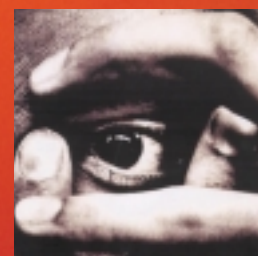


Play the game

Reaching for democracy in sports



Stories from the second
world conference for media professionals
in a globalised sports society

Copenhagen, November 12th-16th 2000

Aidan White • Anders Bülow • Anders Levinsen • Andrew Jennings • Bengt Saltin • Benny Peiser • Carole Garoes • David Conn • Dick Pound • Elias Makori • Elsebeth Gerner Nielsen • Fékrou Kidané • Gerhard Heiberg • Gilles E. Néron • Henning Eichberg • Jens Weinreich • John Hoberman • John Mendoza • Jorunn Sundgot-Borgen • Jørn Møller • Karsten Froberg • Keld Strudahl • Lars Bo Andersen • Malcolm Clarke • Mike Boit • Niels Christian Jung • Niels-Christian Holmstrøm • Olav Skaaning Andersen • Patrick Schamasch • Pete Clifton • Sandro Donati • Stefan Kürten • Terry Monnington • Thomas Kistner • Torben Ulrich • Usman Yakubu • Verner Møller • Wladimir Andreff

Refreshing an old love affair

By Jens Sejer Andersen, Editor-in-Chief



When media professionals and sports researchers from 52 countries gathered in Copenhagen in November 2000, they came to refresh the emotions of a very old couple.

The delegates at "Play the game" brought new life to an ancient love affair, the one between the body and the spirit, the athlete and the story-teller - or to be more accurate, between the meaning and the movement.

Since ancient times, men and women have used dance, games, sports and other movement cultures to express the ideals and values that exist in their hearts and minds.

And many social thinkers and political leaders have for centuries known that if you want to implant certain thoughts in the minds of people, you would have to start with the body.

So the love between the meaning and the movement is rooted in a common dream:

The dream that the two of them together could create a good society and that they would be cornerstones of democracy.

This is why the meaning and the movement - the media and the sports world - should share a common interest in freedom of expression.

The media need this freedom in order to help each individual citizen

achieve a better understanding of his or her role in society, to help express inner beliefs - and to bring forward different viewpoints.

The sports world needs this freedom so that each citizen can find or create the kind of movement culture that suits his or her personal values in life, and so that the individual athlete can influence the development of the movement culture.

Thanks to the efforts of both critics and criticized, "Play the game" was a breakthrough for open debate and dialogue in sports. It proved that there is much more meaning to the movement than money

But freedom of expression has come under serious pressure in the past three decades.

Those who lead the explosive commercialisation of sports and sports media do not measure its success in terms of dialogue, understanding and community building.

Their basic interest is business - and democracy with all its outspoken and unpredictable conflicts, is often considered as bad for business.

That is why the IFJ, ISCA and SIU

invited the media and sports world to "Play the game".

We wanted to break the silence, we wanted to create a new forum for international exchange and dialogue, in brief: we wanted to promote democracy in sports and media.

Many people deserve our thanks for giving a decisive helping hand: The donors. The dynamic and open-minded group of participants.

And not least: The many world-class speakers who were ready to share their knowledge and opinions with a very modest financial reward, if any.

A special respect must be paid to those speakers who ran a risk by choosing dialogue instead of silence - those who came to criticize the sports establishment thus risking their jobs, as well as those who came to defend it thus risking their prestige.

Thanks to the efforts of both critics and criticized, "Play the game" became a breakthrough for open debate and dialogue in sports.

It did not turn the world completely around - but it did for some time stir the blood of an old couple. It proved that there is much more meaning to the movement than money.

We hope that you, too, will feel refreshed when reading the following stories from "Play the game".

If so, we invite you to search for much more information at www.play-the-game.org.

There, you will find almost all papers given at the conference - and you can register for news about the next conference, scheduled for November 2002.

We would like to invite you to Copenhagen once again, to celebrate the love for sport and journalism, to tell the story... and Play the game!

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Drama over Donati's ongoing problems with the Italian Olympic Committee raised expectations ahead of his address

Last-minute licence to speak

The fight to bring Sandro Donati to Denmark left a lasting impression on "Play the Game"

By Kasper Lindberg

A clearly audible murmur passed through the main auditorium when the "Play the Game" conference was told that Sandro Donati would not be attending. During the preceding three weeks, Donati had in vain sought permission to travel from his employers, the Italian Olympic Committee (CONI).

Although CONI gave no official reason for their stance, those aware of Donati's background were in little doubt that the committee's intention was to gag their own Head of Research. Could CONI's reluctance to allow Donati to travel be due to fears he would expose the committee's own unhappy role in Italian doping over the past 20 years? Many believed so, and in the end they

were proved correct. For many years, the 53-year-old Donati has been a vociferous critic of what he sees as CONI's failure to address doping problems, and this was reflected in his address.

And as it turned out, the little Italian came to epitomise the conference's primary message of democracy and openness in sport.

Pressure on CONI

Immediately after news of the ban was received, those with any influence agreed to exert pressure on CONI in an attempt to get the committee to reverse its decision. What would it look like if the Italian Olympic Committee were seen to be gagging its own Head of Research, they argued. Could CONI offer a sensible reason

for banning Donati from a conference he had signed up for months ago?

On Monday Morning the organisers of Play the Game sent a fax to CONI's General Secretary Dr Raffaele Pagnozzi asking these very questions. And while the conference's scheduled programme continued as usual, Donati's case was the major talking point in the corridors. Would he dare travel without permission? Had CONI answered the fax?

But Dr Pagnozzi did not react to the questions until the fax was followed up by a telephone call. By then it was impossible for Donati to make his scheduled address on Tuesday morning. However, on that same evening some good news arrived. Donati was to be allowed to travel to Copenhagen - not as a CONI representative, but as a private individual. CONI defended its original position by alleging that Donati had not sought official permission to attend the conference - a claim that correspondence between CONI and Donati later confirmed to be false.

In the early hours of Wednesday morning, CONI's Head of Research finally boarded the plane to Copenhagen, ready to step forward in front of the conference the next morning as a private individual - but an individual but with a compelling story about doping and corruption. Play the Game had won an important victory central to its message of openness and democracy in sport. ♦



The little man versus the establishment

After 19 years fighting against doping and corruption, Sandro Donati is now set to retire from the limelight

By Kasper Lindberg

In 1981, Sandro Donati was offered the job of coaching Italy's middle-distance running team. It was in this capacity that he first met Professor Conconi of the University of Ferrara, and began to first learn about the illegal use of drugs in Italian athletics. Seeing him as part of the established order, the professor told Donati about his experiments with blood doping in Italian athletics. Donati was amazed to hear of such a programme, which apparently had the full support of the Italian Athletics Association. He immediately expressed his strong opposition to such a method of achieving success.

Donati was forced to work under constant pressure from the association, which was keen for him to allow his runners to take part in the doping programme. It seemed that many of Italy's international runners were already taking part, and Donati constantly found his objections suppressed.

In 1985, through his parliamentary contacts, Donati succeeded in helping bring about a change in the law, which effectively banned the practise of blood doping. In 1986 he discovered a list showing that systematic doping using testosterone and anabolic steroids was still widespread in Italian athletics. Then, in 1987, he passed on his story to the newspapers.

The false jump

During the 1987 World Athletics Championships in Rome, Donati became aware that doping was not the only method of cheating. He got wind of a rumour that the long jump competition would be fixed in favour of the home fans' favourite, Giovanni Evangelisti. The rumour proved to be correct. Before Evangelisti's final jump, TV pictures (later viewed at Play the Game) show a judge measuring out an electronic "marker" to a length of 8.38 metres. Evangelisti's final jump is disappointing, certainly well under eight metres. However,

with public attention focused on events at the other end of the stadium, the Italian is awarded a distance of 8.38 - enough to take the bronze medal. Even the athlete cannot believe his 'luck'.

Donati's attempts to expose the cheating did not make him popular with CONI. Shortly afterwards, he was fired from his job as coach. Donati then decided to lay low and concentrate on writing a book. The result, "Champions without Value" was initially a big success in his native Italy. However, it inexplicably disappeared from the bookshelves after just a few weeks, with demand far exceeding supply for months later.

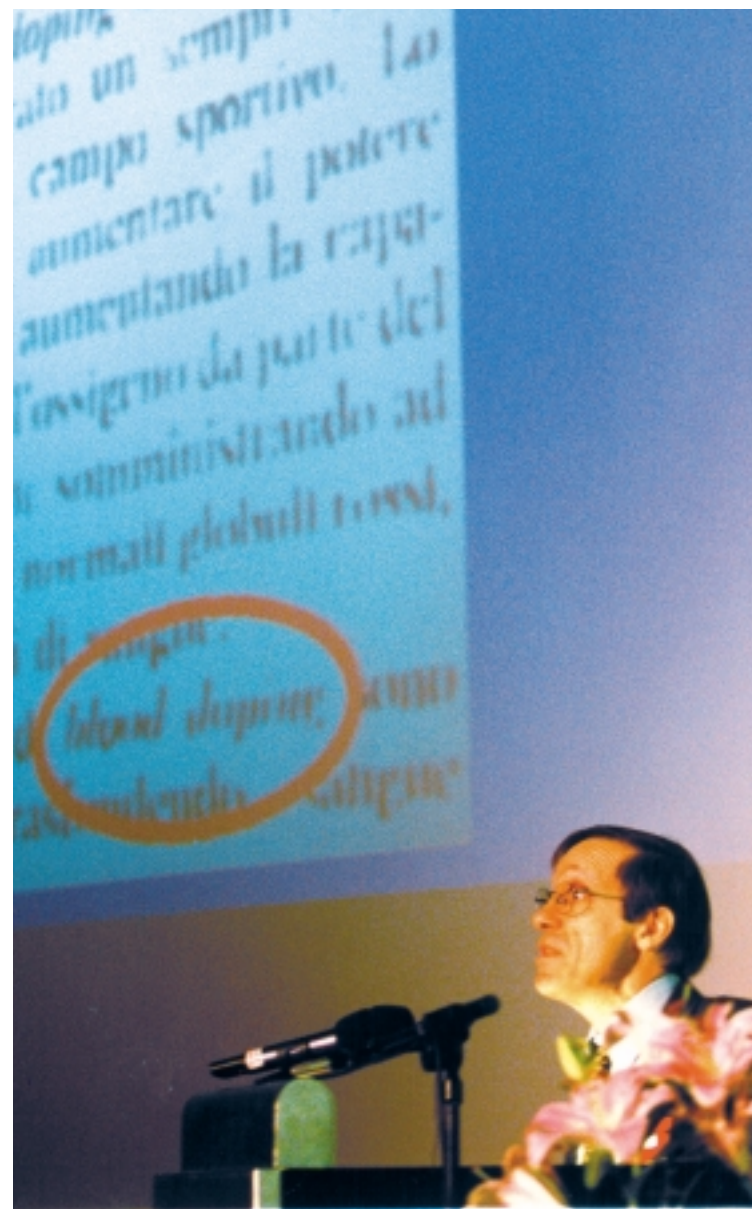
Becoming aware of EPO

In 1992, Donati was back in favour with CONI. Warming to the presence of their former coach, the Italian Olympic Committee offered him the job of Head of Research. Donati accepted the job, seeing an official position as an ideal launchpad to continue his fight against doping.

He was also offered a seat on the influential Italian Anti-Doping Committee together with - among others - Professor Conconi. Again he accepted, but he soon found many committee members held opinions contrary to his own. He was dealt an early setback when his suggestion to dope-test the Italian cycling star Francesco Moser - an "assistant" to Professor Conconi - was voted down.

However, Donati found plenty of other work to do. He had noticed, for example, that CONI's laboratory in Rome was posting a suspiciously low number of positive dope tests, and he felt this phenomenon should be investigated further.

It was around this time that a new illegal substance was making its presence felt in endurance sport - Erythropoietin, or EPO. Donati's investigations brought to light important new information concerning the substance. Since it was impossible to detect by a urine sample, EPO abuse was becoming more and



Most controversial among Donati's findings have been the widespread distribution of EPO from the University of Ferrara

more commonplace in professional cycling. And according to Donati, the trail led right back to the heart of Italian athletics. While officially researching tests to detect EPO, Donati relates that Professor Conconi was unofficially administering the substance to many of Italy's elite riders.

In 1994, Donati penned a report containing his findings. After it was delivered to CONI's president Mario Pescante, he received no response and the revelations were buried for the next two years.

Finally, in 1996, the case began to gather momentum. The Italian Sports newspaper La Gazzetta Dello Sport published a number of articles on doping



and made contact with Donati. After he spoke of the report's existence, journalists began to question Pescante on why CONI had let the report stand unchallenged and unreleased for two years.

By 1997 CONI's relationship with its Head of Research was at an all-time low. It was around this time that Donati believes an attempt was made to set him up. A young female runner who he had been coaching tested positive for an unnaturally high caffeine count - equivalent to 30 cups of coffee. Although an independent investigation found the test flawed and secured Donati's reputation, he realised that he had almost become the victim of a plot to discredit him

In 1998 rumours grew about the widespread use of doping in Italian football and attention became focused on the doping laboratory in Rome of which Donati had previously voiced his suspicions. It turned out that they were correct. The laboratory's tests were found to be unquestionably lacking - they were unable to detect the presence of anabolic steroids and other hormones. The scandal culminated in the resignation of CONI's president and prompted a number of public investigations into the activities of, among others, Professor Conconi. These investigations are still continuing today.

Withdrawing from the spotlight

For over an hour, Sandro Donati fascinated the packed assembly as he recounted his experiences. After he finished his address, he received the conference's first standing ovation.

The 53-year-old Italian's long and tireless fight against doping is highly respected, and the extra effort that was needed to bring him to Denmark certainly brought its rewards. But the man who is portrayed by many in the sporting world as a hero is now tired of working within a system that has impeded his fight for a cleaner sport right from the start.

"I am tired of the world of sport" he stated after his speech, and hinted that he is set to leave his position at CONI and concentrate on education and doping prevention amongst children.

Even though Donati feels that he has fought in vain against greater powers, his story is proving a real inspiration to others in the fight against drugs and corruption in sport. ♦



Gene doping is the next step

By Kasper Lindberg

Forget GM foods - it's time to address the challenge of gene doping, says Bengt Saltin

Artificial improvements to the body's genetic makeup are already a reality, and it is only a question of time before this method is used in competitive sport. This is the prediction of Bengt Saltin, respected anti-doping campaigner and Chairman of Anti-Doping Denmark.

