

**IT  
MUST BE  
THE  
OLYMPICS!**

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# UNDER THE MIKE-ROSCOPE

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*Marketing & Advertising's Bends, Trends & Ends*

## **CHEATING, COMMERCIALI\$M, CONTROVER\$Y, CONFLICT, \$CANDAL, CORRUPTION & CRITICI\$M!!**

The **Sochi Olympics** are the **1<sup>st</sup> Olympics** in Russia since the breakup of USSR in 1991. The USSR hosted the 1980 **Summer Olympics** in Moscow. ([dnaindia.com](http://dnaindia.com))

The **Sochi Olympics** are the *most* expensive **Olympics** EVER! ([Thinkprogress.org](http://Thinkprogress.org)). Sochi's estimated **\$51 B** price tag is **\$10 B** higher than the next *most* expensive **Games** (**Beijing Summer, 2008**). The **Games** of 2014 cost *more* than ALL previous **Wter Olympics** combined. (The biggest scandal of the these **Games** is that their costs are **4 times** GREATER than Russia estimated in its 2007 bid!!!) Having said that, we conservatively state that scandals, cheating, corruption may be the single *most* enduring legacy of the **Olympics**. LET THE GAMES BEGIN!

There is as much tumult, turmoil & trouble at the **Olympics** as there are athletic events. Competing countries often are at war± with each other. Terrorists' attacks, **Olympic** bans, bribery, doping, deception, etc *are* THE **Games**. Such "**Olympic EVENTS**" date to the *ancient Games*. City states were often in conflict with one another. What better time to strike an opponent than during the *peaceful Games*. Corruption & Bribes were also NO stranger to the *ancient Games* either with hefty fines being levied for *discovered* dishonesty. These fines actually built the *ancient Olympics* statues (that still exist today).

Between 1916 and 1956 **World Wars I & II** caused extraordinary global tension. The results were **3** cancelled **Olympics** as countries boycotted and refused to compete due to ongoing wars.

In 1936 the "**Hitler Olympics**" were held in Berlin. Anti-Semitic propaganda and the "**Aryan Race**" were promoted. US sprinter, **Jesse Owens** took gold and beat all of the "**Aryans**." **Hitler** refused to shake **Owens'** hand. He also refused to give him his medal.

In 1956, the Soviet Union and Hungary had such strong political disagreements that a water polo match b/t them turned violent. The **2<sup>nd</sup> Arab-Israeli War** (also known as the **Suez Crisis**) built tensions among Iraq, Egypt and Lebanon who did not attend when Egypt was invaded by Israel, the UK and France.

In 1968, **2** US Black athletes (**Tommie Smith & John Carlos**) medaled (**200 M**) and then **Black Power** saluted the national anthem. These **Mexico City Games** saw over **2,000** protestors stand against the authoritative government. All were shot and killed.

In 1972 Germany wanted to show that it was a "new nation" but **8** Palestinians kidnapped & killed **11 Israeli Olympians**.

In 1980 the US, Canada, China and Japan *boycotted* **Moscow Olympics**.

In 1984 the Soviet Union (and **14** of its allies) *boycotted* **LA Games** as retaliation against the **Moscow Olympics** boycott of 1980.

In 1988, North Korea *boycotted* the **Seoul Olympics** (as did Albania, Cuba, Ethiopia, Madagascar & Seychelles).

At the **Atlanta Games** **3** pipe bombs were successfully detonated. (**Eric Rudolph** is serving a life sentence.)

In 1998 (**Nagano Olympics**), a judge was recorded admitting to pre-determining ice dancing results. In 2002 many **IOC** members resigned for taking bribes so that SLC could host the **Games**. In Beijing (2008) Chinese gymnasts were accused of being *younger* than **16** (ALL were found to be **16.**) In London 2012, the *social media* became a factor when athletes were tweeting racist comments.

