

INTERNATIONAL OLYMPIC ACADEMY

12th INTERNATIONAL SEMINAR
FOR SPORTS JOURNALISTS

26 MAY - 1 JUNE 2009

PROCEEDINGS



ANCIENT OLYMPIA



Commemorative seal of the Session

Published by the International Olympic Academy
and the International Olympic Committee

2010

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ISBN: 978-960-9454-07-0

Published by: **EPTALOFOS S.A.**

12-16 Ardittou Str., 116 36 Athens, Greece
Tel.: (0030) 210.921.7513, 210.921.4820 • Fax: 210.923.7033
www.eptalofos.gr • e-mail: info@eptalofos.gr



INTERNATIONAL OLYMPIC ACADEMY

12th INTERNATIONAL SEMINAR
FOR SPORTS JOURNALISTS

SPECIAL SUBJECT:

*THE ATTITUDE OF THE MASS MEDIA TOWARDS THE ATHLETES
WHO HAVE MADE USE OF PROHIBITED SUBSTANCES*

ANCIENT OLYMPIA



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CONTENTS

Foreword

by the Honorary Dean of the International Olympic Academy,
Assoc. Prof. Konstantinos GEORGIADIS 13

OPENING CEREMONY OF THE 12th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS ANCIENT OLYMPIA, 27th MAY 2009

Address and Opening of the works of the Seminar

by the President of the International Olympic Academy,
Isidoros KOUVELOU 17

WORKS OF THE 12th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS ANCIENT OLYMPIA

Lectures

*The Master's degree Programme on Olympic Studies "Olympic Studies,
Olympic Education, Organisation and Management of Olympic Events" -
The International Olympic Academy*

Isidoros KOUVELOU (GRE) 21

Beijing 2008: Enactment of the Games and international media coverage

Prof. Roy PANAGIOTOPOULOU (GRE) 25

<i>How the media can be educated about the real values of the Olympic Games and the role of the Olympic athlete</i>	
Alan ABRAHAMSON (USA)	39
<i>The impact of entrepreneurship on sport, the media and sports journalism</i>	
Yannis MAMOUCZELOS (GRE)	50
<i>The meaning of Olympism in the 21st century</i>	
Dr Julie GAUCHER (FRA)	56
Short Presentations by the Participants	
<i>Mass Media</i>	
Asim Osman ALI (SUD)	73
<i>The ethics of entrepreneurship in sports</i>	
Tamas NAGY (HUN)	74
<i>The attitude of the mass media towards the athletes who have made use of prohibited substances</i>	
George BARSEGHYAN (ARM)	76
<i>Play Fair and you will arrive at the top...</i>	
Jenny NAVARRO (ECU)	80
<i>Olympism and the dream of African unity</i>	
Richard YAMEOGO (BUR)	82
<i>Judge, or not to judge? How to inform about a doping sportsman especially if I know him? Shall I provide truth no matter how bad it is, or to give just basic information?</i>	
Peter PASUTH (SLO)	84
<i>Sports organisations and the media, together in the combat against doping</i>	
Kalthoum BEN ALJIA (TUN)	86
<i>No mercy for athletes who use banned substances</i>	
Daniela IONESCU (ROU)	89

CONTENTS

The ethics of enterprise in sports. Two different views of ethics of enterprise
Aida TUCI (ALB) 91

Media and the issue of doping
Sultan SHAMRI (KSA) 94

How to deal with coaches who have a doping past?
Christian KLAUE (GER) 98

Conclusions of the discussion groups 101

**CLOSING CEREMONY
OF THE 12th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS
ANCIENT OLYMPIA, 30th MAY 2009**

Address
on behalf of the Participants of the Seminar,
by Pascal-Isidore BOUTENE (CAF) 125

Address
on behalf of the Lecturers of the Seminar,
by Alan ABRAHAMSON (USA) 126

Address
on behalf of the Lecturers of the Seminar,
by Dr Julie GAUCHER (FRA) 128

Address and Closing of the works of the Seminar,
by the President of the International Olympic Academy,
Isidoros KOUVELOU 129

List of Participants 131



Commemorative photo of the Session.

FOREWORD

The 12th International Seminar for Sports Journalists was held from 26th May to 1st of June 2009 in the facilities of the IOA in Ancient Olympia with the following special topics: “a) *the attitude of the mass media towards the athletes who have made use of prohibited substances*; b) *the ethics of entrepreneurship in sport*”.

Only 50 National Olympic Committees are invited to send representatives to the seminar that is organised every two years. The seminar was attended by 31 journalists, 22 men and 9 women. The majority of participants belonged to the 30-39 age group (46.1%), followed by the 20-29 age group (38.46%). Most participants came from European countries (55.3%), followed by people coming from Africa (20%) and Asian countries (13.3%).

The educational level of participants was quite high, 61.54% held a university degree, 26.92% a post-graduate degree and 7.69% a PhD.

All participants followed the lectures of five distinguished speakers that had been brilliantly prepared and who contributed with their scientific expertise to the high level of the Session. The topics which they developed were strongly appreciated by participants as they responded to their immediate interests and included new elements and ideas, thus encouraging creative thinking. As a result, participants took active part in the discussions, contributing with their interventions to the exchange of new views and ideas.

The lecturers who attended the Session were the president of the IOA Isidoros Kouvelos (GRE), Professor Roy Panagiotopoulou (GRE) and sports editors Alan Abrahamson (USA) and Yannis Mamouzelos (GRE) and Doctor of Sport History Julie Gaucher (FRA).

The lectures focused on the Postgraduate Seminar on Olympic Studies, the

media's role in the coverage of the Olympic Games and the promotion of Olympic values and the significance of Olympism in the 21st century.

Eleven sports journalists gave short presentations on doping and the mass media's role in cases involving athletes who had used banned substances. Speaking from a journalist's perspective they emphasized the need to enhance the values of sport.

The seminar was crowned with success since participants were satisfied with all the aspects of the Session. Top level organisation, the innovative character and the quality of the lectures, the topical issues that were developed and analyzed during the group discussions, outstanding accommodation, the services provided by the IOA staff and the overall constructive climate that prevailed during the seminar are a few of the positive elements recognized by participants.

Aware of the seminar's huge success, the IOA has decided to extend the invitation to all National Olympic Committees in the future.

Assoc. Prof. Konstantinos GEORGIADIS
IOA Honorary Dean

**Opening Ceremony
of the 12th International Seminar
for Sports Journalists
ANCIENT OLYMPIA, 27th May 2009**



ADDRESS AND OPENING
of the works of the Seminar
by the President of the International Olympic Academy,
Isidoros KOUVELOS

Dear lecturers and participants,

It is a pleasure and an honor for me to address the opening of the 12th International Seminar for Sports Journalists and welcome you at the International Olympic Academy. We all know the media's important role in the field of sport and the Olympic Movement. The great world sports festival of the Olympic Games attracts huge audiences and enjoys international visibility, with television remaining the master of this game. From the traditional print media and limited information that radio provided at the beginning of the 20th century, we have now moved into a world of astounding technology and top level audiovisual coverage of all major sports events. As a result, we all realize the great importance of these media not only in the field of information and advertising, but also in the field of education and development of ethical attitudes in society, young people in particular.

Today's interactive media and the participation of international audiences at major sports events open a new era for social involvement, expression and appraisal. The Olympic Games represent the leading sports event in modern times. No other event attracts so many spectators. Through their association with the media they enjoy international prestige and fame thus promoting the image of an international product that the whole world wants not simply to buy but also to get inspiration from.

The information media play a most important role in the development of this communication process, but also in the education generated by Olympic events.

Nowadays, unfortunately, sport is dominated by commercialization, the rise in doping cases, professionalism and harsh competition, the collapse of idol - athletes who, from one day to the next, disappear and are scoffed by the public and the media, whilst in other cases facts are being hushed up or behavior models built only to be destroyed as easily as they were created.

This is why I believe that the media's role is very important for the messages they convey to international audiences because they have a decisive impact on young people. We must provide answers to key questions concerning the media's role and ethics with respect to the global phenomena of violence, commercialization and doping that predominate today in sport. We need the media, we want them to publicize sports events at a national and international level, but we also want them to enhance and promote sports and Olympic education and to serve sports journalism with determination, a sense of justice and courage.

Dear participants, on the occasion of the opening of this Seminar, I would like to inform you about an important innovation of the International Olympic Academy, in collaboration with the University of the Peloponnese. I am referring to the establishment of an International Master's degree Programme on Olympic Studies, Olympic Education, Organisation and Management of Olympic Events.

In conclusion, I would like to express my conviction, dear friends, that during this Seminar for Sports Journalists, many questions will be raised and important aspects of the media's as well as sport's role discussed. I wish you a pleasant stay and fruitful days of work.

**Works
of the 12th International Seminar
for Sports Journalists**

ANCIENT OLYMPIA

Lectures

- The opinions of the lecturers do not necessarily reflect those of the International Olympic Academy.
- Out of respect for multiculturalism and diversity of scientific research, we do not intervene in every lecturer's personal way of presenting his/her bibliography and footnotes.



**THE MASTER'S DEGREE PROGRAMME ON OLYMPIC STUDIES
"OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANISATION
AND MANAGEMENT OF OLYMPIC EVENTS" –
THE INTERNATIONAL OLYMPIC ACADEMY**

Isidoros KOUVELOΣ (GRE)

President of the International Olympic Academy

Dear friends, distinguished lecturers,

I have the honor and pleasure of standing before you today during this major event that will mark a new beginning in the International Olympic Academy's progress: the official inauguration of the International Master's degree programme on Olympic Studies - Olympic Education and Management of Olympic Events organised by the Academy and the University of the Peloponnese, with the official and generous sponsorship of the Latsis Foundation. Evaluating this important cooperation project I would say that it represents a breakthrough for the Greek academic environment, as well as for the Academy's international environment, to which I would like to particularly refer.

This Institution that operates under the auspices of the International Olympic Committee, with its administrative headquarters in Athens and its facilities in Ancient Olympia, represents a milestone in the history of the modern Olympic Movement. It is the first and unique educational institution for Olympic education and remains the cultural center of the Olympic Movement. The Olympic Academy is closely linked to the Greek landscape. Its geographical location was chosen to be Olympia, next to the archaeological site. This is a decisive factor for its ideological

identity, further enhanced by the fact that this same location was chosen as the resting place for Pierre de Coubertin's heart in a special commemorative stele.

In 1961, one of the most important figures of the Olympic Movement and one of the pioneers of the IOA's establishment, the German Carl Diem, wrote: "The Olympic academy to be established here will be both the continuation of the ancient Academy, an Elis of today, and the realization of Coubertin's plans for an academic institution dedicated to the Olympic idea".

The establishment of the Academy was an unprecedented experiment, driven by the power of an idea. When it first started to operate, in 1961, with tents and people working and having their meals outdoors, no one could ever imagine its development and its influence on the Olympic Movement. It has moved from the tents of its first years to today's state of the art facilities and the capacity to welcome and provide further education to hundreds of young women and men, from all over the world, in sports and Olympism related subjects. The Academy has thus become, through the course of time, an international ambassador of the ancient Greek ideal, the Olympic Idea and Modern Greek culture. It contributes in this way to the worldwide propagation of Olympic ideals, furthering international understanding, peace and the promotion of humanism through sports.

Dear friends, we should not forget that there is no idea more enduring than that of the Olympic philosophy. The educational and cultural dimension of the modern Olympic Movement, as developed by Pierre de Coubertin and his successors, continues to this day, supported by the IOA's institution. The International Master's degree Programme on Olympic Studies, which we are inaugurating today with the University of the Peloponnese in order to jointly promote and enhance the educational values of Olympism will significantly contribute to its further development.

For we all know that to attain this objective athletes and sports officials are not enough; we mostly need the educators who will be teaching the humanitarian values of sports and Olympism to the young generations, with the vision of a better and more peaceful world. It is clear that Olympism is a fundamental life ideology and an inexhaustible source of ethical values. And it is precisely for this reason that

Olympic education uses the Olympic idea and Olympism's principles to enshrine the value of sport and cement peace in the world.

The IOA's new operating policy aims at expanding its action at a local, national and international level, taking into consideration social, economic, political and cultural parameters. Within the framework of the enlarged educational and scientific role that the Academy seeks, the International Master's degree Programme aims at strengthening the development and promotion of research, based on interdisciplinary criteria and avoiding introversion and unilateral action. For this reason, our objective is to ensure the Academy's continuing operation throughout the year in Ancient Olympia thus making it an open university for the training of all Olympic education bodies in Greece and abroad.

The idea of creating an International Master's degree Programme on Olympic Studies, will contribute, "on the part of Greece" to the international recognition of the Academy as well as the University. At the same time, it will underscore the importance of private sponsoring in achieving major objectives of international scope. In the context of today's globalized world, we are reassessing the Academy's role, based on the one hand on the particular features of its location and adjusted, on the other, to modern demands for cooperation at a national and international level, coupled with the development and improvement of the quality of services provided in the areas of teaching, research and administration.

People who deal with the history of the modern Olympic Movement all know that the International Olympic Academy enjoys considerable recognition and unquestionable respect in international scientific and academic circles. All these years, it has done important work and obtained outstanding results in the context of its international cooperation with prominent university establishments and research centers abroad. This will be the first time though that it will be officially "sharing", in a formal and institutionalized way, common educational and cultural objectives with a Greek university.

The results of such cooperation I believe and wish will constitute a valuable source of "kalokagathia" (benevolence), scientific achievement and humanity for

all who shall be the recipients of these values through the teaching provided by the Master's Programme.

Ladies and Gentlemen, the goal of the founders of the International Olympic Academy was to move closer to young people through programmes of education, research and propagation of the Olympic ideals. Our duty and vision is to actively follow such a course by educating a growing number of ambassadors of these ideals and ancient Greek civilization, with the view to contributing to the creation of a cleaner global cultural environment.

In conclusion, I would like in my capacity as the President of the Academy to personally extend warm thanks to Mrs Marianna Latsis for her understanding and flexibility in literally embracing and supporting this Master's degree Programme on Olympic Studies. Without this sponsorship I do not believe we would have attained our objective. Let us all wish that it may succeed!

I will end my speech with a quick flashback to the IOA's work and history by means of a 5-minute film that presents its identity through time.

BEIJING 2008: ENACTMENT OF THE GAMES AND INTERNATIONAL MEDIA COVERAGE

Prof. Roy PANAGIOTOPOULOU (GRE)

Department of Communication and Mass Media, University of Athens

1. Introduction

Sports connection to the media is now part of a global complex of interdependencies including both professional and amateur sport (Wenner 1998, Whitson 1998, Maguire 1999, Whannel 2005). Sport is emerging as a core content for all media, old and new, because it attracts viewers and subscribers for television, 3G mobile telephony and the Internet (IPTV) (Boyle 2004: 74 &ff.). The organizers of sports events often bow to the wishes and instructions of media managers because as time goes by their revenues depend more and more on the broadcasting rights paid by the different media. These relations increase media demands in order to ensure optimum audiovisual production from a technological point of view and excellent working conditions for journalists and technical staff.

To ignore the connection between sport and the media would be like “ignoring the role of the church in the Middle Ages or the importance of art for the Renaissance...” (Real 1998: 15). The Olympic Games (OG) and the World Football Cup (WFC) are illustrative examples of competitions that attract the public’s worldwide interest, are one of the most predominant manifestations of our times’ popular culture and achieve the highest audience, visibility, etc, ratings, as well as the highest prices for TV broadcasting rights. The popularity of these sports events make them a privileged content for sponsoring and promotion advertising for

many international corporations that link their name to long term sponsorships of millions of dollars.

These competitions have gradually evolved as a symbolic cultural event of modernity at which everybody wants to be present and visible. Their social point of reference today is that of the “global village” in which people feel that they have conquered a new level of cosmopolitan identity that of a “citizen of the world” (Maguire 1999: 144, Barnard et al. 2006).

2. Relations between major sports events and the media

The interdependence between sport and the global media and sports network is expressed through multiple interconnection levels. Sports organisations, politics, business interests, international and national information networks, cultural heritage, technological innovation in event coverage, the emergence of new media for receiving audiovisual information, new practises in journalist coverage, constitute an intricate complex of relations expressed at multiple levels.

With the public’s growing interest for world championships and sports competitions, there has been a parallel increase in the number of traditional and new print and electronic media specializing in sports content. Furthermore, broadcasting rights for such events have soared, while companies continuously increase their sponsorship amounts to competitions, athletes and sports federations in order to obtain commercial gains from events that attract worldwide interest. Gradually, sports globalization has become synonymous with its commercialization.

The relationship between the OG and the media has always been very close, following a parallel development course. In particular, the relationship between the OG and the use of new technological advances in communication has always been a privileged one since the Games were the platform for the massive launching or use of new technology applications or equipment. The Games’ transmission has always been associated with maximum publicity, in the broadest possible promotion context, depending on the time of their celebration.

