



bulk of my stories and found it prompt, efficient, and really first class.

"As for the accommodation in the Rossia Hotel, that too has been very good; and the restaurants, both in the hotel and the Press Centre were far better than most of the Olympic Games I have covered.

"The Press officers and staffs in the Rossia Hotel and the Main Press Centre and at the Lenin Stadium where I have done most of my work have been a tremendous help.

"When these Games are over, I know a lot of colleagues like myself who will look back with nostalgia and pleasure to the Games in Moscow. I hope other future Games are as well organised for the Press, as these have been."

In conclusion we note that at the Lausanne session on December 5, 1980, the IOC Press Commission highly assessed the work of the Press Service of the Games of the XXII Olympiad, and pointed out that it can serve as a model for the organisation of future Games.

Interview with Sara Simeoni at the Olympic Village

Chapter **XII.**

**The Cultural Programme**



In accordance with Rule 35 of the Olympic Charter the Organising Committee tried to organise the national Cultural Programme so that its varied and humanist content should match the high level of the Olympic sports competitions. It aimed to acquaint the competitors, officials and guests of honour, journalists and tourists with the heritage and achievements of the Soviet multinational culture, with the creative work of professional masters of art and of amateur collectives from all the 15 Union republics forming the USSR. In other words, to supplement the festival of sports with a festival of art.

It must be noted that the organisers of the Cultural Programme of the Games of the XXII Olympiad did not have to seek new ways in organising the programme. The practical work consisted only of a careful selection of the most vivid and talented works from the wealth of Soviet multinational culture and art and of showing of all this within the framework of the already existing forms typical for the Soviet Union.

The Organising Committee prepared and conducted the events in the Cultural Programme and the cultural service offered to the participants as well as to officials, guests of honour, journalists and tourists jointly with the Ministry of Culture of the USSR, the Moscow City Executive Committee, the All-Union Central Trade Union Council, the Committee for Cinematography of the USSR, the unions of composers, artists and writers of the USSR, the All-Russia theatrical society, and other organisations.

A Commission for the Cultural Programme and cultural service of the participants and guests of Olympiad-80 was set up under the Organising Committee, to develop the overall plan and control of the particular items in the Cultural Programme. This commission included leaders of the above-mentioned bodies and certain other interested organisations. It was headed by V. Kukharsky, Deputy Minister of Culture of the USSR.

The Directorate of the Cultural Programme of the Games, set up under the Ministry of Culture of the USSR in June 1978, was entrusted with detailed elaboration, preparation, and staging of the events in the

Cultural Programme of the Moscow Olympiad. The Directorate, working jointly with the Main Administration of Culture of the Moscow City Executive Committee, and the Public Relations Department of the Organising Committee, co-ordinated and guided the efforts of many institutions of culture and creative art collectives in organising a multinational arts festival within the framework of the Games of the XXII Olympiad.

Given the increasing volume of work in preparing the Cultural Programme, a Section for the Cultural Programme and Cinema was set up in April 1979 within the Public Relations Department (previously, these functions had been carried out by the Section for the Cultural Programme, design and exhibitions).

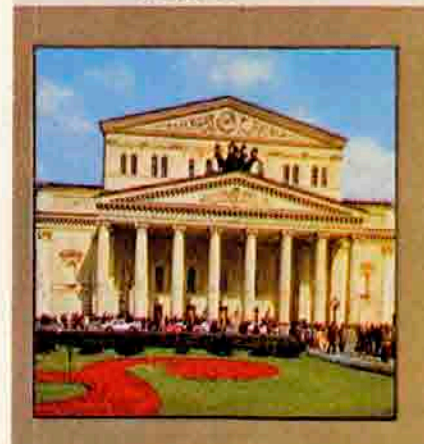
The main focus of attention was the preparation of the Cultural Programme for members of the Olympic family. Special events were organised for each of the groups.

The preparation of the Cultural Programme was highlighted by the mass media in the Soviet Union and in other countries, informing large numbers of art lovers about the content of the Cultural Programme prepared for the Games.

It was planned to hold the Cultural Programme of the Games of the XXII Olympiad in several stages. It started a year before the Games were due to begin, in time for the opening of the 7th Summer Spartakiad of the Peoples of the USSR, held in the summer of 1979. This initial period helped in the selection of the best performers, in checking the organisational arrangements for the Cultural Programme of Olympiad-80 and turned into a kind of dress rehearsal.

Nearly 40 art groups from various cities of the Soviet Union took part in the Cultural Programme of the Spartakiad, which included more than 100 opera, ballet and drama performances and nearly 350 concerts. The Cultural Programme's audience numbered 1,500,000 not counting millions of TV viewers.

The traditional Moscow art festivals "Russian Winter" (December 1979—January 1980) and "Moscow Stars" (May 1980) helped to acquaint people with cultural life in the Soviet Union in the period immediately preceding the Games.

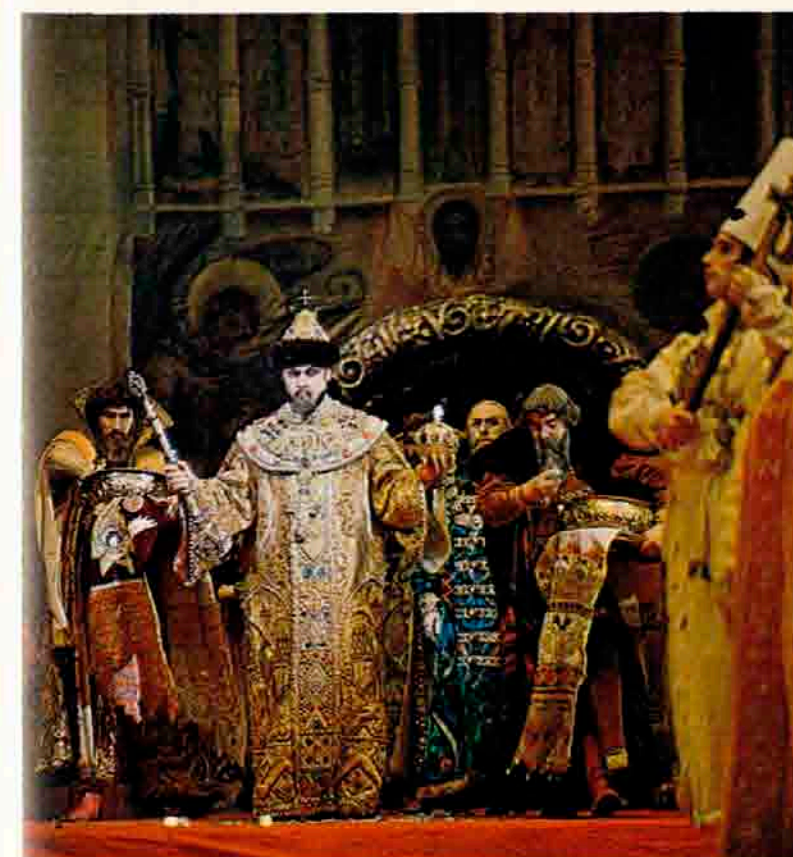


"The Moscow Olympics—Programme of Cultural Events"

## The Cultural Programme During the Games



A scene from the opera "Sadko" at the Bolshoi Theatre



A scene from the opera "Boris Godunov" at the Bolshoi Theatre

The Cultural Programme of Olympiad-80 began in Moscow on June 28, 1980 and in Tallinn, Leningrad, Kiev and Minsk on July 17.

The best Soviet art groups, professional performers and the country's most brilliant amateur art representatives were invited to take part in the Cultural Programme of Olympiad-80 in Moscow.

A large concert was held on June 30 in the cultural centre of the Olympic Village. Athletes taking part in the Games—gathered in the packed hall, warmly greeted the performance of gifted Soviet artists.

A gala concert, given at the Bolshoi Theatre of the USSR on July 1980 in connection with the opening of the 83rd session of the IOC, was attended by IOC members, leaders of ISFs, NOCs, and other officials, guests of honour and representatives of public organisations, press, television and radio. A similar concert was given in the Kremlin Palace of Congresses to mark the beginning of the Games of the XXII Olympiad. These concerts were highly praised by the audiences.

Displaying the national art of the peoples of the USSR occupied a major part in the Cultural Programme of the Games. Taking part in it were such world famous groups as the



State Ensemble of the Folk Dance of the USSR, the Northern Russian Folk Chorus, the Pyatnitsky Chorus, the Beryozka Choreographic Ensemble and others. Among other performers were ensembles and choreographic groups from all the Union republics.

More than 25,000 spectators, a considerable number of whom were guests from abroad, attended the concerts of national groups who performed at the State Central Concert Hall in Moscow.

In Moscow, 18 musical and drama theatres, 33 choreographic groups, 45

orchestras, choruses, chamber ensembles, five circus groups and a large number of variety groups took part in the Cultural Programme of the Games.