The 65-year-old Swedish sports physiologist is in no doubt. Gene doping is highly effective, it will be available soon, and cannot be ignored by those involved in the fight against doping.

In reality, he says, it is impossible to know exactly when elite sportsmen and women will start injecting gene-altering material directly into their muscles - material that can, for example, allow muscles to grow, or produce the hormone erythropoietin (EPO). When gene doping is ready for use, sportsmen and women will no longer need to dope themselves with artificial hormones. This new method of doping will allow these hormones to be produced by their own body.

However, research into gene doping has already shown frightening side effects. Laboratory mice doubled their body weight in a single month after being introduced to growth hormones. And in less than six months, Monkeys were recorded with a red blood count of 75-89 against normal rates of 40 or lower. These results have convinced Bengt Saltin that for those who wish to break the rules, much can be gained from gene doping. Any alteration to the genetic make up of the body is permanent, and side effects in humans could include a thicke-

ning of the blood, which may lead to clots or severe heart problems. But despite the dangers, he is convinced that there will be no shortage of people willing to experiment.

In his address to Play the Game, Bengt Saltin pointed out that the main problem with gene doping is the fact that it is almost impossible to detect. When asked whether it may be possible to develop a test to identify this form of doping he replied: »I have to say that I am very pessimistic. The artificial DNA that is added to the muscle is only found locally. And the materials that this DNA allows the muscle to produce are identical to materials produced naturally by the body.«

Gene doping will not be detectable through urine or blood samples, he added. The only possible method of detection would be through an actual sample of muscle fibre. This would require a large, painful insertion with a broad needle and would not be a popular - or practical - test.

Bengt Saltin's opinion is clear: »Biological variation is fundamental to sport. You could say it is what gives a person their talent. This can now be affected with genes, and this must be wrong.«

»Doping occurs because there are people out there with the knowledge and the will to make use of it,« he continues. "As long as this is the case, it will continue. You cannot take doping out of life. This will only happen when enough people turn around and simply say: "enough is enough. We do not want this.« ♦



Hysteria and hypocrisy

»Doping is a logic consequence of achievement sport, and to fight it requires government action,« said Verner Møller, sports researcher at The University of Southern Denmark, whose book "The doping devil" stirred up controversy in Denmark in 1999. He concluded:

Already Pierre de Coubertin knew that: "Sport must have the freedom of excess", ambition drives the weaker to train more to approach the level where he is able to threaten his previously superior rival.«

It is this ambition that leads to excess. Excess is simply a consequence of sport.

A person does not become an elite athlete if he is not inspired by ambition, and he is not likely to win in competition with the very best if he is not able to surpass himself - if he is not prepared to excess.

Sport is, among other things, pain, suffering and sacrifice. It is these ingredients (in addition to talent of course) that are a precondition for the excitement that we as spectators experience.

The fact that they are able to suffer the pain and bear the sacrifice makes them heroes and idols. We see their superb achievements as a transcending of the human being. We acclaim them, in other words for the surpassing character of their achievements, for the sublime that they have accomplished.

Here we are presented with the dynamism of sport. It is this that induces athletes to persevere with their training, to force their weight down and to employ any methods to gain a competitive advantage. To change this, necessitates the end of achievement sport.

Political intervention needed

It is indisputable that doping rules, just as football laws are necessary, but the belief that it is possible to combat doping within sport is naive. An effective prevention of doping must begin in an altogether different area, and sporting organisations can not do this alone. It requires political intervention. For effective doping prevention must be directed against the medical industry, for example mandatory addition of biological markers to drugs that can not be detected in doping tests, or by systematic control of the distribution of drugs. Only by such initiatives can there be any hope of an effective limitation of the doping problem in the future.

Read more at www.play-the-game.org



When a punishment led to a power struggle

WADA is fighting to persuade all of sport's governing bodies - including cycling, football and tennis - to enforce hard, standardised penalties for doping

By Jonna Toft

If it were up to Dick Pound, the governing bodies of cycling, football and tennis would all have been suspended from the Olympic movement. The reason - these bodies' continued failure to get into line with their sporting counterparts by implementing a standard punishment for doping.

»That would have been more in keeping with my style« the World Anti-Doping Agency Chairman told Play the Game on its final day. »Unfortunately,

most members wanted to find another solution.«

Dick Pound, who is among the favourites to succeed Juan Antonio Samaranch as the next President of the IOC, was referring to events at an anti doping conference in Lausanne in February 1999. At the time, the IOC was under pressure to harmonise the doping punishments being handed out by various sports associations. However, the ruling bodies of cycling (UCI) football (FIFA) and tennis (ITF) were unwilling to tow the line.





TIRED LEGS AND ENTHUSIASTIC HEARTS

What can cause one woman and 20 men from all corners of the world to meet up in a sports hall? Football, of course.

After the first day's formalities, opening speeches, acclimatisation and evening meal, most Play the Game delegates were expected to be ready for an early night. Not so. Twenty-one enthusiastic football lovers, all but one of them male, still had the energy to meet in the sports hall for an evening of "activity and games."

The four instructors had a hard task getting all the participants (some slightly older than others) through a vigorous warm up programme. However, those expecting a simple kickabout soon found themselves involved in both a tug-of-war competition and a sack race. However, the fun and games were taken with a large dose of humour and a similar amount of sweat, and demonstrated that sport has the power to create social bonds and new friendships.

When the two multinational football teams finally took to the field to practise the beautiful game, they proved that background and age are no hindrance to playing the world's favourite sport. ♦

The problems faced by WADA were clearly illustrated by the case of Danish cyclist Claus Michael Møller. After testing positive for doping, he receiving a two-year suspension from his domestic cycling union body. However the UCI overruled the ban, altering the penalty to just six months. Despite issuing the "correct" punishment, the Danish Cycling Union was subsequently threatened with a hefty fine or even suspension from the UCI if it did not fall into line.

»The Danish case shows why we need to harmonise the rules, and make sure they are followed by all governments and sports associations,« said Pound.

He stressed the importance of getting governments on board. Professional sports bodies would be more likely to fall into line if they knew the law was on their side, he added.

»If a football player is earning 10 million euros per year, and is handed out a two-year suspension, it is important that the punishment is upheld by the courts,« he explained. »Without legally binding punishments, it would be natural for any association to fear a demand for compensation. What if a civil court decided that the sentence should have been six months? The player would claim to have lost 1.5 million euros, and demand that his association compensate him for the time he was wrongly suspended.«

»The punishment in itself is not a problem for the sports governing body. But the legal system must accept our sanctions,« he said.

»We are still working to streamline sanctions, and if we could get the public authorities on our side, it will only be a matter of time before the sports organisations follow. Maybe I am making it sound a little simplistic - in effect it will certainly be difficult to achieve. A total of 220 nations, all with different legal systems, are involved.«

Pound goes on to confirm that WADA is currently very anxious to move forward with the proposal.

A year of pressure

WADA was founded after the scandal-hit Tour de France of 1998. It is a private organisation that includes representatives from governments, the medical industry, and different branches of the Olympic movement. Like the IOC, it has its headquarters in Lausanne, Switzerland. For the first two years of its

existence, WADA was financed by the IOC to the tune of 25 million dollars. However, at a recent anti-doping conference in Norway, it was decided that in order to retain influence in WADA, individual governments must collectively come up with half this figure by January 2002.

»Education is more important than acting as the world's doping police,« continued Dick Pound. »We must ensure that there is a global understanding that this kind of cheating is not only dangerous - it also destroys the essence of sport. We will do everything in our power to stop doping. Cheats are not welcome in the Olympic movement.«

The unfair fight

The development of doping tests will in their nature always follow the development of new substances. As long as there is the incentive of money, new types of drugs appearing on the market for which tests do not exist yet. Currently, WADA is especially interested in developing reliable tests for EPO and human growth hormone.

»We can test for growth hormone,« said Pound, "but the test is only 85 per cent reliable, so legally, it is of no use to us at all. If you are going to suspend someone from their sport for two years, you must be 100% sure that they are guilty.«

He also pointed out that although a test for EPO has been developed, it can only detect whether the substance has been used up to four days before prior to the sample being taken. A sports person using EPO will typically stop taking the substance two or three weeks before a major competition where testing may be carried out. No athlete tested positive for EPO during the Sydney Olympics.

»With unannounced testing, there is a real chance of identifying sportspeople who use EPO,« added Pound, who hopes that a more exact EPO test will be available for the Salt Lake City Winter Olympics, as well as a new test for growth hormone. He also confirmed that WADA is aware of the threat posed by gene doping, and is in contact with leading health experts across the globe.

»Gene doping is new and very, very frightening,« he admitted. Earlier in the conference, Professor Bengt Saltin, Chairman of Anti Doping Denmark, had given a qualified guess that gene doping in the sports world could become a reality in sport within the next three years. ♦ (pp. 5)



How the IOC turned Andrew Jennings into a cult figure



By Steen Ankerdal

When Norway's Gerhard Heiberg told the Play the Game conference that - although he didn't agree with all the views of Andrew Jennings - he was in complete agreement 'with Andrew's suggestion' to ban boxing from the Olympics, any final doubts disappeared. Jennings - the biggest thorn in the IOC's side - was at last being taken seriously by members of the committee!

Few, however, believe that this new found comradeship could ever extend all the way to Juan Antonio Samaranch. Especially after Jennings documented the IOC president's alleged fascist past in such exacting detail. Nor could the comradeship extend to many of Samaranch's close colleagues whom Jennings has had no qualms in referring to as "those old Nazis."

Andrew Jennings is the International Olympic Movement's most vehement critic. Over the past decade, the English journalist has become known across the world for his revelations on corruption in the IOC. Now, he says, it's time for others to take over

However, amongst the younger, reform-minded IOC members, the so-called "good guys" like Gerhard Heiberg and Canadian Dick Pound, Jennings is accepted - not least because he does his homework. Like the best in his profession, Andrew Jennings is able to back up his allegations with qualified arguments borne out of painstaking research - and for this he has earned the respect of his peers.

As Dick Pound, tipped as a possible successor to Samaranch, commented recently: "Jennings is the only real opponent the IOC has ever had."

During the Play the Game conference, Jennings found plenty of time to chat with Pound. However, such civilities between the 54-year-old journalist and an IOC member would have been unthinkable eight years ago, when Jennings released his book *The Lords of the Rings* - a series of damning revelations that shook the Olympic movement, first in print and later as a TV documentary.

It was during the build up to the Barcelona Olympics that I first met Jennings. He had a sharp sense of humour, a healthy lack of respect for authority and conformity, and an enthusiasm that inspired his fellow journalists.

At that time, the "old boys" of the IOC would probably have liked to have seen Jennings burnt at the stake together with his books, his co-author Vyv Simpson and their like-minded colleagues in the press. However, at that time, the feeling among the IOC members was that the accusations would end - that when the athletes began to perform, interest in Jennings and his "fellow fantasy writers" would disappear. However, they reckoned without Jennings' perseverance. When they denied him press accreditation to the IOC session immediately before the Olympics were due to begin (as they had done at the three previous games), it only served to publicise his allegations further.

After many rejections, Jennings was finally accredited to the IOC's conference in Lausanne in 1999. His explanation of the committee's change of heart - that they "daren't keep me out any longer" - didn't go down too well.

A couple of months later, two senior IOC members met Jennings in the bar of the Hotel Palace in Lausanne, and asked him directly to investigate corruption in the amateur boxing association, the AIBA. Despite their lofty positions, the IOC members could not - or dared not - take their suspicions further.

But Jennings, they reasoned correctly, had both the method and the will. His subsequent book *"The Great Olympic Swindle"* clearly detailed the corruption endemic in amateur boxing. Jennings documented Uzbek IOC member Rakhimov's mafia links so convincingly that the Australian government denied him an entry visa, forcing him to sit out the Sydney Olympics.

Andrew Jennings' original investigation into Olympic corruption should have ended in 1992 - but he is still pursuing it today. And in this capacity, Jennings' work across the globe has assumed mythical proportions.

However, Jennings is now becoming tired of hearing himself tell the same old stories about the "same old criminals." »The villains are the same, and it is becoming more and more difficult to find something new« he says. »I intend to stop completely before I begin to bore myself.«

This summer's selection of a new IOC President could be a natural cut-off point. After then, the reporters that Jennings has inspired must take over his attempts to get a truthful reply to the question: »Why are the lying bastards lying?«

Whenever he chooses to say a final farewell to his friends within the IOC, Jennings' place in history will be assured as the first journalist to expose a catalogue of widespread corruption within that body. ♦





The IOC

The International Olympic Committee chooses its own members. It currently has 127 members and 20 honorary members. Around forty percent are from Europe. The IOC is governed by an 11-man executive committee. Since 1980, Spain's Juan Antonio Samaranch has been chairman. The 80-year-old Samaranch is expected to step down in Summer 2001. The IOC's primary role is to supervise the organisation of the summer and winter Olympic Games.

Tales from the dark side



The International Olympic Committee is still doing all it can to live up to its bad reputation, says Andrew Jennings

By Jonna Toft

You can't help paying attention when English journalist Andrew Jennings begins to speak about his investigations into the IOC. Words like corruption, bribery and favour fly through the air, and you get the feeling that the small, grey-haired man with the sparkling eyes and nose for critical journalism knows exactly what he is talking about. Over the past ten years, Jennings has carried out exhaustive research into the lives of the IOC leaders and written a number of critical books detailing what he claims is widespread corruption in the movement, the latest being *The Great Olympic Swindle*. Andrew Jennings' entertaining address to *Play the Game* was based on his disclosures surrounding the IOC.

He related that after Atlanta's victory in the race to stage the 1996 games, the IOC received so many protests from the rival cities concerning the activities of their members that they held a private hearing to examine the complaints. The Toronto team produced a detailed report of the abuses they'd suffered. They calculated they had been ripped off to the tune of at least 800,000 dollars. One of the tricks they claimed had been played on them was a ticket racket that had apparently been worked for years by some members. The Toronto team

claimed that IOC members cashed in air tickets provided by the bidding city and either bought cheaper tickets or didn't even bother to visit. »This practice is illegal,« said Jennings. »And because it is a racket that had been practised by so many for so long - it qualifies as an organised crime.«

»There is no democracy in the IOC,« he continued. »The power and the money is controlled by Samaranch, and most of the members are hand-picked by him.«

Massive freeloading

»Serious evidence about IOC freeloading and corruption has been found in bidding countries nearly every year since 1986,« he said. »The IOC's newly-formed Ethics Commission has received evidence of massive freeloading and exploitation of the Atlanta bidding team. But last year - after considering the evidence in private - the commission decided there was need for further action. And the IOC has come to the same conclusions regarding complaints from a dozen or more other bidding cities. Can you blame the IOC for covering up?« he asked. »Far too many journalists don't look behind the public face, and are satisfied with the press releases from the IOC's public relations bureau.«

In Sweden, an investigation is underway into whether the Stockholm bidding team used

bribery in its failed attempt to secure the 2004 Olympics. If a court case results, it could pave the way for other former candidate cities to blow the whistle in public, says Jennings. He asserts that bribes are made regularly, and no city can expect to host an Olympic games without paying money under the table. For example, he claims that the civic and business leaders of Salt Lake City, in their successful bid for the 2002 Winter Games, paid 60,000 dollars just to find out which individual IOC-members were open to bribes.

