

#### D. The Role of the Media

The media can play an important role in the promotion of the athlete's image as well as that of amateur sport. It seems that the media do not cover amateur sport adequately. According to the Canadian Sport and Fitness Administration Centre, this limited media support is the result of the sports community's inadequate attempts to establish relations with the press. In its brief, the Centre affirmed that "While the national sport community has constantly lamented the lack of satisfactory media support, it has also constantly failed to invest its limited resources in this field."<sup>(5)</sup> It appears that the sports community must make greater efforts in public relations and communications in order to have sport and athletes adequately recognized.

According to the Canadian Colleges Athletic Association, the media are a significant problem in promoting the concept of sports excellence. For example, they follow the progress of Canadian amateur athletes only during Olympic competitions.<sup>(6)</sup>

The Canadian Figure Skating Association was of the view that the media were not very interested in amateur sports and suggested "a public relations program aimed at interesting media in reporting amateur sport in a positive and encouraging fashion."<sup>(7)</sup>

Some witnesses believed that the Sport Marketing Council could help in promoting and marketing Canadian sport among the media. Others stated that there should be a concerted effort to provide information and press releases to media in small towns rather than attempting to compete with the pros in the major centres. They affirmed that this would greatly improve the diffusion of amateur sport information to the Canadian general public.

The Dubin Report points out that it is increasingly difficult for athletes to hold on to a personal sense of satisfaction at doing their best when international standards are generally accepted as the only measures of success.<sup>(8)</sup> According to the Dubin Report, the media are fostering the public's attitude that only victory and new records are worthwhile, rather than individual accomplishments. The Dubin Commission mentioned the

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<sup>(5)</sup> Canadian Sport and Fitness Administration Centre, Brief, pp. 9-10.

<sup>(6)</sup> Canadian Colleges Athletic Association, Brief, p. 8.

<sup>(7)</sup> Canadian Figure Skating Association, Brief, p. 4.

<sup>(8)</sup> Dubin Report, p. 484.