



## Play the game... again

**In** November 2000, media professionals and sports researchers from 52 countries gathered in Copenhagen to discuss issues of vital importance for modern sport.

Doping, corruption, eating disorders, media globalisation, sport in development strategies, the quest for democratic reforms and freedom of expression... these were just a few of the topics covered during "Play the game", the second world conference for media professionals in a globalised sports society.

Some of the world's most prominent sports leaders faced their sharpest critics; young reporters faced their journalistic idols; rich countries faced their poorer neighbours - and in these encounters, sports journalists were given valuable inspiration to their future work..

In this magazine, we invite you to share the inspiration created by "Play the game".

If you want to know more, you'll find in-depth coverage of the whole conference, including full-text version of most papers given there, at

[www.play-the-game.org](http://www.play-the-game.org)

Given the success of creating this new forum for debate on sport, the arrangers are now preparing another conference in November 2002.

At our homepage, you can register for constant updates, meaning you too can be a part of this exciting development in sport. In other words:

We would like to invite you to Play the game again.



## Contents

### 3-4 LICENCE TO SPEAK

A prominent doping fighter, Italy's Sandro Donati, was almost banned from speaking

### 5 NEXT STEP: GENE DOPING

Genetic manipulation is an impending reality in sports

### 6 POWER STRUGGLE

WADA's president, Dick Pound, urged governments to support sport's anti-doping battle

### 8 THE MAN THEY LOVE TO HATE

British reporter Andrew Jennings is gaining ground in the IOC he whips

### 10 CORRUPTION IN FIFA

German sports editors Kistner and Weinreich hit hard on football's establishment

### 12 WANTED: MORE REFORM

Norway's IOC-member Gerhard Heiberg pleads for continued democratisation

### 14 OPTIMISM UNDER PRESSURE

Two antidrug officers fought hard to make optimism prevail

### 15 DANGER ZONE

Eating disorders are widespread in elite sports, told expert Jorunn Sundgott-Borgen

### 16 BINGO

Painter, poet, philosopher, tennis player - at the age of 72, Torben Ulrich, is a true sports artist

### 17 MONEY AT RISK

Governments might withdraw their support to sport, warned the Danish Minister of Culture

### 18 THE BIDDING GAME

The bonanza of televised sport poses a threat to democracy, said two of three media experts

### 20 NOT FOR THE PUBLIC EYE

Websites owned by big clubs could threaten sport in public media, says BBC's Pete Clifton

### 21 ETHICS IN BUSINESS

Sponsors work with ethical standards - why don't sports organisations? That was the question risen by Carlsberg's sponsor director

### 22 MONEY IN - VALUES OUT

English soccer culture has been shaken by commercialisation, and many other countries feel the heat of a new professional sports structure

### 24 UNEQUAL MATCH

African football lovers read more about Manchester United than about their local teams. Why? asks IOC director Fekrou Kidané

### 26 MASS SPORTS NOT MEDALS

Third World countries should focus on people's sport, says economy professor Wladimir Andreff

### 27 EASY EXPLOITATION

African track and field talents are fair game for European money makers, tells experts

### 28 FAILING INTEGRATION

Elite sport doesn't serve racial integration, says US professor John Hoberman

### 29 ELITE LOSING GROUND

Winning sport is becoming a risky business for African leaders, concludes Terry Monnington, expert in African sports

### 30 THE MANY WE'S IN SPORT

The troll, the golem and the joker: Key figures in sport according to Dr. Phil Henning Eichberg

### 32 THE PRICE OF PROTEST

Canada's Gilles Néron paid a high price for his fight for fair play