»As journalists, it is our responsibility to look behind the facade of the organisations that control our lives,« he said. »Politicians and governments will not do more to reform international sport if we do not carry out our work correctly and reveal the private face of sports organisations. There is more than enough to be getting on with.«

Although Jennings is certainly one of the people that the IOC would like to see removed from the face of the Earth, he has never felt personally threatened as a result of his journalism. However, he faces court action at regular intervals and some years ago was sentenced to five days in a Lausanne jail.

Read more in Andrew Jennings' books *"The Lords of the Rings"* and *"The Great Olympic Swindle."*





»The IOC is still not taking doping seriously,« says *Sunday Times* sports journalist David Walsh

LIES AND LATIN

In his comment to the Play the Game conference, 46-year-old David Walsh did not mince his words.

»It was a load of nonsense,« he said of Patrick Schamasch's earlier address on doping. »Schamasch only gave the political version - the version in which the IOC is leading the fight. But they have never taken doping seriously enough. Instead, they have attempted to hide it from public view. They have never tried to get to the heart of the problem.«

Walsh, who has been plying his trade since 1976, has had a special interest in doping since the full extent of the problem was realised in the mid 1990's.

He admits that things improved in Sydney, mainly because more tests were carried out - but he accuses both the IOC and the Sydney officials of wrongly giving the impression that the problem is under control.

»The IOC wants to protect its image,« he continued. »Therefore, it needs to show that it is carrying out lots of tests - but it does not welcome positive ones. There is still no definitive test for EPO or growth hormone. In fact, there are drugs that we don't even know about yet. We simply cannot tell whether our champions have been using drugs.«

Walsh's own opinion is clear. He abhors the fact that in some areas of sport, "clean" competitors stand little chance of success. »I often try to remind myself that we all have the right to play fair,« he said. »It is a fundamental right that everyone has. The right to play according to the rules. As journalists we should defend the person who plays fair - and that person is not necessarily the champion.«

KL

According to German journalists, corruption in FIFA is widespread

Votes for sale in the night

By Jonna Toft

How did the Swedish favourite for the FIFA president's position, UEFA Chairman Lennart Johansson, end up losing the vote to Switzerland's Joseph Blatter? What caused the delegates - especially the Africans - to change their minds and vote for former president Havelange's right-hand man, when a short time previously they had committed themselves to Johansson?

And how did South Africa lose the fight to host the 2006 World Cup after Joseph Blatter had promised the tournament to Africa if he was elected? What accounts for Germany's victory?

The answer is money.

According to two German journalists who addressed the Play the Game conference, money means everything in international football. Thomas Kistner of *Süddeutsche Zeitung*, and Jens Weinreich of *Berliner Zeitung* have written a series of articles and a book entitled "Das Milliardenpiel" (The Game of Billions).

When Joseph Blatter put himself up as FIFA presidential candidate in April 1998, it was the less-influential nations such as Algeria, Libya, Lebanon and Guinea that supported his candidature. Few of the nations from football's central power blocs of Europe or South America were in favour of his nomination. However, two months later, Blatter was elected president with a total of 111 votes against the 80 of Lennart Johansson.

The following day, Kistner and Weinreich spoke to Issa Hayatou, Vice President of FIFA and representative of FIFA's African offshoot, the CAF. Hayatou revealed that shortly before the vote was to take place, most of the African delegates had confirmed their intention to vote for Johansson.

Said Jens Weinreich: »Hayatou said that at around midnight he was called over to the hotel used by the African delegation. When he arrived, many of the delegates asked him how much money he could get from the CAF to ensure they voted for Johansson. It seemed that they had already been offered large incentives by the Blatter camp. Hayatou confirmed what other observers had also alleged: that the voting process was nothing more than a bidding business akin to a bazaar.«

In his campaign for their votes, Blatter allegedly gave a pledge to the African delegates: if he were elected, the 2006 World Cup would be held on their continent. However, this proved to be a hollow promise.

Did Germany buy the World Cup?

In July last year, FIFA's executive committee was charging with choosing the country best suited to host of the 2006 World Cup: With all other nations eliminated, the final choice was between South Africa or Germany, and the vote ended up 12-11 in favour of Germany. The deciding factor was widely reported as the abstention of New Zealand delegate Charles Dempsey. Had he voted for South Africa, Blatter's deciding presidential vote would have handed the tournament to the African continent. So what prevented the New Zealand delegate casting his vote in favour of South Africa? »Dempsey would not vote because he had been subjected to intense pressure - including attempted bribes from both sides,« said Weinreich.

The two journalists point out that Germany won the vote because of support from Asian nations that had previously pledged their support to South Africa.





Jens Weinreich: »We are not saying that German firms and the government conspired to buy the World Cup 2006. But they displayed astonishingly good timing«

**»Brazilian football is full of corruption,« says Thomas Kistner.
»It is impossible to become a powerful football administrator in South America without counting former FIFA Chairman Joao Havelange among your list of friends«**



PHOTO: JENS NØRGAARD LARSEN/NORDFOTO

»All eight European countries on the executive committee voted in a bloc - this was the first time in many years they had done this. After Johansson's loss in Paris they dared not risk another catastrophe so they decided to stick together. There were 24 members on the executive committee, so they needed five more votes to win. In the end, they got just four,« continued Weinreich.

South Africa's supporters knew they needed to secure at least one of the Asian votes to take their total to 12 and force a deciding vote by Blatter. But their optimism drained away when it emerged that the Asians were voting en bloc for Germany. But why was this?

»We must look at some of the big German businesses that were active behind the scenes,« continues Weinreich. »DaimlerChrysler, Bayer, BASF and Siemens proclaimed new investments and joint ventures in Thailand and South Korea worth two billion dollars. This took place in the final ten days before the FIFA vote. And eight days before, the German Federal Parliament - in a secret meeting - agreed to sell weapons to Saudi Arabia.

We are not saying that these firms and the government conspired to buy the World Cup. But we think that they displayed astonishingly good timing. It was precisely these nations that ended up voting for Germany. In our opinion,

this was decisive to the final outcome of the vote.«

The reaction in South Africa was anger and frustration. As journalist Julia Beffon from the Mail & Guardian related: "Initially the anger was directed at Charles Dempsey. But gradually it turned into bitterness towards at Europe and the rest of the industrialised world. People felt that no matter what happened, the European countries would always get what they wanted. They have the power, the money and the best footballers.

»In my opinion, the entire African football world saw the vote as yet another example of money controlling sporting interests.«

After Kistner and Weinreich's address, a Swedish journalist asked whether - given Lennart Johansson's stated commitment to openness, especially in economic matters - the situation within FIFA would now be different if Johansson had become president

»Yes, I think he would have done better than Blatter,« said Thomas Kistner. »Blatter is at the time involved in a corruption scandal in Brazil which has now turned into an investigation into his predecessor and good friend Joao Havelange and his former son-in-law Ricardo Teixeira, who is also a member of FIFA's Executive Committee.

It is extremely bad news for football if their top leaders talk more about money than sport,« he added. »But things will only change if society takes the initiative to alter the rules, politics and referees. Some of this has happened: when Andrew Jennings first began writing about corruption in sport in 1992, he was sentenced to five days in jail. Now, however, many people are writing about it.« ♦



Shan Ip Ting Wah is considering hosting a future conference on sports and medicine in his home nation, Mauritius.



SWINDLE IN MAURITIUS

Shan Ip Ting Wah, Sports Editor of the largest newspaper in Mauritius, found himself in trouble after printing a series of articles critical of his country's Olympic Committee (MNOC). The articles claimed that a grant from the IOC support programme "Olympic Solidarity" destined for MNOC projects disappeared without trace. Whatever became of it, he told *Play the Game*, the money did not make it to the sportsmen and women whom it was intended to benefit.

»After I had documented the problem, our Sports and Youth Minister put a block on all further contributions to the MNOC,« said Shan Ip Ting Wah. »The chairman of the organisation then threatened to sue me, but nothing happened in the following six months. I'm not sure if they have a good case.«

Together with English journalist Andrew Jennings, he now plans to contact the IOC's Ethical Committee detailing the allegations.

»I am continuing to work with the case, and am very happy about the new contacts I have made at this conference,« he added. »They are worth just as much as the speeches.«

Shan Ip Ting Wah also participated in the 1997 conference, and is looking into the possibilities of hosting a future event.

Continued need for IOC reform

The International Olympic Committee has recently introduced fifty wide-reaching reforms. IOC member Gerhard Heiberg thinks that this is not enough

By Jonna Toft

Despite the introduction of fifty new reforms after 1999's Salt Lake City bribery scandal, Norwegian IOC member Gerhard Heiberg is far from satisfied. In his contribution to *Play the Game*, he questioned whether the reforms went far enough: »We are getting to the stage where we will be forced to look at the structure of the IOC and ask if it is modern and representative enough,« he said. »We must ask ourselves whether we are working in the correct manner. We should be highly aware of the ethical arguments, and the IOC's Ethical Commission will come to play a highly important role in the future. We must ensure that Europe, North America and Japan do not continue to dominate - we must endeavour to include all continents in our work.«

Gerhard Heiberg was Chairman of the Lillehammer Winter Olympics in 1994, and despite his well-documented scepticism of the IOC he became a member of the organisation soon afterwards. Now he wholeheartedly supports the ideals behind the Olympic movement, and has been known to comment: »Actually, I don't see myself as a member of a mafia-like organisation. It feels quite funny to be in such a position.«

Closed Circle

But how did things get so bad that the IOC was forced to introduce so many reforms in a single year?

»The IOC did not keep up with the times,« he continued. »Some would also say that we did not act responsibly enough. The media was interested in what was happening at the IOC, but we thought that since it was not public money we were dealing with, our accounts could be kept private. We did not act openly. In the past, very few people knew where the IOC's money came from - and where it went to.«

When Juan Antonio Samaranch became IOC Chairman in 1980, one of the main challenges facing the committee was to scrape enough money together to fund the work of the Olympic movement, he said. "The inhabitants of Montreal are still paying for the 1976 Games. Since then, however, the flow of money has grown at a tremendous rate. At the Sydney Olympics, eleven top sponsors paid 550 million dollars to the IOC."

The price of TV rights has rocketed. Before the games began the IOC's income totalled 2.6 billion dollars. While most of this money was shared out between the national and international Olympic committees, a total of 7 percent headed directly to the IOC coffers.

»But something has gone wrong,« continued Heiberg. »With so much money in the system, some have seen the job of hosting the games simply as a chance to improve their country's infrastructure. Money has been misdirected. This has been taking place for years, leading up to the so-called Salt





»We have come a long way, but we must continue to ask whether the IOC's structure is representative enough,« says Gerhard Heiberg

Lake City scandal at the end of 1998.«

In contrast to many of the IOC's critics, Heiberg believes that the reforms carried out in 1999 were entirely relevant and effective. »The Salt Lake City scandal changed the IOC's mindset,« he said. »We undertook an aggressive reform process in which ten members left the organisation more or less voluntarily.«

How does he respond to the fact that although allegedly tainted by corruption, other IOC members such as FIFA's Joseph Blatter and Joao Havelange remain.

»Some people in the IOC simply should not be members of the organisation,« he continued. »But the situation was different when they were nominated. The method in which today's members are chosen makes me confident we are now more protected against the few who put self-interest before that of the movement.«

Open for scrutiny

But are the reforms worth anything - or is the IOC just playing to the gallery?

»I think we have come a long way. The IOC is much more open now,« said Heiberg. »Everyone is aware of the money flowing through the organisation. The IOC's meetings are open to the press and an ethics commission monitors our work. We have rules that state that IOC members may not receive gifts from candidate cities, and we may not visit these cities. The fight against doping was maybe not taken up wholeheartedly in the past. But now we have set aside 25 million dollars to get WADA up and running as an independent doping agency. All in all, I don't think we are doing so bad.«

In Heiberg's opinion, the wide-reaching reforms of last year give the IOC a sound basis to work further on the improvement of its entire structure - a task that the committee's new chairman will undoubtedly have a large influence upon.

»It is very important that we choose the right person to succeed Juan Antonio Samaranch in July,« added Heiberg, without hinting who he feels is favourite for the job. Strong candidates include WADA's Canadian chairman Dick Pound (see pages 6-7) and Belgium's Jaques Rogge. ♦

Boxing threatened with expulsion

So many inexplicable results occurred in the boxing tournament at last year's Sydney Olympics that Gerhard Heiberg is now investigating whether fraud took place. »What occurred in Sydney was entirely unacceptable,« he said. »The IOC is the only body that can do something about it. We will investigate the flow of cash within international amateur boxing and investigate how they choose their judges.«

»We are working towards a new scoring system in which everyone can see how the points have been awarded. There is plenty of work to do, but I hope we can come up with a solution that allows boxing to remain in the Olympic programme,« added Heiberg, who was one of the most vocal objectors to the results in Sydney.





The Olympic Games in Sydney were not only notable for sporting achievement. More drug tests were carried out than ever before, resulting in an unprecedented number of athletes withdrawing from the competition before it even began. For the first time, a test was introduced that could directly detect the presence of EPO through a combination blood / urine sample. However, the test was only able to detect traces of the drug taken between three and four days before the sample was taken. Typically, a competitor using EPO will stop using the substance weeks before any major competition. A total of 300 EPO tests were carried out in Sydney - and none proved positive. In addition, the Sydney Olympics did not test for human growth hormone, which is being increasingly used by athletes to gain an unfair advantage.

Leading the way - or following the trend?

What is the current state of play in the fight against doping? Two experts linked to the IOC had a tough time convincing Play the Game that the battle is being won

By Kasper Lindberg

»The Sydney Olympics represented a significant turning point in the fight for fair and equitable competition. Drug cheats are now finding fewer and fewer places to hide.« This was John Mendoza's message to Play the Game. The acting Chief Executive Officer of the Australian Sports Drug Agency backed up his claims by listing an impressive array of anti-doping initiatives taken by the organisers of the Sydney Olympics. Later, speaking on the same theme, IOC Medical Director Patrick Schamasch underlined the message, claiming: »The IOC is - and has been, over the last 30 years - leading the way in the fight against doping.« The two speakers backed up their claims with plenty of statistics relating to the number of tests and positive results in Sydney. However, many of the assembled journalists remained sceptical.

