



Olympic News Section

CAROL ANNE LETHEREN

It is with great sadness that the International Olympic Committee (IOC) has learned of the sudden death of Mrs Carol Anne Letheren. She passed away during the early hours of 2 nd February in Toronto, Canada

Mrs Letheren was an IOC Member in Canada since 1990 and President (1990-94) then Chief Executive Officer of the Canadian Olympic Association. Her contribution to Olympism and sport was truly exceptional.

The IOC expresses its deepest sympathy to Mrs Letheren's family, her numerous friends and acquaintances around the world, as well as the Canadian Olympic Association and the country's sports community (The Weeks Olympic News, Number 5, January 29-February 4, 2001)

IOC Elections:

Next to the newly elected members of the Executive Board of the IOC, as mentioned in the previous issue of the Journal on page 32, there were two more members elected Ottavio Cinquanta, who was recommended by the International Olympic Winter Sports Federation, and Sergey Bubka, who was recommended by the Athletes Commission. (taken from the Olympic Movement Directory 2001).

Women in Sports Administration

IOC Vice President Anita L. DeFrantz reported to the Executive Board meeting in December 2000 on the participation of women in sports administration Her study showed that only one third of the IFs and about 80 NOCs had managed to meet the IOC's recommendation made in 1996 to have at least ten percent female representatives in their administration by 2000. The IFs which meet the target are: equestrian (33%), hockey (30%), rowing (29%), figure-skating (27%), gymnastics (24%), basketball (22%), shooting (20%), triathlon (20%), softball (18%), curling (14%) and badminton (14%). The IFs with no female administrators are: football, table-tennis, weightlifting, cycling, bobsleigh, biathlon and ice hockey, wrestling, archery, volleyball, handball and judo. Among the 199

NOCs the situation varies greatly in this regard. The NOC of Palau is top of the list with 43% of female administrators on its Executive Board. Palau is followed by the NOCs of Papua New Guinea, Norway, Grenada, Swaziland, Canada, Fiji, Venezuela and Iran (Olympic highlights, Number 2, 8-14 January 2001).

The two times Brazilian Olympic gold medallist, **ADEMAR FERREIRA da SILVA** passed away at the age of 72 of a heart stroke. Adhemar Ferreira da Silva won gold medals in triple jump discipline in 1952 and 1956 respectively, at the Olympic Games in Helsinki and Melbourne, breaking 7 world records. He will be remembered as the most distinguished Brazilian athlete of all times. (Olympic highlights, Number 2, 8-14 January 2001).

The FIFA and IOC agreed at their meeting held in Zürich on 11 January 2001 that for the 2004 Athens Games the men's football competition would remain the same as in Sydney, with 16 teams and only three players above the age of 23 allowed in each team. For the women's tournament, the number of teams will be increased from 8 to 12. The two presidents said they were very pleased with the way the Olympic football tournament in Sydney had gone, and the fact that it had attracted more than a million spectators. Another positive note was that the 25 out-of-competition doping controls, as well as all doping tests carried out after the Sydney 2000 matches, had yielded negative results. (Olympic highlights, Number 2, 8-14 January 2001).

OLYMPISM

The International Olympic Committee (IOC) is pleased to announce that it has received within the deadline the candidature files of the five cities bidding to host the Games of the XXIX Olympiad in 2008 (Osaka, Paris, Toronto, Beijing and Istanbul, in the official IOC order of drawing of lots). The files will be studied by the IOC Evaluation Commission, chaired by IOC member and International Cycling Union (UCI) President Hein Verbruggen, and composed of representatives of the IOC, International Federations (IFs), National Olympic Committees (NOC), athletes, external experts and, for the first time, a representative of the International

Paralympic Committee (IPC). After visiting the five cities, the Commission will prepare a report to be submitted to the IOC members by mid-May 2001. The host city of the 2008 Games will be elected on 13 July 2001 during the IOC Session in Moscow. (Olympic Highlights, Number 3, 15-21 January 2001)

