

INTERNATIONAL OLYMPIC ACADEMY

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

7-12 MAY 2007

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ANCIENT OLYMPIA



Commemorative seal of the Session.

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International Olympic Academy
52, Dimitrios Vikelas Avenue
152 33 Halandri – Athens
GREECE
Tel.: +30 210 6878809-13, +30 210 6878888
Fax: +30 210 6878840
E-mail: ioa@ioa.org.gr
Website: www.ioa.org.gr

Editor

Assoc. Prof. Konstantinos Georgiadis, IOA Honorary Dean

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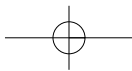
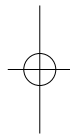
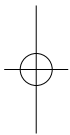
INTERNATIONAL OLYMPIC ACADEMY

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

SPECIAL SUBJECT:

ETHICS CODE IN SPORTS PRESS

ANCIENT OLYMPIA



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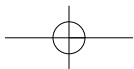
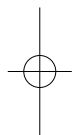
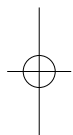
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FOREWORD

The IOA's events schedule opened with the 11th International Seminar for Sports Journalists that was held once again in its facilities in Ancient Olympia from 7 to 12 May 2007, after an 8-year break. It was attended by 42 people (8 women and 34 men) who had been selected by their National Olympic Committees and National Olympic Academies. The Session's special theme was "Ethics Code in Sports Press".

The Seminar's guest lecturers, T.A. Ganda Sithole (Zimbabwe), Fekrou Kidane (Ethiopia), Professor Roy Panagiotopoulou (Greece) and Professor Kostas Georgiadis (Greece), developed and discussed with participants questions related to the Seminar's special theme, as well as other topical issues of the Olympic Movement.

The lectures, questions, debates and concerns that were put on the table in the meeting hall of the "D. Vikelas" Conference Center in Ancient Olympia showed a very high academic level. Many journalists had university degrees and a number of them extensive professional experience in their countries, either as television presenters or written press journalists.

In the working groups, participants discussed and formulated their proposals on issues related to the mass-media and the Olympic Movement such as: the media's role in strengthening the operation of Academies, the influence of the press on shaping public opinion on issues concerning the approach to sport, the code of conduct governing communication between the International Olympic Committee and the mass media, freedom of expression and journalists' critical stance regarding major sport events, the media's role during the organization and staging of the Olympic Games, violence and aggressiveness in sport and their man-

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

agement by the press, the attitude of the press and media towards athletes using prohibited substances, the programs of the IOC's Commission for Culture and Olympic Education and support for the media.

Once again, the Session's organization was impeccable from the point of view of educational content, accommodation, meals, transportation and services provided by the staff. As a result we received very favorable feedback from the participants and articles published in international press containing positive comments about the Seminar. We wish to thank, in particular, the Hellenic Olympic Committee and the IOC for their unfailing support to the IOA's work.

**Opening Ceremony
of the 11th International Seminar
for Sports Journalists**

ANCIENT OLYMPIA, 8th May 2007



Commemorative photo of the Session

ADDRESS AND OPENING
of the Works of the Seminar
by the President of the International Olympic Academy,
Minos X. KYRIAKOU

Dear participants,

I welcome you to Ancient Olympia, the cradle of the Olympic Games. After 8 years we have decided to hold again the Seminar for Sports Journalists for which the family of the International Press has traditionally shown special interest.

The Olympic Games, mankind's greatest and most magnificent event, represent, apart from the athletic point of view, a multi-faceted ethical challenge for sports journalists. The development of the Olympic Games has been parallel with the one of the Media, which, eventually, have successfully contributed to the modern reality of the most important sports-cultural and economic event of the Earth.

Because of the complexity of the Olympic Games, many questions relating to the Media coverage of the event and the values of the Olympic Movement remain unanswered. The Media are the co-workers of the Olympic Movement and, at the same time, they invest in the same subject. Their contribution, as well as the promotion of the principles that govern the Olympic Movement, are essential to the Games' coverage.

Journalists should operate as independent credibility agents, being aware of the Media's role in respect to the Olympic Games, on the one hand, and strictly adhering to ethics, on the other hand.

Allow me to state that ethics in journalism means concern about what journalists should do and how they should handle the various issues throughout

the Olympic Games and the other sports competitions which they cover, as well.

TV viewers and listeners should not be considered as commercial clients. They live in a society of citizens where public interest prevails within the framework of a sovereign state with a humanitarian value. This fact represents an ethical dilemma, which journalists need to take into consideration, within the framework of their professional behavior, and most importantly, of the Olympic Ideals and the Athletic Spirit.

The humanitarian mission of the Olympic Games is an additional element that gives to sports journalism a special fascination on which you can build for the benefit of all citizens.

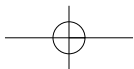
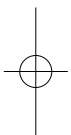
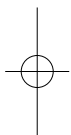
I wish you a pleasant stay and the best of success in your work for the coming days.

**Works
of the 11th International Seminar
for Sports Journalists**

ANCIENT OLYMPIA

Lectures

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



46 YEARS OF OLYMPIC STUDIES AND OLYMPIC EDUCATION IN THE INTERNATIONAL OLYMPIC ACADEMY

Assoc. Prof. Konstantinos GEORGIADIS (GRE)

IOA Honorary Dean

University of Peloponnese

Founding of the International Olympic Academy

The International Olympic Academy (IOA) as an intellectual centre of the Olympic Movement emerged out of the issues that concerned eminent sports personalities of the international community. In the late twenties, the concern for the Olympic Movement led those who were inspired by the ideas of Pierre de Coubertin, first Ioannis Chrysafis and then Carl Diem and Ioannis Ketseas, to develop a plan of operation for the IOA. The Hellenic Olympic Committee accepted this plan in 1938. In its 44th Session in 1949, the IOC approved the establishment of the IOA by the Hellenic Olympic Committee under the auspices of the IOC. The Hellenic Olympic Committee undertook the operation and all the expenses of the IOA.

The aims of the IOA, as reported in article 3 of the Regulation for the Organisation and Operation of the IOA, are the following: a) the foundation and operation of an international intellectual centre in Ancient Olympia that will see to the preservation and propagation of the Olympic Idea, b) the study and application of the pedagogical and social principles of the Olympic Movement, c) the scientific foundation of the Olympic Ideal, the co-ordination of the foundation and oper-

ation of the National Olympic Academies all over the world and the supervision of their work, and d) the organisation of international educational sessions and conferences on the propagation of the Olympic Ideal.

Facilities and Programs

The IOA's work and activities on issues of Olympic Education have been pioneering. In 1961, the IOA began its educational activities in tents. Today, its activities are carried out in modern facilities (4 conference halls, one of which has a seating capacity of 420 people, one of 240 people and two of 100 people, football fields, volleyball, basketball and tennis courts, a swimming-pool, etc). Moreover, there is a well-equipped library on the IOA premises with approximately 16,000 books and magazines and a wide range of videotapes about the Olympic Movement.

Since 1961, the IOA has carried out extensive work in Olympic Education. The following Sessions have been organised on the IOA's premises in Ancient Olympia:

- **46** International Sessions for Young Participants (1961-2006).
- **9** International Sessions for educators of higher institutes of physical education (1978-1991).
- **3** International Sessions for directors and responsables of higher institutions of physical education (1986-1990).
- **7** Joint International Sessions for educators and staff of higher institutes of physical education (1993-2006).
- **8** International Sessions for members and staff of National Olympic Committees and International Federations (1978-1991).
- **8** International Sessions for directors of National Olympic Academies (1986-2005).
- **8** Joint International Sessions for directors of National Olympic Academies, members and staff of National Olympic Committees and International Federations (1992-2006).

- **14** International Seminars on Olympic Studies for Post-graduate students (1993-2006).
- **10** International Seminars of sports journalists (1986-1999).

Every year, approximately 2,500 persons participate in the international and national educational activities of the IOA.

Eminent personalities specializing in letters, culture and sports have been invited and have presented their studies, points of view and propositions on the Olympic Movement.

Olympic Education: Scientific, Aesthetic, Psychosomatic, and Spiritual

As a result of the experiences gained through its educational activities, the structure of the IOA's programs on Olympic Education is based on four main axes:

1. Scientific academic training: lectures, discussions with the lecturers, discussion groups, presentations by Olympic medallists, short presentations by the participants.
2. Artistic activities: during the Sessions painting, sculpture, dance, music, poetry, literature and photo workshops are organised.
3. Sport activities: both sexes participate in common sports activities, traditional games and presentations of "unknown" local and national athletics.
4. Social activities: traditional dances, songs and costumes from different countries are presented.

In the framework of the Olympic Education at the IOA, and through a daily psychosomatic and spiritual procedure, the participants experience the principles of Olympism and are appropriately prepared to diffuse them to other citizens.

Through the educational program of the Sessions, the cultural tradition and heritage of Ancient Olympia are combined with the modern Olympic Movement and free spiritual contemplation in the beautiful, natural landscape of the IOA's premises. The International Olympic Academy is established as the "Source of Ideas" of the Olympic Movement through its activities and work. This source is enriched by the ideas of the participants in its sessions, who come from all over

the world and have different ideological, cultural, political and religious beliefs. The unique material and technical infrastructure and the seriousness observed in the conduct of the Sessions contribute to the successful outcome of the Sessions.

Through its programs, the IOA implants the seeds of peace and promotes solidarity, international mutual understanding and tolerance. During the Sessions, friendships and relations are built that could contribute to the formation of a more peaceful world. For that reason, the IOA collaborates with the International Centre for the Olympic Truce, to which the IOA has symbolically assigned offices at the premises in Ancient Olympia.

Cultural Diversity and Gender Equality in Olympic Education

Among the main goals of the IOA are the equality of both sexes and their equal participation in its activities. This point of view is more than just a declaration of the theoretical and scientific expression of women's rights in sports. At the request of the IOA, Olympic Solidarity agreed to cover half of the price of the transportation for one young male and female participant. This ensures an equal number of participants both for men and women in the Session for Young Participants. The rule of equality is also meticulously observed in the selection of the Coordinators of the Discussion Groups and of the participants in the International Seminar on Olympic Studies for Post-graduate Students. The goal is that, in the long term, respect for the principle of equal opportunity for both genders should introduce necessary changes in the larger participation of women as officials in the Olympic Movement.

There is an emphasis on ensuring that lecturers come from all the cultural zones of the planet and both genders are equally represented. Since the students (men and women) will constitute the international scientific community specializing in Olympic issues, this will ensure that we will gradually overcome our differences. Lecturers will be selected from that scientific entity. It is also notable that participation in the Sessions is based on the voluntary choice, mindset and preference of the participants to serve the Olympic Movement.

Reports, Publications and Internet Dissemination

The IOA publishes the Reports of the Sessions in order to promote scientific research on Olympic Studies (available on the website at www.ioa.org.gr). By 2007 the IOA had published forty-five Reports on the Sessions for Young Participants and five on the Special Sessions. In order to support the programs on Olympic Education, on the initiative of its President, Dr. Nikos Filaretos, the IOA published the handbook *Keep the Spirit Alive* (1995) under the auspices of the IOC Commission for the IOA and Olympic Education. It also produced an educational tool in the form of a small museum which can be used in schools.

Respecting the cultural heritage, the IOA has put on the recording of the archives of both the Hellenic Olympic Committee and the International Olympic Academy; also, in collaboration with Olympic Solidarity, the IOA has published three books: the “Archives of the HOC” (2002), the “Revival of the Olympic Games” (2003) and “Athens, the city organising the Olympic Games” (2004).

Modern society is based on electronic information. The International Olympic Academy has proceeded in two essential moves, through which more and more people will have the opportunity to be informed on its activities and have direct access to its scientific work:

1. On the website of the Academy (www.ioa.org.gr), there is a database where researchers have free access to 12,000 pages of scientific books. The site is highly visited by researchers from all over the world.
2. For five consecutive years, the IOA’s Sessions have been directly transmitted through the internet. During the Sessions, about 5,000 people follow on a daily basis the lectures that take place in Olympia.

In collaboration with the Internet Coordinator of the IOA, young people from different parts of the world have the chance to comment directly and put questions to the lecturers of the Session. And so the vision of the IOA for Olympic Education on an international scale is realised to some degree.

In the framework of the program on Olympic Education, the IOA also collaborated with the Athens 2004 Olympic Organising Committee and the Greek Ministry of Education on the development of a complete series of educational books written for pupils of 6-9, 9-12 and 12-15 years old, and for teachers.

KONSTANTINOS GEORGIADIS

Collaboration with National Olympic Academies and Universities

With the IOA's support, 135 National Olympic Academies have been founded in order to diffuse the Olympic Ideal in their country; 95 of them have been founded during the last 17 years (62 of them in the '90s and 25 during the last 7 years). Members and officials of the National Olympic Academies have participated in educational seminars of the IOA in order to be informed about and engage in discussion of issues in Olympic Education. In many countries, the National Olympic Academies have developed excellent programs on Olympic Education.

Moreover, in collaboration with the National Olympic Academies, the IOA has organised Art Competitions and Olympic Literary Competitions worldwide. In 2003-2004 and in collaboration with the National Olympic Academies, the IOA has organised the "Olympic Literary Competition" in which 17 NOAs participated. The NOA of Mauritius earned the first prize, while the NOAs of New Zealand and Indonesia earned the second prize.

For the last fourteen years, the IOA also has collaborated with universities from all over the world in the organization of the Postgraduate Seminar. The students of the Seminar constitute a continuous source of research and knowledge for the Olympic Movement and the Centres of Olympic Studies around the world. It's certain that, in the future, they will support the Olympic Movement and they will promote –several of them probably as academic staff– the Olympic Philosophy.

The IOA collaborates with the University of Loughborough in England during the last seven years. As a result, students from the International Seminar on Olympic Studies for Post-graduate students can obtain 30 credits as long as they pass the exams at the end of the Seminar. The students of the Seminar constitute an inexhaustible source of research and knowledge for the Olympic Movement and the Centres of Olympic Studies all over the world.

Restoration of the IOA's premises

It's worthwhile mentioning that this year we have completed the restoration of the IOA's premises in Ancient Olympia. The General Secretariat for the Olympic Games of the Greek Ministry of Culture has fully financed the works (1.5 million Euros).

IOA as a legal entity of private law

By a law that passed last year, the International Olympic Academy was changed into a legal entity of private law and operates autonomously but always under the auspices of and in collaboration with the Hellenic Olympic Committee and the International Olympic Committee. So, the IOA can expand even more its activities and realize faster its vision for the introduction of the Olympic Education into the educational system of all the countries in the world.

During the last 46 years, the IOA has completed a great amount of work in Olympic Education, the results of which can be measured by the fact that the term "Olympic Education" is now recognized on an international level and is established in many educational curricula in different countries. The future seems to be auspicious, as the Ephoria of the IOA aims to broaden the educational activities of the IOA and cover new scientific and educational fields, which have gained great importance for the Olympic Movement during the last years.

Further Reading

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KONSTANTINOS GEORGIADIS

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NATIONAL OLYMPIC ACADEMIES*

Assoc. Prof. Konstantinos GEORGIADIS (GRE)

IOA Honorary Dean

University of Peloponnese

National Olympic Academies are an integral part of the International Olympic Academy and the Olympic Movement. We shall be presenting below their creation, their objectives and structure, as well as their relationship with the IOA.

Once the IOA had begun its activities, a number of important and substantial issues related to its operation and linked to the attainment of its goals came to light. It became obvious that the IOA needed the support of other organizations in order to respond to the educational requirements of the Olympic Movement.

Attending lectures during the IOA's sessions was not considered sufficient to make participants aware of the Academy's mission and their own contribution to it.

The selection of the participants, their preliminary training, their stay at the International Olympic Academy and the need to draw upon their knowledge and experience, led to the creation of National Centers for Olympic Studies in other countries.¹

* This paper has initially been published in: «The International Olympic Academy. A History of an Institution», (ed. Chr. Koulouri, K. Georgiadis), Athens 2007, pp. 257-273.

1. One of the first concerns of the pioneers of the IOA, John Keteas and Carl Diem, was the attendance of participants at its sessions and whether National Olympic Committees would be truly interested to send students and their administrators for further training. The letters they exchanged at the beginning of the '50s, before the establishment of the IOA, are quite illustrative. Carl Diem wrote to Keteas that "an Olympian socie-

Participants in the IOA's Sessions and Seminars now had a point of reference in their respective countries around which they could rally in order to develop their Olympic education activities in cooperation with the IOA.

These efforts were mostly backed by participants and lecturers at the IOA's first sessions. Their development from working groups to Centers for Olympic Studies is eloquently described by the founder of the Madrid Center for Olympic Studies Conrado Durantez: "We went back to our respective countries deeply affected by this mysterious "Olympic awakening" one feels after a stay at the Academy in Olympia".² He then added, speaking about the foundation and aims of the Center for Olympic Studies: "Its provisional rules and regulations specified that the new institution would possess a functional structure and would be organized on the model of the International Olympic Academy of Olympia, with the same objectives and that it would attempt, in its limited national form, to become an effective collaborator of the Academy in the pursuit of its aims".³

Already since 1966, the German National Olympic Committee had decided to establish a standing scientific committee called "Kuratorium für die IOA" entrusted with the task of supporting the IOA's work, selecting and preparing participants for its sessions and then acting as the link between them.⁴

There were similar initiatives in that same year in Austria for the creation of

ty for the aim to promote in a quite privately way the Olympic idea in Germany..." had been founded. "On my suggestion the Chair of this society has decided to send for Greece and for Olympia a youth group of appr. 30 pupils during the school holidays» (Diem to Ketseas 28-1-52, C. Diem archives). This letter was written by Diem in order to encourage Ketseas who had written to him that: "Unhappily we do not meet hot interest from abroad. But we must endeavor. Meanwhile we are dealing with "material" preparations for the housing of the expected (or unexpected) "proselytes"(students)" (Ketseas to Diem 21 January 1952, Carl Diem archives).

2. Durantez Conrado in: Report on the IOA's Special Sessions and Seminars 1998, Athens 1999, p. 571.

3. Durantez Conrado in: Report of the Sixteenth Session of the IOA, ed. HOC, Athens 1977, p. 91.

4. Müller Norbert, Die Olympische Idee Pierre de Coubertins und Carl Diems in ihrer Auswirkung auf die Internationale Olympische Akademie (IOA), Dissertation zur Erlangung des Doktorgrades an der Philosophischen Fakultät der Karl-Franzens-Universität Graz, Graz im SS 1975, p. 191 and Quellensammlung, pp. 149, 150.

the “Arbeitsgemeinschaft zur Förderung des Olympischen Gedankens in Österreich”.⁵

In the United States, in 1974, a similar committee had also been set up composed of members of the Olympic Committee, students and university professors, all participants at the IOA’s Sessions, who then pioneered the convening of the first session of the US National Olympic Academy in 1977 in Chicago.⁶

In the discussion groups at the IOA’s sessions, the idea of a “National Olympic Academy” is considered as a “popular topic”.⁷ As many National Olympic Committees do not comply with their educational obligations in a consistent manner, participants at the Sessions have demanded the creation of National Olympic Academies (NOAs) to allow those who attend the Sessions of the IOA once they return to their country to become involved in their core activities and operate as the ambassadors of Olympism in their homeland.⁸

After 1976, the Centers for Olympic Studies, following the IOA’s model, changed their name to National Olympic Academies, and together with the NOAs already established they formed the Olympic Movement’s first academic network.⁹

Today, 30 years after the establishment of the first National Olympic Academies, the aim of each National Olympic Academy is, through Olympic educa-

5. Hauser Annette, Die Bedeutung und Effektivität der Internationalen Olympischen Akademie (IOA) für Österreich, Hausarbeit zur Erlangung der Lehrbefähigung aus Leibesübungen an Höheren Schulen, Graz, November 1983, p. 118

6. Pappas Nina, *History and Development of the International Olympic Academy 1927-1977*, Thesis, University of Illinois, May 1978, pp. 131-132

7. Report of the 16th Session of the IOA, Athens 1977, p. 24

8. Ibid. p. 237

9. “These meetings, eventually, took the form of branches of the IOA. Thus commenced the effort to acquaint all countries with the Olympic idea. These meetings in Austria, Spain, Japan, China and America, later assumed the name “National Olympic Academy” (Szymiczek Otto, The National Olympic Academies, in: IOA Report of the Twenty-Third Session, Lausanne 1985, p. 64).

