

UPDATE



Newsletter of the European Athletic Association

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Conclusion of a successful term

Hansjörg Wirz

The Congress in Athens means the conclusion of the term of the present Council. For this reason I would like to thank all Council Members for the enormous contribution and effort they brought to our movement during the last four years. We can be proud of the results and the success achieved during this period, which were also highly appreciated by our partners. They were mainly based on the responsibility and the engagement of the Council Members and the EAA staff, who are often working under difficult conditions and high pressure.

The four year period has also shown how important it is that a Federation as ours has a strong orientation into the future. There is also the clear need of an open mind and the readiness to overlook and develop permanently the activities in order to adapt to the experiences as well as the changes and expectations of our society. This is the only way to reach and keep a strong position and the recognition as an important sport and to strengthen the image of athletics. Many thanks to the member federations for their support of this philosophy.

We all together have reached a higher quality level in our activities. We are today presenting our sport in a more attractive way, which was underlined by the strong

support of the many enthusiastic spectators during all the important EAA championships. Further we supported the federations financially more than ever in the preparation of the different competitions and have implemented a development project program. In different seminars we have offered education possibilities which were well received by the participants and helped to develop the quality in many different fields of our activities.

We can be satisfied as we are on the right track, but we have to continue or even increase our efforts to keep this level also in the future. The Congress in Athens is a milestone in this procedure since a new Council will be elected. One reason for the success in the past was the excellent balance which was existing inside the Council. Knowledge and capacities in all the different fields, representatives from small and big countries and members from all different areas of Europe meant a good mixture. It is our responsibility to have all these elements in mind when electing the new Council.

We have also learned in the past and know the situations which happen in the economic world and therefore we need a closer control of our activities and the rights. In this respect we will have to take very important decisions at our Congress linked to the tax situation, the domicile offering the



The winners of the first European Indoor Cup: Russia and Spain.

possibility to build up a centralised and strong head office, the basis for a future orientated structure as well as a financially secure situation.

All these decisions are of great importance for our future and for the image of athletics in Europe as well as for the high quality level we have to reach in our activities. I am thankful for taking these remarks in consideration during the decision making process for and at the Congress in Athens and for your contribution to our sport.

hjwirz@csi.com
Hansjörg Wirz (SUI) is President of the European Athletic Association

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Athletics and TV in Europe

FINISH 11
Colin Jackson concludes his career

18th EAA Congress Athens/GRE, 11 – 14 April 2003

Programme (as at 26 march 2003)

Date	Event	
Friday, 11 April		
15.00 - 18.00	Arrivals	Horison (8th floor)
20.30	EAA Council Meeting EAA Dinner (incl. EAA Science Award Ceremony) (Transport from Hotel at 20.00 h)	
Saturday, 12 April		
08.30 - 12.30	18th EAA Congress	Olympia Hall (Basement)
09.30 - 13.00	Social Programme for accompanying persons (Visit Acropolis & City Tour)	
13.00	EAA Press Conference	
13.30	IAAF Lunch	
15.45	European 10 000m Challenge (Opening Ceremony) (Transport from Hotel at 15.00 h)	
16.00	European 10'000m Challenge (Comp.)	Hotel Divani Caravel
20.30	LOC Dinner (Joint dinner for all Congress participants and athletes incl. Victory Ceremony)	
Sunday, 13 April		
09.30 - 13.00	Programme for all Congress participants: Tour 1: Visit of the Olympic installations Tour 2: Visit to the Acropolis	Horison (8th floor)
	EAA Council Lunch	
afternoon	Departures (Congress Delegates)	
15.00 - 17.00	EAA Council Meeting	
20.00	Traditional Greek Dinner	
Monday, 14 April		
	Departures (Council Members)	
EAA Main Office	10 – 13 April	Basement
EAA Meeting Room	10 – 13 April	Basement
LOC Office	10 – 13 April	Basement

Congress Agenda

Saturday 12 April 2003, 08.30 – 12.30

01. Opening of the Congress
02. EAA Awards
03. Roll Call and Announcement of votes present & voting strength
04. Approval of the Congress Agenda
05. Appointment of Scrutineers
06. Approval of the minutes of the EAA Congress in Moscow/RUS, 20 Oct. 01
07. President's Address
08. Decision to abandon the Marketing Committee
09. Elections
 - 09.1 EAA Council (President, Vice Presidents, Treasurer, Members)
 - 09.2 EAA Committees (Competition, Development)
10. Report of the Council
11. Financial Matters
 - 11.1 Financial Reports by the Treasurer and the Auditor
 - 11.2 Approval of the Reports and Accounts for 2001 and 2002
 - 11.3 Approval of the Financial Planning for the years 2004 and 2005
 - 11.4 Appointment of an authorised auditing firm for the following accounting periods (2003 – 04)
12. Proposals of EAA Council and EAA Member Federations
 - 12.1 Amendments Constitutional Rules EAA
 - 12.2 Change of Domicile
 - 12.3 Foundation of a new EAA in Switzerland
 - 12.4 Adoption of Constitutional Rules EAF
 - 12.5 Proposals of the Members
13. Information on amended EAA Competition Regulations
14. Dates and Places of the next
 - 14.1 EAA European Calendar Conferences 2004 – 2005
 - 14.2 EAA Congress 2005
16. Miscellaneous
17. Closing of the Congress by the President

Candidates for EAA Elections 03

(current members in bold)

The President (1 candidate)

Wirz, Hansjörg / SUI

Two Vice Presidents (3 candidates)

Balakhnichev, Valentin / RUS

Housiaux, Philippe / BEL

Schulek, Agoston / HUN

The Treasurer (1 candidate)