The Bolshoi Theatre of the USSR, the Moscow Art Academic Theatre, the Maly Theatre, the Vakhtangov Theatre, the Mossovet Theatre and a number of others staged premieres whose cast included well known stage actors.

All in all, beginning with June 28, 1980 and right up to the end of the Games, 144 opera and ballet performances were given from the repertoire of Russian and foreign classics, 455 plays from the repertoire of the Russian and foreign classics as well as contemporary drama were staged at drama theatres, along with 1,500 symphonic, chamber and solo concerts and variety performances. The 350 performances given by Moscow circuses were also a success.

Concerts given at places of cultural and architectural interest and in museums received very favourable comment. Concerts given at the Arkhangelskoye Palace-Museum, the Pushkin Fine Arts Museum, the Museum-Mansions Kuskovo and Ostankino, in the former Cathedral of The Sign, the Museum-Church of the Intercession of the Mother of God, and in the Rublyov Museum of ancient Russian art enjoyed great success.

Special mention should be made of a cycle of concerts of the works of Handel, performed by S. Rikhter together with the young but already well known pianist A. Gavrilov. One of the concerts of this cycle held in the

At the Bolshoi Theatre. Scenes from the ballets "The Sleeping Beauty", "Spartacus", and "Ivan the Terrible"



Arkhangelskoye Palace-Museum was given for IOC members.

An equally unusual and successful concert for IOC members was given at the Pushkin Museum of Fine Arts by the chamber ensemble 'Moscow Virtuosi', led by a famous violinist Vladimir Spivakov. The famous singer Elena Obraztsova also took part.

Well known Soviet composers, poets, people, involved in the theatre and cinema and variety artists took part in the Day of Poetry, the Day of the Cinema, the Day of the Variety Show, the Day of the Circus and the Day of Creative Youth held in Moscow during the Games. They were distinguished by the size of the audience.

More than 200,000 spectators, including a great number of guests from abroad took part in these fêtes held in Moscow theatres, concert halls, community centres, squares, public gardens and parks.

Fifty exhibitions and special displays were mounted during the preparation and holding of the Games. Guests of the capital visited the V. I. Lenin Museum, the Museum of Revolution of the USSR, the "Sport—Ambassador of Peace" exhibition at the Central Exhibition Hall, "One Hundred Masterpieces from the Hermitage Collection" mounted at the Pushkin Fine Arts Museum and the "Moscow in Russian and Contempor-

Elena Obraztsova, People's Artist of the USSR

A concert at the Rublev Museum of Old Russian Art

The piano player Svyatoslav Richter, People's Artist of the USSR



ary Painting" exhibition at the Tretyakov Gallery, as well as many others.

Altogether, over 2,500,000 people visited the exhibitions and museums, 300,000 tickets were purchased by guests from abroad. 103,400 foreign tourists visited during the Games the USSR Exhibition of Economic Achievements.

Competitors, officials, guests of honour, journalists and tourists visited Moscow's historical sights, architectural monuments, the Kremlin, and the "USSR Diamond Fund" exhibition. A large number of general-interest tours around Moscow were organised.

Of tremendous interest for guests from abroad were tours to Zagorsk, Suzdal, Rostov the Great and Vladimir, with their numerous architectural and historical treasures.

During the excursion to Zagorsk, a



meeting was organised with Archbishop Vladimir, Rector of the Theological Academy. The guests had a chance of acquainting themselves with the activity of the Orthodox Church and with its position in the Soviet Union.

**The Beriozka Dance Company performing at the Olympic Village**

**The Pyatnitsky Folk Choir at the Olympic Village**

## Film shows

The sportsmen, officials, guests of honour, journalists and tourists, were able to see film shows at sixty of the best cinemas, near their hotels.

Films were also shown at the 14 cinema halls at major Olympic sites: the Olympic Village, the Main Press Centre, the International Youth Camp, and in hotel complexes such as Molodyozhny and Salyut.

The film programme included 80 feature and more than 90 SF and documentary films (of these, 17 were dubbed in English, French, German and Spanish).

Nearly 6,500,000 cinema-goers, including nearly 70,000 guests from abroad, attended over 15,000 showings. Nearly 60,000 saw films in the cinema-halls of Olympic sites.

One and a half million copies of bills, posters, booklets and programmes with the Olympic emblem, including those in official IOC languages, were put out for advertising and information purposes.

## Cultural Services for Members of the Olympic Family and Journalists

Members of the Olympic family and journalists were provided with a variety of service:

- services for the IOC President and Vice-Presidents, members of the IOC Executive Board, members, honorary members and the Director of the IOC, members of the IOC commissions, Presidents and General Secretaries of the NOCs and IFs and IF technical delegates;

- services for the guests of honour and delegations from future Olympic cities, and for observers;

- services for persons accompanying members of the IOC, IFs, and NOCs;

- services for members of the Jury of Appeal and international referees;

- services for the journalists and other representatives of the mass media;

- services for competitors;
- services for guests of the International Youth Camp.

A special Cultural Programme was prepared for every category, with due regard of their Olympic functions, session meetings, and their wishes.

A special cultural programme was organised and held for athletes at the Cultural Centre of the Olympic Village. This contributed considerably to creating an atmosphere of friendship, comradeship and mutual understanding among the competitors.

A separate cultural programme was prepared for guests staying at the International Youth Camp.

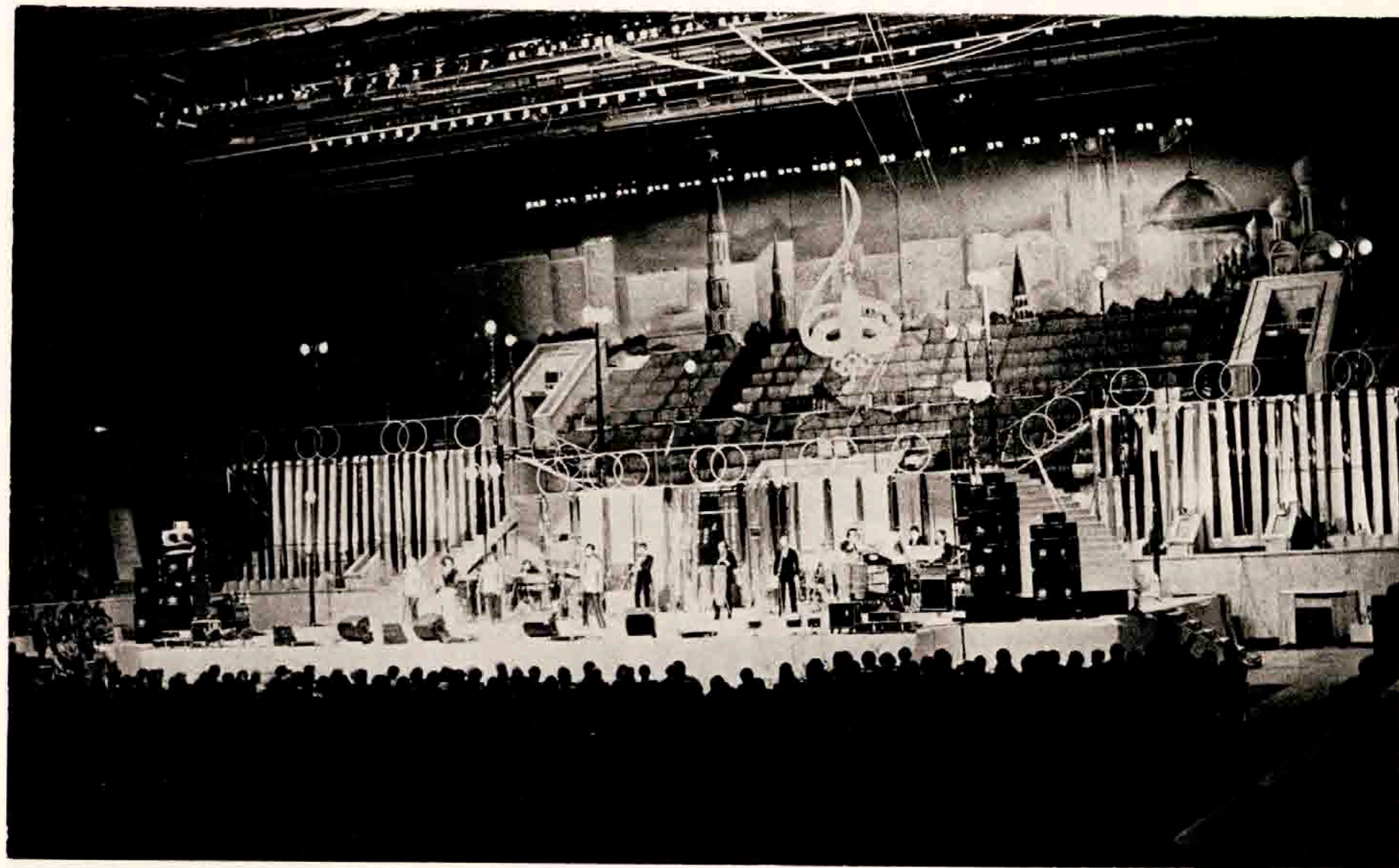
Attaching great importance to the events in the Cultural Programme, the Organising Committee distributed among members of the Olympic family specially published folders which contained a detailed description of forthcoming performances by art groups and soloists.

