

DGI-byen, Copenhagen
November 10th to 14th, 2002

Play the game

Who's got the power?

**Stories from the 3rd
international conference for
media professionals
in a globalised sports world**

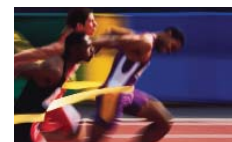
Aidan White · Alina Bernstein · Anders Levinsen · Anders Bülow · Andrew Jennings · Anita White · Anne-Marie Kappelgaard · Barrie Houlihan · Bente Klarlund Pedersen · Berit Skirstad ·
Bjarne Ibsen · Bo Berglund · Brian Mikkelsen · Christiane Ayotte · Claus Boje · Colin Tatz · Craig Reddie · Declan Hill · Dirk Lund Christensen · Emma Stanford · Ezequiel F. Moores · Gary Wicks ·
Gerd von der Lippe · Gerhard Treutlein · Gertrud Pfister · Giselher Spitzer · Gunilla Lindberg · Gunnar Hermansson · Hans Bonde · Hans B. Skaset · Henning Eichberg · Henrik Larsen ·
Henrik H. Brandt · Herbert Hartmann · Ivan Waddington · Jean Paul Marthoz · Jens Weinreich · Jens Brinch · Jens Sejer Andersen · Jim Stjerne Hansen · Joe Hena · John Bale · John Hoberman ·
Jorn Møller · Kari Fasting · Lars Martin Kaupang · Lars Have-Pedersen · Laura Robinson · Marcia Sage · Max Rasmussen · Michael Friedberg · Michael Nybrandt · Milan Petkovic · Nils Mulvad ·
Olukayode Thomas · Peter Schjerling · Petter Riiser · Prisca Massao · Rasmus Damsgaard · Richard H. McLaren · Robert Davies · Sandro Donati · Sigmund Loland · Sun Weijia ·
Soren Schultz Jørgensen · Soren-Mikael Hansen · Torben Ulrich · William Glenwright

www.play-the-game.org



EDITORIAL

By Jens Sejer Andersen, Director of Play the game



“ *If sport is to be freed from its maladies, the cure is at hand. Open and unrestricted dialogue, good and transparent governance and delegation of power ... to all stakeholders who care about human values in sport* ”

A home for the homeless questions

Before the opening of the third international Play the game conference, we, as organisers, were eagerly awaiting the answers to three questions.

Would the speakers again be sharp, enthusiastic, well prepared and willing to take risks?

Would the participants again work tirelessly to build new networks and forge new friendships?

And most importantly: Would the homeless questions of international sport – questions that are not asked openly, much less answered – still be in evidence?

As this publication will hopefully show, Play the game was able to answer a clear 'yes' on all three counts.

Questions of vital importance for all sports lovers - athletes, coaches, administrators, and members of the public - are still not welcome in great parts of the sports society.

In spite of internal reforms in the IOC and a promising degree of transparency in the World Anti Doping Agency, many powerful sports leaders are actively seeking to stifle open debate about topics that will define sport's future.

The example of soccer is second to none.

In early 2003, the respective heads of European, African and Asian football levelled major al-

legations of mismanagement against FIFA president Sepp Blatter. They even reported their own chairman to the police.

But when a few weeks later Blatter was re-elected, an epidemic of silence hit in the soccer world.

And it still prevails.

Of the six speakers who committed themselves to speak on FIFA-related issues at Play the game, four withdrew before or during the conference - this after half a dozen key UEFA and FIFA figures had earlier declined invitations.

Football's leaders – those whose prestige and power comes from being elected by millions of players - are denying information to their constituencies on an issue which they themselves raised as sport's potentially biggest mismanagement scandal.

Is this a healthy way to practice democracy?

But the malady of silence is no privilege of soccer alone. It has dominated world sport over the past 30 years. As revenues from TV and sponsors have abounded, so has the power concentration and the lack of openness.

Sport has become a perfect breeding ground for political and financial corruption.

If sport is to be freed from its maladies, the cure is at hand. Open and unrestricted dialogue, good and

transparent governance and delegation of power ... to all stakeholders who care about human values in sport.

So let us show our appreciation for the independent minds in the sports world who bravely defy threats to their career and reputation when launching relevant criticism of the power brokers in sport.

And let us equally pay respect to those accountable sports leaders - like Sweden's Gunilla Lindberg and Britain's Craig Reddie, both from the IOC - who have the courage to join the debate as it unfolds at Play the game and elsewhere, although this choice may not improve their standings among all their fellow sports leaders.

A special thank you must go to the Chinese hosts for the forthcoming 2008 Olympics. They displayed forward-looking leadership and professionalism by entering the sensitive debate on sport and human rights.

Until the next edition of Play the game, we invite you to join the thousands of journalists, experts and sports lovers that use www.play-the-game.org as meeting place and knowledge bank.

With your help, we may be able to give more than a few days' shelter to the homeless questions in sport.

www.play-the-game.org

The **Play the game 2002** magazine is an edited, extended and translated version of the Danish weekly "Ungdom & Idret" no. 34/2002

➔ **EDITOR-IN-CHIEF**
Jens Sejer Andersen
jsa@dgi.dk
Copyright 2003
Sports Intelligence Unit

➔ **REPORTERS**
Karen Balling Radmer
Kirsten Harkjær Larsen
Jonna Toft
Steen Bille
Marlene Jensen
Bente Mikkelsen
Kasper Lindberg

➔ **TRANSLATIONS**
Marcus Dylan Hoy
(freelance)

➔ **PHOTOS**
All photos courtesy of
Niels Nyholm (freelance)
unless otherwise credited

➔ **LAYOUT**
Maja Bursøe

Printed at Scanprint
DK-8260 Viby J
Denmark
April 2003

Articles can be quoted
in parts when crediting
the author and the
Play the game conference

For all other kinds of
reproduction written
permission must be
requested at [siu@dgi.dk](mailto:suu@dgi.dk)

Play the game 2002
was supported by

Danish Gymnastics and Sports Associations
The Danish Ministry of Culture
Danish Center for Culture and Development (DCCD)
Danida/The Ministry of Foreign Affairs
Danish Sports Journalists' Association
Anti Doping Denmark



Dangerous Liaisons

Links between top sport and criminality extend across the world. Even football heroes like Pelé cannot shake off allegations of links to corruption

By Steen Bille



»The flow of money in professional sport is so widespread that misuse of office, corruption and criminality are inevitable by-products – and the players are the losers every time.«

It was with this background that journalists from four continents provided some of Play the game's most dramatic presentations, giving the audience a vivid insight into a world rarely referred to by the media.

One of the most memorable accounts was provided by Canadian journalist Declan Hill, who documented the Russian mafia's iron grip on its countrymen playing professional ice hockey in the Canadian NHL.

»Their families in Russia are kidnapped and only released when high ransoms have been paid,« he says. »They are beaten up and blackmailed for hundreds of thousands of dollars. Other players become involved in gambling and money laundering – a business worth millions.«

Top of the crime league

Behind this organised criminality are a number of Russian mafia bosses who have secured influence in Canada, Germany and Russia. Among the best known is Alik Tochtachumow, who was involved in the skating scandal that marred the 2002 Winter Olympics in Salt Lake City. FBI documents reveal that he is involved in money laundering, drug smuggling, bribery and more. The same charges apply to the

Vice President of the Asian Olympic Committee, Gafour Rakhimov of Uzbekistan, a man also known as the 'Tashkent Godfather'. In the year 2000 he was refused a visa to attend the Olympic Games in Sydney, due to strong suspicions about his involvement in drug running and other criminal activities.

»The Russians are the most powerful gangsters in the western world: they own banks, they have easy access to weapons, and they are ruthless« says German journalist Jens Weinreich, who has charted organised crime's close contacts with Olympic sport for many years. »A lot of money is tied up with cities' bidding processes – in the form of holidays, cash and prostitutes for members of the IOC. At the same time, IOC members can use their visits to candidate cities to forge good business contacts and make extra profits.«

Weinreich adds that some five billion Euros is expected to be generated by 2004 – the proceeds of four years' marketing for the summer and winter Olympics.

Pelé accused

Ezequiel Fernandez Moores, Editor of the Argentinian press bureau Ansa, places a question mark against the squeaky-clean image of the football god himself, Pelé. He claims that Pelé's sports management firm at one time accepted over 70,000 Euros from UNICEF for a charity match that was simply never played. Moreover, he adds,

Brazil's links between sport and criminality are much stronger than this particular example might suggest.

It is scarcely 1½ years since the Brazilian Lower House of Congress published an 800-page report on football and crime, which named 33 football leaders as being involved in criminal activities. The report was initially ignored by those congress members with close links to the Brazilian Football Confederation.

»A similar Senate report totalling 1,600 pages asked for the indictment of 17 football leaders, and like in the former report, the list was headed by the president of the Brazilian Football Confederation, Ricardo Teixeira,« says Fernandez Moores. »The Senate found him guilty of forgery, taking out suspect bank loans, using his job to further his business interests, and paying out large sums of cash to his friends.« Despite these activities FIFA President Sepp Blatter recently appointed Teixeira to FIFA's Executive Committee and appointed him Vice President of FIFA's Committee for Justice, Security... and Fair Play.

In conclusion, Fernandez Moores quotes former Brazilian football star Sócrates, whose verdict on Brazilian football seems equally relevant when applied to the entire football world.

»Football has made us notorious for dealing in under age children, passport forgery, cheating, injustice, lack of ambition and stealing dreams. It is detestable to be represented by these people.«

Two extensive parliamentary reports have asked for the indictment of Brazilian soccer leaders, but they uphold their international positions, Ezequiel E. Moores said





PHOTO: SPORTSFOTO APS

“
**That was quite an achievement:
 all those languages and ethnicities, so much content,
 so crowded yet unoboring, so much fellowship
 and so little bitchery and backbiting**
A splendid conference”

Colin Tatz, Professor, Australia

**Raising living
 standards for a big
 part of the world's
 population is the
 best contribution
 to human rights,
 found Weijia - who
 also thought that
 the Olympics
 will bring about
 political progress**

EXTRACT

Test the promises

Human rights will stick to the Beijing Olympics like chewing gum under a school bank, said the European Press Director Jean Paul Marthoz from Human Rights Watch and presented a tip sheet for journalists

By Jean Paul Marthoz

If journalists refuse to see that politics mixes with sports they should change jobs, and why not, become pom pom girls or FIFA stenographers. Politics has always been the fellow traveller of sports, and especially of Olympic sports [...]

The 2008 Olympic Games in Beijing is of course no exception and China is not a country that leaves anyone indifferent.

It is a great country, a huge country that plays a leading role on the international scene.

It is also a country with a one-party regime which has a very bad human rights record. This is where politics, like Manuel Puig's spider woman, again kisses sports.

[...] When China was selected I felt like the lonely goalkeeper at the moment of the penalty. HRW decided however, contrary to other human rights organizations like Reporters sans frontiers and after an intense internal discussion, not to join the campaign for the boycott of Beijing 2008. Why? [...]

Because, to start with, HRW is not convinced that heavy-handed sanctions are necessarily effective. Although we recognize the validity of the pro-sanctions argument against the South African apartheid regime we believe that too often sanctions act like cluster bombs with their indiscriminate collateral damage, hitting the wrong people in the open field when the real guys are safely hidden in their bunkers. ...

Secondly we listened to our friends in the Chinese human rights movement and they were telling us that a "no" to Beijing would be met with a toughening of the regime and would put the democrats

under pressure since they would be accused of being traitors and anti-Chinese.

Strategically we also thought that the preparations for the Olympic Games would give us several years that could be used to highlight the human rights situation in China and help improve it.

[...] This is the time now to escape from the strategic boardroom and to go back to the newsroom. Human rights will be a constant issue before and during the Beijing Olympics. It will stick to the coverage like a chewing gum under a school bank.

So what will journalists be confronted with? What should they be looking and prepare themselves for? Here is my tip sheet:

- In an era when big companies like talking about corporate social responsibility, check with the sponsors on how they can avoid being part of a human rights abusive system. In a letter to foreign companies bidding on construction of Olympic facilities, for instance, HRW insisted that they should adopt a code of conduct for the treatment of their workers, that those losing property or housing be fairly compensated and that migrants living in and around Beijing being displaced for the Olympics be fairly treated and not abused.

- The same scrutiny should be applied to companies involved in special security systems, including surveillance and other equipment. Some of the technology could probably be recycled and used against dissidents. Check what kinds of safeguards can be built to limit opportunities for abuse.

- Internet companies should be urged to take a pro active role and press for the lifting of the various regulations and controls now in place on web contact and access.

- Press freedom is a barometer of other freedoms and international journalists should closely monitor the situation of press freedom in China since it will have an impact on their own capacity to report. Now, as described in HRW world report 2003, the situation is rather grim. China blocked major Internet search engines, closed publications, harassed foreign and domestic journalists, tightened controls on satellite transmission, and hampered the work of academics and activists.

- Just prior to the IOC's decision to award China the Games, Wang Wei, secretary-general of the Official Beijing Committee, had said: "we will give the media complete freedom to report when they come to China". Journalists should test this promise. They should check with the IOC on how they intend to live up to their rhetoric and make sure that China honours its pledge to allow all foreign journalists "complete freedom" to report. They should make sure that the international media have unrestricted access and there will be no discrimination against journalists or participants based on their political or religious views and country of origin. They should get guarantees that there would be no retaliation against Chinese citizens interviewed by the press.

- Let us never forget, unlike the famous Wonder batteries, press freedom only runs out if you do not use it!

*Jean Paul Marthoz spoke as European Press Director of Human Rights Watch - www.hrw.org
 He is now editor-in-chief at La Libre Belgique.*



*Sun Weijia
faced the music
on behalf of the
Chinese Olympic
organisers
and was met
with tough
political
questions*

Human rights on the sports agenda

The organisers of the Olympic Games in 2008 contributed to an unrestricted debate and a mutual learning process

By Steen Bille and Jens Sejer Andersen

Is it an exclusive right for the Western hemisphere to define what human rights mean, or can a country select its own definition of these international norms?

Questions like these were addressed bluntly in the first public debate between the Chinese organisers of the Olympic Summer Games 2008 and a conference room packed with journalists and sports researchers on the alert.

Vice Director of the Media and Communication Department for the 2008 Olympics organisers, Sun Weijia, accepted to face the challenge of a direct and unrestricted debate.

For Weijia, it was important to outline China's organisational and the practical preparations for the games.

He expressed his belief that the games will leave a legacy of significant progress in Beijing's infrastructure, provide greater international exposure for the nation's culture, and further integrate China into the global community.

When the floor was opened for debate, the participants did not spare political sensitivities. Even the first question touched the nerve that was to last for half an hour's questioning. How would the Chinese deal with the question of human rights in the period from now until 2008?

First of all, Sun Weijia pointed out that he could only offer his personal opinion, as he did not represent the government.

»We do attach great importance to the improvement of human rights, but- but we think that different national situations, different backgrounds and different stages of development can lead to different needs in so far as human rights,« Weijia said and referred to the fact that China account for 1/4 or 1/5 of the world population.

»The biggest demand in my view is the legitimate claim for development, a better life for. Over the past 20 years the Chinese government has succeeded in improving the improving the living standards for all these people, and I think this is the biggest contribution a country can make to the cause of human rights.«

Olukayode Thomas of Nigeria then asked what a high standard of living is worth without freedom.

»In China freedom for everybody is guaranteed by the constitution.« countered Sun Weijia.

»We have rights guaranteed by our constitution. People can go everywhere they want, do everything they want to do and they can work or not as they like.

The staging of the Olympics will certainly improve democratisation and modernisation

of the country - but that doesn't mean that we are not a democratic country now.

Illegal - and not permitted

When Ann Callaghan from the London-based Free Tibet Campaign raised the issues of Falun Gong and of a Tibetan activist being sent to work camp for trying to influence the IOC's stand on China, Sun Weijia was less forthcoming.

»The problem of Falun Gong is that it is illegal. And like in your countries, what is illegal is not permitted. This is very simple,« Weijia said.

When met with the objection that in China it is easier than in other countries to be declared a threat to the security of the state, Weijia sharpened the tone.

He stressed that China has a seat in all important human rights commissions under the United Nations, and will comply with their obligations in that respect.

»But I could never understand the approach that consists in taking your criteria for human rights in your country and for your people, and impose these criteria for other countries,« Weijia replied.

Promises for the media

Margita Boström from Sweden and Janet Heinen of the USA wanted to know if journalists would be allowed to work freely during the Olympics - and if this would mean general improvements for journalists working in China.

As for the last point, Sun Weijia would only confirm that, in the interests of security, travellers must indeed inform authorities of their destination.

However, foreign as well as Chinese media would have the best conditions during the Games.

"The working conditions will be the same or even better than in previous games in other countries. This includes the freedom of movement and the freedom of reporting," Weijia promised.

Professor John Hoberman of the USA referred to China's use of the public executions and asked if the selling of the executed prisoner's organs to foreign patients was legal in China.

Weijia stated with all clarity that it was illegal, but questioned the validity of the information.

Also, he did not feel competent to say if China's use of the death penalty would be changed before 2008.

With that, the session drew to a close. Conference coordinator Jens Sejer Andersen thanked the vice-director by saying:

»This readiness for unrestricted dialogue points to two things: the great professionalism of the Chinese organisers in the preparation of the Olympic Games 2008 and the hope that these games will be a part of a mutual learning process.«

The official website for the Olympic Games in Beijing is www.beijing-2008.org



THE SOCCER DRAMA GOES ON

The months after "Play the game" brought new important chapters to the drama about FIFA in which its president Sepp Blatter and the British reporter Andrew Jennings from the Daily Mail play important - though very different - roles.

December

The authorities in Zürich legal proceedings against Blatter due to lack of evidence. Blatter had been reported to the police in May by 11 of 24 members of the FIFA Executive Committee as a reaction to a report on alleged irregularities written by the then secretary general, Michel Zen-Ruffinen.

The prosecutor in Zürich says that the Executive Committee had approved of some of the actions that Blatter was accused of. He also states that some of the actions may have been considered irregular in other company types than FIFA. According to the crown witness Zen-Ruffinen, he himself was never questioned during the police investigation.

January

When questioned by Andrew Jennings about ballot rigging at the FIFA presidential elections in 1998 and 2002, Sepp Blatter admits that "mistakes had been made and now I will take action." An internal investigation is set up against Jack Warner, president of CONCACAF and a close ally of Blatter.

March

A local Swiss court orders Somalia's FA boss Farah Addo to pay damages to FIFA President Sepp Blatter for defamation. Addo must pay Blatter \$7,500 compensation after claiming that bribery had assisted the FIFA president's re-election in 1998.

March

Andrew Jennings writes in the Daily Mail that Blatter has received a secret annual payment of around 3,600,000 Euro a year on top of his generous salary since 1997. This payment should have been ordered by FIFA's ex-president Joao Havelange as a "loyalty bonus".

March

FIFA and Sepp Blatter decide to take legal action against Andrew Jennings and the Daily Mail for their writings. The case will be brought to a British court.

April

Andrew Jennings and the Daily Mail disclose that president Blatter has appointed an associate of 40 years standing to investigate the election fraud. The head of investigation is Marcel Mathier who chairs FIFA's Disciplinary Committee and, like Blatter, grew up in the Swiss canton of Valais

If you want to be updated on the further chapters of this story, you can join the Sports Intelligence Unit at www.play-the-game.org

A football leader with rare courage

When a handful of international soccer leaders suddenly pulled out, Jim Stjerne Hansen gave a last-minute accept to oppose the critics of FIFA

By Steen Bille

One of Play the game's most lively sessions featured the testimonies of two investigative journalists – Andrew Jennings from the Daily Mail and Jens Weinreich of Berliner Zeitung – detailing corruption and intrigue in international football. Their stories documented a quagmire of bribes, corruption and dubious financial transactions, which, according to their evidence, are all part of a day's work for international football's governing body, FIFA.

Faced with these charges, a number of FIFA defenders chose to cancel their attendance a few days before the conference began – adding to the substantial number of soccer leaders from FIFA and UEFA who had said no to public debate in the first place.

However, despite being well aware that he would face criticism from both the audience and the panel, one man from the football establishment was willing to appear to the conference at just a few hours' notice. That man was Jim Stjerne Hansen, General Secretary of the Danish Football Association (DBU) – which, last April, supported the re-election of FIFA President Sepp Blatter.

Jim Stjerne Hansen took Jennings and Weinreich's disclosures calmly, then defended the DBU's support for Blatter with these words:

»We found that the African opponent, Issa Hayatou, did not present a real alternative. Besides, FIFA has many good things to offer – it has built up football into the most popular and profitable sport in the world.«

Before Jim Stjerne Hansen's address, both Jennings and Weinreich had piled one revelation on top of another – including stories of committee members wanted by the police for fraud in Argentina, Brazil and Russia, the buying of votes, financial irregularities, widespread favours for friends, and manipulation of FIFA's influential committees. In addition, Jennings maintained that Blatter used FIFA resources to finance his own successful election campaign.

Fraud was also the subject of Jens Weinreich's disclosures regarding the bankruptcy of FIFA's marketing company ISL in 2001. Despite realising a vast income through the sale of global contracts and TV rights, Weinreich claims that ISL's profits were squandered through finan-



cial speculation, the provision of consultancy jobs for friends, and the draining of cash into secret bank accounts.

