

We all experience doubts and fears as we approach new challenges. The fear diminishes with the confidence that comes from experience and faith. Sometimes you just have to go for it and see what happens. Jumping into the battle does not guarantee victory, but being afraid to try guarantees defeat. ■ BRIAN GOODELL

In general, the majority of respondents surveyed felt positive about the 2004 Olympics and Greece. Citizens in five major countries (United States, United Kingdom, Spain, Germany, and France) considered Greece to be a “safe destination,” a “modern European country” that organized “technically excellent” Olympic Games with a “human dimension.” A nationwide survey showed that a majority of Greeks believe that the success of the 2004 Olympics enhanced the position of Greece on the international stage.

Cost of Success

In November 2004 the Greek government announced the cost of the 2004 Olympics. At approximately \$11.6 billion, they were the most expensive Olympic Games ever. The security expenditure alone—\$1.39 billion—almost equaled the total cost of staging the Olympics in Sydney (\$1.5 billion). Greek Deputy Culture Minister Fani Palli-Petralia stated, “We had very successful and very safe Games but we also had very expensive Games.”

Fears by the IOC that it had awarded the 2004 Olympics to a small, poor country were unfounded. Members of the IOC and many others left the closing ceremony with images that linked Greek history and its modern reality as the music of *Zorba the Greek* rose to a crescendo. The Olympic symbol of five interlinking rings, along with the emblem of the 2004 Olympics—a branch from an olive tree intertwined in a circle—reached an audience that no other event can reach. Jacques Rogge wrote in the final issue of the Olympic Village bulletin: “All together, we have shared in the emotion and passion generated by the Olympic Games, this universal rendezvous symbolized by tolerance, peace and friendship.”

Ian Jobling

Further Reading

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Olympics, Summer

The Summer Olympics are the world’s biggest sports event. At the first modern Olympic Games in Athens, Greece, in 1896 fewer than 250 athletes from thirteen nations participated. Today more than ten thousand athletes from around the world participate. The Athens Olympics in 1896 and 1906 lasted only ten days. In contrast, the games between 1900 and 1928 lasted several months; weekly periods of competitions were interrupted by breaks. In 1930 Olympic officials decided that the games should last only two weeks over three weekends (sixteen days). Seventeen days have been permitted when the opening ceremony is held on a Friday.

The time between the quadrennial Summer Olympic Games is an olympiad; each olympiad begins with the opening ceremony of the Summer Olympics. Each Olympics and each olympiad are designated by Roman numerals; for example, the 2000 Olympics in Sydney, Australia, were the XXVII Olympics, and the 2004 Olympics in Athens were the XXVIII Olympics. If the games are cancelled for any reason the number designation of the olympiad remains the same. Thus, although the 1916 games in Berlin, Germany, were cancelled because of World War I, the period between 1916 and 1920 remained the VI modern olympiad. Since 1994 the Winter Olympic Games have not been held in the middle of an olympiad. From 1924 until 1992 Summer and Winter Olympic Games were held in the same year.

Baron Pierre de Coubertin (1863–1937) of France is known as the founder of the modern Olympic Games. However, even before Coubertin people had attempted to reestablish the ancient Olympics of Greece. However, these attempts—in Greece, France, England, and the United States—failed because they lacked the internationality that has been the elixir of today’s modern Olympic Games.

Coubertin did not reintroduce the Olympic Games merely to stage an ancient sports festival but rather to



