

OLYMPIC AND INTERNATIONAL STUDIES

Avery Brundage and the Gentlemen of the Press

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From 1932 to 1972, the Olympic Movement attracted increasing attention from newspaper and magazine reporters and columnnists, radio announcers and television commentators. Site selection decisions, eligibility controversies, national competitions, boycott movements and individual and team performances were covered by increasing numbers of media representatives. As President of the U.S.O.C. and the I.O.C., Avery Brundage represented the Olympic Movement, announced and defended decisions and policies, and “took the heat.” “Slavery Avery” and “Avery Umbrage” thrived on media criticism. This paper explores his training, experience and performance as the spokesperson for Olympism and examines the Olympics in the context of the expanding market for sports information.