Table 1

Mass media evolution and their application during the Olympic Games

Olympic Games	First use of mass media
Athens 1896	Written press, periodicals, other print media
Paris 1900	Cinema
Paris 1924	Radio broadcasting of Games highlights
Berlin 1936	National television transmission
Cortina d'Ampezzo 1956	International television transmission
Rome 1960	TV rights initially in the USA and then EBU
Tokyo 1964	Satellite television transmission
Mexico 1968	Live, coloured television transmission
Barcelona 1992	Cable TV and pay per view, creation of a central organisation for image distribution by the host city, as well as image production by individual stations
Atlanta 1996	Use of Internet, website of the Organising Committee during the Games
Sydney 2000	Spread of Internet use, Organizing Committee website and limited use of HDTV during preparation
Athens 2004	Increased use of HDTV, wireless WiFi connections for mobile telephony, multimedia applications, dedicated websites from TV stations with broadcasting rights, blogs
Turin 2006	Web 2.0: video production by spectators and upload to YouTube (video streaming)
Beijing 2008	Universal transmission on HDTV, special IOC channel on YouTube, social media

Source: Georgiadis K. (2004), Morland J. (2006), "Olympics and Television", www.museum.tv/aechives/etv/O/htmlO/olympicsand/olympicsand.htm (online), Billings A. (2008), *Olympic Media. Inside the Biggest Show on Television*, London: Routledge

In the Athens 2004 Games multimedia applications increased, through WiFi connections in particular, whilst all transmission is now digital. For the first time, rights holder TV stations are allowed to broadcast videos from the Internet and NBC seeking to enhance its television programme created a dedicated website (www.NBCOlympics.com) showing (delayed) video highlights. High definition

TV broadcasts include, in addition to the ceremonies, some popular sports (football, gymnastics, basketball, track and field, judo). In Beijing, in 2008, all sports were transmitted on high definition television and many broadcasts used wireless networks for 24-hour live programs (Thompson 2007). The IOC inaugurated a dedicated YouTube channel that offered short videos with Games highlights for countries that cannot afford television rights.

Apart from the official introduction and use of new technologies, the fans of the OG worldwide started around 2002 to create their own information and communication networks, web content and databases and to use social media more frequently in order to comment personal experiences and games results.

The use of the YouTube video streaming service (Panagiotopoulou 2008) as an amateur application for the first time at the Turin Games in 2006, barely two months after the possibility of uploading personal amateur video on the Internet became available is a characteristic example. I will give you some indicative information on the use of social media in the last Olympic Games: more than 250,000 downloads were recorded on Facebook and on the mobile telephony Zumobi platform over 60,000. Approximately 100 athletes were bloggers and uploaded more than 1,500 posts on their Olympic experience (<http://blog.ogylyvpr.com/2008/09/closing-ceremonies-for-lenovo-voices-of-the-olympics>, retrieved on 25.4.2009). More than 8,000 sports fans from all over the world replied to these texts. It is obvious therefore that people connect more and more through the Internet and begin to talk to each other.

3. The new media's impact on the Olympic Games

The new media are creating new possibilities for watching sports, new needs for audiovisual production, new opportunities for collecting information and documentation on previous performances, competitions, etc. and, above all, new habits with respect to intermediated viewing of the games.

The IOC's new strategy regarding broadcasting rights fees for television and

broadband networks is now based on the direct selling of rights on a state or territory-by-territory approach and includes several new technology platforms (*IOC Press Release* 17.10.2006, www.olympics.org). This strategy involves a flexible negotiations policy capable of obtaining better prices depending on the financial situation and the level of new technology penetration of each country. In the last agreement for the Vancouver 2010 and London 2012 Games, the total package that included for the first time broadband media and mobile telephony, reached US \$ 2,201 billion. The corresponding rights for Europe negotiated by the European Broadcasting Union (EBU) amounted to US \$ 578 million for the 2000-2008 period and to US \$ 746 million for 2010-2012 (Rogge 2005).

The main objective of media undertakings is not simply to increase audience ratings but also to promote through the international sports events programme the new media markets, such as cable TV, broadband connections, DSL, IP-TV, subscriber television decoders, cellular telephony connections to services providing sports content. They also hope to advertise next season's television programme.

What is most interesting is that viewing conditions are improving for the benefit of those concerned. This means that one can watch the main phases of an event at the precise time it is being held, from any point on earth and have the feeling of "being there" on the spot. In addition, viewers can follow in parallel different sports staged in different venues on time.

Beijing 2008: the charge of the new media

Given the existing tight relationship between the Olympic Games and ICTs and the rising television viewing, the objective finally is to what extent and in which areas the latest Olympics will surpass the previous ones, even though the figures have reached the point of saturation or redundancy (e.g. the huge and half empty Press Centres).

The comparison between the Athens and Beijing Games clearly indicates, on the one hand, the limits which this event has already attained, but also the frenzied attempts to stand out by presenting any new difference, at whatever level, as an innovation, as yet another feat on the part of the organisers, athletes, media people, technology, etc. This also applies to the presence and operation of the mass media

and represents the first conclusion that can be drawn when you compare some of the key figures published by the organisers in order to set a new milestone that will be knocked down, in any case, by the next competition.

Table 2

Comparative participation and TV coverage figures for the Athens 2004 and Beijing 2008 Olympic Games

Participation and TV coverage	Athens 2004	Beijing 2008*
Participation: National Olympic Committees	202	204
Athletes	10.500	10.708
Accredited journalists (press, radio, photographers)	5.500	5.600
Accredited TV journalists	4.000	4.000
Accredited representatives of rights holder stations	12.000	12.000
Total journalists	21.500	25.000
Commentators positions	1.464	1.600
Observers positions	2.795	2.580
Countries showing Games program	220	200
Television stations	300	350
Total TV audience	3.9 bn	4.7bn.
Total live TV coverage	4.000 hours	3.800 hours
USA NBC total	203 mn. TV viewers	211mn. TV viewers
Average viewers during prime time	24.6 mn. viewers	27.7 mn. viewers
Total ERT TV program	44,000 hours	1,056 hours
Equipment:		
o Image and sound reproduction	490	450
o OB Vans	56	60
o Cameras	1.000	1.000

* At the time this text was written certain figures on the Beijing Games had not yet been finalized and this is why there are differences depending on the origin source.

Source: Athens 2004: Exarchos 2006, Rogge 2004

Beijing 2008: beijing2008.cn/media/usefulinfo (retrieved on 4.7.2008), BOB by the numbers, www.bob2008.com (retrieved on 19.11.2008).

Regarding the infrastructure for Games coverage, no significant differences can be observed. The same applies to the number of accredited journalists and technicians. Based on previous experience, TV networks now know what will be their personnel requirements. Apart from that, a large part of programme production is provided by the Host Broadcaster.

Old and new media

Television

Total audience figures at the Beijing Games in 2008 were unprecedented and have already made history “as the largest television audience in world history” since it succeeded in attracting 4.7 billion viewers or 70% of the world’s total population who followed highlights of the Games (not less than 6 minutes, Nielsen Press release 5.9.2008, www.Nielsen.com).

The highest increase in TV audiences was recorded in the US and China, which mostly account for the differences compared to the previous editions of the Games. According to Nielsen Media Research measurements, 94% of the population in China (1.3 billion people) watched one of the Olympic TV broadcasts (http://ad.doubleclick.net/adi/huffpost.media/news;media=1;entry_id=124337). The Chinese CCTV broadcasted a total of 3,800 hours of program in China through eight different channels plus one that was now transmitting in high definition.

The increase in TV audiences should not only be attributed to the convenient broadcasting time in the US and China, but also to the programme itself that offered more broadcasting hours than ever before (3,600 hours of program and 1,600 hours during prime time). The Beijing Games truly broke the TV audience record. If one considers that they did not only have the highest viewing rates, but that American households have on average about 120 different channels to choose from then the timeless fascination that TV viewers have for the Olympic Games becomes clear.

The harsh competition among American and Chinese athletes for the country that would top the medal tally fascinated audiences both in the US and China. In the end, the accumulated experience of the journalists who corrected previous

mistakes and adopted a faster pace for reporting and introducing athletes, as well as showing critical highlights of athletes from countries other than the US contributed to this success (Sternberg, Hughes and Weissberg: 2008:3). A significant part of the reports and commentaries also focused on other issues such as doping cases, the athletes' reactions and the measures announced by the IOC at the press conferences for combating this phenomenon.

Mobile telephony

Mobile telephony is a new medium that is growing extremely rapidly with an established market and strong competition among companies. Thanks to the new mobile video content applications and the new information services (live-streamed sport) through messages (SMS) and image (MMS) the possibilities for watching sports events are growing exponentially. Mobile telephony provides sports information to subscribers (athletes, records, medals, athletes' bios, sports rules, etc.) and the possibility to spectators, fans, etc. to be in constant communication with each other and get information on other parallel competitions (Boyle 2004: 79).

The videos shown on the different websites could also be projected on cell phones. The impressively high number of videos produced in the context of EBU was due, to a large extent, to the professional or amateur videos recorded by the Games' spectators. The majority of cell phone owners, however, do not use their mobile to produce videos and distribute them. It was estimated that only one third of mobile telephony subscribers have a 3G phone and of them only 6% pay for video streaming services (Nielsen Press release 5.8.2008, www.nielsen.com). Despite this, photograph receiving and sending is growing.

The Internet

In Beijing 2008, for the first time the use of multimedia was widespread; they were used by many, varied groups of people with often different objectives, either to obtain information, to air their views or, finally, to protest again violation of human rights in China.

The access to audiovisual content, which the Internet provides on a 24-hour basis, makes it a very convenient additional information and entertainment tool.

The Internet content included subscriber services for full live or recorded video projection, extensive highlights, daily summaries, athletes' profiles, interviews, information files and many other things. Internet users could watch the events they had "missed" when they were first aired or look again at the competitions they found interesting, which they had already seen on television.

During the first week (9-15.8.08) of the Games, around 930,000 foreign visitors and 1.5 million Chinese visitors accessed the official website of the Organising Committee of the Beijing Games (www.nielsen-online-beijing2008-site-visitors-by-country-august-9-15_jpg.mht retrieved on 18.11.2008). More specifically the attendance of the official website in the first week can be seen in the following table:

Table 3

Average daily unique audience to Beijing 2008 official website,
August 9-15, 2008 (in thousand individuals)

Country	Average daily unique visitors
USA	554.800
France	123.000
Australia	71.300
Great Britain	54.000
Japan	36.500
Spain	29.100
Germany	24.000
Brazil	15.100
Italy	12.200
Switzerland	7.400

Source: Nielsen Online, NetView Custom Analysis,
www.nielsen-online-beijing2008-site-visitors-by-country-august-9-15_jpg.mht retrieved 18.11.2008

It is obvious that the frequency of the visits per country is closely related to the winning medals course.

In Europe, 43 different EBU member TV stations had created dedicated websites where they offered more than 9,000 hours of audiovisual content live; in

addition, content covering a total of approximately 15,000 hours was produced. The total audiovisual material from the games transmitted by EBU amounted to 120 million videos (broadband video streams) created by more than 18 million individuals (www.EBU.ch::2008_08_22_EBU_Record_online_delivery), while each user would watch five different videos on average.

In China, 65.8 million browsers with relevant content were used offering more than 4.6 billion web pages in the first week of the Games (9-15.8.08).

Widespread use of the Internet, in addition to the euphoria created by this new technological feat and its popularity, also led to problems. During their work at the Beijing Press Centre, journalists realized that many websites, mostly those of human rights organisations, had been censored. Neither the vehement protests of foreign journalists, nor the IOC's repeated assurances that it had not signed any agreement denying access to certain websites, were able to change the Chinese government's attitude, which persisted until the end to refuse access to websites, which it qualified as harmful to the country's security. What the protests only achieved was some improvement in access. When the Games started, the cries of protest stopped because, on the one hand, all the attention was now focused on sports performances and, on the other, because it had become clear by then that neither the IOC nor international outcry could persuade Chinese leaders to loosen the security measures they had introduced.

Coming now to the plans regarding Internet use at the London Games in 2012, the use of social media and through them the call for active participation of all concerned, young people in particular, has already begun. The use of the Internet is spreading well beyond the watching of competition highlights on video to special videos and audiovisual material, which the OCOG is preparing and promoting through social media platforms (Facebook, MySpace, Flickr, Twitter etc.). Moreover, in future, the success of a sports event will not be measured solely by television audience rates, but also by participation in social media networks. The organisers' new communication strategy seeks to offer the public a communication platform, which users will be developing together (Balfour 2008).

Conclusions: Television remains the master of the game

Because in Beijing, in 2008, Internet coverage increased significantly, the discussion on “whether the Internet will manage to ‘kill’ television” was rekindled (Nielsen Press release 14.8.2008, www.nielsen.com). The answer can be found in the following table, which presents, for the first time, the Olympic public’s exposure to all existing audiovisual digital media.

Table 4

Measuring total exposure to NBC’s Olympic programme
from 8 to 23 August 2008 for all media (in %)

Medium	Mean exposure to Olympic content (%)
Subscriber television	0.1
Mobile telephony – video streaming	0.5
Internet	6.6
Television	92.8
Total	100.0

Source: TAMi: Measuring Total exposure to Olympic experience: August 8-23,
[www.NBCOlympics.com/NBC’s TAMi project.mht](http://www.NBCOlympics.com/NBC's_TAMi_project.mht)

It is obvious that so far television’s omnipotence had never been seriously threatened by the new media and that new products could operate as a complement to television broadcasts by bringing viewers to channels holding TV rights. In the near future, the Internet basically, followed by mobile telephony, represent the only new services that could possibly “steal” a little of television’s omnipotence for sound and image broadcasting since, on the one hand, image transmission technology will improve and its cost drop while, on the other hand, as years go by video use via mobile telephony will expand.

The new media’s interactive character, however, makes them more flexible, more interesting and maybe in future more adaptable to the information requirements arising from the modern pace of life. Furthermore, young people who are more familiar with interactive communication and more attracted to sport and the

Olympic Games can be expected in future to capitalize, in a combined way, on all the possibilities offered by the new media. This means that part of the information and commentary process will move into the public's hands, something that had already started timidly in Sydney, in 2000 and developed exponentially at the Athens 2004 and Beijing 2008 Games. It also means that the traditional way of broadcasting sports events will have to adjust to a more international coverage model, abandoning the exclusively nation-centered approach. Journalists will have to be able to adjust to each medium's transmission style, as they did in the past, adding to their skills the new forms of communication, which the new media require.

Television continues to be the master of the communication field, to attract by far the highest number of sports fans and most of the advertising and therefore to collect the highest revenues. On the other hand, this predominance is very costly as TV rights continue to rise at a very fast pace.

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HOW THE MEDIA CAN BE EDUCATED ABOUT THE REAL VALUES OF THE OLYMPIC GAMES AND THE ROLE OF THE OLYMPIC ATHLETE

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Sport, it is said, offers a “natural and universal power to engage and motivate, to move and educate, to open dialogue and create positive change.”

Would any of us disagree?

The words in the opening paragraph above come from the international humanitarian organisation Right to Play, which now operates in nearly two dozen countries. Its mission, as spelled out clearly on its website, www.righttoplay.com, is to use sport and play programmes to improve health, develop life skills and foster peace for children, particularly those affected by war, poverty and disease.

One would think that Right to Play’s aspirational goals would seem a natural fit for the International Olympic Committee. It is well known that the IOC actively seeks to promote the notion, spelled out in the Olympic Charter itself, that Olympism is a “philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind” and that the goal of Olympism is in part, to promote “a peaceful society concerned with the preservation of human dignity.”

One might further believe that the IOC would be especially keen to work with Right to Play because Right to Play’s president is none other than Johann Olav Koss, the four-time Olympic gold medallist from Norway and a one-time IOC member, and because the list of athletes who have supported the programme in-

cludes other Olympic legends. Among them: swimmers Janet Evans of the United States and Ian Thorpe of Australia.

For that matter, Right to Play's board of directors, according to the organisation's website, includes Silken Laumann (silver medallist, rowing, 1996 Atlanta Games); Charmaine Crooks (competed in four Summer Olympics, silver medalist in track and field at the Los Angeles Games, former IOC member); and T. A. Ganda (Tommy) Sithole (the IOC's own director of international cooperation and development and a former IOC member).

But no.

Last December, in a letter written just two days before Christmas, the IOC notified Koss that Right to Play would not be welcome at the Vancouver 2010 Winter Games.

Or, for that matter, at the 2012 London Games, the 2014 Sochi Games and future Olympics as well.

Since the Sydney Games in 2000, Right to Play had been in the practise of setting up an information booth at the athletes' village. The idea was to expose Olympic athletes to the possibilities open to them as role models – that is, to encourage them to reach out to children around the world.

The Right to Play booth went up in Sydney, Salt Lake, Athens, Torino and Beijing.

Then, though, last October, the Vancouver 2010 organising committee said Right to Play would not be allowed in the athletes' village because, as was widely reported in news accounts, its sponsors differed from those sponsoring the 2010 Games. The Toronto Star reported that the organising committee had a deal worth millions of dollars with GM Canada; Right to Play had a separate deal worth but thousands with Mitsubishi.

From there, the issue became an IOC matter.

In its Dec. 23, 2008, letter, however, the IOC did not give a reason for the ban.

In mid-January, when news of the ban broke, IOC spokeswoman Emmanuelle Moreau said the decision had nothing to do with sponsorship, as reported by USA Today.

Richard W. Pound, an IOC member for more than 30 years and a former IOC marketing director, demurred. Of course sponsorship was at issue, he said, according to the USA Today account.

Pound said of Koss, “He understands he’s got to raise money from sponsors and the IOC has to raise money from sponsors. For two weeks every two years there is kind of a clash.”

“When it’s the Olympic Games, and during the Olympic Games, the IOC position has to trump it.”

There’s no question the IOC – like every entity, public and private – needs money. Those with a longer memory of IOC finances, moreover, will doubtlessly remember how grim the IOC books looked before Peter Ueberroth, with those 1984 L.A. Games, unveiled the corporate- and broadcast-underwritten model still in use today.

Even so:

Having been granted the privilege here at Olympia, at the International Olympic Academy, of being asked to deliver a lecture on the subject, “How the media can be educated about the real values of the Olympic Games and the role of the Olympic athlete,” it occurs that the fundamental place to start is with the most basic question of all:

What are those values?

Because as Daniel Igali, a 2000 Olympic wrestling gold medallist, told the Toronto Globe and Mail in connection with the dispute over Right to Play, “It would be really sad to see an athlete-centered organization borne out of the Olympic movement ostracized from the Olympic family.”

The word “values” appears but six times in the Olympic Charter. Nowhere is “values” fully defined or explained. Nowhere are those “values” enumerated.

