

38th Congress and 50th Anniversary of the AIPS

250' delegates from 67 countries took part in the 38th World Congress of the sports press, which was celebrating the 50th anniversary of the AIPS, and organised from 24th to 29th March 1974 in Torremolinos (Spain).

The Spanish Minister for the Interior, Mr. Utrera Molina, opened the Congress, after first mentioning the exciting work of sports journalists and recalling the benefits that sports can bring to modern man. Mr. A. Jose Maria Llorente, President of the Spanish Association of Sports Journalists, and Mr. Frank Taylor, President of the AIPS, then welcomed the members of the Congress.

Next, the prizes were handed out to the best sportsmen of 1973: the USSR men's ice hockey team, represented by its captain Alexander Ragulin, Kornelia Ender (GDR), Jackie Stewart (GB) and Renate Stecher (GDR).

The following day, the work of the Congress began, and Mr. Juan Antonio Samaranch, IOC member for Spain and President of the IOC Press Commission, representing Lord Killanin, gave a speech on behalf of the President of the IOC (see next column).

Afterwards, Mr. Frank Taylor, President, and Mr. Bobby Naidoo, Secretary General, presented their work reports which were accepted. The assembly congratulated Mr. Taylor particularly for the remarkable job he had done since his accession to the presidency the year before. Others took their turn to speak, in particular Sir Stanley Rous,

President of the FIFA, Mr. René Courte of the FIFA, Mr. Roger Bannister, Mr. Bertl Neumann, Chief of Press of the Innsbruck COJO, and Mr. Savoie, the new Assistant Chief of Press of the Montreal COJO. Mr. Kewmars Bozorgmeher, Press Attache, also presented a report on the forthcoming Asian Games.

During this Congress, three new national associations received recognition of their affiliation to the AIPS, including that of the USA, thus bringing the number of affiliated associations to 70 and the number of members to 21,673.

The next AIPS Congress will be held in 1975 in Mexico.

Speech by Mr. Juan Antonio Samaranch, member of the IOC Executive Board and President of the Press Commission



It is a great pleasure, an honour and a satisfaction for me to be able, today, to take the floor before the sports press of the whole world, gathered together in

this haven of tranquillity on the Malaga coast which lends itself so well to intense work and where the sun, the earth and the sea come together in a solicitation to work on such an important task as the organisation of sports journalism.

The International Sports Press Association wished to celebrate in Spain the 50th anniversary of its existence. For those journalists who assiduously follow the sports events over the five continents, this anniversary is a ground for pride and satisfaction, and rightly so. For us other Spaniards, it is a distinguished honour to receive you in these surroundings on this occasion. We hope that your work will be facilitated by them and that it will be completed to the satisfaction of all.

I am here on the express authority of Lord Killanin, President of the International Olympic Committee, who acceded to this high office prompted by a genuine spirit of revival. His vast sports experience and his long career of sports leadership lead us to foresee, for the eight years of his mandate at the head of the International Olympic Committee, moments of splendour and steadfastness in the expansion and strengthening of the Olympic spirit. In addition we can expect an even greater extension of these Games, which have always been the most important sports event in the world and which have recently acquired such universality that they now unite 133 countries, the National Olympic Committees of which constitute one whole family.

Lord Killanin is not unknown to you. An eminent journalist, he covered that tense and dramatic period of history, the Second World War, with shrewdness and acumen. He carried out your mar-

vellous profession in conditions filled with difficulties and risks as you yourselves know better than anybody.

Addressing you on behalf of the President of the International Olympic Committee is a great honour for me not only because I am here as the spokesman for the man who presides over the destiny of Olympism, and thus represent the International Olympic Committee, but also because I am among professionals, aware of their mission and in whom I have always found friendship, understanding and assistance.

Your profession is one of the most interesting, and I am well aware of the fact. It is a profession which dawns every day from the quicksands of news. What yesterday seemed established is no longer so today. What today appears certain will be questioned tomorrow in the light of new facts. In this changing maze you manage to set forth your opinions, express your points of view, make your criticisms with a straightforwardness which never comes to a compromise with the hazards and variations that the daily news provides for the facts. In your everyday work you are in contact with the man, the athlete, the record and the event which thrill and captivate mankind. Millions of human beings see with your eyes, feel with your reporting, and believe with your opinions.