Olympics, Summer

Key Events in Summer Olympics History

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| <p>1894 The Olympic Games are re-established and the International Olympic Committee (IOC) founded at the Olympic Congress in Paris.</p> <p>1896 The first modern Olympics are held in Athens.</p> <p>1900 Women are allowed to compete in only a few sports.</p> <p>1913 The Olympic flag is designed by 1981 Baron Pierre de Coubertin.</p> <p>1921 The Olympic Charter is established.</p> <p>1921 The Olympic motto, "Citius, altius, fortius" (faster, higher, stronger), is officially used for the first time.</p> <p>1928 Women are allowed to compete in track and field events.</p> <p>1930 Olympic officials set the duration of the games as two weeks over three weekends (sixteen days).</p> <p>1936 The torch relay is run for the first time at the Berlin Olympics.</p> <p>1936 The Olympics are shown on television for the first time, although only in Berlin.</p> <p>1952 Athletes are housed for the first time in an Olympic Village.</p> | <p>1956 Athletes enter the stadium for the closing ceremony in mass, rather than by nation, to signify unity.</p> <p>1968 Drug testing is used for the first time at the Mexico City games.</p> <p>1972 Twelve Israeli athletes and coaches die as a result of a Palestinian terrorist attack.</p> <p>1976 Seventeen African and Arab nations boycott the games in Montreal.</p> <p>1980 About sixty nations, led by the United States, boycott the games in Moscow.</p> <p>1981 International sports federations are asked to modify their rules to allow professionals to compete in the Olympic Games.</p> <p>1984 About twenty nations, led by the Soviet Union, boycott the games in Los Angeles.</p> <p>1984 At the games in Los Angeles professionals are allowed to participate for the first time.</p> <p>1984 Wholesale commercialization of the games begins with the Los Angeles Olympics.</p> <p>2001 The IOC is embroiled in a scandal over charges of bribery of officials to influence site selection.</p> <p>2004 The Olympics return to Athens.</p> |
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offer nations of the world a chance to peacefully compete. He hoped that young people would develop a maturity that would lead to an ability to cope with social, political, and economic challenges of the early twentieth century and become responsible and democratic citizens. Coubertin and his supporters also hoped that the Olympic Games would foster "international contacts," allowing people to represent their country and get to know people of other countries and encourage a reduction of hatred, distrust, and prejudice. Nationalism and internationalism do not, in Coubertin's opinion, exclude each other. Coubertin believed that, properly understood, peaceful internationalism corrects a narrow-minded nationalism but also acknowledges the differences and characteristics of other nations, thus disas-

sociating itself from superficial cosmopolitanism. By reintroducing the Olympic Games Coubertin planned to consolidate and extend interest in international competition. The Olympic Charter—the rules and regulations of the Olympic Games and the International Olympic Committee (IOC)—addresses this goal: "The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair-play."

Revival

The Olympic Games were reestablished and the IOC founded in 1894 at the Olympic Congress in Paris.

**Pierre de Coubertin,
founder of the
Modern Olympics.**



Coubertin was the organizer of the congress and was supported foremost by Charles Herbert of England and William Milligan Sloane of the United States. Athens was chosen as the first host city, and amateur rules were established. Coubertin was an advocate of amateurism. To Coubertin and Sloane, only amateur sports can attain the educational goals of athleticism. Both men—as well as other early Olympians—believed that the pursuit of money in professional sports often goes along with corruption, unfairness, and an unlimited exhibition of ambition. The question of amateurism was hotly disputed through many decades.

Athletes repeatedly were excluded from the Olympics because they violated the amateur rules. For example, the 1912 gold medalist Jim Thorpe of the United States lost his Olympic eligibility for violating the amateur rules. Thorpe was stripped of his gold medals because he was paid for playing semiprofessional baseball in 1910. The IOC returned Thorpe's medals to his family in 1982. During the 1970s the amateur rules were liberalized. At the 1981 Olympic Congress in Baden-Baden, Germany, international federations were asked to modify their rules to allow professionals to compete in the Olympic Games. At the 1984 games in Los Angeles professionals were allowed to participate. The highly paid professionals of the U.S. National Basketball Association competed as the Dream Team at the 1992 games in Barcelona, Spain, to much acclaim.

Coubertin regarded the Olympic Games as the institutional framework of his "Olympic Idea": Moral perfection can be realized by education of mind and body alike. Therefore, he felt, the Olympic movement should not be limited to sports alone: It should be defined in

a broader sense. Coubertin therefore established the Olympic Congresses. Until his resignation as IOC president in 1925, Coubertin organized eight such congresses. The IOC organizes Olympic Congresses at undetermined intervals. The 1914, 1921, 1925, and 1930 Olympic Congresses dealt with Olympic rules, the program, and the amateur question. The congresses of 1973, 1981, and 1994 dealt with the future of the Olympic movement, focusing on the amateur question and its liberalization, sports in modern society, and sports and the media in a social context.

