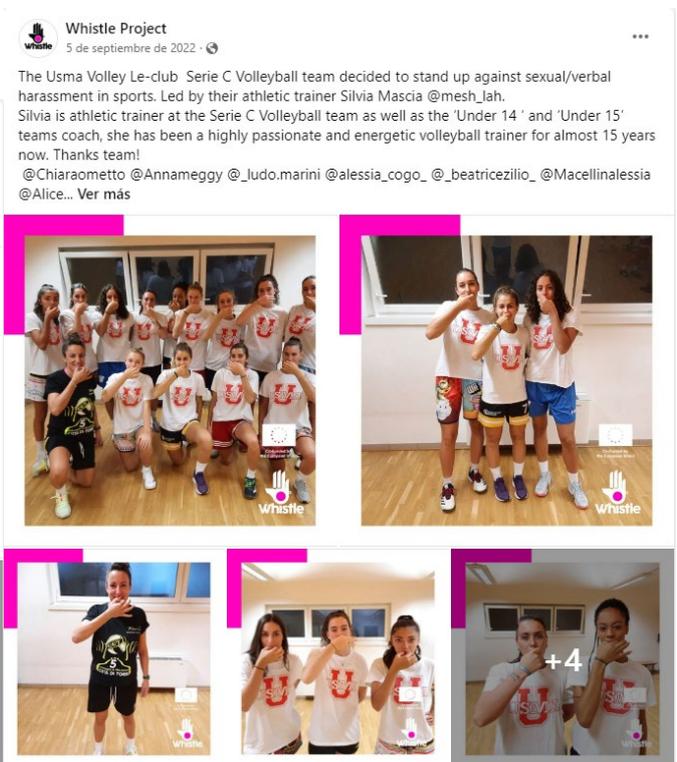
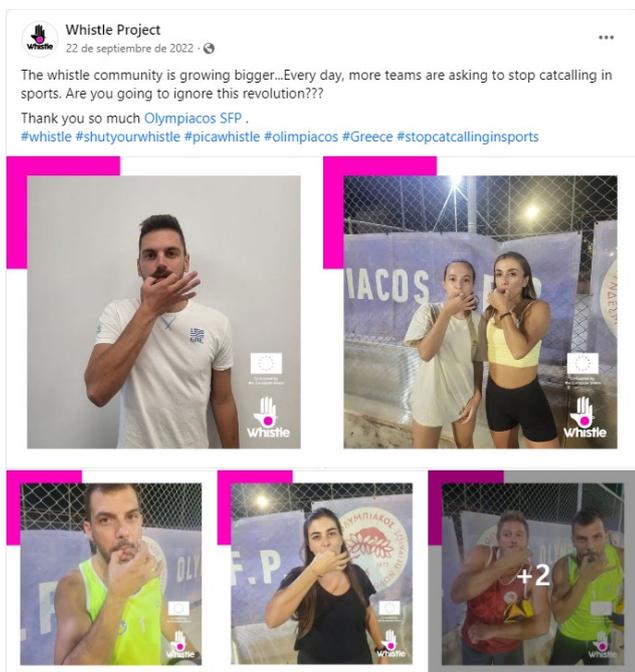
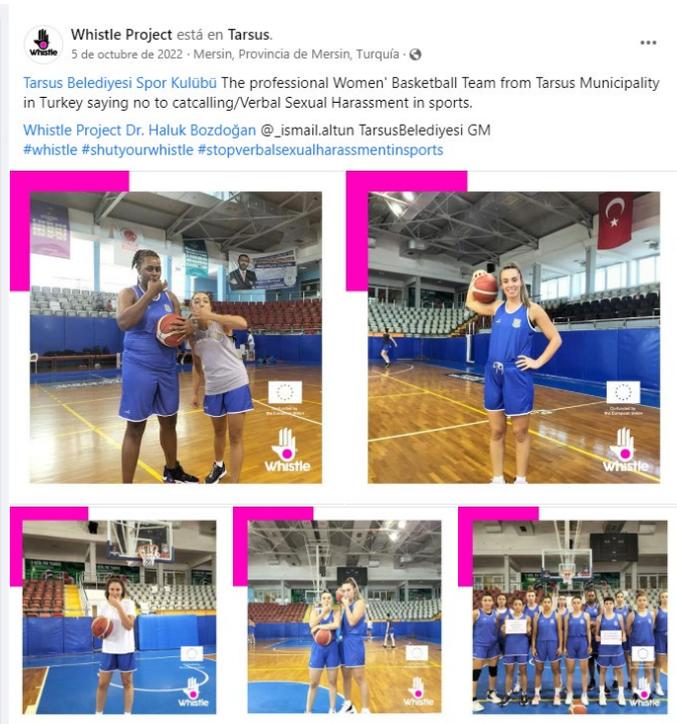
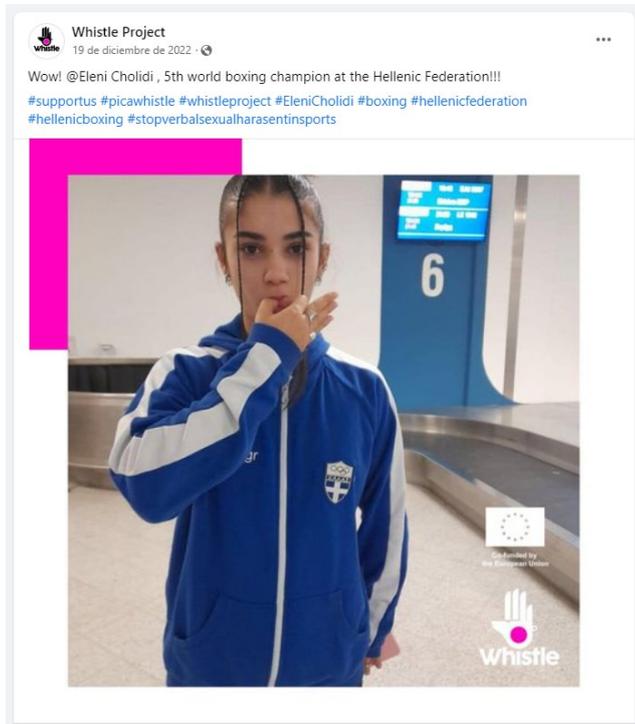
At **Munda Deportiva** they talk about sport from a female perspective and they also have a podcast in which they talk about several female issues in sports, including sexism and harassment.