It must be noted that the Cultural Programme worked out for members of the Olympic family was carried through at the expense of the Organising Committee and was offered free of charge. The Organising Committee allotted 464,000 roubles for this purpose (including the cost of the arts events in Tallinn, Leningrad, Kiev and Minsk).

In addition to that members of the Olympic family and journalists were also given ample opportunity to visit theatres, concert halls, museums and exhibitions at their own expense. They could book tickets for their chosen performances directly at their hotels. These booking-offices sold over 234,000 tickets.

The interest in the Cultural Programme mounted during the Games.





The Virski Company performing at the Main Press Centre



For instance, at the request of foreign guests the Cultural Programme coordinators organised additional tours of Moscow, visits to museums, to exhibitions, to places of historical interest round and about Moscow, to the USSR Economic Achievement Exhibition, to the capital's enterprises, to the collective farms in the Moscow region and to the Young Pioneer camps.

The Cultural Programme envisaged 99 such excursions, but in fact, their number during the Games reached 349 (excluding individual trips and visits).

The total audience of the Cultural Programme for members of the Olympic family and journalists including free and purchased tickets to theatres, concert halls, and circuses totalled 101,000 people, or an average of five attendances per guest.

The following undertakings conducted additionally for members of



The Leningrad Music Hall company at the Olympic Village

Pesniary pop group performing at the Main Press Centre

the Olympic family and journalists are most significant:

— 29 visits to V. I. Lenin Museum, in which 1,310 people took part (sports delegations from the countries participating in the Games, together with heads of National Olympic Committees, groups of members of the IOC, and representatives of the IFs, guests of honour and journalists). Delegations from a number of countries laid wreaths at the foot of the Lenin Mausoleum;

— 33 excursions to the Moscow Kremlin (instead of the planned 4) with 2,060 people taking part. Those who wished were given an opportunity to visit the V. I. Lenin Museum-Flat;

— 32 excursions to the Revolution Museum, the State Historical Museum, the Museum of the Armed Forces of the USSR, the L. N. Tolstoy Museum, the Polenovo estate and others;

— 30 sightseeing tours of Moscow and its historical places with 2,000 guests taking part.

The officials, guests of honour and journalists were interested in the organisation of labour and the everyday life of the workers at Moscow enterprises, and farmers at state and collective farms in the Moscow Region, as well as in the organisation of summer holidays for children. Nearly 500 people visited the Lenin Komsomol Automobile Plant, the Likhachov Automobile Plant, the Rot-Front Confectionary Factory, the Khromotron TV Tube plant, the Second Moscow Watch Factory, the Leninsky Luch, Zavety Ilyicha collective farms, and the Moskovsky State Farm. All in all, guests visited 12 enterprises in Moscow and in the Moscow Region. All the meetings were held in a warm, friendly atmosphere and evoked great interest in our foreign guests.

Guests from England, the FRG, Portugal, Mexico, Brazil and other countries, for instance, visited the Second Moscow Watch Factory. They were shown the work of the assembly shop, paid a visit to the factory museum, learned about the conditions of work and social welfare for the workers. Journalists from Denmark, England, Japan and Madagascar paid a visit to the Khromotron plant. During the talk, which was held at the conference-hall after the tour of the plant, its management answered numerous questions.

Guests from Britain, Italy, Spain, Yugoslavia, Denmark, Sweden, the Netherlands, Czechoslovakia, the FRG, Australia, Brazil, Guatemala, and Peru met the farmers at collective and state farms around Moscow. Foreign

correspondents learned about the working conditions of the collective farmers, their pensions and about the achievements of sportsmen-farmers.

Eight groups of guests from abroad visited the Young Pioneer camps Zorka, Sokol, Mirny and others situated in the Moscow region, where they were acquainted with the organisation of children's leisure time.

Members of the Olympic family showed great interest in the USSR Economic Achievement Exhibition. More than 1,500 guests took part in 36 excursions to the exhibition.

Meetings of members of the Olympic family and journalists (nearly 880 people) with Soviet public figures and members of the artistic intelligentsia: composers, film producers and directors, artists, and members of the Union of Soviet Societies for Friendship and Cultural Relations with Foreign Countries were held within the framework of the Cultural Programme of the Games. Guests were greatly impressed by their visit to the world's only Children's Musical Theatre and the Choreographic School of the Bolshoi Theatre of the USSR.

After the plays, concerts and performances, members of the Olympic family commented on the broad scope of the Cultural Programme, its high professional level and variety. They emphasised that in its content and scope the Cultural Programme of the Moscow Olympics had no equal at previous Olympic Games. In a talk after the above-mentioned concert at the Pushkin Museum of Fine Arts Lord Killanin gave high praise to the Soviet artists. He noted that he was well aware of their high performance skill, but the level of concert given on July 14, at the opening session of the IOC and the Art Programme performed at the Pushkin Fine Arts Museum surpassed all expectations. Lord Killanin stressed that he had never heard such a powerful and beautiful performance of the Olympic Anthem as in the Bolshoi Theatre. Lord Killanin, Juan Samaranch and other IOC leaders spoke just as highly about the concert in honour of the opening of the Games. They were enthusiastic about the skill of the ballet performers, the singers, about the performance of the Moisseyev Dance Ensemble and about other artists.

IOC leadership noted on more than one occasion that one of the strongest aspects of the Cultural Programme in Moscow was its mass character. According to W. Reczek, IOC member and Chairman of the IOC Culture



Commission, the mass performances accessible to everyone, promoted the atmosphere of a big Olympic fête, of collaboration between art and sport and kept up a wide interest in the Olympic Games.

The cultural programmes in Leningrad, Tallinn, Kiev and Minsk were marked by their diversity and high professional level. They were staged with due account of the cultural traditions and artistic originality of these cities, which represent various Soviet republics.

In Tallinn, guests of the Olympic Regatta were present at a mass festi-

val of song, where they were introduced to Estonian folk art. Musical and drama theatres held their performances in their own theatres and at places of historical importance.

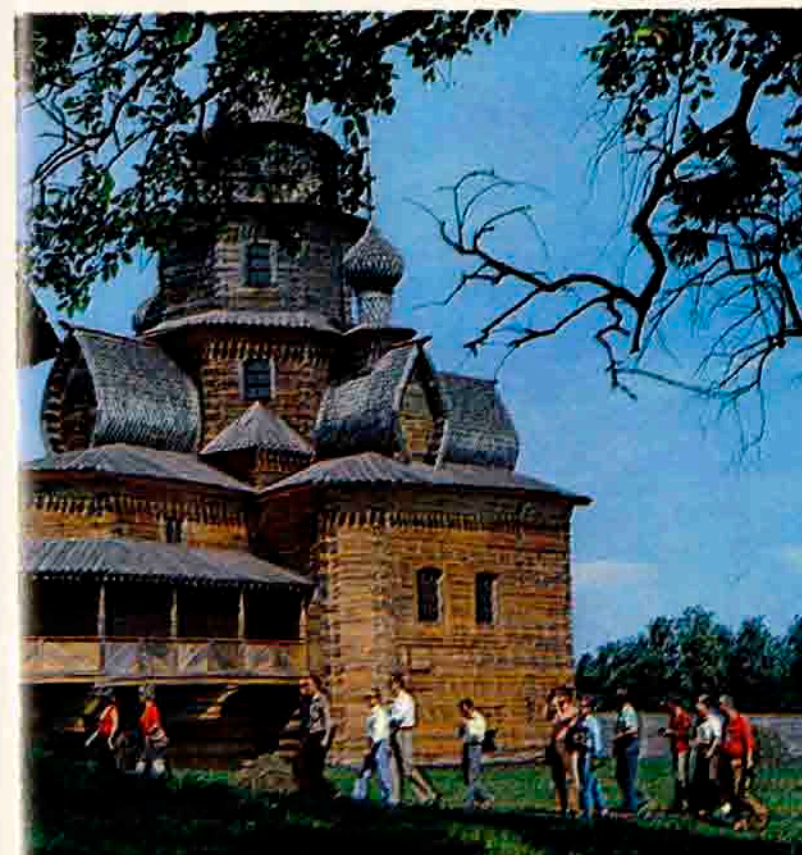
Extensive use of the museums, historical monuments and architectural complexes of the city, palaces and parks in the towns of Petrodvorets, Pushkin and Pavlovsk was one of the distinguishing features of the Cultural Programme in Leningrad.

Colourful fêtes by Ukrainian masters of art were staged in Kiev, in addition to theatrical performances in the parks situated on the banks of the

The Circus Day at the Sokolniki Park



A trip down the Moskva River  
At the Tretyakov Picture Gallery



Sightseeing in Moscow and its environs



Dnieper River and in the city's central squares.

