



## MINUTES

### MEETING OF THE PROMOTION AND PUBLICITY COMMISSION

Lausanne, 4 & 5 June 2005.

Present :

Carl BORACK	President of the PP Commission
René ROCH	President of the FIE
Victor Sergio GROUPIERRE	
Janda FRANTISEK	
Bandar Uthman AL-SALEH	
Abdel Monein Elhamy EL HUSSEINY	
Velitchka HRISTEVA	
Florindo Eugenio Batista MORAIS	
Muhannad OTHMAN	
Myriam Leonor SUAREZ GONZALEZ	
Benny WENDT	

Absent with apologies :

Saoud Bin Abdulrahman AL-THANI	Vice-President & Representative of the Executive Committee for the PP Commission
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Contributors :

Jochen FARBER	FIE press officer
Guillermo ALGER	Internet broadcasting coordinator
Virginie RESCHE	Recording secretary

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The President opens the meeting and welcomes the FIE President as well as the members and guests of the Promotion and Publicity Commission.

Then, he gives the floor to the FIE President who intended to participate in this meeting as Member of Honour but in the absence of the Representative of the Executive Committee for this Commission, he will take over the representative functions of the latter.

### **I – Assessment in respect of media coverage during the Games of Athens :**

**The television in Athens by the IOC :**

Jochen Farber presented a report on the media coverage of fencing at the Olympic Games. It contained both good news and concerns that need to be addressed. The report, according to Manolo Romero, General Director of the host broadcasting of Olympic competitions, indicated that, on one hand, the request for fencing pictures was bigger than expected. But on the other hand, the IOC report indicates that there were globally few fencing broadcasting and articles.

This comment is confirmed by the figures. Indeed, in spite of wider broadcasting zones, particularly in Asia (India, Indonesia, Japan, Philippine, Thailand) the total of fencing TV coverage was of 133 hours

and 28 minutes. This coverage is three times higher than during the Sydney Games but it represents only 1 % of the 35'000 hours of the total media coverage for all the sports !

These figures must be taken with reservations as they are not the result of a professional research but are published by the IOC and are subject to errors. For example, Hungary is not stated in the IOC report. Furthermore, the NBC figures indicate that 22 millions of TV viewers have watched the finals with Mariel Zagunis and Zada Jacobson when the IOC states 11 millions. The IFM company in Germany states 11 millions of spectators against 5 for the IOC.

These differences are due to the type of broadcasting taken into account by the IOC : the latter takes only into account "long-lasting broadcasting" and does not take into account "news broadcasting" or rebroadcasting of the events. Even so, the news represent more than the half of fencing broadcasting. The IFM figures state that 221 millions of TV viewers watched fencing during the OG.

The methodology used by the IOC is different from the one we use for the World Championships. According to our sources, 221 millions of viewers spread over 60 countries have watched fencing during the OG, and these figures do not even take into account the one from NBC. Mr. Farber and Mr. Roch are trying to grapple with the diplomatic politics of showing the NBC numbers and IFM figures to the IOC without revealing confidential sources. It is important to fencing that the true reach of our audience is recognized.

Peter Diamond from NBC indicates in a debriefing that his team appreciated very much fencing pictures. However, according to him, the FIE must work harder on the sport's comprehensibility. He added that if the FIE uses the video for refereeing, it is absolutely necessary that these pictures be available for the televisions, in order that TV viewers and televisions understand the reason why a change of decision happens. Some international federations in Athens considered the lightning used for fencing as an example to be followed. This type of lightning should also be standardised for the World Championships.

President Roch underlines the pertinence of the remark of Peter Diamond and strongly invites the members of the Commission not to confine themselves to statements but really act in order to:

- simplify the rules of our sport and be constructive with the propositions of rules modifications.
- strive for a better organisation of competitions in adopting a standard in order to attract spectators and consequently sponsors.

On the agenda for the meeting created by Commission President Borack an item for discussion was the creation of tools to help the public understand the sport and to provide print and TV journalists better tools for comprehension of the sport and better ways to watch the events.

#### **The perspectives of Beijing 2008 :**

The direct elimination and finals will take place at the same venue and between 15 and 20 cameras will be on the site. The broadcasting of the direct elimination will increase the number of countries requesting the signal.

From now on and until the Beijing Games, it is necessary to support and raise the interest of Asian countries in fencing in order to maximise the audience for these OG.