John Mendoza pointed to a number of milestones he claimed were reached in Sydney. A record number of tests -

2043 - were carried out on competitors. Many of these tests were unannounced, and took place before the games got underway. An EPO test was used for the first time. The test results were accessible to all, and independent observers were invited to view the whole process. Speaking shortly after John Mendoza, Patrick Schamasch told the conference how the IOC persuaded a record number of laboratories across the world to carry out doping tests before the games commenced, and that most samples were taken out of competition.

Ping pong without a winner

No one could deny that positive developments in the fight against doping are always welcome. However, some delegates expressed the opinion that Mendoza and Schamasch had understated the size of the problem. The achievements of Sydney, claimed one sceptic, should be taken in the context of the continued worldwide rise in doping use and the constant development of masking agents that are ma-


Patrick Schamasch (above) and John Mendoza (below) claim that doping cheats are facing tough times ahead

king illegal substances increasingly difficult to detect.

This cynicism was echoed in the following debate. Both Mendoza and Schamasch admitted that the battle is still a long way from being won, but both were of the opinion that the "powers of good" now have the upper hand. However, some delegates questioned whether it is possible to talk about a turning point when no reliable test for EPO or growth hormone has yet been developed - and when other substances are being developed that few are yet aware of.

The debate began to resemble a game of ping-pong, with both Mendoza and Schamasch reiterating the positive message while journalists queued up to question the validity of their arguments. John Mendoza's final contribution was, for many, the most telling. »I believe that the gathering of information is our best chance of solving this problem,« he said. »If we are to stamp out doping, we need to make a strong investment over the next 10-20 years.« ♦





Dying to win

Playing a dangerous game

A growing number of sportsmen and women are developing disorder. Researchers fear the tendency is especially pronounced in young people and children

By Marie Venø Thesbjerg

The death of a female gymnast in the early 1980's made a lasting impression on Jorunn Sundgot-Borgen of Norway's National School of Sport. The girl, who was an acquaintance of Ms. Sundgot-Borgen, had developed anorexia, and lost weight due to extreme methods of training. As a result of her friend's death, Jorunn Sundgot-Borgen began to investigate eating disorders among young athletes, and found some alarming results. She provided *Play the Game* with some startling evidence from her research - such as the fact that 18 percent of top handball players suffer from some kind of eating disorder.

In a society where anorexia is a growing problem, Jorunn Sundgot-Borgen is especially worried about the effect of extreme training methods on young people. Although the media generally focuses on elite athletes, she points out that eating disorders are increasingly affecting amateur sportspeople - including children.

»It is difficult to say whether society's focus on body, weight and is having an effect on sport, or whether sport's extreme use of the body is having an effect on society,« she says.

»But what is certain is that the rate of eating disorders in sport is double than of society as a whole.«

»The problem is especially pronounced in aesthetic disciplines such as gymnastics, weight-class sports like judo and endurance sports. Women are not alone in suffering from this problem. Men are also at risk. Ski jumpers, for example, whose success depends on losing weight, are also potential victims.«

Jorunn Sundgot-Borgen points out that not enough information is available on the damaging effects of eating disorders. The fact that many top female athletes stop menstruating due to hard physical training has been common knowledge for many years. However, few athletes or coaches are aware of the dangers that arise when the body ceases to produce the hormones it needs to keep the bones in good condition. »I have seen a 20-year-old girl with the skeleton of a 70-year-old,« she says. »What is destroyed cannot be repaired.«

All too often, she adds, young people enter top sport too early, when the body is not yet fully developed. The young body can only adapt to give the highest level of presentation af-

ter extremely hard training, which can have a costly effect on the body's subsequent development. When women do not menstruate, it can mean they have an abnormally low fat level and lack a balanced diet.

»If women are not menstruating, then this is abnormal,« she warns. "Most simply do not realise they are risking permanent damage to their bone structure.«

Coaches focused on results

She also provides examples of coaches who convince their athletes to lose weight, but are unable to offer sound advice on the correct way to cut down on fat. Trainers are all too often focused on results, she claims, and often only have a layman's knowledge of nutrition and diet. This can result in athletes employing starvation methods, which can result in serious consequences for health. If athletes force their weight down to improve their results, such a cycle of abuse can damage the body and in the long run, have a negative effect on performance.

Jorunn Sundgot-Borgen expresses her hope that a raising of awareness can make real inroads into the problem. However, she believes that expert professional help must also be made freely available. If athletes wish to achieve a high level of performance without destroying their body, good advice is essential.

»One solution could be that all those taking part in sports where eating disorders are commonplace are required to have a set percentage of fat in their body. In addition, the age of participation in major competitions should be raised,« she adds. ♦





Former top tennis player Torben Ulrich has been involved in journalism, music, film, radio and Buddhism. He also paints pictures by volleying a tennis ball marinated in paint against an easel

Philosophy and absorption

- a breathing space



The conference gave an opportunity for 71-year-old Torben Ulrich to share his thoughts on movement and play

By Marie Veno Thesbjerg

»Excuse me, Mr Ulrich. Should we wear Esports clothes for your event over in the sports hall?« I venture.

»No, I don't think so,« he replies. »Actually, yes - you can hang on the wall bars or run around a bit if you like. But we will certainly not be doing any gymnastics.«

»OK« I tried again - »so are you giving a speech?«

»Um, no, I hope not,« he smiles.

And he is right. Unlike the rest of Play the Game's delegates, Torben Ulrich does not offer a traditional speech from the podium. Although the 71-year-old man with the long grey beard cannot be categorised, his talent is undoubtedly still blooming. Multi talented, with a musical, sporting and journalistic background, Torben Ulrich still plays tennis (even though it sometimes involves an easel and a tennis ball coated in paint), writes, participates in sport and has even made a film detailing everyday motion and exercise in his adopted home city of Seattle.

And this evening in the sports hall he fills the air with his soft, eloquent tones. He takes us with him into a world where philosophy and motion merge to become one. A million miles from the conference's debating points on doping and corruption, he shares with us his belief that we should practice sport with deep feeling, and compete as friends, not enemies. Instead of focusing on winning and losing, we should strive to realise sport's deeper values. The ability to participate in sport is a gift, he says, that allows us the opportunity to reflect, and examine our selves.

Afterwards Torben Ulrich is asked whether he can play tennis without allowing aggressive,

competitive thoughts to emerge. »Yes, well, I think it is possibly to be friendly and still beat the shit out of people,« he jokes. But seriously, the answer is yes, he thinks so.

»For me, it's all about finding other ways of playing. To be close to the game, to become at one with the ball, the physical exercise and the play. To move deeper into the game before it develops into a simple question of winning and losing.«

Even during his long career as a professional tennis player, Ulrich has always decided which events should take priority in his life. He famously arrived late for an important match at Wimbledon because he had been out listening to jazz the night before, and on another occasion he decided that he would rather watch the football world cup final on TV than play in a national tennis final.

»I am so old now, and I know that greed has always been a feature of sport,« he says. »Now there are just a few more zeros added on to the figures. But for me, sport is not always about achieving a goal - it's more to do with moving forwards. Seeing moment - seizing moment - bingo!«

Torben Ulrich is a renowned artist, and this outlook manifests itself in his pictures. His philosophy is to view everyday situations with a fresh approach and react differently to the norm. In this way, he feels, it is possible to achieve change.

»I cannot say if there is a purpose in sport,« he says, »But for me, the thinking behind sport is to play deeper.« A reference to his beliefs on the spirituality of sport, in which the five elements of Buddhism - water, earth, fire, air and space - are both a part of the body and a part of the game. ♦



»When money is seen as more important than values, sport loses its cultural and political relevance,« said Elsebeth Gerner Nielsen

WHEN THE MONEYMEN TAKE OVER

Denmark's Minister of Culture sounded a warning against sport allowing itself to be dominated by the profit motive

»No-one can deny that plenty of money is being made out of sport today,« commented Denmark's Minister of Culture Elsebeth Gerner Nielsen in her address to Play the Game. »But if the pursuit of large profits leads to sports organisations thinking and acting like private companies, then sport's cultural dimension will suffer.«

Today, she said, sport is producing greater profits than ever before. It is estimated that global sport-related turnover amounts to three percent of the world's total economic activity. Champions League football annually furnishes UEFA with approximately one billion Swiss Francs from sponsorship and TV rights. Manchester United FC is a limited company, with a turnover of approximately £100 million, while the IOC's income from sponsorship and TV rights amounts to almost \$2 billion.

»These are sums that would make a minister of culture green with envy. But when money becomes more important than values, sport loses its cultural and political basis. Sport must feel it is bound to certain fundamental values - it should not have profit as a primary goal. If this tendency continues, it will become more and more difficult to protect the cultural vision in sport, and receive public support on a broad scale,« said the minister, adding that if the trend continues, sport also risks losing financial support from governments.

However, despite their huge influence on the world of sport, Elsebeth Gerner Nielsen pointed out that the IOC, UEFA and many more of sport's highest governing bodies are still suffering from a conspicuous lack of democracy

»Along with the tradition of the vo-

luntary sector, sport has been an important factor in the construction of modern welfare systems, and in advancing democracy and responsibility to all levels of society,« she continued. »However, I have some difficulty detecting recognition of these principles among the leaders of international sports organisations.« The Minister cited the example of a major international doping conference in Lausanne in February 1999. Top representatives of world sporting institutions listened to addresses by no fewer than 40 government representatives. All speakers were united in their demand for the establishment of an independent doping agency and the harmonisation of sanctions. However, as soon as the government representatives had left, the sports leaders immediately began to discuss ways of avoiding harmonisation.

»I think that the democratic deficit is a barrier to the advancement of sport built upon mutual responsibility,« she added. »And furthermore, I believe that some kind of reciprocity is necessary if we are to prevent modern, top level sport simply degenerating into entertainment for profit.«

In order to maintain their credibility and help sport to become a positive factor in a globalised society, sports organisations must be fully open to the press, warned the Minister. She added that journalists must cover sport with a more critical eye, and not simply print news about world records and champions.

»I hope this conference will enable journalists to adopt a more critical, passionate, committed and independent view of sport,« she concluded. »A view that will commit sport to ethical values, culture and cultural policy.« ♦





Football's own goal

One of the most influential figures in European TV Sport is Stefan Kürten. German-born Kürten is Vice President of TV station ZDF and Chairman of the European Broadcasting Union, (EBU) which represents public TV stations in 50 European countries. Addressing the Play the Game conference, he asked whether viewers are beginning to tire of TV's current coverage of sport

»Viewers don't want to see more sport on TV,« he said. »All over Europe we are witnessing a drop in the popularity of TV football. Only the top games come close to attracting the large audiences of the past. If TV stations wish to avoid a major drop in interest, they must limit their transmissions and concentrate on quality.«

According to Kürten, TV soccer's enormous costs are increasingly forcing the major channels to extend their transmissions far beyond the length of a football match. A 90-minute Champions League clash can typically take up 140 minutes of broadcast time - including lengthy analysis and plenty of advertisements, which help the TV station foot the huge cost of the broadcast rights.

Kürten pointed out that while many channels broadcast sports events, very few show events of high quality. He suggested that TV sport is approaching a point where viewers are starting to lose interest.

At the moment, he said, a large number of TV channels are competing with each other for the rights to broadcast big sporting events such as top football games. The sports clubs and associations

that own the rights hold all the cards, and there is no shortage of TV stations willing to do business with them.

However, he warned that many commercial channels are now on the verge of reaching the economical "pain barrier" - a barrier that has already been reached by many public broadcasters, which are often the only channels available to many households.

»We have certainly not yet reached the final breaking point,« he said, »but the growth in the cost of broadcast rights will certainly be slowing down in the future.«

One consequence of the high cost of sports transmissions is that major TV stations are choosing to concentrate on what they see as the most important events - football's Champions League being a prime example - leaving viewers and the broader sporting community as the losers. If the public TV stations cannot even afford to broadcast minority sports, these sports' popularity will drop further due to lack of exposure.

What would it mean for a country if the national football team's important matches were only available to a select few, he asked. Should the average fan be forced to pay the often very high costs of following the game on satellite or cable? In an effort to avoid this scenario, Kürten revealed that the public TV channels in the EBU have already secured the rights to cover a number of important sporting events in the future. UEFA, for example has decided to deal with EBU-affiliated public TV in a different way than its commercial counterparts. ♦

A small number of sports will dominate the future

By Karen Balling Radmer

What is the future of sport? Can TV stations continue to pay larger and larger fees to transmit the big sporting events? Who makes the decisions - the sports clubs or the sponsors? In the intense fight for TV airtime, minority sports are facing a fight for survival. The effect that the Internet will have on sport is still unclear. And in the future, sports journalists will be faced with conflicting loyalties.

A number of media representatives attended the Play the Game conference, each with their own prediction for the future of sports coverage in a globalised and increasingly money-fixated world.

Defending freedom of expression

Sports journalists of the future must work to safeguard their right to free expression, says Aidan White, General Secretary of the International Federation of Journalists

In his address to Play the Game, Aidan White of the International Federation of Journalists predicted a complex future in which sports coverage includes many different forms of communication. As a result, he said, sports journalists could be forced to work even harder to safeguard the right of free expression.

»As a former newsman whose career has included reporting from the touchline and editing big match reports, I understand why there is no popular movement around the world that can match the cultural richness, economic clout and political power of sport,« said Aidan White.

»Sport means much to the people who play and someti-



mes a lot more to the audience - it inspires childhood dreams, national passions and feelings of community that help people to identify themselves in a world which is changing rapidly and in ways that are not always for the best. The ability to reach global audiences through television has created a billion-dollar sports industry involving powerful multinational corporate sponsors, advertisers, sports organisations, consumer goods producers and media companies.«

»The globalisation of sport has created wealth for many people and institutions in the sports and media world. It has also changed the role that sport plays in society. In the quest for market share, the cultural, democratic and community values previously synonymous with sport are steadily losing importance,« he continued.

In spite of daily pressure from sponsors, sports clubs, associations and their own employers, Aidan White pointed out that ensuring truthful and objective coverage of the world of sport is still the ultimate responsibility of each individual journalist.