Performances by the folk amateur art groups of Byelorussia were one of the focal events of the Cultural Programme in Minsk.

During the Cultural Programme, 5,500 various events, concerts and performances were held in Moscow alone, with 42,000 art workers, the workers in the theatre and entertainment and in cultural-educational establishments taking part in them. They were attended by over 9,500,000 people. Some 2,400,000 people enjoyed the 1,200 concerts in Tallinn, Leningrad, Kiev and Minsk. Given that the Cultural Programme concerts and performances were broadcast daily over the television and radio in the Soviet Union and in many other countries, the audience of this Olympic arts festival totalled hundreds of millions of viewers and listeners.

After every excursion the participants in the Games and guests signed the visitors' books of the museums and exhibitions, expressing their enthusiasm and gratitude for the opportunity to become acquainted with the rich culture and eventful life of the Soviet people.

The results of holding the Cultural Programme of the Games of the XXII



Olympiad, and the high evaluation of its content, including comments by the Soviet and foreign press, justify the conclusion that its organisers managed to create a single complex of various events demonstrating the cultural heritage and the contemporary creativeness of the peoples of the USSR. The Cultural Programme turned out to be an important component of the 1980 Games and, according to unanimous opinion, will remain in the history of the Olympic movement as an event of outstanding cultural and social significance.



Competitors at the Pushkin Museum of Fine Arts

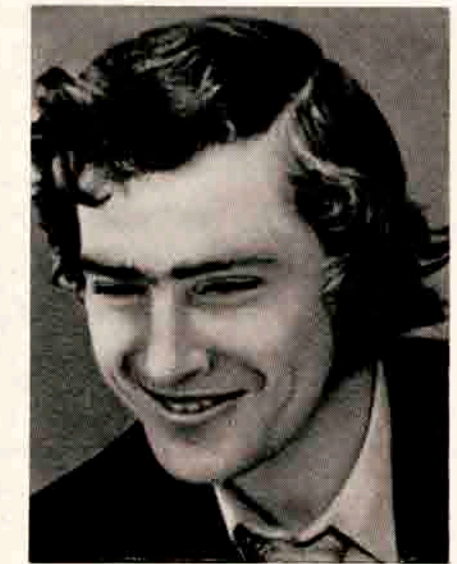
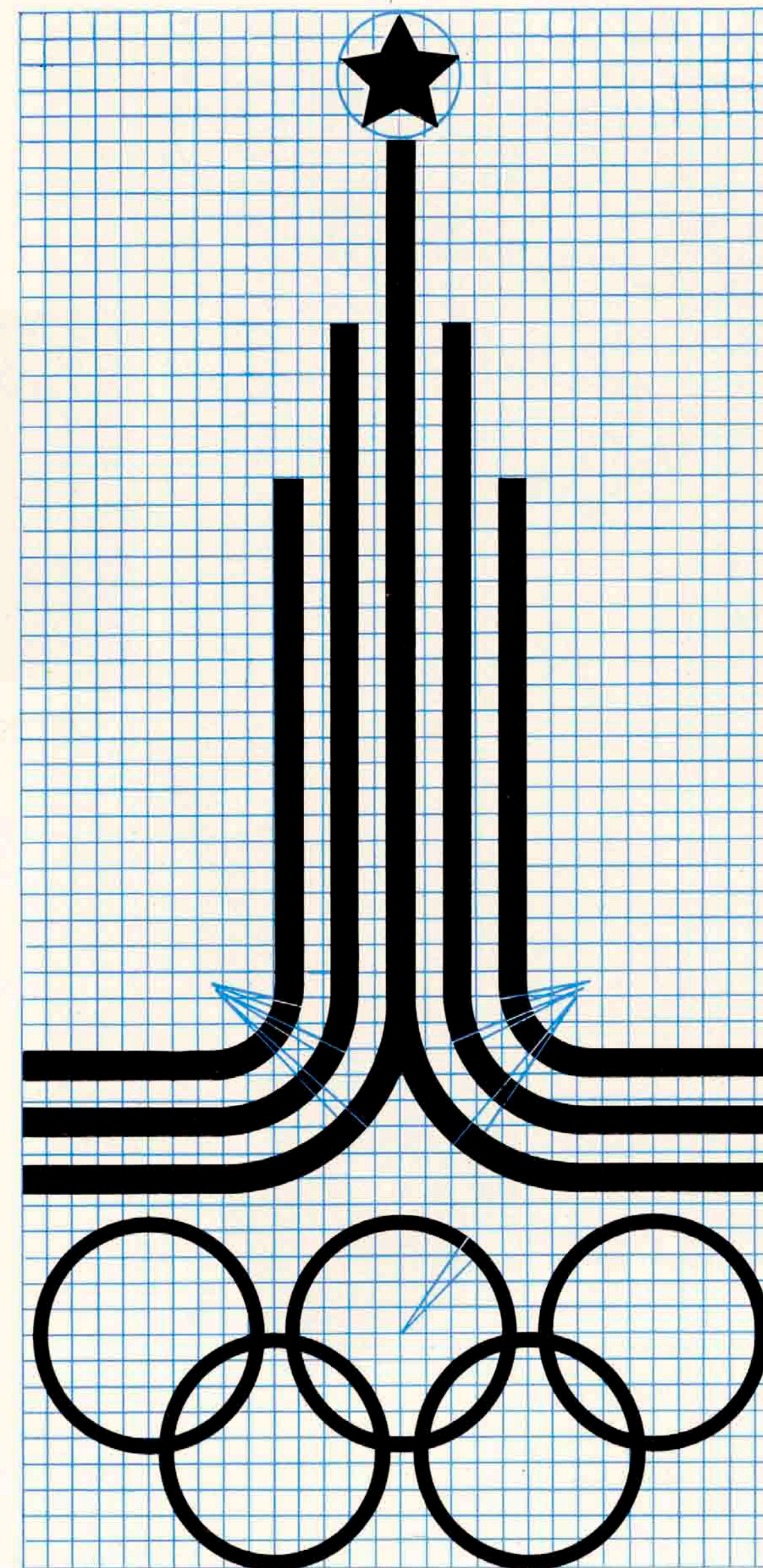
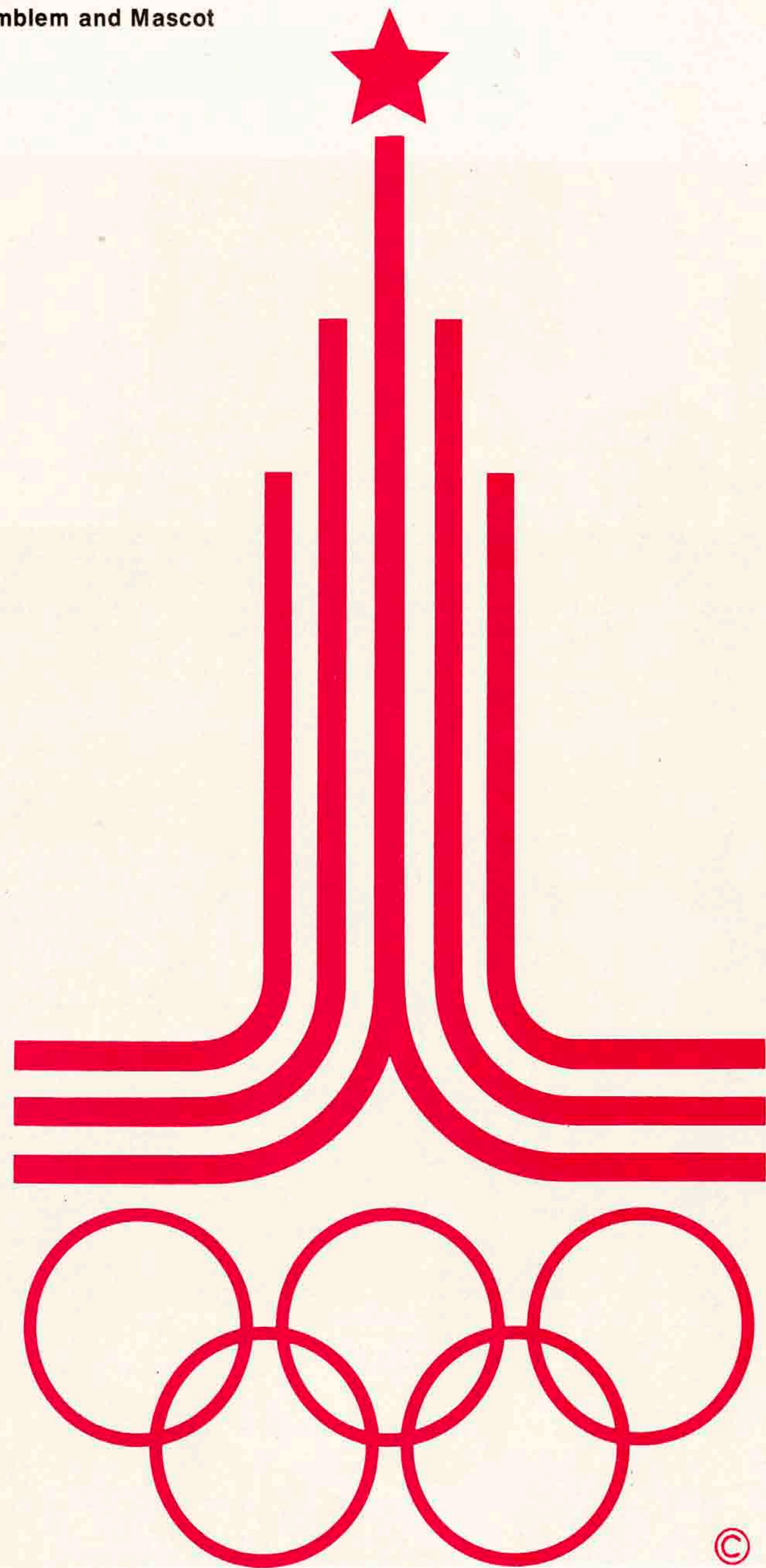
At the exhibition of Russian crafts