Pilny, Karel / CZE

Council Members (13 seats, 22 candidates)

Aljancic, Janez / SLO

Balakhnichev, Valentin / RUS

Borzov, Valery / UKR

Carinato, Paola / SMR

Constantopoulos, Georgios / GRE

De Carlos, José Luis / ESP

Dracos, Antonios / CYP

Egilsson, Jonas / ISL

Giomi, Alfio / ITA

Guy, Al / IRL

Housiaux, Philippe / BEL

Lamblin, Philippe / FRA

Lister, John / GBR

Olijar, Ludmila / LAT

Prokop, Clemens / GER

Psavkin, Levy / ISR

Roald-Arbøl, Martin / DEN

Veld, Roelof / NED

Salcedo, Jorge / POR

Schulek, Agoston / HUN

Strasser, Erika / AUT

Szewinska, Irena / POL

Competition Committee (4 seats, 15 candidates)

Ambrozic, Gabrijel / SLO

Cocks, Arik / ISR

Eskenazi, Edouard / FRA

Facijs, Georg / DEN

Hotsul, Ihor / UKR

Kern, Jan / GER

Kurbatov, Oleg / RUS

Matijevic, Ivica / YUG

Olijar, Ludmila / LAT

Riccardi, Anna / ITA

Schmitz-Broekhoff, Anny / NED

Simons, Roger / GBR

Van Caelenberghe, Patrick / BEL

Varhanik, Libor / CZE

Yaras, Salih Münir / TUR

Development Committee (4 seats, 14 candidates)

Azarashvili, Maja / GEO

Carinato, Paola / SMR

Davis, Nick / IRL

Gracia, Jean / FRA

Housiaux, Philippe / BEL

Khachatryan, Sargis / ARM

Massin, Dieter / GER

Mikuz, Boris / SLO

Nilsson, Toralf / SWE

Psavkin Levy / ISR

Rodichenko, Vladimir / RUS

Storti, Gianni / ITA

Vieira, Jorge / POR

Walker, Adam / GBR

Three questions to the EAA Council candidates

On 12 April the Congress of the European Athletic Association will elect the new Council for the period 2003 - 2007. Besides President Hansjörg Wirz (SUI) and Treasurer Karel Pilny (CZE) who are the only candidates for these functions, three persons stand for the election as Vice-President (2): the current Vice-Presidents Valentin Balakhnichev (RUS) and Agoston Schulek (HUN) and also Philippe Housiaux (BEL).

For a brief overview of goals and opinions all candidates had to answer the same three questions (space limit of 200 letters per question).

The questions

- 1 Why do you want to become / to remain Member of the EAA Council?
- 2 What is the goal you would like to achieve in the next 4-year-period as an EAA Council Member?
- 3 What is the biggest issue / the most important aspect the EAA has to take care within the next four years?

President



Hansjörg Wirz (SUI)
1943
Schaffhausen
Consultant

- 1 To continue the work we have started.
- 2 We have to achieve that the image and quality of our sport is on a high level. We need strong Member Federations having a high reputation in the own country and are able to attract the young generations with all kind of activities as well as with good performances of the top athletes on international level
- 3 There is not one, there are several important issues to achieve to be able to look in a successful future. These different matters are: coordinated and close cooperation with the IAAF including the fight against doping, secure the financial background, centralisation of the staff in one head office and review the organisational structure of the EAA, develop further the support for the Member Federations, bring the different bodies and groups involved in our sport closer together.

Treasurer



Karel Pilny (CZE)
1944
Uvaly
Manager

- 1 I think I still have a capacity to be useful in the world of athletics. My knowledges, experiences and age allowing me to work with many phantastic colleagues who want, that wants to achieve together a big possible success of European Athletics.
- 2 It will be a very special time, because of serious thoughts of the future of the European Athletic Association. To prepare and establish the new EAA domicile, centralize the EAA administration and to cover all changes financially should be my task.
- 3 I think the biggest issue of the EAA should be to continue with improvements in all directions together with centralization of administration. It is important that the EAA will remain a body with strong vision also in the future.

Vice-President



Valentin Balakhnichev
1949
Moscow

Engineer, doctor of philosophy in theory and methods of physical education and sport training, member of the Presidential Council on Physical Culture and Sports

- 1 I will continue to play my 40 years of experience for the development of athletics in Europe, for more interest in youth athletics and for the improvement of the presentation of our sport
- 2 To improve the condition for athletes in the competition system, to continue the fight against doping and to establish a support program for athletes ending their career.
- 3 To fight against the doping, to assist the coaches with an education program and to create development programs for kids athletics



Agoston Schulek (HUN)
1943
Budapest
University Assistant
Professor of Sport

- 1 I have 25 years of experience as a national team coach, 10 years as the president of the Hungarian Athletic Federation, and the know-how of organising numerous international championships in Hungary, that I'd like to turn to the profit of the EAA Council.
- 2 In the future I'd like to protect the sporting interests of athletics from being subordinated to - the otherwise very important - marketing aspects of the sport.
- 3 Our sport faces numerous challenges in the whole world. The Council's task - with its possibilities and strategy - is to retain Europe's leading position in the world, and to secure the present and the future of athletics.



