

**Sad Tale, Good Tale: Olympic Sports Venues and Community Infrastructure in the Legacy of Hosting the Games**

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**Session: Historical Considerations of the Olympic Movement**

**Tuesday, 10:45 a.m.-12:15 p.m., room 302**

The Baron Pierre de Coubertin’s original scheme for Modern Olympic Games, presented at an international sports conference at the Sorbonne in Paris in June 1894, made few provisions for the financial underwriting of the grand project. Providence and the beneficence of host cities and, of course, states/provinces and national governments would somehow take care of financial costs. And this is exactly what occurred for the first three-quarters of a century in modern Olympic history. And even from the early 1970s when Olympic host cities, the fundamentally responsible parties for mustering the financial means for executing the Games, began to realize some revenue from the proceeds of television rights fees and, later, in the 1980s when corporate sponsorship income was added to the revenue pot, there still remained vast deficits between income and expense, deficits that state/provincial and federal governments were called upon to rescue. There has never been an Olympic Games, Winter or Summer, where a host city was able to balance every cost associated with putting on the Games from the traditional revenue sources it had at its disposal—so-called private monies in the form of television rights fees, corporate sponsorships fees, ticket sales, coin sales, sales of licensed goods, and private donations. Thus, the application of public financing has always been a fact of life. If then, it is a fact that bidding for, organizing, and executing Olympic Games is a costly and high risk enterprise, then why do various cities in the world feverishly compete with each other to become an Olympic Games host? One major factor, in that regard, is the opportunity to vastly improve a city’s sporting venues and its infrastructure quality, especially with regard to transportation and communication facilities. With that in mind, this paper examines the abysmal legacy of Olympic facilities (“Sad Tale”) and, conversely, the positive legacy of infrastructure quality (“Good tale”). The examination is informed by various secondary and primary sources, particularly newspaper reports relevant to the hosting cities examined, in terms of both Winter and Summer Games hosts.

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**Athlete Social Responsibility (ASR): A Grounded Theory Inquiry into the Social Consciousness of Elite Athletes**

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**Session: Open Session**

**Tuesday, 4:30-6:00 p.m., room 304**

Sport in Canada is struggling to demonstrate that it is accountable, value-based, and socially responsibility. Simultaneously, there is a growing consciousness among elite athletes to use the power and appeal of sport to affect meaningful social change.

Through in-depth interviews I sought to understand what values and experiences motivated and enabled 20 elite Canadian athletes to become involved in social and political activities. I employed a grounded theory approach to analyze interview data and to develop the Athlete Social Responsibility (ASR) framework.

My results show that ASR is grounded in athlete identity, including a heightened awareness

that the role and responsibility of being an athlete extends beyond competing. At early stages in my interviewees’ development, sport provided discipline, direction, and purpose. After achieving a degree of success, these athletes indicated that becoming socially and politically active was a way to give back that was instrumental in their continued development. They voiced frustration that the current sport system does little to encourage such engagement and offered a number of innovative ways in which the current system could adopt an ASR perspective. These ideas included, but were not limited to: developing a resource to help athletes find their cause and link with related organizations, companies, or charities; helping athletes find ways to connect to their local communities; and restructuring the Canadian Athlete Assistance Program to include both performance and ASR criteria.

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**The Olympic Reformations in the History of the Modern Olympic Movement**

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**Session: Historical Considerations of the Olympic Movement**

**Tuesday, 10:45 a.m.-12:15 p.m., room 302**

This paper will discuss the historical, socio-cultural, political and economic contexts which led to the need for an Olympic Reform in 2000. It will consider the changing nature of the ideology of Olympism in the modern global Olympic era based on an analysis of writings, correspondence, speeches and other archival and documentary sources of key figures of the Olympic Movement. Olympism has been criticised for being inherently contradictory and this paper will illustrate that the nature of this philosophy has been a contested one in the discourse of the modern Olympic Movement. Olympism’s rhetoric called for universal ideals and equal opportunities for all people and all nations, but at the same time it may be seen as exclusionary, elitist and racist. Indeed, the organisation of Regional Games wherein the ‘colonised’ were given the opportunity to participate and win against the ‘colonisers’, the gradual admission of women into the Olympics and the democratisation and popularisation of Olympism to the working classes in the inter-war period may be seen as strategic responses of the IOC to secure the survival of the movement or perhaps as ‘punctuated’ changes of Olympism, necessitated by geopolitical and social events that took place during this period. In this light, the Olympic Reform will also be examined and evaluated in the contemporary socio-cultural, political and economic context for identifying how such reform can be linked to past Olympic attempts for survival and whether it actually has delivered what promised to be a new turn in the Olympic history.