At the Rublev Museum of Old Russian Art

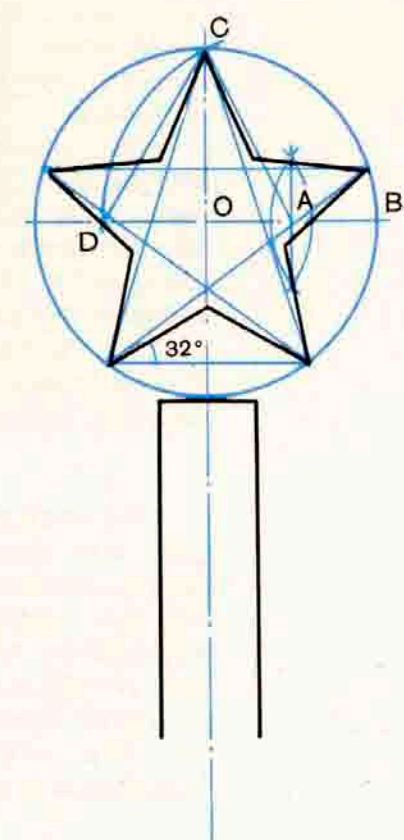
## Chapter XIII. Design







Vladimir Arsentev, the author of the official emblem of the Games of the XXII Olympiad



The competition for the best design for the emblem of the 1980 Olympic Games in Moscow was announced by the Organising Committee on June 1, 1975. The *Competition Statute* stressed the importance of the Games of the XXII Olympiad in promoting peace and friendship among nations, and developing higher moral standards among athletes and young people. The designs had to include two obligatory elements: a graphic symbol of the host country and five intertwined Olympic rings. The deadline for submitting entries to the Organising Committee was January 1, 1976.

The success of the competition showed that the forthcoming Moscow Games had aroused keen interest among the public both in the Soviet Union and abroad. The OCOG-80 had to choose the best design from among over 26,000 entries sent in by professional and amateur artists from all over the Soviet Union. Designs were also submitted by artists from Great Britain, Bulgaria, Hungary, the German Democratic Republic, India, Canada, Cuba, Mali, Poland, the Federal Republic of Germany, and Czechoslovakia.

The Organising Committee chose the insignia suggested by the young Soviet artist Vladimir Arsentiev and made it the official emblem of the 1980 Olympic Games.

The IOC officially endorsed the emblem at its 78th Session in 1976.

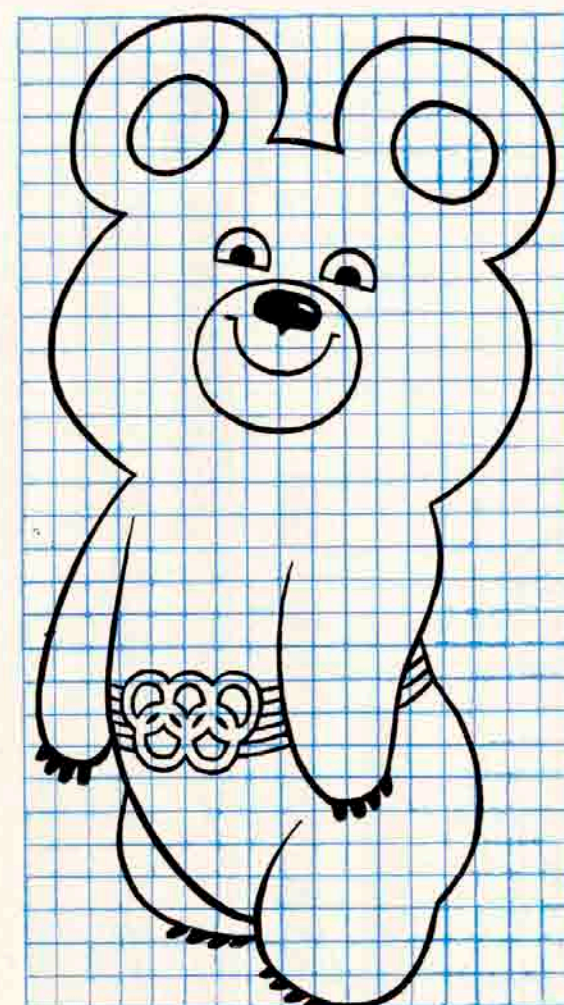
The winning design consisted of three basic elements:

- the Olympic emblem of five intertwined rings of one colour;
- a section of running track rising into an architectural silhouette typical of Moscow;
- a five-pointed star topping the silhouette.

The essential requirements were: red as an official colour of the emblem; a contrasting background (white as an example); stable proportions irrespective of the size of the emblem; minimal height, 12 millimetres.

The three preceding Olympiads had a mascot along with an official Olympic insignia.

The mascot of the Moscow Olympics was chosen with the help of a public opinion poll conducted jointly by the editorial boards of the TV programme "V mire zivotnykh" (Animal World) and the newspaper *Sovetski Sport* (Soviet Sport). The majority of the 45,000 letters received suggested a bear.



Viktor Chizhikov, the author of the Misha mascot



A group of artists, recommended by the Artists' Union of the USSR, worked out 60 graphic versions. The bear—called Misha—submitted by artist V. Chizhikov from Moscow, was selected as the mascot of the Moscow Games.

Chizhikov's design was translated into several graphic representations—one in contour (author V. Stupin), one adapted for the different sports (E. Migunov), and a three-dimensional model (V. Ropov).



Vigri the Seal, mascot of the Olympic Regatta

## Pictographs

Sports pictographs, as we know, are pictographic drawings symbolising sports. They serve as points of reference and help overcome language barrier. Over the past few years, they have been integrated into the decoration of Olympic cities, and have been depicted in Olympic posters, commemorative medals, postage stamps, tickets, souvenirs, etc.

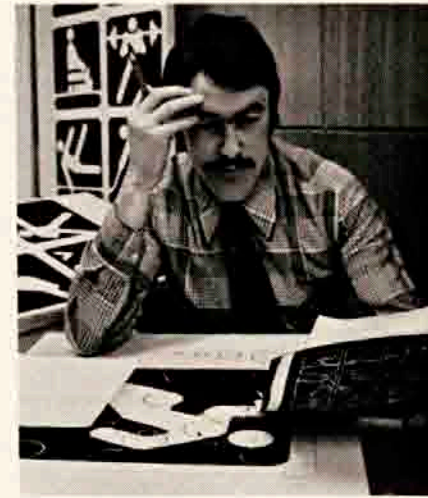
On the OCOG-80's request, graduates from several art colleges took up the design of the pictographs of the insignia as the theme of their dissertations. With the help of the research institute of industrial aesthe-

tics, the Organising Committee chose the work submitted by Nikolai Belkov, Mukhina Art School graduate from Leningrad.