Today, FIFA has founded a new marketing firm, designed to make money through the promotion of all the large FIFA events. As a journalist who has investigated FIFA for many years, Jennings summarised his and Weinreich's presentation by saying: 'As long as these people

have power, football can no longer be described as a 'beautiful game'.

In his presentation, sports editor Jens Weinreich presented important background information about the relation between the bankrupt ISL/ISMM group and FIFA.

Andrew Jennings told how astonishingly many among the close political

allies of Sepp Blatter find themselves charged with corruption, human rights violations and other irregularities in their native countries.

You can find the interventions at www.play-the-game.org

The Many Faces of Football

In Argentina, both oppressors and the oppressed celebrated their nation's World Cup triumph in 1978

By Kirsten Harkjær Larsen'

»Did you know that the dictatorship's largest torture centre was situated just a thousand metres from the River Plate Stadium where the World Cup matches were played?« asks Argentinean journalist Ezequiel F. Moores during his harrowing account of the human rights abuses which accompanied the football World Cup in Argentina. Moores states that between 1976 and 1983, the Argentinean regime murdered 30,000 people and tortured something in the region of 5.000 in 340 concentration camps across the nation. »The prisoners at the Marine School were so close to the stadium that they could hear the cheers from the crowd at the same time as the shrieks from their tortured colleagues,« he adds.

Moores questions how FIFA, the international football federation, could have allowed football's world championships to take place under such conditions. And moreover, why did

the 15 visiting teams consent to take part? He poses numerous similar questions – many of which still remain unanswered.

»This could be because the answers would bring shame on the nation« he continues. »How could it be that millions of Argentineans celebrated goals with such passion in the midst of all this terror?«

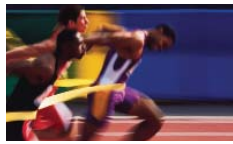
When Argentina won the competition, the leaders of the regime, exiles, prison guards and prisoners all joined in the celebrations. In the de Bonafini household, the husband celebrated while the wife – Hebe de Bonafini, President of the dissident group 'Mothers of the Plaza de Mayo' – sat in the kitchen and cried.

»It is ironic,« says Moores, »that the game of football can be used – and misused – by both the oppressor and the oppressed.«

He adds that the 1978 World Cup was clearly used as a tool to legitimise the Argentinean dictatorship in the eyes of the outside world – the most explicit example of political manipulation of sport since the Berlin Olym-

pics in 1936. He suggests that the Argentinean people's apparent lack of concern was due to ignorance and fear, but also a belief that the game belonged to the people, not the military. Whatever the underlying causes, the 'Mothers of the Plaza de Mayo' stood very much alone with their protests. Despite the fact that the regime came under criticism from both the players and press, no journalist, player or manager from the visiting nations paid a visit to the protest on the plaza during the tournament. Unlike the Plaza de Mayo protestors, Joao Havelange, was able to draw full advantage from the event. Two days after Argentina's victory, he declared: 'now the world has seen the true face of this nation'.

»It seems that sport can serve any god« was the conclusion of the chairman of the session – Jens Brinch, Secretary General of the The Sports Confederation of Greenland – after hearing Ezequiel F. Moore's story.



“ *I think you and your colleagues have created an important space for change* ”

*Robert Davies, Chief Executive,
The Prince of Wales International Business Leader Forum, United Kingdom*

EXTRACT

Industry or independence? Survey of the Scandinavian sports press

By Søren Schultz Jørgensen

Sports journalists in Scandinavia consistently turn a blind eye to the real challenges facing the world of sports. In their daily sports coverage, the leading newspapers of Denmark, Sweden and Norway almost exclusively carry entertainment-type articles about high-profile athletes, top clubs and popular spectator sports. The type of journalism offered in Scandinavia is basically uncritical and shies away from dealing with wider issues such as the sports world's impact on society in regards to social, economic and health-related issues.

Monday Morning's analysis of nearly 3,200 sports articles from nine leading Scandinavian newspapers shows that articles focusing on the broadly based sports and athletics that more than 6 million Scandinavians participate in, make up less than 1 per cent of the total sports coverage. Likewise, articles dealing with the sports industry that in Scandinavia boasts a yearly turnover of tens of billions of Danish kroner, make up just 7 per cent of the total columnage in the sports pages. The lion's share of sports coverage, 85 per cent, focuses on the stars and events of commercial elite sport.

The most important contemporary development that sports journalists are ignoring is the fact that the Danish people are losing interest in competitive sports. This trend has been ongoing since the late eighties, and is a real challenge to media enterprises: Readership interest in printed and broadcast sports journalism is steadily

declining. All recent usage statistics of sports coverage in leading Danish media show a drop off in consumer interest. The late sports news on Danish channel TV 2 has dwindled from 744,000 viewers in 1994 to 289,000 today. The late sports news on Danmarks Radio's television has lost some 50,000 viewers since 1996. Following this trend, it is clear that the leading Danish newspaper Politiken within the month will cancel the most ambitious gamble in Danish sports journalism recently – its twelve-page Sunday sports supplement – citing poor reader and advertiser response.

The editors interviewed by Monday Morning state a need to rethink focus in order to address the fading public interest in results- and entertainment-based sports coverage.

Bo Malthesen, editor-in-chief of Politiken states, «We need to acknowledge that we have created a ghetto of sports coverage. A ghetto of sports results, entertainment and top events catering to a narrow interest.

By pigeonholing issues and editorial staff, we have lost the attention of readers who are interested in issues such as sports in relation to business, health and keeping fit, local voluntary work and so forth.»

Blinkered entertainment

Our analysis shows that the ghetto-metaphor is a very accurate portrayal of contemporary sports journalism.

An entertainment ghetto about male sports icons – a ghetto for male readers. Health-related, economic, political and social dimensions of the sports world, provenly of more interest to the female readership, are ignored wholesale by the current brotherhood of sports journalists and editors.

The main findings of Monday Morning's analysis, grouping Scandinavia as one, are shown in figure two.

A summary of our findings

➔ Results, summaries and advance coverage fill the columns. Eight out of ten articles deal exclusively with current elite sporting events. Either as advance mention of an upcoming match, or as reportage from a recent event.

➔ Focus on big-money televised sporting events.

Football is the subject of 52.2 per cent of all written sporting journalism in Scandinavia. In each of the three Scandinavian countries different sports are given top priority – but seen collectively, televised and sponsor-friendly elite sports receive most of the media attention. Following the all-dominant sport of football, the ranking of sports receiving coverage is: Handball with 8.1 per cent, skiing and winter sports with 8.0 per cent, cycling with 5.2 per cent and ice hockey with 4.4 per cent of total coverage.

➔ Uncritical journalism dominates. Only four years after the greatest scandal in modern sporting history – the revelations of doping in the 1998 Tour de France – it is



The Scandinavian sports press 2001-2002

- 9 leading dailies from Denmark, Sweden and Norway.
- Period: 1st September 2001 to 1st September 2002.
- Spot test: The Monday edition one week, the Tuesday paper two weeks later and so forth.
- 3,196 articles appearing on the sports pages were analysed.
- Every article was analysed according to criteria such as: Type of sport, theme and topic, type of article, problem-orientation, national orientation, gender, origin and sources.

Mandag morgen

Less than 1 percent of the sports pages deal with the daily sports life of the media audience, Søren Schultz Jørgensen proved

Missing the scoop of the decade?

Percentages of the Danish population above 15 years of age, who...

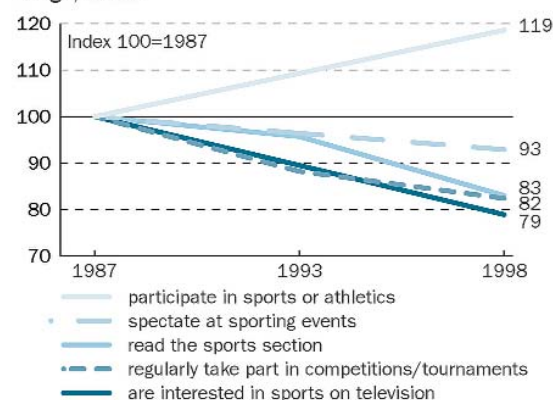


Figure 1: The Danes' interest in competitive sports has declined since the mid-eighties. The loss of interest in written and televised sports journalism is conspicuous. Numbers for the elite sports are falling in a time where the population's general interest in sports is on the increase.

Source: House of Monday Morning, after Knud Larsen, IFO, 2001.

noteworthy that only 19 per cent of sports journalism takes a critical angle. The subject of doping only takes up 3.8 per cent of total columnage.

Eight out of ten articles are uncritical reportages or news.

➔ Women nearly invisible. If not for female handballers and Norwegian female skiers, women would be almost absent from the sporting pages. A mere 8 per cent of stories focus on female sports and athletes.

12 per cent of stories carry a mixed-gender focus, and 80 per cent focus exclusively on male sports and athletes.

➔ Politics, money matters slighted. Despite a long presence on the stock exchanges, an annual turnover amounting to billions of Danish kroner and government subsidies in Scandinavia collectively running into billions of Danish kroner, only 8 per cent of sports coverage focuses on economics or politics.

➔ Popular sports unpopular with the press. 35-40 per cent of the Scandinavian population partake actively in sports on a local basis, and more than 2 million Scandinavians voluntarily lead local athletic and sports associations. Despite of this, community-based and amateur sports receive less than 1 per cent of the total sports coverage. A solid 85 per cent of sources for sports journalism are top athletes and their trainers and managers.

➔ A free space for unbridled nationalism. 6 out of 10 sports articles have a national focus. 40 per cent of international articles

spotlight a national athlete who is partaking. The tennis-player Kenneth Carlsen is heavily covered, despite being a modest world number 122. The female handball teams of Norway and Denmark receive a boatload of coverage during championships despite female handball being little more than a curiosity outside the Nordic region.

Journalism terrible at responding to development

Bjarne Ibsen, director of the Research Institute for Sport, Culture and Civil Society, labels the results »lamentably familiar.«

In Bjarne Ibsen's view it is sports journalism's negligence that causes the problem:

»Sports journalism is in fact terrible at responding to developments in the fields of sports and athletics. It has been documented that public interest in elite and competitive sports is dwindling. The population's interest has shifted and elite sports and athletics are heading into a crisis. Unseen by the media, a whole new sports culture is emerging.

The media is actively dealing with the consequences of this shift in interest – in a deflated football economy, and in the large television networks' inability to sell televised matches. But as yet, no sports journalist has given attention to the reason for the crisis.«

Mr. Ibsen refers to the grave financial problems faced by top European clubs after the transmission rights-owning broadcasters have fallen like dominoes during 2002, primarily because of inability to sell the rights to televised top events at the high prices at which they were originally obtained.

Television determines priorities

The analysts, editors and journalists interviewed by Monday Morning all point to television as the central, problematic influence on sports journalism.

The written press increasingly focuses on televised sporting events – as these events are reasoned to automatically carry a high reader interest and thus help sell newspapers.

Media researcher Ulf Wallin at the University of Göteborg has no doubt that ties too close for comfort developed between television, the written press and the commercial sports industry.

From a comprehensive analysis of the development of Swedish sports journalism carried out by Mr. Wallin in 1995, he learned:

Industry or independence?...

... »TV especially – but also to an extent the written press – have entered into a near symbiosis with the sports industry.

Advance coverage of large upcoming events is gradually becoming a primary focus. In this way, the media creates interest and revenue for large elite events – and these in turn provide journalists with good copy. In doing so, local sports and athletics are starved of media attention and therefore find it difficult to secure sponsorships and recruit members.«

A similar view is offered by Kirsten Frandsen, researcher into sports journalism at the University of Århus:

»The top sports are those whose organisations are good at selling broadcasting rights. In this way, television determines for the written press what is relevant to write about.«

Kirsten Frandsen points out that motor sports in Denmark enjoy five times the media coverage of yachting.

The 55.000 active practitioners of yachting in Denmark outnumber the 15.000 people actively involved in motor sports by more than three to one.

Also, Danish yachting performs substantially better internationally than Danish motor sports. But the motor sports have more money and are better at selfpublicity.

Olav Skaaning Andersen, sports editor at the large Danish tabloid Ekstra Bladet, rejects that the written press takes its priorities from what is televised, ø... ø... but feels instead that broadcasters have lost their integrity:

»Even the big public-service broadcasters are so focused on the sporting events they themselves televise, that they in their news broadcasts almost exclusively carry stories related to 'their own' events. It throws journalistic integrity to the wind.«

An interesting result yielded by the Monday Morning analysis is that less than 1 per cent of sports reporting is concerned with sponsorships, and just 5 per cent of articles deal with the large international sports organisations – such as UEFA, FIFA and the IOC, and national sports organisations such as NIF (Norway), RF (Sweden) and DIF (Denmark).

These large organisations not only exert major influence on sporting rules and tournaments, but also pass judgment on doping-cases and so forth, and negotiate substantial broadcasting rights.

According to Bjarne Ibsen, there is a logical explanation as to why the individual merchants and large organizations of sport seldom are subject of inquiry:

»A kind of holy trinity exists between media, the professional sports clubs and money interests. Too much sports journalism uncritically serves the industry.«

As 85 per cent of sports reporting uses top athletes and their trainers as sources, close personal relations between reporter and subject arise – an issue of long debate amongst journalists. The Norwegian media researcher Gerd von der Lippe from the College of Telemarken puts it like this:

»Sports journalism is different from virtually all other fields of reporting in that the journalist follows the athlete so intensely, for long periods of time. You become friends with the athlete, camp and travel with the person and become in effect a great fan of their success.«

Olav Skaaning Andersen of Ekstra Bladet acknowledges the problem:

»The person who writes the spirited reportage on a match or an athlete cannot be the same person who writes the critical, probing analysis of organisations and finances.

It just won't work...«

Better than their reputation

The sports editors and journalists interviewed by Monday Morning all agree that during the last decade, sports reporting has improved.

Olav Skaaning Andersen of Ekstra Bladet adds:

»In broad terms, sports journalism is much better than its reputation. Today, sports journalism is a mixture of many different genres and approaches: Reportage, economical analysis, politics, critical portraiture, et cetera. Just ten years ago it was nothing like this.«

»In the mid-nineties a new generation of journalists created a new, critical type of sports journalism. Regrettably, this type of reportage seems to have peaked with the Tour de France revelations and the IOC corruption scandals. I feel that in the last couple of years, critical sports journalism has lost ground,« Olav Skaaning Andersen says.

Both Olav Skaaning Andersen and Jyllands-Posten's Henrik Brandt – one of the Danish reporters who has written the most about broadly organized sports and athletics – maintain that sports journalism must also be allowed the liberty of enthusiastic reportage, fascination with its subjects, and national pride.

»You can't begin every football match reportage by uncovering a problem. There has to be room for the joy of the game.

W77 Football fever

Types of sport featured most in Scandinavian daily papers, pct.

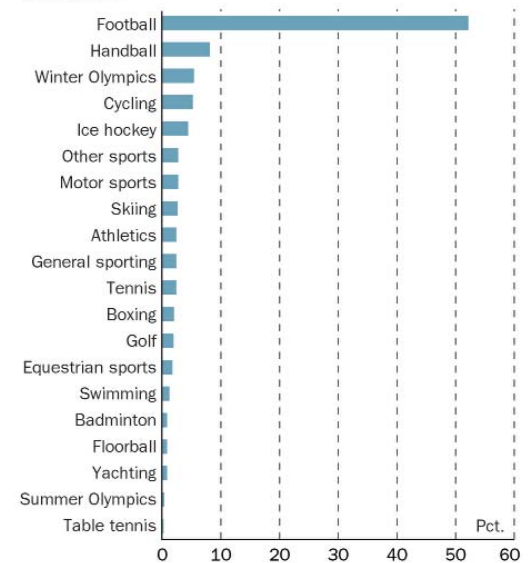


Figure 2: The easily televised and sponsor-friendly types of sport receive most of the Scandinavian newspapers' attention. Football is massively dominant, followed by handball, cycling, and the Winter Olympics.

Note: N=3.196.
Source: The House of Monday Morning.

3,200 articles studied

The House of Monday Morning's survey of sports journalism in Denmark, Norway and Sweden is based on an analysis of 3,196 articles from 9 leading daily newspapers. The study is financed by DGI (Danish Gymnastics and Sports Associations).

W77 Advance coverage, news and reportage

Sports reporting in the Scandinavian dailies by type, pct.

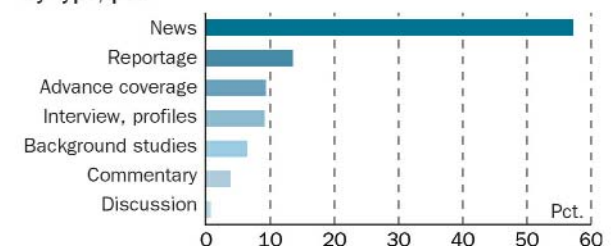


Figure 3: The daily papers of Denmark, Norway and Sweden almost exclusively cover topical elite sports. Discussions are mostly absent from the sports pages, as are in-depth analyses.

Note: N=3.196.
Source: The House of Monday Morning.



“ *Play the game is unique and irreplaceable in what it does to educate both sports journalists and media scholars alike. It was the best (and most fun) conference I have been to. The panelists revealed outstanding information on current trends that are important to analysis of what we collectively call the "sports world" ”*

Iri Cermak, Sports Researcher, USA

Festival Journalism

By Marlene Jensen

When sport is festivity it implies some special challenges for a journalism that is trained to report what is measured and weighed. However, it is not an impossible task.

»Sport and festivity isn't two separate parts. However, this is the way they are represented in the media. That is neither true to the history, reality or development,« says scientist, culture sociologist and historian, Henning Eichberg, situated at the Research Institute for Sport, Culture and Civil Society in Denmark.

He believes that sport journalism has a distorted priority in its focus on results, records and stars and in its deviation from covering events that don't produce top performances and where techniques and tactics don't come into play.

»While there doesn't exist any specific festival journalism a whole professional world has arisen around sport journalism. However, based on a case study of the Landstævne (a Danish sport and culture festival, red.) I have some examples illustrating that it is possible to measure and weigh popular sport too,« he says.

The record: 'Great box on ears – Falling participation at DGI's festival in Bornholm gives deficit of millions' (Ekstra Bladet)

The stars: 'Veterans: The Heroes of every day sports' (Jyllands-Posten)

The show: 'Encounter – 40,000 educated by dreamlike atmosphere at the opening of the gymnasts' festival' (Ekstra Bladet)

The spectacular – the event inside the event: 'Water, water and water again' (Bornholms Tidende)

The stage of cheers: 'Pleasure of life at the festival – Rain showers, storm and festivity for the community' (Ungdom & Idræt)

»However, festival journalism is more than sport journalism. It is a historical and poetical genre containing a sensitive balance between the objectivity and subjectivity of the event and the cross roads of the cultural, political and emotional relations. This is why festival of popular sports not just shall be measured and weighed – it's a cultural event and culture is a struggle – a struggle for giving each moment of life more meaning,« says Henning Eichberg.



Sport also has to be a break from business news and other mundane reporting. You have to respect that sports journalism is a slightly lighter genre,« Henrik Brandt says.

Who cares for somersaults?

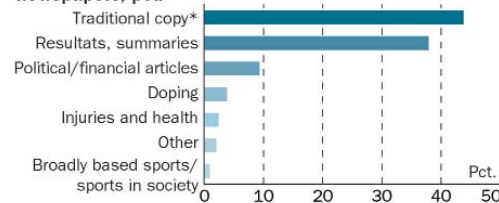
In Olav Skaaning Andersen view, reportage on broadly based sports and athletics is downgraded because of its lack of appeal in print. The readers just aren't interested.

Henrik Brandt strongly disagrees with this: »Many sports journalists probably feel that the readers don't care for ordinary somersaults. But it is our duty to show that there are other aspects to those somersaults, and more aspects to the more broadly based sports and athletics,« he says, pointing out a recent commitment by Jyllands-Posten into investigating sports in relation to health and fitness. The newspaper wrote about prescribed physical exercise, about physical education in schools, and about the organisations of broadly based sports and athletics. "I have never seen such a strong response from the readers. My sources were called to the Danish Parliament for consultation. It really triggered a debate – it was very satisfying. Also, I got many letters from female readers who were happy to at last find something worth reading in the sports pages." "But it's a bit of a struggle to write this type of story and fight for it to be included in the sports pages, and not moved to the health or domestic pages. Also, it is an area you won't gain any prestige from writing about,« Henrik Brandt says.

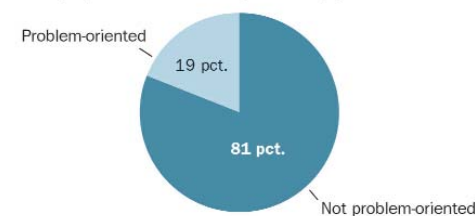
Both Brandt and Skaaning see a clear need to rethink and develop sports journa-

W77 Press uncritical, void of perspective?

Themes in the sports pages of Scandinavian newspapers, pct.



Articles in the sports pages of Scandinavian newspapers that address problems, pct.



lism, but neither have any manifestoes ready. »We know that 51 per cent of the adult Danish population partake in sports. When we look at the amount of readers who turn to the sports pages, the numbers don't tally. Clearly, something is wrong,« Brandt says.