The FIE signed a contract with the American channel WCSN, which intends to broadcast 50 fencing hours in 2005 as well as the following years. The FIE will renew its contract with EBU, which does not have anymore the exclusive right for Internet. The FIE must enhance its relationship with Eurosport in order to be able to negotiate hours of fencing broadcasting, for example together with a commercial partner such as Tissot.

Concerning the commentators, it is impossible to train all of them, but what is recommended and works currently very well, is to assist them with a former fencer in charge of the comments so that bouts be more understandable for the large public. President Roch insists one more time on the fact that the simplification of the rules should enable the large public not be dependent on a commentator to understand the course of a fight.

Commission President Borack noted that while Saber is dramatic to watch it is also the fastest of the disciplines and the most difficult to understand and that in addition to looking at rules changes suggested by President Roch, we also need to provide commentators with the language and tools that

embellish the action and use the slo-mo replay as an opportunity to help define and explain the sport. (Of course this also applies to the other weapons as well.)

**Propositions of the commission :**

- to assign an independent institute using specific fencing criteria to evaluate the impact of the media at the next Olympic Games.
- to have a professional organisation, for all competitions without exception, with FIE salaried employees, to ensure that organisational standards are respected.
- to review the Team World Cup system in organising it all the year through with a system of first leg/return match. One team of the host country must participate in order to be more attractive for the media.

**II – Review of decisions / COMEX propositions at its meeting of 23/24 April Lausanne :**

**1.1 Modifications to the Administrative Rules (articles 2.5.1.1 and 2.5.1.4)**

A member federation may only organise one Junior World Cup competition per weapon. Application 2006-2007 calendar.

A member federation may only organise one individual Senior World Cup competition per weapon.

To add a new paragraph at the beginning :

Junior competitions are limited to a circuit of 14 events per weapon, which are 7 World Cup competitions in Europe, 3 in Americas, 3 in Asia/Oceania, 1 in Africa.

**Opinion of the Commission : favourable.**

**1.2 Establishment of the 2006-2007 Calendar**

It has been decided for the calendar of the 2006/2007 season, that there will not be more than one Grand-Prix per month and that the Senior season shall end on 30 June. Actually, this is not acceptable that the Iranian Federation organises its competitions on 15 July, which is a very hot period in Iran and is too distant from the last competition of the calendar.

We shall create regional circuits of 3 competitions (one at each end of week) followed by two weeks without competition.

The 29 satellite tournaments could be grouped together per country or per region, in order to allow more fencers to participate in these competitions and reduce the number of competitions in the calendar.

Grand-Prix and Team competitions for the 2005/2006 season are assigned according to the statistics based on the observers' reports.

**Opinion of the Commission : favourable.**

**Proposition of the commission :**

- To start the senior season on 1st December instead of 1st January.
- The referees participating in a tournament must, if necessary, stay until the end of the competition and not go back with their federations' team.

### **1.3 Requests for the 2006-2007 Calendar**

Serbia : This Federation is requiring two competitions at Women's and Men's Epee. As there is no availability at these weapons, we shall propose it either tournaments at Women's Sabre and Foil or satellite tournaments at Women's and Men's Epee.

For the 2006-2007 season, this federation shall present a new request for World Cup competitions.

**Opinion of the Commission : favourable.**

### **1.4. Financial penalty**

The principle of a financial penalty for a bad organisation of a championship is adopted. A classification, by order of importance, of breaches of handbooks specifications shall be laid down. A contract for the World Championships between the FIE and the organiser shall be established.

**Opinion of the Commission : favourable.**

**Proposition of the commission :**

**Establish a system of guarantee, but first of all update the handbook of specifications. This request should be presented to Mr. Ioan Pop, FIE International Technical Director.**

### **2. Mask with transparent visor**

Following the decision of the Executive Committee to finance the mould for the transparent visor manufactured by Bayer, the prototype will be available to all manufacturers, which will be able to integrate it in their masks. The FIE can help those manufacturers but shall perceive between 1 and 5 EUR per each mask sold. No privilege shall be granted to one or the other of the manufacturer.

**Opinion of the Commission : favourable.**

**Proposition of the commission :**

**It should be compulsory for A Cat. competitions, GP and Senior World Cups competitions. However, it should not be compulsory for Junior competitions as there is no television on these competitions yet.**

### **3. DVD, national colours and training camps**

**3.1 DVD for the referees :** the FIE has been working with the Fencingpictures.com company in order to create DVD for the referees. We should receive a proposition to include pictures from the World Championships or Olympic Games. A meeting with the Gymnastics and Weightlifting Federations on the assistance of referees with the video will be organised.