JOZSEF CSERMAK

Hungarian athletics champion Jozsef Csermak has died of a heart attack at the age of 68. Csermak's gold-winning result of 60.34 metres at the 1952 Games in Helsinki broke the world record of 59.88m set by fellow Hungarian Imre Nemeth two years earlier. Csermak also was gold medallist at the 1954 European Championships in Bern, Switzerland. (The Week's Olympic News, Number 3, 15-21 January 2001)

International Federations

The IOC has confirmed that beach volleyball will be a fully-fledged Olympic discipline as from the 2004 Games in Athens. In a letter sent to the FIVB President, Ruben Acosta of Mexico, the IOC President confirmed the decision taken last month by the IOC Executive Board. Beach volleyball was included in the Olympic programme for the 1996 Games in Atlanta on an experimental basis, as it was for the Games in Sydney last year. The IOC has decided to make beach volleyball a full Olympic discipline because of its growing success with the public. . (Olympic Highlights, Number 3, 15-21 January 2001).

Olympic Museum

Françoise Zweifel, the Museum Director, gave a round-up of the year's activities and of the changes that will take place in 2001. She confirmed her decision to leave her post of IOC Secretary General next year to devote herself solely to the Olympic Museum (The Weeks Olympic News, Number 51, 18-24 December 2000).

SYDNEY 2000

Sydney's main venue for the Games of the XXVII Olympiad, Stadium Australia, has begun its post-Olympic and -Paralympic Games reconfiguration programme.

The stadium's future capacity will stand at 80,000 for rugby and soccer events. The program will also allow a capacity of some 75,000 for cricket and football events. Looking ahead to 2002, the installation of movable seating sections will allow the venue to host both rectangular and oval shape sports events, with just an eight-hour changeover period between the configurations. Finally, in 2003, roofing at both the north and south ends will result in the stadium having some 90% of the seating undercover. (The Weeks Olympic News, Number 9, 26 February – 4 March 2001).

SALT LAKE CITY 2002

Today the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (SLOC) announced the route the Olympic

Flame will travel on its way to Salt Lake City, Utah, home of the XIX Olympic Winter Games. Longtime Olympic sponsors Coca-Cola and Chevrolet are presenting partners of the 2002 Olympic Torch Relay

The Olympic Flame will travel more than 13,500 miles and pass through 46 U.S. states. More than 11,500 torchbearers will assist with carrying the flame during the 65-day Relay. In addition to torchbearers, the Olympic Flame will be transported by automobile, airplane, train, ship, dog sled, skier, horse-drawn sleigh, snowmobile, ice skaters, prairie schooner and other unique modes.

For the first time, the Olympic Flame will pass through Alaska. The flame will also travel through all other previous U.S. Olympic host cities: Atlanta, Georgia; Lake Placid, New York; Los Angeles, California; Squaw Valley, California; and St. Louis, Missouri. The map of the route is available at www.saltlake2002.com.

"One year from today, the Olympic Torch Relay begins the journey to 'Light the Fire Within' providing inspiration to the nation," said Mitt Romney, President and CEO of SLOC. "The running of the Olympic Torch through America's cities and towns has a way of drawing communities together and inspiring greatness in all who see it. We hope this route will allow everyone to feel like they are a part of the Salt Lake Games and unite each other in the shared experience of celebration and achievement."

The Relay will begin on December 4, 2001 in Atlanta, Georgia, the last place the Olympic Flame rested on U.S. soil. From Atlanta, the flame will complete a cross-country trek of contrasting climates, marked with the sunshine and beaches of Florida, the winter wonderlands of New England, the heartland of the Midwest with a stop in Detroit, the Southwestern deserts, the temperate Northwest and the unique beauty of Alaska. Along its journey, the 2002 Olympic Torch Relay presented by Coca-Cola and Chevrolet will celebrate and Showcase the inspirational fire found within communities across America. "Coca-Cola is pleased to help bring the unique excitement and pageantry of the 2002 Olympic Torch Relay to communities across the United States," said Sandy Douglas, Executive Vice President and Chief Operating Officer, Coca-Cola North America. "Working with local Coca-Cola bottling partners in towns across America, we look forward to sharing this enduring symbol of the Olympic Spirit through several exciting programs we are planning."