Philippe Housiaux (BEL)
1947
Brussels

Doctor in law and graduated in marketing, CEO of a communication and marketing agency

1 Transfer of knowledge in every fields of management in athletics as well as in Event management to maximise efficiency and uniformity

2 To impose rules and regulations in all cases affecting the «athletics Family», create a «European Crisis Manual» completed with procedures in order to assist immediately National Federations confronted with emergency problems, to restore a positive image to the Olympic sport nr. 1

3 To give the chance to more countries and federations to bid for international events, to maintain walking in the Olympic programme, to attract the youth to our sport, to find new revenues internationally and locally

Council Member



Janez Aljancic (SLO)
1937
Ljubljana
Architect

1 Because of my athletic experiences like being an active athlete, judge, coach, competition organiser, president of athletic club and federation. I could pass my above mentioned knowledge to the EAA Council.

2 To balance possibilities for increasing athletic activities in entire Europe, concerning big and small countries as well as economically rich or relatively poor

3 To maintain the leading position of European athletics on a global level, and continuing high level of athletics among other sports, by providing interesting and attractive competitions for spectators



Valerij Borzov (UKR)
1948
Kyiv

President of the Ukrainian Athletic Federation, IOC Member

1 I would like to support the forming of policy EAA on basis of priority the National Federations and according requirements of the modern stage of development of Athletic in Europe.

2 I would like to initiate the development of European Program COACH (the program of certification) with the main for the purpose of selection youth talented athletes, control the dynamic of development functional capabilities of athletes in the various scales of age.

3 In my opinion EAA should polish up the methods of realization the EAA Regulations taking into consideration acceptable experience of different Sports Associations and reforms were carried out in the IOC.



Paola Carinato (SMR)
1964
Falciano
Administrative Expert

1 Because I think that my sport and instruction experience in many countries and my young age can be complementary to traditional management of athletics

2 I would like to work in involving more and more young people in the practise of athletics and also to avoid their abandon of the practise when they are still competitive (especially the girls)

3 The EAA should find the way to present athletics as an attractive, trendy sport, accessible to everyone. It should also continue to fight very strongly the use of doping



Georgios Constantopoulos (GRE)
1951
Athens
Architect

1 I believe that my experience as athlete, judge, meeting director, council member of the Greek, Balkan and European Athletic Association is useful. I speak 4 languages and I am a specialized architect in Sport facilities.

2 To assist more the Competition Committee. I have been involved in the organisation of National, Balkan, European and World Championships and now in the Olympics of my country. I have a lot of experience, ideas and free time.

3 EAA has the duty to protect our sport from the attack of other sports. This can be done by making Athletics more attractive for T.V. and the fans. But the changes must not harm Athletes, Coaches, Clubs and Federations.



José Luis de Carlos
1949
Pozuelo de Alarcon
General Director of RFEA

1 The main reason is because the Council of the Spanish Federation has decided to present me as candidate

2 To increase the quality and the participation figures of our championships

3 1. to encourage all the Member Federations to create a development programme with youth athletes - 2. to increase the power of the Member Federations as real representatives of athletics in their own country



Antonios G. Dracos (CYP)
1946
Nicosia
Advocate

1 I could offer more and continue to contribute both in the good atmosphere and the team spirit prevailing during the meetings of the Council. Furthermore I feel that I was able to put forward the view of the small countries and the new emerging nations of Europe.

2 Our goal should be to reach a stage of stability of our position in the world of sport and stepping on that to promote athletics further. My particular interest is my effort to assist more the smaller countries.

3 The protection of its income from taxation and the promotion of the European Championships that they remain attractive sponsors. All necessary measures should be taken to guarantee the participation of the best European athletes in the championships.



Jónas Egilsson (ISL)
1958
Fludir
Production Manager

1 To work for the improvement of athletics in Europe, make the sport more attractive to youngsters.

2 EAA must use it sources to greater extend to improve the image of athletics in Europe.

3 Strengthening EAA as we are facing new challenges. EAA must start working on this in cooperation it's member Federations.



Alfio Giomi (ITA)
1948
Grosseto
Techacher of physical education

1 I would like to provide my personal contribution to European athletics by putting at the disposal of the EAA the international experience I have acquired during my sports career.

2 My idea is to make real the goals that I have set together with the other members of the Development Committee. I would particularly like to give my contribution in order to offer athletes under 20 and under 23 the opportunity to participate in a consistent international athletics calendar.

3 The EAA should help and support less affluent member Federations by an active research of opportunities that might be made available also through laws and laws of the European Community. The main role of Europe as leader in the world of athletics shall be preserved.



Al Guy (IRL)
1941
Dublin

1 I would like to return as a council member for a final four year period to progress some of the developments made in event presentation and technical management in the last 8 years.

2 The major goal must be to help establish the European Athletic Programme as a strong, vibrant and credible part of the European sports scenario and to upgrade its management and services for the benefit of the members.

3 The greatest difficulties and challenges to the sport are coming from the increasingly competitive sports market. Survival and growth depend on strong product development of a clearly definable European Athletics brand encompassing all members and activities.



Philippe Lamblin (FRA)
1954
Lille
Human Resources Manager

1 To take an active part in all the activities of EAA.

2 I commit to: 1. exercising my expertise to improve the quality of televised events. 2. assisting the 49 countries of Europe in developing their practices 3. making European athletics dope-free.

3 To keep athletics among the most significant sports in Europe.



John Lister (GBR)
1941
Cardiff
Chartered Accountant

1 To continue to work for the EAA and its member federations

2 To strengthen the quality of EAA competitions and support the participation of all federations.

3 To protect athletics against competition from other sports attracting young people.



Ludmila Olijar (LAT)
1958
Riga

Coach of athletic, Competition Director in Riga, IAAF Elite Centre Director

1 I want to assist athletics in Europe to raise its profile with the general public, sponsors and both the written and visual media. I believe that this can be done through providing an increased comprehensive competition structure.