Coubertin felt that only men should participate in the Olympics. However, since the 1900 games in Paris women have taken part in various Olympic sports such as tennis and golf. In 1912 women began to participate in swimming. Because the IOC refused to admit women to track and field events after World War I, the Federation Sportive Feminine Internationale (FSFI) was founded to organize a women's olympiad in 1922. At the proposal of the International Amateur Athletic Federation (IAAF) in 1928, the IOC admitted women for track and field events to avoid a rivalry. Since that time the Olympic program for women has been substantially extended. For the last twenty-five years only sports for men and women have been admitted. Today the number of women athletes is about 40 percent that of men athletes.

In 1913 Coubertin designed the Olympic flag with its five rings: the blue, black, and red rings at the top, interlaced with yellow and green rings at the bottom against a white background. The flag was hoisted for the first time at a sports festival in Alexandria, Egypt, and then at the Jubilee Olympic Congress in 1914 in



Paris. The flag was renewed by the South Korean National Olympic Committee (NOC) in 1985.

Torch Relay

The German sports leader Carl Diem in 1931 proposed a torch relay from ancient Olympia in Greece to the venue of the upcoming games to stress the link between the ancient and modern Olympic Games. In 1931 the IOC approved a torch relay at its session in Athens. The relay was first held for the 1936 Berlin games and has become a tradition. Whereas in 1936 relay runners ran the shortest route from Olympia to Berlin, today the route allows as many runners as possible to carry the torch through the host country. In the months before the games the flame of the torch is lit in the sacred grove at ancient Olympia with a concave mirror and sent on its journey.

The Greek composer Spyros Samaras wrote a hymn for the 1896 Athens games. The Greek national poet Kostis Palamas set the hymn to music, and it was played at the 1896 and 1906 games in Athens. From 1932 to 1960 musicians from the host country composed the Olympic hymn. In 1954 the IOC announced a competition for a permanent Olympic hymn. Michael Spisak of Poland won the competition, but, because of a money shortage, the Olympic movement returned to the hymn of Samaras in 1964.

Since 1952 the Olympic Village has been an institution of the games. At the 1928 games in Amsterdam, Netherlands, and at the 1932 games in Los Angeles, athletes were accommodated in cabins. In 1936 in Berlin, athletes were accommodated in houses for the first time.

Festive highlights of the Olympic Games include the opening, award, and closing ceremonies at the Olympic stadium. The opening ceremony begins with the arrival of the host country's head of state, who is accompanied by the IOC president and the president of the Organizing Committee. Then comes the march of the nations, organized in alphabetical order according to the alphabet of the host country, but the first nation to march in is always Greece. The last nation is always the host coun-

try. After the march of the nations, the president of the Organizing Committee and the IOC president deliver speeches. Then the Olympic hymn is played, and the Olympic flag, unfurled horizontally, is brought into the stadium and hoisted on the flagpole. The Olympic torch is brought into the stadium by runners in relays. The last runner circles the track before lighting the Olympic flame. The lighting of the flame often is followed by a symbolic release of white doves. The flag bearers of all nations form a semicircle, and a competitor and a judge from the host country successively recite the Olympic oath, which is included in the Olympic Charter: "In the name of all competitors I promise that we shall take part in these Olympic Games, respecting and abiding by the rules which govern them, committing ourselves to sport without doping and without drugs, in the true spirit of sportsmanship, for the glory of sport and the honour of our teams."

At an award ceremony the top three athletes in a competition are awarded gold, silver, and bronze medals. An award ceremony takes place after each competition. The national flags of the three medalists are hoisted, with the flag of the gold medalist in the middle. During the hoisting of the flags the national anthem of the gold medalist is played. From 1928 until 2000 the front and reverse sides of the medals were designed by the Italian sculptor Guiseppe Cassioli. The top eight athletes in a competition receive a diploma. All athletes receive a campaign medal and a campaign diploma.

The closing ceremony ends the Olympic Games. The flag bearers of each national delegation enter the stadium, followed by the athletes, who since 1956 have not been categorized by nations in order to demonstrate international friendship among all athletes. The flags of Greece, the host country, and the host country of the next (winter) games are hoisted, and the national anthems of these countries are played. The mayor of the host city hands over the Olympic flag to the IOC president, who delivers the flag to the mayor of the next host city. Before the flame of the torch is extinguished and the Olympic hymn played, the IOC president officially closes the Olympic Games.



Olympics, Summer

How Lady Heath Saw the Olympic Games (1928)

Lady Heath, the famous British airwoman, utilized her ability as a pilot in a novel way to secure admission to the Olympic Stadium at Amsterdam.