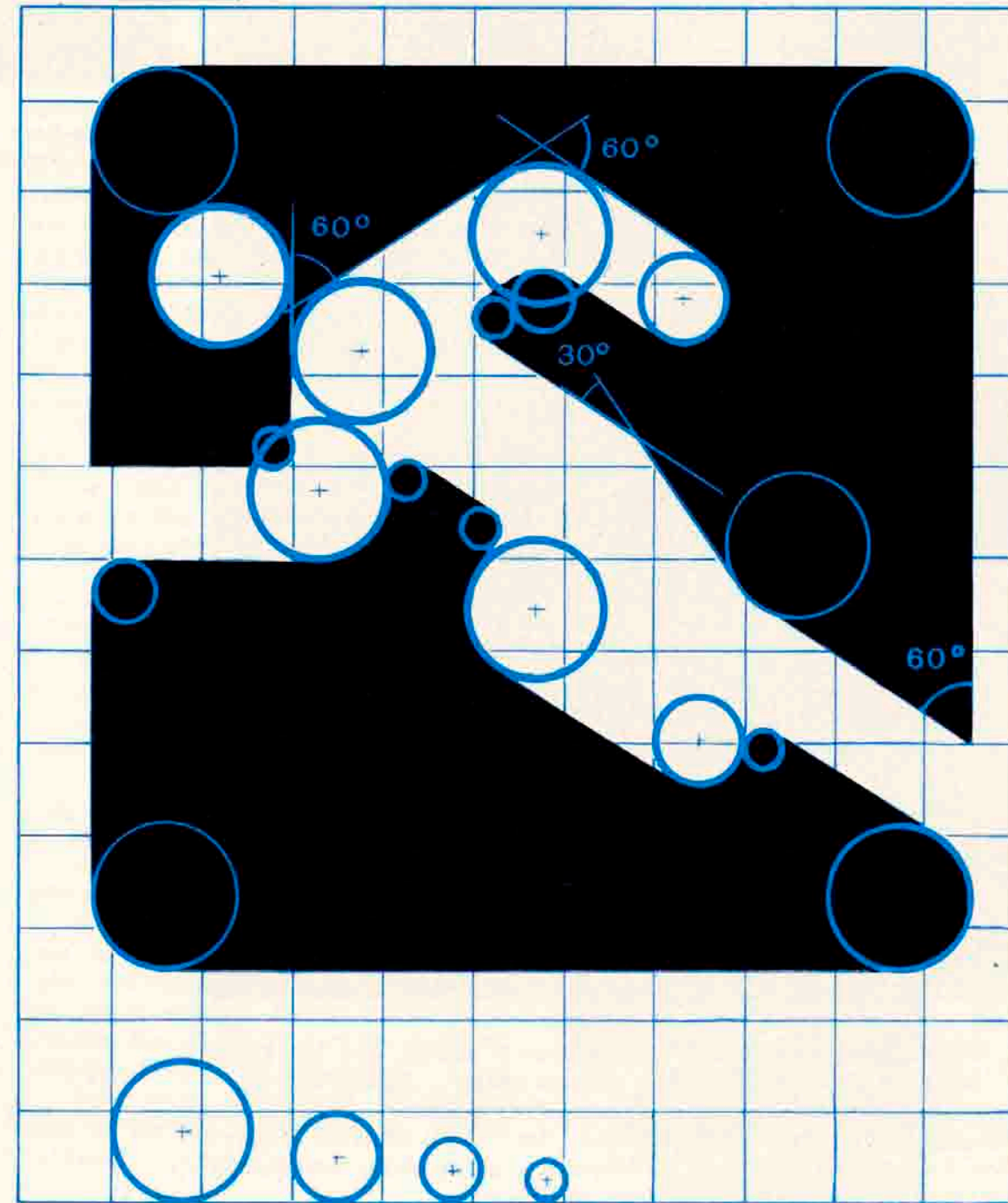
The State Committee for Inventions and Discoveries under the USSR Council of Ministers recognised the new design as a production pattern.

Though highly stylised, the new signs are easily comprehensible. They are smoother in outline because they are constructed at an angle of 30°-60° (previously the angle was 45°-90°).

Another merit of the new system is



Nikolai Belkov, the author of the pictographs of the Games of the XXII Olympiad

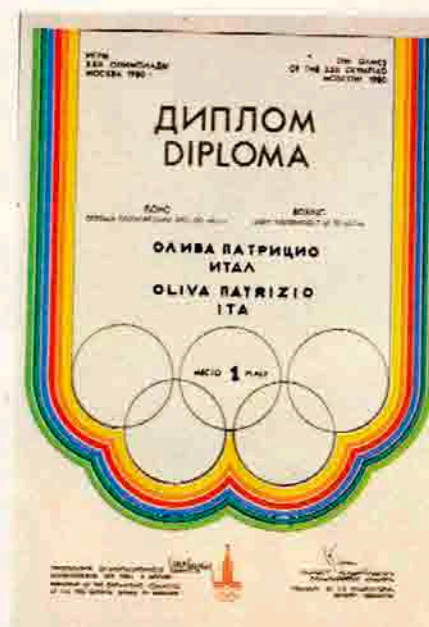


that the designs can be adapted for use in four representations: direct (solid, black against a white background), reverse (solid, white against a black background), contour (black

contour against a white background), and reverse-contour (white contour against a black background), and permit several colour and shade and size variations.



Award and Commemorative Medals

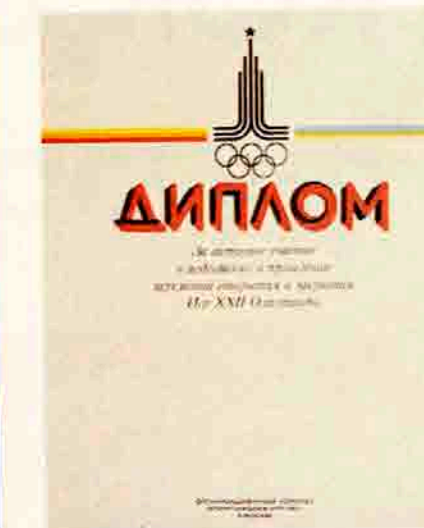


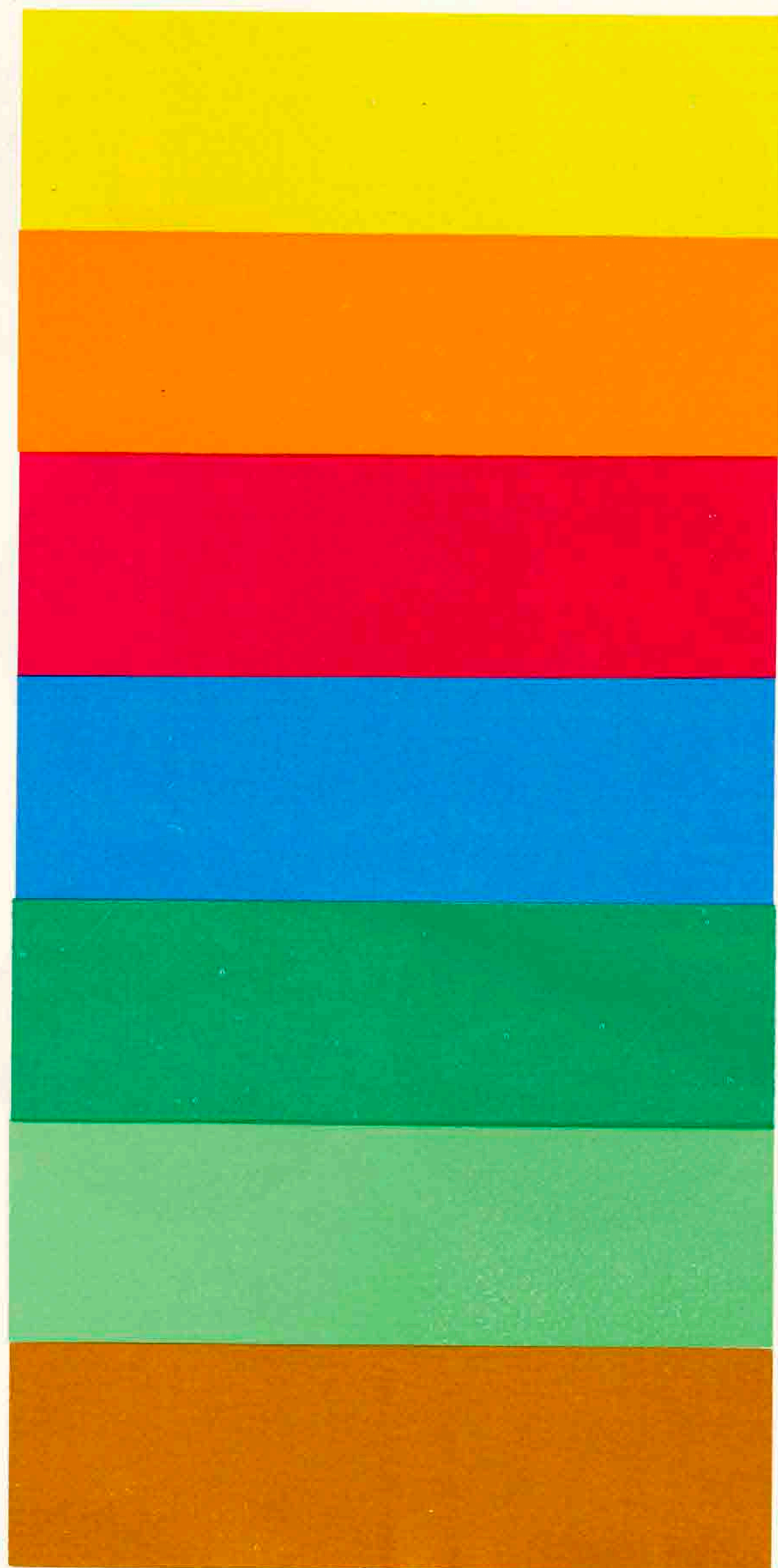
According to the rules laid down in the Olympic Charter, the Organising Committee provided the award and the commemorative medals. The IOC endorsed the designs at its 80th Session in 1978.