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**The Recent and Current State of the Olympics’ and Olympic-related firms’ international labor practices**

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**Session: Corporate and Institutional Social Responsibility**

**Wednesday, 10:15 a.m.-12:15 p.m., room 304**

In 1992 at the Barcelona Games the U.S. men’s basketball “Dream Team” ratcheted up attention on the labor practices of Olympic-related firms and those firms’ Olympic endorsers. In

August of that year an article by Jeff Ballinger concerning Nike’s labors practices in Indonesia ran in *Harper’s*. Not so coincidentally, that same month the Dream Team was regaling fans across the globe with its play. Ultimately, the Ballinger article brought a firestorm of criticism upon Nike that in time contributed to a change in Nike’s labor practices. In 2002 Hal Kurtis, of Wieden and Kennedy, Nike’s marketing arm, explained, “The labor thing was a punch to the gut for the brand, and it took a couple of years to recover.”<sup>1</sup>

Of late, the international labor issue with regard to the Olympics and Olympic-related firms does not seem to have generated the same amount of attention as it did in the 1990s. At the University of Toronto’s conference on “Olympic Reform,” I would like to present a paper on the recent history and current state of international labor practices with regard to the Olympic movement.

To what extent the Olympic movement has gone, and should go, in order to show respect for universal fundamental ethical principles remains hotly debated. When it comes to labor, the International Olympic Committee (IOC) has partnered with the International Labor Organization (ILO) to deal with labor issues, particularly in regard to child labor. And firms associated with the Olympic Games, such as Nike, have made progress on the labor front. But many critics of the IOC remain. An in-depth look at how actively the IOC promotes progress on the labor front and how some leading athletic firms have been handling labor issues would, in my humble view, contribute to what promises to be an enriching conference.

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**Is It Possible to 'Reform' Elite Athletes Who Dope?**

**John Hoberman, University of Texas**

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**Session: Doping as a Cultural and Sporting Phenomenon**

**Tuesday, 4:30-6:30 p.m., room 302**

In his Memoir "Inside Dope" (2006), Richard Pound offers the following observation: “The phenomenon of doping is so widespread, and the passive acceptance of it so profound, that it requires concerted and coordinated understanding and action for the cure to be effective” (220). Having conceded the enormity of the problem, Mr. Pound presents a series of proposals that will be familiar to anyone who has followed this discussion. Among other measures, this reform program includes "educational efforts" (223) designed to change attitudes toward doping. The idea that elite athletes can be “educated,” or “reformed,” out of their doping habits has been frequently invoked but seldom examined. This is an important question, since the alternatives to the reformation of doping athletes is either (1) the further development of invasive surveillance in pursuit of “physiological transparency” or (2) the gradual legalization of doping that both Mr. Pound and this author oppose.

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<sup>1</sup>Bob Garfield, “Best of Show; and Apparel/Accessories: Nike; ‘Freestyle,’” *Advertising Age*, 6 May 2002 [on-line] <http://www.highbeam.com/doc/1G1-85673767.html>: accessed 10 August 2007.

**The Youth Olympic Games: Analyzing Institutional Performance in Olympic Context**

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**Session: Philosophical Approaches to Olympism and Olympic Reform**

**Tuesday, 2:45-4:15 p.m., room 302**

The Youth Summer and Winter Olympic Games will be held in 2010 in Singapore and 2012 in Innsbruck (Austria) respectively. IOC President Rogge introduced this Olympic initiative as the newest example of the Olympic Movement's and the IOC's commitment to deepening social responsibility and developing a healthier new generation through Olympism worldwide. The bidding process for hosting the first Youth Olympic Games started in 2007 and the submitted files have been evaluated by a Panel of Experts and the Evaluation Commission during 2008 carefully (Ivan, et.al, 2008).

Analyzing the candidature cities files, the IOC's Commission evaluation methods and criteria, as well as the original candidature guidelines and questionnaires issued by the IOC this study would like to give some insights to the debate whether "we led to believe that the YOG really will not have any pursuit of medals as its major objective?" (Baka, 2008).

In order to study institutional performance we must measure actions, not just words; we must be careful not to give institutions credit or blame them for matters beyond their control (March & Olson, 1989). Analyzing the YOG candidature files and the IOC criteria and methods of their evaluations this study would like to apply an institutionalist framework to measure the IOC's performance in staging this new Olympic initiative while offering the opportunity to monitor the effectiveness of this new Olympic initiative from its very infancy.