6th Keep the accounts active: It's not only a matter of posting content periodically but also following people and allowing others to follow, liking and commenting similar content is also a big part of the job as well as engaging others to give their opinions and input.

OTHER CAMPAIGNS

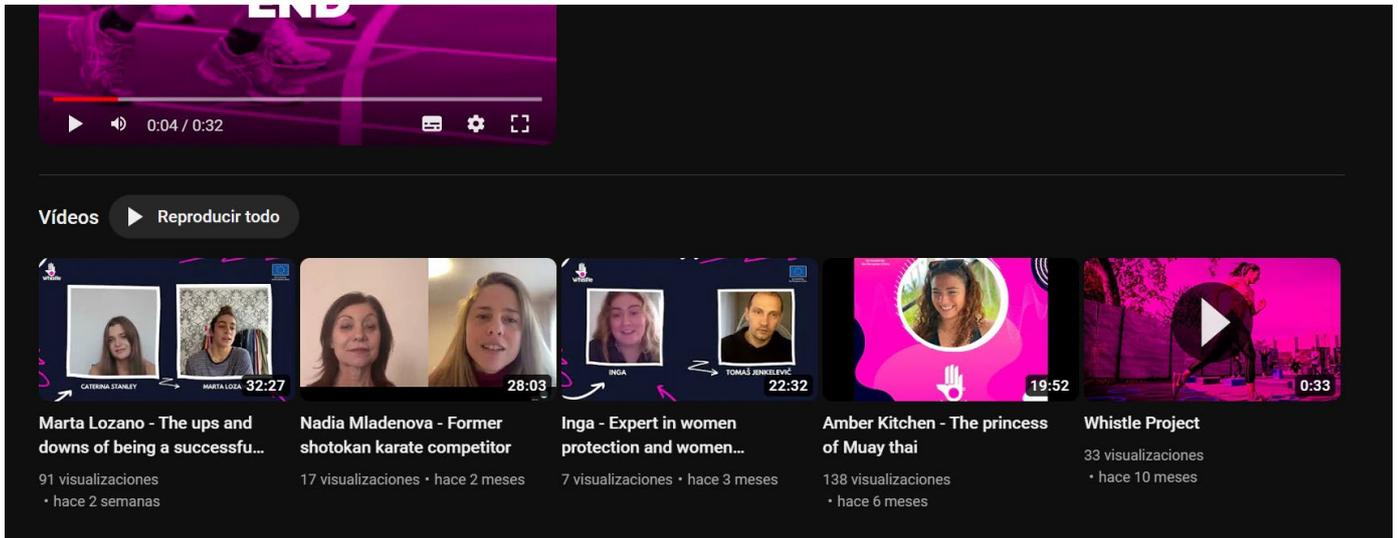
'Pic a Whistle' is one of the campaigns we have active since the beginning of the project, the idea is simple: Sharing a photo or a video doing the 'whistle gesture'. The campaign has been quite successful and up to date we have received more than 60 pictures/videos from people supporting WHISTLE PROJECT. The aim of the

campaign is to spread the ideas and aims of the project but also to engage more people to be an active part of the movement.



CONCLUSIONS AND OUTCOMES

It is not easy to find a way to reach large audiences when talking about something so controversial. The numbers show that the interviews that have been shared by our interviewees, especially those who are public figures, have achieved a larger audience than the others. The interview with Amber Kitchen, for example, has 817 views on Instagram and 138 views on youtube.