Media analyst Kirsten Frandsen finds it difficult to point to a single initiative that can reverse the trend, shifting sports journalism away from uncritical entertainment and domination by commercial interests. »I must admit that I am pessimistic. There is a tendency for parts of the sports world to become unreasonably greedy for money. Maybe it is the audience that will draw the line somewhere,« Kirsten Frandsen says.

Is it this line that is right now showing up in sports statistics and viewer ratings? In the coming years, maybe sports journalists will tell us.

Søren Schultz Jørgensen ssj@mm.dk
Translation: Sune Watts



Norway needs gold medals in order to feel important, Gerd von der Lippe finds (above)



FOTO: CLAUS BONNERUP/POLIFOTO

Fair game for nationalism ?

During the 2002 Olympics, Norway reinforced its national identity through an orgy of uncritical euphoria

By Bente Mikkelsen

At the Salt Lake City Olympics in 2002, Norwegian sports fans seemingly could not allow their arms to drop for more than a few seconds. Their athletes had a good Olympics, winning one medal after another, many of them gold. In contrast, Sweden had to be 'content' with two silvers and four bronze medals.

When the Norwegians were certain that their triumph over their closest neighbour was assured, the nation's tabloids began to enjoy themselves. One newspaper, *Dagbladet* began a daily briefing detailing the length of time since Sweden had won a gold. Another, *VG*, noted that Sweden had set up a telephone helpline for depressed sports fans. Later, the newspaper suggested sending a group of bishops to Salt

Lake City to offer the Swedes some much-needed divine intervention. And so it went on.

»To lose to a Swede is seen as the worst thing that can happen to a Norwegian sportsman« sociologist Gerd von der Lippe tells *Play the game*. A Norwegian herself, von der Lippe views the rivalry in partly historical terms. »To beat Sweden or to see that nation do badly is seen as compensation for Norway's political subservience to Sweden between 1814 and 1905.« she says.

»Moreover,« she claims, »Norway's anti-Swedish euphoria could be an attempt to compensate for the fact that Sweden boasts greater political and economic influence on the world stage.« »In today's world of global issues and in-

ternational business mergers, Norwegians are left with the impression that their country lacks influence,« she continues.

»When the Norwegian media holds the Swedes up to ridicule and scorn,« she adds, »they are attempting to create a national identity at the expense of their neighbours.« »First and foremost, the construction of a national identity is about what a nation is lacking. Only afterwards is it about what a nation can celebrate. Most Norwegians prefer to see themselves as 'special' people – 'we' as opposed to Sweden – 'the others'.«

Clean and honest

Norway's athletes won a total of 11 gold medals in Salt Lake City. And if two gold medal-winners had not tested positive for drugs, the tally would have been 13.

'Take their medals' and 'The people demand the medals back' read some of the headlines the day after the positive tests were confirmed. Speaking to Norwegian TV2, Prime Minister Kjell Magne Bondevik joined the clamour by expressing his opinion that the 'cheats' should lose their medals. However, although they had been officially disqualified, IOC president Jacques Rogge did not bow to demands that the athletes physically return their medals.

The media portrayed the drama in clear terms of right and wrong, stating: 'Bondevik is representative of Norwegian honesty, while, in contrast, Jaques Rogge and the rest of the IOC are cowards who shirk from their responsibilities.'

However, according to Gerd von der Lippe, the Norwegian media neglected to mention two things:

»Norwegian athletes were doped during the Sydney Olympics« she says. »At the time, the chairman of the Norwegian Confederation of Sport supported the supposed justification that the athletes had taken the substances for medical reasons.«

She adds that the media neglects to mention how much money the Norwegian state and sponsors pour into sport when compared to poorer countries. »As one of the richest nations in the world, it is easier for Norwegian athletes to win medals than those from the world's poorer nations« she continues. »This fact is conveniently hidden when the media assesses Norway's success.«

With a smile, she concludes with a cutting swipe at his country's medal-euphoria. »As one of Europe's peripheral nations, out of the world's political centre and with just 4.4 million inhabitants, Norway needs gold medals in order to feel honourable and important,« she says. »We don't have much else to boast about except mountains, rivers and fjords.«

When sport becomes a political tool

Is sport a means of establishing minority rights, or just a tool used by politicians?

By Karen Balling Radmer

We have all seen them – the images of top politicians decked out in expensive sports gear. Just as we have heard politicians speak about the need for their country to win more medals. Olympic success is, of course, a great thing for any nation – the fact that it does nothing practical to help society is deemed irrelevant.

Professor John Hoberman of Texas University has taken a closer look at the reasons why politicians use sport to deliver political messages and create feelings of national pride and success amongst citizens. He provides a number of examples to play the game.

Top athletes symbolise strong will, he says. Both the American and Russian presidents like to be portrayed in sports gear on TV and in pictures. This sends out signals about strength of character and good health.

He cites the example of Norway, where politicians have predicted that 'when we can beat the big countries in the winter games, we will also be able to hold our own in the European Union', and Portugal, where politicians have announced that 400 million Euros is to be spent on the con-

struction of ten stadiums to host football's Euro 2004 and other events. This despite the fact that the nation is currently unable to meet EU economic targets, and is being forced to make major cutbacks in its public services.

John Hoberman points to what he sees as a lack of common sense amongst political leaders, many of whom appear unaware that sport has its limitations. Australia, for example, was so eager in its desire to see results that it came close to employing a former East German child-doper, Ekkart Arbeit, as a coach. The reason the idea was finally dropped was not his doping background, but revelations that he had been a spy for the East German secret police, the STASI.

According to John Hoberman politicians and journalists are not doing enough to shift the focus to areas where sport can make a real difference – namely, health and quality of life.

False message of hope

When focus is finally placed on areas of sport other than results, misunderstandings can occur. After the Sydney Olympics, for example, native Australian Cathy Freeman became viewed as an icon by the international sports world – living proof that sport could be used as a means of political expression for oppressed peoples.

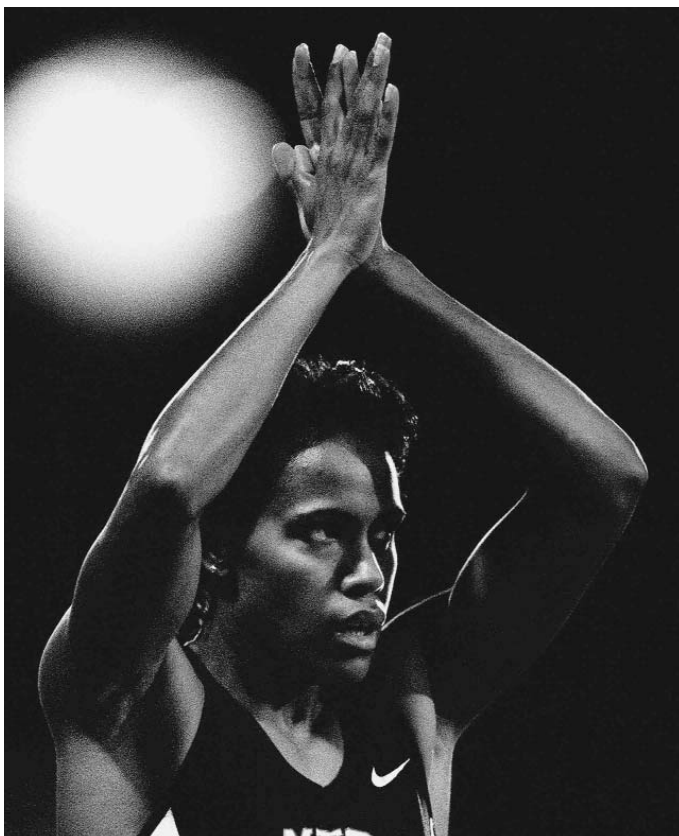
»However, she is just a human being who has been used and misused as a symbol of a new era,« says Colin Tatz, professor at the Australian Institute for Holocaust and Genocide Studies, University of New South Wales, Australia.

»No one should think that her performance will lead to 150,000 little aboriginal girls getting up and taking up sport. The area where Kathy Freeman comes from still has no electricity, no sewage system, and suffers from huge health problems. The average lifespan for women is 55 years, for men it is 50. Kathy Freeman did not make a difference.«

After a grim narrative detailing how aboriginals have been subjected to every imaginable form of degradation by whites, how children have been forcibly removed to be 'de-aboriginalised' and how an entire people were nearly eradicated, Colin Tatz gives a number of examples of aboriginal athletes being afforded star status in his nation. Each time, he says, it has meant nothing for the rights of native people in society. They are still regarded as 'slaves' who are permitted to become stars for a period of time. If male athletes became too popular amongst white women, or if they in any way 'stepped out of line', he says, they were simply forced back into the wilderness.



Politicians should do more to change the focus of sport to health and quality of life, says John Hoberman



The media exposure of Kathy Freeman (in the middle) has not made any difference in living conditions for the aborigines as a whole, tells Colin Tatz



13



“ It was quite simply the best conference I have been to for many years ”

Ivan Waddington, Sports Director, University of Leicester, UK

Sex appeal – an alternative to talent?

Sport is big business. In the fight for sponsorship and media coverage, female athletes are increasingly selling their sexuality, while the media plays along

By Marlene Jensen

Is a strong woman an attractive woman? And is a strong woman interesting? The American athlete Marion Jones won five gold medals at the Olympic Games in Sydney. But even though she was certainly the most successful female athlete at the games, she was not the most photographed. That honour went to Amy Acuff, the American high jumper and part time model, who won nothing. Amy Acuff has since claimed that her goal was not so much to win medals, but to be featured on the cover of Sports Illustrated. In an interview with the magazine Rolling Stone, she said 'I wanted to demonstrate that female athletes can be competitive, ambitious and successful and still retain their feminine qualities.' Acuff's implication appears to be that competitiveness, drive and success are not 'natural' female qualities – unlike the ability to appear half naked in magazines!

Despite never winning a Grand Slam tournament (she won Australian Open in double with Martina Hingis in 1999, though never a title in single!), Anna Kournikova is the most photographed sportswoman of modern times. Lindsay Davenport has achieved this feat on numerous occasions, but for every picture of Davenport, 20 of Kournikova are published. A quick search on the Internet reveals the extent of the two players' respective popularity. While a search on Lindsay Davenport's name gives 92,100 hits, Anna Kournikova gives 491,000.

»Anna Kournikova's profile is built around her sexuality,« says Alina Bernstein, an Israeli sociologist and anthropologist based at Leicester University. »It is her body and her looks that get her attention – not her performances.«

Alina Bernstein, who is the introductory speaker in a debate entitled The Kournikova Syndrome, believes that to

a large extent, Kournikova herself orchestrates the type of media coverage she is subjected to. This is evident by the way she poses for the cameras. »Anna Kournikova is not necessarily a victim of the media,« she says. »Not only is she sexy, she is also very powerful. Without her cooperation, the media would not have been able to create the image which she has today.«

Sex symbols

»The media has a huge influence on sport because an overwhelmingly large proportion of the public experience sport through the media,« continues Bernstein. »Although the media considers itself to be reflecting what is important in sport, it neglects female athletes. Their underrepresentation gives the impression that they either don't exist or they are of very little value.« Alina Bernstein adds that this lack of coverage is partly to blame for the fact that many sportswomen have difficulty finding sponsors.

»Women did beat men at their own game in the media's coverage of last year's Wimbledon tennis tournament,« she continues. »The women's doubles final, for example, attracted more US TV viewers than the men's singles final'. However, she adds that this boom in popularity was not caused by a fresh enthusiasm for women's tennis – rather, by the 'attractiveness' of the female players on show.

»Appearance is important, but not at any price,« she adds.

Despite the tendency for women to attract more media coverage as a result, Bernstein believes that by being portrayed as sex symbols, they are being symbolically degraded. As one example, she cites the different methods in which sports commentators refer to women and



Search for Anna Kournikova on one Internet search engine and you will be presented with 491,000 hits and links to homepages across the world. You can purchase her pin up calendar, watch the video she recently made with her new boyfriend Ricky Iglesias and even be lucky enough to contract a computer virus named after her. The pop band 'Binge' has a song about Kournikova currently featuring in the Lycos Top Ten Video chart.



“ *This initiative is the only of its kind worldwide. It is a very important project if we want to preserve values in sport* ”

Sandro Donati, Head of Research, CONI, Italy

PHOTO: POLFOTO



Smart business woman, seductive babe or sharp tennis player? Anna Kournikova knows how to win the media without any major victories at the tennis field

men. »An investigation showed that women were referred to by their Christian name 53% of the time. This compared to just eight percent of men,« she points out.

Beauty for Sale

»Beauty is not something we are or we have – it's something we make or create. And the media has a powerful role in determining the 'attractiveness' of athletes,« says Professor Gertrud Pfister of Copenhagen University. »Over half the media's coverage of sportswomen concerns their appearance, not their performance.«

Like Alina Bernstein, Gertrud Pfister believes that the media portrays sportswomen as the vulnerable sex, and that many women willingly play their part in the process. To emphasise her point she shows overhead projections displaying pictures of half-naked women – amongst them badminton star Camilla Martin from her photo session for the cover of men's magazine 'M'. Gertrud Pfister adds that the female athlete who poses most in the media was, and still is, Anna Kournikova.

»Anna Kournikova is for sale,« says Gertrud Pfister. »On the Internet there is no limit to what you can buy – Anna Kournikova books, pin-up calendars, and much, much more. She has become the object of collective voyeurism.«



»Sport has become business at the highest level – if you cannot provide the right goods you have to produce something else to sell,« says Gertrud Pfister from the University of Copenhagen



»Media present female athletes as stereotype sex symbols« says Alina Bernstein, media researcher from Tel Aviv

Starting the Day With Sport



Many Vietnamese workers participate in some form of sporting activity at four or five o' clock in the morning. Thúy Há Nguén, a sports journalist on the English Language Vietnam News, is no exception

For Thúy Há Nguén, starting the day with a game of badminton is as natural as brushing her teeth. In fact, half an hour in the badminton court is generally the first thing she does after finishing her bathroom duties. And she does not lack playing partners – her mother, father, brother, neighbours and friends all follow the same routine.

Similar morning schedules exist for many thousands of Vietnamese, who take over Hanoi's parks early in the morning to warm themselves up before starting work. »Exercise is an excellent start for a long, deskbound working day in front of the computer,« says Thúy Há Nguén.

Despite the fact that she is a competent badminton player, she rarely plays in tournaments. The same applies to tennis, which once in a while replaces badminton as her preferred morning exercise. On the tennis court she plays with three or four friends – but, as with badminton, they do not play structured matches. When the points are not counted, there can be no winners nor losers.

Thúy Há Nguén has previously been a member of a tennis club, but as membership entailed playing matches, her involvement was short-lived. She prefers to play for her own health and well being.

In fact, sports results only begin to matter when she arrives at the editorial desk of the Vietnam News in central Hanoi. Here, she helps to produce four daily pages of results and reports focusing on both national and international sport. Such a task demands sports journalists are at the peak of their form.

kh



A culture of sporting inequality

Africa produces many of the world's best athletes and footballers. But think of African sports stars and you think of men. Where are all the women?

»In Africa, sport is still seen as a man's domain. There is a broad belief that sport is not a decent or proper activity for women.«

This comment by Tanzanian-born sociologist Prisca B. Massao serves to underline a major problem that is only now being fully recognised. The vast majority of women in Africa never see a sports field or a training ground, and in most African nations, sport is the exclusive domain of men.

»Occasionally, girls do get to take part in sport,« she tells Play the game. »However, when women get married, their husbands often forbid them from taking an active part in sport - a practice which has destroyed many sports careers.«

As well as traditional gender roles, Prisca B. Massao points out that other conditions exist which prevent African women from gaining the same opportunities as men. Not least, sexual intimidation and abuse. »Female athletes experience sexual harassment and abuse from their male trainers as a matter of course,« she says.

Studies into the subject are rare due to a number of reasons. Firstly, the topic is seen as a taboo area, meaning few are willing to speak out. Secondly, a lack of resources means funding for such research is rarely subsidised. And thirdly, male culture decrees that men often protect each other when faced with allegations of such a nature.

Those subjected to abuse are often young girls who are expected to obey men and assume a submissive role, she continues. Men, therefore, have plenty of opportunity to abuse their power and position, and girls have no proper channels of complaint. Broadly speaking, this leaves female athletes with two choices - to keep quiet or give up on sport altogether.

»It will be a long, hard struggle to improve the lot of African female athletes,« says Prisca B Massao. »There is no specific policy relating to sexual harassment in sport. This needs to change. Such a policy should be implemented over the heads of the coaches. For example, any expectation or requirement of sexual favours from female athletes should be completely outlawed.« bm



Governments and sports organisation cannot wish the problem away, Kari Fasting says

Hidden ordeal of female athletes

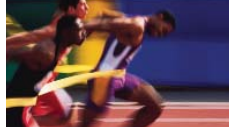
Sexual harassment in sport is widespread and under-prioritised, says a Norwegian professor

By Bente Mikkelsen

An unwelcome slap on the backside, an unwanted suggestion or more serious sexual demands are far from unknown in the sports world. Research suggests that between every fifth - and up to every second female athlete has experienced some form of sexual harassment. Research on the subject is rare, and it is often difficult to judge the extent of the problem. However, the fact that sexual harassment creates significant emotional consequences is widely accepted.

»Sexual abuse can extract a high price,« says Kari Fasting, Professor of Sociology at the Norwegian University of Sport and Physical Education. »It can lead to a deterioration in the victim's emotional and physical well being.«

Kari Fasting points out that threats, such as expulsion from a team or the withdrawal of privileges, are one method in which coaches and sports leaders misuse their authority. She adds that many parallels exist between sexual harassment on the sports field



“... A wonderful conference . I really enjoyed it and find myself quoting all the time things I heard while there. For me it was a very special experience, to see researchers/ academics and journalists actually listening to one another and having a genuine dialogue...”

Alina Bernstein, Sportsmedia Researcher, Tel Aviv

and the male-dominated workplace.

Although the bulk of the investigation into sexual abuse focused on young athletes in elite sport, she expresses her belief that the problem is widespread in both professional and amateur circles. »In a situation where masculinity and male values are dominant, there is a major risk that sexual harassment can occur« she states. »We know that sexual intimidation and abuse occur, but we are almost certainly only seeing the tip of the iceberg.«

»Governments and sports organisations cannot just close their eyes and wish the problem away. We are talking about athletes whose lives are being destroyed. Why are millions of dollars being spent on drug tests for top athletes while almost nothing is being spent on the combat of sexual abuse and harassment in sport?«

Kari Fasting is aware that the problem is been discussed – but, she says, this is simply not enough. »It doesn't help at all if directives are not carried out in practice,« she continues. »There is a danger that these discussions will become a type of sleeping pill. For me it looks like there is a lack of will to follow up on resolutions.«

The Chairman of the Danish Gymnastics and Sports Associations (DGI) Søren Møller points to the difficulties involved in applying research from the workplace or elite sport to local sports associations, adding that the more ambitious an association's goals, the more harassment could be pronounced.

»In normal sports associations, I think that you if you experience a situation of intimidation, you can simply walk away or move to another team« he says. »I have no doubt that sexual harassment occurs in our associations.«

In conclusion, Møller states that awareness of the problem can be strengthened through debate.

»If we ensure that this topic is not seen as taboo, it will be easier to bring cases to light,« he says.

IOC missing the gender target

Contrary to the objectives, less than ten percent of the members are women

By Bente Mikkelsen

The IOC is not achieving its stated aim of attracting women into its national and international committees.

The goal for the year 2000 was a modest 10 %. However, at present, only 6.6 % of the IOC's members are female.

The highest-ranking woman in sports politics, Swedish Gunilla Lindberg from the IOC Executive Committee, expresses her surprise at this lack of progress.

»Sixty-six percent of the national committees have achieved the IOC's stated aim of including at least one woman,« Gunilla Lindberg says.

»But where are these women when these national committees are represented at international meetings? Are women only being included to provide evidence that they are complying with the IOC's request?«

Anita White, an independent consultant working in the field of national and international sport policy and sports development, added:

»It is an embarrassment to IOC that they failed to meet its own 10 percent minimum target for women on the Executive Board.«

A men's club

By tradition the IOC is a men's club. Not until 1981 did it get its first two female members. Before then several women had been turned down at the entrance.

As the only IOC representative at Play the game, Gunilla Lindberg was the subject of much attention. One of the questions she faced concerned the possibility of the IOC operating a quota system to ensure that half its nominees are women.

»That is a suggestion which I would like to consider« she says, »but it is not without its drawbacks. For example, a large proportion of the nominees come from the national Olympic committees and the special associations.«

So, retorted one participant, if they don't comply, why doesn't the IOC just implement sanctions against them?

»Sanctions don't work in a global association like the IOC« she says. »Rome wasn't built in a day. However, I have high hopes that we will get to see some positive changes in the future.«

A more favourable attitude towards quotas was expressed by Berit Skirstad, associate pro-



Are women only being included to provide evidence that the national Olympic Committees are complying with the IOC's request? asked Gunilla Lindberg from the IOC's Executive Committee

IOC has decided that there should be a minimum of 10 % women in decision-making bodies by the end of December 2000 (later extended to 2001) and 20 % by 2005. Less than half of the international sports federations have a 10 percent female representation.

fessor at the Norwegian University for Sport and Physical Education.