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**Struggling to Express: Athletes' Rights, Media Freedom and Olympic Reform**

**Margaret MacNeill, University of Toronto**

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**Session: Gender, Equity, and the Media**

**Wednesday, 10:15 a.m.-12:15 p.m., room 302**

*"We will give the media complete freedom to report when they come to China" (Wong Wei, Vice President of the Beijing Organizing Committee, 2001).*

This paper explores the struggles over athletes' rights to expression and media freedom surrounding the Beijing Olympics. During the 2001 bidding process for the summer games of 2008, the government of China pledged full media freedom and improvements in human rights – pledges subsequently not upheld. Numerous media watch, athletes' and human rights groups called on governments, the International Olympic Committee (IOC) and national Olympic committees (NOCs) to speak on defense of humans rights in China. These demands included ensuring athletes' rights to peaceful free expression would be guaranteed and media freedom would be brought up to international standards. Instead, Rule 51 of the IOC's *Olympic Charter* was invoked by some NOCs to prevent "propaganda", blogging or demonstration of a "political, religious or racial" nature by athletes. Foreign journalists were provided temporary freedoms and/or chaperoned access to locales outside Olympic venues, as well as warned by cybercops to engage only in "harmonious browsing" when communicating online. In response to these abuses advocacy groups such as Olympic Watch

called the IOC’s “silent diplomacy ... ineffective” (July 30, 2008) and demanded the release of all people persecuted from Olympic protest or journalistic activities, and demanded the government of China guarantee free access to information. To ensure basic human rights to expression are fostered and upheld, reform efforts continue to be struggled over on many levels, including the need to: connect athletes’ rights to broader human rights interventions; eliminate Rule 51 in the *Olympic Charter*; pressure the IOC to develop sounder policies and procedures for redressing failed promises by games organizers, particularly promises to protect basic human rights; ensure basic expression rights are not superseded by ‘freedom of commercial speech’ assumed exclusive sponsors; and prepare athletes and media to navigate local cultures in relation to a global political-economic nexus surrounding major events.

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**The Interpretation of Environmental Sustainability (ES) by the IOC/Olympic Games, 1998-2008**  
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**Session: Vancouver 2010 and Sustainability**  
**Tuesday, 10:45 a.m.-12:15 p.m., room 304**

Today, around the world, the environment faces threats from human activities (United Nations Development Program, 2005). Protecting the environment has been called environmental sustainability (ES). Bhattacharya and Sen (2004) defined ES as a component of corporate social responsibility (CSR) that included acting to not harm the earth. In 1994, the International Olympic Committee (IOC) recognized ES by adding a paragraph to the Olympic Charter that positioned the environment as the third pillar of Olympism (Frey, Iraldo, & Melis, 207; IOC, 2005).

The purpose of this qualitative multi-case study was to examine the concept of ES in the Olympic Movement, specifically the IOC and OCOGs. This research examined the IOC’s interpretation of ES within the Games over a 10-year period, from 1998 to 2008. The content analysis method followed the steps established by Wolfe, Hoeber, and Babiak (2002) that included determining the sampling units, text to be analyzed, themes and sub-themes to be coded, and the coding mode. The themes and sub-themes were framed with the Sport Event Environmental Performance Measure (SE-EPM) by Mallen, Stevens, Adams, and McRoberts (2009, under review). The SE-EPM is a sport specific, comprehensive environmental performance tool based on the Xie and Hayase (2007) business industry tool.

The results were derived using Raufflet’s (2006) Corporated Environmental Management framework that addressed the ability to map organizations and their relations with the environment. In addition, congruence theory as defined by Ghobadian, Vieny, & Holt (2001) was utilized to determine the gaps that exist between environmental policy and practice.

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**Olympic Leadership and Reform: The Salt Lake City Bidding Scandal and the IOC's Crisis Management Response**

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**Session: Historical Considerations of the Olympic Movement**

**Tuesday, 10:45 a.m.-12:15 p.m., room 302**

This paper examines the historical foundation, evolution, and response to what has been characterized as one of history's most "corrosive" media sports crises. It explores how those within the International Olympic Committee (IOC) confronted and managed the organization's response to concerns expressed by members of the Olympic family following allegations that officials charged with the responsibility of securing the 2002 Winter Olympic Games committed serious improprieties.

There has been significant speculation concerning the impact of the Salt Lake City bidding scandal on the state of Olympic marketing programs, television and sponsor relationships. Within the IOC, a specific communications and management program was designed to keep the marketing and broadcast partners fully briefed. The addition of Hill & Knowlton, an international public relations firm with offices in more than 41 countries, to its team of lawyers and marketing experts is indicative of the IOC's current efforts to manage potential crises before they burst onto the stage of public awareness.