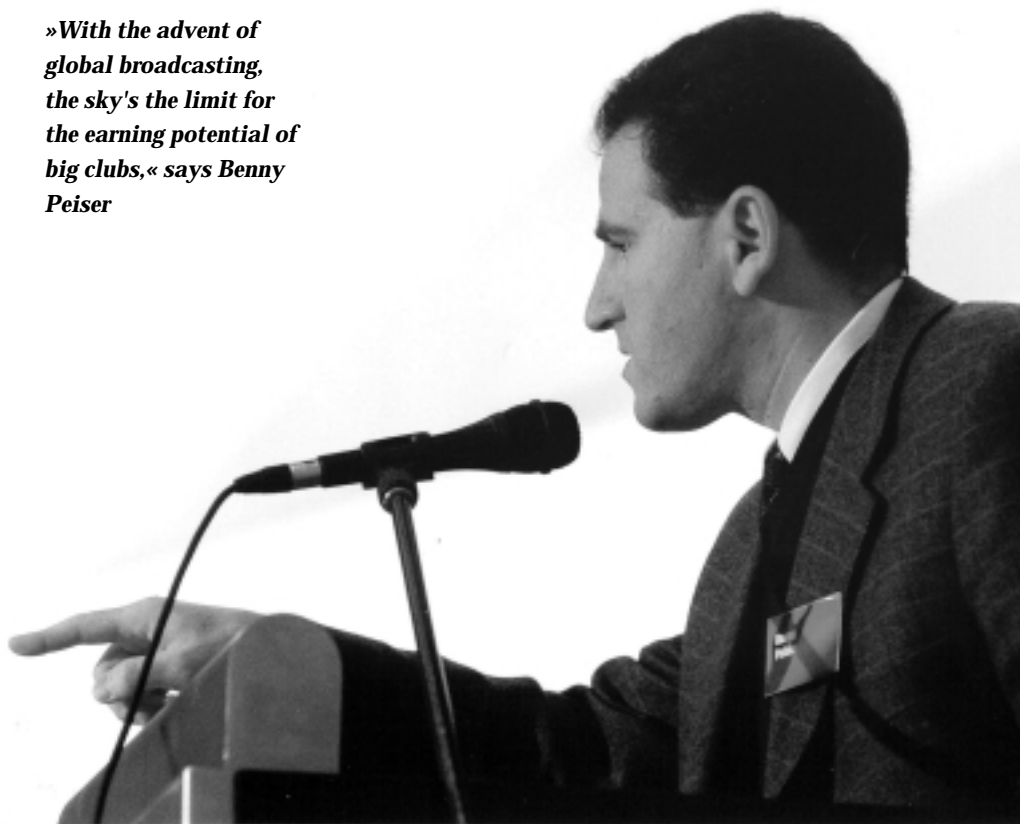
»It is not unrealistic for us to picture a world where money does not mean everything for sport,« he said. »Democratic values also exist that are essential for sport's well being. We must take these values into account in our reporting. We have a responsibility to the society we live in.«

He warned of a future in which sports coverage is controlled by fewer and larger media giants, each with the financial muscle to buy a controlling stake in any number of professional sports clubs. This, he said, represents a challenge to the journalistic principle of free speech. In the world of sport, too few journalists are willing to speak out against wrongdoing, and many feel the pressure to comply with the interests of the commercial organisations they represent.

»Therefore we must act as a watchdog,« he added. »At the moment we are not doing this as well as we could. We all know about big stories that for one reason or another have never made it into print. We must ensure that there is a clear dividing line between journalists and the economic interests of sport. We must fight for independent sports journalism that retains the three basic ingredients of truth, objectivity and accountability.« ♦



»With the advent of global broadcasting, the sky's the limit for the earning potential of big clubs,« says Benny Peiser



The big boys take over

»In the future, information will be globalised. Larger and fewer media giants will own the lion's share of the market. This can mean only one direction for sport,« said Benny Peiser, Sports Historian and Sociologist at Liverpool's John Morris University

»Professional sport - whether viewed on the TV or the Internet, read in the newspapers or transmitted through other media - will be more popular than any other form of entertainment. But this will not include all forms of sport. Just a few disciplines such as tennis and football will dominate the market, because more and more viewers across the world will be watching the same satellite channels owned by just a few media organisations. In other words,« claimed Peiser »we are heading towards the global standardisation of sport.«

The Sky's the limit

At the same time, larger football clubs will start to transmit their games through their own media companies. And with more and more Internet users, the clubs will also be able to sell and market them-

selves across the world. In such a situation, Peiser expressed fears that objective sports journalism could vanish, to be replaced by homepages and publications biased in favour of the clubs they represent. »With global broadcasting, the sky's the limit for the top clubs' earning potential,« he said. »In the future global market, the big clubs will employ journalists to report from their own games - and this is where journalistic principles will be threatened.«

With the growth of global media companies, many lesser sports will experience a drop in popularity, and in some cases, traditional sports will vanish altogether, he added. Research shows that many viewers enjoy watching the less-popular sports - but would be unwilling to pay for the privilege of doing so.

On the other hand, he also saw fresh hope in the Internet and other new technology, which could allow minority sports their own niche in the form of a channel or homepage. »Not only will we see English football become popular in India,« he said, »we could also see Indian football clubs achieving cult status in England.« ♦



Indian journalists Siddharth Saxena and Rahul Sivasankar told that their country's lowly sports budget is currently being spent on arms



THE AFTERMATH OF A SCANDAL

»Sport is not in good shape in India,« says Siddharth Saxena of the Hindustan Times. »It receives only a very small part of the national budget, and currently, even this money is now being spent on arms. But still, there are two sports that are extremely popular in India - cricket and football.«

»But many people - both children and adults - have given up playing cricket because it is becoming so difficult to arrange a game,« adds Saxena's fellow Play the Game attendee, Rahul Sivasankar of the Times of India. »Many sponsors have withdrawn from the sport.«

Last year, India witnessed one of the biggest ever scandals in the long history of its national sport. Cases of players "providing information to bookmakers" - in other words, attempting to throw matches or individual innings' for cash - led to four top players being banned for life. Accusations have also been levelled at the self-appointed national cricket authorities, who have allegedly entered into an "under the table" deal with TV companies.

The two journalists express fears for the future of local sport if Indian TV becomes dominated by global media giants. »We need new laws,« continues Sivasankar. »I'm afraid that the international TV stations are on their way into India - and they only rate a few sports worthy of coverage. Therefore, the local, more Indian sports will become more and more marginalised.«

In India, he adds, very few sports facilities exist, and the concept of "sport for all" is often nothing more than a lofty ideal. »Nothing is well-organised here,« he says. »But you must remember, we are talking about a country of one billion inhabitants.« He points to the fact that women are taking more of an interest in sport and that more of the big athletics stars are female, as positive developments. »This may sound a little crazy, but in India, the beauty-ideal for many women is to be as light-skinned as possible,« he says. »Many women believe that the darker you are, the more difficult it is to find a husband. Therefore they stay indoors and avoid the sun. Many families simply do not allow their girls to enjoy sport out in the sunshine. This is proving to be an obstacle to the progress we are making. On the other hand, luckily, there are many women who have an independent profession. Attitudes are changing.«

Virtual riches on

By Karen Balling Radmer

Large sums of money are waiting to be made from Internet sport. Sports clubs and associations are aware of this - but they have not yet discovered how to effectively tap into the riches on offer. Until they do, the British Broadcasting Company is developing a public service Internet site devoted to sport, with the stated objective of delivering clear, objective information to its visitors.

Called BBC Sport Online, the commercial-free site was launched in July last year and achieved almost immediate success, logging up to three million visitors each day. The site is notable for offering a wealth of information and news on a large number of sporting topics. If, for example, the user wishes to view news of the latest golf tournament, BBC Sport Online will provide the background and statistics, breakdowns of each hole, information on the best method of approaching the course, features and video clips - all available free of charge.

Although a countless number of commercial sports websites already exist, BBC Sport Online is attempting to take the concept a stage further. The British media giant already has access to thousands of video clips, a worldwide network of journalists and vast archives. Its ambitious plan is to pool all these resources to become a new independent online medium offering an enormous amount of information on sport across the world.

Up to now, thanks to its wealth of independent material, BBC Sport Online has avoided entering negotiations with the world's various sports governing bodies over broadcast rights.

Loss of Independence

Speaking to the Play the Game conference, BBC Sport Online Director Pete Clifton said he was aware that sports clubs have not yet discovered how to make best use of the Internet - but they know that they could be looking at a



the Internet

Pete Clifton, BBC: »The Internet is set to provide a fresh source of income for sports clubs. However, the loser could be journalism itself. Well-written, objective sports articles could become very hard to find«

goldmine. Even the International Olympic Committee is now beginning to use the Internet as a serious commercial tool, and is monitoring its rivals closely.

During last summer's Sydney Olympics, he said, BBC Sport Online naturally wanted to provide the best coverage possible. However, the rights to stage the games had been bought exclusively by TV companies, which meant that journalists representing Internet-based media were not even allowed access to the stadium area. Despite the fact that BBC TV was one of the accredited TV stations and a major sponsor of the games, its online arm was restricted to showing pictures from outside the official stadium area. The IOC went to a lot of trouble to ensure that their conditions were strictly enforced.

»The IOC had a group of lawyers in England who, while the Olympic Games were taking place, sat and surfed the Internet,« explains Pete Clifton. »At one point I received a call in the middle of the night, where I was asked to provide evidence that one of the clips we showed was not filmed inside the stadium area. At the same time, enormous pressure was put on the BBC outside broadcast team in Sydney. They were told that we would be denied future accreditation if they stepped out of line.«

He is sure that in the future, the sports world will be able to find a viable solution that will allow information to be displayed online. At the same time, however, he cannot guarantee that BBC Sport Online will remain free of advertising. The fact that it is such a popular site means that it will find it more and more difficult to resist commercial overtures. If this occurs, he said, it could mean the end of the BBC's independent online sports coverage. ♦

Companies like Carlsberg choose to sponsor sporting events because they see sport as entertainment, a lifestyle, and a method of transcending cultural boundaries. However, according to Keld Strudahl, the task of finding the right clubs or events to sponsor is becoming harder



Sponsor with a heart

Like most of its competitors, beer producer Carlsberg is happy to sponsor selected sports clubs, organisations and events. However, the company is concerned about recent developments in sport. Are those clamouring for sponsorship only interested in money? Are the general interests of sport losing out?

For moral reasons, Carlsberg stays well away from associating itself with a number of activities such as children's sport. Carlsberg's Director of Sponsorship Keld Strudahl told assembled delegates at Play the Game that the company would not like to give the impression that it is trying to sell its product to anyone under age.

»But the sports organisations do not seem to share these concerns,« he said. »I get telephone calls almost every day enquiring if Carlsberg would be interested in sponsoring young people's events.«

Companies like Carlsberg choose to sponsor sporting events because they see sport as entertainment, a lifestyle, and - not least - a method of transcending cultural boundaries, he continued. However, according to Strudahl, the task of finding the right clubs or events to sponsor is becoming harder. This is because sports clubs and bodies are increasingly focusing on sponsors' money

as a major source of commercial income, while at the same time are neglecting the sporting ideals with which the sponsors would like to associate their product.

As a representative of a major sponsor, Strudahl was asked if he and his colleagues are putting too much pressure on the organisations they sponsor by demanding more and more events to increase their public exposure.

»It is not us that wants this,« he answered. »It is the sports associations that are putting the pressure on.« He added that he hopes to get clubs and associations to understand that they should focus less on money and more on the sport itself - values that he claims his company identifies with. Otherwise, the commercial possibilities presented by sport will become much less attractive to his company at least.

Finally, Keld Strudahl issued a stark warning about the attitude of sponsors in the future. He referred to a court case in France in which a number of sponsors got together to sue the Tour de France's teams and individual riders. The sponsors are demanding compensation for the fact that their names are now, they claim, inextricably linked with the doping scandals that recently affected the world's biggest cycling event. ♦

KBR





Over the past years, English football fans have started voicing protests against the commercialisation of a game they consider theirs

»Football has altered from a sport based on teamwork and co-operation to a collection of individuals making as much money as possible,« David Conn said



PHOTO: DAVID DAVIES/SPORTSPHOTO/PHOTOFOTO

Profiting from the People's Game

By Karen Balling Radmer

Recently, a total of 24 new basketball teams were founded in 12 countries to take part in a new "super league" outside the control of the international basketball federation, FIBA. Likewise in football, the richest clubs in Europe have all the financial reasons to want to form a breakaway league. This is the view of Wladimir Andreff, Professor of Economics from the University of Sorbonne in Paris, and Vice Chairman of the Organisation of Sports Economists.

Andress told Play the Game that money is controlling the destiny of professional sport. As evidence, he pointed to a recent statement by Spanish telecom giant Telefonica. The company recently stated that if a new, breakaway European League were to become a reality, it could double the income it currently receives from sponsoring football's Champions League.

The losers in the money game, said Andreff, will be the fans, the amateur

players and the local communities. Those who have always been aware of the game's social benefits and responsibilities.

But how have we reached such a stage? Andreff painted a frightening picture of the economics of professional football, which is nowadays dealing in larger and larger sums of money.

English author and football journalist David Conn spoke on a related theme, warning that the ugly side of the commercialisation of the English game is set to be imported to the rest of Europe - just as the game itself was many years ago.

TV economy

According to Wladimir Andreff, the most dramatic change in the economies of today's large football clubs has been the sale of TV rights. With the advent of satellite TV and the digital revolution, these rights can now be sold almost anywhere in the world where a demand exists.

In the 1960's and 70's, football clubs

made most of their income from selling tickets for games. Fans arrived at the stadium to see their team, and all over Europe fans followed "their" club - with allegiances usually lasting a lifetime.

In the 1990's, however, major changes began to take place. Many more TV stations were appearing. With football seen as one of their greatest attractions, these TV stations began to bid against each other to secure the rights to broadcast the important games. The result is that today, over 80% of many large clubs' income comes from the sale of TV rights. With these large sums of money came the new job of "commercial director" whose main task was to ensure that the club was commercially exploited to the full. From pencil cases bearing the club logo to concerts at the stadium, Europe's top clubs began to earn enormous sums of money from commercial spin-offs. As a result, they can now afford to buy the new talent that helps them remain among Europe's elite.

»One of the problems with this economic model is that football is now do-





minated a handful of rich clubs,« said Wladimir Andreff. »In Europe, the results of matches are often determined by each clubs' economic ambitions. The richest clubs can tempt the most talented players away from their rivals. Therefore they win more games, earn more money and are then able to buy more talented players. These clubs are far more likely to win major honours.«

The rich get richer

Andreff pointed to another trend as a harbinger for the future. TV stations are now increasingly attempting to exercise their control over the actual sporting event. In a number of sports, rule changes have been discussed with live TV in mind. A suggestion to divide soccer games into four quarters, to allow more time for advertisements, was looked upon favourably by many TV companies.