In Norway the law requires that both sexes have a minimum representation of at least 40 percent in all public boards, commissions etcetera. This law is generally complied with, whereas the female representation in the corporate companies – where gender representation isn't regulated – is almost non-existent.

It is hardly the threat of sanctions that makes the Norwegian observe the quotas, says Berit Skirstad, but in the IOC sanctions are necessary:

»Generally laws and rules are respected in Norway, but other countries may not have the same culture. That's why I believe sanctions are necessary. And what will the IOC do if the objectives are not met? If the inequality problem shall be resolved it takes a commitment from the very top.«

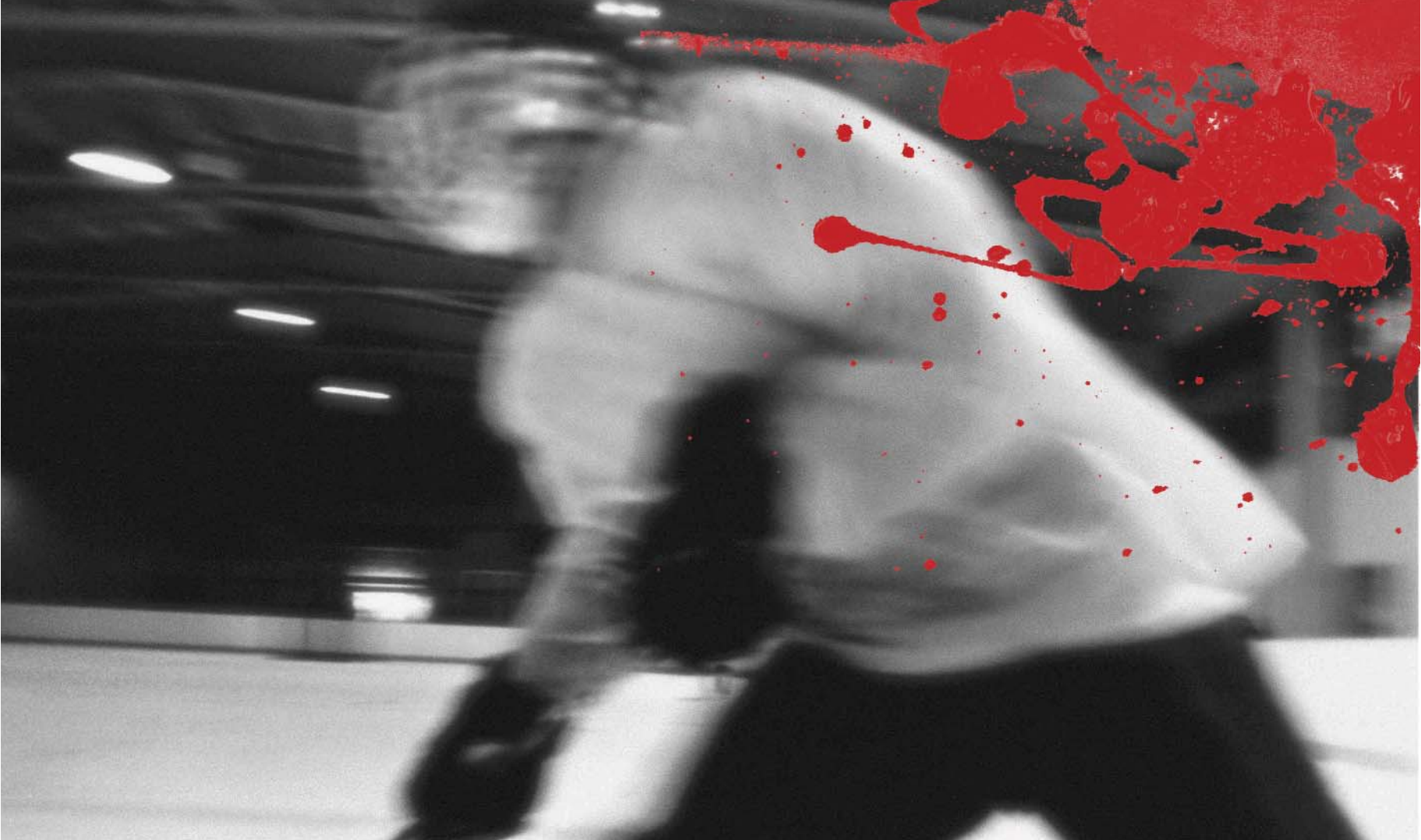


FOTO: POLFOTO

EXTRACT

Crossing the Line

Violence and Sexual Assault in Canada's National Sport

By Laura Robinson, Canada, Journalist and author



For her excellent journalism, Laura Robinson became the first to receive the Play the game Award (p. 43)

Writing the book 'Crossing the Line: Violence and Sexual Assault in Canada's National Sport' was a six year journey. It started in the summer of 1992. My best informant told me if I wanted to really do a story I should go to Swift Current (in Southern Saskatchewan) because, "some hockey players had raped a girl and got away with it." I decided to follow up on the rape story.

But I am a Toronto based journalist, and wasn't able to get to Swift Current until January 1993. At that time the girl who had alleged the rape was just getting out of counselling. I interviewed her lawyer, the investigating officer, the minister from her church, and the hockey coach of the team. His name was Graham James. I remember thinking at the time that he was very careless with his words while talking to a journalist. He used the word "fuck" more than once to describe how easy it was for his players to have sex with young girls. Then he compared this to the NHL. »I know of guys who

have hundreds of names of women they could phone up in every major-league city. I went out with a friend in a bar, and at least thirty girls would have done anything to him....I doubt there's a whole lot of passion involved. In the change-room they don't have respect for girls. They spend hours talking about their girlfriends, but they don't like the girls at the rink.«

Case discrepancies

When I investigated I found discrepancies in the way in which the justice system had handled this case. Charges were first laid against two players on October 3, 1989. Then the investigating officer, trained in investigating sexual assault was taken off the case. An "interrogator" with no training in the area stepped in. The guidance counsellor at the high-school attended by the girl and the players was the wife of the major owner of the team. She took the girl into her office and told her that



the players, »were good boys, they wouldn't do this. Drop the charges.« (She denies saying this).

This woman's name is Colleen McBean. She is married to Frank McBean, who is not only one of the team's owners and a "pillar" of the Western Hockey League, but also the former law partner of the Crown Attorney supposed to be prosecuting the players.

I'm not trying to say that girls who don't fit the description of this girl aren't innocent when they report a rape, but the girl who alleged the rape had just turned seventeen, went to church every Sunday, was a virgin, and had learning disabilities. She was taken to a room at the police station and interrogated for over two hours on November 1, 1989 with no counsel or parents present. Finally she said, »Maybe I didn't say 'no'.«

The charges against the players were immediately stayed, and public mischief charges were laid against her. Meanwhile the two players had been traded to a team two time zones away. Their names are Wade Smith and Brian Sakic.

The trial took place in January 1990. The players agreed that they had done everything to the girl that she described, which included penetration in three orifices, and admitted that "there had been blood." In fact, she bled heavily the night of the alleged rape and continued to bleed intermittently for the next two days. They said she begged for more. The girl said she begged them to stop and was terrified.

Presiding Judge Harding found the girl not guilty and wrote that as a result of the "degrading and disgusting" incident, the girl "suffered considerable physical and emotional pain...That's not sympathy. That's fact...It became clear to her that [the hockey players] had no feelings at all for her and had merely used her for their own sexual gratification....She honestly believed that what happened to her...was not by consent."

Despite showing in a court of law that there was no basis for the public mischief charges, but considerable basis for the sexual assault charges against the players, the charges against them were dropped. The players continued to play for teams in another province, and their team-the Swift Current Broncos-was awarded Team of the

Year by the province of Saskatchewan. Murray Walter, who represented the girl, requested to the provincial Justice Department that an inquiry into the case be held. His request was denied. At the time Saskatchewan was under the Conservative government.

I spent more time in Swift Current, trying to understand. I understood how a rape could happen, but how could such a travesty of justice take place? The initial investigating officer, Ian McLean, told me it was very important for this story to be told. »I have to live here and I can't do anymore,« he explained, »but you have to tell this story.«

I wondered if Swift Current was just a really sick, but isolated hockey town, or if what I had investigated was systemic to the culture of junior hockey. After five more years of investigation, it was clear that junior hockey had what sport sociologists call a "rape culture." It wasn't difficult to find more junior hockey teams that had been charged with sexual assault. In all but one case, gang rape was alleged. What was difficult was getting anyone in the hockey establishment to talk about this phenomena, or any convictions. There were a lot of pieces to the puzzle. And then, I happened to read a very small item in the Toronto Star Sports Section on March 1, 1994. One hundred and thirty-five sex crime charges had been laid against the senior players, owners, coaches, and trainers of the Tilbury Hawks, a Junior C hockey team in Southern Ontario after a player went to the police. The team had held an initiation for their rookie players.

When I read the police description of what had been done to the boys and interviewed the player who had gone to the police, I realized they had been subjected to pure sado-masochism. There was a litany of "games" performed on the players, one of which occurred when the trainer for the team put marshmallows up the boys' rectums. The game consisted of them pushing the marshmallow out. Whoever got theirs out last had to eat the other contestant's marshmallows. This was just one of the many "games" that centred on the boys' rectums, penises, or mouths.

I was digging into a rather horrific area for over a year now, but at least it was starting to make sense. I consulted with sexual abuse experts who explained that victims, particularly boys, desperately want to get rid of what they call "the bad feeling" they have from abuse. They are also very angry and frustrated with the powerlessness they feel, especially when they have been abused by men they looked up to and trusted. One of the ways they believe they will get rid of these bad feelings is to transfer them to someone else. They frequently mimicked the abuse they suffered onto another victim. I talked to more girls in Swift Current. It turned out the girl described above was not the only one who had very disturbing sexual encounters with hockey players. But she was the only one who had gone to the police.

After seeing what happened to her, girls did not have confidence in the justice system.

Now I was starting to understand why the gang rape cases I investigated involved anal penetration of the girls as well as vaginal and oral. The hockey players were re-enacting, I believed, what had happened to them during initiations. As I mentioned earlier, all but one case involved alleged gang rape. We are talking about teenagers, people who have yet to develop a mature sexual self. In the case of the girls, some were very young-twelve and thirteen. The alleged gang rapes and initiations were violent, degrading, humiliating, and in a group. The initiations and the gang rapes were very similar to each other.

I was doing this investigation for Saturday Night Magazine, one of the oldest and most respected journals in Canada. They had backed me as the story kept getting larger and larger. But a new Editor-in-Chief took over. His name is Ken White, and he had at one time been a sports reporter for the Lethbridge Herald in Alberta. By this time, I could have done yet another story-this time on the Lethbridge Hurrricanes. In total I had at least twelve case studies to back up the main stories I had done for the magazine.

The story was supposed to run in April 1994, but Mr. White wanted re-writes. He wanted proof that what I had uncovered was a recognized phenomena amongst sports teams. No one in Canada had yet done a study to see if hockey teams had a greater propensity towards rape, both within the team, or as a team. But sport sociologists in the United States had commenced studies on NCAA football and basketball teams, and found that female students had alleged much higher number of sexual assaults by these athletes than by male athletes from other sports, and than non-athletic men. This study was written up in a peer-reviewed journal and was eventually published in book form.

Mr. White was not satisfied with this information and continued not to publish the piece. I re-wrote and re-wrote, but nothing seemed to work. Finally, in the fall of 1995, I refused to do another re-write and went to the CBC TV's the fifth estate. We had worked on a documentary three years earlier on male coaches and the sexual abuse of female athletes. At that time they told me they wanted the junior hockey story if things didn't work out with Saturday Night Magazine.

We shot the documentary that winter and spring and it aired in the fall of 1996. After the piece went to air, Don Cherry, who hosts Coach's Corner also on CBC TV, denounced the piece as "tabloid journalism." He looked at the camera and declared, »Mom, dad, you have no reason to think that junior hockey isn't safe for your son.« Within the same week Graham James, the coach I had interviewed back in Swift Current in 1993, had been charged with 350 counts of sexual assault after two players | ...

Crossing the Line ...

I ... went to the police. He had been one of Cherry's golfing buddies and was declared Man of the Year by Hockey News in 1989.

The next six months were like no other in Canada. The sacred sport of hockey had a dirty secret. In January 1997, Sheldon Kennedy, the NHL player who broke the silence on James, went public. The story received huge coverage on the front pages, and multiple sport pages of all the dailies. It led as the first story in the electronic press for several days, and then in March 1997, Martin Kruze, a man in his thirties who lived in Toronto, came forward about a paedophile ring that had existed at Maple Leaf Gardens for years. He alleged that he and dozens of other boys had been abused for years and that Maple Leaf management had covered it up and paid him off. Fifty-one victims gave testimony at the ensuing criminal trial. When one of the perpetrators received a short 2-year sentence, Kruze committed suicide.

Other former NHL players also started to speak publicly. They said they had been sexually abused by Brian Shaw, former owner and general manager of the Portland Winterhawks, another CHL team. When players requested a transfer from the team, they said Shaw would sabotage their efforts.

By this time, I had signed a book deal with McClelland & Stewart Publishers. The final draft was done by December 1997 in Toronto. At this point it went to the publisher's lawyers with an expected release date of spring 1998. Unfortunately, the lawyer for M&S found much he didn't want in the book. Mainly he took exception to printing the names and locations of teams and individuals that had been involved in sexual assaults and either charges had been dropped or an acquittal had occurred. Leading up to and during the trials, teams and players had been named in the media. I was only writing about cases that were already in the public domain. This included the Swift Current Broncos case. I wanted to show that the 1989 alleged rape (that never did go to trial because of what I believe to be a cover-up) was part of the larger picture in Swift Current. By then I had ten young women in Swift Current who told me about the abuse they suffered at the hands of the players. One player admitted that James paid them to have sex with girls while he secretly video-taped it. One girl wanted me to use her story, but even with names changed she asked that I take it out. "If he finds out I told you about what he did he'll come back and kill me," she said.

I believed once the Canadian public understood the relationship between the 1989 alleged rape and the sexual assaults committed by coach Graham James on the players that they would be able to see a pattern—a cycle of violence and

sexual abuse that was indicative of the "rape culture" of junior hockey.

But with so many names and teams missing from the book, people could not put together what was the essential thesis of the book.

My publisher gave me a very good book tour and *Crossing the Line* sold well, but I noticed that every time M&S advertised their hockey books in newspapers, mine was missing, and there were no readings lined up in Toronto, because soon would M&S come out with an "autobiography" on Theo Fleury, one of the players Graham James coached. He would only say, «I'm not saying he sexually assaulted me, I'm not saying he didn't.»

Fleury was on one of the California trips James and Kennedy had made when abuse occurred, and it was stated that James had come to his room only every other night. The Fleury book had no details about the Graham James era of abuse, nor did it give any explanation for Fleury's continual problem with drugs, alcohol, and violence. I believe my publisher didn't really want to delve into the culture of abuse I had chronicled because it would upset the Canadian hockey myth to such an extent that the "hockey cheerleading" books that Canada publishes each year would be seen in a completely different light.

Crossing the Line was excerpted in *Chatelaine*, Canada's largest women's magazine, and received a great deal of response, mainly from young women who had been raped by hockey players. It received a good review in *The Globe and Mail* and other newspapers across the country, but the national magazine *MacLean's* simply did not include it in their review of all hockey books that were released that fall. I called the writer in question, Anthony Smith, who is now the editor-in-chief, and left a message asking why he had overlooked my book. I did not receive a response.

Meanwhile, a lot of abuse survivors who did read *Crossing the Line* contacted me. This was something I had not anticipated. Throughout my book tour, and up until today, survivors of sexual, emotional, and physical abuse seek me out and tell me their stories. This role has been very difficult to take on. Most of these people have told no one of their abuse, or were not believed and consequently I became a bit of an oasis for them. I hadn't realized that, for them, I was telling their story.

The relationship they had with me was very intense. They had often come to a reading or had seen me on television, but I didn't know who they were. They had invested a great deal of emotional energy into the relationship they had with me. I cared, of course, about their emotio-

nal and physical state, but what was I to do? I am a writer, not a counsellor.

Today I always get the phone numbers of all the sexual assault centres when I am speaking in a city. And I focus on advice given to me by a counsellor: «You are responsive to people, but you are not responsible for them.»

Writing and researching *Crossing the Line* was one of the most difficult experiences in my life. I was twice denied media accreditation by the Canadian Hockey Association or Canadian Hockey League. It made me physically and emotionally ill, and seems to have permanently robbed me of a certain energy to really "attack" projects. I can't write into the morning hours anymore, and don't look forward to intricate, investigative stories that will take months or years of digging and stepping on important toes. Half of me wants to cover the civil trial that will occur this spring when the second complainant in the Swift Current Broncos case and his parents sue the top brass in Canadian hockey. This young man, who was sexually assaulted more than fifty times by Graham James says, along with his parents, that the leadership in hockey "knew or should have known" that Graham James was a sexual predator. I will be sitting in the same court room as the Canadian Hockey League and their western branch, the Western Hockey League. While I continue to have great respect for hockey as a sport, I cannot respect those who will be in the courtroom this spring and their blind belief that nothing is wrong.

On the other hand, some of the responses have been overwhelming. «I want to thank you from the bottom of my heart," wrote one young man. "I was seventeen when my hockey coach first got me. He got a lot of the other guys and they have lots of problems now. I keep telling them to read your book, but they won't. They can't face up to it yet.»

A young woman came to my office at the University of Calgary when I was writer in residence there two years after *Crossing the Line* came out. She had written poetry about rape. The hockey team in her town had raped her. She loved reading the book and was inspired to tell her story. She is a very bright young woman who I believe will be telling real Canadian stories in the future.

In the First Nation language of Ojibway in North America, the definition of "the truth" is different from an English definition. In Ojibway it means, "As much as I know from the place I now stand." In the end, I believe *Crossing the Line* told a truth about Canadian hockey that most people find very difficult to hear. I am honoured that so many young people trusted me with their stories that contained so much pain and hurt, and that I was able to tell them.

“ *A congress like I have never experienced it in my whole career. It's an outstanding arrangement with a lot of interesting people, and it would be a pity if it could not be continued in the future. It is the only chance to present certain things on an international level* ”

Gerhard Treutlein, Professor, Germany

Prevents the young from suicide

Sport prevents young Aborigines from killing themselves

By Karen Balling Radmer

Until 1960, suicides among aborigines were unknown. It did not exist in the culture or tradition, and they did not even have a word for it in their native tongue. Today the Aborigines have the highest rate of children committing suicide in the world. Colin Tatz, professor at the Australian Institute for Holocaust and Genocide Studies in Australia, has studied the phenomena and points out three risk factors: Sexual abuse, high obsession with cannabis and the absence of sport.

»Sport means more to Aborigines than to other parts of the population,« he says.

»Suicides are measured per 100.000 in the population. If you take New Zealand that has the highest rate, it is 19-20 for men and 7-8 for women per 100.000. But among Aborigines it is 128-148. That is off the charts,« Colin Tatz says.

From 1996 to 1999 he went on several field studies exploring the connection between sport and juvenile delinquency and suicides in Aboriginal communities.

He found that the Aboriginal culture and society has been almost destroyed leaving behind a gap in rituals, beliefs and values. Life expectancy is very short, around 50 years. This means that

there are no elders in the society to pass on traditions.

»I found that among children below the age of 14 the suicide rate was 130 per 100.000. A terrible rate. There were kids as young as 8. I do not know how these children form the idea of self-destruction. Some of them simply said that they could not handle this life and would take their chances "on the other side". But I also found that in areas with a high promotion of sport the suicide rates and the juvenile delinquency rate went down,« he says.

»Sport means more to the Aborigines than to other parts of the population, because much of the Aboriginal society is fatherless. There are no elders, very few Christian marriages, no beliefs and far too many funerals. Rituals have simply disappeared. But the ritual of belonging in sport is unchanged. The sense of belonging, the rituals of brotherhood, loyalty and discipline is still in sport,« argues Colin Tatz.

If an Aboriginal child is expelled from the football team, for that child it means the end of the world.

»I investigated many cases of kids who at one time had a football career. Suicide tended to occur outside the football season, or when they were expelled

from that sporting group. I'm not claiming that sport prevents suicide, but where there is a high level of sport, there is a reduction in suicide and delinquency,« Colin Tatz says.

But is sport then the magic spell you might ask.

»There are proofs pointing in that direction. When children belong to a team as a player, coach, fan, water carrier, anything, then they do not try to kill themselves. The problem is that many Aboriginal teams are expelled from competition, allegedly for violence or bad language from their fans. Here it should be noted that the Aboriginal teams almost always win,« Colin Tatz explains.