2 I also want to see the council work to increase cross-border competition for many of our smaller nations as we must widen our internal national competitive horizons and work closer together with our neighbours.

3 The biggest issue that athletics faces is to persuade the youth of our nations to choose our sport. Modern sporting Europe only allows a young person to choose one specialist sport and we must work to ensure that the sporting talent of our nations choose athletics.



Clemens Prokop (GER)
1957
Saal
Judge

1 Continuing the work done so far

2 Increasing the attractiveness of athletics in Europe

3 Encouraging the youth to engage in athletics



Levy Psavkin (ISR)
Bnei-Brak
1939

Retired as Human resources Manager for the Israeli Military Industries

1 To contribute to the progression of the European Athletics towards the status of becoming the World Number One, using my wide experience and close con-

nections with various athletic institutions in order to develop athletic activities under difficult conditions, as achieved in my country.

2 My goal is to develop athletics in European countries, with a big priority and constructive approach towards less motivated countries in athleticism, and by introducing projects according to the specific profile and talents.

3 Owing to the decline in the number of active athletes, it is imperative, by all means to regain the popularity of athletics, and to attract young talents willing to devote themselves to this sport.



Martin Roald-Arbøl (DEN)
1955
Copenhagen
Teacher (mathematics and sports)

1 After 15 years as General Secretary in a National federation I would like to use my experience and competence for the benefit of European athletics.

2 I would like to improve the European indoor activities, as I think it will be most important to have more focus on athletics during the winter period, not only for the top athletes. One step could be to create the European Indoor Cup First and Second League.

3 To continue the efforts to improve the EAA events and organisation for the benefit of the athletes and federations (and don't forget the smaller federations within the EAA, who need development support).



Jorge Salcedo (POR)
1953
Lisbon
Sports Manager

1 That my experience as Federation official, athletics official (already with 9 years of international activity) and member of my Federation's Organizing Committees for 17 years, could be eventually used in benefit of European Athletics.

2 To improve my participation's quality level in all the projects for which I may be appointed to work on, having always as main goal the development of European Athletics to a highest level in all its areas.

3 1. To strength the EAA staff with more working capacity and to solve the problem of the location of the headquarters. - 2. To keep the financial stability of the EAA. - 3. To keep the suitability of our programme of events to our athletes' needs.



Erika Strasser (AUT)
1934
Linz

Sport Consultant (official appointed by the Government)

1 Because over the last 16 years as Council Member I observed Europe grows more and more together. So I would like this to continue on equal base for all our Member Federations.

2 To keep and/or raise the level of European competitions. To assist our Member Federations in all aspects. To maintain and improve the attraction of athletics. To keep over the next period the same good cooperation and excellent atmosphere in the Council.

3 It is important to offer a just and aspiring structure for young athletes to meet the challenges of modern international athletics to be able to achieve top performances. To enhance the team spirit in all national organizations and athletes teams of our Member Federations.



Irena Szewinska (POL)
1946
Warsaw
Economist

1 I want to remain a Member of the EAA Council because I want further to pass on my broad experience and activity as a President of the Polish Athletic Association and as a Member of the IOC acting for the European Athletics development.

2 I want further to pass on my wide athlete's experience that I used as a Chairwoman of the EAA Athletes' Commission and also I specially would like to act in the development of the women' athletics in Europe (also as a member of the IAAF Women Committee).

3 In my opinion the main goal of the EAA activity is to develop European athletics at all levels, especially to raise the sport's level and attractiveness of the main European Competitions.



Roelof Veld (NED)
1944
Diepenveen
Senior Account Manager

1 As an former athlete I would like to look after the interests of the athletes and to reduce the distance with the Council on the other side.

2 To improve the integration of road athletics and cross country in the EAA.

3 To bring the licentious athlete in the organized sport for the continuity of athletics and to become sufficient funds for the future.

EAA Congress has to discuss the future domicile

Still in Germany or move to Switzerland?

The future domicile of the European Athletic Association will be the main issue of the 18th EAA Congress beside the elections. The Council presents two options: to stay in Germany or to move to Switzerland.

For the last years the EAA had to face several changes in its structure but also new situations related to the work load, to the needs and as an external influence to the financial conditions. The increased requirements of work space and working capacity as well as the tax situation for non-profit organisations in Germany are elements which forced the EAA to analyse the current position and the possibilities how to go into the future.

Now the Council propose a two way strategy which will not be finalised by the day the Congress will be held in Athens. Therefore the Council ask the Congress to get the mandate «to change the domicile of the EAA provided that all conditions as outlined in Motion 5 and 6 are fulfilled».

With regard to the tax situation the EAA may face some problems in Germany which may limit the scope of action of the EAA. If the investigations forces the Council for tax and other reasons to locate the seat of EAA outside of Germany then, based on other investigations, Switzerland will be the country of the future domicile. But because German law does not allow to simply moving the seat

of a federation to another country a new EAA in Switzerland will be established without abandoning the current EAA in Darmstadt, Germany. In that case the EAA in Germany will change its name to European Athletic Federation (EAF) and reduce its activities to mere financial support of the new EAA and eventually be liquidated. Every member of the current EAA shall automatically become a member of the new EAA.

Further motions

Proposed by the National Federation of Spain the EAA Congress has to take a decision furthermore concerning the two following motions:

- The EAA shall promote European Championships in Athletics in every even year starting 2008
- The marathon of the European Championships will be organised the same year of the Championships together with an important European marathon

The European Athletic Association and Television

Athletics holds its position

Luciano Barra

For European Athletics, the year 2002 has been a very important one, basically thanks to our two main events: the European Indoor Championships in Vienna and the Outdoor Championships in Munich. These events together with the SPAR European Cup in Annecy and the SPAR European Cross Country Championships in Medulin have completed the series of televised events covered by the EAA-EBU contract.