**T-1** below reviews some of the many doping incidences b/t 1968 & 2012. One can easily determine that **Lance Armstrong** shares the stage with many dopers. **T-2** is an intriguing snapshot of the scandals, corruption and controversies that ARE the **Olympics**. LET THE GAMES BEGIN!! LET THE GAMES BEGIN!!!

#### T-1 A Quick Summary of Some the Olympics' Doping/Drugging Happenings

Olympic Year	Athlete	Country	Sport	Banned Substance	Medals Stripped
			Modern		
1968 Mex City	Hans-Gunnar Liljenwall	Sweden	Pentathlon	Ethanol	3 bronze
1972 Munich	Rick DeMont	USA	Swimming	Ephedrine	1 gold
1972 Munich	Bakaava Buidaa	Mongolia	Judo	Caffeine	2 silver
1972 Munich	Jaime Huelamo	Spain	Cycling	Coramine	3 bronze
1972 Munich	Aad van den Hoek	Netherlands	Cycling	Coramine	3 bronze
1976 Montreal	Valentin Khristov	Bulgaria	Weightlifting	Anabolic Steroid	1 gold
1976 Montreal	Zbigniew Kaczmarek	Poland	Weightlifting	Anabolic Steroid	1 gold
1976 Innsbruck	Galina Kulakova	Russia	Crss Cntry Ski	Ephedrine	3 bronze
1984 LA	Tomas Johansson	Sweden	Wrestling	Methenolone	1 silver
1984 LA	Martti Vainio	Finland	Track & Field	Methenolone	1 silver
	Mitko Grablev & Angell				
1988 Seoul	Guenchev	Bulgaria	Weightlifting	Furosemide	2 gold
1988 Seoul	Ben Johnson	Canada	Track & Field	Stanozolol	1 gold
					3 silver, 6
2000 Sydney	Marion Jones	USA	Track & Field	THG	bronze
2000 Sydney	Alexander Leipold	Germany	Wrestling	Nandrolone	1 gold
2000 Sydney	Andreea Răducan	Romania	Gymnastics	Psuedophedrine	1 gold
2000 Sydney	Antonio Pettigrew	USA	Track & Field	EPO & HGH	1 gold
2002 SLC	Johann Mühlegg	Spain	Crss Cntry Ski	Darbepoetin	3 gold
2002 SLC	Larisa Lazutina & Olga Danilova	Russia	Crss Cntry Ski	Darbepoetin	3 gold, 4 silver
2002 SLC	Alain Baxter	Great Britain	Apline Skiing	Methamphetamine	3 bronze
2004 Athens	Tyler Hamilton	USA	Cycling	Blood Doping	1 gold
2004 Athens	Crystal Cox	USA	Track & Field	Anabolic Steroid	1 gold
2004 Athens	Yuriy Bilonog	Ukraine	Track & Field	Oxandrolone	1 gold
				Antipsychotics to	
2004 Athens	Cian O'Connor	Ireland	Equestrian	horse	1 gold
2006 Turin	Olga Pyleva	Russia	Biathlon	Carphedon	2 silver
2008 Beijing	Rashid Ramzi	Bahrain	Track & Field	CERA	1 gold
2008 Beijing	Davide Rebellin	Italy	Cycling	CERA	2 silver
					2 silver, 3
2008 Beijing	Kim Jong-Su	North Korea	Shooting	Propranolol	bronze
2012 London	Nadzeya Ostapchuk	Belarus	Track & Field	Methenolone	1 gold
2012 London	Darya Pishchalnikova	Russia	Track & Field	Oxandrolone	2 silver
2012 London	Soslan Tigiev	Uzbekistan	Wrestling	Methylhexanamine	3 bronze