On the 9th of November 1989, the IOC’s Commission for the International Olympic Academy met in Lausanne. At the meeting, the criteria for defining a National Olympic Academy were discussed and the Commission’s members decided that the National Olympic Academy of Spain had met these criteria since its inception. Cf. Procès-Verbal du groupe de travail pour l’Académie Internationale Olympique, Lausanne, 9 Novembre 1989.

tion programs, to cultivate and disseminate the Olympic Ideal, study and apply the universal educational and social principles of the Olympic Movement, in conformity with the Olympic Charter, within the national and cultural boundaries of each National Olympic Committee, in cooperation with the IOA and the IOC.

National Olympic Academies are the IOA's extensions and operate as transmitters and receivers for the promotion of the Olympic Charter's ideals through the national Olympic education programs.

Each National Olympic Academy must also encourage the practice of sport among all social and age groups and promote the idea of sport as a fundamental, human right.

These aims are achieved by the NOAs by means of programs which they develop themselves in collaboration with the NOC and other sports and educational entities in their country.

The role of each Each National Olympic Academy is to:

1.
 - communicate with the IOA and follow its activities;
 - select and initially prepare participants for the IOA's Sessions;
 - plan and organize at least one national session each year on the topic of the IOA's special theme;
 - maintain contact with former participants;
 - set up a working group or committee of old participants at the IOA's Sessions that will support the IOA's work within the country's national boundaries;
 - submit an annual report on its educational activities to the IOA and the IOC;
2.
 - promote Olympic education programs in primary and secondary education;

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- train the administrators of the Olympic Movement in their country on the issues of Olympism;
- provide further training to physical education teachers on issues related to Olympic education and organize educational courses jointly with the Ministry of Education;
- train athletes participating in the Olympic Games;
- educate Olympic winners to act as role models for the young;

3.

- organize lectures, seminars, summer courses for young people, children's camps, scientific symposia dealing with specialized issues on the Olympic Movement;
- organize cultural events related to the Olympic Movement;
- organize festive events dedicated to Olympic victors and interviews with them;
- hold a competition on Olympic sports poetry, painting and sculpture;
- stage "mini-Olympiads" between schools;
- organize Olympic Day events;
- organize Olympic exhibitions;

4.

- develop Olympic education manuals for all the levels of education on the Summer and Winter Olympic Games and on the Paralympic Games and distribute this material to educational establishments;
- develop manuals in cooperation with history museums and non governmental organizations;
- publish a review on Olympic education;
- publish and distribute manuals and posters, as well as information material in general to all institutions concerned;
- encourage historic and philosophical research projects on the Olympic Movement at national level;

5.

- create an Olympic Museum;
- create Olympic Archives;
- create an Olympic thematic library;
- organize a film library for the Olympic Games;

6.

- communicate with public and private organizations and the media in order to raise awareness and inform citizens about the principles of Olympism;
- create a web site with information on its aim, structure and activities;
- seek cooperation with other NOAs for bilateral relations at continental and/or international level;
- set up working groups for sport and ecology, sport and women, sport and peace, sport and the media;
- participate in international forums on Olympic education;
- establish Centres for Olympic Studies in universities within the country for the training of students and cooperation with professors of humanities, as well as a chair of Olympism in universities.

National Olympic Academies operate within the framework of their respective National Olympic Committees, and their aims are in harmony with those of the NOCs.

Of the 133 National Olympic Academies that exist today, according to a survey¹⁰ only 78 NOAs (46 with their own statutes and 32 without statutes) – among the 94 which responded – are sub-commissions of their respective NOCs and only 16 of these reported being independent organizations.

The NOAs are the educational institutions of the NOCs. Even when there are differences in their structure and mode of operation, they must always be placed

10. The survey was conducted by the IOA with the help of questionnaires that were sent to all NOAs and NOCs. Of the 133 National Olympic Academies only 94 have responded.

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under the patronage of the NOC, within the framework of a single Olympic Movement.

It would be very difficult today to define a single system for the operation of NOAs as there are huge administrative, cultural and political differences from country to country.

The IOC's short but comprehensive manual on National Olympic Academies recommends that the President of the IOA should be an academic.¹¹ A proposal in the form of a wish to which there has not been a satisfactory response so far. Moving a step further, the manual also suggests that the members of the NOA should come from primary, secondary and tertiary education so as to be able to support its activities at all levels. It is also recommended that the President of the NOA should be an ex-officio member of the Executive Board of the relevant NOC to ensure better cooperation between the two organizations and coordination of their work.

The first official meeting of the first National Olympic Academies took place in Lausanne in 1982. Two years later, in Los Angeles, the Dean of the IOA at the time, Otto Szymiczek, who had been actively involved in their creation, presented detailed proposals and instructions regarding their mode of operation.¹² The drafting of these proposals had been based on the 20-year experience of the IOA, as well as the experience gained as it followed the progress of all National Olympic Academies, which had been established until then.

In 1986, in support of the work of the NOAs, the International Session for Directors of National Olympic Academies was organized for the first time in Olympia attended by 14 NOAs. The Session was organized again in 1988 and 1990 with 37 and 39 NOA representatives respectively. Since 1992, the Session was called "International Joint Session" because it was attended by members and staff of National Olympic Committees as well as Academies. After 1999, it is held one year only for Directors of NOAs and the following year as a Joint Ses-

11. IOC (ed.) *National Olympic Academy. Foundation-Perspectives-Activities*, Lausanne 1989.

12. Szymiczek, Otto, The work and educational program of National Olympic Academies, IOA Archives (no date).

sion with the participation of NOC professional staff. Through these Sessions that focused exclusively on the role, operation, structure and activities of NOAs, as well as Olympic education for the development of young people, the IOA has supported in the best possible way their activities, communication between them and the training of their staff.¹³

During these Sessions, the NOA representatives present their educational activities and their Olympic education manuals, with their methodology and contents. They also discuss and establish contacts with other colleagues thus ensuring their collaboration after the end of the Session. Furthermore, the Session for NOA Directors represents a periodical but permanent forum for the presentation of activity reports by the NOAs.

The IOA has also encouraged NOAs to organize Olympic education seminars in its facilities in Ancient Olympia so that their people can become acquainted with the history and archaeological sites of the birthplace of the Olympic Games.¹⁴

One of the main objectives of the IOA is to increase to a maximum level the number of National Olympic Academies and ensure that accurate information is available on their educational framework of operation.

To achieve this objective, the former President of the IOA and IOC member Nicos Filaretos worked harmoniously for many years with Anselmo Lopez (1910-2004), the Director of Olympic Solidarity. A special program was developed in order to provide financial support to NOCs for the establishment of NOAs, libraries and Olympic education programs.

Many National Olympic Academies are doing outstanding work. Every year,

13. Georgiadis Konstantinos, International Olympic Academy: Reality and Vision, in: *IOA Report on the IOA's Special Sessions and Seminars 2001*, Athens 2002, pp. 506-523, idem, 45 Years of Olympic Studies and Olympic Education in the International Olympic Academy, in: *IOA Report on the IOA's Special Sessions and Seminars 2005*, Athens 2006, pp. 102-122.

I have attended myself and directed from 1989 to date the proceedings of 7 of the 9 International Sessions for Directors of National Olympic Academies and 8 International Joint Sessions for Directors of National Olympic Academies and Members and Staff of National Olympic Committees.

14. In the past, the IOA was offering its facilities free of charge to National Olympic Academies wishing to hold their seminars in Ancient Olympia, provided the number of participants did not exceed 40 people.

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they train hundreds of young people and adults on Olympic issues in their countries. They also develop excellent Olympic education programs. Germany's National Olympic Academy was one of the first to develop a handy manual entitled *Mach mit bei der Schülerolympiade!* Its contents are updated every two years, following the Summer and Winter Olympic Games and distributed to all schools in the country.

A large number of NOA activities are recorded in the proceedings of the IOA's sessions. Furthermore, on the initiative of the founder and current President of the Spanish NOA, the Ibero-American Association of Olympic Academies was established in Madrid on 25 June 1988. Efforts are being made to create similar associations among countries belonging to the same cultural zone or sharing the same mother tongue.

Today, approximately three decades after the creation of the first National Olympic Academies many of the objectives concerning Olympic education have been achieved. Olympic education is a widely recognized concept all over the world, and its ideas are the object of study and research at universities.

Many new Olympic Education programs have been developed or translated by NOAs and adapted to educational programs in many countries. In addition, all the Organizing Committees of the Summer and Winter Olympic Games are developing Olympic education programs, which they implement during the Games.

When we assess the present situation, we see that in the '70s, a little after the foundation of the International Olympic Academy, the Olympic Movement started focusing on education and this combined with its other activities led to the creation of National Olympic Academies. Things then moved very fast since the majority of National Olympic Academies were established during that period (102 of a total of 133). Their creation was supported by the President of the International Olympic Committee at the time, Juan Antonio Samaranch, throughout his term of office (1981-2001).

Samaranch introduced a number of innovations in the Olympic Movement and his office was marked by events such as the abolition of the concept of amateurism, a principle that governed the Olympic Movement since its inception,

marketing and commercialization of the Olympic Games, gigantism on the one hand and the unity of the Olympic Movement on the other, the invasion of anabolics and the efforts to control them. National Olympic Academies and Olympic Education were called upon to counterbalance all these phenomena for the ideological preparation and cohesion of the Olympic Movement. The extent to which this balance could be achieved is not something that can be precisely assessed today. Of course, over and above the serious efforts that have been made we know even today that Olympic Committees give much more emphasis to participation in the Olympic Games and top performance sport than to educational issues. Even today, many people within the Olympic Movement have not understood that it is both a social and educational movement. It should not escape our attention that 68 National Olympic Committees have not founded a National Olympic Academy until now. There is also a relatively large number of National Olympic Academies (about 25%), which have been established but have not developed any significant activities. It is true, on the other hand, that research on Olympic education issues has advanced considerably and this is mostly due to the work and presence of National Olympic Academies. The fact that there is a more or less equal distribution of NOAs around the world is something positive. In Africa there are 35 National Olympic Academies out of a total of 53 National Olympic Committees, in Asia 25 out of a total of 44, in America 30 out of a total of 42, in Europe 40 out of a total of 48 and in Oceania 3 out of a total of 15. It is indeed extremely hopeful that many National Olympic Academies in Africa, Asia and South America are extremely active in spite of the economic, social and political problems in their countries.

Today, more than ever before, the International Olympic Committee is called upon to support the work of the International Olympic Academy and thereby of National Olympic Academies. If the humanitarian ideas of the Olympic Movement are those which determine its cohesion and future course, then the intellectual network of the International Olympic Academy in cooperation with National Olympic Academies is of outmost importance for the propagation of these ideas worldwide. Blending sport with culture and education through the activities of the IOA and NOAs, the Olympic Movement will continue to play a leading role in dis-

seminating its fundamental moral principles of respect for others, fair play, equality, democracy and peace in the world.

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THE IOC PROGRAMMES FOR EDUCATION, SPORTS AND CULTURE AND THE MASS MEDIA SUPPORT

T.A. Ganda SITHOLE (ZIM)

*Director of the IOC International Cooperation
and Development Department*

Dear Colleagues,

First of all allow me to express my thanks to the Ephoria for organizing this particular session for the media. The IOA is known for its highly educational sessions for young people, Olympic education directors and general functionaries in the Olympic Movement. It is not known for reaching out to the media, or for trying to make the media understand the philosophy behind the Olympic Games.

For many years I advocated for a special session of this kind, admittedly with a strong participation of media people from developing countries. So if I sound biased in my presentation, it is because I find this to be a chance to address compatriots from developing countries albeit in a forum that includes fellow actors from developed countries.

I hope I shall not sound patronizing if I say challenges that are being experienced by the media in developing countries are a result of the political and economic evolution that part of the world community is experiencing. This evolution is being experienced differently. Neighbouring countries or even those belonging to same economic blocks are experiencing totally different levels of economic and political developments.

Whereas others are enjoying positive economic growth, others in the same re-

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gions, sharing the same political and social backgrounds, are experiencing not just negative economic growth but catastrophic economic situations. Political developments have followed the same path. While others have enjoyed political freedom, others are yet to experience such joys although they can still claim to be free.

This certainly has a bearing on the media in these countries. The media, to borrow a term, is a reflection of society. Countries that are experiencing political and economic melt-downs have little time to reflect on the niceties of the beautiful game. They become adversarial, combative, and even cantankerous. Sport tends to follow the same trends. The stadiums become the combat zone and our players, on our behalf, act like gladiators set against each other in a coliseum.

If athletes from such backgrounds appear to be the models of decorum, high-spiritedness and discipline during the Olympic Games when they come to represent their countries, it is simply because of the fact that the culture in which they find themselves at that particular time requires them to act in that manner. We have, of course, in the past experienced the venomous attitudes of athletes coming from countries in conflict, but they have tended to stand out like sore thumbs and the discipline of the rest has largely been infective.

During the 1970s in particular, the Olympic Games, and any other mega-sport event for that matter, became places for organised indiscipline. Political agitation emanating not from the ranks of sports people was the order of the day. I come from that era myself, an era in which sports writing had, consciously or sub-consciously, reflected society's attitude, in this case, of simple rebellion against the Olympics in order to draw attention to something else that our nations thought dear to them.

Without appearing to question the motives of these actions then, one can safely argue that noble as the intentions were, still there was then a total lack of understanding of what Olympism was all about. In fact, the term Olympism never existed in our vocabulary then. If it did, its difference from the Olympic Games was totally lost in the screaming arguments between the clashing cultures that existed then.

The media in developing countries could only play the role that it was cast in,

supporting the society in which it operated. Without going into detail, the boycotts and the convulsions that the Olympics went through then had their merits. I find absolute solace in the belief that they contributed to the stability that we experience today. Equality, fair play, universality are terms that would not have found their way into the present history of the Olympic Games were it not for that past.

But while the world has moved on, the media in most developing countries is playing catch up. In their minds, as in the minds of the society they serve, the Olympic Games have remained a sport to soar higher, run faster and get further. They were just a popular conglomeration of sporting disciplines that provided a platform for whatever else then and so they remain today.

The fact that what makes these Games different is the culture, history and education is lost on these societies. The media, caught in this docility of only reflecting the societies they operate in, fail to break out by themselves and take the lead they should and educate their masses on the values that can be derived by associating with the greatest element of the games, Olympism itself.

I have often been asked by supposedly learned compatriots what the "Olympic Games" have to do with peace, social development, education, culture, environment, economic development and the fight against HIV/AIDS. Depressingly, some of these colleagues are supposedly enlightened media colleagues. It has only served to fortify my resolve that much still has to be done to help make the media in developing countries break away from its self-assigned role of playing the mirror and take a lead and be educated in order to educate.

Of course, the Olympics are encored in European history. And somewhere in their history, some uncharitable things may have been said about people of colour by those who were at the forefront of the movement to revive them. But then one could argue that lawn tennis may not have been originally meant to be played by the European lower class either, much less the people of colour. But that is what evolution and development is about: cross fertilization of cultures and lending one another a helping hand in development.

The culture of Olympism, its educational values and potential are yet to be fully exploited by those societies that need such developments the most. And we

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can all share the blame. In 1994 during the Congress of Unity in Paris, I delivered a paper in which I argued that sport and the media needed each other. That argument is just as true today as the day I made it.

Are we doing enough to help the media so that it may help society to take advantage of this great evolution? The answer would be a kind yes if we were to take into consideration this particular effort today by the IOA. But I would also argue that much, much more could, and should be done. The Olympic Movement as a whole could apply more resources to efforts of educating the media and reaching out to the vast audiences in developing countries where television viewing is still a family and even a community activity.

National Olympic Committees have done their best, given the paucity of resources, by diverting some of their funds from Olympic Solidarity to information seminars for journalists. I am a product of a concerted IOC-OCOG effort to educate journalists in not just the goodness of the Olympic Games but the developmental value they add to our lives. I learnt the meaning of winning by associating with winners and documenting their stories. I learnt the value of participating by living their lives. More important, I saw for myself the lives of friends and colleagues being totally changed by sport, economically, socially and mentally.

I am but just one such living example. Since that day when I attended my first Olympic sportswriters' course in Munich in 1971, and then reported my first Olympics in 1972, I became a total believer in the positive contribution of sport to the quality of life.

The IOC President, Dr. Jacques Rogge authorized a project for 2004 in which the administration helped the African continent to acquire television rights, not as a fully fledged commercial project but more as the beginning of a long term programme to woo the electronic media in that part of the world from simply following in the footsteps of development but to take the lead they deserved.

The project had serious flaws, not the least because I in particular had not done enough to convince the heads of our national televisions that offering the Olympic Games to the masses was certainly more beneficial to them than the hours they devoted to politicians speechifying about the heavens they were creat-

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ing on earth for their citizens and blaming imperialists and their so-called running dogs when they failed.

My Department of International Cooperation and Development has teamed up with the Communication Department to deliver a unique project to educate women sportswriters from developing countries. Certainly, the IOC can be proud of its record in education. That there are 400,000.000, yes four hundred million young Chinese learning the values of life through sport is a success attributable to the IOC that no one can take from the organization.

Let me conclude thus: This forum, for which we thank Mr. Minos Kyriakou and the Ephoria, is just the beginning. My department, and I'm sure I also speak for my colleagues in the Communication Department, and indeed the whole of the IOC, would be happy to collaborate in the future in a more tangible way.

Contrary to popular belief, I do not believe that too much of a good thing is not good. We can have more of THIS good thing any time.

THE IMAGE OF ATHENS AND GREECE IN THE INTERNATIONAL AND GREEK PRESS DURING THE PREPARATION AND STAGING OF THE OLYMPIC GAMES ATHENS 2004

Prof. Roy PANAGIOTOPOULOU (GRE)
Department of Communication and Mass Media
University of Athens

Introduction

The Organization of the Olympic Games in Athens in 2004 was unquestionably a milestone for Greece's economic, social and cultural development. It is clear that the Games provide one of the most important symbolic opportunities for a country to become the centre of interest worldwide, to bring a positive change to its image and position itself as a well-known destination on the world map. Moreover, the Games offer organizers major opportunities for international communication and cultural diplomacy.

In the era of globalization and of new media communication, the country hosting the Olympic Games becomes the focus of media interest. As a result, a governments' interest in building an international positive image and opinion of the country through the promotion of the Olympic Games probably constitutes the most important incentive for bidding for the event. Therefore, the governments need to influence the issues covered by the media, because in turn, the media shape the public agenda. This is, however, by no means an easy task as the international news media have their own communication policy. Successful

communication in order to promote the desirable image for the Games must combine and balance the interests of local stakeholders with those of the international sponsors and the mass media.