The only guidance offered in the charter, perhaps, comes in the first paragraph relating the “fundamental principles of Olympism.” There it says that Olympism “seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.”

At the same time, By-Law 1 to Rule 49 of the Charter declares, “It is an objective of the Olympic Movement that, through its contents, the media coverage of the Olympic Games should spread and promote the principles and values of Olympism.”

Putting aside the highly debatable idea that there are, indeed, “fundamental ethical principles” that on our imperfect and complicated Planet Earth can be deemed “universal,” the issues that obviously and immediately emerge are elemental:

- “The media” is, as a term, not subject to precise definition. It is possible to assign, say, an “E” credential to members of the “written press” at the Olympic Games but that does not represent the full extent of “the media,” ever changing in numbers and with the advent of technology. To move “the media” in the direction of promoting “the principles and values of Olympism” would be, to use an American expression, akin to herding cats. Perhaps all but impossible.
- Even if reporters and columnists were so inclined, how are the members of the media – or, for that matter, how is anyone – supposed to preach Olympic values if it is entirely unclear what those values are?

This dilemma has been apparent since the dawn of the modern Olympic movement. As has been pointed out many times, including for instance by the German professor Dietrich Quanz in a 1993 essay in *Olympika*, the international journal of Olympic studies, the Baron de Coubertin dedicated the 1896 Athens Games both to patriotism and to world peace; Professor Quanz noted that Coubertin “consistently stressed the dual character of the

Games.” But which of these potentially conflicting values is, or ought to be, primary? Should either?

- At any rate, the Charter lays such a burden on the media during the Games. Why not at other times?
- Moreover, are those values timeless or do such values reflect more current mores and sensibilities? This is no idle inquiry. Students of the U.S. Constitution come to learn quickly that some of the values that shaped the framers of that organic American document in the 18th century have since changed significantly; some have not. In something of the same way, consider that for most of the 20th century, Olympic athletes were mandated to be “amateur”; now they are “professional.” And so on.
- Further, is it reasonable or rational to expect the media to report on the fulfillment of an elusive set of “values” when the IOC itself has – and, as well, individual IOC members have – not fully lived up to the ideals the Charter purports to advance?

Some might say the historical record might well indicate good reason in this regard for skepticism, as John Hoberman, the University of Texas professor, suggests pointedly in his 1995 essay in the *Journal of Sport History*, “Toward a Theory of Olympic Internationalism.”

- The IOC has over the years taken any number of decisions acknowledging an array of concerns ranging from security-related matters to circumstances of politics; these moves could well be seen by some as a compromise of certain Olympic values. For instance, earlier this year the IOC announced it would no longer approve international torch relays, citing security issues in the aftermath of the protests that disrupted legs of the 2008 relay in Paris, London and San Francisco. I understand well the IOC’s concerns; I was among those who ran with the torch in San Francisco and count myself among those that day who were the target of protests. At the same time, it’s unclear that limiting the relay to domestic routes only will solve the problem, because the 2006 Torino relay was marred – within Italy – by protestors as well. If the expression of Olympic values was the paramount

concern, couldn't it be argued that the relay – the closest contact most people will ever have with the potent symbology of the movement – ought to range as far and wide as possible?

- And then there's this: When the Games are not on, which by definition is most of the time, it is primarily the written press through which the stories of the IOC's doings or athlete accomplishments are channeled. Yet the IOC's relationship with the written press can sometimes be uneasy, edging on occasion toward adversarial. This is understandable because – though the Charter makes no mention of this role – it is the written press to which oversight of the IOC, and the Olympic movement, have largely fallen.

There was for most of IOC history apparently such suspicion and mistrust of the written press that not until 1999, as part of the reform process undertaken in reaction to the so-called "Salt Lake City corruption scandal," was the press even allowed to monitor the goings-on of the IOC session. That session, in Seoul, marked the first broadcast of the session via closed-circuit television. To this day, we in the press are still not allowed in the room while the session is ongoing. We watch it on closed-circuit TV from a location sometimes remote indeed; in Sydney in 2000, the media room was set up three blocks away.

It goes without saying that the press has never been allowed in the room at meetings of the IOC's policy-making Executive Board. But why not?

It is also well understood that the IOC vote for the host city of the Games is undertaken by secret ballot. The votes culminate a lengthy process that spans the globe, runs for more than two years, costs hundreds of millions of dollars, can spark urban regeneration projects typically costing into the billions in the winning city and nation – and which, at the past two votes, has drawn some of the most important and powerful people in the world, including heads of state such as Tony Blair and Vladimir Putin. The campaigns now generate sustained attention, in particular with the visits to the various cities of an IOC evaluation commission. Yet the process itself can be rife with misinformation and disinformation, often purposefully by skilled campaigners, and the balloting remains secret. Can full transparency and accountability be said to be Olympic values?

Allow me to pause for a moment in a bid to be perfectly clear. The vast majority of the IOC members I have encountered – and IOC staffers, too – are men and women of good will.

History will of course prove the ultimate judge of both the current and the immediate past president of the IOC. In my experience, the current president, Dr Jacques Rogge, has proven to be genuinely motivated by the pursuit of its interests. I offer a personal note in regard to the former president, Juan Antonio Samaranch. He has shown himself to be unfailingly gentlemanly and solicitous – particularly when my mother-in-law was in failing health – as he has been so gracious to many, many others in ways that typically do not get reported in the mainstream press.

I consider it a great privilege to be able to make a living at writing about a movement that clearly resonates with so many people and that reaches to the far corners of our world. Two of every three people in the world watched the opening ceremony in Beijing, more than 4 billion souls. Clearly, something about the Olympics moves most of the people in the world.

At the same time, I take seriously my professional responsibilities and I would be remiss if I did not observe that my introduction to the Olympic movement, and the notion of “Olympic values,” came via the scandal linked to Salt Lake City’s winning bid for the 2002 Winter Games.

I had been a lifelong fan of the Olympics – spurred by, among other memories, Frank Shorter’s 1972 marathon win, Bruce Jenner’s 1976 decathlon victory and, of course, the U.S. men’s hockey team’s gold-medal run in Lake Placid in 1980. These moments inspired me – still inspire me, as does the memory of the snowboarder Ross Powers, silhouetted against a perfectly blue Utah sky, throwing his first trick en route to winning the gold medal in the men’s half-pipe event in 2002, or bearing witness to the U.S. men’s 400-meter freestyle relay team, Jason Lezak anchoring, stunning the French and the world to win gold last summer in Beijing.

The first stories of the misconduct associated with Salt Lake’s winning bid for the 2002 Winter Games surfaced a mere 10 days after I had moved to the LA Times’ sports section. This was in late 1998. I had moved to sports after serving

nine years in the newspaper's metro section, during which Southern California was subjected to wildfires, earthquakes, mudslides, riots and celebrity murder trials.

Switching to sports, I expected – well, I certainly didn't expect to develop an expertise on the Olympic movement amid allegations that Salt Lake's bidders had showered IOC members and their families with more than \$1 million in cash, gifts and other inducements.

As I and many others reported, to believe that the excesses that were brought to light in connection with Salt Lake's bid were limited only to Salt Lake and the 1995 bid for 2002 would, indeed, strain credulity.

In a different but related context, the issue of doping has come to occupy an increasingly central role in reporting on all sports, and especially in Olympic sports, which have seen some of its biggest stars revealed since 1998, and the scandals that year at the Tour de France, to have been users of illicit performance-enhancing drugs.

Just to recap some of the American stars: The much-celebrated standout of the 2000 Sydney Olympics, Marion Jones won five Olympic medals, three gold – then returned them amid a confession to doping that served in part to land her in an American prison for a few months. Justin Gatlin, the 2004 Athens Games sprint champion, is serving a doping-related suspension. In cycling, Tyler Hamilton, a 2004 Olympic gold-medal winner, earlier this year announced his retirement from the sport after testing positive for a second time.

It is undeniably the case that a skilled newsman or newswoman is bound to chase after an athlete he or she suspects has used banned drugs; in the United States, and I suspect a good many other nations, a reporter's No. 1 priority is to seek the truth.

Which leads to this intriguing question: Philosophically, is it a manifestation of Olympic values for such a reporter to uncover such evidence?

If the media are to be “educated,” doesn't that necessarily assume the press is to be a willing partner in the venture? Given the oversight role we in the written press have assumed, isn't that assumption problematic?

I submit that the media, in the all-encompassing sense of the word, are more properly to be categorized not as partners but as stakeholders in the Olympic enterprise.

I also submit that when the interests of the IOC and the press converge, when a situation allows for the win-win of a story that stands on its own journalistic merit while also portraying or explaining “Olympic values,” then the press is cheerfully willing to be so manipulated. This is a lesson that every young reporter learns early on – it’s ok to write such a story. The imperative, however, is that the story must be journalistically worthwhile.

I further submit that the IOC – indeed, all the components of the movement, the national Olympic committees and the international sports federations – ought to focus now, hard and immediately, on how the budget and deadline pressures re-shaping written journalism are likely to affect the relationship going forward between the press, on the one hand, and, on the other, those component pieces of the Olympic enterprise.

It’s not that we don’t want to write stories that serve a multiplicity of interests. We do. They can sometimes be the best pieces. For instance, I wrote a story last October that told how some American and British soldiers wounded in Iraq and Afghanistan were faring at a U.S. Olympic Committee-sponsored camp in San Diego aimed at identifying potential 2012 Paralympic athletes. The story can be found at this link: www.universalsports.com/ViewArticle.dbml?&DB_OEM_ID=23000&ATCLID=1610176.

I was the only reporter from a nationally oriented publication there that day at the USOC facility in Chula Vista, California, south of San Diego. It’s not that others wouldn’t have liked to have been there as well. The plain fact is that I could do the story because I live 125 miles away, a two-hour drive, and it cost only gas money for me to go to Chula Vista and back – no airfare, no hotel outlay, no meal money.

Though the Olympics are big news in the United States during the 17-day runs of the Games, at other times the Olympics can lag well behind football, basketball,

baseball and other sports in competing for space – and, with the economic downturn, increasingly for the resource it takes to develop stories.

This import of this turn is not fully appreciated outside newsrooms themselves. But it cannot be overstated.

The first signs of how significant an impact this may be surfaced last summer in Beijing, when a number of U.S.-based outlets turned back credentials they had been allocated for the Games – they simply didn't have the money. Since then, the situation in American journalism has only become more and more challenging.

In December, the Tribune Co. – which owns the LA Times, the Chicago Tribune and other major metropolitan newspapers – filed for bankruptcy. Those newspapers continue to publish, although the Times in particular continues to endure rounds of layoffs. Other newspapers have called it quits, among them the Seattle Post-Intelligencer and the Rocky Mountain News (in Denver). The Boston Globe may be at risk. USA Today, which by any measure has been among the publications most committed to covering the Olympics, ordered mandatory unpaid furloughs this year for editorial employees.

The future is obviously online. But online is no financial haven, at least right now, because the economics of online journalism are for most nowhere near that of traditional print journalism. NBC Sports, where I have worked since 2006, has ordered cuts in expenses wherever possible. Cuts in travel have been obvious.

And being on scene is key to understanding the players, personalities and relationships that animate the Olympic movement.

Technology can help make up for some of that. But the IOC can sometimes move very slowly. The IOC, at least as of this writing, does not have its own Facebook page. The IOC is not making use of Twitter. The IOC webpage, www.olympic.org, is a useful reference for some matters (the IOC calendar), not so good for many others (if searching for biographic details of the thousands who have competed since 1896, compare to www.sports-reference.com/olympics).

The onus, as never before, is on the IOC to communicate – and, for purposes of this paper, to acknowledge, recognize, communicate and promote its “values.”

Intriguingly, the challenge is illustrated in a news release the IOC issued April

24, http://www.olympic.org/uk/news/olympic_news/full_story_uk.asp?id=3004. Here the IOC, in announcing the first “International Forum on Sport, Peace and Development,” explicitly outlines specific objectives: “How can we promote a culture of peace among youngsters? How can we make sport a driving force for developing a community and young people? How can we mobilize youngsters through sport?” Here the IOC asserts that sport “is, in essence, the only language understood by everyone” as well as a “remarkable educational tool” that gives young people “hope, pride and good health.” The release further declares that the IOC “has a social responsibility to develop sport for all” and to “disseminate the values of sport in all sectors of society and to improve social and human well-being in general.”

So: what are those values?

My friend, Jim Parry, professor of philosophy at the University of Leeds and an expert on the Olympic movement in ways that I am certainly not, has helped me refine my thinking in exploring the range of answers to that question, and for that I wish to express my thanks. As Jim put it, if we don’t take care to spell out precisely what it is we are talking about when discussing those values, it leaves the door open for anyone to cherry-pick their preferred aspects, and ignore others. It also leaves the discussion open to individual – that is, subjective – assessment and that can lead to evasion, even to corruption.

Some account of those values is, I submit, thus an imperative.

It simply can’t be that trying to define those values is a job rather like the one that prompted a U.S. Supreme Court justice, the late Potter Stewart, to say in a 1964 case when attempting to define certain material, “I know it when I see it.”

Even if much of the world knows it when it sees it – and we in the press do, too – that is only the start of the inquiry, not the end.

It is the most commendable thing that 4 billion people tune in for a reason. But to see – what, precisely?

THE IMPACT OF ENTREPRENEURSHIP ON SPORT, THE MEDIA AND SPORTS JOURNALISM

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Ladies and Gentlemen, dear colleagues,

As I started to approach this topic I wondered, to begin with, whether there is today “ethics in entrepreneurship” in any form! I do not feel ready or qualified (if you prefer) to give an answer, but I rather feel that it would be negative...

What I can say with certainty though is that the image (that many of you maybe have in your mind) of the traditional publisher, the man whose almost exclusive occupation was to publish newspapers, periodicals or other printed material and who had a specific stand, principles and values... has probably vanished forever!

In other times, we knew the people who created and operated the traditional media, which they saw as their “children” ... People who considered journalists as intellectual creators, working in a commonly accepted context of rights, obligations and ethical and moral rules.

I’m afraid that if I ask you whether you know or are working in your countries for such traditional businessmen-publishers, you will answer no or add a series of ‘buts’ after any affirmative answer...

The times we are living in have dramatically changed conditions in the media and journalists’ profession; the laws/demands of the market have prevailed over the rules of public democratic scrutiny by them, marginalizing ethics and morality and confront all of us with many - often unsolvable – dilemmas.

What is now right or wrong for a journalist? What can he reveal or not in his texts or reporting? How extensively and correctly does he cross-check information or how much does he filter it through a grid of expediencies and open or hidden prohibitions?

In this era of communication speed without borders, of unbridled competition, sensationalism, etc., what you have just heard would be the least that would worry a contemporary journalist, chief editor or media manager!

Yes, I have to admit that things were never ideal, since there has never been anywhere an ideal society! There was always influence peddling in journalism, mainly through political or “diplomatic” understandings to avoid injuring parties, economic interests, friendships, sympathies or powerful persons...

I am afraid that today, however, even in sports journalism very few things can be said or written if they really reveal something or annoy! More rightly, if they annoy those who have economic stakes in teams or athletes...

You may wonder, what imposed such a radical change of course? Have journalists been so easily alienated in every country so as to become “commissioned pen-pushers”?

It would not be fair to say that they have been bought or alienated ... We should rather say that they are now forced to watch their words, because it is not simply the interests of romantic amateur officials, coaches or athletes that are at stake, but those of businessmen!

This brings us to the core of our subject...

Firstly, we observe that the media have invaded sport, producing and reproducing news through their own ideological and social filters, as well as the marketability of the sports product... A process that is very painful for sport.

Conversely, sport as a marketable commodity is so much hooked up with the media that they are now participating in setting the terms for its organisation and operation and even for its regulations!

And there is something else: in addition to the traditional media, we now have new technologies with their huge network of “information and data distribution

channels” and related economic interests in the purchase and management of sports competition rights...

Secondly, we have realized in Greece that, in the last twenty years at least, (earlier or later in other countries...) foreign businessmen have acquired stakes in the media and are steadily trying to renegotiate their position and role in the power system.

There is a pole of media businessmen-owners, in an anarchic and indeterminate legal framework, which by bringing in other activities affects journalism, since underground transactions presuppose the retreat of independent, militant, investigative journalism!

We have gradually reached the point where the businessmen themselves become involved in sport for the first time or expand their activities in it. Some of them first got involved in the media and then acquired a strong role in a sports team... Others chose the opposite direction, realizing how useful it would be to have their “own or friendly media” ... Because the double identity of media proprietor and owner or major shareholder or leading official of a (preferably) professional team represents a potent mix of privileged access to and influence over power centers.

So much so that, as in the case of Silvio Berlusconi, they end up being the absolute political ruler in Italy!

I believe that we easily understand by now how many interests move in communicating vessels... to the detriment of true and objective information, as well as the pocket of their fans and clients...

Look at how many connections we can find behind all the things that influence the media and journalists:

- The owner or major shareholder of the sports team conveys through the medium he controls or in which he has a stake... whatever serves his own interests! The amount and content of news related to management, coaches, players, etc.
- The level of promotion of his team and its competitors! - The image con-

cerning its performance, its reach, refereeing, its promotion to the public, the visibility and profitability of the team's "title and brand"

- All or some of the above elements contribute to the team's smaller or greater affluence, thanks to the sponsors, advertisers, etc. and to its growing sports power...
- The companies that are in any way connected to a sports team-company have every interest for it to do well, to be at the center of events and media attention and will therefore seek, directly or indirectly, to prevent the media from reporting anything negative about them!
- Also think that even companies or persons who represent players or coaches (managers) and negotiate their contracts have good reasons to sell the news or manipulate the media and reporters so that they present their "product" as the best and refrain from any comments that would reduce the price or their negotiating capability...
- Joint media and sports company owners will use the former to shape the public's attitude in favor of their teams, which in addition to tickets, the purchase of products, etc. is also translated in pressure on political or sports authorities to ensure that their interests will be served...
- There is also something else in relation to the future: the use of the media and journalists at the service of the team - company's promotion will bring in new supporters (who may be deterred from following another...) and who will in turn increase games tickets, store revenues and not just that...
- The artfully recruited fans also mean larger audience ratings for radio and television channels and higher sales for newspapers and the other print media of the businessman-chairman.