The award medal was designed by Ilya Postol, a young sculptor from Moscow. The obverse bears the traditional Olympic symbol of victory: the goddess Nike holding a laurel wreath; in the lower right-hand corner, a fragment of the Colosseum, above it, the inscription in Cyrillic *Igry XXII Olimpiady. Moskva 1980* (Games of the XXII Olympiad. Moscow 1980). The reverse depicts a stylised Olympic Bowl with burning flame against the background of a stadium arena. The upper right-hand segment, carries the insignia of the Moscow Olympics. The name of the sport appears on the rim. The medals are fastened to a ribbon bearing the official colours of the 1980 Games. The award medal is 60 mm in diameter and 3 mm thick.

The gold medal is of gold-plated (6 grams) fine silver (92.5 per cent); the silver medal, of fine silver (92.5 per cent); and the bronze medal, of tombac (copper with zinc).

The commemorative medal was designed by sculptor Angelina Leonova. The emblem of the 1980 Games against a background of a stadium arena appears on the obverse. In the upper right-hand corner is the inscription in Cyrillic "Games of the XXII Olympiad. Moscow 1980". The reverse features a bas-relief of Red Square in Moscow. The medal is made of tombac, and is 60 mm in diameter and 3 mm thick. The winners of the Games and the contestants placing fourth, fifth and sixth were awarded diplomas, designed by Moscow sculptor Alexander Arkhutik.





АБВГДЕЁЖЗИЙКЛМНО  
 ПРСТУФХЦЧШЩЪЫЬЭЮЯ

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The OCOG-80 assigned the job of working out the official colour scheme of the Moscow Games to artists Oleg Bezukhov, Anatoli Muzanov and Vladimir Kobrin and the Colour research Centre of the All-Union Institute of Printing Arts.

the image of the 1980 Games. The same applied to the choice of the official typeface. The Latin typeface Futuro Medium was chosen as the basis of the official Olympic script. OCOG-80 assigned the job of working out the Cyrillic version to the artist

Official type of the Games of the XXII Olympiad

Colour	Paint	Chromaticity coordinates		Bright-ness Y	Wave length (in nano- metres)
		X	Y		
Bronze		0.356	0.364	30.5	577
Red	(531+231)	0.596	0.338	19.0	608
Blue	331	0.152	0.193	21.7	481
Orange	(531+11)	0.531	0.438	50.8	586
Yellow	531	0.439	0.497	80.1	574
Light-green	(531+40)	0.314	0.529	45.5	552
Green	(531+331)	0.210	0.550	18.6	521

The selected colours were: red and blue as the basic colours; green, light-green, yellow, orange; and gold (bronze) as an additional colour.

The unification of all these elements in graphic representations of the Olympic symbols served to create

A. Muzanov, who together with V. Kobrin, also designed the logotypes—standard graphic representations of official terms and phrases, such as *Moscow 1980, Games of the XXII Olympiad*, etc., used both separately and combined with the emblem.

## Moscow's Olympic Garb



The designers of the Olympic decoration of Moscow sought to promote the lofty ideals of the Olympic movement and international sports contacts, which foster peace, understanding and friendship throughout the world.

The decorations not only created a festive atmosphere of friendliness and ebullience among the participants and the guests, but helped overcome the language barrier and made it easier for the visitors, particularly those from abroad, to find their way around Moscow.

Moscow's Olympic decor had been designed to become an integral part of the city. The designs employed various elements of large-scale poster art, decoration and advertising, which creatively combined the master plan for the Olympic decoration with the general aspects of Moscow's urban development.

The master plan determined areas to be specially decorated for the forthcoming Games and provided designs for the decoration of several residential districts.

Olympic decoration within the city area and of the Games sites and facilities was planned and carried out in accordance with the OCOG-80 recommendations based on the Olym-



pic Charter. It was marked by a homogeneity of style and the wide use of the 1980 Games emblems.

Games sites and facilities, Olympic routes, city squares and motor roads, motor ways into Moscow, airports and railway stations were decorated with:

the emblem of the 1980 Olympic Games (a three-dimensional model or a graphic representation);

Misha, the Games mascot; greetings to the participants and the guests, such as the motto *Citius, Altius, Fortius!* in Latin or in three languages;





flags of the participating countries and the Olympic Flag;  
pennants in Olympic colours;  
diagrams and maps of Olympic itineraries and sites.

Sports pictographs, signs and posters helped the guests, foreign visitors in particular, round the city.

The decorations included large-size billboards with a schematic map of Moscow and programme of the Games.

Special attention was paid to designing sports complexes.

The job of designing decorations for stands and boxes, for the Main Press Centre and subcentres was done jointly by the artists' Union, the Moscow Stroganov Higher School of Industrial Arts, the Museum of the History and Reconstruction of Moscow, the Grekov Art Studio, and by the artists

who had exhibited their works at the "Sport: Ambassador of Peace" exhibition.

The designers incorporated into the city decor children's drawings and paintings (exhibited earlier at the international contest "The World as I See It"), and a series of engravings and posters on the themes Moscow and sports and Olympic Moscow.

Works of art (more than sixty paintings from the Arts Collections of the USSR) were displayed, and the photo exhibition "Olympic Moscow" was organised in the VIP lounges of the Central Lenin Stadium. Thematic exhibitions on the Olympic movement and XXII Games were held at other Olympic sites and facilities.

These elements made up the integral Olympic ensemble of the city and the Olympic sites.

Signs near competition sites

## Chapter XIV.

## Services and Tourism





The Olympiad-80 Organising Committee took a wide variety of measures to hold the Olympic sports competitions on a high organisational and technical level. At the same time they devoted great attention to creating the necessary conditions for everyone attending the Games of the XXII Olympiad. Indeed, the Olympic games are not only the most important event in international sports, but also a place for meetings and contacts among hundreds of thousands of people with different views, convictions and simply various tastes and customs. We had to arrange living conditions for competitors and visitors in which they would feel comfortable—almost as if they were at home—and in which they could carry out their duties for the Olympics and learn about whatever interested them. Nothing should inconvenience or disturb the competitors and visitors. Furthermore, the service organisations were called



Pribaltiiskaia Hotel in Leningrad



upon to help in every way to create a buoyant, festive atmosphere, for the Olympic Games are a true holiday for everyone attending them.

With this in mind the Organising Committee took decisions on all matters of reception, accommodation and services for the competitors, officials, guests of honour, journalists and tourists who came to the 1980 Olympic Games in Moscow from 132 countries.

The Games of the XXII Olympiad in Moscow were attended by the following persons:

- heads and members of the IOC and their retenués—139 per.;
- IOC guests of honour—6 per.;
- guests of IOC members—26 per.;
- members of the IOC commissions—21 per.;
- personnel of the IOC Secretariat—30 per.;
- and recipients of Olympic diplomas—4 per.;

- presidents and general secretaries of NOCs and their retenués—230 per.;

- presidents, general secretaries and technical delegates of the International Sports Federations (IFs) and their retenués—143 per.;
- guests of IF heads—22 per.;
- and administrative—technical personnel of the IFs—7 per.;

- official delegations from the Organising Committees for the 1976 and 1984 Olympic games—13 per.;
- and delegations of observers from the Organising Committees of future Olympic and regional Games—50 per.;

- members of the Jury of Appeal and their retenués—239 per.;
- foreign referees—556 per.;
- and Soviet referees—1275 per.;

- representatives of the foreign and Soviet press, television and radio—4,758 per.

In Moscow there were 57 Olympic attachés.

In addition, 635 participants in IF congresses attended the Games as well as 735 representatives of foreign



firms which cooperated with the Organising Committee but who were not given accreditation. Their servicing was arranged by Intourist. Nevertheless, the OCOG gave them appropriate consideration as well.

Reception, accommodation and services for the many tourists were handled by Soviet tourist organisations. The Organising Committee coordinated their activities and supervised the preparation of services for tourists. The tourists were given the opportunity to attend Olympic sports competitions and take part in the activities of the Cultural Programme, they were also provided with every opportunity to become broadly acquainted with the life of the Soviet people, their culture and history. The Olympic tours purchased by tourists to attend the Games included about one hundred itineraries around the USSR.

The Organising Committee carried out all the work for arranging the reception, accommodation and services for the above-mentioned categories of people attending the Games with the active participation of public commissions, including the following: for reception and accommodation; for the organisation of meals and trade; for medical care.