»We are also seeing more and more corruption in European professional sport, especially football.« he said. »We are seeing blatant breaches of the rules, and even matches where the result is fixed. And it is well known that the Russian Mafia "washes" its money through European professional sport. I see these examples as just the tip of the

iceberg.« He warned that without more government intervention, the amount of "dirty money" in sport will continue to increase.

The disappearance of the role model

The new order also has plenty of losers. Youngsters for whom football has traditionally provided role models, for example, or fans that have supported their club over many years. According to David Conn, very few youngsters from his home city of Manchester can afford to watch a United game. Most must be content watching the reserves.

»Football has altered from a sport based on teamwork and co-operation to a collection of individuals making as much money as possible for themselves,« he said. »Now its values are primarily the values of business, not those of sport. The owners of the football clubs have made vast amounts of money. They have allowed tickets prices to rise, built new stadiums using taxpayers' money and make a fortune in the process. The losers are the spectators and the game itself.«

Conn warned that in England at least, only the richest will be able to afford to attend football games in the

future, while the rest of us must be content watching our favourite team on TV. And if the trend continues unabated, there is nothing to stop it spreading to Europe.

Fans confident

However, there could be evidence of light at the end of the tunnel. Malcolm Clarke of the English Football Supporters' Association presented Play the Game with a more optimistic message. He pointed out that many clubs are beginning to realise the importance of their grass roots fans. All public companies, including those football clubs listed on the stock exchange, are obliged to satisfy their shareholders - shareholders who would not be pleased if the company's customers were seen to be unhappy.

Clarke pointed to recent signs that fans are again being seen as an important asset to a club. He points to recent events in which fan pressure prevented the owners of Manchester United selling out to media mogul Rupert Murdoch as an optimistic sign for the future. Although we are still in the early stages, he said, the tide could finally be turning. ♦

Professor of Economics Wladimir Andreff painted a frightening picture of the current economics of professional football. Without government intervention, the problem will continue to grow





**»It is evident that the journalist who suffers from chauvinism and nationalism is more dangerous because of his mobilizing power«
said Fékrou Kidané**

Until democracy rules in the developing countries, sports fans there will continue to know more about Manchester United than about their own people's merits

of European championships or the portrait of big stars.

Under these conditions, the question is very rarely asked about why so much space is given to European sport and so little to Africa, Asia or Central and South America. So why does the West, which monopolizes the information distribution system, not try to provide news on sport from developing countries.

That is why it is said that one-way information is an arbitrary trademark of an unequal communication system.

Seeking sensations

It is clear that the perception of information varies from country to country, depending on its political system.

However, I do not think that the situation will change as long as democracy, the right of expression in all its forms, have not been consolidated in the vast majority of developing countries, and that modern technology and the necessary means are not made available.

Sports fans in developing countries will therefore continue to be knowledgeable about European football, Manchester United, Ronaldo and will know less or nothing about the Olympic football champion, Cameroon's national team, or the new Asian football champion, Japan.

In any event, Olympism and sport development do not really interest many journalists, unless it is of a sensational nature. I still believe, anyhow, that journalists in developing countries should be concerned with overall social and cultural development, of which physical education and sport are an integral part.

In addition, I believe that we have to assume the responsibility of participating in the education of the masses. If violence around sport and racial discrimination has become a common practice today and if the message on fair play and tolerance is not clearly understood, this is partly due to the fact that we have failed to do our job well.

It is evident that the journalist who suffers from chauvinism and nationalism is more dangerous because of his mobilizing power.

Unfortunately, we live in a society which is more attracted by sensational news which helps newspapers make profit and good business. The good newspapers are still around regardless, even though you read more news about football than any other sport.

Criticism is good when it is constructive and not destructive. I believe that the sports press can play a significant role in the society by using sport as an instrument to promote peace, human rights, justice and democracy, the fight against racial discrimination, drug abuse and violence, the protection of the environment, eradication of poverty, and for sport for all. It is not sensational but it is worthwhile.

Read more at www.play-the-game.org

Unequal communication

Fékrou Kidané, The Director of International Co-operation of IOC, proved in the 1980'ies that 80% of sports journalists from developing countries are football specialists and the remaining 20% covering other sports which are more popular than football in their respective countries. Once a journalist himself, Kidané stressed the importance of the media in development processes.

There are no well-established information and documentation centres on physical education and sport to consult, or enough libraries and bookstores from where to borrow and buy books.

This situation alone makes it difficult for journalists, technicians and researchers to improve their knowledge and follow the changes and innovation in world sport.

The history of sport of our countries and regions has yet to be written. The historical documents of our forefathers have disappeared or been misplaced. Those who have witnessed the history of sport of their countries and continent are taken away by age or other causes without having written their memoirs. We say in Africa that the death of an elderly person is like a library which burns.

(...) The media in most developing countries is state-owned, apart from a few exceptions.

Censorship is therefore the main weapon which controls the behaviour of the mass media.

Self-censoring has even become a qualification for journalists in developing countries.

Meanwhile, the government-controlled media, although heavily subsidized, owes more to the sports columns that provide sales, rather than politics.

Buy TV rights in spite of crisis

Sports broadcasts on radio and television are the most popular. In spite of economic crisis, the Ministries of Information do their utmost to obtain TV rights for major sports events, such as the Olympic Games and the football World Cup.

It is true though that even in the field of sports news, negative aspects are emphasized much more than positive aspects as far as developing countries are concerned in the Western media.

You will rarely find a reference to Asian or African sport in the so-called international press. It is only when athletes win gold medals at the Olympic Games, World Championships, or when teams perform well at the football World Cup, that you can read a short account on them.

On the other hand, the developing countries' press has unconsciously become a relay for the Western press by presenting, every day, the results



Exploitation or a mutually beneficial business?



By Per Vinther

A presentation about an African soccer school supported by one of Scandinavia's biggest football clubs led to one of Play the Game's most vigorous debates. Detractors described the project as exploitative, a means of acquiring cheap talent and only benefiting a few. However, the project's supporters saw the school not only as providing a decent education, but also as providing a chance for some boys and their families to break out of a cycle of poverty.

It was a predominantly white audience that heard FC Copenhagen's Administrative Director, Niels Christian Holmstrøm describe his club's involvement in a soccer school in the South African city of Port Elizabeth. The ensuing debate questioned whether any positive benefits can emerge from white Euro-peans getting involved in black African sport.

A former international soccer player himself, Holmstrøm portrayed his club's football school as a joint venture involving Danish and South African business interests. He told the conference that the school's first team consists of 19 youths aged between 14-18, who live, study and play football together. He claimed that the school provides them with a chance to break away from the

What happens when white Europeans want to get involved in the development of African sport - but have their own business agenda?

poverty that surrounds them. »This project is a prime example of good business bringing benefits to the community,« he said. »We believe that some African youths have a future in football. We would also like to make a profit through investment in the development of talent.«

He stressed that all those involved in the project are aware of their social responsibility and pointed out that the school also provides a full education. The idea for the project originated in South African, and currently receives sponsorship from the Danish government through its overseas aid programme.

»But this is still a business, not a charity,« he continued. »The school has the backing of local South Africans, many of whom are involved in its day-to-day running. The local university is also involved in the project. From personal experience I can only recommend it as a good model.«

After his presentation, Niels Christian Holmstrøm joined a panel that included the former Kenyan Olympic medallist Mike Boit, Fekrou Kidane of the IOC and professor John Hoberman of the University of Texas. The football school was discussed in depth, with both praise and criticism coming from the floor.

»I see the project as providing positive benefits to the young people of Port Elizabeth - not as exploitation,« said Mike Boit, whose view was echoed by most of the African delegates in the hall.

»It is a positive project, and certainly not comparable with colonialism,« said Fékrou Kidané. »The important point is that it is better to have a sport-based education than fall into a life of poverty or crime.« ♦



Women demand their place in sport

The media has a duty to help make women play a more meaningful role in sport, says Carole Garoës, General Secretary of "African Women in Sport"

She was one of the few female speakers at the Play the Game conference - a fact she used as an example: »We are underrepresented everywhere in sport - just look around this hall,« said Carole Garoës. »We are finding it very difficult to take an active role in sport. There are a number of reasons for this. Firstly, it is very tough to find money - especially for African women. We lack decent sports facilities and opportunities.« In a plea for male journalists to devote more time and column width to women, she added: »The biggest hurdle is the fact that women are traditionally tied to their roles in the kitchen and as child minders. Journalists can help by highlighting the problems we face.«

In her role as General Secretary of AWISA - African Women in Sport - Carole Garoës was one of three African women who were given the title "Chef de Mission" at the 2000 Sydney Olympics. However, she still sees herself as a rare exception in a male-dominated world.

»If we, as women, hope to develop and better ourselves, we must give up some of our traditional habits and culture,« she continued. »For example, women should not be forced to wear long skirts - they ought to be always allowed the option of playing in shorts.«

»Is there a limit to what sports women can physically take part in?« asked one male journalist. »What about hammer throwing and weight lifting, for example?«

»We would like to see women involved in all sports,« she replied. »Boxing, weightlifting, whatever. It is all about being given the opportunity.« ♦

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No money - no sport

Developing nations should forget Olympic glory and focus on a broad sports programme instead



By Per Vinther

In his speech to the Play the Game conference, Wladimir Andreff outlined the link between the prosperity of a nation's economy and the existence of sports facilities and opportunities. Andreff, who is Professor of Economics at the University of Sorbonne, pointed out that the number of Olympic and World Championship medals won by each country is directly linked to the nation's wealth. With very few exceptions, the rich, western countries win the medals. For developing countries, the chances of joining the world's sporting elite are limited to disciplines that require little equipment or facilities such as football, running and boxing.

According to Andreff, lack of economic development means the world's poorer nations are still finding it difficult to provide sporting opportunities to their citizens. »Any analysis of the relationship between sport and economic development cannot avoid the fact that the less developed a country is, the less it spends on sports facilities,« he said. He quoted a piece of graffiti painted on the wall of a stadium during the 1986 World Cup in Mexico that read:

"No queremos goles - queremos frijoles" - We don't want goals, we want beans.

»It is very difficult for developing nations to set aside money for sport when the citizens often do not have enough money to feed themselves,« he continued. »How can people afford new sports shoes when they cost more than a month's wages? This is a real problem in many developing nations.«

Lack of medals

Wladimir Andreff provided some startling statistics illustrating the uphill struggle facing third world sportsmen and women. Both the time spent practising sport in schools, and the ratio of coaches to athletes are much lower in developing nations, and public sports facilities rarely compare with those in the industrialised world. A 1995 UNESCO report into sporting opportunities in 16 developing nations revealed that what facilities do exist are rarely maintained, and little if any money is set aside for renewal. These countries' athletes therefore find it much harder to achieve optimal training conditions, and this is reflected in the number of Olympic and world championship medals being won by such nations.

If the Olympics are granted to Africa or Latin America, it could provide the opportunity they need to develop their facilities and infrastructure, says Professor Wladimir Andreff

In Los Angeles in 1984, developing countries won 13 percent of the medals. In Seoul in 1988 the figure was just 6 percent. In Barcelona 1992 it was 11 percent, and in both Atlanta and Sydney the total was 22 percent. Out of the 199 nations taking part in last year's Sydney Olympics, 139 were classified as "developing" nations. While "developed" nations won an average of 7.85 medals each, their counterparts in the third world only averaged 1.5 medals per nation.

Since the start of the modern Olympics in 1896, those medals won by developing countries have generally been concentrated in very few sports. In fact, 80 percent of all medals won by African nations have been in the disciplines of running or boxing.

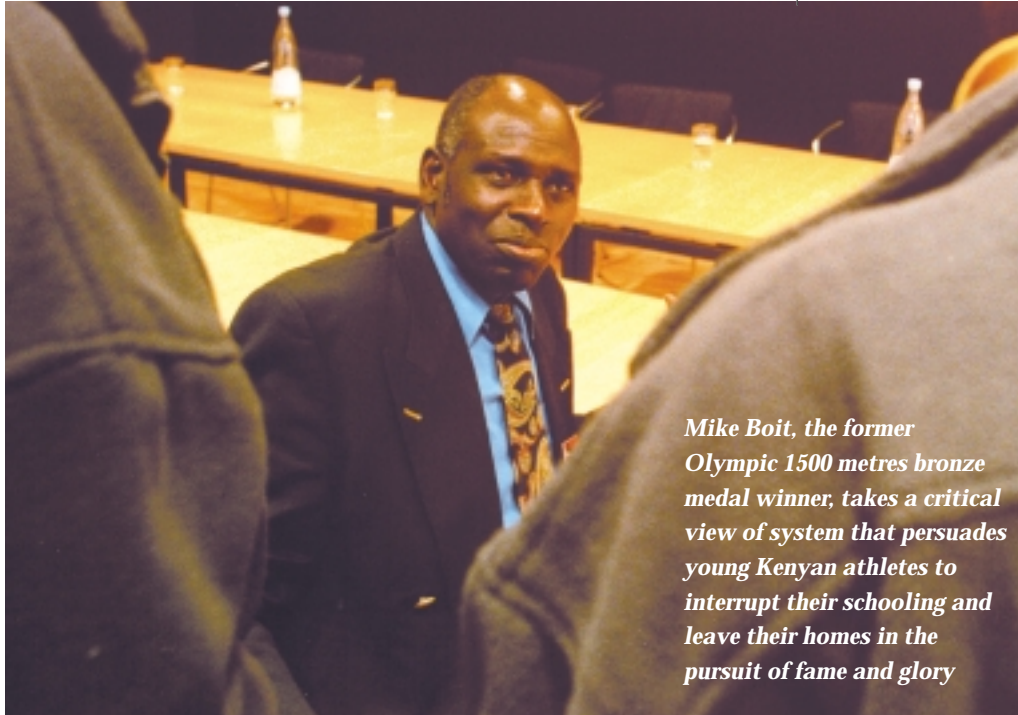
The rich hold all the aces

The fact that the 2006 soccer World Cup was awarded to Germany ahead of South Africa came as no surprise to Wladimir Andreff. He pointed out that that historically, the right to host major sporting events is almost always awarded to the richer nations. »Around 30 countries host 95 percent of the major sporting events each year,« he said. »The rest of the world - including all developing nations - have to share the remaining five percent. We are seeing it happen again with the applications to stage the 2008 Olympics. Both Cuba and South Africa were among those countries hoping to host the games, but both countries have been told by the IOC that they do not possess adequate sporting, transport and telecommunication facilities.«

Andreff put forward a number of suggestions to break the cycle in which the process of staging top sports events is controlled by money and commercial interests. "Why shouldn't they approach the decision-making process from another angle?" he asked. "If the Olympics are granted to an Africa or Latin American nation, it would provide the opportunity they need to develop their facilities and infrastructure."

