



About SIU

The Sports Intelligence Unit (SIU) is a voluntary, independent network for individual sports journalists and sports researchers. SIU regards the free flow of information and an open public debate as essential for democratic development.

SIU sees neither sport nor journalism as standardizable commodities accessible to the highest bidders on the market. On the contrary, sport and journalism should stay easily accessible goods, being manifold expressions of the cultural richness of mankind.

The purposes of SIU

- to defend freedom of expression in sports - at all levels, under all circumstances and in any place of the world
- to promote a free flow of information and stimulate public debate on the economics, politics and culture of sports
- to further international contacts and exchange between journalists and researchers working on the above mentioned matters
- to raise the level of sports journalism through internet and printed publications, seminars, meetings etc.

SIU does not forward information on sports results, international championships or other highly advertised sports events.

Membership is open for any individual media professional or scientific researcher interested in the history, sociology, medicine, psychology, economy, politics, culture or other vital aspect of sports.

Members must

- accept giving the necessary data for a public membership list.
- be prepared to support and advise each others to the widest possible extent, when help for national or international research is required.
- do their best to provide the SIU-editors regularly with brief summaries of important national or international news, articles, TV and radio programmes, sports events relevant to SIU-purpose etc.

You can join SIU by registering through:

www.play-the-game.org

where you'll also find the actual members' list.

Facts about Play the game

156 media professionals and sports researchers from 52 countries participated at the conference held in at the sports and conference centre DGI-byen in the heart of Copenhagen.

58 participants from less privileged countries could participate thanks to travel subsidies generously granted by the donors (see below).

Goals

The goals of Play the game are:

- to raise awareness of sport's role in local, national and global development
- to support democracy, transparency and cultural variety in sport and media world-wide
- to provide media professionals with inspiration and research tools for reporting on key topics including the cultural, political, social and economic aspects of sport
- to strengthen cross-border and cross-sector contacts between the participants to help them to meet the challenges of a globalised sports and media world



Organisers

The International Federation of Journalists promotes action to defend press freedom and social justice, representing more than 450,000 members in more than 100 countries. IFJ is opposed to discrimination of all kinds and believes in freedom of political and cultural expression. See www.ifj.org

International Sport and Culture Association, with 85 member organisations from five continents, promotes understanding across borders and views

sport as a bearer of local, regional and national cultural identity. See www.isca-web.org

Sports Intelligence Unit: See left and www.play-the-game.org

Finances

The total costs of the conference were close to 2,000,000 Danish Kroner/ 265,000 Euro.

The participants contributed with 428,000 DKK/57,000 Euro in conference fee's.

The rest was financed by the conference's Danish supporters:

Danish Gymnastics and Sports Associations: 575,000 DKK/77,000 Euro.

The Year 2000 Foundation (Danish government foundation): 500,000 DKK/67,000 Euro.

The Ministry of Culture: 300,000 DKK/40,000 Euro.

Danida/The Ministry of Foreign Affairs: 100,000 DKK/13,500 Euro.

Danish Sports Journalists' Association: 20,000 DKK/2,700 Euro.

IFJ, ISCA and SIU want to thank all these donors whose contributions ensured the realisation of Play the game.

Latest news

As this magazine goes to print, the board of Danish Gymnastics and Sports Associations has committed itself to donate 1.5 million DKK/200,000 Euro to the next conference in late 2002.





This has been the most important sports conference I have ever attended. It was highly impressive to see people like Dick Pound, Sandro Donati and Andrew Jennings all gathered together under one roof.

I was thoroughly impressed

John Hoberman, author and Professor of Germanic Studies, University of Texas

I was extremely grateful for this chance to take part in a very, very important conference full of relevant subject matter. It really opened my eyes to many problems in sport. At the same time, it was a chance to meet new friends from different countries across the world, and learn much. For this I thank you

Sophia Kudjordji, Ghana News Agency

This conference was extremely useful. It was particularly enlightening to hear the views and experiences of sports journalists and administrators from across the world

David Conn, journalist and author

I hope the world in general will take note of what has been said here. It was very interesting and very revealing. We are presented with very factual issues. The corruption that exists is frightening and shocking. To think that the people we entrust with running our associations can be so corrupt. I am glad that questions are being asked

Carole Garoes, President of African Women in Sport

In my opinion, the conference has been a resounding success. The great value has been the fact that journalists from all continents have been able to share their expertise, creating a unique opportunity for co-operation between different continents and cultures. To sit down with journalists from Africa for example, has been highly enlightening. We know one half of the story - they know the other half

Andrew Jennings, journalist and author