Priorities of the communication campaign

The importance of promotion through appropriate communication was obvious from the very beginning to the Organizing Committee of the Olympic Games Athens 2004 (ATHOC), which immediately focused on the planning and implementation of its communication strategy that would create the Greek image and identity of the Games (Panagiotopoulou 2003 and 2005). We have to mention that this was the first time that such a complex promotion campaign was launched in Greece, building on almost all the tools of modern advertising intended to target the largest possible audience and range of interests.¹

The message of the Athens Games promotion campaign summarized the “greekness” of the history of the Olympic Games and highlighted the uniqueness of Greece: *The Olympic Games are returning to Greece their ancient birthplace and to Athens, the city of their revival* (during the Games it changed to *Welcome Home*). As a common point of reference all printed and audio-visual material shared the link of the modern Games with antiquity (Panagiotopoulou 2003 and 2004).

In this area, the ATHOC undoubtedly was very successful since it was able to generate worldwide response to the messages it had chosen to project. However, what both the ATHOC and the Greek government failed to capitalize on for this unique promotion opportunity for the country were the international media, as well as the Greek media, at least during the final 100-day period before the opening of the Games.

1. According to the report of the Communication Division of ATHOC Athens 2004, during the preparation and staging of the Games, the following activities were implemented: 200 Agencies and International Media monitored, 6 editions published, 16 issues of the magazine ATHENS 04, 3.000 press releases, 750.000 photos, 1.500 CD Rom production per month, 7.618 media worldwide (pre-Games) and 21.500 accredited journalists Games-time serviced, News desk run on a 24-hour basis, 1.100 info-kits (electronic material) sent, 10.400 media requests (pre-Games) and 2.500 Games-time answered, (Official Report Press, ATHOC Athens December 2004: 13).

The Games coverage by international press

The image of the city of Athens that was presented by international media during the preparation for the Games was not always positive. In general, it remained negative, throughout the preparation phase until approximately 50 days before the opening ceremony.

Air pollution, the traffic system, the absence of any specific architectural or cultural character, as well as various social issues such as health, transport, etc., were the main focus of negative criticism. Very often, such stereotypic criticisms combined with persisting prejudices, did not allow certain progressive improvements in city functions to become apparent (for ex. the construction of the Metro, selective vehicle use –based on registration numbers– etc). On the contrary they were connected rather with the activities and requirements of tourists and the problems they would be facing during their stay in Greece (Waterfield 2004: 322-323).

According to a survey conducted during the first half of 2003 in different EU and US newspapers,² 16.5% of all press reports during that period referred to the Olympic Games and 10% to sport (Demertzis 2003: 7). Most negative reports (41%) dealt with social issues (e.g. killing of stray animals, police brutality, the sinking of the Prestige oil carrier), as well as with the preparation for the Olympic Games and sport (46%). The issues that were most highlighted were security and protection against possible terrorist attacks and delays in the completion of Olympic works. Further, the subject of many articles was the effect of Olympic works on the city's everyday life, the conclusions drawn by other cities that might wish to bid for the Games or other major sports competitions, the Acropolis Museum, etc. (Demertzis 2003: 15). Of the positive re-

2. The survey was done by a research team under the responsibility of N. Demertzis for the Ministry of Press and Media and covered the period from 1.1.2003 to 30.6.2003, during which Greece held the presidency of the EU. It included a total of 2,842 publications in 32 newspapers (19 from Member States and states that later joined the EU and 13 from the US and Russia). The processing of all this material that focused on Greece showed a clearly positive image for the country as a result of the successful termination of the presidency (58% positive, 25.5% neutral and 16.5% negative), Demertzis 2003: 6 and 15.

ports relating to the Olympic Games, the majority (46 stories and 12 photos) referred personally to the President of the ATHOC Ms Aggelopoulou (Demertzis 2003:19).

The growing negative climate in the international press and the electronic media was already apparent since the middle of the preparation period and instead of diminishing it became stronger from the beginning of 2004 until approximately June 2004.³ This was a phenomenon never seen before in the organization of the Olympic Games.

Media criticism during the final year focused on two main issues:

- Security and the measures which Greece intended to implement in order to counteract a possible terrorist attack.
- Delays in the completion of several projects related to the staging of the Games.

Let us look at some information from another survey on foreign press reports, which covered the last year of the preparation period and the celebration of the Games.⁴

For one whole year, Greece was the target of the international press. Greece is a small country that, apart from a few exceptions, is rarely present on the international news agenda. The awarding of the Olympic Games increased the need for information about the conditions for staging the Games and the country hosting them. It is obvious that in the case of modern Greece, of which the public had

3. Cf. indicatively *Times* 13.4.2004, and 16.5.2004, *Financial Times* 6.5.2004, *The Guardian* 16.1.2004, 30.3.2004, 6.5.2004 and 14.5.2004.

4. The survey, commissioned by the General Secretariat for the Press and Media, was conducted under the responsibility of N. Demertzis and covers the period between October 2003 and September 2004. The information was collected from 22 foreign newspapers published in 8 different countries (England, Australia, France, Germany, USA, Spain, Russia and Switzerland) and concerned articles on Greece with special reference to the preparation and staging of the Olympic Games. A total of 3,440 reports were examined. The main aspects covered were the Olympic Games in general (47.5%), Greek society (10.6%), modern Greece (7.6%), tradition, civilization, ancient Greece (6.9%), sport (4.3%), political institutions, parties, government (4%).

little knowledge, the direction given by the media had a higher impact (Fola 2007: 199).

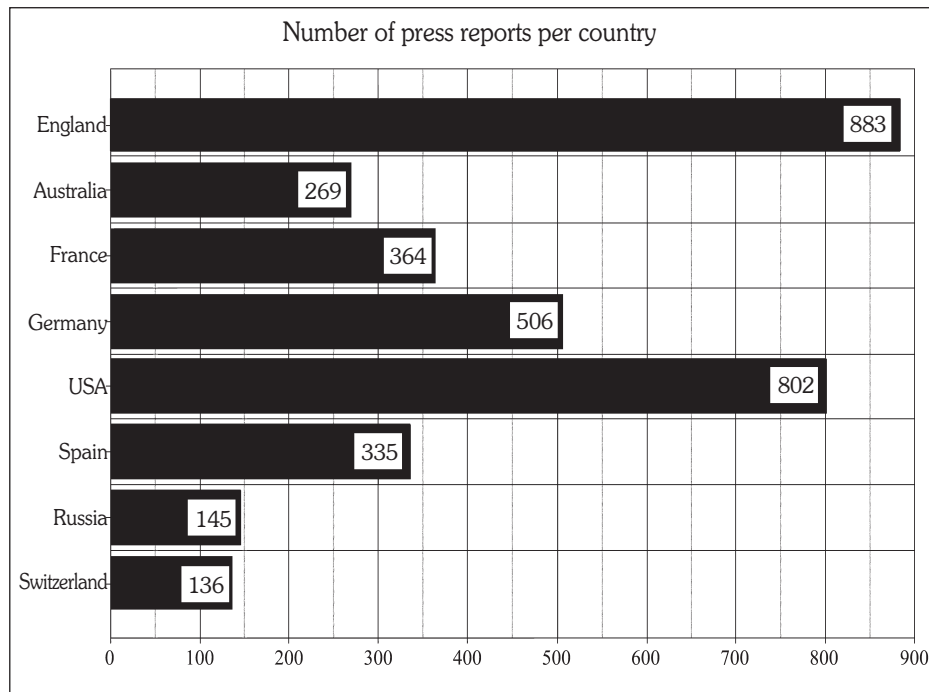
Regarding security issues many press reports were exaggerated and often unfair if one thinks that Greece had managed, on the one hand, in June 2002, to dismantle “17th November”, a small but effective terrorist organization, which had remained active for almost 20 years and, on the other, to obtain the most advanced security systems in cooperation with NATO and specialists from seven countries, which meant spending in the end the enormous amount of € 1.1 billion that had not been included in the Games’ budget (Marnellos 2004, Panagiotopoulou 2007).

It is a fact that the significant delays in the construction of the Olympic works, two months before the opening of the Games, made the city look like a huge, unfinished construction site. The critical reports in the international press and websites, that continued monotonously, questioned the Greeks’ ability to comply with construction deadlines. It should be noted, however, that the Athens Games did indeed keep world public opinion in suspense until the very last moment about whether the venues would be finally ready, when we think that the roofing of the Olympic Stadium was installed at the end of May and the Marathon run completed just a few days before the opening ceremony.

As shown in Graph 1, England, the US and Germany were the countries whose newspapers published the largest number of articles on Greece during the last year before the Games.

THE IMAGE OF ATHENS AND GREECE IN THE INTERNATIONAL AND GREEK PRESS

Graph 1

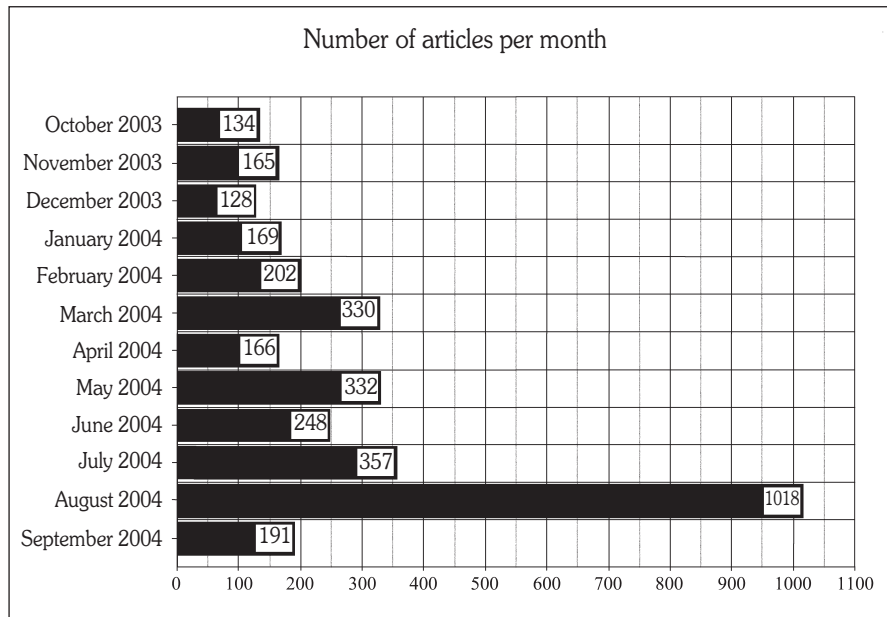


Source: N. Demertzis et al. (2004), The image of Greece in the international press during the preparation and staging of the Olympic Games (October 2003 - September 2004), final report, Athens December 2004, p. 9.

As could be expected, the number of articles reached its peak in August 2004 (1.018 press reports) a little before and during the celebration of the Games (Graph 2).

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Graph 2



Source: N. Demertzis et al. (2004), The image of Greece in the international press during the preparation and staging of the Olympic Games (October 2003 - September 2004), final report, Athens December 2004, p.11.

Greece's visibility indicator in the international press represents a qualitative assessment of press reports.⁵ Graph 3 shows that the country's total visibility remained relatively average, since practically all press reports (85.6%) scored from 4 to 12 points. Consequently, the newspapers that published most of the articles on Greece are not necessarily those that gave it the highest "visibility".⁶ The monitoring of Greece's progress towards the Olympic Games was mainly based on short

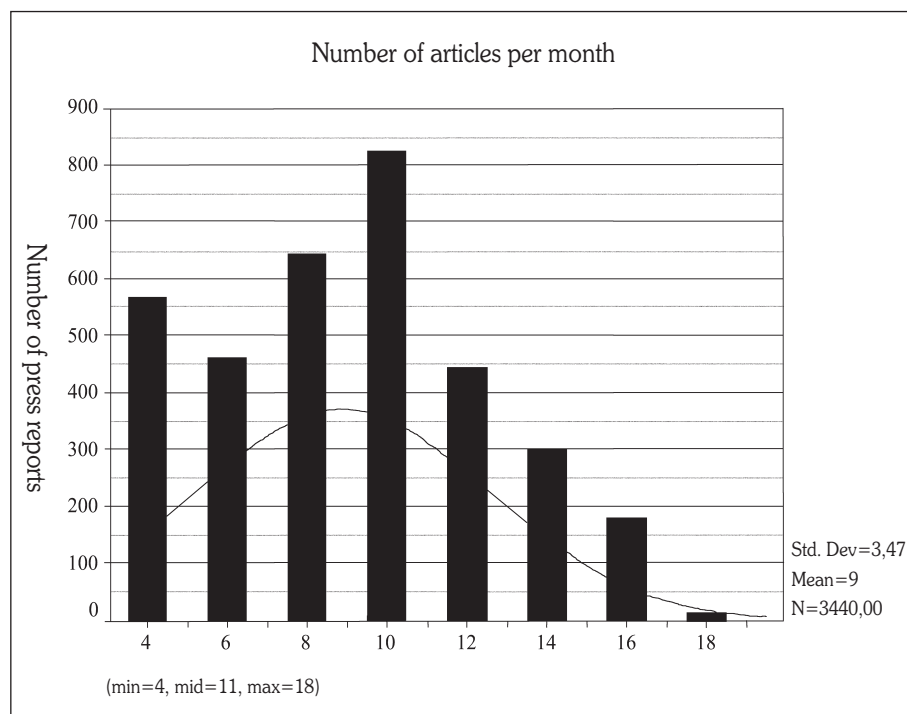
5. According to researchers, "visibility" was determined on the basis of specific variables weighted according to their significance as follows: a) editorial weight (leader=3, other=1, b) news coverage (extensive report=5, average=3, short=1), c) presence of visual material=3, absence of visual material=1, d) publication page (front page=7, from page 2 to 5 included=5, pages 6-10=3, from page 11 onwards=1). The "visibility" indicator can range from 4 to 18 points (Demertzis 2004:13).

6. Switzerland that participated in the survey with only one newspaper, the *Neue Zürcher Zeitung*, gave the highest visibility to the Games (10.2 points). It should be noted that this newspaper devotes a large part of its contents to international issues, but did not publish a large number of articles on Greece. It was followed by the US (9.9 points), which focused mostly on the Games security, followed by England, Australia, France, Spain and Germany (8.8 points) with a broad range of topics and articles (Demertzis 2004:16-17).

THE IMAGE OF ATHENS AND GREECE IN THE INTERNATIONAL AND GREEK PRESS

or average length reports in the inside pages of newspapers, often without visuals.

Graph 3



Source: N. Demertzis et al. (2004), The image of Greece in the international press during the preparation and staging of the Olympic Games (October 2003 - September 2004), final report, Athens December 2004, p.14.

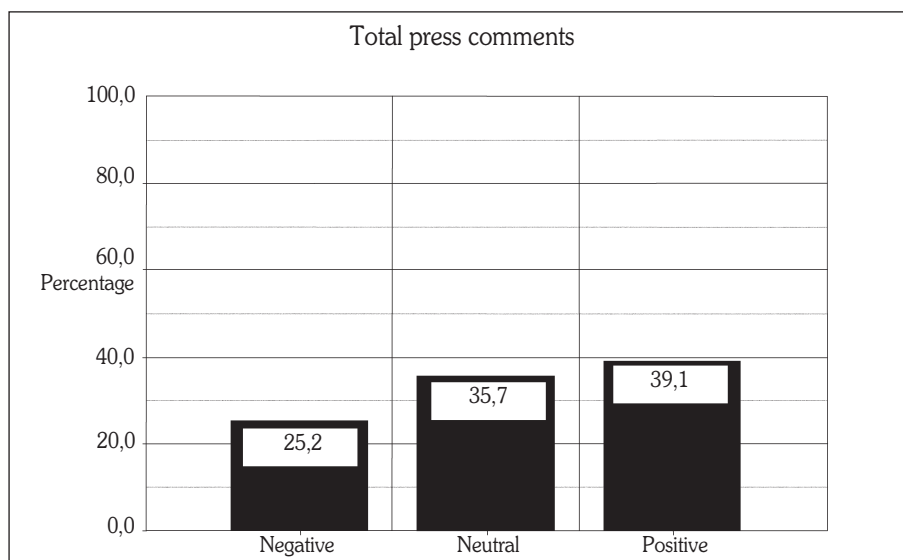
Throughout the period under consideration, negative reports represented one fourth of the total (868/3440 – 25.2%).⁷ If we take into account, the specific weight of “neutral” reports (60.9%), the country’s negative to neutral image could be interpreted as being even darker. The media’s continuous disparaging comments is an important parameter for the image of an Olympic city, even

7. The most critical newspapers were the *Times*, *International Herald Tribune*, *Guardian*, *Sueddeutsche Zeitung* and *Daily Telegraph*, which belong to those that published the largest number of articles on Greece. The American dailies *Washington Post* and *The New York Times* and the Spanish *ABC* were those that published the most positive articles on Greece, whilst German newspapers *Die Welt* and *Frankfurter Allgemeine Zeitung*, the French *Liberation*, the Spanish *El Pais* and the Swiss *NZZ* adopted the most neutral stance.

more so when the host city belongs to a small country that does not have a powerful international lobby, the result being that many efforts for organizing the Games and improving living conditions in it are not recognized.⁸

It should be noted that even in August 2004 the number of positive press reports did not increase; negative reports simply fell slightly (24.7%) and neutral increased (37.7%). It seems that in the end the Kenteris-Thanou doping scandal had a rather negative impact on Greece's image despite the positive response to the timely completion of the Olympic venues and the highly positive coverage of the opening ceremony. The attitude of the international press can be seen in Graphs 4 and 5.

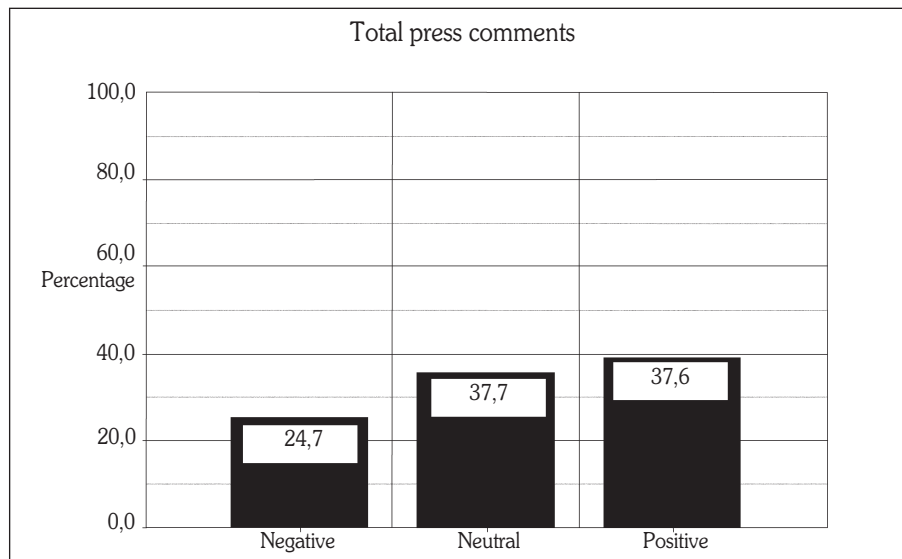
Graph 4



8. It was only in May 2004 that some positive reports on Greece and the Olympic Games began appearing in the international press. This is standard practice for the major international newspapers (Moragas, Belen Moreno, Kennett 2003: 285). In the case of Athens, these reports came very late. Let me mention indicatively the *Daily Telegraph* (14.1.04), *Die Presse* (5.2.04), *Frankfurter Allgemeine* (5.2.04), *Seven Network* (18.7.04), *USA Today* (5.8.04), *Le Monde* (7.8.04). Finally, in June 2004 the ATHOC's promotional activities were launched abroad. The advertising campaign was mainly targeted at television and only secondarily at the international press. The campaign with its central message Welcome Home and a 50' TV spot was aired by TV networks CNN Int 1, BBC World, EuroSport, and channels NBC, ITV, Channel 4, Channel 5, France 2, France 3, Canal+, ZDF, RTL, RTL2, ARD, SAT1, KABEL1, VOX, PRO7, cf. www.athens2004.com.