An array of primary sources has been employed to pursue this examination. These sources include the minutes of the IOC Sessions and Executive Board Meetings, correspondence with key historical actors, including an in-depth examination of the personal files of the former International Olympic Committee (IOC) Marketing Commission Chairman, Richard W. Pound. Contemporary media reports have also assisted the authors in providing the necessary context for this analysis.

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**Educating Future Sport Leaders: The Altruistic Leadership Model of Olympism and Peace Building Initiatives**

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**Session: Philosophical Approaches to Olympism and Olympic Reform**

**Tuesday, 2:45-4:15 p.m., room 302**

The higher education of future sport leaders occurs in sport management programs across the world. Initiatives to develop contemplation and involvement of university students in Olympic reform would help encourage, develop, and prepare future Olympic leaders. As Schneider (2000) stated, the Olympic Movement is at an intellectual crossroads. The altruistic leadership model serves as an intellectual foundation for developing positive contemplation and positive motivation toward Olympic reform. This is accomplished in a context of Olympism (Bronikowska & Malgorzata, 2008; Segrave & Chu, 1981) and peace building initiatives of celebrating humanity (Maguire, Barnard, Butler, & Golding, 2009) studied from a cross-disciplinary analysis of historical, philosophical, sociological, political, and psychological research. However, prior to involvement of students in experiential educational activities such as class projects and study abroad programs revolving around the Olympics, students broaden their perspective with curriculum designed to educate future sport leaders on the importance of increasing their circle of concern for people of all cultures, developing themselves as leaders of integrity and balance, and stimulating a desire to help others. The altruistic

leadership model of Olympism and peace building initiatives focuses on five components: 1) circle of care for all cultures, 2) personal character development, 3) consistency of motivation and spirit, 4) encouragement of life balance, and 5) empowerment of others (Miller, 2003). Cross-cultural knowledge, competence, and concern are connected to contemporary sport leadership development. Students develop management skills of planning, organizing, and controlling as they learn to develop a vision for increasing Olympism and peace building initiatives.

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**An uneasy pairing: Corporate Social Responsibility and the Olympic Movement**

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**Session: Corporate and Institutional Social Responsibility**

**Wednesday, 10:15 a.m.-12:15 p.m., room 304**

Recently, mega-events have increasingly been held up for their potential to positively impact social and community development (Babiak & Wolfe, 2006; Misener & Mason, 2006). However, the arguments made for these positive impacts are often outweighed by the negative impacts of high profile events. As a means of countering the negative associations with large events, bid and organizing committees have begun to adopt a Corporate Social Responsibility (CSR) ethic aimed at increasing the positive social and local development impact of events such as the Olympic Games. The strategic policy initiatives currently in place by both VANOC 2010 and LOCOG 2012 represent steps towards accommodating social and environmental interests; however, the framing of CSR activities appears to conflict with the primary goals and activities of the corporations supporting the staging of these events. As such, CSR practices are being used primarily as a social marketing tool and subsidiary activities for pre-event exposure. While the adoption of CSR and related policies might be an effective tool to enhance reputation, positively influence perceptions of the event, and reduce event criticism, it appears to currently be relatively incompatible with the events process. Furthermore, the structure of the Olympic Movement and the lack of transparency surrounding games-related activities suggest an incongruity between the principles of CSR and the Olympic Movement. This paper will discuss this incompatibility of CSR practices as a means of deflecting negative associations with the games.

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**Promoting Human Rights in the Olympic Movement: The Development and Implementation of the Human Rights in Sport Checklist and the Athlete Bill of Rights**

**Amber Morris and Eli Wolff, Northeastern University**

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**Session: Open Session**

**Tuesday, 4:30-6:00 p.m., room 304**

The Human Rights in Sport Checklist and the Athlete Bill of Rights are tools for gaining a better understanding of the accomplishments in the field of human rights within sport as well as areas that may need more focus and direction. The authors will introduce the approach utilized in developing the two tools, and will facilitate an open dialogue, receive feedback and input, and discuss opportunities and strategies for application and implementation of the Human Rights in Sport

Checklist and the Athlete Bill of Rights. The presentation will focus on human rights and athlete rights within the Olympic Movement.

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**Media coverage of Paralympic Games in Europe: Analyzing Gender Issues.**

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**Session: Gender, Equity, and the Media**

**Wednesday, 10:15 a.m.-12:15 p.m., room 302**

Several studies point to the invisibility of Olympic female athletes covered in the media. When female athletes are given media coverage, they are frequently portrayed in scenarios unrelated to the dimensions of sport, and their image is trivialized and sexualized. Contrary to the plethora of studies focusing on media depictions of “abled” female athletes, literature on the media coverage of disabled female athletes remains scarce.