»First and foremost, governments must have the political and economic will to follow the motto 'sport for all' instead of concentrating exclusively on the elite and the fleeting glory of Olympic success,« he continued. »I also feel that we should do more to stop the drain of talent from the poorer nations to the developed countries. However, to alter the current position, we need to achieve a consensus among developing nations.« ♦





Mike Boit, the former Olympic 1500 metres bronze medal winner, takes a critical view of system that persuades young Kenyan athletes to interrupt their schooling and leave their homes in the pursuit of fame and glory

families to sign a contract they cannot understand. He mentioned typical cases in which the unscrupulous agent enters Kenya under cover, rounds up the best runners in a rural area, then simply leaves the country with them.

From world record holder to alcoholic

»Of course, a few runners do get rich,« he continued. »These stories spread like wildfire in Kenya. On the other hand, little is known about the much more common instances where runners arrive home broken and distraught with their dreams shattered. Many of these runners refuse to speak to the media, and journalists are reluctant to investigate such cases.«

One example that has been well publicised is that of the former world 10,000-metre record holder Richard Chelimo. After being pressed by his agent into running too many races, often while carrying injuries, he received very little of his prize money and returned home virtually penniless and an alcoholic.

Makori adds that not all agents act in this manner - some have a good reputation in Kenyan sports circles.

Another problem highlighted by Elias Makori is the fact that many western agents on the hunt for new talent have strong links with the Kenyan Athletics Association. Mike Boit, former Olympic bronze medal winner and Head of Physical Education at Kenyatta University was among the audience and commented:

»This exploitation is reprehensible, but it also presents a dilemma. Many parents are willing to send their children away while they are still far too young, in the hope that they can make all the family rich. But in all too many cases they do not think enough about the situation. All the time we are trying to explain to parents that their children should go to school first, and learn some skills to use in life. But many simply do not listen.« ♦

Power in the hands of the agents

By Per Vinther

A few Kenyan athletes have become millionaires through their success in big money meetings in Europe and the USA. However, it is only the best that make it this far. For each runner that makes it to the top, plenty more are living extremely poor conditions after being brought over to the west by cash-hungry agents. It is not unknown for 10 to 15 hopeful athletes to share a single apartment, sleeping on mattresses on the floor. Most will never become rich, and many will simply be abandoned to their own fate.

The story of this unpleasant "trade" in athletes was relayed to Play the Game by Elias Makori, Sports Editor of Nairobi's Daily Nation

newspaper and chairman of the Kenyan sports journalists represented at the conference. Makori is one of the few journalists to have highlighted the problem in Kenya.

»In too many cases it is the western agents who ruin the lives of the young runners,« said Makori, »They exploit them for every dollar and deutschmark they can get. Many of the agents who come to Kenya and hand pick the young runners are looking to make some fast money - nothing more. They are not the slightest bit interested in the athletes' lives or background.«

In a country with a population of 25 million, the majority of whom earn less than one dollar per day, Makori stressed that it can be highly tempting for both young athletes and their

Broad ranging solution

In Ghana, sport was instrumental in the reconciliation of two warring tribes after a violent orgy of burning, and looting. The was one of the stories related to Play the Game by Usman Yakubu, who is a co-ordinator of a number of local sports and cultural projects in his native Ghana in association with - among others - the International Sport and Culture Association.

»The best way of introducing sports activities to the population as a whole is to offer a broad range of sports,« he said. »We must inform our

political leaders that they do not need to attend the Olympics with delegates and administrators. This money could instead be used much more wisely for the benefit of the entire population instead of an elite few. It could be used at local level for sport in a very simple framework.«

Terry Monnington, Director of Physical Sport and Education at the University of Warwick, England, is also a strong advocate of the concept of "sport for all" as a framework for development in Africa.

»For many politicians, including Africans, sporting success is very important and prestigious. This is difficult to achieve for most African nations because they often have many other serious problems deal with. Many cannot even provide "bread for all" and must therefore work with realistic priorities. Sport has an unbelievably important role to play in daily life - but we should not be blind to all the facts.«

Former top Kenyan athlete Mike Boit is convinced that sport has a naturally important role to play in the development of society. »Sport creates a sense of solidarity,« he says. »All the negative attitudes and wickedness in Africa can be improved by sport, because it teaches our children character and manners.« pv



Furthering integration or perpetuating a stereotype?

Integration through sport is nothing more than symbolism, and does little to further the social and economic situation of blacks, says US author John Hoberman. Europe can learn much from the lessons of sport and race

»The popular claim that sport has a positive effect on racial integration is overstated. It is a trap. Even though some blacks achieve excellence in sport, it does not give them any more jobs or a better education.«

Author of the book *Darwin's Athletes*, Professor John Hoberman of the University of Texas offers some thought-provoking views on sport and race. Although the USA has had a head start on many European nations in the field of racial integration, he says, some areas of Europe are generally finding fewer problems in the assimilation of minorities than the USA experienced when integration first began. Although major obstacles exist, he suggests that some European nations benefit from long-standing traditions of equality, more pronounced anti nazi views, and sports associations that are not just concerned about creating stars and making money.

However, he warns that there are plenty of parallels between race relations in Europe and the USA. For example, the stereotype image of blacks being physically superior in sports, but unable to achieve social status elsewhere, is also found in Europe.

»It is wishful thinking to say that there is not a problem in Europe,« he says. »There is a global myth that those



of African origin are physically superior in some way. This cements myths about racial differences, and does little to improve their status.«

The politics of desperation

Hoberman points out that elite sport has never been a positive means of integration for blacks in the USA or in Europe. Even though football is widely

seen as "breaking down racial barriers," Hoberman reminds us that it is still common for white football fans to abuse black players.

»Politicians are desperately searching for answers to the problems of integration - and in Europe, what could be more popular than football?« he asks. »Everyone who watches football on TV is given the illusion that successful black athletes are creating social mobility for their entire race. A black sports star's smiling face hides an entire system of race-related injustices. The illusion also serves to camouflage the catastrophic health problems that exist among African-Americans and others of African origin.«

»It is false integration,« he says. »The fact that multinational football is screened on TV each day does not improve the social and economic situation of blacks.« He adds that it is not surprising that the myth of blacks as "superior" sportsmen lives on, when the predominantly white trainers and managers are constantly buying young African talent to be tested, trained, and most often discarded by Europe's professional soccer teams.

Social status is equitable integration.

Hoberman goes on to state that the familiar images of black athletes in the United States do not serve the social advancement of African Americans. In recent years, black athletes have been involved in a highly publicised series of criminal cases that, he says, have only served to perpetuate stereotypes. »All of these social phenomena demonstrate that it is time to relieve black people of the athletic identity our colonial legacy has inflicted upon them,« he says.

At the same time, Professor Hoberman is more optimistic about the integration of children through sport. However, he points out that successful integration cannot be achieved through sport alone. It must include opportunities to achieve social status and advancement off the playing field. ♦





Education and employment inevitably get higher priority than sport in a poor country

ceremony has been changed without notice and public transport to the Stadium has been commandeered for the athletes.

The mass of the population of Harare cannot even reach the Stadium, even if they could afford the entrance charge.

The show, as they say, must go on. Unfortunately, the start is delayed by half an hour as the Torch is caught in the traffic of Harare. When it does arrive, it has to be constantly re-lit on its lap of honour.

Disaster follows disaster, culminating in the failure of the public address system, thus precluding our listening to the swearing of the Games oath, the welcome of the President and the playing of the National Anthem.

My aim here is not to belittle or ridicule the quality of the Game's organisation. The events themselves were, as sporting spectacles, both competitive and exciting, with many outstanding performances by some of the world's finest athletes.

The issue here is that the event was staged very much to provide President Mugabe with the opportunity to reinforce his position as a major player in African politics.

He was only doing what generations of American Presidents had always done before him. Many African leaders, most notably President Kenyatta of Kenya, had taken full advantage of the supposed political capital that could be gained through associating with the country's athletic talent. Sporting heroes have long been regarded as valuable ambassadors on the world stage, providing a means to enhance a nation's credibility and status.

In Kenya, Kip Keino and Mike Boit were, and still are, legends. Their successes were seen as the nation's success.

For many new nation-states in Africa in the 1960s and 1970s creation of an identity was re-garded as important, so too the need to attract inward financial investment.

During these years the apparent progress of Kenya was evident. Sport was helping in the creation of an identity as well as providing its people with a common bond and so a sense of nationhood; essential in a society that was divided by long established tribal and cultural differences.

For President Mugabe an opportunity to enhance his personal reputation, as one of Africa's senior politicians was to be lost through the incompetence of the Games administrators.

The opening ceremony was a political embarrassment, a lost opportunity to paper over some of the cracks that were already in evidence in the country's economy and political system...."

To be continued at www.play-the-game.org



African sport in danger

Sport is in danger of becoming increasingly marginal in Africa's fight to survive.

Education and employment inevitably and rightly rank higher than sport, states one of Europe's most prominent experts of African sports, the British professor Terry Monnington.

Moreover, winning sport is becoming increasingly less valuable in a failing society.

Terry Monnington introduced his message by giving a first-hand account from All Africa Games 1995.

Imagine the scene. I'm in the new National Stadium in Harare, Zimbabwe, waving my Kenyan flag, alongside my Kenyan host, a stadium funded by the Chinese in recognition of their support for the country's Marxist leader, President Mugabe. The year is 1995 and the event is the opening ceremony of the 6th All Africa Games.

This pan-African event was regarded by many as one more means by which modern Africa could express its common ancestry, celebrate the individuality of its multifarious cultural traditions, but also its unity.

19th Century colonialism brought much to the

continent of Africa, good and bad. But since the rush to independence since the 1960s, the new nations, their people and their political leaders have not only endeavored to establish sovereign states.

For many, creation of an African identity as an expression of common interests has become a priority and few African leaders have had the vision of President Nkruma of Ghana as to the importance and value of celebrating rather than apologising for Africa's cultural inheritance.

The history of the All Africa Games has been thwart with problems, most notably as a consequence of mismanagement and political exploitation. But in 1995 it was planned to be different.

President Mugabe is seated only a few metres away, eager to impress his guests with the expertise of the Zimbabwean people to organise a showpiece Games.

His guests include many African and international leaders and senior representatives of the International Olympic Committee and other supranational governing bodies of sport.

Unfortunately, there are not many other spectators in the stadium. The time of the opening





The many different we's

Sport is not one, nor is nationalism. Dr. Phil Henning Eichberg drew an amazing picture of how our different sports cultures are always interwoven with nation building and politics

»We use to regard the market as the driving force of globalisation, but when you look closely at sport, you can see an alternative globalisation driven by people-to-people relations.« This was the message of Dr. Phil. Henning Eichberg, who as a start told three everyday sports stories illustrating his theories.

THE FIRST was about a Danish boy of twelve years who experiences the European soccer championship in 1992, which brought Danish football to the top.

"We travelled to Copenhagen some hours before the match should start, so we got some good places in front of the large screen which was erected on the place of the city hall. At first we sat down on the asphalt and regarded the singing roligans (fans), but later on we had to rise because more and more people arrived ... After 19 minutes, the first goal was shot. The mood raised extremely high, and the jubilation became wilder and wilder. (...) When 31 minutes of the second half-time were played and the second goal was shown on the screen, the mood really was up to the heat of cooking. A total chaos seemed to break out, and in the midst of the crowd one really had to take care in order not to fall and to be kicked down. (...) But even if it became dangerous at last, this was one of the greatest experiences I have had in my life."

The soccer victory and especially the fact that the final match was won against Germany, became a national event in

Denmark. Its significance transgressed by far the limits of sport. Some observers related this triumph in sports to the referendum the same year, when the majority of the Danish voted "No" against the Maastricht treaty of the European Union.

THE SECOND story is about quite another type of movement - the Danish tradition of gymnastics. In 1931, the Danish gymnastic leader Niels Bukh organized a tour around the world with his gymnastic team. This is what he experienced in Korea, which at that time was under Japanese military rule.

"Our good reminiscences from China and Korea are related to crowds of people and Danish flags at the reception at the railway stations of Mukden and Seoul and to childrens' choirs singing Danish songs there. When we demonstrated our gymnastics in the stadium of Seoul and let our flag down in front of 35 000 amazed people who were jubilating for Denmark, and when the large students' choir was singing 'King Christian' (the Danish national anthem), we all felt stronger than ever before how wonderful it was to be Danish and to serve Denmark."

The Niels Bukh gymnastics had its roots in the democratic farmers' folkelig gymnastics, but was in its new form met by an especially warm welcome in Japan as well in Fascist Italy and Nazi Germany. Niels Bukh was himself- impressed by the Germany of 1933 which he, though not exactly a National Socialist himself, regarded as a model for Denmark.

THE THIRD situation differs fundamentally both from the sportive and the gymnastic pattern. The story is about a tug-of-war contest, which was the high-light of "Fagenes Fest", the workers' "festival of professions" in Copenhagen 1938. The Danish daily "Social Demokraten" described it like this:

"There were gigantic achievements. The blacksmiths quickly defeated the bakers, and the tailors could not stand long time against the coal-heavers who weighed at least twice as much. But there arose a gigantic competition between the dairy



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There is not only politics in sport and not only identity building in movement culture. But also the other way round: There is sport in politics - there is experience of movement in identity

Dr. Phil. Henning Eichberg

//

workers and the brewery men - and much to the distress of the agitators for abstinence, the beer won. The final was between the brewers and the coalmen, and here the brewery workers had 'to bite the dust'. 'This is not at all surprising', said the captain of the coal-heavers. 'You only carry the beer, but it is us who drink it.'

The "Festival of the Professions" started in 1938 as an annual sport festivity of the Danish workers' movement, stimulated by similar arrangements in France and Germany. It combined sports events with more carnivalistic competitions like running-matches of domestic servants with buckets and scrubbers, going-matches of pottery workers with piles of plates on their heads, hammer cast of blacksmiths and obstacle races of socialist scouts eating cream puffs on their way. During the Second World War when Nazi Germany held Denmark occupied, Fagenes Fest developed towards a demonstration of national togetherness. As this, the festival attracted the largest spectators-hip in its history.

In the three described situations of sport, very different patterns of identification (...) become visible, different ways of "we"-building and belonging.

