

Hallo,

My name is Aleksandre and I live in a small country called Georgia. I'm proud to say, that my country has a lot of history not only in Sports ,but Georgia is also known for it's culture and wars . My country was fighting against strongest conquerors and yet survived and is an independent country that is working to be part of EU.

Sport is very popular in Georgia. We have a lot of athletes and people who have sport as a hobby. Everybody is interested watching different sport games. Most popular sports in Georgia are Rugby, Football and basketball. Then comes sports like handball, volley-ball and water-polo. To be honest, handball is not so popular in my country, but GHF and it's media partners are trying to re-popularize handball in Georgia. 50 years ago handball was the one of the most important sports in Georgia. After a while, my country had a big crisis in economy and so in sports. We had to go through hard times and this process caused too many problems. Sports became unpopular. There was no time to practice and no facilities to workout. Good athletes, at that time, left Georgia and went to foreign countries to play . Today everything changed and we are fighting to re-popularize every sport that's possible and Media has a big role in this process.

Media stuff in GHF is working hard daily. Georgian handball federation has its own website. This website publishes Live-streaming links not only of their inside games, but also of the games that are played all around the world. Mostly from Europe. They don't have the need to publish international games, but this process helps to popularize handball in Georgia.

For the process of popularization, GHF media stuff is trying to be on the same level as other national federations from Europe (considering Media-management). They have their own Facebook page, Instagram account and Youtube channel. They have updates every single day and they inform people about schedules, scores, timetables and about other important news. From the year 2016 we translated the whole GHF website to English and now it works in two languages. Website has live-streaming and it shows important games (National games, Semi-finals and finals of the inside championship) live on TV. Other games also have live-streaming but it's only on Youtube channel. Our Youtube channel has a lot of subscribers, because everyone can watch games live or they can replay matches. For example, Georgia hosted Women's Trophy U19 in March 2016. Every single game can be viewed on Youtube. And every person has an access to GHF videos and live-streamings.

Social sites like Facebook and Instagram are very helpful with popularization. Facebook today is the first social site in the

whole world and it's the easiest way to share new information with people.

What works well in my federation? - this is a hard question to answer. In my opinion, I think that it's the atmosphere. We are like a family that is willing to work and show some results. Everybody does a good job and GHF has an important role. Role is to popularize handball as much as possible. In conclusion, I think that with the help of media and with our wish, from time to time our country will prove that Georgia is really part of handball family.

Aleksandre Kartoza