Thus questioning about the particularities concerning the media treatment of female athletes with disabilities seems justified. Therefore, the hypothesis that disabled athletes might not receive identical kinds of stigma as their able-bodied counterparts merits further attention. Particular characteristics of the conditions of disabled athletes should be explored, because women with disabilities are at a risk of experiencing a double disadvantage for being both a woman and disabled (Hargreaves, 2000).

In the present study, a quantitative and qualitative analysis of the Sydney 2000, Athens 2004 and Pekin 2008 Paralympic Games has been made, including photographs and articles from German, English, Spanish, and French newspapers. The quantitative part of the analysis will include comparisons to the coverage given to female athletes and male paralympic athletes. On the other hand, the analysis of the qualitative elements of the text and the photographs indicate another type of stigmatization: both female and male athletes were represented within “infantilizing” and “trivializing” media frames.

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**Olympic Drug Reform: Learning From History.**

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**Session: Doping as a Cultural and Sporting Phenomenon**

**Tuesday, 4:30-6:00 p.m., room 302**

A policy’s legitimacy ultimately depends upon how internally consistent it is with the principles and social practices of the organization from which that policy emerges. When policy diverges from principles and practices, it can only be enforced so long before it meets growing resistance and opposition. This presentation considers one of the most important policies in Olympic history: the prohibition against the use of certain substances and methods – ‘anti-doping’. Despite almost a half-century of prohibition and regulation of banned substances and methods, despite an ever-growing culture of surveillance over athletes’ lives, and despite specific reforms since 1998, which of course are reflected in the general theme of this conference, the ‘drug problem’ continues unabated in world-class, high-performance Olympic sport. This presentation considers recent ‘reform’

in terms of new, emerging research into the history of drug use and the creation of drug prohibitions in the Olympic movement. Specifically, the critical analyses of two recently published texts are combined to generate an informed examination of current drug policies, practices, and reforms. Paul Dimeo's *A History of Drug Use in Sport 1876-1976: Beyond Good and Evil* (London and New York: Routledge, 2007) is considered alongside Rob Beamish and Ian Ritchie's *Fastest, Highest, Strongest: A Critique of High-performance Sport* (London and New York: Routledge, 2006). While the historical accounts and approaches taken in each case are different in some ways, the texts reach the same conclusion with regards to drug use and prohibition: the *real* social, political, and historical factors that have influenced drug use and prohibition in the Olympic movement suggest that the policy trajectory taken towards 'doping' in world-class, high-performance sport in the last half-century has been misguided. Implications in terms of current and potential alternative reform measures are considered.

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**A Healthy Anniversary? Exploring Narratives of Health in the 1968 and 2008 Olympic Games**  
**Parissa Safai, York University, Nancy Theberge, University of Waterloo**  
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**Session: Athletes' Health**  
**Tuesday, 2:45-4:15 p.m., room 304**

Researchers are increasingly examining the tenuous relationship between participation in high performance sport and health and well-being, and yet IOC-sanctioned and popular discourse around the Olympics remains replete with references to the supposed healthfulness of the Games. While ironically the word 'health' is only used twice in its Charter, the IOC explicitly identifies one of its roles as "[encouraging] and [supporting] measures to protect the health of athletes." Forty years separate the 2008 Beijing Games from the 1968 Mexico City Games and yet both Games were marked by significant attention to and discussion around the health (and performance) of athletes. Using these Games as two bookends, this paper explores national and international media coverage of the 1968 and 2008 Games with regard to health and well-being. The intent is to compare and contrast the mediated narratives around health that circulated through these Games as separated by 40 years, and to examine these narratives as markers of 1) continuity and change in health concerns identified with the Olympics and 2) influence of IOC reforms on athletes' health and well-being over this period of time.

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**Gender Equity and the Olympic Games**  
**Amanda N. Schweinbenz, Laurentian University**  
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**Session: Gender, Equity, and the Media**  
**Wednesday, 10:15 a.m.-12:15 p.m., room 302**

On August – 2008, International Olympic Committee (IOC) member Dick Pound opened the Ninth International Symposium for Olympic Research at the Capital University of Physical Education in Beijing, China. Pound spoke openly and freely about the IOC, the Olympic Movement, and trials and tribulations of both. Amidst his address, Pound briefly noted the IOC's quest for gender equity

in the Olympic Movement and commented that they had “pretty much” achieved equality for women within the Olympic Games but had significant work to do to achieve this within the organization itself. Unfortunately Pound failed to recognize that the IOC’s perception of equality, or a “50-50 balance on the programme” is far from equitable.<sup>2</sup> The Olympic programmes for both the summer and winter Games continues to discriminate against female athletes in terms of the number and types of events available for participation. The IOC continues to argue that the restrictions placed on women’s sport in the Olympic Games reflects global participation levels, however, they fail to recognize that access to Olympic competition helps to increase funding, access, and the number of women participating in sport.