I do not know exactly what the situation is in other countries, but in Greece many sports papers or other media have redefined their objectives and entrenched themselves behind big teams! The media and star-journalists have put on the fan label and do not simply comment but want to impose on the public the stand/ views of their teams regarding various issues...

The question is, what media that are not controlled in the way just described

will be able to withstand this harsh competition and survive financially when their criticisms will result in the drop of advertising from the chairman entrepreneur's companies or companies connected to the team who will feel that their interests are being hurt?

What journalist in media that are directly or indirectly controlled by the chairman will stand up and refuse to soften the ...sharpness of his pen and words?

What journalist working in independent media will resist the pressure of the remaining members of the "network", the team officials and staff and will not water down his statements when his owner or manager will tell him that there "are reasons" for not revealing everything?

These and many more things (unfortunately we have even seen interventions for securing a journalist position or selecting commentators or reporters for specific games...) also hurt, in many different ways, the "media", journalists and the public's information...

Because we see loss-making sports media remaining in circulation or on the air or being quickly replaced by others when they shut down! Quite logically we think that someone is funding them with invisible – but easy to understand – expedencies!

I am afraid, however, that there is worse... This model harms sports themselves. We have now come to an obvious distinction between "popular", meaning commercial and publicized sports and "unpopular" and therefore zero-interest sports!

Selective, filtered and targeted promotion and information creates one-sided fans and therefore fewer spectators to keep the other sports alive, weakening the voice, the potential of teams and federations.

We have therefore reached the conclusion (which is sad and worrying in my view...) that modern sport has become "an activity with exchange value" that is sold through the media for specific objectives as a mass consumption "product".

The double involvement of the businessmen themselves has led to the downgrading of sport to the level of a consumption product, deprived of its cultural and social content.

It has turned many media and journalists from free critics and commentators of events into simple conveyors of “news and positions” that serve officials-entrepreneurs and sports teams-enterprises who are often indifferent about the rules of sports ethics or aesthetics.

Dear friends and colleagues,

You realize that we have tackled a huge issue, with many facets, which I suppose is a source of considerable concern in many countries for journalists who still believe in the legacy of our profession’s fundamental rules and not those of propaganda and communications tricks ...

I will conclude with the wish that we may again see financially strong entrepreneurs – who are exclusively media publishers or owners and who will dare to resist this blurred and altered reality. Not because they want to turn the world upside down but simply in order to maybe balance the scales...

For it is not just the media that are moving and have become the levers for globalization – but sports as well that “does not simply operate under globalized conditions as a product, but as a key component of the globalization phenomenon”¹... Something that I hope will not develop into ... a tsunami against all of us!

1. A quote from the book “Sports, politics, media” of our colleague Giota Antonopoulou, Professor at the Department of Sports Management of the University of the Peloponnese.

THE MEANING OF OLYMPISM IN THE 21ST CENTURY

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At the end of the 19th century, Pierre de Coubertin defined Olympism as a *philosophy of life exalting and combining in a balanced whole the qualities of body, will and mind*. According to the reviver of the Games, *by blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles*. This original and essential definition of Olympism emphasizes moral values and the educational significance of Coubertin's initiative in a world of economic expansion, where what is important is initiative and individual courage, whilst industrial development generates in Europe concern for the body's condition and a taste for performance. At the end of the 19th century, we also witness the emergence of a passion for hygiene: the admonitions of physicians concerned about the state of health of a population affected by rampant urbanization were increasing. All these contextual parameters and ideological, political and economic mutations led to a new perception of the human body and encouraged the initiatives of pedagogues like Coubertin. The 20th century would see a deep change in the identity of sport with its propagation at a world level, its progressive institutionalization as well as democratization and its transformation into a show. Thus, on the dawn of the 21st century, sport had reached a level of maturity that made it completely different from its original forms. Nevertheless, the first definition of Olympism is still valid today: Olympism's fundamental principles as set out in the Charter of 2007 are directly drawn from Coubertin's proposals.

Can we therefore say that Olympism has not aged at all and that its values have passed through the 20th century without undergoing any redefining, variation or alteration? Can we say that Olympism today conveys the same meanings and comparable challenges to those associated with the first modern Games in 1896? In other words, can we speak about the timelessness of Olympism's fundamental principles at the beginning of this 21st century?

Olympic thought reaches its peak, on a massive scale every four years "*with the bringing together of the world's athletes at the great sports festival, the Olympic Games*". The athletes, who are the protagonists of the Games, become the symbols of Olympism and "incorporate" its values in a way. The different OCOGs¹ promote the image of the Games they are staging, through the organisation of competitions or ceremonies, the choice of mascot, slogans or emblems. The media also play a central role in the dissemination of Olympism and in the (re)construction of its values: the scenario approach to reporting, the camera game and close-ups create an emotional proximity with the champion and contribute to the dramatic impact of the Olympiad. Through images or words, Olympic values are translated into metaphors and stimulate imagination on a global scale. However, although the Games provide a setting for Olympism's values, Coubertin's thinking can certainly not be restricted to the event alone. At a local or international level a variety of institutions propagate the Olympic message on a daily basis: the NOCs, the International Olympic Academy, but also the Olympic Museum in Lausanne are the vehicles that carry forth Olympic thought.

Thus, when the Games of 2004 marked Olympism's return to its Greek roots, to question the value (s) of the Games seems meaningful today. The Games of the 21st century were associated with a number of controversies: from the Salt Lake City scandal to the criticisms of environmentalists following the choice of Sochi in Russia (2014), without forgetting the controversy that arose at the Beijing Games (2008) on the issue of human rights and Tibet, the values of Olympism do not nec-

1. Organising Committees of the Olympic Games.

essarily seem obvious... so, all the more reasons for us to question the significance of Olympism² today.

“Bringing together”

Coubertin wanted the Games to be “*the bringing together of the world’s athletes*”³. Today, this objective appears to have been attained: the quadrennial festival mobilizes the international community, fascinates millions of TV viewers so much so that Olympism seems to become the focus of collective values.

In search of universalism

Olympism’s universality can be measured and quantified: whereas the IOC when it was first established only recognized two National Olympic Committees, in 2004, there were more than 200⁴. Although at first, NOCs mainly belonged to the Northern hemisphere, at the beginning of the 21st century their distribution was more balanced: Africa is well represented with 53 NOCs, when Europe has 48 (including San Marino, the Russian Federation, Turkey and Israel). Asia has a total of 44 NOCs, America 42 and Oceania 15. Coubertin’s ambition seems therefore to have been fulfilled well beyond his expectations: today, the IOC brings together more countries than the UN (191 member states). These figures bear proof to the universality of the Olympic Games⁵.

2. We are, however, clearly aware of the difficulties of measuring the impact of the Games; it is still too soon to truly assess the effects of the Beijing Games on the image of Olympism.

3. *Olympic Charter*, International Olympic Committee, in force as from 7 July 2007: 3d fundamental principle of Olympism, p. 11.

4. To be recognized, an NOC must include at least 5 national federations of Olympic sports, which in turn must be members of the relevant International Sports Federations.

5. We should also mention the increase in the number of participants: 121 national delegations were present in Munich (1972), with a total of 7,134 competitors. In Sydney (2004), there were 200, with 10,000 athletes. The Olympic Charter of 2007 provides, however, that in the absence of a decision to

Moreover, Olympism's universality also depends on the number of sports included in the Games' programme. Originally very limited, the Olympic programme has been steadily expanding: athletics, gymnastics, fencing or rowing were progressively joined by boxing, sailing, field hockey ... While there were only 14 sports in Stockholm in 1912, in 1976, the Montreal Games proposed competitions in 25 sports. The movement surged in the 21st century: in Athens, in 2004 their number rose to 35. Softball and beach volleyball were included in Atlanta, taekwondo and triathlon in Sydney⁶.

Seeking to bring together the world's athletes, Olympism finds its meaning in the global festival of the Games. The universality of the event significantly enhances the Olympic cause, whilst consolidating the IOC's power and independence. The institution does not, however, set the example: in 2004, Westerners were overrepresented at the IOC as there were only 16 Africans among the 125 active members (whereas Europe had 52 representatives).

Bringing together... without discrimination: the presence of women

Pierre de Coubertin was strongly opposed to women's participation in Olympic competitions⁷. In the 20th century, however, the notion of bringing together that the Games encapsulated entailed put an end, progressively, to any form of discrimination. Women athletes who were gradually admitted to certain events were no longer content with demonstration sports and were able to win their place in the Olympism's king sport, athletics (1928). The Olympic Charter was modified, setting out that *"every individual must have the possibility of practising sport without discrimination of any kind"*: *"Any form of discrimination with regard to a*

the contrary by the IOC, the number of athletes competing in the Games of the Olympiad should be restricted to 10,500.

6. The sports that have more chances of being accepted were those requiring few facilities and which were more telegenic.

7. *"A women's Olympiad would be improper, unsightly, improper, and uninteresting"*, Pierre de Coubertin.

country or a person on grounds of race, religion, politics, gender, or otherwise is incompatible with belonging to the Olympic Movement”⁸. The role of the IOC’s is to “encourage and support the promotion of women in sport, at all levels and in all structures, with the view to implementing the principle of equality between men and women”⁹. The 21st century confirms this integration process. In Sydney, 40% of participants were women. Whereas in Barcelona (1992), 33 delegations were composed only of men, in 2004 only 9 delegations came to the Games without women athletes: Saudi Arabia, Brunei, the United Arab Emirates, Oman, Qatar, Yemen, all Moslem countries, joined by small countries like the British Virgin Islands, the Dutch Antilles and Liechtenstein. Athens, which inaugurated the 21st century’s Olympic era, was witness to the new and significant arrival of women swimmers from Black Africa and Asian Moslem countries. In Beijing, Islamic countries entered women athletes in athletics¹⁰, rowing, wrestling, judo and taekwondo. Egyptian female athletes also made the trip to compete in synchronized swimming.

Although the presence of women athletes is essential in this integration process, the continuing absence of women in positions of responsibility clearly shows that resistance is persisting. The number of women judges, referees or medical doctors only started to become significant in Sydney. The example of the Athens Games is important because of a breakthrough (will it be repeated?): for the first time, the Organising Committee of the Games was chaired by a woman, Gianna Angelopoulos-Daskalaki, while the presidency of the Organising Committee of the Paralympic Games was handed over to Fanny Palli-Petralia.

8. 4th and 5th fundamental principles of Olympism, *Olympic Charter*, International Olympic Committee, in force as from 7 July 2007, p. 11.

9. *Olympic Charter*, International Olympic Committee, in force as from 7 July 2007, p. 15.

10. We should note the presence of Roqaya al Ghasra (Bahrein) who qualified for the 200 m. semi-final and Wasselah Fadhl Saad (Yemen), winner of the 400 m. semi-final.

Beyond differences: the Paralympic Games, a marginal integration

The slogan of the Beijing Paralympic Games beautifully summarises the philosophy and values underpinning this competition: *a world, a dream*. Beyond differences, the sporting dream and the pursuit of performance remain, in a spirit of fair play, a quest for excellence and “mutual understanding”.

During their first celebration in Rome, in 1960, the Paralympic Games brought together only 13 countries. Although the movement was born in the second half of the 20th century, it really gained momentum in the 21st century: in Beijing there were more than 150 nations present with 4,000 competitors... The success was such that the Paralympic Games represent today the second largest sports event in the world after the Olympic Games. Similarly, while only 14 countries participated in the first Winter Paralympic Games (1976), 41 nations were present at the last Games in Turin¹¹.

The Paralympic Games: an integration effort?

Today, the Paralympic Games are held in the same competition venues as the Olympic Games. Starting in Athens, the organisation of the Olympic and Paralympic Games is entrusted to the same organising committee. However, the gathering still takes place in the margin of the Olympic Games: the Paralympic Games only start when the closing ceremony has ended... Moreover, since 2000, athletes with mental or intellectual disabilities are not present at the Olympic Games. Will 2012 be a milestone year for the Paralympic Games, making it possible to give concrete form, without any discrimination, to the values of bringing together and solidarity which the Olympic Charter constantly invokes¹²?

11. Media coverage has also evolved even though it varies from country to country: 2,500 media representatives covered the event in Athens and 4,000 in Beijing. Whereas France was satisfied with reports without any live broadcasts, Sweden offered one daily hour of live coverage.

12. Cf. Patrick CLASTRES, *Jeux Olympiques. Un siècle de passion*, (Olympic Games, a century of passion) Paris, Les Quatre chemins, Musée National du Sport, 2008, p. 117.

“Educate”... and convey the Olympic values

According to Pierre de Coubertin, sport is intrinsically virtuous. Fascinated by the figure of Arnold¹³ who had transformed recreational ball games into sport that promoted educational values and wishing to reform the French school system, Coubertin emphasized sport’s educational impact. In other words, Coubertin had more ambitious projects than just celebrating the Games! This approach has inevitably influenced the definition of Olympism: the Olympic Charter also recognizes that the IOC’s role is to “*encourage and support the promotion of ethics in sport as well as education of youth through sport*”: “fair play”, sport’s educational values, cultural exchanges and international understanding are the recurring themes that seem to constitute the cornerstone of Olympic philosophy.

The initiatives of the Olympic and Sports Movement

Although the Games’ opening and closing ceremonies are important moments for cultural integrations and sharing among people, enhancing and highlighting the “Olympic legend”, the IOC does not rely solely on the Games for promoting Olympism¹⁴. In each country, NOCs are entrusted with the task of propagating the Olympic values and developing Olympic education programmes, which are often part of the school system. They are supported by sports associations at a local level. On the other hand, the International Olympic Academy educates the actors of the sports movement (journalists, top level athletes, students, researchers...) in Olympic values during its annual seminars: its role is to promote Olympism’s fundamental principles, propagate the Olympic Movement’s social, educational, ethical and aesthetic values, whilst facilitating research. It offers annual sessions for young participants and researchers. Since 1973, it also holds sessions for edu-

13. Pierre de Coubertin visited England many times in order to study the school system.

14. The IOC has a Commission for Culture and Olympic Education, which was established in 2000 after the merging of the Cultural Commission and the Commission for the International Olympic Academy and Olympic Education

cationists and since 1978, for members and officials of NOCs and International Sports Federations. In 1988, a session for Olympic studies was inaugurated that is attended by the Directors of National Olympic Academies. Similarly, sessions aimed at sports journalists are also being organised more recently. The Olympic Museum in Lausanne also plays a pivotal role for the conservation¹⁵, the popularization and the dissemination of Olympic thought. Finally, the International Society of Olympic Historians (ISOH) ensures the development of Olympism's historical legacy by promoting research and the work that is being done on an international scale. Its publication, *The Journal of Olympic History*, ensures the visibility and promotion of the most recent works on the history of Olympism; it announces scientific meetings and its literature review brings information on the latest publications. ISOH gives cohesion and an identity to the community of Olympic historians beyond geographical borders.

The contribution of international organisations and major institutions

The initiatives of Olympic organisations for the dissemination and promotion of the values of sport are welcomed by international organisations. On 21 November 1978, UNESCO adopted an *International Charter of Physical Education and Sport* that sets forth that “*physical education and sport should seek to promote closer communion between people and individuals, together with disinterested emulation, solidarity and fraternity, mutual respect and understanding and full respect for the integrity and dignity of human beings*” Although there is no explicit reference to Olympism in the Charter, the values promoted by UNESCO are directly inspired by the philosophy of life that Coubertin proposed.

More recently, the European Union has also started to promote Olympic and sports values. In its report, *Sport, schools and Olympic values in Europe*, underlines the importance of Olympic education in our modern world:

“*Olympic education enhances the cultural identity of individuals in a global-*

15. The Olympic Museum in Lausanne has a wealth of archive material.

*ized world and promotes each person's well-being. It offers school pupils an experience that will allow them to live the Olympic spirit wherever they are and reaffirms their own sports traditions. The mystique that surrounds the Olympic Games carries young people away, motivates teachers and stimulates their imagination".*¹⁶

Olympic education could contribute to the transfer of values, personal fulfilment and affirmation of identity. Furthermore, it could build on the positive images that accompany the Games, by furthering the involvement of both learners and teachers. The promotion of the Olympic idea took on concrete form in 2004, through the organisation of a European year for Education through Sport. In France, the publication of a booklet aimed at teachers¹⁷ attempted to encourage the transmission of the values of Olympism through physical education and sports programmes.

Values in keeping with current tastes...

On the other hand, it seems essential to underline that Olympism has been able to evolve and adapt to the reality of today's world. Thus, alongside the promotion of the original values set out by Coubertin, new ideas are being defended, deriving from the need to take into consideration the political, economic and sports context at the end of the 20th century. Having been updated, the values promoted by Olympism find their full meaning in the society of the 21st century.

Thus, already since 1967, the athletes' health became a major concern for the IOC, which set up a Medical Commission. The object was both to ensure the

16. *Sport, schools and Olympic values in Europe*, Brussels, December 2002, p. 2. It is recalled that the challenge of education in Olympism is "to draw upon the values of sport in order to develop the knowledge and skills that will allow young people to improve their physical abilities and their readiness for personal effort, as well as their social qualities, such as team work, solidarity, tolerance and fair play in a multicultural context". *School, Sport and Olympism in Europe. Documentation intended for teachers. 2001 – 2002*, Paris, joint publication CNOSF and revue EPS, 2001.