And you come out of all this brilliantly, in spite of this relentless fight against the calendar, the clock, the telephone, the telex, and the fateful deadline hour, after which any piece of news, even the best, becomes non-existent.

You are, and prove yourselves to be, well aware of the mutual co-operation linking the three great news media of

the modern world, since I can see here representatives of the press, radio and television.

When somebody told me that one of these three media could prevail over the others, I had to smile. Intelligent people—which you are—never compete with each other, they complement each other. You realised, before anyone else, that the radio announces the news, that the television shows it in all its realism, while the written press gives the details and brings out the reasons for what has been announced and shown; it concentrates on the interest and depth, and reveals the consequences for the future, thus fulfilling its readers' hopes, expectations and needs. Upon this tripod rests, to my mind, the promising future of the news media; privileged today, their place will be even more envied in the splendid world of tomorrow.

You have chosen one of the most demanding aspects of journalism, the sports column. Here work well done is a condition. One has to comment, criticise, inform and describe in a very short space of time. Here one cannot allow one's memory to quote an incorrect record, to give somebody a point scored by somebody else, to fail in the personal anecdote of an athlete, a swimmer, a record-holder or a footballer.

Your generation has managed to transform the profession radically. Thirty years ago the sports column was often the province of past champions who, being uncompromising technicians of sports news, did not always satisfy their readers' thirst for information. But you have managed, on a strict technical background, to give the wide view of

things which the public expects from you, without nevertheless forgetting that touch for the anecdote, that contact with the public's reactions, that human and professional analysis required by the sports event.

The International Olympic Committee, which I am today representing with Mme Monique Berlioux, whose aid is invaluable to me and who does so much for Olympism and the press, is present here through us to listen to your wishes and needs in order to submit them to the IOC Press Commission of which I have the honour to be Chairman and which, I assure you, will do everything in its power to satisfy your demands.

I am well aware that your remarks are not always in the International Olympic Committee's favour. This does not upset us; on the contrary, we appreciate your sincerity and note your criticisms.

The image of the International Olympic Committee given over the recent years does not perhaps always exactly reflect the amount of devotion, care, adroitness, illusions and skill belonging to the large majority of the 75 members of the International Olympic Committee. I can only advise you to approach them, to establish human contact with them; I can assure you that you will find in them reserved persons, yes, but how interesting and full of experience, and who will be of invaluable assistance in your work.

Be assured that I am fully aware of the problem which hampers the execution of your mission at the Olympic Games.

The 1976 Olympic Games in Innsbruck and Montreal are imminent, or almost.

While I can assure you that in my opinion Innsbruck will not pose any problem to the real journalists in the strict sense of the word, I do not think this is the case for Montreal. We have discussed this problem with the Montreal organisers, who know that the IOC insists on a solution being found in order to increase the number of seats reserved for the press in the stadia and sports palaces.

The IOC Rule 47 does indeed limit the number of seats reserved for the press, photographers, and radio and television operators and reporters. But I agree with you that this figure is too low and I think the restriction should be lifted. However it may be, I promise you all my support as well as that of Mme Berlioux in order that the Innsbruck and Montreal organisers review their estimates and modify their figures. The IOC Rules Commission also has as its task the modernisation of Rule 47 so that the press stand faithfully reflects the importance of the sports news media in the world today.

But I need your help for this work which I am undertaking. Ask for more accreditations to the Olympic Games, but be unrelenting as far as the professional qualities of those called to cover them are concerned. The stricter you are, the easier our work will be and the better we will be able to fulfil your wishes. The high level of your professional qualities will be an extra irrefutable argument which will help us to make the Games accessible to the real journalists. In addition, we would like you to know

that the International Olympic Committee sees in you its most valued collaborators. It is not by chance that an eminent representative of the AIPS is a member of our Press Commission.

Thank you for your attention, thank you also for the help you have always given us, and thank you for everybody's cooperation on which the IOC has always been able to count.

JAS