THE IMAGE OF ATHENS AND GREECE IN THE INTERNATIONAL AND GREEK PRESS

Graph 5
August 2004



Source: N. Demertzis et al. (2004), The image of Greece in the international press during the preparation and staging of the Olympic Games (October 2003 - September 2004), final report, Athens December 2004, p.19.

In order of frequency, the three subjects that gave rise to the most negative comments were: security and crime, the progress of Olympic works and Greece's relations with the EU. The three subjects that received the most positive comments were: ancient Greece (history and civilization), tourism and sport. Finally, the three subjects that received the most neutral comments were: political institutions – parties – government, Greek society and security – terrorism.

If the last impression is what one remembers most, then the percentage of 39.1% for positive press reports should be considered a satisfactory final result given the fact that during the whole preparation period, Greece was often the target of criticism from international newspapers.

In conclusion, both the ATHOC and the Greek government were not able to respond with an effective communication policy that could curb in time and

then change the prevailing negative climate. The country's image remained rigidly set in the old stereotypes of antiquity and classical values of Greek civilization. The organizers were thus unable to create a new image of the country compatible with present-day demands for a modern and dynamic state with organization capabilities and effective handling of international issues (Fola 2007: 200).

The late change in the attitude of many international media, the praises, the "thank you Greece", "apology to Greece"⁹ etc., could no longer reverse the negative image and attract more spectators for the Games and visitors to Greece. This situation, combined with certain international events (terrorist attacks in nearby areas, Madrid in 2003 and Istanbul in 2004, the war in Iraq, the increase in value of the Euro relative to the US\$, SARS, the excessive increase in Athens hotel rates,¹⁰ etc.) discouraged people from visiting Greece for the Games. It seems that in the end the Athens Games were mostly a Greek affair.¹¹

The Games coverage by the Greek press

From 2000 until the beginning of 2004, the Greek press, with a few exceptions, maintained a positive attitude towards the Games. This attitude reflected the admittedly unprecedented support of all the Greek people to the organization of the

9. For example one of the many publications was the open letter of NBC Chairman D. Ebersol to the Greek people, the Organizing Committee and the government, cf. "NBC: Sorry and congratulations", *Naftemporiki*, 9.10.2004.

10. I mention indicatively that occupancy rates of Athens hotels in July 2004 was 12% lower than Sydney's for that same period four years before (Delezos 2004: N14). The revenue per available room in the Athens hotels during the Games period rose by 261% with hoteliers taking advantage of high August demand in the city centre. Occupancy reached 84.4%. See "Athens hoteliers hiked Aug. 04 rates by 261%", 24.9.2004, www.e-tid.com/pma/22384, accessed 18.11.2004.

11. In a survey commissioned by ATHOC to companies VPRC-MRB-Research International that was conducted in five countries (USA, Germany, France, Spain, Great Britain) during the period June-July 2004, 98% of all respondents stated that they did not intend to be present at the Games and would watch them on TV (Fola 2007: 209-210).

Games.¹² However, the incessant, merciless criticism of international media combined with anxiety for timely project completion, led to a climate of doubt and changed the attitude of newspapers three months before the opening of the Games from positive to critical and downright negative. Maybe publishers wanted to protect themselves in this way against a possible failure. This is why the Greek press adopted during the last quarter almost the same challenging and negative attitude as the international media.

According to a survey that studied the front pages during the last 100 days leading up to the Games, the two major Greek dailies, *Eleftherotypia* and *Ta Nea*, presented the social and political situation in a rather negative way.¹³ The most illustrative front-page negative report was that of newspaper *Eleftherotypia* on 27 July 2004, which bore the headline “LET’S KEEP COOL, 17 days and it will be over!” In such an atmosphere that could hardly be described as favourable, Greece was moving into the final straight of its preparations in order “to welcome the world”.

Maybe this attitude, combined with the hassles of so many years, the uncertainty as to whether everything would be ready, whether the organization would be up to the expectations of an international public, from which until then there had only been negative comments and the forthcoming summer holidays, gener-

12. In July 1996, two special opinion surveys were carried out on the Athens bid for the Olympic Games. In the one conducted by VPRC, 93% were in favor of the organization (only 4% were against) and in the other that was conducted by MRB the acceptance, percentage was 96.3% (2.5% against), (Vernardakis 2004a: 79-80). This attitude persisted throughout the entire preparation phase and remained the same after the Games. The mean value of positive feelings regarding the Games started increasing since 2001 and reached its highest level of 89% in September 2004 (2001: 75.4%, 2002: 77.2%, 2003: 78.6%) (Vernardakis 2004a: 81 and by same 2004b: 3).

13. The subjects that came up again and again focused on the high cost of the Games and the sacrifices Greeks would have to make afterwards, problems for citizens due to strict security measures, traffic restrictions, etc. Cf. *Eleftherotypia* 8.7., 10.7., 13.7, 19.7, 1.8., 2.8., 6.8., 7.8., 8.8., 12.8.2004 and *Ta Nea* 9.7, 21.7, 23.7, 27.7., 28.7., 30.7, 31.7., 12.8, 13.8.2004. A few indicative front page headlines are given from a) *Eleftherotypia*: 2 NIGHTMARES for after “2004” (10/7), WELCOME to “fortress Greece” (2/8), Olympic winners on borrowed money (8/8) ARE WE READY? (9/8), and b) *Ta Nea*: A 2000 euro tax for 800,000 entrepreneurs (9/7), Olympic holes are being filled in a rush (21/7), SOS: Athens calling (again) NATO (23/7), Expensive fines and bottlenecks everywhere (30/7), The Greek Broadcasting Organization’s dress rehearsal... a disaster! (12/8) (Alefantis 2004: 4).

ated among Greeks an atmosphere of indifference for the Games. This stance began to change after the unexpected victory of the national team at the EURO Football Cup in July 2004 and then, in the first days of August when the city put on its festive face. This explains perhaps the Greeks' delayed interest in buying tickets. When the Greek and international media started to promote the positive side of the Games, the atmosphere changed and in the end ticket sales reached record levels.¹⁴

These reserved and/or negative responses were generated in addition to the disparaging and often unfounded reports that blew the problem out of proportion by the excessive reactions of the Greeks which finally harmed Greece's image inside and outside the country (Alefantis 2004: 4). In many cases, the handling of this negative promotion did not "reassure" the man in the street, but inspired a confrontation logic vis-à-vis foreigners, which certainly did not contribute to a more positive climate within the country.

In the spring of 2004, the Greeks were worried about the outcome of the Games, they expressed disappointment and readily believed various scenarios about an international conspiracy against the country (Alefantis 2004: 4). The feeling that dominated was that the Greeks were following foreign press reports instead of influencing them.

Among Greek public opinion and those who in the end experienced the Games organization at close range there was general satisfaction. Even at the last minute, Athens was able to offer a festive atmosphere and the image of a modern and interesting city to its visitors. For the Athenians who had suffered a lot of inconvenience this short-lived change was a "godsend", a "miracle", which very few people believed could happen. Melina Mercouri's statement that "Greece has civilization to sell" was fully confirmed and residents enjoyed the known and unknown corners of their city that were revealed to them neat and full of charm.

14. At the Athens Games more than 3.5 million tickets were sold. On the first two days there weren't that many spectators. After August 15, however, the venues were full. The total number of tickets sold was higher than the corresponding figures for Barcelona and Seoul, two countries with a much larger population than Greece. Many tickets given to sponsors or the Olympic family were not used, a phenomenon observed at other Games too (Preuss 2004: 169).

The Olympic Games were not held only in the stadiums but also in the pedestrian ways and squares of a city in celebration (Panagiotopoulou 2006).

According to a survey carried out during the Games at all Olympic venues, practically all visitors, Greek and foreign alike, stated that they were very much to rather satisfied by a percentage of more than 90%. This was the biggest praise for Greeks. Table 1 below shows a number of organization sectors and satisfaction rates.

Table 1

Visitors' satisfaction from the Athens 2004 Olympic Games

Sector	Very much + Rather satisfied	Greeks	Foreigners
Sport Events	94,8	95,2	94,4
Opening Ceremony	95,2	95,4	95,0
Closing Ceremony	96,2	95,9	96,3
Venues	95,4	96,5	94,6
Volunteer Services	96,0	97,1	95,4
Transportation	86,9	85,8	87,6
Security	98,4	95,4	86,8

Source: VPRC & MRB (2004), Visitors Satisfaction Measurement, 13-29.8.2004, www.vprc.gr

Epilogue: The post-Olympic communication legacy

The Olympic Games can have a significant impact on public opinion and collective memory. The Games define cities by physical means (urban interventions, communication infrastructure etc.) but also in many intangible ways (country image, volunteers etc.) which contribute to the Games becoming an element of the collective memory of the residents that welcome them and a part of the city's history (Panagiotopoulou 2006).

The digital communication infrastructure that has remained is significant. Just as significant is the experience gained by Greek journalists, image generation technicians and by all those involved in the organization and staging of the whole Games promotion campaign (Exarhos 2006).

It is a fact that the image of the country and the city of Athens have improved (Fola 2007: 214). Today, almost three years later, the Olympic Games seem like a faint memory, a pleasant respite from the humdrum routine of everyday life. Any attempt and discussion about promoting the country's image has stopped. Public debate on the Games in Greece is restricted to sporadic references to the post-Olympic use of venues, while positive impressions abroad are beginning to fade and the negative stereotypes often used to qualify our country are coming back.

It is up to us to preserve and capitalize on the positive climate. However, to achieve this, we need systematic planning and coordination of actions, like during the organization of the Games. Any development effort should not be spent on confrontation over the excessive cost of the Games and the Olympic venues that remain, apart from a few exceptions, closed and unutilized.

The Games proved to be larger than Greek daily reality, they showcased the country and carried Greek society into the atmosphere of this world festival. From the communication aspect, I would say that the Games were able, despite negative reactions, to improve for a while the city and country image, but in the long run, it is difficult to estimate what will remain as a post-Olympic communication legacy.

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COMMUNICATION ETHICS BETWEEN THE INTERNATIONAL OLYMPIC COMMITTEE AND THE MEDIA

Fékrou KIDANÉ (ETH)

International Consultant

Former Chief Editor of the “Olympic Review”

Former Director of the IOC Department of International Cooperation

When Baron de Coubertin, the founder of the International Olympic Committee (IOC) and the man who revived the modern Olympic Games in 1894 at the University of the Sorbonne in Paris, started his campaign to promote Olympism he needed a means of communication. He therefore established the “Olympic Bulletin” that later became the “Olympic Review” of which he was both chief editor and odd-job man. Education and the Olympic values were his beloved subjects. In fact, a large portion of the 25 francs or so that each member contributed to the IOC, went to the “Olympic Review”, which I had the honor and privilege of running a few decades later in my capacity as journalist and holder of the same French press card as Coubertin himself.

Indeed, Coubertin had launched a sports press in France and had obtained a press card in order to write in newspapers, reply to his critics and initiate a dialogue with the public. In a lecture he delivered in Lausanne in 1924 on “the responsibilities of the press and its reform” – which I recommend you to read – Coubertin had stressed that: “I consider the journalist’s mission as one of the highest which the progress of culture has given to mankind”, noting that “we must teach journalists to handle with speed and precision the intellectual ma-

chines called deduction and comparison, to watch the operation of the wireless telegraphy system called intuition and to organize and run with efficiency the mental files service of which memory is the precious librarian". In addition to the three volumes of his "Textes choisis" (Selected Texts) published in French by the IOC, under Professor Norbert Müller's responsibility – with a summary in English and Spanish – Coubertin had also published four volumes on universal history. It is this Olympic literature and culture that the sporting world still uses today in order to relate its history and present its timeless legacy. I see, however, that very few people have read the literary work of Pierre de Coubertin, which contains many valuable teachings.

Apart from some specialists in this field, there are very few journalists who cover the IOC's activities and they will generally use new agencies' dispatches. With the exception of the Olympic Games, the media's attention is much more attracted by financial issues, doping, personal disputes and conflicts of interest than by the educational and cultural values of Olympism.

This is why the seminars organized by the International Olympic Academy (IOA) and the IOC for the benefits of journalists are very useful for the promotion of Olympism. It was only since the '80s, when several candidate cities started to show interest in the organization of the Olympic Games, that the media began focusing on the affairs of the IOC. The Salt Lake City scandal, that broke out because certain IOC members had not respected its Code of Ethics, was an unprecedented scoop for the media, which caused a lot of ink to flow. Ethics are part of human values, which the most famous philosophers have interpreted in different ways but whose teaching begins in the family, with adults attempting to abide by them throughout their life.

The ethics of the Olympic Movement are mostly made up of elements such as fair play, tolerance, integrity, honesty, impartiality, respect for others, protection of human dignity and non discrimination.

There are, however, other negative elements that poison human relations such as arrogance, contempt, cynicism, racism and not understanding other cultures.

Communication between the IOC and the media is based on the observance

of a code of ethics by the former and a code of conduct by the latter. In fact we are dealing here with institutionalized relations involving duties and obligations. The IOC needs the media for promoting the Olympic Ideal, its activities for the development of sport and its humanitarian actions. It mostly needs the financial resources that are generated by television rights. The media also need the Olympic Games for revenues from the sale of their products. The IOC spares no effort in order to ensure excellent working conditions for the media during the Olympic Games. You just have to look at the manuals for the written press, photographers and radio and television to realize this. Therefore, between the two parties what you have is a marriage of convenience dictated by mutual interests.

The IOC does not organize sports competitions like the International Federations and is not as a result a constant target for the media. “Good news is no news”, they say! In other words, the IOC’s activities in the field of education, culture, the environment, the promotion of peace under the motto of “Olympic Truce” or “ekecheiria”, the struggle against poverty and AIDS and the work done by this International Olympic Academy that welcomes us today, are of no interest to the media. These are, however, news worthy of being broadcast on their merits, if only for the purpose of encouraging the millions of volunteers who work for the welfare of society.

The problem that raises an ethics issue is rather the handling of non-verified information and unfounded rumors that can harm a person’s integrity and dignity. Ethics include the element of “moral obligation” that concerns us all. In any event, the code of conduct of the press –that is more and more disregarded– requires evidence to be provided on source verification and impartiality. The code of ethics expects from all Olympic leaders an exemplary behavior, transparency, good governance, explicit actions free from any suspicion of conflicting interests or settling of scores. Unfortunately, outspokenness, the debate on public issues and ideas are no longer appreciated by the sports movement. If, on some occasions, certain irregularities are brought to light, thanks to media vigilance, there are many things taking place in violation of ethical and transparency rules that remain uncovered. Silence and self-censuring are harmful. The best way of keeping silent, they say, is to speak up, even if this means being put on a black list. We,

therefore, must continue to defend our ideas and beliefs in a democratic way. Since money has swept into the world of sport and “marketing” has become a key word, the concept of ethics appears to be floating on the human values market. As a result of the absence of fair play and tolerance, violence and racism are now part of the show in some football stadiums.

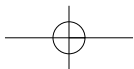
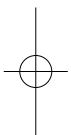
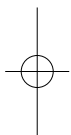
It is clear that spectators, thanks to modern technology, have become attentive observers like journalists. They take pictures, they film and send results and comments by SMS or e-mail. They make their own journal, the blogs and they “chat” on a regular basis. And when they need to verify something they use the Internet. In short, they produce information just like conventional newspapers. Despite the sophisticated media available in addition to radio and television, each individual will still buy his favorite paper to read the sports pages just like in the good old times. This shows that sport arouses greater interest than politics or the New York, London or Frankfurt Stock Exchange.

Ethics could operate as a communication medium between the Olympic Movement and the media in a civics and behavior education campaign. We do believe that the well-being of the international community through sport and the Olympic Ideal truly deserves a joint action in a “politically correct” framework. “In a modern world, full of potential which is, however, also threatened by perilous decline, sport could represent a school of chivalry and moral purity as well as physical endurance and energy”.

Once again, the versatile Coubertin, journalist, administrator, author, educationist and historian had foreseen development.

As Socrates used to say to his disciples “daily discussion on the ideas that we can exchange between us is indeed man’s greatest treasure”.

Short Presentations by the Participants



ETHICS IN SPORT JOURNALISM

Thomas BURNETT (AHO)

Ethics in Sport Journalism, as in sports and life appear to be taking a back seat to the world's desire to win.

The quest to be first, whether it is to break a home run record, break a hot story or just get a little extra cash back in April have changed the way some people deal with moral issues.

Ethics are little more than guidelines or set of standards of right and wrong a person or an organization uses to define what a human should do.

The Society of Professional Journalists' Code of Ethics lists four basic tenets of behavior. Journalists should seek the truth and report it, minimize harm, act independently and be accountable.

The standards are set high but are they realistic? Are they even standard? Look at sport itself. In Pakistan, cricketers who fail doping test, are allowed to compete, as they did not know taking a banned substance was not allowed. Yet, in European track dopers regardless of whether they actually failed a drug test may be ordered to serve an additional two year ban after international sanctions have been served.

Then, there is the question of leaks. Grand jury testimony about Baity Bonds reported use of steroids was leaked to the media before the athletes themselves were notified. There are also several reports of faulty tests and clerical errors.

In politics you see people like Newt Gingrich persecuting now former president Bill Clinton. Clinton "did not have sexual relations" in the Oval Office. Gingrich now admits at the time he was leading the Congress looking to impeach the president he himself was having sexual relations and not just with his wife.

The difference was that he was hiding it not denying it?

Among the tenets a journalist is supposed to follow is to avoid conflict of interest or even perceived conflicts. Yet, many of the big media house their own sports teams. Surely a reasonable man might perceive that as a possible conflict.

The Olympics is no stranger to ethical controversy either, whether it was a question of professional versus amateur athletes, biased judges or reports of cities scheming to win Olympic approval to host the Games.

Several years ago I covered a story on youth baseball on the island of St Maarten in the Netherlands Antilles. I was told there were nearly 300 children enrolled in the program, but only three adult coaches to train the athletes.

I talked with my employer, the *Daily Herald*, and received permission to coach. I felt an obligation to the children to be the best coach I could be.

I started attending courses including several offered by the Netherlands, Antilles Olympic Committee.

Suddenly, I was involved in the very events I had to report. My involvement increased. I was a founder member of the Coaches Association of St. Maarten, Association of Coaches and Trainers for Excellence (ACTES) which is dedicated to train both volunteer and professional sports leaders.

Recently, the island has formed a baseball league for athletes aged 15 to 19. I was asked to serve on the committee. Again, I sought approval of my employer and again it was granted.

Yes, I do weigh my sense of responsibility to report sports against the island's manpower needs. I was asked to serve on the protest board of the adult Double A baseball committee. That request I declined.

Thus, I believe ethics is the art of balancing the need to serve the community at large.

We are all human and will make mistakes. Even Mike Wallace suffered from trying to break a story too fast before all the facts could be verified.

By open discussion about ethics both in the work place and amongst peers at gatherings such as this perhaps, the media can "play a role" in maintaining or perhaps even elevating the standards which the playing field in sports, reporting and perhaps even life has leveled.

ETHIC'S CODE IN SPORT PROCESS

Meri AHARONYAN (ARM)

As we know, in the process of humanity development the written language appeared later than the oral speech. The necessity of this kind of language is conditioned by two basic circumstances.

At first there was the necessity to maintain the gained knowledge and save it from being forgotten. It was the securing of communication for the people who were separated by time and distance.

Localizing this thesis we can claim that sports journalism, particularly, is one of the main measures for sports securing and development. But also it mustn't be forgotten that any information source represents its written language, why not, in colored subjective or contradictory official style. In the presence of subjective factors the journalist has the choice of not only the style and the service but also the ethics.