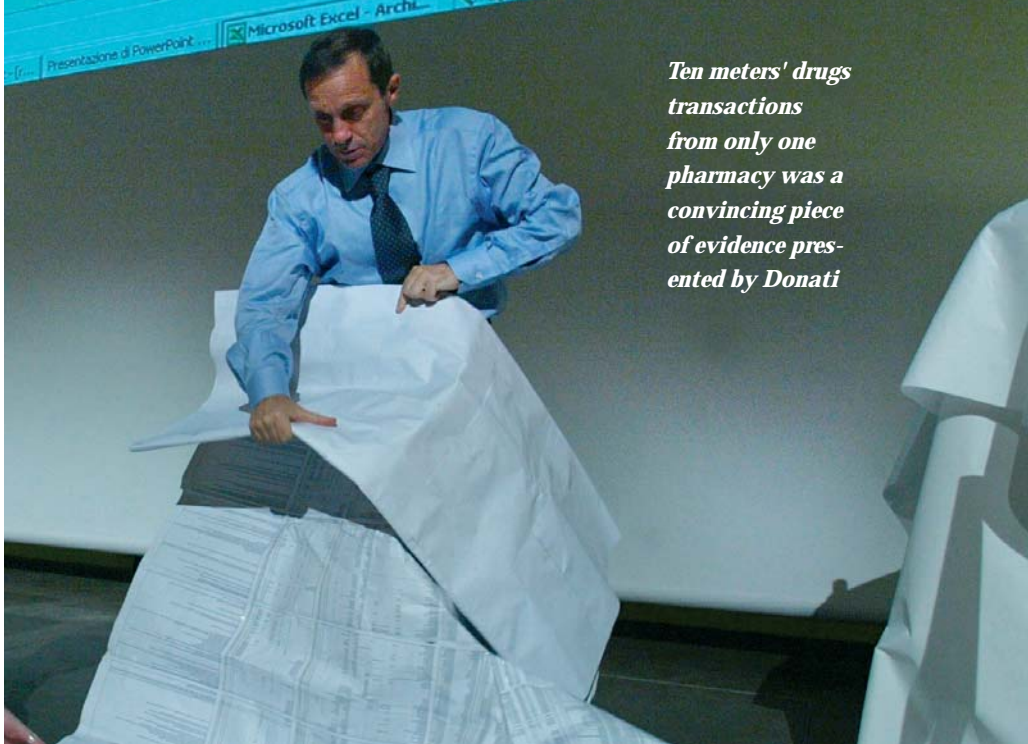
He believes that more government funding should be used on sport.

»I recommend sport. Especially the girls, who get a raw deal. For every 1000 dollars spent on sport, only 100 goes to the girls, and the suicide rate for girls is increasing. They used to take tablets, but now they hang themselves. Hanging is confronting – it is right in your face and they do it in public. Hanging is associated with white colonial oppression. Therefore, much Aboriginal art contains scenes of hanging now.«

Sport seems to give young Aborigines new faith in life, but public support is scarce

PHOTO: POLFOTO





Ten meters' drugs transactions from only one pharmacy was a convincing piece of evidence presented by Donati

Doping – not just for the professionals

Large quantities of illegal sports drugs are regularly smuggled for sale among amateur athletes. Some are even destined to fall into the hands of children

By Karen Balling Radmer

Forget the top athletes. They are, and always will be, heavily involved with sponsors, many of whom are directly responsible for the production of illegal drugs.

Instead, the focus should be firmly fixed on saving children and young athletes from being introduced to the many varieties of hormones and steroids available on sport's black market.

So sounds the message from Sandro Donati, the head of research in the CONI, Italy's Olympic Committee.

Along with Swedish Chief Detective Inspector Gunnar Hermansson, he detailed a network of hormone smuggling gangs with connections stretching from Italy to Russia and from Korea to South America.

»Year after year,« Donati says, »police confiscates a growing amount of illegal performance enhancers, – especially anabolic steroids destined for sale on the black market.«

Customers are numerous, and include young athletes, members of fitness clubs and schoolchildren. Even in a country such as Sweden, where the law forbids all forms of doping, many children know exactly where to get

hold of hormones and other banned substances.

»It is possible to buy these kind of pharmaceuticals without prescription in most countries in Asia, Africa and South America,« points out Gunnar Hermansson.

»Even in Europe, some Mediterranean countries permit pharmacists to sell bulk quantities of anabolic steroids and testosterone products directly to private individuals with no questions asked. This illegal trade is global, extensive and lucrative. However, unlike the smuggling of narcotics, very few countries interfere in this illegal drugs trade.«

»The smuggling of anabolic steroids and testosterone derivatives is extensive, and has been on the increase over the last two or three years,« he continues.

»Most of the hormone products on the European black market come from the EU or from East European countries like Russia, Poland, Bulgaria and Romania. Another popular source is Thailand.«

Despite tougher regulations of the legal sale of hormones, Gunnar Hermansson explains that illegal alternatives continue to appear on the black market in large quantities.

This, he claims, can only be due to the fact

that manufacturers are willingly over-producing for the black market.

Unlike steroids, he says, the trade in illegal growth hormones has not yet made much impact on the market. This is due to the fact that their manufacture is strictly regulated. However, Hermansson adds that criminals provide their own answer to this regulation – in the form of armed robberies.

»The illegal doping trade is increasing, and the supply from legal and illegal manufacturers seems to be unlimited,« he asserts.

Shocking information

For 20 years Sandro Donati has fought against doping and until now mainly focused on elite sport. However, during recent years he has come to realise that despite numerous disclosures and high-profile prosecutions, doping is still on the increase. This is not only the case amongst professionals, but among amateurs and young athletes too. Presenting his findings to an audience of shocked journalists and researchers, Donati says:

»The amateur doping presents a serious health risk. Top athletes have doctors to help them control the dangerous side effects of doping, but amateurs do not.«

In cooperation with the Italian legal authorities, Sandro Donati has recently been involved in a large-scale investigations into hormone smuggling, spanning many different countries across the world.

The prosecutor in Bologna alone finally closed the case after a total of 41 people had been arrested and a huge amount of illegal substances confiscated.

The investigation involved listening in on telephone conversations, which in turn led to the breaking-up of a large dealers' network concerned with the supply of substances to fitness centres.

Sad conversations

The phone conversations tell a saddening story (see box):

»Hundreds of thousands of amateur athletes are involved,« says Donati. »Every day there are countless tragedies.«

For Sandro Donati, the recordings prove that neither the dealer nor the buyer has much idea of what they are doing, meaning an overdose of steroids or hormones is a real possibility.

Other recordings contain examples of trainers ordering large quantities of drugs for their athletes, or grim examples in which the dealers have no idea that the drugs they are peddling can kill. During the investigation, six bodybuilders were known to have died.

A total of 119 fitness centres were involved in the Bologna investigation and illegal drugs with a market value of well over five million Euros were seized.

In all, 101 different substances were involved. The case uncovered a network comprising of 287 dealers, including athletics coaches and doormen at discotheques, encompassing 15 countries including Australia, the USA, Germany, Russia and Spain.

The largest quantity of such drugs ever discovered by police was confiscated in Belgium in July 2002. A total of 550 kilos of illegal anabolic steroids were seized – drugs intended to be distributed in six different nations.

New models for sport

As part of a wide-ranging solution, Sandro Donati proposes that new physical activity models should be designed for children and young people, supervised by specially trained personnel.

Not least, he adds that the media should consider shifting its focus by concentrating less on results and elite athletes. At the same time, he points out that information campaigns can play a big part by warning of the dangers of doping.



“ *It was quite simply the best conference I have been to for many years* ”

Ivan Waddington, Sports Director, United Kingdom

For men or horses?

Phone conversations intercepted by the police in Bologna reveal the daily tragedies in the drug market, told Sandro Donati and gave a few samples:

1.

Buyer: 'Listen... this week I'll start on the VIS (Testovis). How much should I use a week?'

Dealer: 'Eh...two'

Buyer: 'Only?'

Dealer: 'Two boxes...four hundred milligrams'

Buyer: 'Only?'

Dealer: 'Then take three....'

Buyer: 'When I took Viron [Testoviron] I used to take four a week, you know that eh?'

Dealer: 'I know, but how could you do it? They're so big!'

Buyer: 'So they are'

Dealer: 'Eh...take six...otherwise you'll go mad. They are two centilitres each, eh!'

Buyer: 'And on which days?'

Dealer: 'Mondays, Wednesdays and Thursdays'

Buyer: 'All right...what about 'W' (Winstrol) – still three?'

Dealer: 'Yes. On the other three days. Tuesdays, Thursdays and Saturdays.... You might even do...on Sundays...'

2:

Buyer: 'Hi... listen... I wanted to tell you something'

Dealer: 'Tell me'

Buyer: 'It's about that diet [of anabolic steroids] you prepared for me...'

Dealer: 'Yes?'

Buyer: 'Well... but... it's... it's for... for horses!!!'

Dealer: 'Yes, of course! That's why it's even better than the other one.'

Buyer: 'How do you mean "better"? Hello?... Hello?'

Dealer: 'The composition is the same, but the stuff is better... I know, I know, I know!'

Buyer: 'Are you sure?'

Dealer: 'Absolutely sure... don't worry. These phials are better than the other ones!'

Buyer: '... Bye bye, my girl friend is coming!'

Supplements: A High Price to Pay

Many dietary supplements contain undeclared substances that are often dangerous

By Marlene Jensen

»Dietary supplements are regarded as being a safe and legal alternative to doping. However, if you believe that, it's time to think again. You're making a big mistake,« says Christiane Ayotte, a Canadian researcher, professor and doping expert. »And you are not alone. Millions of people across the world use dietary supplements every day.«

To highlight the problem she refers to a recent investigation of 634 different products from 15 nations, which found that 289 contained substances not declared on the packet. Of these, for example, 34 contained testosterone. However, despite the dangers, most countries have little in the way of legislation forbidding the sale of these products.

»None of these supplements were deemed illegal,« she continues. »As long as no more



than ten percent of a given substance is contained in the supplement, producers are not legally obliged to list it on the packet.«

She adds: »You don't need a prescription to purchase dietary supplements, and you choose your own dosage – that is a dangerous combination.«

As a medical requirement, Christiane Ayotte points out that dietary supplements are often simply not necessary. Sportsmen and women

maybe have need for extra vitamin C, iron and calcium – but that is all. Despite this, the market for such supplements is enormous. In the USA alone, such products were responsible for a turnover of 31 billion dollars in 1999. A quick search on the Internet shows reveals countless examples of protein powders, vitamins and minerals for sale online. Even in the supermarkets, dietary supplements are freely on sale side-by-side with other foodstuffs.

»It is important that consumers to demand to see documentation.« Christiane Ayotte continues. »They should insist that governments recognise the importance of regulations and controls. If, after using dietary supplements, you are found guilty of doping, you can try to claim you didn't know what you were doing – but that will not alter the fact that you are accountable.«

The anti-doping code: A positive step in a dubious world

On the road to the new international anti-doping code, Play the game was the only global gathering where the code was debated in public

By Jonna Toft and Jens Sejer Andersen

Will it be possible for the world to agree on a common set of anti-doping rules?

And will such rules ever be effective?

These questions ignited a heated debate at Play the game.

The heart of the matter was the second draught for an international anti-doping code made by the World Anti-Doping Agency (WADA).

The code was to be ratified in a third version four months later, a few kilometres from the venue of Play the game, at the WADA congress in Copenhagen in March 2003.

But before almost one thousand government officials, organisation leaders and scientists invaded Copenhagen to agree on the code, Play the game happened to be the only global gathering where the code was exposed to public debate.

»Play the game was an interesting experience. Some of it was quite biased. There were people with strong viewpoints who expressed them strongly,« says Craig Reedie, member of the IOC and chairman of WADA's finance committee.

»But we should never be afraid of facing up to our critics, and I hope that at the end of the day the WADA code has answered some of the questions that was raised.«

Indeed, many of the experts who were sceptical about the new code during Play the game, do feel that the outcome of the WADA congress in March 2003 was a step in the right direction.

Which doesn't mean that all scepticism has now vanished.

Uncertainties remain

According to professor Barrie Houlihan from the University of Loughborough who has monitored the process closely, a lot of uncertainties remain.



PHOTO: SPORTSFOTO APS

Poor countries will have difficulties in carrying out the intentions, and poor athletes will get difficulties when asked to pay for their own lawyers or the necessary translations of the legal proceedings.

Also, the true willingness of sports federations like FIFA to live up to the code is to be seen.

But the code is "as good as it gets" in a world where compromise is necessary:

»The final version of the code became much stronger. It is more flexible, but still has rather clear fundamental rules, and it includes definitions of how to interpret the rules,« Houlihan estimates.

Doesn't justify optimism

Another expert, professor Hans B. Skaset from Norway, regards the success of WADA as gratifying and desirable, but reminds that the world is not built on conference declarations alone:

»Until WADA proves that it has effective power to investigate and sanction doping violations, there is little hope for progress.«

Hans B. Skaset has gained international reputation for his anti-doping efforts in a long career as President of the Norwegian Confederation of Sports and head of sport in Norway's Ministry of Cultural Affairs.

His experiences leave little justification for optimism regarding the anti-doping struggle.

The demands on athletes are too great, the doping practice is too widespread and too many parties have interests in the athletes' success.

WADA is no exception from that logic. It is controlled equally by sports representatives and governments - and you need to search a long time to find a government or a sports association with no desire to see its athletes break records and win medals.

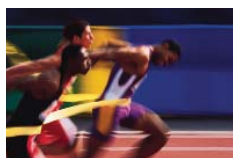
»International sports associations are unwilling to prioritise resources and give attention to a struggle which can make sport seem less attractive,« says Hans B. Skaset,

»There isn't the political will to back up the fight against doping. This is evident from WADA's finances, which show



The WADA conference in March 2003 (big photo) was preceded by debate between experts like professor Hans B. Skaset (above) and Craig Reedie from WADA (below)





“ *It's simple: it was just fantastic!* ”

*Radu Naum, Sports Reporter and Commentator,
RTV Romanian Television*

that many countries have not paid their fees towards the agency's operational costs. In a media-driven sports world where everything is about breaking records, diminishing results are just not interesting.«

An Italian self-attack

If politician and sports leaders will not solve the problems, who will?

»The pressure for a doping-free sport must come from the grass roots,« the Italian doping-expert Sandro Donati said at Play the game (see also page 22-23). »In ten years' time, drug controls could be replaced by a demand for medically-supervised doping.«

Though one of the worlds' most renowned anti-doping experts - and the official head of the research department in the Italian Olympic Committee (CONI) - Donati wasn't invited to join the Italian delegation at the WADA congress in March.

There, the delegation was headed by the sports minister Mario Pescante who in 1998 had to withdraw from his post as president of CONI - thanks to his implication in a drug scandal unveiled by Donati.

Since then, Pescante has made a spectacular political comeback.

As Italian sports minister, Pescante had to tolerate an attack during the WADA congress along with other governments who never payed their contributions to WADA.

The outraged attack was launched by the president of the European Olympic Committee whose name is... Mario Pescante!

Apparently, Pescante's attack on himself did not impress him much. When the edition of this magazine was closed in April 2003, Italy still hadn't payed their 2002 contribution to WADA.

Found listeners

For Sandro Donati, it is in no way a new sensation to be neglected or obstructed by the sports establishment.

In 2000, he was banned from speaking at that year's Play the game - until CONI during the conference was persuaded by protests from world media.

But Play the game 2002 may have been another turning point for Donati. His fellow Italians may still not want to listen to him - but WADA does:

»Play the game gave me an opportunity to make ties with WADA representatives, and I hope our contact will be of mutual benefit.«



Doping Doctors

Doctors continue to play a major role in the practice of doping, says Leicester University's Ivan Waddington

By Jonna Toft

The development of substances which allow athletes to arrive at their destination just a little faster, or jump just that little bit higher over the bar, is a practice not confined to a few eccentric physicians. In fact, today doctors play a major role in improving athletes' performances – both legally and illegally.

»The fact that more and more doctors are involved in elite sport has meant that doping research is an increasingly important part of their work,« says Ivan Waddington of the Centre for Research into Sport and Society at the University of Leicester in England.

Moreover, he claims, sports doctors must bear a large part of the blame for the doping explosion.

»The development of sports medicine began long ago, but over the last three decades it has increased in pace – and at the same time medical reasoning has altered,« he says.

»It is no longer about using sport as just one of many ways of understanding the body. Sports medicine has now become an eternal search to win and set new records.«

Waddington adds that at the same time, it now appears that today's doctors are not particularly affected by ethical considerations. He cites the example of a doctor meeting doping officials with a declaration that his entire team were taking heart medicine on health grounds.

Instead of doctors attempting to protect their athletes, he says, athletes are often simply seen patients who are required to perform better and better.

Ivan Waddington highlights the connection between sports medicine and doping with the following quote from a report into blood doping in the USA's cycling team at the 1984 Olympics. »In the national euphoria after the games, no one thought nothing of probing into secret places. The U.S. team had won nine medals and dominated the cycling events. Fantastic riders.... fantastic trainers.... fantastic cycles, wrote the press. No one thought to add 'fantastic doctors'.«

Success for anti-doping transparency

While it still remains to be seen if WADA will succeed in the anti-doping struggle, the global agency has already set new standards in another field in international sports. The communication policy of WADA has been carried out in a way all sports organisations can learn from – if they will.

From the first to the final day in the negotiation process of the international anti-doping code, everyone could follow the debates on WADA's website

The comments and suggestions made by researchers, sports organisations and other stake holders were simply published there without any censoring and open to the public.

The openness was rewarded. When the last draught of the new code was presented on the site, it was downloaded by 22,500 people in less than two weeks!

Moreover, most of WADA's congress in Copenhagen was webcasted live.

For journalists, www.wada-ama.org is a useful bank of facts, documents and opinions. Unlike many international sports leaders, those of WADA has accepted the invitation to face the critics at Play the game with no delay.

Seemingly, WADA regards the public as a strategic ally on the road to achieve its goals – why don't all international sports organisations?



“ *It was a great experience listening to the topics discussed and meeting such lovely people which will be illuminating for the future* ”

Mario Rodrigues, Sports Reporter, The Statesman, India

Doping's Former Homeland

East Germany turned out a vast number of doping experts – many of whom are now playing their trade in other countries

By Karen Balling Radmer

East Germany possessed an enormous, highly effective doping system that left a trail of dead youngsters and destroyed athletes in its wake. In spite of this, few appear concerned about the succession of doping experts from the former GDR taking their grim knowledge abroad. These experts are still in demand in nations that with enough desire for improved results and more medals.

Moreover, despite seemingly cleaning up its act, doping does not appear have significantly decreased in the former East Germany. If we cast our eye over the performances of its top sportsmen and women, they hardly seem to have diminished.

This was the unhappy message given by two German professors to the Play the Game conference. The first, Giselher Spitzer, Professor of History at Cologne University, has written a book charting East Germany's doping system. As a result, Spitzer has been taken to court on a number of occasions without losing a case – which testifies to the accuracy of his work. However, despite its meticulous research, the book has not received the political attention it deserves, or provided grounds to dismiss sports experts with a questionable past. One example Spitzer cites is Gudrun Fröhner, formerly responsible for doping female gymnasts in East Germany, and now working with female gymnasts in the German Gymnastics Federation.

Spitzer's colleague is Professor Gerhard Treutlein from the sports and physical education studies at the University of Heidelberg. Treutlein fears that few journalists or politicians are concerned about doping, and lack the interest to follow up disclosures such as those made in Spitzer's book.

He points out that each time a performance requirement is set for athletes to join a team, it creates a risk that – if they are unable obtain the required standard legally – sportsmen and women will choose to use illegal drugs. In such instances, he asks, who is more guilty – the athletes or the system?

He underlines that the hidden doping system in East Germany was enormous. All children were screened for evidence of sporting talent and, each year, 10,000 were picked out. The system employed 4,700 professional coaches and 1,000 doctors. It took 5,000 to administer the system – and 1,500 were active in doping research.

»GDR's athletes were, in fact, a type of civil soldier,« says Giselher Spitzer. »They were well paid, exposed to strict assessments and sworn to silence about the doping system.«

From the political side, it was decreed that everything possible should be done to ensure that East Germany achieved as much sporting success as possible – and this directive was carried out to the letter.

Each year, top sportsmen and women received what amounted to ten kilos of anabolic steroids – in all, two million tablets. Although around 25% of the steroids used were at the trial stage, they were still given to athletes. Moreover, blood doping was used at a time when it was still regarded as too dangerous by most other nations. Every year the GDR submitted 2,000 new athletes to the list of those using artificial performance-enhancers.

»We can estimate that today there are 10,000 athletes who have suffered physical harm because of the doping system,« continues Giselher Spitzer. »At the same time, the effects of doping are being passed down to

the next generation. There are many instances of female athletes giving birth to handicapped children.«

It was not only pressure from the politicians which led to the drawing up of the doping manual. The nation's sports organisations also played a major role in a practice that continued systematically, even though negative side effects were documented. When wrestlers refused to use illegal substances, they were barred from competition by their own sporting association before agreeing once again to tow the official line.

While most adult athletes knew what was happening and were pressed into participating, children in the GDR simply accepted the pills or injections they were given.

One example is Catherine Menschner, who, between the ages of ten and twelve, was a victim of state doping. She should have spoken of her life after doping at Play the Game, but even today the after-effects are leaving their mark. Catherine Menschner was admitted to hospital while the conference was underway.

»The system made it impossible to say no to doping,« continues Giselher Spitzer. »It was the sports organisations themselves which regulated the dosage and wrote the manuals, while politicians expected nothing less than outstanding results.«

What he sees as one of the most serious consequences of the policy is the widely accepted use of steroids in fitness centres today.

»What will happen when the consequences of this practice become apparent?« he asks. »Thousands of children will be born handicapped as a result.«



PHOTO: POLFOTO



The German researchers Treutlein (left) and Spitzer (right) feel that their country still suffers from the GDR doping heritage



EXTRACT

Which rules to follow?

Sometimes athletes get trapped between different set of rules in national and international bodies.