"Chevrolet takes great pride in putting the Relay on the road by providing our dependable, long-lasting vehicles," said Mac Whisner, Chevrolet Director of Advertising and Sales Promotion. "With 4,300 Chevrolet dealers, we'll be there to support and share the Olympic spirit with hometowns across the country."

Thousands of Americans will have the opportunity to

become a 2002 Olympic Torchbearer, and information on the selection process will be announced in February 2001.

The Olympic Movement's longest-standing corporate partner, Coca-Cola's association with the Olympic Games began in 1928 and has included every Olympic Games since 1928. In 1996, Coca-Cola and the International Olympic Committee signed an unprecedented sponsorship agreement extending this partnership through 2008 and continuing the Company's support of athletes and teams in nearly 200 countries around the world. As a result of the Company's sponsorship, Coca-Cola, POWERaDE and other products of The Coca-Cola Company help refresh athletes, volunteers, officials, and spectators during the Olympic Games. The Coca-Cola Company also works closely with National Olympic Committees around the world to assist athletes in training for the Olympic Games.

Chevrolet Motor Division has a long history of supporting the spirit of the Olympic Games through partnerships with many sport national governing bodies, including the U.S. Ski and Snowboarding Association, U.S. Figure

Skating Association, U.S. Soccer Federation, National Off-Road Bike Association, USA Hockey and USA Triathlon. Chevrolet is the largest division of General Motors, which is the exclusive domestic automotive sponsor of the U.S. Olympic Team through 2008.

Headquartered in Detroit, Mich., Chevrolet fulfills the transportation needs of more than 36 million Americans daily — more than any other manufacturer — and offers the broadest lineup of cars, trucks and vans in the industry. For more information go to <http://media.gm.com/chevy>

The Olympic Flame will be lit in Greece and carried to the United States on Delta Air Lines "Soaring Spirit" aircraft featuring images of Olympic Athletes. Delta Air Lines is an Official Provider of the 2002 Olympic Torch Relay

(Salt Lake Olympic News, December 2000).

The IOC has agreed to accredit a limited number of internet organizations in Salt Lake City to cover the 2002 Olympic Winter Games, thus recognizing internet journalists as full members of the Olympic media and allowing them greater access to the Olympic Games. In order to

respect existing contractual relationships between the IOC and the various television and radio rights holders, no moving images or audio taken from within Olympic venues will be permitted. Like the television and written press, accredited new media organizations will have to agree to specific IOC guidelines as part of the accreditation process. (Olympic Highlights, Number 1, 1 to 7 January 2001).

OLYMPIC VILLAGE

On 26 January 2001, SLOC and the University of Utah marked the one-year countdown to the opening of the Olympic Village with a special media preview and tour of the facilities. The Olympic Village is scheduled to open on 29 January 2002, and will house some 3,500 athletes, coaches and officials. The same facilities will then serve as the Paralympic Village from 1 to 19 March 2002. Occupancy rates range from single to three- and four-bedroom furnished apartments, with an average of two athletes to a bedroom. All bedrooms are decorated with artwork by Utah schoolchildren. The Olympic Village is situated within the University of Utah, part of which includes the buildings of Fort Douglas Officers' Circle, founded in 1862. (Olympic Highlights, Number 5, 29 January-4 February 2001).

OLYMPIC TORCH

This week SLOC President Mitt Romney unveiled the Olympic Torch for the 2002 Salt Lake City Olympic Winter Games. Made of silver and designed to look like a mountain icicle, the torch bears the inscription of its theme, Light the fire within. It will be carried across 46 states by 11,500 "people of inspiration" who have affected positive changes in their communities. The Torch Relay will travel more than 21,000 kilometres over 65 days, with each bearer carrying the flame approximately 300 metres. (Olympic Highlights, number 8, 19 to 25 February 2001).

KEARNS, Utah. More than 140 speed skaters from 20 countries will compete in the World Single Distance Speed Skating Championships March 9-11 in the first international competition at the Utah Olympic Oval. One of only six covered ovals in the world, the Utah Olympic Oval is the highest in the world at an elevation of 4,675 feet and is soon expected to earn another title: the world's fastest oval.