17. *Ecole, sport et olympisme en Europe. Documentation à l'attention des enseignants. 2001-2002*, Paris, coédition CNOSF et revue EPS, 2001.

protection of athletes' health and guarantee respect for medical ethics and sports values. By holding a conference, in February 1999, to combat doping, the IOC took a major step: the Lausanne declaration on doping and sport allowed the new independent international anti-doping agency to become operational at the Sydney Games. The establishment of the World Anti-doping Agency, on the IOC's initiative,¹⁸ extended the scope of the Medical Commission's work. The figures clearly show what the new priorities are: although the number of doping tests was already significant at the Athens Games (3,600), doping controls acquired a new dimension in Beijing with no less than 4,500 tests. These measures were, furthermore, accompanied by awareness-raising and education actions. The advent of the 21st marked the beginning of a more determined combat against doping with all efforts being made to ensure that the major international competitions would be an opportunity for "fair play"¹⁹.

Finally, on the occasion of the centennial congress held in Paris, in 1994, the IOC set up a Commission for Sport and Environment and revised its Charter. A paragraph was added to the text advocating a development process that would respect future generations and the environment. Sustainable development and the environment thus became the third dimension of Olympism after sport and culture: the IOC's role therefore is also to *"to encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games are held accordingly"*. The concept of "Green Games" was approved: the organisers are invited to stage Olympiads that will leave a sustainable environmental legacy and minimize negative impacts. In addition, the Games must build on the educational value of good example. Concretely, since the acceptance of its bid in 2001, Beijing invested the equivalent of 11 billion euros in order to improve its air quality. The Chinese city multiplied its environmental measures, in particular in the field of waste management, clean mass transit systems, water treatment and solar energy development, the result being that the report published by the United Nations Environment Programme

18. Originally, WADA was financed 100% by the IOC.

19. We have borrowed the slogan of the World Anti-Doping Agency.

stated that “*the appraisal of the Beijing 2008 Olympic and Paralympic Games is positive with respect to the greening of the Games*”. The Organising Committee of the Vancouver Games was the first to create a “sustainable development department” responsible for the management of the social, economic and environmental effects of the Games. London’s bid promotes this issue by means of five priority themes: climate change, waste management, biodiversity, healthy lifestyle...

Through its different political and ideological approaches, the IOC clearly shows its determination to promote in sports the values of contemporary society. The Olympic Games, an international event with a very large audience uses its worldwide recognition in order to promote a set of universal values for the benefit of tomorrow’s society.

Conclusion

Although it was Coubertin who laid down Olympism’s fundamental values, these were able to adapt to present-day realities: the essential values of respect, tolerance, bringing together and the educational significance have lasted through the centuries, but Olympism also takes into account the major issues of today’s world, such as doping or the environment. In any event, by opening the way to the sports show, the 20th century has brought an unprecedented audience to the Games... The meaning of Olympism takes on a completely different dimension, through the media’s intervention. The Olympic Games of 2000 thus reached 3.7 billion TV viewers around the world²⁰. We can consider that 4 billion viewers from 220 countries watched the Beijing Games...

On the other hand, although the official meaning of Olympism is set forth in the Charter, the 20th century and after it the 21st century provided an opportunity for regaining the symbols and values of the Games. So, we have to recognize that

20. Figure quoted by Jean-Francois Bourg: as many different people followed the Olympic Games at least once during the fortnight, each viewer was only taken into account once. Cf. *Sport et société*, Cahiers français, La documentation française, no 320, May-June 2004.

sport is now adorned with values considered to be ancillary; seen in this context, Olympism and its manifestations can not abandon political, economic and social connotations. The choice of the host city, in particular, takes on a political meaning. As Patrick Clastres recalls, the choice of Tokyo for the staging of the Games in 1964 and that of Munich, in 1972, was intended to erase the memory of imperial Japan and Nazi Germany: the IOC also expresses in this way its recognition of these two countries as economic powers at a world level... Similarly, the choice of Beijing (2008) also found a political meaning: by being allowed to host the Games, something that has a highly symbolic value, China found itself acknowledged as a great power, both from a political and sporting point of view... More generally, the table of Olympic medals can be interpreted as an indication of the rise of Asian powers: in Athens, Japan was among the first six NOCs with 37 medals when China totalled 63 medals. The 21st century could thus be interpreted as the awakening of the sports powers of the Far East.

It is simply that the reality of the Games today clearly shows that sport, as a fully-fledged social activity, expresses all the tensions that run across our societies. Olympism can not be immune from it. Thus, if “to know sport is the key to knowing society”²¹, to question Olympism allows us to highlight the values that underpin and guide our contemporary world.

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21. Norbert ELIAS, *Sport et civilisation. La violence maîtrisée*, Paris, Fayard, 1994, p. 25.

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Short Presentations by the Participants



MASS MEDIA

Asim Osman ALI (SUD)

Mass media is of a greater importance in today's world; the television in the living room, the newspapers on the door step, the radio in the car, the computer at work are just a few of media channels daily delivering advertisements, news, opinions, music and other forms of mass communications. It has a powerful impact on how the populations view the world. Mass media is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method and cultural context. It includes all forms of information communicated to large groups of people; without the media, most people would know little of events beyond their immediate neighbourhood.

So, media is of greater importance, it can publish useful announcements to avoid, for instance, HIV, warning athletes not to take the prohibited substances to enhance their energy in order to achieve their goals in winning different competitions. In our beloved country Sudan we are doing our best to make our athletes aware of the consequences of taking such substances during their carrier and beyond, but we request from the International Olympic Academy to lend us a hand by organising training courses for the journalists who are working in the field of sports. Our National Olympic Academy has been exerting a huge effort in this respect, but nevertheless we are looking for your help.

THE ETHICS OF ENTREPRENEURSHIP IN SPORTS

Tamas NAGY (HUN)

Nemzeti Sport, Hungary

As I've read the two special topics of the seminar on the website of the International Olympic Academy, I was happy, because one of them seems interesting for me and it is important to cope with in every day life.

This is ethics of entrepreneurship in sports. This topic is important for me as a journalist as well as an economist, which is my primary profession.

Ethics has always intrigued me, in high school as well as in university, where I studied ethics for a semester. We spent some time talking about the difference between ethics and morals - ethics being the rules of behaviour for society at large, morals each individual's inner guiding principles.

Even so first of all, I would like to declare, that I am not an expert of this area, but I have a lot of questions concerning this topic. I would like to have an interactive debate with my colleagues arriving from different countries of the world and getting closer to "answers".

In the last twenty-thirty years the world of sport has changed a lot. Nowadays the majority of this sector acts as part of the business world. Money and profit becomes more and more important in the sports organisations, mainly in so-called spectator sports, such as soccer, Formula-1, rugby, tennis, professional box, etc.

Building a business means facing all kinds of ethical decisions. And according to a survey made in the United States of America by The Global Business Responsibility Resource Centre, "*a good ethics policy is good business: companies with strong ethics programs have found that these efforts can reduce potential costly*

finances, decrease vulnerability, improve reputation, provide access to capital, favorably influence their bottom line, positively affect their employees' commitment to work and enhance customer loyalty".

But what about the specialities of sports?

The main point that interests me very much is how to sustain ethical principles of sport, if there is a huge pressure on the actors to make profit. When millions of Euros depend on a soccer match or maybe a simple penalty, can we preserve genuine values of this fantastic social phenomenon rooted from Ancient times?

As I see, it depends on the main actors of the area, managers, trainers, athletes and of course sports journalists as well, but external conditions also have an impact on this topic.

There are some other questions mentioned below in those I would attend courses:

- Strategic decision: profit or sport successes? How to choose in a profit-oriented sports organisation between economic objectives and sports objectives?
- How can we handle the social effects of globalisation of sport (more foreign players in clubs and more and more foreign investors, owners)? Ethical questions of this phenomenon;
- Behaviour of actors in elite sport. How should sports managers behave in a sports organisation towards rival clubs, towards the federation organising given tournaments, towards the professional staff, towards the athletes and towards the media
- What about fair play? Could it be automatic in our profit-oriented life or should we acknowledge it like an extra?
- Ethics in sports journalism. How much responsibility falls to sports media and an individual sports journalist.

THE ATTITUDE OF THE MASS MEDIA TOWARDS THE ATHLETES WHO HAVE MADE USE OF PROHIBITED SUBSTANCES

George BARSEGHYAN (ARM)

Sport is considered to be the guarantee for well being. It traces back to the depth of history and even reaches the times of the formation of humanity. Even today sport influencing the mentality and the inner world of the sportsmen greatly contributes to the development of their personality simultaneously being a unique domain where they find opportunities to use all their abilities.

Making the role of sport more important in the reality we should mention that it is considered to be one of the symbols of the country's power. The sportsmen together with their victories bring to their countries a kind of reputation. A new century began in the annals of sport when mass media appeared with its whole content. Since then a certain connection appeared between these two fields of life which in the end demonstrates the unique cooperation existing between them.

Being one of the components of the ideological inspiration, sport journalism contributes to the formation of a social opinion in the following domain and provides the communication among the sportsmen, sport organisations and citizens.

Sport journalism has existed for a long time and we can actually feel its influence on the wide masses of society. Sport journalism tries to reveal the existing problems and phenomena searching for such solutions which can show the opportunities for presenting the sport news in a proper way.

Mass media widely covers sport events and containing a vividly drawn publicist manner gives an opportunity to find out the regulations and tendencies of the development of the sport world. It also draws our attention to new problems, new

questions suggested by the world of sport. The work of mass media, especially of the journalists working in the following field is not only just finding the exact facts but the ability of finding the facts correctly. Sport journalism is based on the inter-connection of the journalists and facts as well as opinions, written by them.

It's not a secret that one of the major problems of mass media is the search of the facts about the usage of drugs by the sportsmen, which is a rather serious and complicated problem. The so – called doping has penetrated into all fields of sport and it can do no good to the establishment of fair play within the international sport. The quest for victory sometimes makes the sportsmen blind and they often pass the red line. In such conditions the role of mass media becomes more important in preventing the spread of this evil.

The interest of media in anti-doping remains very high. This can be explained by the number of high- profile doping cases and investigations occurring throughout recent years.

One of the missions of media is to promote and coordinate, at an international level, the fight against doping in sport in all its forms.

The high performance level in top class sports which came into being because of doping has made the modern athlete a victim as well as a culprit. Top class athlete reach for illegal means in order to achieve top class results. A lot of experts claim that the strain of the Tour de France for example would be unbearable without doping. So there are two aspects of risk for the professional athlete. On the one hand he is harming his health on the other hand he may be found guilty of doping. Of course many top class athletes take these risks in awareness of the fact that there is a large amount of money at stake. Athletes who use means of doping justify their own lack in sportsmanship by creating their own definition of doping. According to them doping is only defined as such if it is proven. From my point of view this development is a great disadvantage for sports in general. This is a reason why the fair play attitude should be brought back into the forefront against all costs.

Nowadays we have a situation where any sporting performance is suspected of having been achieved in an unfair manner. Doping violations are considered

possible or have already occurred in almost all Olympic disciplines, and taking a look at the positive results of doping tests within the last few decades we may be suspicious of any top achievement in any Olympic discipline.

In TV programmes, talk shows as well in other media reports the problem of doping is conveyed to large numbers of sports enthusiasts and so it is hardly surprising that in opinion polls an increasing number of people express the view that the usage of doping must be stopped once and forever. But it must be also emphasized that bad arguments do not get any better merely because they are repeated again and again. And in particular they do not become intelligent remarks by being noisily presented in TV programmes.

From a cultural point of view as well as in socio-political respects sport is nearly the only area in our society which has given itself a written and codified concept of rules. When scientists compete with one another, they are in a competition for jobs, positions and results. They can use permitted or prohibited means. But for this kind of competition there is no laid-down reference system, except for a code of ethics, which, however, most scientists apparently do not know, just like most journalists are not familiar with the code of journalism. Journalists are also permanently in a state of competition, the result being truth as well as lies in the coverage of events. But there is no written frame of reference for this competition; there are no referees or umpires who could interfere in this important area of our modern information-oriented society. We can find more examples, but all of them illustrate only one thing: sport is unique, but only the kind of sport where people enter into competitions with other people.

So, "can the doping problem be solved?" This question is asked by mass media very often. What has been said to this point only suggests one answer: "Certainly not!" Some people, of course, will be very upset about the statements made here and the answer given. They will think: this is definitely not the sport I consider meaningful and sensible. Top level sport without cheating, however, has never existed, even to the present day. Historical remarks are supposed to point that out. Cheating in high performance sport is part of its nature.

Thus, whatever is the attitude of the mass media towards the athletes who have

made use of prohibited substances, it must be emphasized that if a person has reached the limits of his or her powers, and if he or she is offered the opportunity to artificially improve performance by means of pharmacological manipulation in order to continue selling it on the market, then only a strong sense of identity, possibly also a good upbringing by his or her family and surroundings, may prevent that person from giving in to this temptation. Therefore the suitable answer to the question of whether or not the doping problem can be solved has to be found in the actually more important question: how are we dealing with the problem of doping deceit?

Following the present debates we have to recognize that we can only speculate about the scope and the structure of doping offences. We talk about comprehensive doping, presumably or actually affecting all facets and areas of high performance sport. Male and female athletes point out that it has been common for quite a while to manipulate performance pharmacologically in training and competition before and during Olympic Games. This kind of debate is not new, it has been triggered by the media at regular intervals, consequently causing people carrying responsibility in state, politics and business, officials and others to declare nervously at the same intervals that they will now start to take all the necessary steps and actions; on the next occasion, however, they will be as surprised as on the last one. If this is what the situation is like, we can easily recognize that the contribution by sport is evidently not sufficient to fight the problem of doping in sport effectively. Everybody involved in this criminal action should rather have to face justice and receive punishment.

PLAY FAIR AND YOU WILL ARRIVE AT THE TOP...

Jenny NAVARRO (ECU)

Journalism in general and, of course, the one dedicated to diffuse sports news through the media, has the responsibility to apply the Code of Ethics, using words that allow to write or comment on the facts, without causing damage.

In Ecuador, the Comisión Nacional de Control Antidopaje (CONCADE), conformed by representatives of the departments of Sports and Health, the Olympic Committee, the Ecuadorian Confederacy of Soccer, the National Sports Confederacy and the National Council of Control of Psychotropic and Narcotic Substances, works in the dissemination of the control methods and modalities of the use of performance-enhancing drugs prohibited in sports.

We have seen several positive cases in Ecuador. Nevertheless, for more than five years, the media more than alarming, or scandalize society with the names of those who have been using performance-enhancing drugs, they seek the rehabilitation of the athletes. The media has tried to prevent drug abuse though education. In the same way Ecuadorian Sport Doctors, like the well known Dr Tyron Flores from COE or Dr Patricio Maldonado from the Football Federation, they both have a motto “play your sport clean and drug free and we all win”.

It is the journalist’s duty to use reliable sources of information such as CONCADE before releasing information that could jeopardize the athlete’s morale and the ideal athlete dignify his environment including his family.

The true athlete avoids performance-enhancing drugs. Practise of a healthy and clean sport. He/she trains constantly with the illusion to reach high performance, through natural methods. His/her reward is the front page of newspapers,

radio or TV programmes. The athlete, a lot more if a winner, is admired in every society as well as in Ecuador.

Doping should not be part of any sport. Its practise is totally opposite to the ethics and sports loyalty. It destroys the benefits that traditionally have been sought in sports.

Ecuador journalists are committed in this crusade in favor of fair play. For this reason, journalists are trained to educate not only athletes through media sources but also coaches, judges, and support personnel. Preventing and alerting on prohibited performance-enhancing drugs, it is part of the mission of a sports journalists, in order to reach a drug free and fair play sports scenario.

The Minister of the Sports in my country, the young volleyball player Sandra Vela, took initiative to fight against doping in sports. This is a remarkable action that will encourage fair competition since using prohibited chemicals is unethical and unfair to other athletes.

Preventing the use of prohibited performance-enhancing drugs is a way to improve sports. Consequently we, the journalists, prefer to educate rather than scandalize with names of athletes that tested positive in “doping”. Thus we support the fight against drugs of agencies as well the Ecuadorian Olympic Committee that support, like all, fair play in sports.

OLYMPISM AND THE DREAM OF AFRICAN UNITY

Richard YAMEOGO (BUR)

Press Officer of the National Olympic Academy of Burkina Faso

At every Olympiad, Africa finds its unity once again during the fortnight of the Games. In fact, when an African wins a medal his joy is shared by all. The reward is celebrated all over Africa as though one single country had won the medal.

The fortnight of the Games is a period of high audience rates for all media, television in particular that proposes the best highlights of the Games to viewers. This is a time for large gatherings of family members or neighbours in order to dissect the feats of African sport's idols. Their nationality is of no importance, they are considered as one of us. In my country Burkina Faso, all African athletes are considered as Burkinabé. We never fail to admire their feats. Even the bronze medal of Togo athlete Benjamin BOUKPETI was greeted with shouts of joy although canoe-kayak is a sport that is not very known among Burkina Faso sports fans that do not know its rules.

Africa's fortnightly dream of unity is something we owe to Olympism, which has allowed us to discover sports that were practically unknown to most Africans. Olympic champions are acknowledged according to their merits by local media.

In Beijing '08, Olympism's magic worked. Despite the distance and time difference, fans gathered to watch the feats of Jamaican Usain Bolt, the anguish of Chinese athlete Liu Xiang who had to withdraw because of an injury thrusting into despair a whole nation for whom the gold medal of the 110 m. hurdles is the symbol of the country's idol. The tears of French-Malian athlete Ladji Doucouré after his defeat in the 110 m. hurdles deeply moved all Africans.