When the British women athletes decided to stay away from the Olympiad, Lady Heath's name was erased from the register of officials, but she did not intend to miss the Olympiad, and finding there were no tickets, she set out in her aeroplane, and circled above the Stadium.

Then she dropped a note to this effect: "I shall continue circling around until tickets of admission are left at the front office. When these arrangements are made, place coats in the shape of a cross in the centre of the Stadium and I will immediately make a landing and come along."

The request was complied with. Lady Heath returned to the Stadium by car, and had since acted in an official capacity.

Source: *African World* (1928, August 11), p. 119.

The global reputation of the Olympic Games has increased with modern communication technology. The IOC reports that the 1996 games in Atlanta, Georgia, were broadcast to a worldwide audience of 2.3 billion and that the 2000 games in Sydney, Australia, drew a broadcast audience of 3.7 billion people. Pictures of Olympic competitions were first televised live at the 1936 games in Berlin. They could be watched in more than twenty-four viewing halls throughout Berlin. The first international broadcasts of Olympic competition occurred at the 1956 winter games in Cortina, Italy. The broadcasts could be watched in eight European countries. With the growing popularity of broadcasting the Olympics in the 1950s, the IOC recognized that the sale of broadcast rights could finance the games and the expenses of the IOC. The European Broadcasting Union paid \$660,000 for the broadcast rights for the 1960 winter games in Squaw Valley, California. The

I grew up on a farm and I always learned when you work you go forward, you don't stop and say, well, I'll take a break. You always go forward and get the job done. ■ RULON GARDNER

price has escalated: The NBC television network paid \$3.5 billion for the rights to broadcast the five Olympics from 2000 through 2008.

Commercialism

However, the selling of broadcast rights is only one aspect of the marriage of commercialism and the Olympic Games. Sponsorship and advertising contracts are as profitable as ticketing and merchandising. The unlimited commercialization of the Olympic Games began with the 1984 Los Angeles games. After the financial disaster of the 1976 games in Montreal, Canada, which created \$990 million in debt for the host city, few cities except Los Angeles were interested in hosting the 1984 Olympic Games. For the first time the organization of the Olympic Games was put into the hands of a privately financed organizing committee—the Los Angeles Olympic Organizing Committee (LAOOC). Sponsorship programs for local, national, and international companies, the sale of broadcast rights, tickets, and Olympic coins led to a surplus of \$225 million. The LAOOC demonstrated that corporations are willing to spend huge sums of money to associate themselves with the Olympic Games. Thus, the IOC invented the program TOP (The Olympic Program) to allow corporations to become Olympic sponsors for four years by paying millions of dollars.

Since 1984 the prospect of financial gain has led to constantly increasing competition among cities to host the next games. Apart from the financial advantage, the Olympic Games increase the tourist appeal of the host city. Even after the Olympic Games end millions of tourists who watched the Olympic Games on television visit the host city. Before the 1992 Olympic Games in Barcelona, the city ranked sixteenth among favorite European travel destinations; seven years later Barcelona ranked third. Likewise, the number of tourists in Australia increased after the 2000 games in Sydney. Of course, competition to host the next Olympic Games has led to corruption inside and outside the IOC. For example, during the application procedure to host the 2002 winter games IOC members accepted gifts from

applicant cities. After some IOC members were expelled, the IOC modified the regulations for application.

The modern Olympics have always been affected by political tensions. When Greece could not afford to host the 1896 games in Athens, Prime Minister Charilaos Trikoupis refused to host the event. He had to resign when the opposition demanded that Athens host the event. Because the founder of the modern Olympics was French, the German Gymnastic Association did not participate in the 1896 games, motivated by narrow-minded nationalism. During the 1930s fascist governments tried to use the games for political purposes. The most hotly disputed modern games were probably the 1936 Olympics in Berlin. Then the ideological conflict between East and West bedeviled the games between 1952 and 1990. Three boycotts, however, were unable to stop the Olympics: In 1976 seventeen African and Arab nations boycotted the games in Montreal, Canada, protesting a visit by the New Zealand rugby team to apartheid (racially segregated) South Africa. Four years later about sixty nations, led by the United States, boycotted the Olympic Games in Moscow to protest the Soviet Union's invasion of Afghanistan in December 1979. In return, the former USSR, with about twenty other nations, foremost from eastern Europe, did not participate in the 1984 games in Los Angeles. In defense of that boycott, some people said that the safety of east European athletes could not be guaranteed in the United States. The greatest political tragedy occurred at the 1972 games in Munich, Germany, when twelve Israeli athletes and coaches were either murdered by Palestinian terrorists or died when German police stormed the terrorists.