It should be noted that 2002 will be the last year when the EAA's indoor and outdoor Championships will be held in the same year. As a matter of fact, after an agreement with the IAAF to switch World Indoors with European Indoors, starting from 2005 we will have a different pattern.

2002 was quite good as far as television was concerned. The «Indoor Score» has been quite positive, and the SPAR European Cup Score showed improvements as well. Look at some brief statistical numbers (tables 1-3).

As we can see that, although there is an improvement in the hours of transmission all over Europe, this does not mean an automatic increase in audience. It should also be mentioned that there are some countries in Europe where our events are not transmitted. We all have to make an effort to broadcast athletics, not for financial reasons (the EAA's income will not increase because of this) but because the transmission of our events means promotion for athletics in all European countries.

Table 1: Championships

Championships	Hours Live or Delayed (News not included)	Audience (x 000) (News not included)
Munich 2002, (6 Days)	1'187 Hours	394,928
Budapest 1998, (6 Days)	687 Hours	316,167
Helsinki 1994, (8 Days)	1'058 Hours	528,560

Table 2: The «Indoor Score»

Championships	Hours Live or Delayed (News excluded)	Audience (x000) (News excluded)
Vienna 2002 (2 Days)	203 Hours	173,386
Gent 2000 (2 days)	176 Hours	187,503
Valencia 1998 (3 Days)	121 Hours	83,465

Table 3: The SPAR European Cup Score

SPAR European Cup	Hours Live or Delayed (News excluded)	Audience (x000) (News excluded)
Annecy 2002	84 Hours	63,740
Bremen 2001	38 Hours	90,267
Gateshead 2000	46 Hours	101,780
Paris 1999	42 Hours	43,210

Table 4: Munich 2002

Country	Network	Hours Transmission	Audience (x000)
Spain	TVE	102h05'15" *	7,730
Eurosport	EUSP	74h26'19"	14,480
Switzerland	TSI/TSR/DRS	69h37'20"	2,269
Italy	RAI	63h29'51" *	61,920
Cyprus	CYBC	54h30'00"	167,000
Sweden	SVT	53h54'00" *	22,000
Estonia	EETV	50h42'00"	2,410
Germany	ARD/ZDF	50h34'18"	79,210
Finland	YLE	50h19'56"	6,815
Russia	RTR/NTV	43h56'55" *	17,196

* Including satellite stations

Table 5: Munich figures two broadcasters

Country	Network	Hours Transmission	Audience
Great Britain	BBC	32h57'04"	52,530
Poland	RTP	23h25'00"	22,000

There are different elements that influence the audience. It is important to give credit to those broadcasters who have

shown a large amount of athletics and also those who have achieved high audiences. ▶

The figures in table 4 (page 7) show that against a lower number of hours both BBC and TVP have achieved a proportionally a higher audience. It is interesting to note the Munich figures from two broadcasters (table 5, page 7).

For many years, these two broadcasters, particularly the BBC, have targeted their transmission in a different way: compact transmissions, sometimes delayed, with highlights and interviews. This system – as opposed to the full live transmission – surely reaches the target of increasing viewer numbers. It is difficult to hold a viewer's attention in front of a TV set for more than one and a half hours - even an athletics fan. And it is not by chance this is the length of a football match.

As a matter of fact, despite the very high number of hours of transmission for our events (both EAA and IAAF), second only to World Cup Football and Olympics, our audience is not as good as it could be. But it is interesting to note that although 2002 was a very busy year for sport on television, with the World Cup Football and Winter Olympics, in most countries athletics has held its position in the different TV ratings.

With very few exemptions, athletics is the only Olympic and not fully professional

Table 6: Some of the best ratings achieved by athletics

Country	Broadcast	Event	Audience/Share
Finland	YLE	European Championships:	8/8 1,056 (67 %)
			9/8 999 (63 %)
			6/8 961 (61 %)
			Finland v. Sweden 848 (57 %)
Germany	ARD	European Championships	8/8 6,940 (24 %)
Italy	RAI	European Championships	10/8 4,826 (32 %)
			Poland
Sweden	SVT	European Indoor Championships	1,444 (45 %)
Switzerland	SF2	Weltklasse Zurich	672 (48 %)
Great Britain	BBC	European Championships	8/8 6,929
			9/8 5,265
			London Marathon 4,296
			Athletics Commonwealth Games
			31/7
			29/7 6,265
			28/7 5,675
30/7 5,145			
			4,820

sport included in this ranking. In table 6, there are some of the best ratings achieved by athletics across different countries. But why is it that, in spite of a very wide coverage of athletics on European television «the audience figures, while being a good standard» are not at the top?

There are many reasons to explain this :

- the majority of athletics events (especially the Championships) oblige a transmission of more than 2 hours, sometimes even 4 or 5 , automatically lowering the average audience which is calculated on the basis of all transmission time. On many occasion the peaks are very high but the average audience is much lower due to the length of the event.
- in most cases, athletics takes place in summer and not in winter, when more people are watching TV. Furthermore,

in summer many people are on holiday and surely they do not spend their free time watching TV!

- Athletics very rarely goes on prime time TV and in most of the cases is shown in the afternoon when less people watch TV.
- Athletics is an elite sport, technical and traditional, appealing to all because is based on men v. men and women v. women and on men/women against the clock and the metre. But it is still not that easy to follow if you do not know the sport.