Insights from WHISTLE's web

<https://whistleproject.eu>

TRAFFIC SUMMARY AUDIENCE SOURCES BEHAVIOUR TECHNOLOGY

Select Period

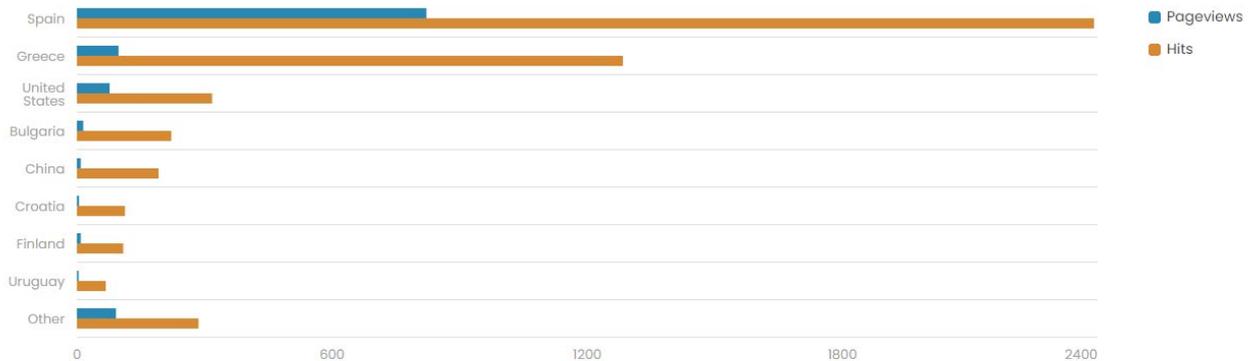
Feb, 2023

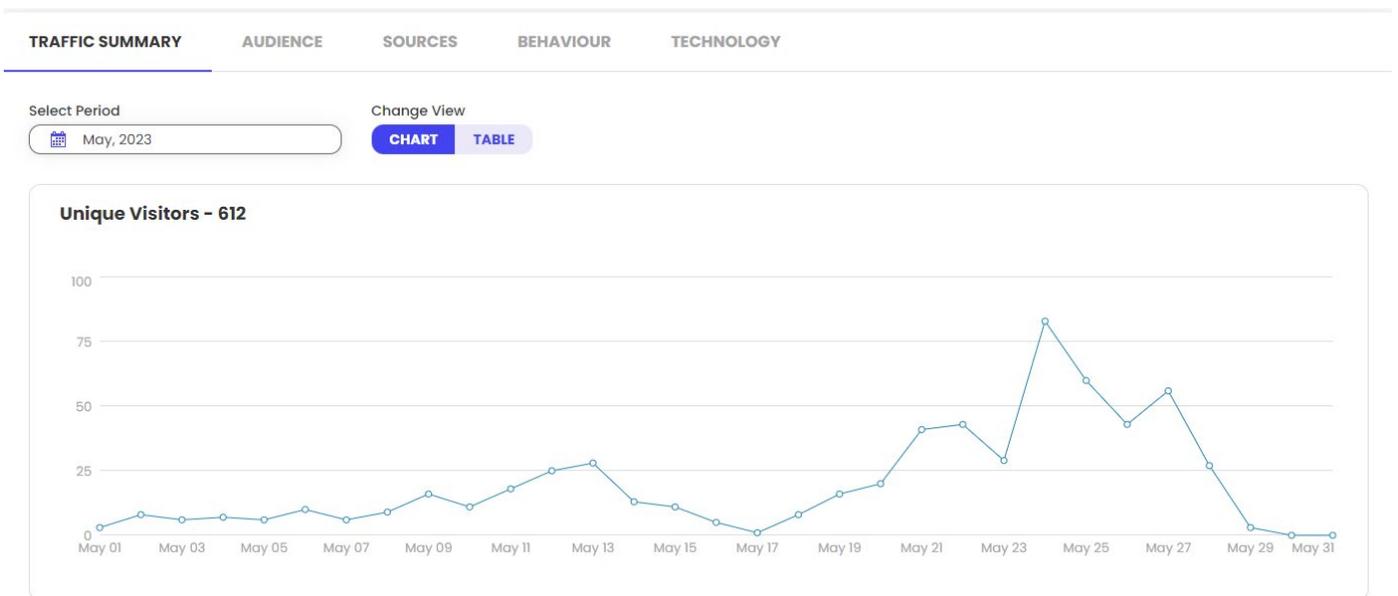
Change View

CHART

TABLE

Countries





Insights from WHISTLE's Ivoox account / Youtube



Whistle Project
 @whistleproject1453 1 suscriptor 5 videos
 Más información sobre este canal >

Personalizar canal Gestionar videos

INICIO
VÍDEOS
LISTAS
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Marta Lozano - The ups and downs of being a successful gymnast at a very early age
 93 visualizaciones · hace 3 semanas



Nadia Mladenova - Former shotokan karate competitor
 17 visualizaciones · hace 2 meses



Inga - Expert in women protection and women empowerment
 7 visualizaciones · hace 3 meses