**3.2 National colours :** because of television requirements, it is preferable that athletes wear national colours on both legs and not only one. It has been decided that the logo of national colours be compulsory on both legs and optional on the arm(s).

**3.3 Promotional use of training camps :** Athletes shall be educated in order to become more media friendly and promote the training camps, which are part of the image of the FIE.

**Opinion of the Commission : favourable.**

**Proposition of the commission :**

**Promotion of fencing through the media goes through the standardisation of athletes' clothing. They are fencing ambassadors for the media. An information meeting should be organised during the preliminary training in order to make fencers aware and educate them.**

#### **4. Proposition of competition's formula for Grand-Prix.**

Suppression of the rounds of elimination. Direct elimination from the beginning.

#### **Opinion of the Commission : unfavourable.**

Motivation : The members of the Commission complain about the risk of a quick elimination in spite of the expenses incurred by the fencers. The President replies that a financial argument, which would give the right to fence for a period of time, is not acceptable, since we are talking about a competition. This would prevent beginners from fencing against World Champions for bouts which do not bring anything to any of them.

He adds that direct elimination would enable to know which country is going to fence against which country, and thus would be good to attract the media, which is currently not the case.

### **III – Presentation of Mr. Guillermo ALGER :**

#### **1) The DVD production :**

« Fencing pictures », the company of Mr. Alger has been producing and commercialising DVD on the American market for 2 years. Slow motion is one of the strong point of these DVD. After each action, movements are split up into parts and commented in order to explain the interest or not of the action.

#### **2) Internet :**

Video tape of the Linz World Championships in Live : the recorded broadcasting worked properly unlike the Live broadcasting, which faced some difficulties due to technical problems in London. Out of 1311 persons registered for fencing pictures, 22 paid for the Highlights, 14 for Live pictures and 40 for both Highlights and Live. The generated income is of USD 626 for an investment of EUR 20'000.-. It means that if we intend to increase our incomes, we must permanently promote this type of broadcasting and inform people of our offer.

Television production for the Leipzig World Championships is already planned and we will therefore not have to pay for it.

The President underlines that even if this test did not generate any benefit, it is very satisfactory because it results in the broadcasting of more fencing pictures and the increase in value will certainly be in the long term that such broadcasting be an appeal for sponsors such as Adidas for example.

The broadcasting is planned via a specific site which presents fencers by weapon, type and then bouts. Many sports are providing internet broadcasting such as baseball, basketball but also "minor" sports such as surfing, gliding, etc..

The option to have paid-viewers for pictures is being kept, a package system for semi-finals and finals or a global subscription is under study.

Note from Commission President Borack: It is conceivable that it might be better to provide the internet coverage for free to the public and have a sponsor pay the FIE for all "hits" received in exchange for advertising space. It might also be included as an incentive to sponsors to support the FIE championships.

#### **3) The video refereeing :**

The IOC is blaming fencing for being dependant of, sometimes, ill inspired referees' decisions during a bout. At question is the "neutrality" of the referees. President Roch has suggested that the video refereeing is an essential element that the FIE should be equipped with.

According to the experience of the Wrestling Federation which has been equipped with this system since 1996, it is used for intern purposes only and the Athletes, Coaches or Commission Members are not authorised to request them for further use.

The same for the principle of retroactivity, which can not be used for the video refereeing : an athlete must know the result of the match when he leaves the piste.

Some questions are still pending : to which type of competition should the video refereeing be applied and when should we start with : table of 32 ? table of 16 ? table of 8 ?

#### **IV – PROPOSITIONS FOR THE 2005 CONGRESS SUBMITTED TO THE PROMOTION AND PUBLICITY COMMISSION FOR STUDY:**

##### **PROPOSITIONS OF THE BRAZILIAN FEDERATION / ARTHUR CRAMER (MH)**

###### **Proposition 1.**

ADOPT the system of numbering of Rules (Technical, Organisation and Material) and homogenize the tests in accordance with the proposition already presented and distributed to the Executive Committee for the Technical Rules, with the adaptation of the text already included in the Technical Rules (IN DIFFERENT COLOURS) and with the same arguments and motivations as already presented.