For this reason we have to ask ourselves if an athletic viewer is the same than a football viewer. I understand that it is a rather provocative and advanced concept but it is worth considering.

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 Luciano Barra is EAA Top Events Manager and is a former EAA Council Member



Figures & Facts

EAA Directory Changes

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- **Clemens Prokop**
(page 22 & 34)
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- **FRA**
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- **GRE**
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9 35 85 94

- **LUX**
New General Secretary:
Georges Klepper
- **MKD**
new name of the Athletic
Federation of FYM is now
«Atletaska Federacija Na
Makedonija».
New postal address:
Atletaska Federacija Na Make-
donija, Str. Ilindenska 3
(kula 29), 1000 Skopje,
Macedonia
- **SLO**
New General Secretary:
Zdravko Peternejl
- **YUG**
The former Athletic Federa-
tion of Yugoslavia has
changed its name to Athletic
Federation of Serbia and
Montenegro

1st Europ. Indoor Cup Leipzig / GER (15 Feb)

Men (after 10 events)

1	Spain	56
2	Germany	56
3	France	49
4	Russia	49
5	Italy	47
6	Poland	46
7	Great Britain & Nlrl	39
8	Greece	24

Women (after 9 events)

1	Russia	60
2	Germany	49
3	Great Britain & Nlrl	40
4	France	40
5	Poland	40
6	Spain	37
7	Greece	32
8	Romania	31

Süreyya Ayhan and Dwain Chambers European Athletes of the Year 2002

In a surprise result, widespread strong support by Turkish athletics fans throughout Europe helped middle distance runner Süreyya Ayhan to win the Waterford Crystal European Athlete of the Year Trophy 2002. In the men's ranking, sprinter Dwain Chambers was clearly ahead of his British compatriot Steve Backley. On the occasion of the European Indoor Cup in Leipzig the two trophies were handed over to the presidents of the respective National Federations from Turkey and Great Britain. Photo: Lynn Davies (GBR) and Mehmél Yurdadon (TUR) together with EAA President Hansjörg Wirz.

Men

1	Chambers	Dwain	GBR	281
2	Backley	Steve	GBR	224
3	Fazekas	Robert	HUN	221
4	Jackson	Colin	GBR	209
5	Kipketer	Wilson	DEN	206
6	Kenteris	Konstantinos	GRE	190
7	Edwards	Jonathan	GBR	176
8	Sebrle	Roman	CZE	165
9	Korzeniowski	Robert	POL	150
10	Fernandez	Francisco Javier	ESP	123

Women

1	Ayhan	Süreyya	TUR	359
2	Radcliffe	Paula	GBR	317
3	Bergqvist	Kajsa	SWE	292
4	Ceplak	Jolanda	SLO	247
5	Szabo	Gabriela	ROM	223
6	Feofanova	Svetlana	RUS	223
7	Kotova	Tatyana	RUS	130
8	Alozie	Glory	ESP	113
9	Manjani	Mirela	GRE	88
10	Hurtis	Muriel	FRA	81

EAA Science Awards 2002

The jury, chaired by the EAA Vice-President Agoston Schulek (HUN) and the members Peter Bohnov (BUL) and Peter Tschiene (GER), gave the first price of the EAA Science Awards 2002 (CHF 7000) to Alexander Streltsov (RUS) for his research paper on «The endurance reserves». The Jury granted the 2nd level award to Vitaly V. Mehrikadze (RUS) for his contribution in «Technological conception of integrated training of sprinters». Also the 3rd price is awarded to a

Russian scientific group composed of V. G. Semyonov, E. P. Vrublevski and V. P. Lugovskoy from the Smolensk State Institute of Physical Culture for their research on «Scientific and methodological Bases of preparation of female athletes in strength – velocity events of track and field». The Awards will be presented to the winner on the occasion of the EAA Congress in Athens/GRE and the research papers will be published on the EAA Website.

9th SPAR European Cross Country Championships Medulin / CRO (8 December 2002)

Results

Men (9.83 km): 1. Sergiy Lebid (UKR) 28:58. 2. Mustapha Essaid (FRA) 29:03. 3. Fabian Roncero (ESP) 29:03. 4. Eduardo Henriques (POR) 29:05. 5. Helder Ornelas (POR) 29:08. 6. Juan De La Ossa (ESP) 29:10. - 87 athletes. - **Teams:** 1. ESP 31. 2. FRA 43. 3. POR 57. - 13 teams.

Women (6.17 km): 1. Helena Javornik (SLO) 20:16. 2. Galina Bogomolova (RUS) 20:18. 3. Elvan Abeylegesse (TUR) 20:19. 4. Aniko Kalovics (HUN) 20:21. 5. Hayley Tullett (GBR) 20:25. - 78 athletes. - **Teams:** 1. RUS 48. 2. POR 54. 3. GBR 80. - 12 teams.

Junior Men (6.17 km): 1. Evgeny Rybakov (RUS) 18:16. 2. Anatoly Rybakov (RUS) 18:17. 3. Halil Akkas (TUR) 18:23. 4. Pieter Desmet (BEL) 18:35. 5. Stefano Scaini (ITA) 18:36. 6. Abdel Mamhoudi (FRA) 18:38. - 95 athletes. - **Teams:** 1. RUS 37. 2. FRA 57. 3. ITA 92. - 18 teams.

Junior Women (3.73 km): 1. Charlotte Dale (GBR) 12:26. 2. Elina Lindgren (FIN) 12:27. 3. Galina Egorova (RUS) 12:28. 4. Tatiana Petrova (RUS) 12:29. 5. Adrienne Herzog (NED) 12:30. 6. Asly Cakyr (TUR) 12:38. - 93 athletes. - **Teams:** 1. GBR 27. 2. RUS 35. 3. BEL 105. - 17 teams.