The combination of the oval's elevation — where there is less air resistance — the dry air and the building's design make the ice exceptionally smooth and fast. The ice sheet is made of 25 layers of de-ionized water poured at temperatures ranging from 60 F (15 C)

to 160 F (71 C). A double air filter system, made specifically for the venue, ensures the ice stays clean.

The three-day competition will serve as a test event for the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (SLOC). Everything from timing to transportation will be tested and reviewed to ensure the oval's staff and volunteers are prepared to put on 10 superb races during 12 days of Olympic competition at the oval next year

"It feels wonderful to be able to host the world's top racers at this state of the art venue," said SLOC President and CEO Mitt Romney. "So much expertise and labor has gone into building this oval, we hope Utah residents will enjoy it for decades to come after the Olympics."

During the 2002 Games, the oval will have a seating capability of 6,500. Afterwards, it will be used for recreational and professional speed skating, hockey and figure skating. The building, which has a unique cable suspended roof, contains a 400-meter speed skating oval and two full-sized hockey rinks. (SLOC News Bulletin, March 9, 2001)

ATHENS 2004

On Monday, the governor of the Central Bank of Greece, Lucas Papadimou, presented a series of six 500 drachma (1.47 Euros) coins, struck for the Olympic Games in Athens in 2004, which are to be in circulation from 15 November to 31 December. According to the Central Bank, these are the last coins to be struck in drachmas by the Bank of Greece before the country enters the Euro zone on 1 January 2001. There will be 24 million coins made up of a 75% copper and 25% nickel alloy, with four million coins for each design. The heads of the coins are the same, illustrating the symbol of the Olympic Games in Athens in 2004, a stylized olive crown. On the other side of the coin are the following: the entrance to the stadium in Olympia (Peloponnese); the classical Olympic champion, Diagoras; Baron Pierre de Coubertin, founder of the 1896 Modern Olympic Games; Dimitris Vikélas, the first Greek President of the IOC; Spyros Louis, the first champion of the marathon at the 1896 Games in Athens; the ceremony of the lighting of the Olympic flame; and an 1896 medal of a victory (Olympic Highlights, number 46, 13 to 19 November 2000).

It was also announced that the construction of five key Olympic projects would start in summer 2001 and would be completed as follows:

- the Main Press Centre, to be completed by August 2003;
- the Olympic Equestrian Centre and Race Course, to be completed by December 2003;
- the Pagritio Stadium in Irakleon, Crete, football event, to be completed by December 2003;
- the Weightlifting Centre in Nikea, to be ready for test events by early 2003, with a completion date of December 2003;
- the Indoor Stadium for rhythmic gymnastics and table tennis events, to be ready for test events in May 2003.

(Olympic Highlights, number 7, 11 to 18 February 2001)

IOC Coordination Commission's Visit

A subgroup of the IOC Coordination Commission for Athens 2004 met in Athens on 15 and 16 February for an interim progress review since its last full meeting in November 2000. Among the promising results achieved over the last few months, the commission noted: improved sports programmes; the agreement establishing the Olympic Broadcasting Organisation; the engagement of technical advisors from Sydney; the announcement of record-breaking marketing agreements; headway made in technology; revision of the Olympic Games Master Plan; and the launch of the volunteers programme. The Coordination Commission recognised the dedication and hard work conducted at all levels by the Greek Government, which has led to progress in the area of transport infrastructures, the announcement concerning the progress of works for the Olympic Village, and the maintenance of work schedules for all the venues whose completion dates had been brought forward last November from May 2004 to January 2004. However, several venues saw their completion dates slip from the first quarter of 2003 to the second or third quarter of that year. At the end of the visit, the Chairman of the Coordination Commission, Jacques Rogge, said: "There is still time to organise excellent Games, but there is no more time for delay."

On this occasion, Jacques Rogge met with the Prime Minister of Greece, Costas Simitis, several ministers of his cabinet and the leaders of the opposition. The plenary Coordination Commission meeting will be held in Athens in May 2001. (Olympic Highlights, Number 8, 19 to 25 February 2001).