The rewording of the Technical, Organisation and Material Rules does not change the Rules but changes the PRESENTATION AND STRUCTURE. They have been tested by the Referees during the last World Championships (starting from 2002) and the 2004 Olympic Games.

The Referees and Delegates to the Refereeing have UNANIMOUSLY signed a document at the Olympic Games, which concerns the new presentation of the Rules :

- Numbering system ;
- Use of colours ;
- Easiness and rapidity of use;
- Schedule of offences and penalties with copy of the texts of Rules;
- And index ;

in comparison with the previous system of Rules (currently official) AND WE CONSIDER THAT THE ONE USED AT THE OLYMPIC GAMES IS VERY PERFORMANT (copy attached).

**Opinion of the Commission : favourable**

###### **Proposition 2.**

THE POINTS DESCRIBED BELOW SHOULD BE PRECISED BY THE CONGRESS BECAUSE THEY ARE, IN OUR OPINION, NOT CLEAR FOR THE REFEREEING. THE PROCEDURES MUST BE HOMOGENIZED.

###### **1. Abstract terminology.**

Motivation : some expressions in the Rules should be completed by practical examples in order to clarify the meaning for referees and fencers.

Some examples of vague expressions:

- « Incorrect fencing » (at index Art t.87) ;
- « Loyal/dishonest fencing » (Art t.87) ;
- « Abnormal movement » (Art t.22, proposed t5.7.2 / Art t.72, proposed t12.4.2 / Art t.120,;)
- « Irregular movement » (Art t.87, proposed t15.6.2.c / Art t.120);
- « Offence against sportsmanship » (Art t.101, proposed t17.1.2 / Art t.120 / Art t.127);
- « Dangerous play » (Art t.18) ;
- « Disorderly fencing » (Art t.87 / Art t.120);

Proposition :

7.1. To add « collusion » : « fraudulent agreement », « scheme/arrangement »

7.2. To add practical examples after each expression : « Incorrect fencing », « dishonest fencing », « abnormal movement », « irregular movements », « offence against sportsmanship » (towards the

referee or opponent : to do immoral or obscene gestures, to use bad language, to scorn the bout, to dupe), « dangerous play », « disorderly fencing ».

## 2. Art t.45

Motivation : There is no detailed procedure to verify the offences and apply the penalties, for example for the practical cases below.

1st ) Which penalty should be applied by the Referee if a fencer appears on the piste :

- with a body wire which does not bear the check marks (Art t.45 and t120);
- with a weapon which does not work ( Art t.45 et t.120);
- without his protective under-plastron (Art t.45 et t.120).

The Technical Rules do not give a clear procedure to be followed by the Referee in respect of application of penalties, especially if two or more offences are made at the same time. :

Does the Referee start with the most severe offence or the less severe one ? In the case stated above does the Referee award a Red Card and then two other Red Cards ? Or does the Referee award a Yellow Card and then two Red Cards ?

2nd) during the bout a fencer turns back on opponent (Art. t.120) and at the same time jostles his opponent (Art t.120). The Referee says "Halt!" and the guilty fencer gives a hit with the grip with deliberate brutality to his opponent (Art. t.120) which leads to a traumatism.

The Rules is not clear in respect of the procedure to be followed by the Referee:

- two simultaneous offences ;
- A more severe offence (with a Black Card) after the « Halt » of the Referee.

### **Proposition:**

The Referee must sentence all the offences starting with the most severe offence, which is, the most severe penalty, even after the order « Halt ».

### **Opinion of the Commission : favourable**

### **Proposition 3.**

Reincorporate the bib as valid surface at foil.

### **Opinion of the Commission : favourable**

**Proposition of the Commission: So as to reincorporate the bib as valid surface the non-armed arm should become a valid surface as well as the upper part of the armed arm (from the elbow to the shoulder).**

### **Proposition 6.**

Suppression of the lighting of the white lamp at foil: adopt the conclusions of the ad-hoc Commission in respect of the suppression of the non-valid surface at foil.

### **Opinion of the Commission : divided opinion**

- 4 persons in favour.
- 4 persons unfavourable reckoning the high similarity with the épée rules.
- 2 abstentions.

Mr Roch said that it is a vital modernization for fencing. Its survival being dependent of its media coverage, this measure would help the public to better understand the rules of our sport and energeise the bouts at foil, which will be exempted of too frequent fight's interruptions due to invalid hits.