The law Professor Richard H. McLaren from the University of Western Ontario in Canada is a member of the Court of Arbitration for Sports (CAS). In his lecture, he outlined the dilemma and presented a handful of examples:

By Richard H. McLaren

No athlete could be said to be more trapped between conflicting rules than the United Kingdom's Alain Baxter. Not only was Baxter caught up in a purely technical violation of the rules of the OMAC but also he was duped by the domestic national drug laws of the country hosting the Olympic Games.

Baxter was the Bronze medallist in the slalom at the 2002 Olympic Games in Salt Lake City. He had a long-standing medical condition of



nasal congestion and for a number of years had been using a non-prescription Vicks Inhaler to relieve his symptoms.

This inhaler is included on the list of permitted substances issued by the United Kingdom's Sports Council. The domestic drug rules in the United States differ from those of the UK. In the United States, the same Vicks product has a different formulation. The American version of the inhaler contains levmetamfetamine the levo rotation of the stimulant methamphetamine, which is included in the banned substance list of the OMAC.

During his time in Salt Lake, Baxter began to suffer from nasal congestion. When he was unhappy with the medication provided by his

team doctor he proceeded to buy and use the American version of the Vicks inhaler which appeared to be the same product he used regularly in the UK.

Following his medal winning performance he tested positive for the presence of methamphetamine. Methamphetamine is a substance with two rotations, the dextro (methamphetamine) and the levo (levmethamphetamine). Although the IOC refused to order a test to determine which form was present in Baxter's sample the CAS panel was sufficiently satisfied that the sample contained levmetamfetamine resulting from the use of the US Vicks inhaler.

Despite the fact that levmetamfetamine is a much weaker stimulant, and that it was agreed by experts on both sides that it did not have a performance enhancing effect, Baxter was found to have committed a doping offense on a strict interpretation of the OMAC.

This conclusion reveals a stark contrast between a permissive national law and the International Rules, which are broader and more comprehensive. This conflict between national domestic law and international Rules in this case destroyed the athletes attempt to participate successfully.

Had Baxter been competing in

the UK or most other countries the non-prescription Vicks inhaler bought at the time of competition would not have resulted in a doping offense.

To make matters even more sympathetic to the athlete, even if Baxter had read the label on the US Vicks Inhaler and found the term levmetamfetamine, he would not have been able to match that term with any of the prohibited substance listed on the OMAC banned list.

Thus, the OMAC did not have regard for the fact that the levo rotation, levmetamfetamine, was used in non-prescription over the counter medication in the United States. While it should be remembered that Baxter did take a substance without the permission of his team doctor he was clearly caught in a conflict of international Rules and domestic law which was inconsistent with those Rules.

Although these rules were not specifically sporting in nature their effect was to permit an over the counter cold remedy to be sold to an athlete which in a doping context stood to deprive him of his competitive result and serves to illustrate the dilemma elite competitive athletes face today.

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



The Danish Minister of Culture, Brian Mikkelsen

Back to basic values

»Considering the challenges faced by sport it is today more necessary than ever to protect the human dimension in sport,« stated Danish Minister of Culture, Brian Mikkelsen, in his opening speech at the conference.

»Only through this, we can fight violence, xenophobia, doping and corruption.

Only through this, we can maintain the values upon which sport is based and continue the efforts for the sublime, the unique, and the absorbing insight into the endless number of possibilities of sport.«

Mikkelsen is a political hard-liner in the fight against doping and is representing EU as well as the European Council in the executive board of WADA.

»Doping is the negation of the very essence of sport. The fight against doping is a question of survival to the Olympic movement and international top sport in general.

The use of doping in sport is an indication of an ethical crisis of a more fundamental character – a crisis where money and markets overrule human values and ethics.

The significant public subsidies to sport are to a large degree motivated by the cultural and ethical values in sport. In a period of globalisation and self-centredness it is of great importance to maintain some basic human values. If the ethics of sport are undermined, the political legitimacy might cease.«

The Minister stressed the need of upholding values in sport:

»If we cannot be sure that the clear ideals and spotless view of human nature control sport, then it will lose its fascination – then we can no longer take it seriously – then we risk that sport ends up being non-committal pastime.

The ethical questions in sport must be recognised within the context of a broader cultural view. Ethical questions must not be reduced to single issues, but are connected to a general view of human development and human values.

Sport contributes to the identity of citizens and communities and sport incorporates central values to the cultural development of society. We must rebuild the fundamental meaning of sport and sports organisations – we must bring sport 'back to basics'.«



“ *“Play the game – Who's got the power?” Under this motto stood the congress this year. Many participants agreed that having since long taken part in this game, they had never before been tanked up with such power. Power that relied on interdisciplinary knowledge, network of international contacts, mutual respect and an unusually warmhearted togetherness. A power that the system of competitive sport needs so hard* ”

Ralf Meutgens, Sports Reporter, Germany

Inactivity is the greatest health risk

By Kasper Lindberg

Forget about smoking and overweight. An inactive lifestyle is by far more dangerous, Bente Klarlund Pedersen, medical professor at Danish hospital Rigshospitalet, told the spectators on Play the Game, Monday night. Many recent scientific studies indicate that people with a sedentary lifestyle are indeed in greater risk of premature death than people who smoke or are obese.

»Studies show that it is healthier to be overweight and exercise than to be thin and lazy,« dr. Pedersen said. "This shows that exercise has an independent effect, not only on obesity,« she added.

The latest discovery in this field is that the human body contains genes that are totally inactive at rest and will

only be activated by exercise – meaning that an inactive lifestyle will see these genes hardly ever activated.

In studies on patients with type II diabetes physical activity proved far more efficient as a treatment than the normally prescribed medicine, Metformin.

»This indicates that doctors should not treat their patients with medicine but with changes in lifestyle,« said Klarlund Petersen. She emphasizes that this demands somewhat a change of mentality in the medical system – maybe even in the whole way we think about illness.

»Because what do we do to people who are ill? We put them in bed, when in fact nothing shows that this actually helps them.«



Passport to remove suspicion

Sweden's latest weapon in the fight against doping is a 'blood passport'

By Karen Balling Radmer



Gathering information

Bengt Skött, studio host and reporter with Sweden's national broadcaster Sveriges Radio, found much to occupy his mind at Play the game. Currently working on an investigation related to doping, he found the many aspects of this subject detailed at the conference provided him with valuable information. In addition, he says, Play the game was an excellent opportunity to acquire sources and gain fresh knowledge in other areas.

»I have also obtained good ideas for many other stories' he says. »For example, I'd like to do something about women in Swedish sport. Another contribution, on violence in Canadian junior hockey, made a big impression on me. I think it did on all of us.«

»There are interesting presentations going on from morning till night,« he continues. »The conference is so intense; it can be difficult to keep your concentration for five days in a row. Anything more and it would be too long.«

Among other areas, Bengt Skött covers athletics, long-distance skiing, horse trotting and Olympic politics for the radio. He participated in the conference partly for education, and partly as an element of his investigative journalism work.

Olympic drug testing methods are not working. Political considerations mean that not enough athletes are being tested. And moreover, according to members of the Swedish Olympic Committee, it is still too easy to cheat the system.

As a result of these concerns, and in an attempt to prevent athletes manipulating blood samples, the Committee has introduced a new system known as a 'blood passport'. Bo Berglund, Chief Physician with the Swedish Olympic Committee, provides details of the scheme to the Play the game conference.

He begins by explaining why his committee believes that such documentation is necessary. While a sizeable staff of medical professors are doing their utmost to discover new ways of detecting this dangerous practice, he says, an increasing number are plying their trade on the other side of the moral divide – doing their best to find new ways of beating test methods.

In brief, blood doping involves increasing the amount of haemoglobin in the blood, which improves its ability to carry oxygen to the muscles. When EPO is used, 'baby' blood cells or artificial oxygen cells carry blood round the body, improving performance to such an extent that athletes are seemingly willing to risk their lives. And that, says Bo Berglund, is exactly what they are doing. Those who experiment with blood doping know how to begin a manipulation of their blood, but few know how to halt the process. Such a practice can end in death.

Although this method of doping has existed for a number of years, the Swedish 'blood passport' was only introduced after the Winter Olympics in Salt Lake City. There, Berglund was not alone in suspecting that blood-doped athletes managed to beat the system.

»The Olympic testing system uncovered three blood-doped athletes. Is that because there were only three? Or did some slip through the net?« he asks.

Berglund points out how easy it can be to cheat the Olympic testing system by detailing a variety of different methods. Athletes can arrive late, thus avoiding earlier rounds of testing, he says. They can simply hide. And they can also manipulate their haemoglobin count. A blood count can be kept artificially low before a test by first exercising and then sleep. The same effect can be achieved by consuming liquids an hour before a test. Athletes can also reduce their haemoglobin count by simply lying on the floor with their feet up against the wall.

Did some slip through the net in Salt Lake City? Peter Berglund asked



»I asked our athletes if they saw anyone lying on their backs in such a position before a test round at the Winter Olympics,« he continues. »They answered 'yes'. This demonstrates that athletes are fully aware of this method.«

Berglund has another reason to doubt the effectiveness of the test procedures in Salt Lake City. According to his information, the testing capacity of the laboratories was not fully utilised – due, he believes, to a conscious political decision. At the same time, no checks were made for new types of artificial oxygen cells, despite the fact that two types of these cells were already available on the market.

According to an independent observation report from the World Anti Doping Agency (WADA) on the test system at the Winter Olympics, a large number of blood samples were destroyed, and problems were also found to exist with the paperwork detailing the tests.

»After Salt Lake City we told ourselves that something must be done,« he continues. »This is why we introduced the blood passport. Our aim is to trace any manipulation of the blood, and at the same time protect the health of the athletes.«

He points out that Swedish athletes, many of whom are tired of the suspicions that seem to accompany every medal they win, generally support the system. Although it is expensive – it necessitates athletes being tested both in and out of competition throughout the year – the test's supporters claim it could pave the way for new standards in international competition, and, at the same time, save lives. Blood doping is a risky business.

Around eighty Swedish athletes are currently involved in the blood passport system. If more are to take part, greater resources will be needed. However, Bo Berglund believes that the adoption of the blood passport scheme will help create a much better Olympic testing system.

Sport's dual dilemma

Can commercial interests be combined with voluntary work? Leeds United thinks so

By Kirsten Harkjær Larsen and Steen Bille



Children might not see learning as appealing – until a player like Mark Viduka tell them about which books he loved when he was a boy, stated Emma Stanford (above) from Leeds United

The English football club Leeds United is actively involved in its local community – but in a different way from typical voluntary organisations elsewhere in Europe. The club is working hard to combine its community with its own commercial interests.

Leeds United is responsible for an ongoing, large-scale project designed to motivate local children into playing football, learning more in school, and, at the same time, becoming fans of the club. At the same time, the venture is intended to attract sponsors, create positive press and influence local leaders.

Emma Stanford, the day-to-day leader of United's community initiative, explains that the project is a grass roots venture that was started four years ago.

»It is intended to create a bond between the club and the city's children and young people,« she says. »This has been accomplished through offering help in the teaching of football, but

also in other subjects such as reading, writing and maths.«

While the club seeks to provide positive benefit to the local community, it also aims to bring more fans to the stadium, where they not only pay to watch football, but also buy official merchandise adorned with the logos of companies like Coca Cola and Nike.

»The club can profit from its community work by building a positive public perception and creating new, loyal fans of the club,« says Emma Stanford.

»While, at the same time, commercial interest amongst sponsors is increased.«

Within the framework of the project is a learning centre at the Elland Road stadium, where children and young people can make use of an Internet cafe, IT suite and a library with attached teachers that is open six days a week. The work in the club and affiliated schools is primarily carried out by paid staff.

The project incorporates a total of 30 full time employees, 30 part time staff, around 100 voluntary workers and has an annual budget of a million £.

»The club's professional players are also involved in the project. They visit local schools, where the children see them as role models,« continues Emma Stanford.

»Children might not see learning as particularly appealing – but if they hear a player like Mark Viduka tell them about which books he loved when he was a boy, they think again.«

In all, she estimates that around 100,000 children are annually taught such topics as anti racism, teamwork and healthy living.

Emma Stanford points out that the club's engagement in the community can also provide a boost to its overall standing.

»If we are involved in the local community, we will better be able to influence local leaders, politicians and members of parliament,« she adds.

Defining the dilemma

Some Play the game delegates remained unconvinced as to whether the Leeds project was aimed primarily at serving the interests of children and the local community, or the club's sponsors.

However, Lars Haue-Pedersen is one who is sure that such schemes herald the way forward. The former General Secretary of the International Volleyball Federation and current Director of the Lausanne-based firm TSE Consulting, he believes that sport can play a major role in building a feeling of collective self-confidence in a given community. If, for example, a particular country is awarded host status for a big international event, its people will automatically feel a great sense of honour.

»Sport is a fantastic way of bringing out people's sense of pride,« he says.

He points out that sports associations are coming under increasing pressure from sponsors, agents, middlemen, and the public sector.





It was of great importance to me to get a share of the inspiring papers from almost all corners of the world ... there is no doubt that the participation of journalists, scientists and sports leaders also from Africa, Latin America, Asia and Australia has an impact on several levels, just as networking plays a role in the global village of sport and physical education



Alice Riis Bach, PhD, Sports Researcher, Copenhagen

To help encourage progress and achieve a sense of pride, he says, these same sports organisations must be made learner and – much in the same way as top athletes and trainers are judged by their results – their leaders' work must be made more goal-oriented.

»There is not much in the way of competition behind the scenes in these organisations,« says Lars Haue-Pedersen, whose company advised China's successful Olympic bidding team.

»For example, I have never heard of a leader of a sports organisation being fired due to lack of results.«

Today, he says, the working methods of many sports associations are unclear and random, and the role of top leaders is often undefined. Sometimes they need to play the role of a politician, while at other times they must act as businessmen.

»An example of this can be seen in the agenda of a recent meeting of UEFA in Copenhagen,« he continues.

»It contained such varied topics as the increase in racism, the development of dialogue with national associations, refereeing standards, TV rights, and the hosting of the European Championships in 2008.«

»It's all about adopting a new, more focused, strategic approach to administrative work,« he concludes. 'In this way, the national and international associations, as well as projects like the one in Leeds, will provide benefit to all interested parties – sponsors, the local community and public authorities alike.«

Encouraging spectators

Amongst the sceptics of the Leeds model is DGI Chairman Søren Møller. Like most other Scandinavians, Møller has his roots in a sports culture with a far greater tradition of voluntary engagement than either the UK or the rest of Europe.

He underlines the danger of encouraging people to become passive spectators instead of active participants in sport, and points out that voluntary activity naturally follows active participation.

»We need more research in this area,« he says. »The agenda will change because the need for physical activity is still growing.«

Sports researcher Bjarne Ibsen claims that voluntary work in Scandinavia is equivalent to between seven and nine percent of the region's combined working hours.

In Denmark alone, 90% of jobs in sport are carried out on a voluntary basis. Ibsen adds that the local community's engagement in voluntary work has also a democratic dimension. »Voluntary workers take responsibility for the local community,« he says.

»One can state quite clearly that voluntary work is just as important as turning out to vote.«

New skills

However, the conditions under which voluntary work takes place are changing. Anders Bülow, President of the International Sports and Culture Association, ISCA, says that in order to meet tomorrow's challenges, voluntary leaders must adapt to these changes.

The situation today calls for participation before observation, he says – and volunteers of the future need to move with the times by learning new skills.

»You need to be in a condition to listen to other people, to co-operate, to respect differences, to handle changes, and have the capacity to be honest about yourself,« he says.

»The best arena in which to learn these competencies is the world of sport,« says Anders Bülow, indirectly resuming the thread to the learning project Leeds United have started in their local area.



Lars Haue-Pedersen urged sports organisations to modernize: »I have never heard of a leader being fired due to lack of results,« he said

Football at street level

By Marlene Jensen



Vladimir Borkovic is a former professional footballer. For many years he earned a living in the stadiums and playing fields of his homeland, ex-Yugoslavia.

Now, he has swapped his former career for one where the focus is on softer, grassroots values and the goals are very different.

»I work with Streetfootballworld,« he says.

»A new project initiated under the auspices of the Football Research Foundation in Germany.«

He explains that the venture seeks to establish contacts between street football projects across the world – from the Somatic Street Soccer project in Canada to Football for Peace in Rwanda.

»We have established an Internet portal where different street football projects across the world can gain knowledge and exchange experiences,« he continues.

»In addition, we also work to arrange a global street football tournament every fourth year – running parallel with the World Cup. The games are played in the street in order to place focus on the local community.«

»Our slogan is 'Streetfootballworld – the other dimension of the game'. We aim to bring young people closer together – both boys and girls – and give them a different perspective on life. Our intention is to hold different workshops during the tournament where we will provide information on AIDS, violence and criminality.«

Vladimir Borkovic has put together a small exhibition in the foyer of DGI Byen.

»I have the responsibility for developing a network and broadening awareness of the project,« he continues. »That's why I'm here at Play the game.«



A boost to ethics in the sports media

By Bente Mikkelsen

»Human beings often explain why they did something by saying 'it felt right'. But these 'feel-right' decisions are only appealing because they fulfil an inner need to make a choice. Just because a decision 'feels' right, it doesn't mean either that it is wise, or that it has an ethical or moral basis.«

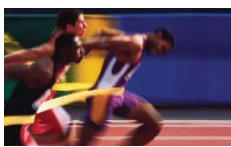
Marcia Sage, a qualified lawyer and President of The Sports Ethics Institute in the USA, fights stubbornly to encourage the media to deal with ethics in sport.

Moreover, she boosts the attention given to

journalists who raise ethical issues, through a free newsletter sent out almost daily from her institute. The newsletters and the homepage is a treasure chest of links to articles dealing with sport in society – see for yourself at www.sportethicsinstitute.org

At Play the game, Marcia Sage gave a workshop on ethics in sports journalism.

If the sports media distances itself from ethical questions, Sage says, we miss out on a debate that can persuade people to make a stand on moral dilemmas.



“

Such a chance to interact, exchange views and network with some of the world's top researchers and journalists is a chance in a lifetime. The heated debates that characterised the presentations during the panel meetings and thereafter shows clearly how informative and interesting the topics were”

Omulo Okoth, Sports Reporter, East African Standard, Kenya

Strengthen sport's moral fibre

Sport needs to take back control of its affairs from sponsors, says a former federation president

By Steen Bille

Big corporate sponsors are often accused of threatening the internal democracy in sports. But the biggest threat may come from within the sports organisations themselves.

»Only sport itself can keep check on the big sponsor companies it partners,« asserts Lars Martin Kaupang, former member of Norway's Olympic Committee and currently senior consultant at the firm MMI Sponsoring.

»Sport cannot control the content of sponsorship contracts, but its leaders can ensure that certain preconditions are included in the lucrative contracts they sign. They need to build a stronger ethical resolve than they have today.«

Kaupang is also the former Chairman of the Norwegian Athletics Association – and still holds the national running record in 1,500 metres set in 1976!

His comments come as part of a debate on sport and business, centring on what many see as a shift in the role of the international sports leader. Since large sponsors and business interests began to get involved with sport in the 1970's, he

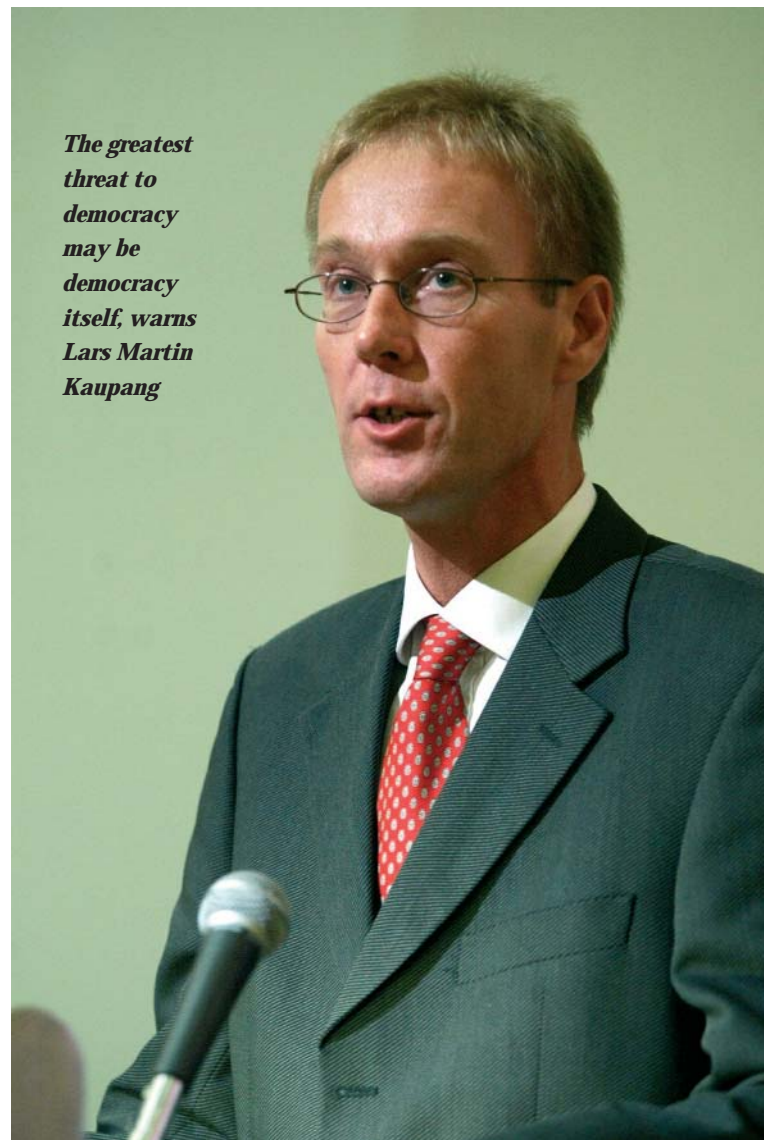
points out, sports leaders with names like Samaranch, Nebiolo and la Costa have altered the way in which sport interacts with the corporate world.