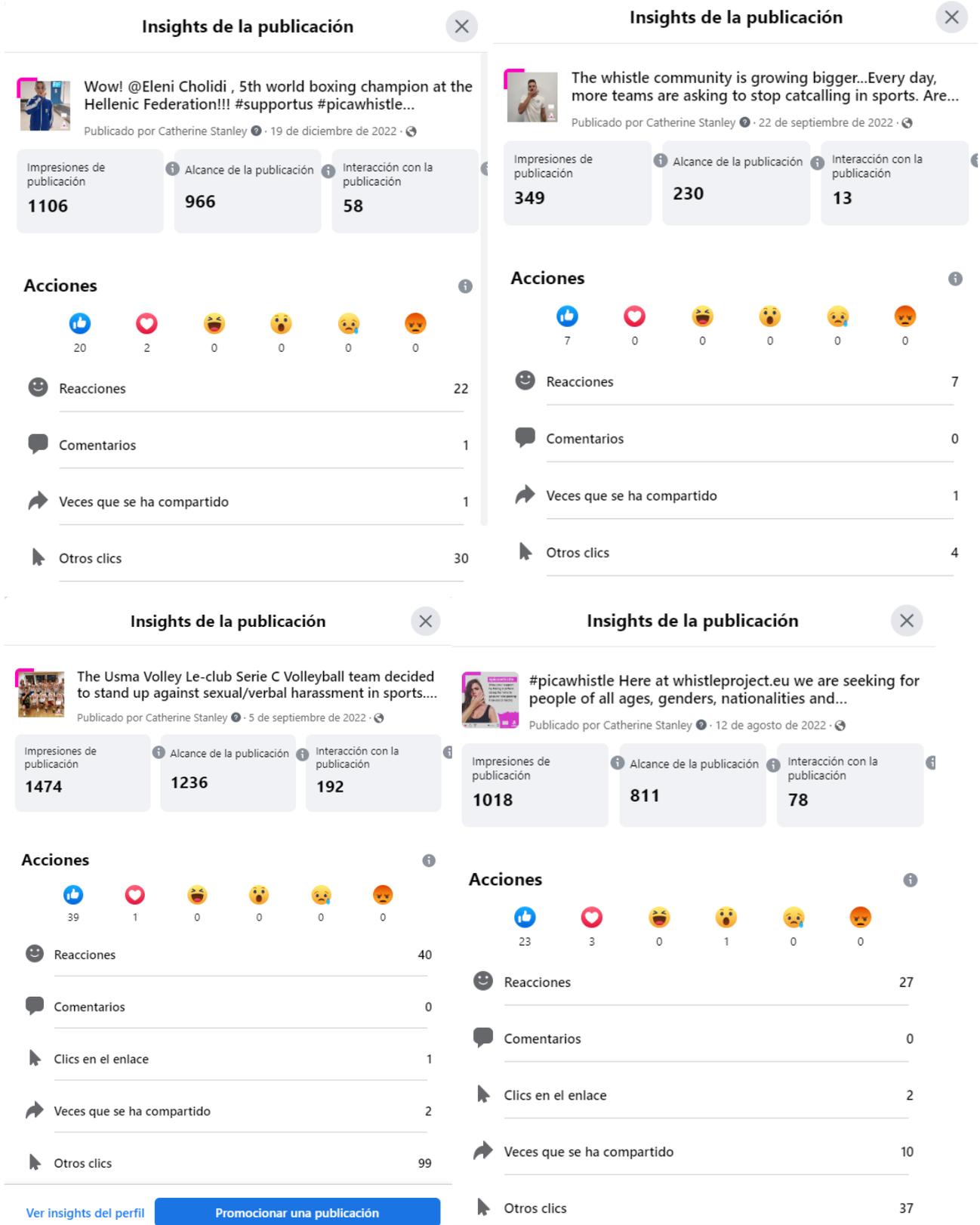


Amber Kitchen - The princess of Muay thai
 138 visualizaciones · hace 6 meses



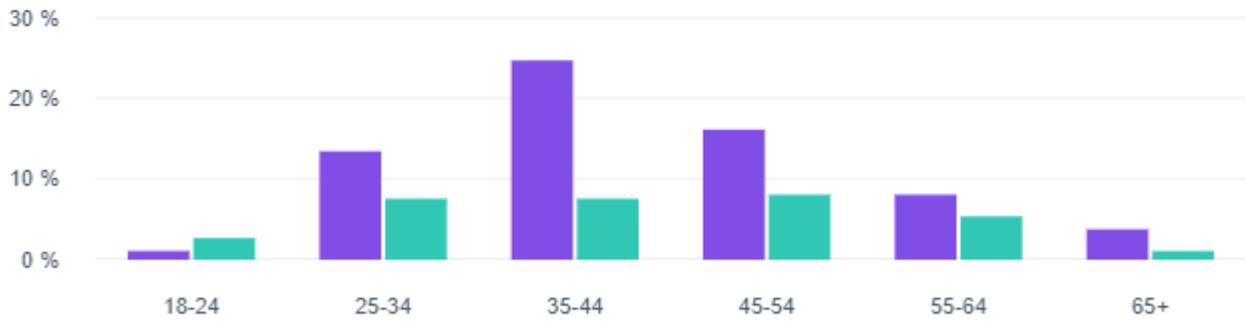
Whistle Project
 33 visualizaciones · hace 10 meses

Insights from WHISTLE's Facebook account