It was the consensus of the commission that any dramatic changes such as those being suggested be thoroughly tested, reviewed, videotaped, and presented to the congress and commissions before becoming rules. Some commission members expressed concern that with these proposed changes

that foil was becoming Epee thereby leaving us vulnerable to the question by the IOC as to whether we need both disciplines.

<p style="text-align: center;"><b>PROPOSITIONS OF THE EXECUTIVE COMMITTEE MODIFICATIONS TO THE RULES</b></p>
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**Proposition 3 : o.48 Cadet World Championships.**

The programme of the Junior World Championships comprises 6 individual events and 6 team events : male foil, female foil, male epee, female epee, male sabre and female sabre – these begin with the junior individual events and end with the team events.

The programme of the Cadet World Championships comprises 6 individual events : male foil, female foil, male epee, female epee, male sabre and female sabre.

The organisers must submit the programme of events to the Executive Committee for its approval.

**Juniors** : There will be 3 days of competition for the individual competitions and 3 days of competition for the team events, with eventually a resting day between the two types of events :

⇒ length of the Championships shorter, which incurs a reduction of costs for the delegations and the organisers and the load of work of the officials and referees is better dispatched.

⇒ the team events are spread out over 3 days instead of 2 thus facilitating the organisation.

**Cadets** : there will be 3 days of competition for the individual competitions. (see proposition 3 concerning the Statutes)

**Opinion of the Commission : favourable**

**Proposition 4 : o.54 Entries by name for junior and senior World Cup competitions (A Category, Grand-Prix, team competitions) and World Championships.**

Entries and procedure of replacement for the entries on the FIE Web site

For A Category, Grand-Prix and team competitions and the World Championships, the entry of the name of the fencers and all possible replacements, and the entry of teams, must be made 15 days before the first event of the Championships at the latest.

The entries are to be made via the FIE website.

To be added :

Starting from the deadline for the entries indicated on the FIE Web site and, before the Tuesday preceding the competition, a fencer can be replaced by another one, but no additional entry can be registered. To do so, National Federations must send a written request of fencer's replacement to the FIE (by e-mail or fax). Should a fencer be injured, the rules for the World Championships are applicable.

For the entries of teams, names of the fencers of the team can be modified upon request to the organiser until the day preceding the competition, 12h.

See also o.31

**Opinion of the Commission : favourable**

**Proposition 5 : Technical management of major competitions.**

o.57    b) The Directoire Technique consists of persons being used to organise competitions.

**Opinion of the Commission : favourable**



### **Proposition 7 : Entries.**

o.67 The Open World Championships are open to all FIE member federations. Entries are limited to four fencers per weapon per nation for the individual events and one team per weapon per nation for the team events. The number of qualified teams is limited to 16 teams, according to the FIE Official Ranking, plus 16 teams allocated between the different zones, according to Zonal Championship.

**Opinion of the Commission : favourable**

### **Proposition 10 : entries to junior and senior A Category events.**

o.86 For junior and senior individual A Category competitions, for each weapon, federations may enter a maximum of 12 fencers. The organising country may enter a maximum of 18 fencers.

Motivation : Simplification and standardisation of the entries by eliminating the complication due to additional quotas granted to federations. It also allows to have only pools of 7.

**Opinion of the Commission : favourable**

### **Proposition 11 : rankings**

o.90 Suppression of the World Cup ranking. The winner of the World Cup is the first ranked in the official ranking of the FIE.

o.91 a) Principle

The official Open ranking of the FIE takes into account the best six results ... and the Continental Championship.

b) Scale of points. To be added:

The Zonal Championships are multiplied by a factor of 2.

**Opinion of the Commission : favourable**

<b>PROPOSITIONS OF THE SPANISH FEDERATION</b>
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### **Prop. 1. SYSTEMS OF COMPETITION ADAPTED TO FOUR PISTES**

Organisation of the 1st round of pools and also first direct elimination bout on eight pistes.

During Grand Prix competitions that we wish to organise on four pistes, adaptation of the Rules for competitions in order to qualify and eliminate fencers once each elimination rounds of pools is over.

Change the yellow colour with the orange colour of carpets of four pistes for the final table.

**Opinion of the Executive Committee: unfavourable**

**Opinion of the Commission : unfavourable**

It is recommended to pay attention to the quality of the carpets. It is, thus, necessary to work on the handbook of specifications.

### **Proposition 3. WORLD CUPS AND GRAND PRIX**

Carry on with five Grand Prix events and leave open the organisation of A Category tournaments.