A gathering of athletes at world level

Olympism unites sports men and women with their public during the fifteen days of each Olympiad. It allows 24 sports to be in the limelight and athletes to experience intensely and in communion an event that takes place every four years. Only the spirit and philosophy of Olympism can bring so many people together: managers, athletes, the media and sports sociologists.

Olympism is a factor of union, unity and sharing. If only diplomacy could gain inspiration from it! This would allow the world to avoid many problems, misunderstandings and wars.

Making peace through sport and friendship thanks to Olympism

Even journalists meet again during each Olympiad in order to follow the evolution of sport and Olympism and discover new champions.

We have to teach Olympism and all the values it encapsulates. Here, the role of national academies is of primary importance. They should be given the necessary resources (financial and educational) to allow them to respond to national requirements. Grassroots work begins at that level. In this way, the world will become a unipolar world thanks to the magic of Olympism.

JUDGE, OR NOT TO JUDGE? HOW TO INFORM ABOUT A DOPING SPORTSMAN ESPECIALLY IF I KNOW HIM? SHALL I PROVIDE TRUTH NO MATTER HOW BAD IT IS, OR TO GIVE JUST BASIC INFORMATION?

Peter PASUTH (SLO)

“Doping” is already a well known expression in Slovakia. Even Slovak sport has some doping sinners. The first two sportsmen have got life-ban last year due to double breaking doping rules. Cases of shot-putter Mikuláš Konopka and track cyclist Jaroslav Jerabek are clear but also accompanied with some confusion. Both had been rejecting their guilt since the sport commission started their cases.

Konopka tested positively on May 13th, when metandienon steroid was found in his body. The former European indoor champion then asked for B sample, whereas he didn't trust the Seibersdorf laboratory in Austria. The result was positive again. The first time when Konopka committed a sin was in March 2002 in the European Indoor Championship in Vienna where he won a bronze medal. A doping control showed a positive result for the anabolic steroid stanozolol. He got 2 years suspension in track for that. After the second mistake the sentence was very clear – life-ban. Konopka was missing on meeting the disciplinary committee Slovak Athletics Federation but a few hours later he gave his announcement to the media and consequently he gave some interviews.

Slovak television was the first that gave information about the case. Other media sent this information over after Slovak television with induction of resource. Journalists were getting more information step by step but the problem was that Konopka and officials from the Slovak Athletics Federation were keeping quiet until a definitive conviction. Konopka gave the only short interview to Slovak television where he alleged his belief in the success of B-sample. He had 18 negative tests before positive control. The paradox was he had negative results a week before and also a

week after the positive control. According to the experts metandienon should stay in the body for at least 10 weeks. He started speaking to media after the verdict of disciplinary commission although he hasn't used the right of appeal. He claimed his innocence because, as he said, he wasn't home when inspectors came and he hurried up to see them as soon as his wife had called him.

Konopka was not criticised too much until the sentence was delivered by the sport committee. There were still not many comments in the daily press after the final life-ban sentence. Yellow press "Plus jeden den", "Novy cas" and daily paper "Hospodarske noviny" took the only news from press agencies. The big titles like "Life-ban", "Ended" were on the front pages of yellow papers but the articles were missing deeper analysis and they did not bring any new light to a problematic of sportsmen taking performance-enhancing drugs. Sport paper "Sport" brought only reporting articles with Konopka's remarks.

The more critical articles were brought only by papers "Sme" and "Pravda", especially journalist Marian Simo from "Sme", who wrote: "Taking performance-enhancing drugs forms a kind of addiction. If you start taking them, you end your natural performance growth and you become a slave of drugs. You can give up only if you give up the ambition to win. Our best shot-putter didn't achieve that. He became an outlaw."

Konopka's behaviour was judged by the daily paper "Pravda". "Konopka is an insane person that he doped again - that's what fans think. Unfortunately, there is a rule in sport these days - Konopka is a fool because he was not careful enough not to be caught again", was written by Boris Vanya.

Slovak sport journalists posed a more neutral attitude to Konopka's behaviour. There is not much effort regarding doping and performance-enhancing drugs in current Slovak media. Printing media in small business try to bring fresh information but there is no pressure on sportsmen taking performance-enhancing drugs. These do not have to face a media campaign but information brought by press can change public opinion. In comparison with other countries still missing is a more critical view in Slovakia. There are more reasons - the biggest is lack of top journalists and priorities of editors who do not want to provide more time for their employees to investigate more deeply each case.

SPORTS ORGANISATIONS AND THE MEDIA, TOGETHER IN THE COMBAT AGAINST DOPING

Kalthoum BEN ALJIA (TUN)

A phenomenon of modern times, doping is a scourge that the sports family as a whole must combat vigorously.

Indeed, this phenomenon has really grown in the '80s taking frightening proportions to the extent that international sports authorities had to sound the alarm in order to put a stop to its spreading and eradicate it by any means.

Linked to the excessive wish for ever better performances and higher profits since sport has become a real industry, doping has tempted more than one athlete who find themselves trapped both as regards their sports results and the risk for their health.

Everybody knows the effects of doping on athletes' health that may lead to death. The example of the famous Italian cyclist Marco Pantani is still quite recent to remind us of this fact.

The diseases caused by doping, cardiovascular disorders in particular, should make us think since cheating has never been a sporting principle and is harmful both for the athlete and his country.

Aware of this problem that threatens to undermine sport, the IOC has initiated a number of actions in order to fight against this scourge through a series of preventive as well as coercive measures.

The World Anti-Doping Agency (WADA) has joined the IOC's efforts by setting up an extensive deterrence system with controls at all levels before, during and after the competitions, before introducing random tests that may take place any time during the year. The World Anti-Doping Code is constantly updated as

new situations arise in order to bring practical improvements and strengthen anti-doping programmes around the world.

The states have also made their contribution to this fight by ratifying the International Convention against Doping in Sport. There is worldwide consensus on including the fight against doping in international law thus providing a code of conduct to the sporting world by which all states should abide.

The media are another important player in this field, a link in the chain that constitutes the bulwark against doping.

The press, in all its forms, is thus invited to focus on raising the awareness of athletes, clubs and sports officials. In fact, it is thanks to media action that many countries have adhered to international anti-doping conventions and organisations.

We should also add that, complying with ethical standards, no journalist ever agrees to comment a rigged performance.

However, the fight against doping is not equally distributed around the world. While developed countries possess the resources needed to put in place the necessary bodies for fighting against doping, other countries are only just now taking the first steps in this direction.

In order to standardize the means for combating doping, however, the primary institution concerned, WADA, should offer assistance to emerging or developing countries to allow them to be better equipped both at a moral and material level.

Tunisia, a confirmed sporting nation, has realized very soon the necessity of anti-doping measures by putting in place important resources for this purpose.

A national anti-doping programme was developed by the Ministry of Youth and Sports with the view to establishing control procedures before passing, in August 2007, a law on the prevention and protection of athletes' health that has completed the relevant legislation.

Tunisia has moreover acquired a national doping control laboratory, operational since 2001, for the analysis of the athletes' tests. This is the first laboratory in the Arab world and the second in Africa after South Africa.

The National Anti-Doping Agency, the latest national doping control body, is responsible for ensuring that the anti-doping system is operating properly and assigning more powers to federations in this field.

Tunisia was also one of the first countries to ratify the International Convention against Doping in Sport (in 2005), thus confirming its commitment to support the efforts of the international community and its determination to be part of the global fight against doping.

The actions taken by Tunisia in support of this combat rely to a large extent on the huge contribution of the Tunisian National Olympic Committee. The real driving force of Tunisian sport, the National Olympic Committee is a staunch supporter of the anti-doping combat and the promotion of sports ethics.

The NOC has taken a number of initiatives with the view to disseminating Olympic values by means of a range of actions backing the international movement's action.

The organisation of more than 20 seminars in cooperation with the IOC and international experts is in line with this policy. Indeed, for a number of years now Tunisia has hosted several academic events on combating doping and the role of the media in raising awareness with respect to this problem.

The national press is also regularly a partner in these actions and has been fully playing its awareness-raising role on the harmful effects of doping and the promotion of sports ethics.

Like that of other countries around the world, the national press has strongly reacted against doping and cheating. It has vigorously encouraged control measures, denounced doping and condemned the parties concerned (athletes, doctors, federations) and joined prevention actions.

To this end, the press should have in-depth knowledge of the list of doping substances that is constantly updated and of the regulations that are occasionally amended.

The press should, therefore, act in close cooperation with national and international anti-doping agencies, the World Agency in particular, which should in turn intensify its action through the organisation, at its own expenses of awareness-raising seminars aimed at the media in developing countries to enable them to contribute to the "clean sport" campaign launched by the IOC and WADA.

The media thus remain a more than ever indispensable tool for the promotion of sports ethics. This means that they may not fail in this noble mission as the doping case is not ready to be closed.

NO MERCY FOR ATHLETES WHO USE BANNED SUBSTANCES

Daniela IONESCU (ROU)

Romania Libera

Doping in sport represents the use of all substances and methods, which enable competitors to acquire dishonest advantage in a competition. Meantime there are many various adverse effects associated with the use of doping substances and methods that affect almost all organs and systems of the human body. The most pronounced adverse effects in the abuse of anabolic-androgenic steroids (the most frequently used doping substances) are: liver function damage, sterility, gynecomastia, increased aggressiveness etc. These are just some of the most important reasons why media should fight against this bad concept, most frequently attributed to professional athletes.

An attitude like this accepted by a lot of athletes and experts, such as physicians, coaches, and psychologists, but also broadly by the public, should be unacceptable for journalists.

Journalists actually have to support all the institutions that fight against doping, such as the International Olympic Committee and National Olympic Committees, International and National Sport Federations, World and National Anti-Doping Agencies, etc., and also have a very critical attitude regarding the athletes that use doping substances.

I think it wouldn't be exaggerated if the media would treat athletes who use banned substances as some common delinquents even if it is about famous people such as Ben Johnson, Marion Jones, Justin Gatlin, and Floyd Landis etc - idols for a lot of people. My opinion is they are all thieves and they have to pay huge fines.

Maybe it is a little exaggerated to say that they deserve going in prison. But isn't it a crime using these banned performance-enhancing drugs, especially when it is about a celebrity of sport - models for thousand of teenagers?

In my opinion, the rule of the Romanian Olympic and Sports Committee, that starting with 2000 our NOC never selects in the national Olympic team an athlete who once in his-her life has been detected positive, should be assumed not only in Romania but everywhere in the world. This on one hand.

On the other hand representatives of the media should be very careful when treating a case of doping to avoid incriminating an innocent athlete. For example, during the Olympic Game in Sydney, in 2000, the young Romanian gymnast Andreea Raducan was tested positive for a banned substance at the time – “pseudo-ephedrine”, found in the cold medicine – “Nurofen”. The media from everywhere, not only from Romania, had a positive attitude in this case. Everybody observed she didn't use this stimulant to enhance her performance. “She was sick. How can this be viewed in the same light as athletes who knowingly try to cheat with performance-enhancing drugs?” had written “The New York Times” a few weeks after the incident. The International Olympic Committee punished her and took back her gold medal in the all-round contest. A few years ago pseudo-ephedrine had been withdrawn from the banned substance list, and Andreea Raducan still hopes she will be given back her medal.

My conclusion: media must be very rigorous and careful with the particularity of this important problem - using banned substances by athletes.

THE ETHICS OF ENTERPRISE IN SPORTS. TWO DIFFERENT VIEWS OF ETHICS OF ENTERPRISE

Aida TUCI (ALB)

Moral principles of enterprising in Albanian football

After the '90s, as most things in Albania, sport also was submerging in an informal way, and even though 18 years have passed it is still in the same situation. Prior to the last 2 decades, the state supervised sport clubs, but after the arrival of democracy, in the Albanian sports clubs, (mainly football clubs) different promoters approached them spending big amounts for these teams.

In the first years of the '90, the presidents of these teams simply invested to keep the clubs going, but with passing of years and with the increase of prearranged matches, all of them refused to step down.

Even though the issue of privatizing football clubs in Albania has been used up, till now nothing has changed. Our teams continue to be financed by persons that aren't officially recognized.

Although presidents of these clubs spend big amounts every year, amounts that aren't officially acknowledged by the Albanian government, they continue to invest again and run their clubs.

Apparently, the secret rests in the hopes that these presidents crave for their teams to play in European Cups, and this is the reason for the fierce rivalry that occurs in the national championship every year, matches that now are not only played in the green pitch, but also over coffee breaks.

In any case, it isn't only the money that football clubs take from UEFA when they

play in European Competitions, but above all it is the prearrangement of the results of matches that has become the best method of profiting huge amounts of money, which is used to provide for the financing of the teams for the coming year.

So, these entrepreneurs consider the financing of football teams a most profitable business. There have been cases, when files have been deposited at the tribunal or at UEFA and the investigation has commenced on doubtful matches in our teams' participation in these competitions.

Even though most of the matches that Albanian clubs have done in international competitions are suspicious, the first case presented to the tribunal was the one of four seasons ago, the match between Dinamo-Brondbi in the UEFA Cup.

At that time, it was the president of Albanian Football Federation Mr. Armando Duka who personally sent the relevant file for that match, but considering that there still isn't any law for prearranged matches, this file was not processed.

The last case was last year, the match between Besa- Bezanija, valid for UEFA Cup, a match which UEFA had included in the list of doubtful ones.

These cases explain the fact that most of our clubs fight hard for playing in European Competitions, as their best chance to profit gigantic amounts of money and keep abundantly financing their teams.

We are all aware of the conflict between the Albanian Football Federation (FSHF) and the Ministry of Tourism, Culture, Youth and Sports (MTKRS).

On this matter, FIFA and UEFA took the decision of suspending Albanian football from all the international competitions, which meant that our teams could not play in Europe for an indefinite time. Only 3 days after this decision, 6 presidents of super league clubs spoke up, threatening blackmail for championship boycott. They declared that they would withdraw all the financing of teams, if the Albanian Football Federation (FSHF) and Ministry of Tourism, Culture, Youth and Sports (MTKRS) did not come to an agreement to lift the suspension.

Apparently, it suits these entrepreneurs best if Albanian football continues to be run in this same way, making football, the most popular sport for us, a very lucrative business for them.

Other sports...

This distinction has been made to show that in other sports, that are less popular, the concept of “enterprise” is different. In other sports (handball sports) like: volleyball or basketball, individual or team sports the word “enterprise” can not be used in the literal linguistic meaning. These categories of sports draw very little attention from the sport fans (mainly because of the almost amateur level of these sports, as a result of poor infrastructure that hinders their development) for the fact that in Albania still there isn’t a judicial packet that would facilitate the sponsors business approach to these sports, by freeing them of taxes. In this way, it is very difficult to see any serious backing because of low concern.

“The entrepreneurs” of other sports have been transformed into presidents of Sport Federations. These “federation presidents” mostly come from profitable business fields and they get the right to be chosen as such (they are elected by assembly) more from their background of powerful businessmen, than from the fact that they are ex athletes (all federation presidents have a modest sport background in the federation they want to be chosen in). Reality shows that their aim at the presidency of federations is neither to give powerful financial backing (camouflaged under their passion for sport as ex athletes), nor for reasons of profit as it randomly happens in football. Their simple reason is to become public figures, celebrities formally important to sport lovers. So, they choose the easiest way to become known in public, at “zero” costs.

Over the last 10 years in Albanian sport, these “entrepreneur presidents”, have not invested even minimally on sport infrastructure, but they are the first ones who run in front of the cameras in those few cases when Albanian athletes achieve any medal in international competitions.

MEDIA AND THE ISSUE OF DOPING

Sultan SHAMRI (KSA)

The Kingdom is one of the leading researches on the subject of doping and to highlight it since the early nineties. It seemed to the Saudi Federation of Sports Medicine for over 12 years of educational brochures, books and publications in Arabic and made on the amphetamine sensitization in the majority of the scientific sessions and activities held by the Union was formed and then the Commission under the name of Saudi Arabia (the Saudi Committee for anti-doping), which since it was formed, doing great efforts in this area. It has an integrated national strategy for the control of amphetamines.

There is also a committee that had been formed in the Football Federation, was adopted by the Rules and has a plan for the application of detection of doping in football Kingdom were represented at the General Presidency for Youth Welfare and the Saudi Olympic Committee, is committed to various international treaties in the fight against doping, including anti-doping regulation issued by the IAEA in the framework of its commitment to building a healthy athlete, is committed to sport and the honor of its secretariat and its message. The Saudi media is aware of this fact and deal which contributes positively to the activated programmes.

Definition

Information plays a role in the definition of the types of banned drugs, especially if we consider it a material or methods of classification have been banned in the list

issued by the international World Anti-Doping Agency and is adjusted annually with additions or deletions, every year, and put into effect at the beginning of each new calendar year. It contains approximately one hundred and fifty rules and the way almost prohibited, within the classified lists of prohibited inside and outside the competition or inside the competition only or within the specific list, it creates a public and media professionals in the difficulty of identifying all of these taboos; unless there is cooperation and continuation of committees on anti-doping bodies, with the media to publicize its current schedules and new additions or deletions.

Since doping by professional athletes is premeditated and they should monitor risks and know all the complications that can produce them.

The reality is that young people and amateurs who use stimulants as a matter of ignorance of the nature of composition and health risk, has recently increased dramatically in the world and they were found using chemicals in order to influence their health, psychological and sports in general or to interfere in the formation of their bodies, or other uses, it is a problem, attention must be paid not by the sports community, but everyone, especially prominent in the media in order to prevent the first instance, because the penalty could be useful with regard to athletes who participate in sporting events, or who arrived at a certain level of athlete. But sanctions could not significantly affect the broad sectors of the junior athletes and thus must focus on prevention and awareness information to explain the nature of this phenomenon and to face it squarely and on first-class scientific terms.