ONE PATTERN IS CHARACTERIZED by competition and result, and what comes out of it is an identity of production. Sport of achievement produces "wares" in centi-metres, grams, seconds, points, goals, medal listing ranks or victorious names, which are taken as an indicator for "who we are". By linking identification to these results, the competitive encounter in sports is stirring up feelings of connection and togetherness. Out-comes and records of sport are regarded as representative, as collective results: "Two-zero for us." The

result can release strong emotions: "We have won" - or: "We were defeated." This model is hegemonial in the most of modern sport, especially in Olympic sport and consequently in the media reception of sports.

ANOTHER PATTERN stresses discipline and fitness for the purpose of an identity of integration. Gymnastics contrasts to sport by being independent of the measurement of results. Competition is not needed here either, and it can be one single team alone which arouses the impression of collective identity and the feeling of community. In this case the presentation and production of "we"-feeling is effected by discipline and a collective demonstration of fitness. A team of dynamic young people moves in rank and file, with flag and hymn, radiating by its joint force and precision, "who we are".

THE THIRD PATTERN centers around festivity and play, leading to popular identity. In popular festivity, dance, play and game, all people can participate, old and young, male and female, people from different ethnic origins and different languages, top athletes as well as handicapped persons. The feeling of "we" is produced by the encounter, the meeting in a temporary community of participation. In this situation, tradition and surprise are mixing, competition and laughter, drunkenness, role game and masking. Local associations may function as elements of continuity for popular sport, but the festive encounter is the important event - a moment of discontinuity, surprise and becoming "high" in the here-and-now. The differences inside the group are not treated by streamlining or uniforming them, but by displaying or even overstressing them, often in grotesque and carnivalistic forms. The excentricity of popular culture follows the logics of mutual communication: The truth is neither here nor there, it is in-between.

THE THREE CASES show that there is not only politics in sport and not only identity building in movement culture. But also the other way round: There is sport in politics - there is experience of movement in identity. And we find neither only one sport, nor only one type of national identity, but a structured multiplicity."

Henning Eichberg is a German-born, Danish sports researcher at Idrætsforsk, Research Institute of Sport, Body and Culture in Gerlev. Read more at www.play-the-game.org

WE NEED YOUR HELP

»Here in Kosovo, sport is only slowly recovering from the war. We have 23 sports associations, and tournaments are arranged in many disciplines. But we badly need facilities, equipment and international contacts. We need help from the international community.«

So says Driton Latifi, Sports Editor of the newspaper Koha Ditore from Pristina, Kosovo - one of the cities bombed by NATO in 1999. Addressing a fringe meeting of Play the Game, Latifi showed a video from soccer team FC Pristina's final first division game before the war - a game that was brought to a halt by Serbian police. The video shows police arresting a player in front of 30,000 fleeing fans.

»Some sports were forbidden, and many sportsmen and women were arrested« he says of the time under Serb domination. »Clubs were thrown out of their stadiums because they were of Albanian origin, and when they tried to play at another venue they were arrested. Among other things, a 12-year-old boy was arrested whilst playing football. We have been through some very hard times. I would not want anyone to suffer like we did - not even the Serbs.«

After the war of 1999, the picture has now changed. Whereas football was the most popular sport in the region, basketball has now taken over.

The need for better facilities is underlined by demographics, said Driton. Around 53% of Kosovo's inhabitants are under 19, an age in which sport is highly important to growth, social integration and well being. He expressed his hope that sport can play an important part in easing tension in the area.



Making a difference

Canada's Gilles E. Neron, lost everything due to an untrue article - and the subsequent "pack instinct" of journalists. However, he still believes that a close relationship with the press is an effective means of promoting fair play

He was one of the few delegates to the Play the Game conference not working in the field of sports journalism. He was, however, speaking to journalists every single day of the conference. The pleasant middle aged man, always smartly dressed in shirt and tie, did not speak too much about himself - but he was very interested in the international journalists' stories from their respective homelands. He appeared especially interested in stories regarding the unveiling of corruption and wrongdoing in the world of sport.

Then, on Wednesday, it was his turn to speak. His address came as a surprise to many. It detailed the story of a man standing face to face with real danger - for the sake of justice.

Gilles E. Neron is a strong believer in freedom of speech, democracy and the value of a free press - but not a press that can do as it likes. He stressed that ethical rules must exist in the gathering of information, analysis and publication.

What would you do?

Gilles E Neron was educated in physiology, and lives in Quebec, Canada. His story dates back to the 1970's when he penned a damning report on violence in ice hockey - one of the reasons he was subsequently named President of the newly-founded Quebec Sports Safety Board - a public organisation which was set up to ensure safe practice in sport.

In this capacity he decided to take a closer look at the sport of boxing, and soon discovered that many boxers were routinely adopting a highly dangerous practice. They were wrapping so many hard bandages around their hands that a clenched fist could punch a hole through a wall or a toilet cistern. With the bandage in place, they could punch so hard that just a small number of blows to

the head of an opponent would be enough to risk permanent brain damage.

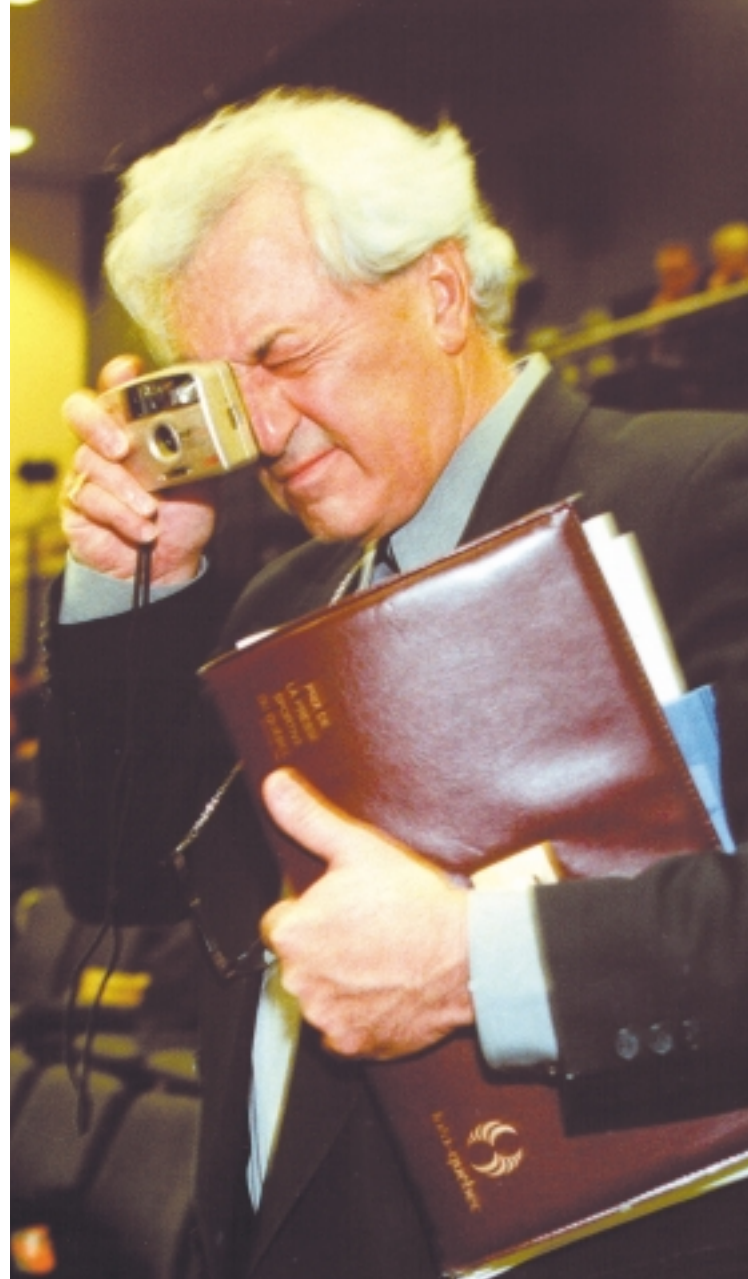
In his capacity as president of the organisation, he proposed a rule which would limit the use of bandages - because, as he stated at the time, the 'head is more important than the hands.' However, many in the boxing business were unhappy at his views - including the large bookmakers that covered the sport in Canada.

At the same time, Gilles E. Neron was in the process of building up a communications business to provide for himself and his family, including two children. Shortly after he had made his views known, he says, he found himself the victim of a major smear campaign. Slandorous articles were written about him by a journalist who, says Neron, had related interests in the field of boxing promotion.

After the articles began appearing, the rest of the media did little to support him. The resulting accusations saw him lose his reputation, his business, and his post as sports safety officer. He even received threats against his family.

After countless legal battles and numerous court appearances, a court finally ruled that he had been the victim of slander, and awarded him compensation of 2.3 million dollars. This was the first time in Canada's history that such a large sum was awarded to an individual due to their misrepresentation in the media. However, the case is still ongoing, as the media group that he sued is appealing against the ruling.

Despite his victory, the Quebec Sports Safety Board has since been disbanded and his case has received almost no coverage in the media. Few other sports journalists have been interested in the way he was treated. In



Gilles E. Neron launched a strong attack on, among other things, excessive violence and unfair practice in Canadian boxing. His opinions cost him dearly. He lost his position as Sports Safety Officer, his business and his reputation - and even his family was subjected to threats of violence

fact, it was only during the "Play the Game conference he received his first personal contact with a Canadian journalist regarding the case.

»I am not angry or disappointed - I'm just fed up with it,« he said. »We must now look to the future. What we can do to prevent cheating and how we can promote the notion of fair play.«

»You can warn all you like against negative developments,« he continued, »but you are not necessarily going to be heard. Often it takes a catastrophe to get changes implemented. This happened in Canadian boxing - a boxer died before the sport's safety was given priority.«

»Journalists should remember,« he said »that they have an important job in passing their knowledge on to educate their readers. We can all do small things in our daily lives that can make a difference. Whether it is writing a story or helping a fellow human being. The question is, how we go forward after this conference. Based on what you have learnt here, what have you decided to do tomorrow?« ♦ KBR



The daily sport: A gift to the media

»If the media really wants to make an impression in the fight against doping, journalists must - somewhat paradoxically - learn to write about something completely different.«

This was the message of one of the conference arrangers, editor-in-chief Jens Sejer Andersen.

»Just as journalists often take their role in a democratic society seriously when reporting on politics, culture or the economy, they must also play the democratic card in the area known as physical culture,« he said and continued:

It is strange that the media seemingly couldn't care less about the culture of the body - the same culture that engages their readers, listeners or viewers on a daily basis. It is a colossal, uncharted area that offers itself.

Think about the forces set in motion every day by completely average people practicing sport. Think of the passion that hundreds of millions of people put into their daily sporting routines. Those very same people that the media is in daily contact with.

OK, you'll say, no-one is bothered about reading about chubby Mrs Smith's cycle ride in the countryside or Mr Smith's exertions in the aerobics centre.

And who cares about a junior, third division ice hockey game? To this I offer the answer: Should the sports sections of newspapers be the only pages where people do not want to read about themselves?

Of course, there should still be a place for David Beckham and the Laudrup Brothers - but this does not mean that all sports coverage shall be of similar content.

It is an inconvenience to take this kind of sport seriously: One cannot, as in elite sport, turn on the camera and the microphone, lean back and be sure that a group of well-trained millionaires will create the drama. It needs an active and investigative journalistic contribution.

Ruling by fear or trust

But which TV station follows a team of minor players over a long period, and reports on which ideals the youth is taught in their everyday life in the sports club? Does the trainer appear as a stopwatch dictator, or does he teach the boys the value of co-operation? Does he rule by fear or trust?

Which newspaper bothers to take a close look at the sports facilities of a local community?

Questions such as who is in charge of the facilities, who gets the best deals and training times, and which members of the community find themselves excluded?

Which media analyses how the big national associations receive more funding from central government, and higher subscriptions from their members? - just to throw money out of the window on a new "elite" project or luxurious lunches?

For the past ten years, I have been working as an editor of both weekly and monthly magazines that exclusively concern themselves with average people's sporting activities in the very average country of Denmark. I can guarantee that there are plenty of interesting stories to write about - also following normal journalistic criteria. [...]

Affect youngster's perception

To underline how important this is, I would one more time like to remind you of the discoveries that Baron Pierre de Coubertin and other great sporting thinkers have made - that there is no stronger method of shaping people's character than through the body, through play and through sport.

Therefore, a change in the focus of the media is not just a gift for the media's own development.

The pictures and examples that the media brings forward do also affect youngsters' perception of what is good and what is bad in sport.

Similarly, the media has a great effect on global, national and local sports policy. - and with it on the framework that people use to characterise and influence each other in their daily sporting lives.

Any media committed to building democratic values has not only an opportunity, but an obligation to promote future development in which sport's current motto - Faster, Higher, Stronger - be replaced with forms for the culture of the body - such as "healthier, more fun and more enriching".

For every step that the mass media dare to take into this new land, they remove themselves a little more from their sorry role as the victims of passive doping.

PHOTO: EMIR MORINA



Fun for democracy

For Anders Levinsen, project leader at the successful "Open Fun Football Schools", the sports sector has a tremendous unexplored and under-utilised potential with regards to social cohesion and the rebuilding of a democratic civic society. This is proven in the war-torn Balkan where the football schools are spreading at an impressive pace:

Each Open Fun Football School last 5 days. It is organized according to our comprehensive sets of manuals, and it comprise approx. 200 boys and girls from 8-14 and minimum 15 leaders/trainers that all serve Open Fun Football School on a voluntary basis.

Its basic idea is a "Fun Concept": What is important is the playful aspect, the joy derived from playing, rather than the results, the score, the advancing skill levels. The many exercises and small games are so designed as to make everyone feel successful again and again [...]

It is not about developing and harvesting talented players, but about giving kids a rich and rewarding experience with ball playing, so as to promote the game, recruit players for football and develop their talents. Thus, in our Open Fun Football School players are not divided according to skills, gender or ethnic or social background. Trained and un-trained, boys and girls, "black and white" is playing on the same teams during a whole week.

As mentioned above the Open Fun Football Schools was transferred for the first time to war-torn Bosnia Herzegovina in 1998. It is built from the memory of broken communication lines and the immobilities of the war, so harmful to peace and the public's mental health. Using ball games and pure play, the schools aim to be a strategic instrument to move people, physically and psychologically, across the numerous, invisible front lines that still cut through the country.

Thus, they aim to counteract the fear and claustrophobia of war and stimulate the process of minority return by re-establishing old but broken friendships and sport co-operation among the football clubs involved their trainers, leaders and the children.

Read more at www.play-the-game.org





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





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

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.



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