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**The Suppression of Emotion and the Disregard of Health Problems in Elite Amateur Sport: Addressing Athlete's Rights for Healthy Training Environments**

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**Session: Athletes’ Health**

**Tuesday, 2:45-4:15 p.m., room 304**

This study examined Foucault’s (1977) concept of normalization as it applies to the emotions of female elite amateur rowers. In addition, investigations are made as to how a specifically developed technology of emotion, an addition to Shogan’s (1990) technologies of gender, race, ability, and sexuality, functions through normalization to coerce athletes to continue to train when they are unhealthy.

In-depth interviews were conducted with 11 retired elite amateur female rowers who suffered health problems when they were training for rowing yet who continued training despite these health problems. Analysis of the data identifies the technology of emotion and the normalization of emotion as influential factors in the rowers’ decisions to continue training after they developed injuries and eating disorders and as their health continued to deteriorate. All the rowers in this study retired from rowing due to complications stemming from injuries and related health issues that went unacknowledged.

Interpretation of the data shows evidence that all the rowers suppressed their emotions so as not to appear mentally weak. The rowers needed to express their concerns about training volumes and health issues in order to minimize the deleterious effect that continued training eventually had on their health. The coaches influenced the rowers’ behaviours and needed to encourage their athletes to express themselves. It was evident that the rowers and coaches were fixated on finishing first, which persuaded both parties to ignore issues identified in this thesis. This study concludes with suggestions for further research directions, recommendations for practice, and a call for a critical look at practical alternatives to the “winning at all cost” philosophy so prevalent in high performance sport today.

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<sup>2</sup>Richard Pound, “The Future of the Olympic Movement: Promised Land or Train Wreck?” In *Pathways: Critiques and Discourse in Olympic Research*, edited by Robert K. Barney, Michael K. Heine, Kevin B. Wamsley, and Gordon H. MacDonald (London, ON: International Centre for Olympic Studies), 17.

**The Permanent State of Competition**

**Sean Smith, European Graduate School**

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**Session: Doping as a Cultural and Sporting Phenomenon**

**Tuesday, 4:30-6:00 p.m., room 302**

Article 12 of the United Nations Universal Declaration of Human Rights dictates that “No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation.” In the contemporary high performance sporting arena, however, we might justly question if these same rights of privacy are extended to the athletes themselves. To police doping practices in high performance sport, the World Anti-Doping Agency has assumed formidable powers of registration and control over competing athletes, which allow it to draw biological specimens from an athlete’s body in or out of competition with no advance notice; which require athletes to provide accurate whereabouts information at all times for said testing; which reserve the right to retroactively nullify previous results should future detection techniques be discovered within an eight-year statute of limitations; and which tracks subjects longitudinally through an “athlete passport” system. This essay suggests that the conditions have been created through which high performance sport participation is subject to continual surveillance across both space and time, and that the formerly discrete site of sporting competition has topologically transformed such that it becomes a permanent condition of athletic being.

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**Integrated Development of Mass and High Performance Sport: a Global Model**

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**Session: Open Session**

**Tuesday, 4:30-6:00 p.m., room 304**

After reviewing the literature describing 28 national sport systems, Smolianov and Zakus (2008) suggested a global heuristic model for integrated development of elite and mass sport. In this paper, the authors apply their model to propose practices the International Olympic Committee (IOC) could employ to promote wellness for everyone and, at the same time, identify and train talented individuals for high performance. To achieve the above, the following three levels of the model were applied.

The *macro* level which includes cultural, socio-economic, governmental, and organizational support mechanisms and structures for the development of a national sport system, such as:

- a national system of sport clubs and sport schools
- subsidization of and tax deductions for individual sport expenses
- tax deductions to companies after their sponsored athletes and employees demonstrate positive behavioral changes
- lotteries’ support of sport.

The *meso* level which covers personnel, services, and infrastructures enabling sport programs, including:

- scientific education and support of coaches
- systems of competitions integrating local and international schedules and policies of commercial and amateur tournaments

- contests judged by competing regions' level of health, crime rate, number of participants, and actual sport results
  - multi-sport facilities in regional centers to service all levels of sport participation and diverse socio-economic groups.
- The *micro* level which implies operations, processes, and methodologies for a 12-18 year healthy progression of individual athletes, allowing to:
- compete at older age
  - gradually transfer to individualized recreational activities.