The media and dealing with this phenomenon

Multi-media to help in the elimination of doping and getting rid of this phenomenon, such as electronic and print newspapers, television and radio; all of these media have a great style in the delivery of information, guidance and awareness. They also contribute to the education programmes and dissemination of awareness among athletes and the community to the seriousness of the abuse of am-

phetamines through clarification and a full explanation of this phenomenon and its adverse effects and serious implications.

Work to strengthen international cooperation relations between both countries and non-governmental bodies, or the various components of the collective fabric of sports and educational fields in the fight against doping through the intensification of educational programmes and awareness campaigns in order to maintain the health of athletes and respect for the principles of noble competition and sports.

Intensify information programmes that contribute to advancing the spirit of sportsmanship and ethics, and address all against the phenomena in order to ensure effective contribution of sport to achieve social and cultural development and economics.

Strengthening channels of communication between the media and the various national commissions to combat doping and to work on a joint awareness-raising campaign aimed at raising public awareness about the risks and dangers of amphetamine abuse.

Activating the role of the media institutions in the control of sports, athletes and their commitment to the principles of the Olympic Charter and the Code of the World Anti-Doping Agency, which reflect in particular the ratification of the International Convention against Doping in Sports adopted by the United Nations Educational, Scientific and Cultural Organisation and the follow-up information for the national programmes to combat doping in sport.

Motivate staff in the field of media attention on issues of doping and address it through the development and characteristics of incentive awards for the best business information on this aspect.

Strengthen channels of communication between the national anti-doping and various media and work to organise a joint awareness-raising campaign aimed at raising public awareness about the risks and dangers of amphetamine abuse.

Confirm the role of media in raising awareness of the lofty goals for the community sport in the consolidation of education, physical and spiritual values of solidarity and brotherhood and peace among young people through the recruitment

of sport as a tool to achieve a rapprochement between the peoples and openness to others. And focus on the following points:

First: The damage caused by the abuse of amphetamine to health and the fact that they may lead to death and sterility, and to depression and other psychological matters as the type of substance abuse.

Second: an indication of the damage caused by the abuse of the social point of view if the cause of some cases of addiction as interference with the list of drugs and lead to problems with security.

Third: to emphasize the negative impact on the reputation and prestige of the sports user as a form of fraud and deception, and sports resorts have to get something that it does not deserve first place.

Fourth: they are incompatible with the principles of all religions in terms of honesty, truthfulness and the right thing.

Fifth: The determination and urged the lifting of the morale of sports, including self-confidence and the ability to think out of competition doping.

HOW TO DEAL WITH COACHES WHO HAVE A DOPING PAST?

Christian KLAUE (GER)

Sport-Informationen-Dienst (sid), News Agency belonging to AFP

In the discussion about athletes with a doping past we often forget the ones behind these athletes. Coaches, managers or consultants who are part of the doping system.

In Germany we try to solve a very delicate issue in this field right now. We have coaches with a doping past in the former GDR. Many are employed for years by the national sports federations. They have no wrongs since the wall came down in 1989 but they were a verifiable part of the state-organised doping system before that date.

In the early 90's some of them were sued and got mild penalties or their cases were even dropped against payment of low sums. Soon the sports society forgot about their past and they got back into the system of coaching. We simply didn't clean up the past.

But since the Deutsche Olympische Sportbund – what the German NOC is called – introduced an amends for the Summer Olympics 2008 in Beijing the mistakes of the past hit back. In the amends coaches have to assure that they never were involved in doping. For some former GDR-Coaches it would have been impossible to sign that, since there was a state-organised doping system. But still everybody did sign.

It didn't take long and investigating media found a former athlete named Gerd Jacobs who is an officially recognized doping victim who said in public he got doping pills from athletics coach Werner Goldmann. He worked with Robert Harting by

then, the discus vice world champion from Berlin. The affair became public on the eve of the Beijing Games. Since it could not be solved anymore, Goldmann was allowed at the games. But the discussion about his coach burdened Robert Harting and he came only fourth although he planned on a medal.

After the games an independent anti-doping-commission of the NOC investigated the case. They had a hearing of Goldmann and his former athlete Gerd Jacobs. They offered Goldmann he could stay in his job if he admits his mistakes and apologizes for them. As well they asked him to assure that his attitude towards doping has changed. The commission tried to create a leading case. But Goldmann wasn't willing or able to cooperate, probably because he feared he would lose his job anyway.

In its conclusion the commission advised the German athletics federation to recall Goldmann's contract as national shot put coach. With the backing of the interior ministry Goldmann was dismissed from January 1, 2009 on. For his athletes it was a nightmare. 20 well known German sportsmen and women wrote an open letter and complained about the treatment of Goldmann who keeps working but who is officially unemployed and sues the athletics federation for reemployment.

The Goldmann Case gave the entire problem of former GDR-Coaches a new drive. A discussion started. Should we have an act of grace, should we give doping offenders amongst the coaches a second chance or should we stay hard and kick them out of our system?

In January the CEO of the DOSB has reassured in public that coaches with a doping past in the GDR can get a second chance if they admit their mistakes, apologize and prove that they have worked clean since the wall came down. Right now seven athletics coaches have prepared a declaration in which they want to do so. With the world championships in Berlin ahead it is about time to solve the problem.

But on the other hand we have the officially recognized doping victims. They argue predominantly if somebody wasn't able to admit his crime in the past 20 years he should be kicked out of the system anyway if there is evidence against him. It is an ongoing moral discussion with no solution which works for everybody.

Although one thing seems to be for sure: 20 years after the reunification we still have to clean up the debris of history. The mistakes which lead to this unsatisfactory situation were made in the early nineties when the sport kept the GDR-Coaches to stay successful. With the distance and the experience of 20 years since then we have to look for a balanced way out of the coaching trap. Otherwise we harm our active athletes who deserve an ideal preparation for the Olympic Games and World Championships.

But we can not forget about the victims and their problems on the other hand. Gerd Jacobs had a heart transplant because the doping hurt his body. Another shot putter named Heidi Krieger who was European Champion in 1986 had a sex transformation because she had to take too many sex hormones in the early eighties. Their fate shouldn't be forgotten.

*Conclusions
of the Discussion Groups*



ENGLISH-SPEAKING DISCUSSION GROUP 1

Question 1

What is the attitude of the media to athletes caught using banned substances?

Generally the media has a negative attitude towards athletes who have tested positive for banned substances.

Following a positive test the media will report the incident using emotive language that both reflects and creates public perception. Cheat, thieves, shame, falling, sinners are all words used in stories following a confirmed doping incident.

Language and perception varies both by country and the personal views of the journalist. Sub-editors and web editors also contribute to the process changing words throughout the process.

While the majority of journalists will portray use of banned substances negatively certain individuals will have varying views. One Danish reporter within our discussion group would tend towards the more neutral word “user” with the view that emotive words are unnecessary.

At the other end of the spectrum the Romanian media would tend towards use of the word “thieves” which incorporates the concept of “stealing” from fellow athletes, the nation and themselves.

“Shame” is also used and it reflects the sense of pride and identity the public have in the athlete. This concept is stronger in countries that have fewer medallists and Olympic heroes or where the national identity is closely associated with the sport. New Zealand, Kenya and India are examples.

Conversely, competing cleanly has been portrayed positively. Recently Rashid Ramzi of Bahrain tested positive in his A sample for CERA. Significant pride in

competing cleanly was reflected in the New Zealand media, as a positive B sample test would promote New Zealand 1500m runner Nick Willis to silver.

The emotive language used by the media reflects a desire for ethical standards within our society.

This desire for an ethical society raises the question of whether too much pressure is placed on athletes to be purely ethical and treated unfairly when they fail.

The media is able to portray varying degrees of “fault” in a doping case. A notable example is the sympathetic treatment of a Romanian gymnast who tested positive for pseudoephedrine after taking Nurofen for a common cold. The media, and the public, felt she was unfairly treated by the IOC.

Following the initial news which is often portrayed in emotive, negative language the analytical questions follow. From this point an athlete may then fade from public view perhaps leaving them in their humiliation or perhaps allowing them to continue their lives un-troubled. Maradona has assumed a new role in the sporting world and recently news of Marion Jones talking to school students was not negative.

In Germany unique terminology has been created for athletes who had to use drugs prior to 1989. If they have suffered from state-sponsored doping they are these days termed “victims” and receive sympathetic treatment from the public and media. In these cases, the coaches have been held more responsible for the drug use.

Through negative and emotive language the media both creates and reflects a public desire for an ethical society.

Question 2

Which stories did the media under report from Beijing?

Ahead of Beijing 2008 human rights issues in China and the matter of Tibet dominated news coverage of Beijing. Once games time started the stories changed naturally to the competition but there were stories that were not covered, or were under-covered by the media.

The first week of smog in the city was extensively covered and much was made of the poor conditions. Once the cloud cleared stories of the blue skies did not make news outside of Beijing. Similarly the genuine pride and happiness of the volunteers and Beijing public was not covered allowing negative perceptions of the Chinese people to continue. It is not clear what has happened to the factories that were closed ahead of Beijing and nor the people removed from the city. Environmental changes such as the park and the planting also struggled to receive due recognition.

Considering the coverage of human rights violation in advance of the games the media, in good faith, should have reported on the situation following the games. While some major agencies have correspondents still in Beijing the extent of the coverage has decreased significantly. Does this indicate that the media were more interested in creating negative coverage for other reasons such as desire to sell more newspapers, respect from colleagues rather than the actual situation? The human rights situation following the games has been under reported and improvements in Chinese society following the Olympic Games or otherwise should be understood. These reports could continue well into the future and impact on the real effects -positive or otherwise of hosting an Olympic Games.

The Olympic Games brought more than 20,000 journalists to Beijing. These journalists tended to focus on the lack of free press in China however it must be noted that significant changes to Chinese press regulations were made. Have these changes been maintained, did the Chinese media benefit from the influx of foreign reporters and styles of reporter? Did Beijing 2008 lead to increased openness for the Chinese media? These questions have also been under-reported following the Beijing Games.

In conclusion, the media lived up to its role as a searcher of the truth and a watch dog in the build up to the Olympic games but however failed to balance these “truths” with positive stories of the effects of the Olympic Games and the legacy -positive or negative -of Beijing 2008.

Question 3

Do the Olympic Values have an influence on the way the media writes?

The Olympic values will be defined in this paper as Excellence, Friendship and Respect.

The first value -excellence -is readily covered by the media. Reports of winners, underdogs achieving more than expected, athletic records and also grandeur of the Olympic Games are the first and foremost topic of media coverage around an Olympic Games.

The issue with portraying excellence is the definition of the word itself. Is merely participating at the Olympic Games excellence -or is just a gold medal excellence? This answer varies by expectation and acknowledged capability of the athlete or team concerned. An unknown Indian boxer who beats a reigning world champion is considered excellent. A medal hope that finished fourth is not.

Friendship and Respect are also covered in sports journalism. Human interest stories play a role in portraying the Olympic environment for the public and the media will cover particularly strong or clear examples of self-sacrifice, the bringing together of warring nations and the international nature of the games themselves.

While the Olympic Truce was not upheld by the Georgian and Russian governments the athletes themselves distanced themselves from the conflict. Following the shooting event the Russian and Georgian participants kissed each other in a show of solidarity. The world media portrayed this in a positive light - highlighting the power of the Olympic Games to bring nations together.

Kenyan media coverage began with the political in-fighting in the Kenyan team. It ended however with very positive stories of the Kenyan teammates from different tribes and political viewpoints uniting under the Kenyan flag. Back home politicians from different sides of the divide came together to celebrate and bask in the success of their countrymen and women. Here the Olympic Games themselves provided a catalyst for unity and the media provided the means to share this.

Actions that breach the ethical code of sport are portrayed negatively in the

media building on society's desire for morality in sport. The Swedish weightlifter who threw down his bronze medal accusing the referee of foul play was highlighted as an unethical sportsperson and unworthy of their participation in the Olympic Games.

The negative portrayal of drug cheats as discussed previously is a concrete example of the media supporting the Olympic value of respect for rules and fairplay.

An important point to note is that while we have cited examples of respect and friendship, it is excellence and/or failure to achieve excellence that forms the majority of stories at the Olympic Games.

These points illustrate that the Olympic Values are indeed represented in media coverage of Olympic Games. It must be noted however that this is not a conscious decision by journalists to educate the public about the Olympic Values. The coverage of the values comes about as the Olympic values are in fact the basic values of much of today's society and stories of human achievement, courage, friendship and hardship are of natural interest. The values themselves are also inherent in the Olympic Games through the nature of competition, universality of sport and the bringing together of the world's nations.

ENGLISH-SPEAKING DISCUSSION GROUP 2

Question 1

How can the journalism ethics survive as the media and sports become an enterprise?

The ethics of entrepreneurship might be limited to the profits they want to make, and as it takes over sports and journalism, we have to be ready for a tough fight, at least, to make sure that journalism ethics are intact.

Despite the fact that in most countries journalists are underpaid, they are regarded as low class workers and they have to deal with the wrath of the advertisers, mostly with complicated stories.

That is why during our discussion in the group, we labeled so much on those elements that can keep journalism in a respected situation regardless of all the other developments across the globe.

Even though journalists are expected to be friendly, we ought to limit our person-to-person friendship with the sports stars and managers. This will enable us not only to keep them in distance so that we can get the best news, but also to be able to criticize and point out the bad things. We should remember our role in advising, educating, informing and also entertaining the public while doing this, as by not keeping that distance, you are bound to become protective and compromise your ethics.

We should also know that even when we are not friendly, we ought to stick to the truth as it will set us free. Let us not just write or report for the sake of hurting others or settling our personal differences, but get the facts and cross check them for the future of the profession.

We are all human beings and we support individuals and clubs. However we, as journalists, should know where the passion ends when carrying out our job and let the audience decide. We should be aware of this by hiding our sentiments. Let us try and give a fair and balanced story for the good of the profession, as it is us, and no one else that will help rebuild the trust and respect of our profession.

As journalists, we will have to get a united front to deal with complicated stories. Tell the editor and convince him of how good the story is. Or why you should be running such a story. It is that one story that you keep that will bring you down in the future.

However, we also have to use the golden rule of journalism; if I cannot write it, then my friend will. We have to learn to pass over the assignment to someone in the office or in the field. If we do all this, we will have taken a step in not only keeping our ethics alive but also standing up to be counted as fair, balanced and hence more respected.

Question 2

How will the current financial crisis affect the quality of journalism at the Games?

We are all aware that entrepreneurship has taken over sports after seeing it as a cheaper way of advertising their products. With the financial crisis currently roaming across the world, the advertising budget of most of the organisations has been slashed by a greater percentage.

This means that the media houses will not be getting enough revenue and thus will have to slash on their expenditure and find ways of minimizing losses- the sole reason why most of them exist.

And that is why they would feel freer not to send journalists to the Games and the question is whether this will help to improve or compromise the quality of journalism.

The answer is that it will, as Group 2 has discussed.

Well aware that the media houses would rely on the international agencies like Reuters, Xhinoa, AFP among others for the stories from the games, we are most

likely to see the same type of stories being used over and over again in many organisations; this means that a reader will not have a variety to choose from. There will be lack of diversity in the stories, which would kill the public urge and excitement to look forward for more and fresh news. This means that the audience will not have any reason to look for any other media which means that others media will have their audience dwindle out, which will affect the bargaining power of the sponsorship of the games.

We will also be having stories based on statistics other than quotes because international agencies can not have so much manpower to monitor most of the athletes. What this means is that other than changing the whole story, it's the lead paragraph that will be changing, and then the history will become monotonous and will turn away the readers.

With the athletes getting to blogs and having websites, there will be a great competition between the media, which can not be able to access the field for stories and the athlete who is giving their experience on the blogs. What this will mean is that the readers, who always prefer something new, will go for the blogs and leave the mainstream media; yet, blogs can not be used to the Olympic solidarity to get revenue due to the fact that they can not have a known market.

This will be the same to the rise of "You Tube" which also will affect the works of the media, most especially the electronic one, as they will not be able to get the first class material needed in time.

With the international agencies basically looking at the super powers, where they have enough markets, other medallists will not be exposed; hence the real value of Olympics would be lost with this. I see no chance of a medalist from Burundi or Uganda getting the same attention like the one from China; yet, he has followers, as well.

One thing about the games is that "each country has its representative and, regardless of what the super powers are performing, each country wants to know how its stars are performing. There will be no chance for this when a star has finished in 10th position, yet back home, he is the only reason why people are glued to the television, and that means that the audience will have to change.

There will also be limited or lack of colour stories; stories that tell the life and action of the sport since they will be limited to people who follow those athletes.

We should all remember that even when someone finishes last, he is a hero back in his country for having been able to make it and one of the values of the Games is to participate.

Therefore, the media stands to benefit negatively from the credit crunch, but the same as the organisers as the coverage will be going down and this means that the revenue from sponsorship will also go down.

Therefore, the organisers should find a means of seeing that a section of the media, which is disadvantaged, is given the access to the games to keep that audience, which might, in the end, benefit them by having a better bargaining power.

Question 3

Will the e-media have an effect to the Olympic Games?

One thing we all have to accept is that in this electronic era, the e-media is fast creating an impact. From websites to blogs, the electronic media is busy winning over more and more people.

Even the Olympic Games, which have been in the past left to the traditional media, have jumped on the band wagon of the e-media and our question is, will the future have an impact on the Games themselves?

In order to address this question, we have to look at the advantages and disadvantages that the e-media possesses among them, the fact that it is cheap to set up. Unlike newspapers, radio and television, you just need someone with the brains to set up a website and pay some minimal fee and you will have an e-media running, hence easier to run.

Unlike the traditional media, whose access is dictated by either the wavelength, signals or circulations, the new e-media can be accessed anywhere in the world as long you have an internet connection, hence will be available to everyone as long as they have access.