Jesse Owens at the 1936 Olympics in Berlin.



I always felt that my greatest asset was not my physical ability, it was my mental ability. ■ BRUCE JENNER

The Olympic motto, “Citius, altius, fortius” (faster, higher, stronger), was officially used for the first time in 1921. This Latin motto, with its message urging athletes to strive for their natural best, is often perverted at the games by the misuse of performance-enhancing drugs. Drug tests were first used at the 1968 games in Mexico City. Four years later the IOC officially established drug tests. Anabolic steroids, synthetic male hormones, and erythropoietin (EPO) are probably the most abused illegal substances in elite sports. New methods of doping, for which methods of detection have yet to be developed, are widely available. A clear warning signal against drugs was sent by the founding of the World Anti-Doping Agency (WADA), funded by the IOC.

The IOC is the supreme authority of the Olympics. It is a nongovernmental and nonprofit organization based in Lausanne, Switzerland. At the proposal of Coubertin, the IOC was formed in 1894 at the Olympic Congress. Initially the IOC consisted of thirteen members. Today it consists of more than 130 members. The IOC is a self-recruiting body. New members are elected



by the membership. Membership is limited to resident citizens of countries that have national Olympic committees (NOCs). Members are not representatives of their country or of their NOC but rather are ambassadors of the IOC in their country.

IOC

IOC members are elected, with the option of being reelected. The IOC meets at an annual session to elect a president and a vice president, nominate cities to host the games, and approve the budget. Formerly the president was elected for life. Today the president is elected in a secret vote for eight years and can be reelected for a term of four years. The Olympic Congress in 1894 decided that the president should be born in the nation that would host the next Olympic Games. Therefore, the Greek Dimitrios Vikelas became founding president and served as president from 1894 until 1896. His successor was Coubertin because the games of 1900 took place in Paris.

When William Milligan Sloane of the United States refused to become president for the third Olympics in St. Louis, Missouri, in 1904, Coubertin remained in office and was reelected several times. In 1925 he resigned the presidency and became honorary president. He was followed by the Belgian Count Henri de Baillet-Latour, who remained in office until his death in 1942. Baillet-Latour was followed by his vice president, Sigfrid Edstrom of Sweden, who was elected president in 1946. Other presidents were Avery Brundage (United States) from 1952 to 1972, Lord Killanin (Ireland) from 1972 to 1980, and Juan Antonio Samaranch (Spain) from 1980 to 2001. Jacques Rogge of Belgium was elected to the post in 2001. The Executive Committee founded by Coubertin in 1921 acts as the cabinet of the IOC. It meets at least three times a year and executes business between sessions.

During the first years of the twentieth century national Olympic committees were founded in countries that participated in the games regularly. In order to send athletes to the Olympic Games the NOCs must be recognized by the IOC, and their statutes must be in ac-

cordance with the ideals of the Olympic Charter. The charter was set up by Coubertin in 1921. Today its official version is available in French and English.

During the 1920s members of the International Sport Federations affiliated and formed the Bureau Permanent to have more influence on the Olympic program and its amateur rules. In 1967 the General Assembly of International Federations (today called the “General Assembly of International Sport Federations”—GAISF) was founded. The Association of Summer Olympic International Federations (ASOIF) represents the sports associations that take part in the Olympics. The sports disciplines that are not in the Olympic program but that are recognized by the IOC have been affiliated in the IOC-recognized International Sports Federations.

Karl Lennartz and Stephan Wassong

See also Olympic Stadium (Berlin), 1936

Further Reading

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Olympics, Winter

At the IOC session in Budapest on 24 May 1911, the Italian IOC member Count Eugenio Brunetta d’Usseaux proposed to include a winter sports week in the program of the 1912 Stockholm Olympic Games featuring skiing in particular—but Colonel Victor Balck, the organizer of both the Nordic Games and the Stockholm Olympics, scheduled for 1912, did not want his Nordic Games being internationalized nor changed from 1913 to 1912. The latter was thus a clear step