Surely, the basis of all these inquiries are the exactness principles and the discussion of justice. There are a number of informational methods that make the journalist face a dilemma.

On the one hand being correct, on the other hand the person's, in the present case, the athlete's personal life. But concealing news and also inappropriate invention of news items can provide bad service. In any case there are ethical norms, which are axioms, the explanation of which can't be given, but we must conform to them, for example reading somebody's letters.

The former manager of CBS news says: "We can imprudently think that the right of doing something means that it's right to do the same thing".

As we know the obligation of a journalist is to be devoted to the service of truth but this obligation also assumes responsibilities, which make the journalist be objective, punctual, and honest, at any rate, not being unfaithful to the rules of ethics. Indeed, the obligation of the sports journalist is to inform the society about the interesting and important events that take place in the sports world. It's more important for a sports journalist not to be ruled by personal or other motives, because they can do harm to the sport's development with their behavior and incorrect information. For example there was no need to invent and color reality before the Olympic games and then return without anything. The sports journalists had to show impartiality there so as to focus everybody's attention on the weak and painful sides of sport's life. Here arises a more global problem – the right of freedom of the mass media. But that right is an opportunity given by the government, the society and private institutions, to discuss such questions, which can countervail certain policies in the sports sphere. That means that the sports journalist can project opinions which aren't accepted by the population, but which have an educational aim. Except telling the truth, the sports journalist must take into consideration her/his statement, the carelessness of which may pull her/him into political speculations. The professional responsibilities, personal attitude and the manifestation of sympathy and antipathy of the sports journalist must be absent in the information; in this case the professional must prevail.

There mustn't be printed news from private sources without mentioning the concrete source. Indeed, if we summarize we can say that the trust of society is the most valuable for the sports journalist. Last but not least comes the manifestation of objectiveness towards the truth, which comes from professionalism.

One must remember that the photograph must face the exact event in the newspaper and it must be shown in the frames of ethics, otherwise it may hurt the athlete's dignity. The sports news should be separated from personal opinions and only in this case it will be possible to represent this or that event.

Of course one fact should be remembered, that one could not become a sports journalist without professional readiness, so far as all the other spheres of the press, the sports events also could not exist without the analysis, commentary and deduction of sport issues. The sports journalist can represent only such topics

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where his/her professional knowledge, experience and intellect have value. The sports journalist needs to turn to the human dignity and rights of personal life very carefully, as the athletes' life doesn't proceed quietly and monotonously. The stress situations are more peculiar to them than to anybody else – to be in the top then fall. So, at the same time the sports journalist must be a psychologist. And one should always remember that the sports journalist mustn't inflame ailing interest toward certain sports details. Of course a code of rules of ethics can not be a guideline for those people who aren't professional in their work and for whom the development of sports isn't a long-term aim but a daily sensation.

ETHICS CODE IN SPORTS JOURNALISM

Brian FRANCIS (DMA)

Why are we sports journalists?

We are sports journalists because we love what happens out there in the field, on the court, on the table or wherever the competition is being held. We are sports journalists because we want to promote and relate to what is happening with the athletes and their sport. We are also sports journalists maybe because we landed a job when the job market was saturated.

Which ever way we are sports journalists and we have a job to do, we have an employer to satisfy and we have an editor's deadline to meet. Many of us have been or are involved with sports in some way or the other, therefore we must be guided by proper ethics and must not be swayed by our bias but rather focus on our goal as a sports journalist.

But what are our goals?

The goal of the Sports Reporter is to publish the highest quality reports to the fans, players, the public and the critics at all times. Journalists at all times must keep themselves above censure. Do not allow room for criticism of your work. The listener or reader should not be skeptical of your work. It is up to you the reporter to master the general principles of journalism. It can be an uncomfortable duty though; under some circumstances, it can do harm to one's relationships

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with others in the newsroom. It is a duty, nevertheless. Credibility, a reporter's most precious asset, is painstakingly acquired and easily squandered. It can be maintained only if each of us accepts responsibility for it.

Key Principles

In our coverage we must be fair, unbiased, accurate, complete and most of all honest. Unbiased means that we are to separate our personal opinions and we do not approach any coverage with hidden agendas.

Fairness

Being fair ensures that the reader/listener will not be able to discern the private opinions of those who contributed to the coverage, or to infer that there is promotion of any agenda. These standards require us to recognize our own biases and stand apart from them. It also requires us to examine the ideological environment in which we work, for the biases of our sources, our colleagues and our communities can distort our sense of objectivity. In covering controversial issues—such as those referring to strikes, fights, debatable decisions and the like—seek out intelligent, articulate views from all perspectives. Reporters should try genuinely to understand all points of view, rather than simply grab quick quotations to create a semblance of balance. People who will be shown in an adverse light in an article, must be given a meaningful opportunity to defend themselves and be verified with sources willing to be named. But every effort should be made to obtain verification. In print reporting, relying on unnamed sources should be a last resort, subject to the following guidelines:

- A. When using anonymous sources, it should be to convey important information to the readers. We should not use such sources to publish material that is insignificant, obvious or self-serving.

- B. Sources should never be permitted to use the shield of anonymity to voice speculation or to make attacks.
- C. An unnamed source should have a compelling reason for insisting on anonymity, such as fear of retaliation, and stories should state those reasons when they are relevant. In doing so, the question of accepting gifts from sources or persons wanting a particular concern/grievance published or aired arises.

Gifts

Your employer should prohibit employees from accepting gifts from or giving gifts to news sources, potential news sources or those who seek to influence coverage.

Financial Investments

Ethically, no sports reporters or any reporter for that matter should enter into business or financial relationships with their sources. Similarly, they should not cover individuals or institutions with which they have a financial relationship. It only leads to suspicion that you are not above the board with your reporting and general coverage of events. The listener/reader (depending on the medium you represent) thinks that your report can shape events for your own financial gain. With these guidelines followed you have placed yourself as a credible reporter, a reporter who is there to bring it to the public without fear of favor. And when you have earned such credibility you are staging yourself to be the one everyone wants to bring his/her story to. Yes, some of us are vilified, but it is only because of our shortcomings. When we fail to adhere to the general principles of proper ethics on the job. And we can avoid this if we stay within the policies of our employers who as I believe always put things in place to avoid chances of being pinpointed for unethical behaviors. We must always be prepared to accept our

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wrongs/mistakes where necessary. We cannot get it right every time. Your employer may ask you to be right every time, but frankly we are human and humans are not perfect. Nonetheless, we can come close to being perfect – if we try.

Accurate

Accurate reporting requires that one be on top of the actual event(s); you cannot be at every game, but you cannot be accurate if you remain in the office. First hand knowledge of the event gives the reporter that edge in his story. There is more feeling to the report as well as accuracy. You can't rely on Jack to provide the scores/statistics for you; try to be at as many games as possible.

Honest

Most of all let's be honest in our reporting. And we all know that honesty is the best policy.

Corrections and Clarifications

When we make "mistakes" we must quickly and forthrightly correct the record. Readers who bring mistakes to our attention deserve our gratitude. When you receive a complaint about the accuracy of a story, inform the editor providing you are not the editor yourself. Never decide on your own that a complaint does not warrant a correction. So you see fellow sport journalists, we are in no easy business. This business requires that we be the best that we can be near perfection. There is no room for slackness or sub-standards. Let us all prove that we can go out there and relay what needs to be relayed in a manner that is becoming of us. Not only do the listeners/readers need the scores/highlights etc. they also need our unbiased, fair, accurate and honest reporting.

JOURNALISTIC CODE OF ETHICS FOR THE SAKE OF TRUST

Firmansyah GINDO (INA)

In Indonesia, journalists are guided in their work by the Journalistic Code of Ethics (KEJ), which embodies their sense of responsibility to the people.

The code contains rules whereby they can keep the people's trust and maintain their professional dignity. Adherence to the code will determine a journalist's professional maturity.

The KEJ also prescribes the integrity and personality of a journalist, how he or she should treat news sources, write news and express opinions.

The KEJ was conceived by the Indonesian Journalist Association (PWI) without intervention by any other parties like the government or the parliament. All PWI members are expected to abide by it. The code is not a law, but a set of moral guidelines to be applied by journalists based on their own professional conscience.

The PWI's Journalist Code of Ethic has been in effect since it was promulgated at a PWI Congress in Salatiga, Central Java in 1952.

Everybody knows the important role the media plays in society, nationally and internationally. Media coverage can help people of all walks of life in many ways.

But the media also has the potential to harm or ruin people's lives. Without a code of ethics for journalists, media can be easily used by certain parties to serve their own narrow interests at the expense of other people's or public interest.

The journalistic code of ethics can be compared to a traffic light. It is easy to imagine what will happen if there is no traffic light or police officer at a crowded junction.

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Adherence to the code of ethics does not mean that journalists are not allowed to criticize. On the contrary, offering criticism, sounding warnings, making suggestions about policies that will harm the community are part of the media's main role.

Besides upholding their code of ethics and professional standards, journalists are also expected to pay close attention to law enforcement and human rights. Journalists are not a group of people who can do anything with impunity. They too are subject to the principle that everybody is equal before the law.

Since the fall of Soeharto regime in 1998, Indonesian journalism has been enjoying unprecedented freedom. Gone are the days of tight media censorship. Newspapers and television stations grow rapidly and people have free access to all kinds of information.

Today, Indonesian newspapers and television stations are giving relatively more space and time to sports coverage. In situations where people have become confused about politics and economic crises, sport news offers an alternative way to forget the nation's woes and problems.

The freedom of the press is an absolute precondition in a democratic country. Without it the media cannot play its role properly, including exercising social control. But the freedom is not unlimited.

The limit is the sense of responsibility of the journalists themselves.

PRESS AND NOC PARTNERSHIP THE MALI EXAMPLE

Moussa BOLLY* (MLI)

Ladies and Gentlemen,

Please allow me, first of all, to express my sincere gratitude to the International Olympic Academy (IOA) and to the National Olympic Committee of Mali thanks to which I am with you here today.

Olympism and its values are not well known to the public in Africa. People know very few things about the sports, cultural and humanitarian movement. The contribution of NOCs and of the IOC through Olympic Solidarity is something of which a large number of people are not at all aware.

This was Mali's situation seven years ago. The missions of our National Olympic Committee were not known to sports circles and even less to the public at large. A large majority was asking a lot of questions about the usefulness of an Olympic Committee. There were many reasons for this situation. Among them the absence of a partnership with the national press was predominant; journalists were not very involved in the NOC's life on the pretext that the press was not interested in Olympism. "*The Olympic Committee, it's a mafia! Nobody knows what its members are doing*", a colleague was telling us at the time.

Under these circumstances, why not reach out to the press? The incumbent president of the NOC, Habib Sissoko, has realized this since his election in 2000. One of his first actions was to take the NOC out of the shadow and give it another

* Journalist, Member of the Media Commission of the NOC and NOA of Mali.

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er image so as to enable it to better promote Olympic values and contribute to the development of sport in Mali. For this mission, he realized quite early that the press was his best ally. In addition to the fact that he relied on the support of a communication consultant, he opened the Committee's doors wide to journalists and all the media, without exception. And in order to provide more activities, the NOC helped journalists in the coverage of sports events and the organization of capacity building workshops on sports ethics, management and other issues.

The result was a climate of trust between the NOC of Mali and the national press. The Committee's activities and its contribution to the development of sport enjoy broader media (radio, written press, television) coverage. This also made it possible to revitalize the NOC's Communication Commission and publish a newsletter for the promotion and dissemination of Olympic values.

Journalists no longer need, for lack of reliable sources of information, to rely on rumors for their reporting. The Committee's door is open to them and they can count on the availability of the managing team for information, guidance and insight. On the other hand, their objective criticisms allow the Committee to streamline its interventions and move ahead with its ambitious projects for the dissemination of Olympic values and the development of sport.

Such a partnership, however, can only be built on trust and transparency. Leaders are often afraid of the press, anxious that it might burrow into their most often opaque administration. Moreover, in the NOC/press partnership one should refrain, above all, from trying to manipulate journalists. Journalists, driven by interest, often accept to play that game. But in the end this will always backfire against the manipulator who surrendered to the other without realizing it. Manipulation destroys trust and foment suspicion.

These are traps which Mali's National Olympic Committee was able to avoid. Collaboration with national media is sincere, the result being that journalists are now fighting to join the NOC's *Media Commission*. Journalists are updated on all NOC activities, projects and difficulties, and so they are the first to defend the Committee in the event of malignant attacks.

This partnership is beneficial to both sides and is bringing the results which Mali's NOC expected. Journalists are not simply interested in its activities, but

they have become involved in them because they are empowered whenever necessary. The NOC's communication has thus improved significantly, and this has enhanced the Olympic Committee's image in the eyes of the Malian population and authorities as they are regularly informed about its activities for the development of sport and the propagation of Olympic education.

It is therefore easy to understand the unanimous condemnation by the country's total population of the acts of vandalism against the NOC's headquarters following the defeat of Mali's national football team (the Aigles (Eagles)) by Togo (1-2) in the combined qualifying matches of the football nations Africa Cup, "Egypt 2006" and the "Germany 2006" World Cup. Aware of the NOC's contribution, the government didn't just condemn these actions but also offered to the Committee premises worthy of its pivotal role in the development of sport in the country.

Long live the partnership between NOCs and the media!

Long live the International Olympic Academy!

Long live Olympism through its values!

THE ATTITUDE OF PRESS AND THE MASS MEDIA TOWARDS ATHLETES TESTED POSITIVE FOR USING PROHIBITED SUBSTANCES

Dorin Catalin CHIOTEA (ROU)

The struggle against doping is a choice of education, an ethical combat for human rights, and a wager on life. Zero tolerance, this is the attitude of Pro Sport, the Romanian leading sports newspaper, against cheaters. Doping, as a breach of sporting ethics and a danger to public health, threatens to kill sport as surely as it kills athletes. In order to combat this risk that is developing among young people, prevention is the best defense. This prevention is conducted through education, information, research and medical follow-up as well as through dissuasion, controls and sanctions. The mass media has an important role regarding the first two topics. There is no schedule for doing this, articles could be written every time it is necessary. The public opinion must understand that the athlete is the most important link in the sports chain.

- Few doping cases revealed are enough to spoil the picture of performance, even the picture of a whole country.
- Every fan must know that doping affects also “clean” athletes; it falsifies the results of a correct work, it destroys the interest of the public for sports. Because of their popularity, top athletes are sources of inspiration! A bad example means a responsibility for their fans’ next surprising actions.
- People must know that a clean athlete is a clever one, who doesn’t sacrifice his/ her dignity and physical integrity for money, medals or records.
- Every doped athlete is not an innocent victim, but he/she is The Victim.

Anti-doping procedures are a part of training and competition routine; this doesn't mean that anybody is suspect of doping.

- Anti-doping is the only way to secure fair efforts of "clean" athletes.

Taking care and being more responsible in delivering wrong public messages: "without undiscovered doping you cannot reach top level". The correct message must be "doped performers in top level races are the exception, not the rule".

- Publicize the information regarding the abuse of doping agents in detail, for example the detected substances, reason for abuse, punishment.
- Create self-consciousness to athletes and sport related personnel toward the fight against doping. Since the doping usage is not related to the knowledge or attitude, self-consciousness of anti-doping may be an alternative approach to intervene in the doping abuse.
- Advise sport fans that the punishment should be extended to those who support or advise doping abuse, since most of intended doping were from the support or advise from the others.

Presenting the up-to-date science discoveries linked with doping and the antidotes. In recent months, a new threat has emerged – the idea that athletes could manipulate their bodies or enhance their performance with the use of genes. That is, an athlete could inject a gene into his body and suddenly become stronger or faster. Without a muscle biopsy, detecting genetics is currently impossible. It seems farfetched to imagine the IOC ordering muscle biopsies on 10,000 athletes who compete at the Summer Games particularly given the cultural and religious objections now to tests that sometimes involve the simple drawing of blood. It's simply a "matter of time" before athletes' use of gene therapy surfaces at the Olympics. The press must use strong key messages, linked with the Olympic Spirit: "Do your best", "Be among the best is everything; victory is important if it is authentic". The heritage from sport means friends and memories, respect and stronger health and character. This is what you keep; medals mean enough, but not all, glory will vanish, victories are forgotten.

OLYMPISM AND ETHICAL CODE IN SPORT JOURNALISM

Anja HLACA (SLO)

The ideas of the Olympic Games and the Olympic spirit itself have always fascinated me. On the Winter European Youth Olympic Festival in Jaca I got the very recent confirmation of how important the idea of Olympism is. I was impressed by the enthusiasm of young athletes who participated in the event. On my question what they liked the most and what they are going to remember, the answer was: the Olympic spirit. The answer one would not expect necessarily from the 16-year olds. It reminded me of my enthusiasm for the Olympic Games when I was a teenager. For the Nagano Olympics I was in charge of a school project, with which we informed school friends on what was going on in Nagano (due to time difference this was particularly interesting).

Another impressive meeting with the "Olympic Spirit" was when I was preparing portraits of the Slovenian Olympic team for the Torino Olympic Games. I think that our athletes are well aware of Pierre de Coubertin's words that "Olympism is not a system; it is a state of mind." Of course this should not be an "excuse" not to perform as well as possible.

As a student of international relations I am particularly interested in Olympism as a means of interstate relations and also a means of promotion for small states, like Slovenia. In my opinion the whole potential of Olympism as a diplomatic means is not wholly exhausted. However, Slovenia is performing very well as far as promotion via sport is concerned. There is a common saying that our athletes are our best ambassadors.

Of course, I do not live in an illusion that the Olympism and its values are not

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threatened. Fortunately, being a journalist of a National radio I do not feel so much pressure for “yellow news” as my colleagues in the private media. Still, I think that setting a common ethical code in sport journalism is among the crucial things that could contribute to an even brighter future of Olympism.

ACCOMMODATION AND QUOTA SYSTEM IN THE OLYMPIC GAMES

Lerpop SORUTANA (THA)

The Olympic Games are the exclusive property of the International Olympic Committee (IOC). For that matter, it takes all necessary steps in order to ensure the fullest coverage by the various media and the widest possible audience in the world for the Olympic Games.

Generally speaking, there are 2 distinct types of media: NOC Media and non - NOC Media. The latter media has a larger number of media personnel than the NOC Media. They need more and economical accommodation and they are never satisfied with the quota system the IOC has set in the Olympic Games. Accounting from the recent past of the Olympic Games, the accredited media personnel never exceeded 15 at the most, despite a strong request. Among these accredited media personnel there were also a few photographers, not really enough to ensure the fullest coverage as intended.

Since the accommodation for the Olympic Games is expensive, no journalists and photographers wanted to be there at their own expenses. They never wanted to be there to tour around the city either. It was not worth staying that long. They came to the Olympic Games for a special mission. Once accomplished, they wanted to go back home right away. Besides, it is generally accepted that there is no place in the world like home.

In recent years, Thailand has been fortunate enough to have 2 or 3 sports at the level of other Olympic medallists nations. Although we wanted to make the fullest possible coverage of those sports we failed to do so because of the limited

quota system and we really missed the great chance of taking good pictures of those Thai Olympic medallists.

My last point of concern is the media village for the Olympic Games. It happened many times that Thai media personnel had to stay in an alternative form of accommodation for the media, and that they had to stay in the cruise ship. Although it was nice there was no atmosphere of togetherness, surely missing the essence of the Olympic Games. Hopefully, the next Olympic Games will be better. Thank you very much.