»All of a sudden, it became fashionable to say that if something was good for ISL Marketing and Adidas, then it must be good for sport,« continues Lars Martin Kaupang.

»The firms created their marketing programmes before giving any thought to developing sport. At the same time, secret bank accounts and the flow of money started to become a major part of the sports world. This is a fact that sports leaders would do well to address today.«

Lars Martin Kaupang emphasises his hope that sports leaders will face up to today's ethical challenges by adopting a 'moral attitude' to the events going on around them. Such ethical standards has for long been a public demand to the corporate sector, but the sports organisations seem to lack well behind.

»The greatest threat to sporting democracy is if democracy itself is not strong enough to make a stand.«



The greatest threat to democracy may be democracy itself, warns Lars Martin Kaupang

Just do it: 450 Kms on bare feet

One Marathon is not enough for Mexico's Tarahumara Indians. They can run the equivalent of over ten Marathons in six days – without expensive equipment

By Marlene Jensen

Dirk Lund Christensen of Copenhagen University has been studying the Tarahumara Indians for the past ten years. At Play the game, he had just 30 minutes on the podium to speak about them. A challenge? Maybe so. But, as his testimony showed, greater challenges are faced every day by one of North America's most remarkable people.

»The Tarahumara are the best-known long distance runners in North America,' he says. 'There is a simple reason for this – they are able to run 300 kilometres non-stop, or 450 kilometres in six days. They can do this regardless of whether they are barefoot, or clad in a pair of sandals made from an old car tyre.«

Dirk L. Christensen has brought with him a couple of these sandals which he displays to the audience.

They have no 'air cushion', sweat-absorbing sole or reinforced toe. Instead, they comprise of a piece of old rubber, worn thin and shaped like a banana, onto which is sewn two leather laces to ensure that foot and leather remain more or less in contact with each other.

Cross-country postmen

»The Tarahumara call themselves 'Raramuri' which, loosely translated, means 'foot runners'. This name says a lot about how much running means to their identity,« he continues.

Dirk L. Christensen explains that before colonisation, the Tarahumara primarily used their running skills for moving swiftly around the mountainous areas of Mexico. Later, in the 19th century, their running skills were utilised by the Mexican government, which began to employ them to transport the post or lead wild horses to paddocks.

»They each carried 15-20 kilos of post through the mountains and on to the principal city of Chihuahua – a distance of between 800 and 900 kilometres,« he continues. »The journey took them six days – from Monday to Saturday.

On Saturday they slept in the city before running the 450 kilometres home again.«

With time, word of the Tarahumara's amazing running prowess spread. 'In 1920 they were invited to participate as marathon runners in the Olympics,' he tells.

»The two Tarahumara runners finished in 32nd and 35th place. The story goes that they complained to the judges that the race distance was too short.«

Almost 70 years passed before a representative of the Tarahumara again took part in a running competition.

»Juan Herra participated in the 'Leadville 100 Miles Race' in 1994,« he says.

»Wearing his traditional sandals, he won in a time of 17 hours and 30 minutes. This is still a record today and no one has seen the like of him since.«

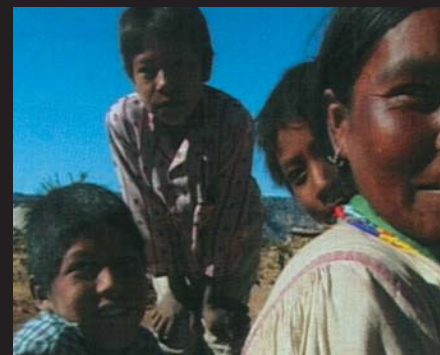
Today, the Tarahumara participate in a so-called 'kick ball' competition where they run 200 or 300 kilometres non stop whilst kicking a small ball. The event takes 24-36 hours to complete. However, on the whole, Lund Christensen does not believe that the Tarahumara's culture of running is consistent with that of modern sports competition.

»The Tarahumara's running culture is more complex than just winning races,« he says.

»For example, the kick ball competition goes hand in hand with a large festival which involves plenty of drinking and smoking cigarettes.«

If their unique talents are used for profit, he also fears for their future.

»If they participate in professional international competitions they would certainly win money, which would alter their living standards to a huge degree. At the same time they would probably lose a large part of their culture. Moreover, they will never be successful enough to achieve major success at the Olympics and World Championships – as long as the races are less than 100km,«he smiles.



PHOTOS BY HANS WESSING

THE TRIBE OF TARAHUMARA

- Live in the mountains of Sierra Madre in the state of Chihuahua
- Don't like to run on plane surfaces since they feel it's harder to judge the distance
- * Smoke lots of cigarettes as their way of preparation before a race – afterwards they drink many beers
- * Live off vegetables, fruit and corn pancakes. Only eat meat on special occasions
- * The average duration of life is 45 years. However, the tribe is plagued by a high infant mortality rate

Source: www.raramuri.com and Dirk Lund Christensen (University of Copenhagen)

Personalities like the 48-year old Grandma Luge provides small nations with a share of the global fascination that they are usually deprived of



From Eddy the Eagle to Grandma Luge

EXTRACT

Like a drama of Shakespeare, sport has its anti-heroes. Sports historian Jørn Møller analyses why they become so popular and whose interest they may serve

By Jørn Møller



Jørn Møller,
PhD

We probably all remember "Eddy the Eagle", who, risking his life, flapped to a distance half as long as the last but one at the ski-jumping competitions in Calgary.

And from the Sydney Games very few of us can remember who were second in the swimming contests.

We are more likely to remember the representatives of Equatorial Guinea, "Eric the Eel" and "Paula the Pool", about whom the journalists claimed that a life guard was needed in order they should not drown during the competition.

These characters are of course interesting as singular stories of human interest, but although the myth has to do with individual braveness and eccentricity, do not believe that this is the important part of the story.

The story about a winner is quite often a stereotype one. A dedicated sport hero

spends most of his time in quite ascetic surroundings. This person is not necessarily an interesting one in respect to other aspects of life and culture than to that of extraordinary physical capabilities. He is a problem for the reporter and for the public, who wants somebody in three dimensions.

So although sports events have lots of qualities that make them ideal media subjects, there are also limits. The story about victory tends to be exhausted from lack of new words, and reporters are yearning for interesting human aspects and approaches to their winner hero stories. They need unpredictable, touching or eccentric behaviour among the top athletes.

A Lance Armstrong, for instance, with his miraculous healing from cancer forms a rescuing journalistic raft in a desert of well-bred, unremarkable normality.

Reversed, losers in their deviance from perfection sometimes become more specta-

cular and better topics for the press than the winning heroes, who tend to become uniform in their perfection of style and attitude and to yield no friction for reflection and second thoughts whatsoever. Not to speak of number two, who is just a bad copy of number one and forgotten on the next day.

If it is one of the laws of fascination that perfection leaves no hold for interest, imperfection on the other hand might offer a road to public attention, and give way for new media strategies.

[...] Like the clowns and the anti-heroes in the Shakespearean drama, who yield us a temporary relief from the fatal weight of destiny, sport also requires its anti-heroes.

Agents' Interests

The fact, that our attention is caught by such characters is not only important to journalists, or rather: when it is important to journalists, of course it is important to a

whole range of public agents: Sponsors, organizers, countries, federations each have their particular benefits or disadvantages of the participation of such anti-heroes [...]

International federations without almost any reservation are interested in growth and worldwide representation.

Their possibility to maintain Olympic support and recognition is thereby strengthened, and arguments for media coverage and sponsor support are sustained.

Expansion is part of the Pavlovian behaviour of an international federation representing a certain discipline and it will be prepared often to consider as a member the smallest national federation, maybe consisting of one club with only few individuals as members.

This logic was clearly expressed in the policy of the International Luge Federation, which prior to Salt Lake City ran a campaign aiming to create more national federations and to have them represented.

They were very successful in doing so, and in Luge you find representatives from countries like Bermuda, Brazil, India, Tai Wan and Virgin Islands. Bermuda and India represented by their only participant in the winter OG and Virgin Island with their to only representatives. Although being among the last ones in the competitions the Virgin Islanders both set new records. Dinah Browne for being the first black athlete to compete in Luge, and 48 year old Ann Abernathy with the nickname "Grandma Luge" for being the oldest athlete ever in the sport.'

Reversibly there are many encouragements for a local group to get access to the support and international recognition they will find as a member of an international federation.

One team that got famous through this method was the Jamaican bobsled. They practised in a sled with wheels, and a movie: "Cool Runnings" was made about their persistence.

In Denmark, with a rainy winter climate and no bobsled tracks, a bobsled project for several years has tried to qualify for the Olympics, but the Danish OC is not prepared to let them go.

Further the greatest Danish talent in hammer throwing, Jan Bielecki, eleven times Danish Champion with fifteen Danish records, has quit this discipline in order to perform in bobsled. What are the motives? Probably there is more recognition and money in being the only Danish bob team, fighting heroically to be represented at the

OG, than being no. 33 in the hammer world ranking [...]

From a national point of view representation at the OG is a bit more ambiguous. The Olympic Games are by no means universal in terms of access.

Aggressive, competitive superpowers as you find them in the industrial world, possessing highly specialized top sports facilities, ready to accept or neglect chemical manipulation of athletes, systematic, professional training of kids and appliance of scientific methods have the preference.

Such nations with many potential medal holders have no interest in participating in "exotic disciplines" risking that their athletes make fools of them selves.

Although for climatic reasons not too well represented at the Winter Games, the English were not particularly happy for Eddy-the-Eagle. The risk that the Eagle might hurt himself, not to speak about the risk of national ridicule in this very steep field was not attractive.

For a small country, however, it is important to be put on the world map almost regardless of the reason why.

In this context the Olympic Games, forms a growing necessity for small nations without financial resources and statistic probability to raise an Olympic winner to find ways to get their share of the important publicity larger nations would always score. Similarly also societies, regions or minorities being part of other states realize the importance of events being reflected by the international media.

One method to catch attention be the organization of e.g. "Arctic Games", "Games of the Small Countries of Europe", "Inter-Island Games", "Eurolympics for Small Peoples and Minorities", "Olympics for Old Folk-Sports".

These are all international event that have taken place among small peoples and nations with their own traditional sports and without many chances to be represented (not to speak of winning) at the Olympic Games.

The publicity value of this method, however, is completely inferior to the fame the real OG, thanks to the world press, will endow you.

Consequently many small countries are ready to engage sports strategies that are totally inferior to the body cultures originally practiced in that particular area.

Likewise, small nations being minorities in other states are tempted to give up their

own sports in order to hit the international ranking lists.

In the Basque Country are found at least 11 different kinds of pelote, which are regional racket-ball or hand-ball games.

Several times pelote has been close to acceptance at the Olympic programme, but if that happens, it will be the case for only one form, and the other 10 are at high risk to fall into oblivion.

A third strategy in the efforts to catch the eyes of a whole world congregated in front of the TV-screens would be to join in without any consideration of the skills needed in the actual disciplines, which would in fact be the only option for many countries in relation to the winter games.

In this case our fascination of a grandiose loser combined with the old motto about participation's priority to the act of winning is most likely to make almost any participant everybody's darling, thus securing his or her country valuable public reputation.

But, of course, the big nations would not like it. They would prefer the pseudo-sacrosanct atmosphere of the hero-worshipping that suits them so well in their national strategies, and they would fear this aspect of sport be discredited.

Finally let's have a look at the interests of the IOC and the NOC's. The NOC's definitely are in a dilemma.

The committees set the criteria for selection and reflect both national and sportive interests. The national point of view tends to be identical with that of the actual state as analysed above, but what are the sportive interests?

Is it most important to participate, or should a high level for achievements be observed in order to match the rank of other delegations?

To judge from the reactions of the IOC, they hate these losing darlings presumably because they are a threat to the tumid pathos of the games, their high-flown rituals, their bombastic manifestations, their impudent hypocrisy ...

Like the Shakespearean jesters they bring things to the ground and make proportions relative. But that is exactly what the IOC fear.

Without a sacral ground for the festivities, – without the apparent control from sacred forces that seem above human influence – events are at risk to get out of the organisers' hands and to be taken over by the profane and vulgar forces of the masses.



A Life Without Childhood

Football and play are both important tools used in the rehabilitation of Liberia's child soldiers

By Kirsten Harkjær Larsen

Appearing at the Play the game with a moving tale of hope from Liberia, Joe Hena plays two video clips to the assembled audience. They are vastly different, but both feature a group of children wearing distinctive yellow T-shirts. The first is a clip from a lively local football game between two junior teams, played in front of a sizable crowd of spectators. The second features the so-called Jungle Lions – child soldiers – standing with hand-painted letters on their breasts. Their body language is aggressive, almost threatening. They are in the 12-14-age range, and all are armed. Although taken from Liberia's last civil war, this second clip could just as well have been

filmed today. War has again flared up in the West African state – and child soldiers remain an integral part of the ranks.

It is estimated that between 14,000 and 20,000 child soldiers bore arms for the National Patriotic Front of Liberia during the civil war of 1990-1997. The fact that Liberia has signed the UN Charter on Children's Rights, which forbids soldiers under the age of 18, seemingly had little effect.

As a visiting coordinator for the Catholic children's charity Don Bosco Homes, Joe Hena cannot prevent children and former child soldiers re-enlisting in the army. However, his work with these young people is an important step in the rehabilitation of a ge-

neration which during seven years of civil war, lost most of its childhood and all of its school years on the battlefield.

Football, drama and play have all shown themselves to be constructive tools in the work of rehabilitation.

Local engagement

»They are small adults, who are used to others obeying orders, says Joe Hena. 'Some of them have had sexual relations with women old enough to be their mothers. This fact especially will give them problems when they start to be treated like children again.«

Like others working for Don Bosco Homes, Joe Hena has seen how ball games and play can reduce stress amongst the former soldiers. The approach is first to hold meetings in which the children talk about the problems experienced in their daily lives. Afterwards, these discussions are acted out in role-playing sessions, later to be performed for the children's parents in the form of a drama. Each session ends with a football game.

He adds that many former child soldiers appear wise beyond their years. 'We are seeing children under the age of 15 questioning the justice of a system in which, while others have big cars and villas, their parents do not receive wages for up to ten months' he says. »We are also seeing more and more former child soldiers engaging themselves in the local community.«

Let the children play

Under the motto 'Let the Children Play' Don Bosco Homes is moving into the camps housing homeless soldiers – both adults and children. Most recently the organisation started a campaign against the recruitment of child soldiers in the current conflict. The campaign, which uses football as a starting point, is active at five different locations in the capital city, Monrovia. In a parade through the city before the final of a recent football tournament organised by Don Bosco Homes, the charity appealed to the government to recognise the UN Convention on Children's Rights. Joe Hena used Play the game to bring this appeal to a broader audience. Support in the form of money or footballs, he says, will be received with thanks by Don Bosco Homes.



Countless numbers of children soldiers need sport and other forms of rehabilitation, Joe Hena told

When Tibet and Greenland were not allowed to raise their national flags, the organisers simply distributed thousands of paper flags in the audience

Greenland v Tibet – football from the heart

By Karen Balling Radmer

When a total of 5,000 fans packed into Copenhagen's Vanløse stadium in the summer of 2001 to witness a unique event – a football match between the national football teams of Greenland and Tibet – they did not just witness a game. What they saw was the culmination of months of political high tension and drama, including a major political row with China which made headlines across the world

After such a long struggle to get the match played, both the Greenlandic and Tibetan teams could celebrate victory on the day. It was a dream come true for these small 'nations' to play an international match. A match that, if it were up to FIFA, would not have been allowed to go ahead.

»Greenland has, for a long time, sought FIFA membership in order to play friendly matches with teams like Iceland or the Faroe Islands,« explains Jens Brinch, the General Secretary of The Sports Confederation of Greenland. »However, FIFA will not allow us membership because, among other things, we cannot meet the required conditions for the transmission of

games. FIFA hold something resembling a monopoly. You cannot play against a FIFA member nation if you yourself are not a member.« However, FIFA remained unimpressed by Greenland's lobbying.

Then one day Brinch received a call from Michael Nybrandt, the International Coordinator for Tibet's Football Association, who suggested a match between Tibet and Greenland. The idea soon gained momentum, and both football associations agreed to play the game. Since neither was a member of FIFA, all they needed was a football ground not owned by a FIFA club. Vanløse Stadium in Copenhagen fitted the bill, and a date was set.

»It was a perfect match between two states that were both famous for their ancient culture, and both had been occupied by colonial powers« says Michael Nybrandt.

Then the politicians began to get involved. The Chinese Embassy in Copenhagen did its best to get the game called off. Greenlandic fish exports to China were threatened. Pressure was also applied by FIFA, which suggested that going ahead with the game could af-



PHOTO: KIM AGERSTEN/POLFOTO

fect Greenland's chances of being admitted as a future member. Also involved in the furore was the sports company Hummel, which sponsored the game, and the Greenlandic sports organisation Team Greenland.

However, despite the political turmoil, the two small football associations held their ground. The game was shown across the world on CNN' continues Michael Nybrandt. »Spectators flew the flags of both nations. I firmly believe that 60 percent of them had never attended a football game before.«

»It was a football game straight from the heart – and there were no losers,« adds Jens Brinch.

The Critical Nomad

Thirty-four-year-old Olukayode Thomas has already quit his job as a newspaper reporter in Nigeria three times due to his critical sports articles not making it into print. He has come close to being arrested, has been referred to as a 'satanic scribe' has thwarted an attempt to buy his silence, and has, for the past four years, been voted Sports Journalist of the Year in his native country.

Olukayode Thomas describes himself as a 'nomad' in the field of critical journalism – and with good reason. With a dogged will to uncover the stories behind the brief news items, he has, since 1996, fought to circulate his critical articles in the Nigerian media. Topics he has covered include corruption in the Nigerian Olympic Committee, doping, and an expose of those who control his country's sport from behind the scenes.

»I am certainly the only critical sports journalist in Nigeria who is able to write whatever he likes...« he says, »...as long as I have my current editor's backing on (the Nigerian new-



spaper) The Guardian. They also know that I would quit if I wasn't allowed to write what I want'.«

»During the five years I have been working as a sports journalist, I have not been able to get accreditation to the football World Cup Finals,« he continues. »The Football Association would rather not see my face. I am refused entry to press conferences – often by my own colleagues in the sports world, who condemn me for being too critical'.«

Olukayode Thomas points to three factors that contribute to the difficulties of working as a critical journalist in Nigeria – or, for that

matter, most African countries. 'The first is the lack of job security' he says, 'the second is the censure and pressure you are exposed to, and the third is money – journalists' wages in Africa are very low. There have been times when I have not received wages for months on end.'

'It is easier to remain uncritical,' he continues. 'If, as a sports journalist, you want to report from the World Cup or the Olympics and your media organisation either cannot or will not pay for your trip, you are forced to look to banks or private businesses for sponsorship.'

Despite the problems he faces, he would not trade places with anyone else in his native country. 'I don't want to be included in a list of those people who have accepted money,' he says in his presentation to Play the game. 'If you take this road, you can lay yourself open to blackmail'.

Olukayode Thomas concludes that in his opinion, Nigerian sport is not yet ready to deal with critical journalism, just as Nigerian society is not yet ready to accept mainstream critical journalism.

Health must be the priority

In developing countries, sport is a necessary component of an overall aid programme, says the Australian development worker William Glenwright

By William Glenwright

Of all the functions of sport and physical education in developing nations, that of the promotion and maintenance of health must be the priority. The improvement of the health of a nation is the most significant contribution that sport can make. More importantly however, is that sport and physical education is perhaps the most economical health strategy that a nation can undertake.

The World Health Organisation has identified the following facts:

- Regular Physical Activity (PA) reduces the risk of dying from Heart Disease (1/3 of global deaths);
- Physical Activity reduces the risk of developing heart disease, type II diabetes (90% of world diabetes cases), colon cancer. Evidence suggests also that Physical Activity may probably provide protection against breast cancer;
- Physical Activity helps control weight and prevent /reduce hypertension (affecting 20% of the adult world population). Physical Activity helps to reduce osteoporosis;
- Physical Activity reduces stress, anxiety and feelings of depression;
- Physical Activity enhances functional capacity and independent living in older persons;
- Physical Activity and 'Sport for All' promote social interaction and contributes to social integration.

Such statistics are of particular relevance to the nations of the Pacific Islands and East Timor. Nauru, located in the northern Pacific Ocean and one of the world's smallest nations has one of the world's highest per-capita rates of diabetes.

In 1998 East Timor had a life expectancy of just 55 years. Sport and Physical education programs therefore have a

crucial role to play in the health of a nation's citizens.