## T-2 A Small Sampling of the Many Olympic Scandals, Controversies etc

Olympic Yr	Location	Scandal
424 B.C.	Ancient Greece	Spartans banned from Olympics b/c of Peloponnesian War.
388 B.C.	Ancient Greece	Boxer Eupolos of Thessaly successfully bribed 3 opponents.
364 B.C.	Ancient Greece	Olympia was attacked by Elis a wrestling match.
67 A.D.	Ancient Greece	Roman Emperor bribed judges to include music, & poetry still he raced, fell off chariot & but won with 1,808 1st place prizes.
1908	Athens, Greece	John Carpenter (US) was DQed in 400 M for blocking British opponent b/c of discrepancy in the rules for our diff nations.
1912	Paris, France	Jim Thorpe (US) stripped of metals. He was pro minor league bb star.
1916	Berlin, Germany	Cancelled-WWI.
1920	Antwerp, Belgium	Central powers of WWI. Austria, Bulgaria, Germany, Hungary & Turkey not invited.
1924	Chamonix, France	Germany not invited.
1932	Los Angeles, USA	Fin Paavo Nurmi found to be a pro and banned.
1936	Berlin, Germany	Jesse Owens won gold & Hitler refused to shake his hand.
1940	Sapporo, Japan	Cancelled-WWII.
1944	Tokyo, Japan	Cancelled-WWII.
1948	St. Moritz, Switzerland	Axis powers not invited.
1956	Melbourne, Australia	Several countries boycotted games
1968	Mexico City, Mexico	"Black Power" salute by Tommie Smith & John Carlos
1972	Munich, Germany	Terrorist attack on Israeli Athletes (11 killed) by Palestinians
<b>1972 W</b>	<b>Sapporo, Japan</b>	<b>Just b-4 the Games started IOC Prez threatened to DQ 40 skiers for being pros. Eventually IOC DQed World Cup Champ Karl Schranz.</b>
1976	Montreal, Canada	Over 20 nations boycotted these Games b/c of S Africa's ban. Also it took MTL 30 yrs to pay off its Olympic debt.
<b>1976 W</b>	<b>Innsbruck, Austria</b>	<b>Games moved from DEN to Austria b/c CO voters "NO to public \$\$."</b>
1980	Moscow, Soviet Union	Prez Carter boycotted Games b/c of Soviet invasion of Afghanistan.
<b>1980 W</b>	<b>Lake Placid, USA</b>	<b>Olympic Village converted into prison after the games</b>
1984	Los Angeles, USA	Nations supporting Russia boycotted the LA Games.
1988	Seoul, South Korea	More boycotts, New Zealand ref assaulted.
<b>1994 W</b>	<b>Lillehammer, Norway</b>	<b>Tanya Handing's hubby attacked Nancy Kerrigan (in Detroit) to prevent her from being US player. NK eventually Silvered.</b>
1996	Atlanta, USA	Centennial Olympic Park Bombing.
<b>1998 W</b>	<b>Nagano, Japan</b>	<b>Corrupt ice dancing judges.</b>
2000	Sydney, Australia	Doping, Doping & more Doping.
<b>2002 W</b>	<b>Salt Lake City, USA</b>	<b>IOC members forced to resign after taking bribes.</b>
2004	Athens, Greece	31 doping cases found with 11 medalists. Also, \$15 B facilities built (only 4 Olympics) are now abandoned & decayed.
<b>2006 W</b>	<b>Turin, Italy</b>	<b>Bode Miller skied drunk. He was DQed &amp; got 2 DNFs (did not finish). Also, syringes were found in the Austrian athletes' residence.</b>
2008	Beijing, China	Chinese gymnasts accused of not being of age (They were 16). <b>NBC refused to televise all events "live" &amp; taped delayed them to the disgust of many viewers. A Georgian luger lost control of "sled" went off course &amp; died. The luge run had been called unsafe.</b>
<b>2010 W</b>	<b>Vancouver, Canada</b>	<b>Insensitive social media comments by athletes</b>
2012	London, UK	
<b>2014 W</b>	<b>Sochi, Russia</b>	<b>Gay propaganda banned, terrorist attacks preceding games....</b>

REFERENCES: History.com, NBC, Olympics.org & Washington Times