TURIN 2006

The Olympic Winter Games in Turin in 2006 will be held from 11 to 26 February, and not from 4 to 19 February as was planned, in order to avoid clashing with the North American Superbowl. The decision of the IOC Executive Board was communicated by Jean-Claude Killy, Chairman of the IOC Coordination Commission for the Olympic Games in 2006 (TOROC). (Olympic Highlights, Number 50, 11 - 17 December 2000)

OLYMPIC MUSEUM

The Research Council of the Olympic Studies Centre (OSC) held its second meeting of the year in Lausanne on 13 and 14 November. The Council is composed of seven academic members known internationally for their studies on Olympism, plus the Museum senior management and the heads of each section of the OSC. Meetings are an opportunity to discuss issues and make proposals aimed at improving the dissemination of knowledge and supporting research on Olympism Concrete projects devel-

porting research on Olympism. Concrete projects developed include the grant programme for post-graduate researchers; the creation, in cooperation with SOCOG's archivists, of an archive guidelines manual for future Games organizing committees; the project to reassemble Pierre de Coubertin's library; and the development of the Museum's web site (www.museum.olympic.org), for which the documentation section has played a major part in the Games retrospective section. At its next meeting in February 2001, the Research Council will allocate the postgraduate researchers' grants for 2001. (Olympic Highlights, Number 47, 20 to 27 November 2000).

LARGER OLYMPIC ROLE FORESEEN FOR NEW MEDIA Lausanne, SWITZERLAND

The Internet and other new media will continue to play an ever-growing role in the interaction between the Olympic Movement and its publics, the International Olympic Committee (IOC) predicted today in Lausanne. The IOC stated, however, which media are applied, how, and at what rate will depend on the development of technologies that allow the IOC to sustain the financial viability of the Olympic Movement and the Games themselves. This prediction came out of the two-day IOC World Conference on Sport and New Media Conference that brought together over 700 leaders in sport business and administration and experts in traditional and new media for what is believed to be the first time. The conference studied the increasing impact of emerging media on the sports world.

"We have always taken a reasoned approach to futuristic opportunities, noted the IOC President. "The new media offers many. We will continue to be vigilant so we can apply what is appropriate for the times so all constituents benefit."

"Today the IOC is already using the Internet and other new media to improve our information flow and operations. We are trying to determine how to apply some of the more imaginative applications of new media to enhance the fans experience without diminishing our ability to sustain the Olympic Movement and the Games. The fact we brought the sports world together with leaders of the new and traditional media for the first time shows how aggressively we are going after a solution," said Richard W. Pound, chairman of the IOC Marketing Commission and Internet Working Group.

A number of issues remain unresolved in terms of using the Internet as an entertainment medium to present the Olympic Games. The IOC renewed its challenge to the technological community to overcome the biggest hurdle: maintaining the territorial integrity of internet coverage. During the Olympic Games in Sydney, there were experiments run in the United States and Australia broadcasting Olympic-related vision over limited access Internet networks.

Several conference participants admitted that, in the short-term, the delivery of video free of charge to the widest possible audience is only realistic through television. The IOC also recognized that most people access the Olympic Games information through television. While 3.7 billion people watched some part of the Olympic Games on television, only 20 million unique visitors used the Web to access Games-related information.

In the short-term it is likely the IOC will continue to work with its broadcast partners to determine how best to capitalize on new media technologies to enhance the broadcast experience for the fan. Not only are there benefits to such coordination, e.g., one medium can drive viewers to access content on the other in a seamless fashion, but each broadcast partner can help determine which technology is most appropriate for its local culture.

In terms of news coverage, the IOC will work with interested parties to determine a workable news access policy for the new media, perhaps in time for the 2002 Olympic Winter Games. In the past, the IOC developed a similar news access policy for non-rights holding television broadcasters so they could cover the Games while not being able to broadcast the events.

The IOC World Conference on Sport and New Media was organized by the IOC in association with SportBusiness Group and Dow Jones Conferences.