Furthermore, it has been argued that a high health standard translates into higher domestic productivity and greater national prosperity and as such, the long-term health effects of sports and physical activity have other far-reaching benefits towards the development of a nation other than the immediate health benefits.

Sport and a nation's economy

Studies undertaken at the international level indicate that every \$1million spent on sport and physical activity, generates a saving of \$3.2million in national medical costs [...]

Sport and physical activity will always be debatable components of a nation's federal budget. A government's commitment to sport will often be weighted against other government objectives such as health and education.

Particularly in developing nations, the economic pressures faced by federal go-

vernments increases the dependence of these nations on international aid programs.

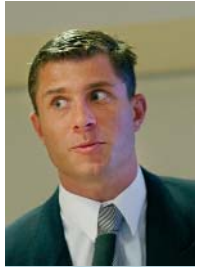
Sport and physical activity programs should not replace existing aid infrastructure.

However, sport and physical education is being more widely recognised as legitimate tool for social development and a necessary component of an overall aid program aimed at alleviating poverty and developing nationhood.

The success of sports development programs is reliant on a government's recognition of the role of sport and physical education – and a commitment in terms of policy to that effect.

The most successful sport development programs will be those that are delivered in states with sound sport and physical education policies.

William Glenwright is a development co-ordinator for the Australian Sports Commission and has done field work in East Timor. See his whole contribution at www.play-the-game.org



Sport and physical education is a very economic health strategy, William Glenwright told

PHOTO: HENNER FRANKENFELD



“ *It was very stimulating to hear the many great speakers, and to be able to continually visit with them during breaks and meals.*

The DGI is a great place to host the conference,

and Copenhagen is a beautiful city”

Gary Wicks, Associate Professor, USA



EXTRACT

Sport and the Media: A force for the good?

Sport and media companies face higher expectations for ethical and responsible practices as an influential part of the global community. If they assume their social responsibility, they can maintain standards and be a force for good development, argues Robert Davies, Chief Executive of the International Business Leaders Forum



By Robert Davies

Sport and the Media must surely be the most potent combination of forces amongst the key actors in the globalisation game.

They have a unique synergy – 'sport as the premier global media content', and 'media as the premier partner for sport and sports industries'.

A result of this alliance applied to the world's most attractive activity is immense audiences, immense economic influence and power, and immense reach into countries and communities.

There is in my view too little recognition of how the 'business of sport' at all levels can be a positive force for good health, peace, development and ethics in a world that is hungry for values.

Even those in the sports industries may not yet, in my view, have come to terms with the influence they now have, and can have, due to the emergence of globalisation and the many threats and challenges which now arise.

Sport plays a unique part in our lives. After work itself it is the largest focus of mass civil participation. It has more voluntary community level leaders and teachers than any

other human activity including religion. Together with related services it is the largest employer. It attracts the largest audiences of any activity on the planet. It consistently fills more pages in more newspapers, uniquely transcending geography, politics, class, race, sex, culture and religion.

It has many of the best-known and most potent global brands in sporting goods, sports teams and associated sponsors. It is populated by the best known celebrity personalities.

It is the subject of the world's highest value TV and communications deals, and the highest priced advertising slots – the TV rights to the last Soccer World Cup and Olympic Games combined were reported as being over \$2.3 billion (that's 40 cents for everyone on the planet).

It can also be a trigger for urban development through regeneration led by sports developments as we have seen in many inner city areas.

Retail: 600 billion US-dollars

Sport business is also very big. The sporting goods industries alone are estimated to have an annual retail market possibly of over \$600 billion, linked to a global network of small and big businesses, focused primarily

on the 16 to 25 age group – which is more than the GDP of many countries.

This doesn't count in media revenues and sponsorship, travel and tourism, infrastructure, associated food and beverages, gambling, corporate entertaining, and millions from sports club and entrance fees. European soccer leagues alone are said to be a \$10 billion market.

Like few other industries, it has from the start exploited the potential of globalisation, and has been at the forefront of internationalisation for almost a century.

And yet, uniquely, and with the exception of activist campaigns against some branded goods, it has escaped the storm of public protest now associated with almost all other aspects of globalisation.

Sport's great potential

Sport also has a major role to play in the world due to critical problems of health and increasing rates of non-communicable disease linked to diet and lack of physical activity which according to the WHO is fast becoming the main health danger worldwide.

It is not surprising that sport, in spite of much publicised soccer hooliganism, has been a medium for vital and pioneering ...

By and large media companies as businesses are cautious, show risk adverse behaviour and have a herd instinct, says Robert Davies

Sport and the Media: A force for the good?...

... peaceful contact between East and West, Hindu and Muslim, across the religious divides in Northern Ireland or heralding in ping-pong matches the opening of China in the late 1960's.

It has suspended conflict in the no-mans-land between the First World War trenches, refugee camps in the Balkans, between Capitalism and Communism during the Cold War, between the North and South Korea.

Sport can underpin and celebrate diversity. A common language we have with the people of Israel, Palestine, Jordan and Iraq is the language of soccer.

Sport must be a critical potential component of development in a world where some three billion people live on less than \$2 a day, or amongst the unemployed on our own door-steps.

Trust is important

Sport and its values of 'fitness, fair play and participation' has a unique part to play in a troubled world.

The shocking events of doping scandals, Olympic bribery and corruption, of the past year since the 11th September, and also the crisis of confidence caused by corporate governance scandals, have all brought home to us all how fragile, small and vulnerable our inter-connected world is and how important trust is.

Also how these far off global issues are now on our doorstep, and how according to reliable attitude surveys our stakeholders – consumers, investors, employees, regulators, media and the public in general – are wanting values based leadership.

The media has a uniquely important part to play in functioning democracy and open market economies as a vital check and balance on abuse of political and economic power.

Journalists themselves, who protect their editorial freedom fiercely, at least in many countries, are rightly proud and protective of their professional ethics. But then it gets complicated.

The survey conducted by Mandag Morgen (see pp. 8-10) confirms a trend of superficial content in sports coverage focusing on personalities, events and gossip rather than much if any serious content, and almost nothing on the political, economic and social aspects of sport.

It seems to many extraordinary that commercial advertisers are subjected to more rigorous standards of decency and honesty in most countries, and subject to greater scrutiny, yet the tabloid text along-

side the advert may carry innuendo, half-truth and misrepresentation defended as editorial freedom.

Business with a herd instinct

Some journalists attempting to cover broader issues of sport, including doping and bribery scandals, economic interests and corruption in the sports world have faced ridicule, intimidation, censorship and dismissal before their stories proved sound.

The media has played key roles in exposing bad ethical practice, scandals, vested interests and double standards whether in business or in personalities.

But the media often faces criticisms of putting events, personalities, entertainment, gossip and sensationalism – I guess what makes 'the news' – ahead of the need to explain context, take a more analytical view and look at issues in the longer-term way.

Then there is the problem of patronage and marketing deals for exclusive rights, often overpriced as we have recently seen in the cases of collapsed European media organizations, to compliant bidders in a sellers market.

The media as commercial organizations, and organizations prosper on access to critical events and stars – whether valuable World Cup rights, access to lucrative Chinese markets, access to exclusive Presidential and Prime Ministerial press briefings or ringside seats in the amphitheatres of War.

They also recognize where their interests lie in avoiding 'provocative action' that may make them vulnerable to being excluded from access to a deal or privileged briefing opportunity, even if temporarily, and thus lose competitive advantage to other media companies.

By and large media companies as businesses are cautious, show risk adverse behaviour and have a herd instinct.

Media and communications companies are part of the mainstream international commercial business community. This past decade has seen the issues of corporate social responsibility move increasingly rapidly from the fringe of management practice of a few pioneers, some of them in your industries, to a major issue for the Boardroom agenda.

In the process it has attracted increasing attention and widespread public interest, and is now seen by many institutions, from the United Nations, World Bank, European Union, and OECD down, as a key part of the solution to pressing governance and development challenges.



Put simply, Corporate Social Responsibility is the framework for the role of business in society – it is the set of standards of behaviour to which a company subscribes in order to make its impact on society positive and productive.

The production and selling of goods and services, business ethics, environmental practices, recruitment and employment conditions, approach to human rights and investment in the community are examples of such impact.

An impact of their own

Globally the media is dominated by some 10 companies and 50 sub-regional companies. The case for corporate responsibility in the media rests on the facts that:

- Most media companies are themselves commercial enterprises and cannot exempt themselves from these pressures and expectations
- The media who often report on bad business practices and harmful impacts of companies should themselves ensure their practices are sound – the fact that they communicate about others doesn't exempt them from communicating about their social impacts
- It is necessary as the survey findings suggest to establish and maintain trust to the benefit of their audiences, employees, advertisers

The media as commercial organizations prosper on access to critical events and stars – and may avoid 'provocative action' in order not to be excluded



PHOTO: POLFOTO

- The particular power of the media places a higher onus on being legal, decent and honest which are essential tenets for media companies

- In some cases the cross ownership and media concentration creates near monopolies that must be addressed by the encouragement of pluralism for public good

- Finally, on an aspirational basis, many issues troubling the world can be improved with the positive support of the media – whether initiatives to secure press freedom, exposure of censorship, training in responsible journalism in newly democratizing states and the learning power of media.

A countervailing source of power

One of the exciting developments is the nature of change of the electronic media and ICT industries over the past few years and the undreamed of opportunities for affordable access to low cost technologies and the Internet that has given most ordinary citizens opportunities for new forms of media. It has also put power digital technologies into the hands of activist groups who have themselves become part of the check and balance originally reserved for the media.

This provides a countervailing source of influence to the traditional media and

raises new challenges about editorial freedom and responsibility. It has become one of the major drivers in the pressure for social responsibility in business and in sport and other areas of life.

It is this new dimension in politics and mass communication, particularly among the young, which will start to dictate new terms for the engagement of major sports sponsors in controversial areas – such as countries with questionable human rights records, not least China in the run up to the 2008 Beijing Olympics.

And as 2008 nears all those involved, not least the sporting goods industry and major Olympic sponsors will find that the pressures to address key areas of social sustainability will follow – such as human rights in the areas of labour standards and broader issues of religious freedom amongst Turkic Muslims in Xinjiang, Tibetans and other groups.

This is not meant as a criticism, but is an observation on an inescapable issue which will surely engage us all in a dialogue – a US Congressional Committee, lobby groups and activist campaigns in Europe and America are already turning their attention to this, including a US shareholder activist campaign gathering momentum in prom-

oting resolutions at company AGMs on the so called 'China Business Principles'.

Understandably, high profile global sporting events are seen as a frontier for raising issues of injustice and social responsibility – they always have been.

The death of a woman campaigning for womens' right to vote in England, by throwing herself under a racehorse, is a poignant reminder of the use of sport as a medium for protest.

But the power of the Internet and the text message makes it all the easier to mobilise campaigns and public opinion these days. It is important the media understand the issues at stake.

The alliance of sport and media is an amazing force for civic participation, entertainment, excitement, global harmony and development; for celebrating human achievement, diversity and excellence at its best.

But globalisation has changed the nature of power and responsibility and the media and journalists are on the front line.

Robert Davies is the Chief Executive of The Prince of Wales International Business Leaders Forum – www.iblf.org Read his whole paper at www.play-the-game.org

7 ways to be responsible

How could the media be a force for good in sports development, and what would a socially responsible media company look like? Here are eight suggestions from Robert Davies:

1. Media companies themselves could adopt corporate social responsibility charters – based for example on the 'CEO Charter for Global Corporate Citizenship' which the IBLF produced with the World Economic Forum in January 2002. They should adopt the UN Global Compact.
2. Media companies could undertake social reporting which is what the FTSE4Good and Dow Jones Sustainability indexes suggest is good practice in transparency – Bertelsmann and Axel Springer Verlag have been rated as leaders in self-reporting, and Pearson Group and AOL Time Warner as rising.
3. Conflicts of interest where journalistic standards may be surrendered for access to countries, events and personalities and influence of vested interests must be kept in check and pressures resisted and honestly debated. Especially where countries can play one media company off against another.
4. The media company must strive for accuracy and fairness and to balance news with analysis, promote access and pluralism and ensure adequate redress for justified complaints. They should not shy from investigating and exposing corruption.
5. The media company will play its part in promoting access to wider and minority issues and opinions, and also play a role particularly in developing markets and countries, in helping train journalists, advise them on tackling matters of personal safety, and develop media skills and emerging industries.
6. Similarly responsible media companies will engage in communities, and also reflect in employment and engagement the diversity of the communities they cover.
7. In the massive resources devoted to sports coverage there is a strong case for ensuring that the many development aspects of sport that exist get some attention and promotion, and that the ethics of sport are strengthened.

Join the SIU

The Sports Intelligence Unit, SIU, is a voluntary, independent network for individual sports journalists and sports researchers. SIU regards the free flow of information and an open public debate as essential for democratic development. SIU sees neither sport nor journalism as standardizable commodities accessible to the highest bidders on the market. On the contrary, sport and journalism should stay easily accessible goods, being manifold expressions of the cultural richness of mankind.

The purposes of SIU are:

- to defend freedom of expression in sports – at all levels, under all circumstances and in any place of the world
- to promote a free flow of information and stimulate public debate on the economics, politics and culture of sports
- to further international contacts and exchange between journalists and researchers working on the above mentioned matters
- to raise the level of sports journalism through internet and printed publications, seminars, meetings etc.
- SIU does not forward information on sports results, international championships or other highly advertised sports events. Members. Membership is open for any individual media professional or scientific researcher interested in the history, sociology, medicine, psychology, economy, politics, culture or other vital aspect of sports. Membership is free of charge.

Members must

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

You can see the present members of SIU at www.play-the-game.org and download the registrationform here.

“ *Marvellous... I came away loaded with notes, papers, new friends and warm memories* ”



Janet Heinonen, Editor, Keeping Track Newsletter, USA

Brief facts about **Play the game**

219 media professionals and sports researchers from 53 countries participated at the conference held in at the sports and conference centre DGI-byen in the heart of Copenhagen. 54 participants from less privileged countries could take part thanks to travel subsidies generously granted by the donors (see below)

Goals

The goals of Play the game are:

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

Organisers

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

See www.ifj.org

International Sport and Culture Association, with 120 member organisations from five continents, promotes understanding across borders and views sport as a bearer of local, regional and national cultural identity.

See www.isca-web.org

The Sports Intelligence Unit (SIU)

see box at the left and www.play-the-game.org

Finances

The total costs of the conference were close to 2,800,000 Danish Kroner – almost 400.000 Euro.

The participants contributed with 408,000 DKK in conference fee's.

Danish donors financed the rest like this:

Danish Gymnastics and Sports Associations: 1,657,000 DKK.

The Ministry of Culture: 500,000 DKK.

Danish Center for Culture and Development (DCCD): 150,000 DKK.

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

Danish Sports Journalists' Association: 25,000 DKK.

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

A new edition in 2005

As this magazine goes to print, the board of Danish Gymnastics and Sports Associations has committed itself to donate 1,100,000 DKK for another conference in the 1st half of 2005, provided that more organisations and institutions will put themselves behind Play the game with political, moral and financial support.

Contact us:

If your organisation wants to contribute to or be a partner of "Play the game", please contact us as follows:

Play the game

Att. Jens Sejer Andersen c/o DGI
Vingsted Skovvej 1
DK-7100 Vejle
Denmark
Tel. + 45 79 40 40 40
jsa@dgi.dk



Laura Robinson got the first Play the game Award: A painting and a poem by Torben Ulrich, Danish artist and tennis player. Also Robinson was invited to the next edition of Play the game

Cracks in the ice

Canadian journalist Laura Robinson was awarded the Play the Game Award for her revelations on sexual abuse in ice hockey

By Jonna Toft

As documented on pp. 18-20 in this magazine, Canada's national pride, the ice hockey, has concealed a culture of rape amongst its junior athletes. Trainers and older players abused younger players in crude initiation rituals.

These younger players then themselves took the role of abusers, participating in the group rape of young girls.

The article's author, Canadian journalist Laura Robinson, worked deep within her country's ice hockey circles during the six years it took her to write the book "Crossing the Line: Violence

and Sexual Assault in Canada's National Sport".

For that achievement she received the Play the Game Award.

»The quality of your investigation and its effect has made a deep impression on us, as has your courage' said English reporter Andrew Jennings when presenting the award. 'You did what was necessary even though you were blacklisted: you found the conclusive evidence and arranged for your work to be made available to the public,« he said.

For Robinson, it was a special honour to receive the prize from Jen-

nings who has done his share of uncovering the sporting world's less-than-salubrious stories.

»After all my work, where I often felt unwanted, it's very nice to feel wanted,« Laura Robinson said.

'Crossing the Line' came out in Canada in 1998, two years after Laura Robinson had made a TV documentary detailing a culture of rape in the nation's national sport. The revelations came as a shock

»Boys are viewed as little gods,« she says. »People just can't understand that they are capable of carrying out this type of horrific attack. Therefore most of the focus has been on paedophilia in the sport, not on the fact that the boys themselves committed group rape.«

»Once in a while cases came up involving attacks on boys« she continues, »but I was the only one who focused on the possibility that these young boys themselves would commit attacks. Many men and boys often deal with humiliation by subjecting another person to the same humiliation. I interviewed a large number of girls, and they spoke of some terrifying experiences.«

In Canada, women's ice hockey has grown explosively in recent years. This, Laura Robinson believes, could be as a method of altering the relationship between the sexes. 'Ice hockey is essentially part of a man's world' she says.

»With women standing on the sidelines, the relationship between the sexes is not equal. It only becomes more equal if women are themselves on the ice, playing hockey.«

Since Laura Robinson's revelations were made public, Canadian's sports authorities have introduced a wide-ranging programme designed to combat sexual harassment and abuse. However, she believes that in all probability, similar problems exist in other sports and in other countries.

»The danger is greatest when the sport which means most for the nation puts emphasis on aggression, violence and power,« she adds. »I know that US baseball has major problems – and here at the conference people from many different countries have approached me to say 'the same thing happened in my home country'.«

The links between sport and organised crime. The mismanagement in international soccer. The struggle for human rights in and around sports. The proliferation of drugs among amateurs and children. The widespread sexual harassment of sports women. The exaggerated nationalism...

Many homeless questions in the world of sports found a few days' shelter when 220 journalists and researchers from 54 countries met at the third international media conference "Play the game" in Copenhagen, November 2002.

In this magazine, we offer a journalistic impression of the more than 60 lectures and debates on issues that decide the future of sport.

While preparing a 2005 edition of *Play the game*, we invite you to visit our knowledge bank at

www.play-the-game.org

where you can also subscribe to our free conference newsletter. We invite you to join the international sports debate – and *Play the game*.



3 DANGEROUS LIAISONS

When professional sport meets organised crime

4-5 DIALOGUE WITH CHINA

The organisers of Beijing 2008 faced tough questions about human rights

6-7 FIFA UNDER FIRE

One football leader stood up against critics from investigative journalists

8-10 SCRUTINISING SPORTS MEDIA

They missing the scoop of the decade, a Scandinavian survey concludes

11 FESTIVAL JOURNALISM

Sport is also relevant when no medals are at stake

12 FAIR GAME FOR NATIONALISM

When Swedes lose, Norwegians celebrate, says researcher

13 TOY FOR POLITICIANS

Politicians round the world benefit from sporting success

14-15 TALENT OR SEX APPEAL

Women are defining new role models for sports heroines

16-17 THE FEMALE BURDEN Sexual harassment is widespread, but political influence still scarce for sports women

18-20 ON THIN ICE

The sexual abuse revelations that shocked Canada's sacred ice hockey world

21 PREVENTING SUICIDE

Sport seem to encourage young Aborigines

22 DRUG DEALING ON THE RISE

The illegal drug trade is growing and causes daily tragedies

24 DOPING FIGHT UNDER DEBATE

WADA has made progress, but will it get sufficient support

25 DOCTORS, DOPERS

Doctors still play a dubious role in doping distribution

26 UNEASY LEGACY

The doping culture didn't follow Eastern Germany into the grave

27 CONFUSING RULES

Athletes have been trapped in conflicting doping regulations

28 BACK TO BASIS

The Danish Minister of Culture urged sport to stick to old values

28 MOVE OR DIE

A sedentary lifestyle is more dangerous than smoking

29 PASSPORT PROTECTION

Swedes use blood passport to protect athletes and fair play

30-31 DUAL DILEMMA

Can commercial interests combine with voluntary work?

32 ETHICS, PLEASE

The danger to sports democracy may come from sport itself

33 450 KMS ON BARE FEET

Tahahumara Indians are the most enduring runners in the world

34-35 ANTI-HEROES

Eddy the Eagle and Grandma Luge fill out important roles

36 DEPRIVED OF CHILDHOOD

Children soldiers are rehabilitated with ball games

37 DAVID & DAVID V GOLIATH

Greenland and Tibet fought hard for permission to play

38 SPORT AND DEVELOPMENT

Sport is a cheap way to improve health and quality of life

39-41 A FORCE FOR THE GOOD

Sport and media should use their clout to improve society

42 FACT SHEET

Play the game in brief

43 PLAY THE GAME AWARD

Canadian Laura Robinson awarded for courageous journalism

“ *Play the game was very successful, from an organisational point of view and as an intellectual source to understanding the crisis signs in the sports life. It was no less than a masterpiece* ”

*Hans B. Skaset, Professor,
former president of the Norwegian Sports Confederation*