They will also provide an interactive base for the readers through comments

below the topics, chat rooms among others, which makes the reader- the person being targeted- feel that he is part of the subject as his views can be aired out.

The e-media also offers an opportunity for fast update and even a chance to follow the events as they go on, like it was at the Beijing Olympic Games, where the boxers' points could be changed on the scoreboard. Or even matches that give minute to minute update, taking a person to the place at the comfort of his office, which most of us need.

By having idols writing and creating websites, the younger sportsmen also get enticed and the need to emulate them brings up the desire for them to put more emphasis in training.

However, like any other media, e-media also has its own disadvantages with one being that there is no body to monitor them. This gives them a chance to publish whatever they think is right, hence some of the materials can be destructive to the Olympic spirit.

We also have the hackers, who can come and destroy the programmes needed or coordinates, hence needs so much security to prove that all the works are secure.

There is the element of low revenue, which has forced many websites to either shut down or remain stagnant for some time as they need money to get updates and pay off their employees, yet they have not lived long enough to convince the advertisers of their values.

In most places, e-media is basically accessed in offices, which brings about poor output. No manager will be impressed with a work he spends more time following a match on the Internet other than doing some developmental work for the company and this also comes with being obsessed.

The e-media is only good for the elite, the people who know how to use the computer and go an extra mile in learning how to use the extra services on their mobile phone.

So one fact we all agreed on is that the e-media will have an effect on the Olympic Games but whether the effect will be positive or negative, will all depend on which side you are standing.

ENGLISH-SPEAKING DISCUSSION GROUP 3

Question 1

How to increase coverage of Olympic sports during non-Olympic times?

In five of the six countries represented in this group, the coverage of Olympic sports in non-Olympic times was identified as a problem. Those are: Iran, Sudan, Albania, Poland and Puerto Rico.

The representative from Estonia said that Olympic sports get fair coverage in that country all the time. However, Estonia is a small country of 1.3 million people that has won 73 Olympic medals in their Olympic history. For that reason, Olympic sports are a big topic in that country.

Nonetheless, in the rest of the countries, popular Olympic sports as wrestling, shooting, sailing, swimming, track and field and diving, among many others, barely appear in the mainstream press when there are no Olympic Games or regional Olympic competitions taking place.

In Puerto Rico, for example, none of the athletes that represented the Caribbean island in the Beijing Games have any significant presence in the press right now, except for the boxers. Puerto Rico has won three medals in their Olympic history, all of them bronze, all of them in boxing.

We understand that covering these sports all the time increases the people's understanding of the Olympic events and, therefore, increase the popularity of the Olympic Games and Olympic ideals. It can also lead to more support from the government and from private sponsors to these athletes.

We think that the federations have to do a better job promoting these sports, informing the public and the press when competitions will take place, promoting

the stories or bios of the athletes participating in the events and, overall, setting the goal of increasing the interest of the public in these sports.

Question 2

Are the sports journalists of today well-informed about doping topics?

Doping of Olympic athletes is one of main problems in Olympism today, if not the main problem. Worldwide followed competitions are being tainted by doping scandals and there is a shadow hanging over any athletic competition because of this problem.

Nowadays, there is still very little knowledge about the specifics of this problem among the sports press. The media is usually informed of the athletes that have tested positive to illegal substances and the punishment being imposed on them. But that's it.

There is very little knowledge in the media about the specific effects of the substances used by the athletes, about the procedures used by the authorities to detect them and about what is being done to tackle this problem in the long run.

We believe that the media can be a partner of the Olympic authorities in the struggle against illegal substances use. For example, the general ignorance about these substances has caused many deaths and tragedies in young athletes in the last few years. If the media had been better informed, we could have done a much better job of communicating the dangers of these substances and may have prevented some of those deaths.

We need to be much better informed about the most complex aspects of the doping issue.

National and international anti-doping agencies, journalism organisations, national Olympics committees and universities should give seminars and special courses to journalists about illegal substances and their effects on the bodies and performances of athletes. Journalists should be informed about new drugs, substances, and trends in this so important topic.

I. Athletes and federations do not cooperate with journalists and that makes difficult the promotion of Olympic values.

All representatives in our group reported difficulties getting access to the Olympic athletes, during Olympic Games and prior the competitions.

It seems like the athletes and their coaches do not understand the role of the media and they tend to be uncooperative. Even high-level athletes run from the reporters who want to interview them after the competitions in the Olympic Games. That makes very difficult the job of the sports reporter and, henceforth, to promote Olympic values. It is also a disappointment to the fans, because for most of them the press is the only way to know about their favorite athletes and their thoughts, opinions, stories and preparations.

We believe that the International Olympic Committee and the International Olympic Academy have to do a better job of communicating to the athletes and the federations the role of the media and urge them to be cooperative at all times.

The IOC and the IOA should celebrate seminars between athletes, federations and members of the media, so that each one has a better understanding of the other's roles and can work in better harmony.

We are sure the press will be a willing partner in this enterprise, because it will be a matter of mutual benefit.

ENGLISH-SPEAKING DISCUSSION GROUP 4

Question 1

What kind of activities must be taken by journalists to make women's sport disciplines equal with men?

We had a long and very good discussion about this particular subject. After the discussion, we came to these following conclusions written in a short way.

1. From our point of view, in order to popularize women's sports disciplines, first of all, Mass Media must be more interested in this issue.
2. The society must be educated on the importance of women's sports.
3. In sports newspapers and magazines more space must be given to women's sport disciplines, as well as in TV, and Radio must organise a number of programmes about amateur sports and athletes.
4. The number of female commentators for major male sport disciplines must be increased. The recent example was in Finland when a football expert (woman, ex football player) was commentating on this season's Champions League Final. That is to say females must start to commentate on all kind of matches both in studios and stadiums.
5. Mass Media must introduce or encourage women to get into men's activities; for example, appoint doctors in the football clubs or referees during men's matches.
6. Men journalists must propagate, by all means, women's sport disciplines.

Question 2

How much can the Mass Media affect the Athletes who have made use of doping?

It is not a secret that one of the major problems of mass media is the search of the facts about the usage of drugs by sportsmen, which is a rather serious and complicated problem.

The so-called doping has penetrated into all fields of sports and it harms the establishment of fair play within the international sport.

The interest of media in anti-doping remains very high. One of the missions of media is to promote and coordinate at an international level the fight against doping in sport in all its forms.

Of course, in TV programmes, talk shows as well as in other media reports, the problem of doping is conveyed to a large number of sport enthusiasts, but this not enough.

We think that Mass Media must regularly broadcast programmes introducing and telling what harm doping can cause to the health and to the career of a particular sportsman.

However we have the belief that if a sportsman is offered the opportunity to artificially improve his/her performance by means of pharmacological manipulation in order to continue selling it on the market, then, only a strong sense of identity, possibly also a good upbringing by his or her family or surroundings, may prevent that person from giving in to this temptation.

Question 3

Why have the Olympic values changed from the Ancient times?

It has been said many times, especially in the ancient times but also nowadays, that during the Olympic Games the most important thing was and still is the participation, not the victory.

But times have changed and values have also changed since then.

1. Sports became something like business
2. Peace and fair play are already forgotten phenomena
3. Lack of friendship and respect is noticed.

FRENCH-SPEAKING DISCUSSION GROUP

Question 1

How can we finance the media coverage of the Games?

When we considered the issue of media coverage financing, we focused on local experiences that reveal the trials and tribulations of African journalists compared to other European countries.

The African journalist has to fight constantly in order to obtain the necessary guarantees for covering the events.

This is why they are very grateful to the International Olympic Academy for meeting all their costs and this without imposing any ethical obligations and constraints. They believe that such initiatives will lead to changes in a number of issues that concern them and make their job difficult.

Journalists therefore invited the IOA to support their work by guaranteeing the freedom of the press, away from any form of pressure through cooperation with National Olympic Committees.

Journalists also noted the communication deficit that exists between NOCs and the Academy and requested the creation of an information unit by NOCs.

Journalists also asked to be independent vis-a-vis the NOCs, which might be tempted to influence the media and question their credibility, stressing the need to find other sources of financing apart from the NOCs. To this end, they proposed the creation of an information network through which the IOA could channel, inter alia, financial resources.

Question 2

How does the press respond to doping?

Doping is one of the scourges of our sport and the International Olympic Committee (IOC) through its President Dr. Jacques Rogge, has made combating doping one of its priorities. We can not but welcome this development. Moreover, the press must play its role by pointing its finger at cheaters and disclosing the different doping cases, which unfortunately plague the history of sport and Olympic history. Despite the fact that all agree that this situation tarnishes the image of sport, burying our heads in the sand won't help. This is a reality that has to be revealed. Big fish have been caught, as well as small, but others have slipped through the net.

We have to speak about the established cases, even though this will have a negative impact on the image of the athlete, the image of the country that he represents and whose flag-bearer he may be and on national pride. Even though public or other authorities might try to influence or exert pressure to prevent disclosure of such cases, minimize publicity or even cover up some established cases of doping, the problem arises in particular when athletes are suspected of having resorted to doping or a combination of elements raises doubts regarding their performances.

To start with, should we report these facts and mention such doubts? If they are founded, this goes without saying...but after that, how should we deal with the information while fully respecting the principle of the presumption of innocence and avoiding falling in the trap of those wishing to hide such information. Media and journalists have already been confronted with this dilemma when they find themselves in possession of information or evidence that allows them to suspect a doping case or performance anomalies. Formulating unfounded assumptions could generate a negative image of sport, of the athlete whose career might be ruined, we all agree on that. We therefore have to use maximum prudence, but being prudent does not mean to be fooled. Sufficient elements of proof may, however, not be enough for certain journalists or media who find themselves under some kind of pressure and the problem might appear as "not existing"

among public opinion as long as there are no effective sports sanctions, a court ruling or legally admissible evidence. Situations may also arise where a case may be brought before justice but does not give rise to sanctions or sports proceedings. Confusion, which is sometimes intentionally kept up, influences the attitude of the general public or the media, depending on their own approach to doping.

Zero tolerance advocated by the IOC must apply to all established cases, harshly and without any restriction, for we should never forget the athlete's role as a model and his/her responsibility to promote **the values that they incarnate**. In certain countries, the athlete's name is not mentioned and information is only partially provided or, sometimes, not at all. The search for truth should, however, prevail because putting the finger on mistakes, under conditions of full transparency also makes it possible to correct them. This is part of **education** and education in Olympic **values** should not be exempted from this rule. The role of the press when such cases occur should also be to raise awareness of the problem of doping, provide all necessary information concerning the rules in force and prohibited substances. The aim is to see the media in each country disseminating this information on doping problems and contributing to the action of the IOC and WADA in their combat against doping and also have more systematic anti-doping controls in international, national and regional competitions. The wish is also to see the IOC intensify its efforts to raise governments' awareness.

Question 3

What should be the role of the press in defining and promoting Olympic values?

The press is the major instrument for popularizing Olympic values and promoting athletes taking part in the global sports gathering commonly known as the Olympic Games.

Being a vehicle for the dissemination of information, national and international media today pay special attention to the Olympic Games celebrated every four years by focusing first of all on the bids of candidate host countries. These media inform the public on the big stars of world sports who will be meeting not only to

share some moments together but also to showcase their talents by winning medals thus bringing honour to their respective countries.

The idea of the founder of these Games, however, “the important thing is to participate” is far from being a reality. This idea has become obsolete since professionalism is predominant today. We see that the Games have become a source of revenues for companies (advertisers rush to obtain the monopoly to broadcast images on television).

These countries are penalized when it comes to having access to these images because they lack financial means. Developing countries are a typical example of this.

However, this raises questions on the role of the press in defining and promoting Olympic values.

Can we say that the Games are restricted to rich countries?

Despite these difficulties, the press should not give up its efforts and denounce anything that is contrary to the ideals of Olympism based on a philosophy exalting and combining in a balanced whole the qualities of body, will and mind, as defined by Pierre de Coubertin at the end of the 19th century.

On the other hand, sporting behaviour on the part of athletes when defeated by a champion during a race should be encouraged.

In conclusion, the press has always played its role in promoting the ideals of Olympism by raising the public’s awareness before, during and after the Olympic Games. For all these reasons, the media wish to be represented within the IOC and its different institutions.

Journalists recommend that environmental issues should be taken into consideration.



**Closing Ceremony
of the 12th International Seminar
for Sports Journalists
ANCIENT OLYMPIA, 30th May 2009**



ADDRESS

**on behalf of the Participants of the Seminar,
by Pascal-Isidore BOUTENE (CAF)**

I have the honor of taking the floor on behalf of the participants of the 12th International Seminar for Sports Journalists that was held from May 16 to June 1 by the International Olympic Academy (IOA) in Olympia, Greece.

On behalf of my men and women colleagues I wish first of all to thank the IOA for convening this Seminar, which will be lasting from now on longer than the meeting whose work is concluding today.

We have all appreciated the quality of the papers presented by the lecturers and the discussions that were part of this seminar's activities.

Our concerns focused on the media's representation within the IOC that does not have a journalist's spokesperson with whom to consider the situation faced by the press in general and in developing countries in particular.

We are sending an SOS to the IOC asking it to facilitate the journalists' task by granting accreditations for the Olympic Games more easily.

Through me, the African continent is requesting the staging of the Olympic Games in Africa one day, following the example of the FIFA World Cup that will be held in South Africa, in 2010.

I believe for my part that FIFA challenged the IOC.

A big thanks to all IOA members, to the lecturers for their knowledge and to you, dear colleagues, I say that we shall continue our fight together for the independence of our profession that we all love so much. I wish you all a safe return home.

Merci à tous, thank you very much and Efcharisto (thank you in Greek).



ADDRESS
on behalf of the Lecturers of the Seminar,
by Alan ABRAHAMSON (USA)

First and foremost, thank you to the administration, to the secretariat and to the honorary dean of the academy for this extraordinary opportunity.

It is my habit to get up in the early morning and go for a run. Well, a jog. The last several mornings I have enjoyed the incredible experience of running at dawn by the site of the ancient Olympic grounds. This has of course proven immensely inspiring.

As has this seminar, to be candid. We stand at the beginning of the 21st century with our feet planted here on the ancient grounds, a place that gave rise to a movement that now manages to reach – as we discussed here – two of three people in our fractured world, some four billion people. Wherever in the world we come from, all of us in the media see much in the Olympic movement worth reporting upon, good and bad. It is our responsibility as distinct stakeholders in the Olympic experience, stakeholders with the most unique point of view, to carry out those responsibilities to the best of our abilities, to chase after the truth, whatever it may be – for instance, to inquire aggressively, as many of you have spoken, after doping cheats.

This new century promises to challenge each and every one us, individuals and the corporations or other entities for which we provide content, in ways that even just a few years ago would have seemed unimaginable. The spread of technology promises to further revolutionize our business; the budget and deadline pressures about which I spoke in our lecture must only intensify. That is why the enduring impact of a seminar such as this one is so valuable – it is in the ripple effect, like a



CLOSING CEREMONY

rock thrown upon still waters. Here we have had time for discussion and dialogue. As we prepare to go back to our homes, the ideas that have been central to our time together will doubtlessly enrich the thinking of each of us in the pursuit of our professional responsibilities.

Good luck and Godspeed to all.

ADDRESS

on behalf of the Lecturers of the Seminar,
by Dr Julie GAUCHER (FRA)

Dear friends, dear members of the IOA,

It was a special pleasure and a great honor for me to accept the invitation of the International Olympic Academy to speak as a lecturer at the 12th International Seminar for Sports Journalists. I wish to warmly thank the International Olympic Academy for its welcome. During this week we had the opportunity of living together the Olympic spirit that embodies the notions of coming together, exchange, sharing and emulation.

During this week, the lectures, our thoughts and discussions focused on issues that cannot be ignored today: doping, the media's attitude towards athletes who have used banned substances, the involvement of the business world in sport and the ethical problems this raises. As we have seen, the ethical problems which affect sport are nothing new but they have acquired a different dimension now because of the economic challenges and their media impact. This seminar was an opportunity to confront our views: the richness of our discussions was born from the variety of our experiences and the diversity of our cultures. Coming from all five continents, we all felt directly concerned by these problems and the challenges they represent.

I sincerely hope that this seminar has been an opportunity for all of us to reflect on the meaning of Olympism in the 21st century and that it will give rise to a broader reflection on how to disseminate the Olympic ideal and principles within our modern societies. I extend to all of you my best wishes of success in the fascinating and rewarding profession of sports journalist. Let's keep the fire alive!

ADDRESS AND CLOSING
of the works of the Seminar
by the President of the International Olympic Academy,
Isidoros KOUVELOS

Distinguished guests and lecturers,

At the end of the proceedings of the 12th International Seminar for Sports Journalists, I would like to express to you my thanks for your presence at the International Olympic Academy and my firm belief that we shall continue our cooperation in the future and exchange of views on issues related to the mass media at an international and Olympic level.

I believe that each of us should take a responsible stand not only as citizens of our country, but also as citizens of the international community, regarding the media and the role that they play in the broadcasting of sports events, as well as the propagation of the values associated with them. In particular, at meetings of a scientific and educational nature, like this IOA Seminar, we must stimulate critical thinking and demand respect on the part of the media for spectators and responsibility towards young people who are living at a time of major social and ideological contradictions.

The topics presented by all four speakers highlighted, I believe, many important aspects of the phenomenon, such as the international coverage of the Olympic Games by the media through time, the impact of entrepreneurship on sport, the education of media people in the values of the Olympic Games and sports journalism and, finally, Olympism's significance in the 20th century.

Dear friends,

Your stay in this wonderful place close to Ancient Olympia, the birthplace of the modern Olympic Movement, was I hope a pleasant and creative one. I wish to believe that you will all leave this meeting with good memories and positive concerns about sports and the media.

I wish you a safe return to your countries and thank you again for your presence here.

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