THE CODE OF ETHICS IN THE SPORTS PRESS

Yosz HAZGUI* (TUN)

The sports media's significant role for a healthier sports climate is unquestionably considering the place which the media, radio and television, in particular, hold in citizens' daily life. The radio and the television are now sharing the privacy of listeners and viewers and therefore deserve the title of "opinion-makers" because of their great impact; given their primary role, the representatives of these media, therefore, need to comply with a number of basic criteria for fulfilling their mission and, above all, they need to be aware of their educational role since the media must promote through their work the values of tolerance, friendship, fraternity and objectivity, far from any partisan or chauvinist attitudes.

As a result, the journalist has the obligation to provide information based on objective criteria, in compliance with the profession's ethical rules and in conformity with moral criteria recognized by all. These criteria represent in a sense a kind of morally binding honor charter or code of conduct that lays down the fundamental principles of the journalist's mission who must militate in favor of the noble values of sport and the Olympic spirit in cooperation with all stakeholders, i.e. sports organizations, the family and schools.

The sports journalist's mission is therefore both important and delicate because the media representative is an influential intermediary whose stands and opinions could have a negative impact on sport if he/she does not respect the profession's code of ethics.

* Journalist, Tunisian Radio Television (ERTT), Member of the Tunisian NOC's Media Commission.

The journalist as a commentator or communicator also has an educational mission to perform and this compels him, in a way, to contribute to strengthening links of friendship with the components of the sports family in order to create a healthier sporting environment and avoid anything that could create problems, foment discord or encourage, in one way or the other, violence inside or outside sports grounds.

For this purpose, the journalist should rely on reliable information sources and not behave as a fanatic supporter of a club or team, nor should he give way to pressures or temptations of all kinds that could hurt his reputation and credibility.

The journalist also needs to perform his journalistic duties in an independent, fair, neutral and responsible way and respect the privacy of individuals and human dignity. It is also his duty to refrain from focusing his comments and analysis on negative aspects, but emphasize instead all the things that can serve sport and the Olympic Movement and promote the spirit of sportsmanship and fair play.

We have to admit, however, that certain sports media are not trying hard enough in this area and do not pay sufficient attention to the journalist's educational mission, in total disregard for the profession's code of ethics.

Some media for example present sports meetings as a confrontation that has nothing in common with sport and the spirit of sportsmanship.

It is therefore essential in this respect to insist on the need to organize TV talk-shows to promote the noble values of sport and the Olympic spirit with the view to instilling civic behavior into the sporting public.

In Tunisia, Channel 7, the first national channel, produced a program last year called "third half-time", which I was presenting.

The objective of this program was to disseminate the Olympic values and educate even a little the sporting public.

This was a TV debate to which were invited at least three representatives of the target audience that dealt each week with a relevant issue (the spirit of sportsmanship, violence in sport, refereeing and its impact on the public, etc.)

On the other hand, firmness is needed to eliminate the kind of behavior that harms sports journalism by waging a resolute battle against any actions that are contrary to journalistic and sports ethics.

UKRAINIAN OLYMPIAN'S CODE OF HONOUR. THE ROLE OF SPORTS IN THE PROMOTION OF ETHIC NORMS

Ivan BONDARCHUK (UKR)

Dear friends,

First of all let me forward sincere greetings of the President of the National Olympic Committee of Ukraine Mr. Sergey Bubka to all seminar participants and to wish everybody a fruitful and efficient seminar.

Ukraine has wonderful Olympic traditions, famous athletes, highly qualified coaches, trainers and professional experts. These constituents allow us to state that Ukraine is a sports country where the Olympic movement takes one of the leading positions.

Everybody knows and understands that the Olympic movement is a unique phenomenon. It can unite people irrespective of their age, sex, race, political and religious convictions. Beyond any doubt, this uniqueness shall be used for the upbringing and education of young generation, young athletes and future sport stars.

The Olympian shall become the ideal pattern to follow inspiring the youth not just to go in for sport but, first of all, to develop the best human features such as humaneness, genuineness and sincerity, patriotism, nobleness etc.

The National Olympic Committee of Ukraine pays much attention to the promotion of the Olympic Movement and education of young athletes. For this purpose the NOC has developed Ukrainian Olympian's Code of Honour.

The Code of Honour is a collection of requirements, norms and standards, rights and responsibilities of the athletes while practicing sport.

The purpose of this document is to draw community attention to spiritual, physical and moral-ethic values. Our purpose is to make an athlete an example worthy to be followed. That is the meaning of sport and national Olympic movement development.

The Code of Honour was sent to all state institutions that are responsible, to some degree, for the education and upbringing of the young personality, and got positive response. Moreover, the Code was translated into English and the NOC sent it to all National Olympic Committees to share the positive experience, which, probably, can be used in other countries.

There is no doubt that sport press plays a leading role in the process of the introduction and implementation of the Code of Honour, the propaganda of moral and ethic values in our society. Unfortunately, commercialization of the press creates certain obstacles. Often, financial issues prevail over social constituents, that is, information policy in some sport editions is formed, first of all, on the base of profitability.

Thus, the information printed has a tinge of scandal and intends to use dirty propagation technologies. Sometimes, these tools enable the publishers to raise the rating and increase the circulation of a newspaper or magazine. But in no way will it favor the promotion of active athletes or education of the young Olympian generation. On the contrary, it slows down the development of the Olympic movement in general.

Taking into account the above mentioned and to solve the problems encountered in the agreements on information partnership between the National Olympic Committees, other state and public sports organizations and mass media could be beneficial, as well as the efficient activity and support of sport editions by the Association of Sports Journalists and the Media Commissions of the National Olympic Committees. It will enable us to form a common information policy and jointly find solutions to the existing problems.

Only mutual comprehension of educational activities by sport organizations and the sport press can help athletes-Olympians become aware of that important educational function they should perform in the society, thus assisting the Olympic movement of each country to become a nation-wide idea.

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I am sure, dear friends, that during this seminar we will be able to find the most effective ways and methods to make the most out of sport press with the aim to spread ethic and moral standards in the world community.

OLYMPISM

Goodwill Nunurai ZUNIDZA (ZIM)

Preamble

If Olympism was not an integral way of life for many of the world's people today perhaps there would be no reason for meetings or conferences of this kind.

And perhaps there would not be any reason for any such interactions in between the actual staging of the Games. But Olympism, since the founding of the modern Olympics in 1894, has since grown into a tradition whose values are a must for all the civilized people of the world.

Be that as it may, international colleagues, it is one thing to appreciate the benefits of Olympism and quite another to get them to work for the good of all man and womankind.

This behoves us to search out ways that we can enhance this Fair-Play aligned way of life, so that it helps in cleaning our society of the excesses of the world, most of which spring from beliefs or practices that the founders of both the ancient and modern Olympics were trying to eradicate.

Olympism – A Historical Perspective

We are aware that Olympism has its roots in the beliefs of the ancient Greeks, who encouraged people to develop their physical, moral, intellectual, cultural and artistic qualities harmoniously.

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But when Frenchman Pierre de Coubertin revived the Olympic Games in 1894 facts have it that he wanted to introduce a culture that would not be torn by the ills already permeating society then like racketeering, nationalism, chauvinism, xenophobia.

Journalists and Public Influence

How then shall we be able to influence the public at large to shun these malpractices? How many of us do not know that despite the overwhelming evidence linking performance-boosting drugs and poor health, doping is still a big subject in sport today as it was when sport was first conceived.

Violence, do we even need to go to the archives to search the last time violence erupted at a sporting event or we just need to flip today's press?

Gambling and match-fixing. Are the authorities managing the situation, or the shadowy betting syndicates are on top of the situation?

But the outcome from a perusal of the above ills is that they are chiefly instigated by the sport-loving public.

It is the spectators who torch chaos at stadia and not the sportsmen, eh... that is in most matches excluding last year's World Cup final. It is the money-hungry public that bet on matches and later develop into match-fixers in order to ensure maximum stakes.

And in a subtle way, the public's expectation of a sportsperson is so high that it indirectly influences the sportsman or sportswoman to partake of drugs to meet it.

Lessons for the Public

That is why for the spirit of Olympics to grow, it is necessary that the public is taught. The lessons to the public must be premised on the intent to make them realize that sport is not just about winning but about participating.

The public must realize that sport is for uniting them and not dividing them. A

team that bites the dust has simply lost to the better team of the day. If the public played a part in preparing their team for competition, then they have no one but themselves to blame when that team has lost.

Therefore, they should not turn the gun to the visitors but, if it was ever possible, on themselves.

Otherwise, we will continue to see our belief that sport is just a form of physical exercise overturned by the reality that sport is actually a powerful, political force.

Talking of preparations for competition, the public should be there to ensure that enough resources are available for their teams in order to help them compete with others.

If community businessmen appreciated the value of sport, they would channel more of their funds towards sport enhancement rather than towards nefarious activities. After all, they know their products are better sold through sport because of its unifying element.

Conclusion

There is much we should sit and plan on, but it is certain one of the biggest tasks is to see that the ideals of Olympism spread farther and wider so as to be able to become the first universal culture since creation.

THE SYMBOLS AND ETHICS OF THE OLYMPIC TORCH RELAY 2008

Jurrit VAN DE VOOREN (NED)

My working place is the Olympic Stadium Amsterdam, in the shadow of the Marathon tower. This is the place where the Olympic flame was lit in 1928. It was for the first time in history this flame was used. This flame is now a well-known symbol of the Olympic movement as a symbol of uniting the world.

We are here now in Olympia, the place where in 1936 for the first time the Olympic Torch Relay started. Since then Olympia is the symbolic heart of the Olympic movement, also because of this International Olympic Academy.

On http://multimedia.olympic.org/pdf/en_report_655.pdf http://multimedia.olympic.org/pdf/en_report_655.pdf the IOC says: "In the context of the modern Games, the Olympic flame is a manifestation of the positive values that Man has always associated with fire. Like the messengers who proclaimed the sacred truce, the runners who carry the Olympic flame encourage the whole world to put down their weapons and turn towards the Games. The choice of Olympia as a departure point emphasises the link between the Ancient and Modern Games and underlines the profound connection between these two events".

In 2008 the Torch Relay will end in Beijing after crossing the Mount Everest. In 2006 on this mountain people from Tibet were killed by Chinese soldiers. It's hard to understand how the same place can be a grave and at the same moment a symbol to put down the weapons. Talking about the Olympic ethics, this subject can be used for a discussion.

In my speech I don't want to blame the Chinese organization or start a discussion about organizing a boycott against the next Games – not at all. I want to talk

about what can happen when the flame crosses the Mount Everest as a start of a rough debate about China, the Olympic Games and human rights. In what way the IOC has to handle with the problem of the Olympic flame crossing the grave of innocent, killed Tibetan people? And what do we think, as journalists? If we ignore it, we'll have no answer in 2008. So it's better to start now and be prepared.

The Shooting on the Mount Everest: <http://www.youtube.com/watch?v=BpXd3lE5xy0>.

THE ETHICS OF SPORTS JOURNALISM

Inas MAZHAR (EGY)

The ethics of sports journalism is a seriously under-covered topic in the media ethics literature. Few existing studies have focused on Boosterism (problems that arise when sports reporters are either fans themselves or are extremely tight with sources who control access to events, key personnel and, thus, stories) and Freebies (taking free meals, free travel, free gifts, free tickets).

Sports journalists are asked or obliged according to the code of ethics, to verify facts given to them by the teams and organizations they are covering by being objective, neutral and honest. However, sports journalists are like any other reporters, and they must find the story rather than simply depend on information given to them by the sports team spokesman, club or coaching staff. This can become quite sticky just like a news reporter trying to verify information given by a political candidate for office. Often, coaches, players or sports organization management rescind sports journalists' access credentials in retaliation for printing accurate yet disparaging information about a team, player, coach or coaches, or organization.

Those and other issues primarily involve issues of independence and conflicts of interest, real or perceived. A study in 2005 from the Project for Excellence in Journalism of newspaper sports coverage, titled "Box Scores and Bylines", showed that the range of views in sports stories is narrow. Only about 12 percent of these stories presented a mix of views; most sports stories were one-sided and considered fewer stakeholders than news stories in other pages of the newspaper.

It also showed that the nature of the stories, which are overwhelming, is usu-

ally about scheduled events. Enterprise reporting accounted for only about 10 percent of the sports stories, with some variation by circulation size. Coverage of issues accounted for barely 4 percent of sports stories. Baseball, basketball and football dominated the sports covered. Most of this coverage was of hometown teams.

The gender imbalance in sports coverage showed that female athletes were the main character in sports stories only 5 percent of the time; stories about female teams made up just 3 percent of the sports coverage in the newspapers studied. And of course, it won't be a surprise if the sources also were overwhelmingly male. Only 14 percent of the sports stories had at least one female source, far less than the percentage in other news sections. Sports staffs also are dominated by men. About 13 percent of the journalists working in sports departments are women; fewer than 6 percent of the Associated Press Sports Editors organization are women.

The amount of opinion and speculation in sports stories was relatively high compared with the amount on other section fronts.

Most of the specific guidelines provided by the BBC and the Associated Press Sports Editors "code of ethics" deal with freebies. Basically, it says that sports journalists should pay their own way which includes paying for travel, meals, hotels ... whatever. It means accepting nothing of more than token value. Anything that cannot be refused or returned should be donated to charity. Accept only things that are required to do the job, such as press credentials, game tickets for personal use or parking passes.

Also, in her study published in 2005 in the *Newspaper Research Journal*, Hardin found that more than 40 percent of sports editors do not believe objectivity is compromised by such perks.

Surprisingly, only an earlier study, back in the 1980s, cited several advantages of freebies for sports departments like, smaller news orgs can cover more events, reporters may get inside info at "insider" events and the Ego/morale boost for the journalists.

The biggest disadvantage of freebies according to the "Ethics in Sports Journalism: Tightening Up the Code", Tim Wulfemeyer (*Journal of Mass Media*

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Ethics, 1985), is that there is no free lunch. Freebies leave you indebted to those who provide them, compromising the journalistic principle of independence. Even if you firmly believe the freebies aren't actually influencing your behavior or your stories, you risk creating a public perception of a conflict of interest.

Boosterism is another major ethical issue for sports journalists. Journalists who essentially serve a role as boosters or promoters of local teams also compromise the principle of journalistic independence. In the same study, it was found that more than a third of sports editors—larger numbers at smaller papers—believed sports pages should cheer home teams. Younger editors were especially likely to support boosterism.

But why does Boosterism exist? Some of the reasons have to do with economics according to the Harding study. Sports teams are good for the local economy. What's good for the local economy is good for the local media. Viewers and readers are fans. They want to read about team successes. Sometimes, the media company even owns the team its reporters cover. In addition, sports writers may be "fans" themselves, or at least enjoy being insiders at sporting events. They also like hanging out with athletes, who are celebrities and even heroes in our society. But perhaps the biggest reason is the extent to which being nice to sources determines your success as a sports journalist. In sports, perhaps more than on any other beat, the source can (and often does) control the story. A reporter frozen out because of negative stories is going to have trouble doing his or her job.

Journalists who obtain press cards, press license plates, parking permits or other identification from police or other official agencies may use those credentials only to do their jobs. Journalists may not record private conversations without the prior consent of all parties to the conversations.

When journalists entertain their sources or travel to cover them, their company pays the expenses. In some business situations and in some cultures, it may be unavoidable to accept a meal or a drink paid for by a news source. Whenever practical, however, we should avoid those circumstances and suggest dining where we can pay our share. Routine refreshments at an event like a news conference are acceptable, but a staff member should not attend recurring breakfast

or lunch meetings unless our company pays for the journalist's meals. Whether the setting is an exclusive club or a service lodge's weekly luncheon, we should pay our way.

Journalists may not accept free or discounted transportation and lodging except where special circumstances give little or no choice. Such special cases include certain military or scientific expeditions and other trips for which alternative arrangements would be impractical, for example, an interview aboard a corporate jet where there is no benefit other than the interview. Journalists should consult responsible newsroom managers in advance when special circumstances arise.

Journalists may normally accept the gifts or discounts available to the general public. Staff members may not enter local, national or international competitions sponsored by individuals or groups who have a direct interest in the tenor of our coverage. They may not act as judges for these competitions or accept their awards. They may still compete in competitions sponsored by groups whose members are all journalists or whose members demonstrably have no direct interest in the tenor of coverage of the field being judged. Staff members may act as judges for such competitions and accept their awards. For example, a staff member may enter a university-sponsored competition for coverage of foreign affairs but not accept an advocacy group's prize for environmental coverage. Sports reporters assigned to cover games may not serve as scorers.

Finally, Journalists should maintain their independence by avoiding discussions of advertising needs, goals and problems except where those are directly related to the business of the newsroom. Advertising and "advertorials" must not resemble news content.

ETHICS IN SPORTS PRESS

Ioannis MAMOUZELOS (GRE)

As we know, the Council of Europe has adopted the Code of Fair Play with the view to promoting and implementing joint actions in member countries so that ethical and fair competition can prevail in sport.

I believe that we all agree that in every aspect of sport, even in non-competitive sport, the rules of fair play should always apply.

The right to sport belongs to everyone, without any discrimination on grounds of race, nationality, religion, social class, etc. and competitions should always be governed by ethical behavior, within and outside sports venues, before, during or after the event.

Of course, we do not refer only to competition rules, but to a broader attitude regarding:

- the contest and the opponent
- the spirit of sportsmanship, which appears to lose ground in our conscience
- violence or doping that are unfortunately spreading, the absence of equal opportunities, the corruption of officials, etc.

At a time when it is widely accepted, at international level, that sport represents:

- a) social and cultural activity that should be practiced fairly because it strengthens, in this way, society and closer contacts among peoples;
- b) an individual activity that contributes to each person's physical and mental health and fulfillment and leads to effective and constructing participation in

life, how can we not demand a proper conduct on the part of the mass media?

Let us look at how the media approach modern sport; do they follow a system of values and principles? Do they accept or reject it, without any discussion, in favor of globalized profit?

Let us begin at the theoretical level:

Unquestionably, there is a close relationship and interaction between the Media and Sport. The former represent the main instrument for defining and depicting the life reality of a society, of a place ...

The reason is that the largest part of most people's free time, in a common cultural environment, is devoted to the media much more than to any other institution in society.

We acknowledge that sport is a fundamental aspect of radio and television's daily programs and of newspapers and periodicals content.

Consequently, the power but also the dangerous impact of the media in shaping not just opinion, but a broader attitude and behavior is enormous and cannot probably be measured, with everything this entails!

We know that sport is a form of communication that impacts on society, young people in particular, on practically all age groups in fact ... Major sports events and the extensiveness and manner in which they are presented to the public at large by the media will influence, to a considerable degree, a country's and a society's cultural situation!

And this is achieved without any discrimination among target groups (readers, listeners) since the text, the photo or the broadcast are aimed, in exactly the same way, at all people irrespective of gender, age, financial or educational background, etc.

The texts or comments of sports media and specialized journalists, in particular, will usually lead to a viewpoint on:

- victory or defeat
- success or failure, its extent and impact
- doping
- violence

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- the superiority or not of a team over its opponents or traditional rivals
- the officials' attitude, their ethical or unethical behavior, the influencing of referees
- the economic aspects of sports, federations or teams...

Logically, their object is to generate among their target groups the desired reaction, i.e. pleasure, sports knowledge, alternating feelings, etc.

In each sports competition, however, (particularly in team sports) violence or, more correctly, the violence of confrontation will carry away, excite and indirectly compel spectators and audiences to look for ways of letting off steam through their own confrontation (since they cannot unwind in any other way, as they do not have, as individuals, a specific opponent...)

Specialized scientists agree that the things that people take from the media are converted into life attitudes, behavior patterns towards persons, groups, products, ideas and even into totally destructive acts against themselves (for example, imitation of suicide, rape, torture, etc.).