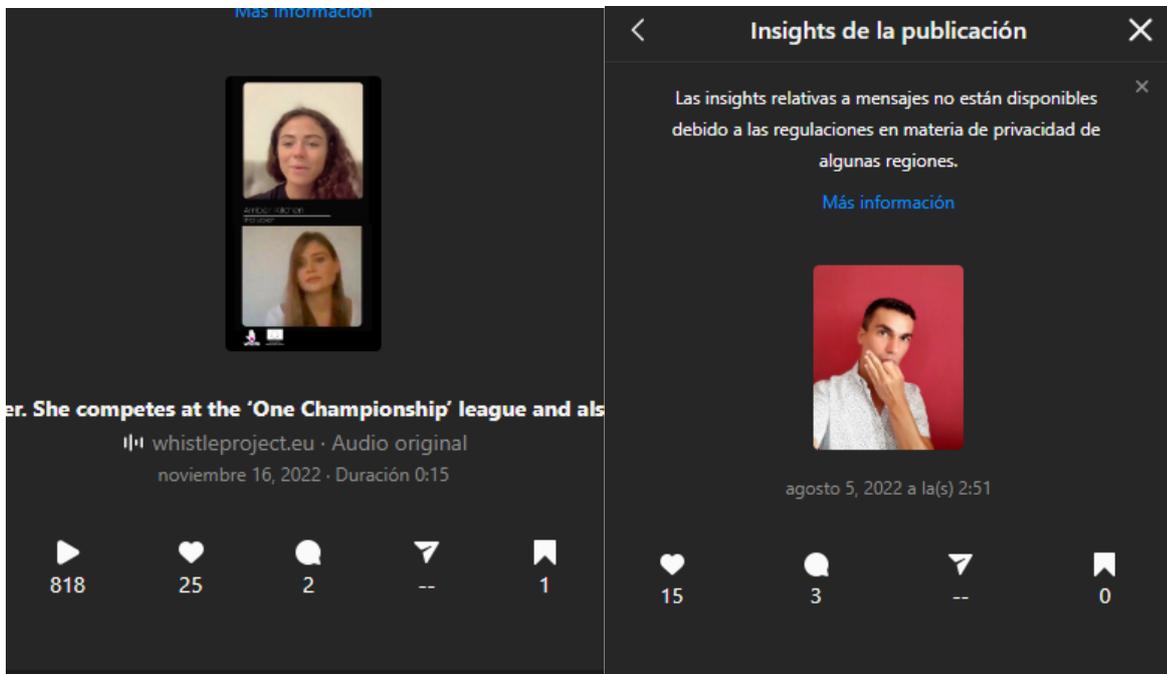


Edad y sexo

■ Hombres 67.70%
 ■ Mujeres 32.30%



Insights from WHISTLE's Instagram account



D 4.2 PODCAST/VIDEO INTERVIEWS
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Whistle

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