

negative reaction by the media to outstanding performances by Canadian athletes that did not result in gold medals:

Only the winner is accorded praise and financial reward without recognition of the outstanding achievements of those who also compete but do not come first. The role of the media in fostering and encouraging this narrow, superficial view of success cannot be ignored.<sup>(9)</sup>

As the Dubin Report notes, the media may send the wrong message to the public:

The Commission got a taste of this when the press gave ample coverage to athletes who admitted steroid use but little or no coverage to athletes who had competed without drugs.<sup>(10)</sup>

The Sub-Committee strongly believes that recent events have unfairly tainted the image of the amateur athlete and that public misconceptions must be corrected. Moreover, it considers that amateur sport's many attributes, accomplishments and appeal for the general public must be enhanced by all participants in the system — athletes, coaches, sports organizations, international federations, etc. There will thus be more direct and indirect support for all areas of the amateur sport system.

To improve the promotion and marketing of Canadian amateur sport among the media, the Sub-Committee recommends:

- 5. That the role of the media be recognized and developed through the Sport Marketing Council and through specific sport activities.**

#### **E. Target Groups**

During the hearings, many witnesses underlined the under-representation of certain groups in amateur sport. Particular concerns were expressed about low participation by the disabled, women, and Native people.

In order to increase the participation of disabled athletes, the Task Force recommends the development of national strategies and the implementation of plans adapted to the needs of disabled participants. As well, the Dubin Report considers that the support for the disabled is still one of the principles that should inspire government sports policy. During an informal meeting with the Sub-Committee members, Rick Hansen remarked that athletes with disabilities have their own sports; however, they are basically

---

<sup>(9)</sup> Ibid., p. 518.

<sup>(10)</sup> Ibid., p. 484.