So, one may well wonder: are media people aware of all this and do they take it into account in what they write or say? Are media owners interested in the consequences of their reports' or programs' content or do they simply focus on market figures, i.e. sales, ratings and profits?

Are the media seeking to develop, through their contribution and strategy, a spirit of sportsmanship and fair play in their public or do they, under the pressure of sensationalism, sales and ratings, resort to headlines, texts, reports that exude violence, sexism, sensuality, passion, fanaticism, key-hole logic and other things?

They know that this will probably bring commercial success and they are not interested in educating their public and not at all concerned about exacerbating fanaticism and confrontation!

Will a medium ever avoid any reference to personal information regarding a sports figure, when it suspects that this might be "titillating" news for the public?

A financial or sexual scandal might be under-reported by the media so as not to hurt the image of a sports star, or magnified and turned into a big story that will bring profits to the media group and maybe also to the journalist covering the case.

Would a journalist watch his texts or comments when judging the individual or sporting behavior and performance of a young athlete so as not to hurt his sensitive psychology? Will he do the same with a famous and wealthy athlete from whom he needs an interview or statement before an important match? Depending on the answers we give to these and many other similar questions we are, I believe, establishing the “ethical context” for sports media.

It is true that in some countries, (including Greece to a high degree, unfortunately), it is not just one medium as a group, but certain journalists as individuals, who are clearly team-focused! They do not even bother to keep up appearances when they back a team, a president or a coach... If financial or other scandals are revealed, they will hide them or downplay them; there are doping cases that they see or ... do not see; they support or condemn players or coaches, on the basis of financial criteria or relations and many other negative phenomena.

Their goal is to sell copies to people who are fanatically linked with the team, to those who refuse to see anything negative about it or want facts to be embellished...

They want to bring people in front of their TV set at the time of a program, without being concerned about an issue's true dimensions, or spectators' entertainment, etc. Can we really believe that in so doing they are complying with a set of values, a code of journalistic conduct and ethics, when they show themselves to be more fanatical than a team's players or officials, when, regarding competition or other issues, they “color” the picture according to their wishes and not according to true facts? I do not think so.

It is logical and fair for the mass media to want to be commercially successful, to have an audience, advertisements, revenues and profits. They exploit a part of the exaggeration that necessarily surrounds sports, the change of feelings and the outbursts of the competition organizers and spectators ... I believe, however, that they should avoid excess, refrain from going beyond the limits by emphasizing all the negative things that some persons bring into sport and their influence on people who are in any manner associated with sports activities.

They are not fulfilling their role if they convey a virtual reality regarding the behavior of a team's members outside the field of play, if they attribute mis-

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takes and spite to referees, if they fuel violence or fanaticism against opponents...

Because, in this way, they are showing that they do not care about the confrontation they may provoke (or could it be that they wish it?), the disappearance of sporting behavior, the distortion or covering-up of reality... That kind of approach on the part of the media or journalists who follow the rule of "impressing, shocking, provoking, fanaticizing, selling or becoming someone people talk about...", certainly means that the sense of objectivity, of keeping equal distances is minimized, while the true role of the media is being undermined in the process.

They are no longer judges of events and opinion-makers characterized by calmness, self-control and a positive contribution, but propagandists who only follow marketing's cold logic.

They are not searching for what is but for what seems, they do not inform, teach, cultivate true sports fans and a spirit of fair play; they simply project or propagandize, cover-up or divert...

I am not saying that they should ignore, downplay or embellish acts and facts that attract people's interest, even if they are negative and examples to be avoided... They should do it with measure, with dignity for the persons concerned, with the intention of showing to others what would be proper behavior, through a caustic coverage of the condemnable fact.

At a time, however, when developments and changes around the world are very rapid, sweeping and often unpredictable, when societies feel insecurity and instability, at a time when sport could be a global instrument of creative approach, cohesion and hope, can we accept and participate in amoral media, without any ethical barriers?

My answer would be categorically no! I would shout that real journalists have the duty not to compromise with such a model, not to accept this destructive logic for society and sport... Without being utopian, without disregarding the needs of business and marketing, I believe that they could all find the golden means, which our ancient ancestors recommended...

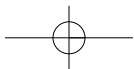
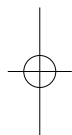
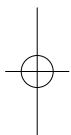
In view of all this I hope, dear friends and colleagues that you will agree with this NO! Because, in this period that is gaining and losing from commercializa-

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tion, our guiding principle should be that sports media must have an educational role and contribute to sports and Olympic education. And of course this is something on which we should reflect even more when we are in a place like this one!

Conclusions of the Discussion Groups

This year the 4 english-speaking discussion groups and the 1 French speaking were asked to select the subjects and questions to discuss on during the works of the Seminar. The conclusions derived are being published here in the form they were presented during the Closing Ceremony of the Seminar.



ENGLISH-SPEAKING DISCUSSION GROUP 1

First, while discussing the question of journalists' contribution to National Olympic Academies (NOAs) activities we have touched upon a number of issues ranging from the pure existence of NOA to roles of Media and of sports journalists in particular.

Accordingly, we suggest that NOAs make themselves visible. If their activities are appealing and interesting, they will attract the Media. Further on, the NOAs should plan their events (and activities) on the days, when there are no major sport events (due to the lack of media space). In order to highlight their efforts, the so called "NOA day¹" should be introduced. On that day every NOA would carry on various activities in order to promote its goals. The NOA has to include children and youth in their work. On the one hand this is a long term investment and on the other hand this is appealing to the Media.

Moreover, the NOA should pay more attention to the regional Media, since this is a good way to reach different target audiences. Furthermore, NOA has to communicate and provide information not only to sports journalists, but also to journalists covering for example education and social affairs. In such a way the whole mission and activities of the NOA could be presented from different aspects.

Secondly, regarding making suggestions on the communication Ethics, we believe that the communication between the International Olympic Committee (IOC) and the Media should be carried out on the basis of mutual understanding

1. IOA might recommend that all NOAs celebrate on the same day, making it a global event or leave it open to each NOA to select its own date.

and respect. There has to be a distinction between advertising and reporting. The latter has to respect objective criteria. One has to understand that reporting about the facts does not mean criticizing.

From our point of view it is important to have accurate information on time. That is why it is important for us to be up-dated and to know what is going on in case problems emerge. Silence is not the best strategy; it is better to explain problems than to hide them.

Thirdly, considering the Media impact on the development of the public opinion on sport issues, we agreed that the Media can raise certain issues, but people should think independently about these issues. So the role of the Media is to present different views on the sport issues; people, however, have their own judgments. With the rapid expansion of new communication styles the opinion makers are very diverse, with the Media being only one of the possible choices. We see the role of Media above all in opening up new aspects of sports (e. g. sport and social affairs, sport diplomacy, etc.).

ENGLISH-SPEAKING DISCUSSION GROUP 2

1. How can the journalist contribute to the activities of the National Olympic Academies?

It should be divided in two parts:

- a) Contribution of the media in general.
- b) Contribution of individual journalists.

a) The best solution should be a deal signed between the NOC/NOA and the concrete media about some free space in the media for covering of NOC/NOA activities and about some promotion made by journalists from the media as well. It should be done for example in such way: to give some concrete themes or persons and recommendations to talk about or with them and the production by the journalists themselves.

Another solution should be common preparation of some events, e.g. photo fair, golden pen and also workshops.

To make a deal with the Media, we recommend to prepare, for example, knowledge competitions (quiz) about the Olympic Games and the Olympic Movement and to offer some prizes for the winner, e.g. Olympic souvenirs (t-shirts, cups, etc.).

It is important for NOC/NOA to hire the well experienced journalists as press officers, because they are able to give the Media the relevant and concrete information which should be useful and interesting for the Media and for the promotion of some Olympic activities and topics.

The Media should find and support some passionate organizers, volunteers, teachers and give them publicity, because these people are able to sow the seed of love for the Sport and Olympism in general, and to influence young people. This is the matter of the capability of the concrete journalist, if he is able to manage to write the article or to prepare something for the radio or TV in an interesting way, acceptable for the general public.

- b) There should be individual contributions of qualified journalists, who know what's going on in Olympism and the Olympic Movement and also know how to present and to explain the issues. But this should be based on their passion and relationship to Olympism and Sport, in general. The NOC/NOA should try to find such journalists, also among the young journalists, and help them, for example, by arranging the stage in the IOA in Olympia to improve their qualifications in this field.

2. Suggestions on the communication ethics between the International Olympic Committee and the media

This is a little bit theoretical issue, anyway, the IOC should be more active to communicate with the Media and to give them the relevant information at a proper time and in a correct manner. For example, it should be very useful to explain the last IOC Executive Board's decision about the case of Austrian Olympians at the last Olympic Winter Games in Torino and their ban for life. The IOC should also much better explain why they want to involve the Youth Olympic Games and how they should prevent some threats connected with the possibility of doping among youngsters, as well as the earlier specialization of the young athletes.

The IOC should closely cooperate with the AIPS and gain through the national sports writers associations the e-mail addresses of all relevant Media all over the world so as to send them regularly the Press Releases from the IOC Executive Board's sessions and about all the important matters within the Olympic Move-

CONCLUSIONS OF THE DISCUSSION GROUPS

ment. Now, the situation is that the Media, in general – with some exceptions – use only the information released by the international press agencies.

The IOC should influence the host TV organization during each Olympic Games to avoid in their coverage all the chauvinism or the nationalism, which may hurt foreigners from all over the world. This should have already been done by the time when the basic contract between the IOC and the host TV is signed.

Last, but not least, we would like to mention that the criticism, in general, does not mean that the man criticizing is unethical as well as an enemy of the Olympic Ideas. Criticism is not an offence.

3. Media impact on the development of the public opinion on issues regarding sports

In general, the impact of the Media towards public opinion is huge. The Media are able to create the stars, the legends, like Tour de France or Wimbledon, the national pride, role models, but... unfortunately, sometimes, they are also able to create hatred among nations; they could also provoke arrogance of the sporting millionaires, they are able to make superstars based on the non-sporting qualities for a short period of time-not more. Truly superstars are based on their mind, heart, dedication, hard work and talent of course, but the Media sometimes do not inform about those values. They rather inform on how much money some of the athletes earn instead of writing what is behind their success.

Many things are based on the Media responsibility and the competence of concrete journalists and editors. The goal of the Media should not only be to earn the money, but to create a better world as well. Probably, the most important – if we talk about responsibility – is to imagine which idols or role models you personally would like to present to your own children.

4. Optional question; How could the IOC be able to help promoting Olympism and Olympic values worldwide?

The IOC is the very powerful governing body of the Olympic Movement. It means that they have the potential to promote Olympism and Olympic values worldwide. Do they do it successfully and in an efficient way?

The IOC produces – in cooperation with Eurosport – the program Celebrating Humanity. However, almost everything in this very interesting program is related to the Olympic Games. But Pierre de Coubertin had already written that more important than celebrating the Games every four years is to have everyday's life in this period filled with the Olympic culture and using the benefits of Olympism.

However, how many people in the world know what the National Olympic Academies worldwide and the IOA itself do in order to promote Olympism and to attract the young generation?

We suggest that the IOC should make a deal with some P.R. or T.V. company to prepare more visual programs - films about the diversity of the Olympic activities throughout the whole world. For example, they should present cultural activities, Olympic massive events, especially in the developing countries, present the well-known personalities closely involved in the work on the field, to present, for example, the outstanding activity of the famous Croatian football player Zvonimir Boban becoming last year the editor-in-chief of the national sports daily and introducing a new philosophy of Media with the big social responsibility *Sportske Novosti* for the development of the mind and body of youngsters.

This former famous player shows the new way the Media can be at the same time commercial and socially responsible. *Sportske Novosti* closely cooperates with the National Olympic Committee and the Ministry of Education of Croatia and they are also able to create a positive image of the Olympic Movement.

In the films mentioned above, the examples of former elite sportsmen destroyed by doping should be also shown, on one hand, and another example, how the Sport and Olympism helped some people to find the positive sense of life. This is about the inspiration of youngsters and this is about the responsibility of the IOC. Olympic Games are the biggest show of the world, but not everybody

CONCLUSIONS OF THE DISCUSSION GROUPS

can become the elite sportsman and participate there. But everyday life is more important. And don't forget – Sports are part of the culture of society.

Such films should be distributed by the IOC/IOA to all the NOCs of the world, giving them the best way to influence especially the young people all over the world giving them easily understandable illustrations. And they should be televised by the companies buying the Olympic TV rights – for the larger audiences also.

ENGLISH-SPEAKING DISCUSSION GROUP 3

Group Three consisted of members from Ukraine, Estonia, St Marten, Cyprus, Zambia and others. The group tried its best to ensure that at the end of these sessions, every possible means of understanding the media and its role as well as its relations with the International Olympic Academy, National Olympic Academy (IOA/NOA) is well understood and appreciated.

We would like to mention here that our work as sports journalists requires that we exercise maximum ethical value, upholding high standards of reporting and good judgement.

On the Question of “How can Journalists contribute to the activities of the NOA?” the group first of all, recognized that the NOA is an important institution which educates and spreads the idea of Olympism, not forgetting the wishes, aims and dreams of Coubertin.

It was the feeling that the NOA was forcing it on the media to educate the masses. The media’s contribution in this case is to disseminate information (which is its standard duty) on sports in whatever form. So it is up to the NOAs to take newsworthy information to the media timely. The media will surely do their job.

We further observed that not every country has a NOA and this is impeding the wish of the IOA to disseminate information on its activities and dreams.

The role of the media is to get information out to the public in an accurate manner as much as possible, so information should come from the NOAs and be accurate.

In other words we came to a conclusion that this must be a collaborative effort.

The role of the media during preparation and staging of the Olympic Games

The fact that the media play an important role before and during the Olympic Games is obvious. The Olympic Games need the media just as much as the media need the Olympic Games.

But how do we contribute and what do we contribute during the preparations? Journalists in countries not hosting the Games have difficulty accessing information on the preparation, especially truthful and factual information.

So journalists instead of struggling to get that information could rather write about what the athletes are doing to prepare for the Games.

We should keep the Games in focus by revisiting the previous games with a possible link to the upcoming games.

A journalist in the hosting nation has to write what is going on in the preparations, whether it is the athletes or stadia construction and how well these activities are progressing.

Journalists have to be objective at all times. If there are any shortcomings, they have to be reported, if there are good aspects, they also have to be reported. If there is a mistake in building a stadium, why should a journalist keep quiet? Or even when an athlete is complaining of improper infrastructure, his/her complaint should be voiced. It may be considered negative, but it is the truth and objectivity that requires it to be reported.

The organizing committee also needs to keep the media well supplied with information on the preparations as it would help to avoid speculation and misinformation.

Also the organizers must invite journalists from abroad into the country six months before the Games to check on the progress; another invitation three months before the Games start could also make the press give the actual (real) picture of the preparations.

We must also report on the progress of the Olympic Torch as it makes its way round the World. That creates a hype in the countries it passes through and generates more interest in the Games.

During the Games, the journalists would report on what is going on, write about the winners, about the upsets and early exits and so many statistics, like records being broken after 30 years or if they remain unchanged. A failed dope test could be made into a better reading.

Freedom of Speech and the journalists' critical attitude towards the important athletic events

Group Three strongly believes that Freedom of the speech is freedom of the press. Therefore, the NOA/IOA/IOC should come out and tell their story when they are not happy with what is being published. This, again, brings out the need for collaboration between the Olympic Organizing bodies and the media. The Journalists' criticism of events makes a difference in the area of interest. Again we emphasize that Freedom of speech is of utmost importance to the media.

As a conclusion, we would like to thank the organizers of this seminar for bringing us from all over the world together. Meetings like this promote interaction for the media people, who share experiences, and enlighten the participants. The exchanging of ideas during and after the sessions provides a better understanding of the operations of the media, sports associations and NOCs among participants from various countries.

Finally, may we as Group Three comprising of eight males and no female, suggest that a network of sports journalists be set up from this seminar. This is to provide for future sharing of information from each country.

ENGLISH-SPEAKING DISCUSSION GROUP 4

Question 1

Journalists should be ready to provide coverage

Academies should better co-operate with national committees. In order to get coverage, the NOAs should invite journalists and showcase their programmes.

For example the IOA has been able to expose its activities to the world sports press, and they are certainly assured of maximum coverage when the journalists present here return home.

Journalists have their own interests in any and every event so it is difficult for NOAs to tell them what to do. But in correction, the NOAs have to find ways of convincing the media to cover them. NOAs should also reach other sections of the Press be it political, economic, arts and social reporters. Olympics is much more than sporting action.

If you prepare good programmes, you will get a response from journalists.

Weekly or generally periodical newspapers can do more justice to Olympic education than daily newspapers because they have the time to research on issues. Sport itself is for dailies but Olympic education is more for study, therefore research.

Question 2

Media should play the alarmist role when anything goes wrong in the prepara-

tions and staging of the games; play the role of the critic in ensuring authorities, deliver their mandate to the public's expectations.

Another role of the media is to support smart ideas, smart principles and encourage all nations big or small to play their part in the development and growth of the Olympic spirit.

Question 3

There should be freedom of speech but journalists have to safeguard it by providing constructive criticism and not to squander the opportunity presented to them.

Olympics is a worldwide movement. It embraces all cultures, and thus it is important to hear each other's views. Freedom of speech ensures all views are represented, ensuring progress from there on.

Question 4

Your observations on IOC President Jacques Rogge's recent remarks that the Olympics should include a youth section to encourage young people to keep up the spirit of the Games.

FRENCH-SPEAKING DISCUSSION GROUP

We want first of all to thank the IOC organizers for staging this international seminar, which is a wonderful opportunity for men and women journalists from all over the world to exchange ideas.

Regarding the first question, it is in our opinion important for sports journalists to:

- participate in the activities of National Olympic Academies with the view to supporting, as much as possible, their activities for the promotion of the Olympic Movement's values, whilst carefully monitoring adherence to ethical rules and practices by that same Olympic Movement;
- encourage National Olympic Committees to establish closer contacts with press owners, so that they can contribute to the propagation and promotion of Olympic values;
- recommend that during sessions for journalists, discussions could be held, based on journalists' experiences so that these can be shared with their colleagues and the leadership of the Olympic Movement.

Regarding the media's support to the IOC's programs in the field of education, culture and sport, no one questions the media's pivotal role for the dissemination of humanist values like fraternity, friendship and tolerance, which underpin education, sport and culture.

This means that sports journalists have the double responsibility of popularizing and making the Olympic values better known among the sports public, while respecting the ethics of our profession. These objectives are complementary in our view and require the use of different and ambitious means.

We, therefore, wish to recommend to the IOC and to all National Olympic Committees to focus their educational programs on the actual problems of society. The IOC and NOCs should also publish more books or computer resources aimed at young people, in order to initiate them to the Olympic Movement and its values.

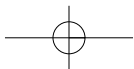
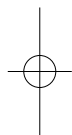
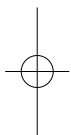
Regarding the third question, we want to emphasize one thing: violence, aggressiveness and doping are not values advocated by Olympism or by the journalistic profession for that matter.

Journalists are aware that as they practice their profession, in compliance with ethical rules, their only mission is to speak the truth, with independence, impartiality, objectivity, and honesty, which constitute another form of education for all.

At the end of this common reflection we, sports journalists, are committed to promoting the pacifist and universal values of the Olympic spirit and sport for the well-being and future of all mankind!

**Closing Ceremony
of the 11th International Seminar
for Sports Journalists**

ANCIENT OLYMPIA, 10th May 2007



ADDRESS
on behalf of the Participants of the Seminar,
by Scott RUSSELL (CAN)

Thank you my friends and colleagues. Merci mes amis, mes confrères. Efharisto Fili Mou.