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**Our Flag Was Still There: Processes of Resignification and the Use of the American Flag at the 2002 Salt Lake City Olympic Opening Ceremonies**  
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**Session: Open Session**  
**Tuesday, 4:30-6:00 p.m., room 304**

The 19th Winter Olympic Games in Salt Lake City took place not only in the shadow of the controversy and scandal surrounding the awarding of the Games, but also in the shadow of the events of September 11th, 2001. This paper examines the use of what I refer to as the Ground Zero flag, found in the rubble of New York's Twin Towers, at the Salt Lake City Olympics, and discuss the meanings, the messages and the motivations behind its usage. While the use of any flag is never apolitical, the use of this particular flag is remarkably political, fraught with controversies and connotations. This paper examines some of those issues, and in so doing, discusses some of the political controversies surrounding the Olympic Games. I argue that the use of the Ground Zero flag not only served as a symbol of American resiliency after the events of 9/11, but also served as a means of resignifying the Salt Lake City Games themselves. Rather than being remembered for the scandals, the use of the Ground Zero flag works to associate the Games with America's response and reaction to the events of September 11th. As a result, the Games themselves are transformed into a symbol of strength in the face of adversity.

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**Auxiliary Rules of Reform: A Critical Analysis of Olympic Eligibility and Ineligibility**  
**Sarah Teetzel, University of Western Ontario**  
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**Session: Philosophical Approaches to Olympism and Olympic Reform**  
**Tuesday, 2:45-4:15 p.m., room 302**

The International Olympic Committee (IOC)'s efforts to address the fifty areas of improvement outlined by the 2000 Commission following the Salt Lake City bid scandal have not gone unnoticed. However, accepting and maintaining the status quo without critical reflection allows questionable practices to flourish and continue unchallenged, and concerns that warrant further study still exist within the Olympic movement. Before positive action can take place, problems and areas of concern need to be identified. A dilemma arises in the Olympic movement when official policies and rules fail to maximize equality among participants. Compared to the constitutive and regulatory

rules of sport, little critical analysis has been done on sports' auxiliary rules concerning who can compete and under what conditions. Analysis of the auxiliary rules of sport shows that a discrepancy exists between the IOC's stated Olympic ideals and the mandated rules of participation set out in the *Olympic Charter* and rulebooks of the International Federations (IFs). Using a mixed ethical theory framework, this presentation analyzes the philosophical notions of equality, justice, and desert in the context of Olympic eligibility and reform. Through a comparative analysis of the Olympic ideals and the eligibility rules of participation, this presentation investigates whether auxiliary rules of Olympic sports continue to work against the notion of equality in sport today. I question whether some of the rules stipulated by the IOC and IFs are unfair, discriminatory, and unable to stand up to moral scrutiny.

This presentation raises several issues related to the conference themes and could contribute to the following sessions: *Critical Analysis of the Reform Package*, *Olympic Reform: Monitoring and Advocacy*, and *Athletes' Rights*.

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**“There’s Nothing Like an Olympic Games”: A Comparative Analysis of the Practice of Sport Medicine in Two Contexts**

**Nancy Theberge, University of Waterloo**

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**Session: Athletes' Health**

**Tuesday, 2:45-4:15 p.m., room 304**

Recent decades have seen an increasing integration of sport medicine into the support structure for high performance athletes. The practice of sport medicine occurs in a variety of contexts including at athletes' home training centres, when teams are away from their home base at training camps and competitions, and at Major Games competitions, most notably the Olympics. This presentation provides a comparative analysis of the practice of sport medicine in two settings at the highest levels of sport: at the Olympics and when national teams are away from their home base at training camps and competitions. Drawing upon interviews with physicians and physiotherapists who work with Olympic athletes in Canada, the presentation examines how work setting conditions the content of professional practice in sport medicine. In light of the conference theme, the discussion highlights the main features that condition professional practice at the Olympics: the presence of a multidisciplinary medical team working in a well supplied clinic, the extreme competitive pressures, and the scrutiny of professional work that follows from these pressures and the extensive media coverage that accompanies the Olympic Games.