Figures Facts & Figures



IMPRESSUM

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Association Européenne d'Athlétisme**

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European Athletics Yearbook 2002-2003

The EAA Yearbook can be ordered by mail to:
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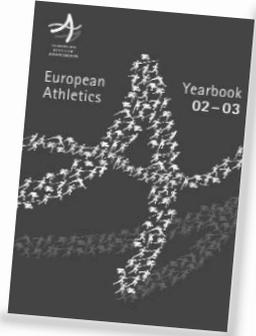
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Content Overview

- Stories of the Winners of the Waterford Crystal European Athlete of the

- Year Trophy 2002: Süreyya Ayhan and Dwain Chambers
- Addresses of Council, Committees, Commissions, Member Federations, Organisations, etc
 - Details of EAA events and meetings 2003
 - Review to major EAA Events 2002, the World Cup in Madrid and IAU Championships under the patronage of EAA
 - Calendars of major European and EAA Events ever held
 - European Records and Best Performances
 - 2002 European Lists and All-Time Best Lists

Best List 2002 for Combined Events
The 2002 Annual Combined Events book edited by Mr Hans van Kuijen (NED) is available now. This statistic



book contains all relevant statistics of the 2002 and all-time combined events best lists including a chapter of the European combined events history and results. Books can be ordered directly from Mr van Kuijen for € 25,- per copy: Mr. Hans van Kuijen, de Bergen 66, 5706 RZ Helmond, Netherlands, e-mail: hvankuijen@wxs.nl.

3rd European Winter Throwing Challenge (Gioia Tauro/ITA, 1/2 March 2003)

Men. Shot Put: 1. Rutger Smith (NED) 20.52. 2. Ivan Yushkov (RUS) 19.54. 3. Peter Sack (GER) 19.53. - 15 athletes. - **Discus:** 1. Gerd Kanter (EST) 64.17. 2. Mario Pestano (ESP) 63.71. 3. Ioan Oprea (ROM) 62.29. - 25 athletes. - **Hammer:** 1. Nicola Vizzoni (ITA) 75.35. 2. Alexandros Papadimitriou (GRE) 74.74. 3. Ilya Kononov (RUS) 74.73. - 15 athletes. - **Javelin:** 1. Christian Nicolay (GER) 83.80. 2. Alexandre Ivanov (RUS) 79.24. 3. Dominique Pause (FRA) 78.60. - 18 athletes.

Women. Shot Put: 1. Irina Khudoroshkina (RUS) 18.47. 2. Anna Romanova (RUS) 18.09. 3. Cristiana Checchi (ITA) 17.91. - 10 athletes. - **Discus:** 1. Teresa Machado (POR) 63.65. 2. Viktoriya Boyko (UKR) 60.63. 3. Stella Tsikouna (GRE) 59.73. - 19 athletes. - **Hammer:** 1. Michaela Montebrun (FRA) 72.18. 2. Mihaela Melinte (ROM) 69.24. 3. Olga Kuzenkova (RUS) 66.25. - 28 athletes. - **Javelin:** 1. Steffi Nerius (GER) 62.50. 2. Oana Gromova (RUS) 61.12. 3. Ekaterina Ivakina (RUS) 60.42. - 14 athletes.

Team standings. Men: 1. Germany 8482. 2. Russia 8296. 3. Italy 8161. - 23 nations. - **Women:** 1. Russia 8238. 2. Germany 7885. 3. Italy 7882. - 20 nations.

EAA european-athletics.org - Netscape

Online Corner

EAA Events 2003	Others
European Cup of Race Walking Cheboksary / RUS (18 May) gov.cap.ru/main.asp?govid=20	IAAF World Youth Championships in Athletics Sherbrooke / CAN (9 - 13 July) www.sherbrooke2003.ca
SPAR European Cup Florence / ITA (21/22 June) www.florence2003.it	IAAF World Championships in Athletics Paris / FRA (23 - 31 August) www.paris2003saintdenis.org
European Cup First League Group A Lappeenranta / FIN (21/22 June) www.lum.fi	WMA World Championships Stadia Carolina / PUR (02-13 July) www.puertorico2003.org
European Cup First League Group B Velenje / SLO (21/22 June) www.atletskiklub-velenje.si	European Mountain Running Championships Trento / ITA (6 July) www.aticatrento.it
European Cup Second League Group A Aarhus / DEN (21/22 June) www.aarhus1900.dk/ECUP2003	European Championships U'23 Bydgoszcz / POL (17-20 July) swarzedz.iq.pl/ec03u23
European Cup Second League Group B Istanbul / TUR (21/22 June) www.taf.org.tr	European Junior Championships in Tampere FIN (24-27 July) www.ejch2003.net
European Cup Combined Events Super League Bressanone / ITA (05/06 July) www.fidal-bz.it	SPAR European Cross Country Championships Edinburgh / GBR (14 December) www.eurocross2003.org

TV-partnership as a key element

The relationship between the Host broadcaster and the respective services is a key element of successful event presentation. That was one of the conclusions of the First EAA Event Presentation Seminar in Madrid, where more than 80 officials, organisers and specialists had a wide and lively exchange of know-how, experiences and ideas.

Nicolas Russi

To sell a product, to entertain the crowd in the stadium, to explain the complexity of this sport, to direct the full competition - there were a lot of different approaches to the subject and needs which have to be covered by the Event Presentation Team. But in most of the presentations, again and again the involvement of Television came up as a central aspect. On one side TV is needed to provide coverage of the ongoing competition for the video screens, and on the other side TV influences the set up of an event as well as the programme.