I am from Canada, the coldest country in the World, and therefore I reserve the right to bask in the warmth of Greece and wear short pants for the duration of my stay here in Olympia. It is not meant as a sign of disrespect but rather, a luxury afforded for me in this wonderful country.

Our nation has a long and proud Olympic tradition. We gave the Games the Canoe, which is designated as the C class in boating sports. The "c" stands not for Canoe but for Canadian. We gave the world Beckie Scott from a tiny village in Northern Alberta. She won the Gold medal in Cross Country Skiing in Salt Lake City in 2002 after bringing to light the practices of cheaters who competed against her.

We are the home of The World Anti Doping Agency, which exists in Montreal. Our own IOC member Richard Pound has been at the centre of the cleaning up of the Olympic Movement vis-à-vis steroid use.

We gave the Games the brilliant Catriona Le May Doan who is twice the Olympic Gold medallist in sprint speed skating and was the World record holder for five years. She is a woman who finished dead last in her discipline at the 1994 Olympics in Norway, but who persevered and sold vacuum cleaners door to door in her native Saskatchewan to make her Olympic dream come true. She is a most valued citizen of our country as are all of the Olympians who wear Canada's colours at the Games.

I hope that I can speak for all of you when I say that I believe in the Olympic ideal and the principles of the movement. That's why I'm here and was thrilled to walk the site of Ancient Olympia, to ponder the memorial to Baron De Coubertin, and to reconsider my connection to the homeland of the Games.

It is also why I was thrilled to meet so many of you. It's why it wasn't a problem to be slam dunked by a guy from Poland in a basketball game or to be scored on in that same game by a Greek woman or to be humbled by a wonderful player from a much smaller country than mine as Brian from Dominica made me look like a rank amateur.

Further, I must say this connection to the spirit of the Games led me to become roommates with my friend Endi from Albania. We became fast friends in the matter of two days and in spite of our many differences which include age, language and heritage we enjoyed our time together a great deal. That after all, is what Olympism is about in my estimation. It's about togetherness and understanding for the betterment of the people of the World.

And I am a journalist. I am a graduate of the University of Western Ontario in London, Canada. It is the home of the International Centre for Olympic Studies, one of a very few such institutions in the World today. I have, as do you, an enormous interest and passion for the Olympic Games.

My hope is that we will consider heavily our important role in the Olympic movement. It made me uneasy to hear the other day that the relationship between the media and the IOC is meant to be one of convenience for the purpose of mutual self-interest. It is a necessary evil in order to sell the Games to sell newspapers or attract large TV audiences. I'm sure we reject this notion.

We must keep in mind that we are the storytellers of the Olympic movement, as ancient as the Games themselves. I know that we all desire to relate to the people of the World the dramatic achievements of athletes who take part in the Olympics. To witness the heroic deeds like Abebe Bekele who ran barefoot through the streets of Rome in 1960 to win the Marathon and cause black Africa to emerge at the Games. To celebrate the perfect blending of Art and Sport with Nadia Comenici of Romania who scored Gymnastics ten in Montreal.

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Too often we are called by duty to investigate the Games because we are storytellers who seek the truth above all things. This is a reality.

I hope that I speak for all of you in saying that we wish to be a part of the process. For the International Olympic movement to treat us not as enemies or a necessary evil but rather as an essential element in preserving and disseminating the evolving Olympic story.

Baron De Coubertin lived by the following credo. "In the Olympics as in life, the most important thing is not the victory but the struggle, the taking part".

We believe that as journalists. That we must observe the Olympic movement as it evolves and ensure that its dramatic and majestic story lives for all time.

It has been so wonderful to meet all of you and to speak on your behalf this evening.

Thank you so very much for making me feel welcome in a very special place and time.

ADDRESS
on behalf of the Coordinators of the Discussion Groups,
by Inas MAZHAR (EGY)

On behalf of the five group coordinators, I would like first to extend our thanks to the International Olympic Academy and its president, Mr Minos Kyriakou who, though we understand is unable to be here with us, was nevertheless present with his address which welcomed us warmly. We would also like to thank the Honorary Dean Prof. Konstantinos Georgiadis who is passing on all his experience and education to us; the staff which has surrounded us with so much affection and the Red Cross representatives who have volunteered to take care of us.

We are really happy and proud to serve as coordinators in the session's working groups, as witnesses to the re-birth of this seminar which returns to the lime-light after an eight-year absence.

Personally, and I believe my fellow coordinators would agree, we have been overwhelmed by the selection of the IOA and for entrusting us with the task of leading our groups. Of course we would like to thank our group members for being so cooperative and for making it an easy job; by speaking openly, exchanging their thoughts, ideas, experiences and suggestions which helped each working group to develop its conclusions and recommendations. We are sure the IOA will deliver these to the IOC in order to be taken into consideration and to come to effective resolutions since we, the journalists, are considered partners and co-workers with the Olympic movement.

And with the 11th seminar coming to an end this evening, we hope the IOA will carry on, including the seminar, which has become of special interest to the

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media, in its annual agenda. A new, different and concrete topic should be introduced every year.

Finally, once more, we thank the IOA for these three wonderful days which have been so informative and valuable to all of us... We have all enjoyed your generous hospitality and will return home with fond memories and experiences which I believe we will all continue to cherish.

Thank you.

ADDRESS AND CLOSING
of the Works of the Seminar
by the Honorary Dean of the International Olympic Academy,
Assoc. Prof. Konstantinos GEORGIADIS (GRE)

Ladies and Gentlemen,

Dear friends,

I am particularly pleased that after 8 years of interruption we were again able to organize, very successfully, the international seminar for sports journalists.

In our globalized society, the mass media represent a vehicle for dialogue and democracy in the public sphere, provided that they of course respect citizens' dignity. The Olympic Games and the Olympic Movement are part of this public sphere of dialogue and democracy. The Olympic Movement is, above all, an educational and social movement since its cohesion is defined by its principles and values, to which you often referred in your discussions: participation, involvement, fair play and personal fulfillment. It can achieve internal balance and harmony, in order to understand its environment and redefine its relations with other people only through each individual's constant pursuit of excellence.

These principles, like the rejection of any form of discrimination and world peace can be put into practice after a laborious and lengthy educational process, as each of us knows. The event of the Olympic Games within this whole process is just one undertaking of symbolic educational significance. Their symbolism, however, as you have rightly emphasized, should be promoted in an impartial and responsible way, at the service of truth and the sporting ideal.

We know that it was your passion and love for sport that made you become

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journalists. Knowledge, information, maturity and integrity guarantee professional standing, not only in journalism, but in all other professional activities. Driven by a sense of responsibility to the public and our fellow human beings, sports journalism, “Olympic” journalism, in particular, is an important vehicle for dialogue on sports ethics and the rights and duties of all persons related with sport.

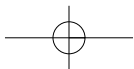
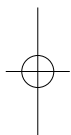
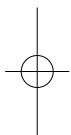
Presentations, questions and dialogue in this hall were of very high academic level and this is not a compliment. I’ve discussed this with many of you and the level of discussions and concerns was indeed high, while you also showed a real wish to contribute to the integrity of sports journalism and the propagation of Olympic principles. For this, as well as for your presence, your interventions and your contribution to the success of this Seminar, I want to thank you warmly, on behalf of the Ephoria of the International Olympic Academy and its President Minos Kyriakou.

I also wish, on behalf of the Ephoria, to thank all lecturers, Mr. Kidane, Mr. Sithole – who could not attend but sent his presentation – and Ms. Panagiotopoulou. In particular, I want to thank the Coordinators who helped us arrive at these excellent conclusions, the Academy’s staff who were always available to provide assistance to you and who have organized this Seminar in the last few months. Finally, I also wish to thank our interpreters who have been helping us for many years now, the Hellenic Red Cross and all the people who contributed to the Seminar’s success.

I wish you health above all and a safe return to your countries.

Thank you very much.

List of Participants



LIST OF PARTICIPANTS

EPHORIA
OF THE INTERNATIONAL OLYMPIC ACADEMY

Mr Minos X. KYRIAKOU***IOA President******HOC President****IAAF Council Member**ICMG Secretary General*

International Olympic Academy

52, Dim. Vikelas Str.

152 33 Halandri- Athens

GREECE

E-mail: ioa@ioa.org.gr

Assoc. Prof. Konstantinos GEORGIADIS***IOA Honorary Dean****Member of the IOC**Commission for Culture and**Olympic Education**Member of the ISOH Executive Board*

International Olympic Academy

52, Dim. Vikelas Str.

152 33 Halandri- Athens

GREECE

E-mail: ioa@ioa.org.gr

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

LECTURERS

Assoc. Prof. Konstantinos GEORGIADIS (GRE) 52, Dimitrios Vikelas Avenue, 152 33
IOA Honorary Dean Halandri, Athens,
 GREECE
University of Peloponnese E-mail: ioa@ioa.org.gr

Mr Fékrou KIDANÉ (ETH) 124, rue du Cherche-Midi
International Consultant 75006 Paris
Former Chief Editor of the "Olympic Review" FRANCE
Former Director of the IOC Department E-mail: fekroukidane@hotmail.com
of International Cooperation

Prof. Roy PANAGIOTOPOULOU (GRE) Department of Communication and Mass Media
Department of Communication University of Athens
and Mass Media 5 Stadiou Str., 10562, Athens,
 GREECE
University of Athens E-mail: rpanag@media.uoa.gr

Mr T.A. Ganda SITHOLE (ZIM) Château de Vidy, C.P. 356
Director of the IOC International Cooperation CH-1007 Lausanne
and Development Department SWITZERLAND

PARTICIPANTS

ALBANIA

Mr Endi TUFA Str. Dombosko, Vilat e Reja, Tirana
 ALBANIA
 E-mail: endi@hotmail.com
 endi.tufa@abussnet.com.al

LIST OF PARTICIPANTS

ARMENIA

Ms Meri AHARONYAN Al. Manukyan 11, Arm: NOH 375070, Yerevan,
ARMENIA
E-mail: meryaharonyan@yahoo.com

BELARUS

Mr Maksim YASSIN Aerodromnaya str. 15-3, Minsk,
BELARUS
E-mail: sport@ont.by

CAMEROON

Mr Emmanuel Gustave SAMNICK BP 12348 Yasundé, CAMEROON
E-mail: gustavesamnack@yahoo.fr

CANADA

Mr Scott RUSSELL CBC P.O. Box 500, Station "A", Toronto, Ontario,
M5W1E6, CANADA
E-mail: SRUSS2@SYMPATICO.CA

CROATIA

Ms Gordana GACESA Croatian Olympic Committee, TRG Kresimira Cosica 11,
Zagreb-10000, CROATIA
E-mail: gordana.gacesa@hoo.t-com.hr

CHILE

Ms Karen BITTNER Camino del Sur 14265, Lo Barnechea, Santiago,
CHILE
E-mail: bittnerkaren@hotmail.com

CYPRUS

Lesvou 15, Anthoupoli, 2303 Nicosia,
CYPRUS

DOMINICA

7 Rawles Lane, Goodwill, Commonwealth of Dominica,
DOMINICA

EGYPT

2 El-Sheikh Ali Mahmoud str., Heliopolis, Cairo,
EGYPT

ESTONIA

Raja Talu, Tüki Kõla, Tahtvere Vald, Tartumaa 61401,
ESTONIA

ETHIOPIA

P.O. Box 5544 (ETV), Addis Ababa – ETHIOPIA
E-mail: fikiryilkal@yahoo.com

FRANCE

25 Rue du Mardi Gras, Le Vieil, 85330, Noirmoutier,
FRANCE

E-mail: jm.laurence@wamadoo.fr

LIST OF PARTICIPANTS

FYROM

Mr Goran MILKOVSKI Nicola Parapunov 3, 1000 Skopoe,
FYROM
E-mail: milkovski@yahoo.com

GERMANY

Mr Eike SCHULZ Michael – Eijinger st. 3, 55268, Nieder-Olm,
GERMANY
E-mail: schulz.e@ZDF.de

GREECE

Mr Ioannis MAMOUZELOS 7, Bizaniou Str., 152 32 Halandri-Athens
GREECE
E-mail: mamouzelos@hotmail.com

.....
Mr Efthimios PAPADOPOULOS 12 33 de la Montagne, suite 101
Montreal, Quebec H3G 1Z2
CANADA
E-mail: maki@papadopoulos.net

.....
Ms Panagiota VASILOPOULOU 4, Pagoniou str., Alimos, 174 56, Athens,
GREECE
E-mail: vnota@ath.forthnet.gr

.....
Mr Costas VERNIKOS GREECE
E-mail c/o: e.tondi@2013volos.gr

ICELAND

Mr Valtyr Bjorn VALTYSSON Alfatur 17, 200 Kopavogur,
ICELAND

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

INDONESIA

Mr Firmansyah GINDO

L. Alamanda IV J2.25, Tangerang, Banten,
INDONESIA

E-mail: nyongchi@yahoo.com

IRAN

Mr Seyed Sadeq HOSSEINI

National Olympic and Paralympic Academy,
Enghelab Sports Complex,
Niayesh Highway, Vali Asr Ave.,
Tehran, IRAN

E-mail: digitalidea@gmail.com

LATVIA

Ms Ilze AKE-VIKSNE

Latvian Olympic Committee, 49 Elizabetes str., Riga, LV-1010,
LATVIA

E-mail: ilze.ake@olimpiade.la

LEBANON

Mr Wadiah ABDULNOUR

Dar Al Hayat Down Town, Maarad str., B.O.P. 11-1242,
LEBANON

E-mail: wadih@alhayat.com

MALI

Mr Moussa BOLLY

s/c CNOSM. Mali BP88 Bamako,
Villa n:1 Cité Ministérielle,
Quartier du Fleuve,
MALI

E-mail: moseto2005@yahoo.fr

LIST OF PARTICIPANTS

NETHERLANDS

Mr Jurryt VAN DE VOOREN Sumatrakade 73, 1019 PH, Amsterdam,
NETHERLANDS
E-mail: jurryt@x54.all.nl

NETHERLANDS ANTILLES

Mr Thomas BURNETT G. Deweevee Rd 30, Union Farm Estate, Dutch Quarter, St.
Maarten,
NETHERLANDS ANTILLES

PARAGUAY

Mr Jorge VERA Pacheco 6131 C/R.I.2 De Mayo,
PARAGUAY
E-mail: chipi1989@hotmail.com

POLAND

Mr Przemyslaw FRANCAZAK Mogilska 23/51, 31-542 Krakow,
POLAND
E-mail: p.franczak@gk.pl

QATAR

Mr Jabir AL-MARRI P.O. Box 15653, QATAR
E-mail: alaadh1911@hotmail.com

ROMANIA

Mr Dorin Catalin CHIOTEA Bd. Dimitrie Pompeiu No.6, sector 2, Bucharest,
ROMANIA
E-mail: dorin.chiotea@prosport.ro

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

RUSSIA

Mr Vladimir YURINOV

Apt. 51, House 9, Bld.3, Khlopin Str., 194021,
St. Petersburg,
RUSSIA
E-mail: yurinov@yandex.ru

SINGAPORE

Mr Marc Kok Peow LIM

BLK 716, Bedok Reservoir Road,
#10-4506 5 (470716),
SINGAPORE
E-mail: marclim@sph.com.sg

SLOVAKIA

Mr Lubomir SOUCEK

Pribisova 29, 84105 Bratislava 4,
SLOVAKIA
E-mail: soucek@olympic.sk

SLOVENIA

Ms Anja HLACA

Topniska 30, 1000 Ljubljana,
SLOVENIA
E-mail: anja.hlaca@gmail.com

SRI LANKA

Mr Anton Dinesh WEERAWANSA

3/A, Batadomba Gardens,
Gothatuwa New Town 10620,
SRI LANKA
E-mail: dinesh@sundayobserver.lk

LIST OF PARTICIPANTS

THAILAND

Mr Lerpop SORUTANA

Dailynews Newspaper,
1/4 Vibhavadee Rangsit Road, Bangkok, THAILAND
E-mail: lerpops@dailynews.co.th

TUNISIA

Ms Yosr HAZGUI

Res. Wafa. 2000 Le Bardo,
TUNISIA
E-mail: yosr.hazgui@gmail.com

TURKEY

Mr Gokhan TURE

Dogan Medya Center, Bagcilar, 34204, Istanbul,
TURKEY
E-mail: gture@milliyet.com.tr

UKRAINE

Mr Ivan BONDARCHUK

Esplanada str. 42, 01601, Kiev,
UKRAINE
E-mail: bondarchuk@noc-ukr.org

ZAMBIA

Mr Shamaoma James MUSONDA

H 458, Ndeke Village, Kitwe, ZAMBIA
E-mail: shamsmuzo@gmail.com

ZIMBABWE

Mr Goodwill Nunurai ZUNIDZA

12B New Flats, Old Highfield, Harare,
ZIMBABWE
E-mail: gzunidza@yahoo.co.uk

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

IOA PREMISES DIRECTOR

Mr Babis GIANNARAS

International Olympic Academy
270 65 Ancient Olympia
GREECE

IOA SECRETARIAT

Ms Alexandra KARAISKOU

International Olympic Academy
52, Dimitrios Vikelas Avenue,
152 33 Halandri,
GREECE
E-mail: a.karaiskou@ioa.org.gr

.....

Mr Christos SKALIARAKIS

International Olympic Academy
52, Dimitrios Vikelas Avenue,
152 33 Halandri,
GREECE
E-mail: c.skaliarakis@ioa.org.gr

.....

Ms Roula VATHI

International Olympic Academy
52, Dimitrios Vikelas Avenue,
152 33 Halandri, GREECE
E-mail: r.vathi@ioa.org.gr

IOA TECHNICAL DEPARTMENT

Mr Evangelos FRIGGIS
Electrician

International Olympic Academy
52, Dimitrios Vikelas Avenue,
152 33 Halandri, GREECE
E-mail: v.friggis@ioa.org.gr

.....

LIST OF PARTICIPANTS

Mr Konstantinos KARADIMAS <i>Operator of the Photocopying Machine</i>	International Olympic Academy 52, Dimitrios Vikelas Avenue, 152 33 Halandri, GREECE E-mail: k.karadimas@ioa.org.gr
--	---

Mr Themis VLACHOS <i>Electrician</i>	International Olympic Academy 27065 Ancient Olympia GREECE E-mail: ioa-www@ioa.org.gr
---	--

Mr Panagiotis GIANNARAS <i>Informatics Engineer</i>	International Olympic Academy 52, Dimitrios Vikelas Avenue, 152 33 Halandri, GREECE E-mail: p.giannaras@ioa.org.gr
--	---

LIBRARY

Mr Themis LAINIS	International Olympic Academy 52, Dimitrios Vikelas Avenue, 152 33 Halandri, GREECE E-mail: ioa@ioa.org.gr
------------------	---

TRAINEES - ASSISTANT STAFF

Ms Dimitra MICHALELI	Plomari Lesvou, 81 200 GREECE E-mail: md28@uop.gr
Mr Miltiadis CHATZIGEORGIOU	Iatrou Magou 20, 58100 Giannitsa, GREECE E-mail: xm33@uop.gr

11th INTERNATIONAL SEMINAR FOR SPORTS JOURNALISTS

HELLENIC RED CROSS

Mr Ilias ARVANITAKIS

Kastro Killinis, 27050

GREECE

.....
Mr Nikolas GIATRAS

103, Syntagmatarchou Zissi Str., Patra

GREECE

.....
Ms Vasiliki FAILANDI

5, G. Plithonos Str., 26443, Patra

GREECE

E-mail: failadivasiliki@hotmail.com