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**Sustainability, Community Capacity and the 2010 Winter Games**

**Nicolien van Luijk and Rob VanWynsberghe, University of British Columbia**

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**Session: Vancouver 2010 and Sustainability**

**Tuesday, 10:45 a.m.-12:15 p.m., room 304**

The International Olympic Committee's (IOC) adoption of the 3rd pillar of sustainability and the 2010 Vancouver Olympic Games' sustainability mandate marks a new standard for mega-events

in fostering community capacity. Community capacity is described as an ongoing, cyclical, iterative process that draws on the potential of individuals, organizations, and the community to address issues of concern and effect change. During the early stages of Vancouver’s bid to host the 2010 Winter Games, the Impact On Communities Coalition (IOCC) was formed, which embodied a non-partisan approach; aiming, to monitor, evaluate and make recommendations about how to maximize positive and/or mitigate negative effects of the 2010 Games. This paper links to the conference theme of Olympic Reform: Monitoring and Advocacy, as it examines the role the IOCC has played in shaping the organization of the Vancouver and Whistler Games in terms of achieving its sustainability mandate. It also considers the extent to which community capacity has been enhanced and/or estranged during the development of the Games. The paper uses evidence from five-years of research through surveys, interviews, documents and video of a public forum. The results suggest that the 2010 Games has not provided the Vancouver and Whistler communities with the enhanced community capacity that it potentially could have and in turn the achievement of several sustainability goals (as outlined by VANOC) may never be realized. These findings highlight the challenges that surround the effective implementation of the 3rd Olympic pillar, which ultimately holds implications for the IOC as a proponent for sustainability.

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**The Olympic Games Impact (OGI) Study and the 2010 Winter Olympic Games: A Study in Monitoring the Games’ Sustainability**

**Rob VanWynsberghe, University of British Columbia**

**Email: rvanwyns@interchange.ubc.ca**

**Session Vancouver 2010 and Sustainability**

**Tuesday, 10:45 a.m.-12:15 p.m., room 304**

The paper fits within the Olympic Reform: Monitoring and Advocacy area. It reports on the Olympic Games Impact (OGI) study, a standardized, cross-Games effort to monitor, measure and report on the overall environmental, social and economic affects of the Olympic Games on the host city. The author is in charge of the first group of researchers tasked with the comprehensive application of OGI. This paper presents a brief history of OGI and an overview of the strategies currently being employed to collect and analyze indicator data and for detecting Games impacts on the host region. Prospects for OGI as an important criteria for awarding winning bids and ensuring host legacies are discussed.

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**Right To Play Canada: An Examination of National Support for an International Cause**

**Glenn Wakefield, Brock University**

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**Session: Corporate and Institutional Social Responsibility**

**Wednesday, 10:15 a.m.-12:15 p.m., room 304**

Right To Play is broadly recognized as an international humanitarian organization that uses sport and play programs to promote health, develop life skills and foster peace for children and communities in some of the most disadvantaged areas of the world (Right to Play, 2007). Since 2003, Right To Play has worked diligently implementing development programs in a number of

disadvantaged international communities, while at the same time, establishing important national Right To Play offices in countries which have enabled financial support for these programs through specific fundraising and awareness campaigns. Right To Play Canada is a leading example of a national office which has sustained a number of successful giving initiatives, and as a result, provides important insight into national support for international sport for development and related programming.

The purpose of this presentation is to share preliminary work examining the specifics of national support for Right To Play Canada, including an examination of the demographics of donors (including corporate partners, grassroots organizations, private foundations, personal contributors, and, government entities) as well as the motivations for donor support. Findings from this study will reveal a profile of ‘national’ support for ‘international’ sport for development. Recommendations for the field will be examined, including a discussion of the importance of these findings to the greater dialogue of the value of ‘sport for development’ – especially timely in light of the recent IOC decision to not renew their Right To Play relationship, and, directly relevant to Canada’s hosting of the 2010 Winter Olympic Games.

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**Smoking Mirrors: An analysis of women’s nude reflections and inequities in the Olympics**

**Charlene Weaving, St. Francis Xavier University**

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**Session: Gender, Equity, and the Media**

**Wednesday, 10:15 a.m.-12:15 p.m., room 302**

From a North American liberal feminist philosophical perspective, I will argue that for the last ten years, female Olympians have struggled to find positioning and empowerment within the Olympic Movement. Moreover, prior to the 2000 Sydney Olympics, there was an influx of women Olympians who chose to pose nude in various mediums (from *Playboy* magazine, to popular mainstream men’s magazines such as *FHM* and *Maxim*). This nude trend has significantly increased over the past Olympiads. Most recently, Canada’s women’s biathlon team released a nude calendar in order to raise money to finance their participation at the upcoming Vancouver 2010 Games because they are not carded athletes nor funded by the TOP program.

Themes of hyper-sexualization, inequality, and sexism will be addressed in order to demonstrate the moral claim that we should *still* be concerned about women’s plight in the Modern Olympic Games. Additionally, because women’s overall participation and the availability of women’s Olympic events has substantially increased, we tend to assume, at first glance, that women are in solid positions in terms of equity; however, a more in depth examination that goes beyond the scope of mere number comparisons proves otherwise.