The majority of participants shared a common view on the importance of TV and also that good communication and coordination between all parties is crucial. But there were different opinions over how big the leading role of TV can and should be. Some of the experienced people want to produce a second independent show in the stadium with some priority, others pushed the TV priority strongly as most important.

«The athletes have to be our first priority and the main focus», was a sentence expressed several times in favour of the main actors in the sport. The EAA, who introduced new approaches to presentation in both Vienna and Munich, were supported by the IAAF, although the EAA acted in a more progressive way than at IAAF events.

Beside that the participants were presented with experiences and concepts for different top level events, including details about the various technical needs and about planning and compiling timetables. Inside the EAA an additional conclusion was drawn that event presentation guidelines are needed and will help organisers get an idea of what is both possible and required at different levels of events.

The presentations can be downloaded as pdf files from the EAA website.

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Nicolas Russi is Media and Internet Manager of the EAA

Colin Jackson concludes an outstanding career

«I still have a real love for athletics»

Time - especially in the electric world of track athletics where a snippet of one-thousandth-of-a-second can make the difference between claiming an Olympic crown or settling for a silver medal - waits for no one. Sadly, the recently concluded winter indoor season saw the clock finally stop for one of Europe's greatest-ever athletes. Colin Jackson saw the farewell curtain in Birmingham's National Indoor Arena close on his career for the very last time.

David Martin

A sell-out crowd at the final day of the 2003 IAAF World Indoor Championships saw Jackson bow out of athletics with pride, dignity and tears in his eyes after a magnificent international career spanning 18 magical, medal winning and record breaking years.

Who could have forecast when the Welsh wizard roared to the European junior 110 metres hurdles silver medal in 1985, the huge grin he wore on his face in Cottbus all those years ago would continue to be Jackson's winning trademark for almost two decades.

By any standards spending so long at the top of the tree is a truly awesome achievement. More remarkable in the case of the ultra-consistent 36-year-old high hurdler, he has never been ranked outside of the World Top 10 on merit since his emergence at senior level in the 1986 European Championships. It was that year in Stuttgart where Jackson was blooded as a teenager into the British senior side which also began his lasting love affair with European Athletics both indoors and outdoors.

During the summer and every four years since 1990, has seen Jackson defeat the





continent's most best 110 metres hurdlers in Split, Helsinki, Budapest and finally last year in Munich where he claimed a record fourth gold medal.

Indoors he completed a stunning and unique 60 metres flat and 60 metres hurdles double at 1994 the European Indoor Championships in Paris. Last March he regained the hurdles title which he had first won 13-years earlier running 7.40sec the fastest time of 2002 in Vienna.

With an Olympic silver medal in 1988 and IAAF World Outdoor titles in 1993 - his winning time of 12.91sec in Stuttgart remains the fastest 110m hurdles race ever witnessed - and again six years later in Seville, Jackson is a folklore amongst his fellow contestants.

Welsh he may have been born, Great Britain he might represent, but Jackson is also a true European in every sense of the Brussels statement of citizenship, an athlete who has competed in every athletics crazy country on its vast continent.

So popular is Jackson in Germany where he has lived and trained in pursuit of excellence - he also ran his world indoor best of 7.30sec in Sindelfingen in 1994 - there wasn't an empty seat in Karlsruhe in early March when making his farewell indoors appearance on foreign soil.

Now the party is finally over. Of course Jackson wished for a golden farewell in front of his home fans in Birmingham. But realistically with Olympic and World

champions Anier Garcia and Allen Johnson heading a star-studded cast, it would never prove easy.

It didn't. The American claimed victory from the Cuban ace by 2/100sec in 7.47sec with China's World junior 110m record holder Liu Xiang third in 7.52sec. A flagging Jackson finished fifth in 7.61sec.

Jackson whose love of the sport and desire to continue succeeding year-after-year has seen him face the surgeon's knife a half dozen times, said: «I do feel like an ex-athlete. I could have gone on for another summer, but as you get older things get more risky».

Insisting there would be no changing his mind and retirement meant just that, the World record holder indoors and out, added: «I have finished with a healthy back, healthy legs and a healthy mind». Holder of 25 major championship medals, Jackson insisted: «I would never reconsider my decision. Not when I get out of bed and put my ankle down».

«I wanted to go out on my terms, without any injuries rather than being forced out by them and which would affect me for the rest of my life».

«I have no regrets. It was my decision to retire. If I had wished to continue I could have done so».

Of course along with treasured moments of glory there have been some massive disappointments. The worst in his opinion was the 1992 Olympic Games final

where he picked up an injury in his heat. «It was the lowest point», admitted Jackson. I was in tremendous shape - better than ever before. It shattered me because I knew and dreamed I could win the title and break the world record all in one race».

Within a year and after considering quitting the sport, Jackson bounced back on his favourite German track. «1993 in Stuttgart was probably the highest point - winning the world title and getting the record, basically doing what I had set out to do the year before».

Jackson admits his 2002 European indoor and outdoor successes had acted as inspirations to ensure he maintained the momentum to continue competing until his country staged its biggest athletics meeting since the 1948 Olympic Games. «I have enjoyed the last two years», said Jackson. «I always wanted to finish with the best taste in my mouth. I still talk about athletics enthusiastically and I still have a real love for it.

«It hasn't really sunk in yet that I have retired. I will have to cool down, wake up and start a whole new career», said the World's greatest high hurdler who will retain a close interest in the sport as part of the BBC's athletics broadcasting team.

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