Back in 1976, in the Organising Committee a Service Department was established which had a staff of 48 persons by the beginning of the Games. This Department had the following responsibilities: reception of officials, guests of honour and journalists; organisation of municipal and everyday services; preparation of accommodation for tourists; organisation of meals and trade; medical care. The Service Department carried out preparatory work to organise the reception, accommodation and services for people attending the Games; coordinated the activities of ministries, agencies and organisations which were given specific tasks in the development and preparation of the necessary material base; and participated in deciding questions on the selection and preparation of service personnel.

In the preparatory period the Organising Committee arranged inspection of existing hotels in Moscow and other cities as well as dormitories which could be used to accommodate various categories of visitors. At the same time plans for the construction of hotels and dormitories and progress of work on them were analysed.

This resulted in a list of hotels and dormitories which were intended for use during the Games. The Organising

Committee considered it necessary to reconstruct several of the hotels in Moscow and other cities, renovate equipment and furnishings, and supplement service personnel. An integrated plan for the reception of visitors was worked out.

Measures were also stipulated to accelerate the construction of new hotels in order to open them before the Games. Similar measures were taken in public eating places, shopping and service establishments, as well as in medical facilities.

During the preparatory period the Organising Committee worked out conditions of attendance at the Games for various categories of persons which stipulated the system of remuneration for accommodations, meals, participation in the activities of the Cultural Programme and other types of services for various categories of visitors. Many types of services were provided to members of the Olympic family free of charge. A system of services for various categories of people was worked out in their places of accommodation, in sports facilities during the Olympic competitions, in the Main Press Centre and in the Olympic Television and Radio Centre.

In 1979 under the auspices of the Service Department, a branch for organising services was set up which had a membership of 109 people during the Games. Members of this branch along with specialists from the Department proper worked during the Games on the staffs of operational service centres which were organised in all hotels accommodating officials, guests and journalists. The staffs of these operational centres were made up of representatives of hotel managements, the Executive Committee of the Moscow Soviet and service organisations. During the Games the operational centres solved problems of accommodation, meals and services for visitors staying in any hotel. Practice showed that the creation of such centres in hotels was a useful and essential measure.

Similar organisational and preparatory activities were carried out in Tallinn, Leningrad, Kiev and Minsk. The best hotels were provided for the accommodation of officials, guests of honour and journalists staying in these cities during the Games. They took their meals in restaurants in their hotels, bars, cafés, stands and other services were also at their disposal. In essence, the same conditions were provided for those who came to the Olympic Regatta in Tallinn and the Olympic football tournaments in Leningrad, Kiev and Minsk.

## Accommodations and Meals



In Moscow during the Games officials, guests of honour and journalists were accommodated in hotels which were already highly rated—the Rossia, Intourist, and Yunost; in new hotels built in 1974-1980—Cosmos, Soyuz, and Sport; as well as the new wing of the Moscow Hotel.

Comfortable rooms in these hotels were fitted out with air conditioners, telephones, televisions and refrigerators. There were restaurants, bars and cafés at their disposal. Chefs devised a diversified menu. Dishes were selected with due consideration of the traditions of previous Olympic Games as well as the national tastes of the guests. In vending stands and Beriozka shops it was possible to purchase both souvenirs and necessities. Post-offices, currency exchange desks, inquiry offices and medical stations worked round the clock. An integrated bureau of everyday services was set up in every hotel. A car pool was made available to those staying in these hotels.

Remuneration for accommodations and meals was observed in accordance with the conditions for the reception of members of the Olympic family and the press that were worked out by the Organising Committee and approved by the 81st Session of the

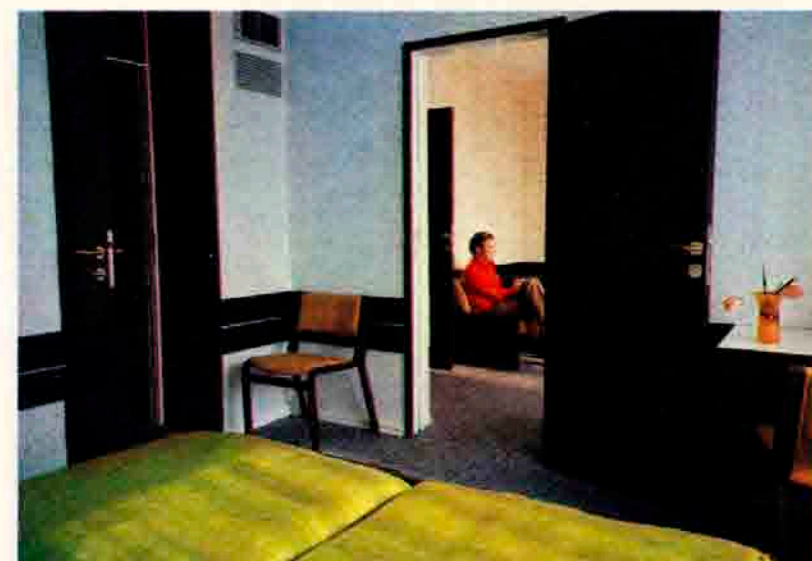
IOC. The difference between the fee paid by members of the Olympic family and journalists and the actual cost of hotel accommodation was covered by the Organising Committee at its own expense.

The new wing of the Moscow Hotel is located in the centre of the city, across from the House of Unions where the 83rd Session of the IOC was held. The following people stayed in this hotel: all IOC members and their retenués; members of the IOC commissions; staff members of the IOC Secretariat and guests of IOC members; ISF presidents, general secretaries and technical delegates and their retenués; ISF administrative-technical personnel and guests of ISF leaders; recipients of Olympic diplomas; and members of official delegations from the Organising Committees for the 1976 and 1984 Games. The total number of the above-mentioned people staying at the Moscow Hotel was 411. For their accommodation 44 de-luxe and semi-de-luxe rooms, 205 singles and 210 doubles were made available.

The president and the Director of the IOC were provided with suites and working conditions in full accordance with the requirements of the Olympic Charter.



National and Intourist hotels



Cosmos Hotel

Guests in the Moscow Hotel took their meals in a restaurant seating 600. In addition, cafés and bars on the floors were open around the clock.

All IOC members, ISF presidents and general secretaries as well as their retenues had a wide variety of beverages supplied to them free of charge.

Presidents and general secretaries of NOCs and their retenues were accommodated in the Rossia Hotel, which is located near the Red Square. Members of the Jury of Appeal and their retenues, members of delegations of technical supervisors, representatives of the press and photo-correspondents, as well as participants in ISF congresses who did not have Olympic accreditation also stayed here. All together 3,247 persons were accommodated in the Rossia Hotel. They were furnished with singles and doubles at the following rates: NOC presidents and general secretaries and their retenues as well as members of delegations of technical supervisors paid 18 roubles a day for their accommodations and two meals; members of the Jury of Appeal and their retenues paid 14 roubles a day for their accommodations and two meals; journalists paid 18 roubles a day for their accommodations and breakfast.

The hotel's restaurants, bars and cafés had a wide assortment of dishes, snacks, sweets and beverages which could be ordered both during the day and at night.

Some 1,546 representatives of the media and 187 guests of honour of the Organising Committee were accommodated in the Cosmos Hotel, located not far from the Television and Radio Centre. Guests of honour were given 160 rooms and three suites; radio and television correspondents with their assistants had 1,480 doubles, 40 semi-de-luxe rooms and three suites.

The Organising Committee paid the expenses of their guests of honour. Representatives of the press paid 24 roubles a day for their accommodations and breakfast.

The hotel's restaurants with a seating capacity of 2,600 were at the disposal of the guests and one of the restaurants was open around the clock. There were four bars—two of which operated around the clock.

Hotel guests could use the sauna, swimming pool and bowling alleys.

Some 520 foreign sports referees stayed in the Sport Hotel on Lenin Avenue in comfortable singles, doubles and triples. Their meals were arranged in a hotel restaurant seating



Sport Hotel

700. On the lower floors of the hotel there were rooms with game machines, saunas and swimming pools. The Organising Committee covered the expenses for the referees' accommodations and meals here.

Soviet referees coming from other cities of the country—1,226 persons—were put up in the comfortable, new dormitory of the Lomonosov Moscow Institute of Fine Chemical Technology situated on Vernadsky Avenue not far from the Olympic Village. They were accommodated in 284 triples, 258 doubles and 13 singles. The meals were taken in the dormitory cafeteria.

A total of 635 congress participants who were in Moscow only for the ISF congresses and who did not have Olympic accreditation were occupied with the congresses for a few days, and during the rest of the time could attend Olympic competitions and see the sights of Moscow.



Rossiia Hotel

At the 80th Session of the IOC heads of several IFs requested that the Olympiad-80 Organising Committee arrange services for those participants in the congresses who did not have Olympic accreditation. In response to this and in consideration of existing practices, the Organising Committee worked out Congress-tours with Intourist. They included accommodations, meals and excursions for the congress participants, with automobiles and tickets to theatres and concerts provided for extra payment. Congress participants also had the opportunity to travel around the country.

Representatives of foreign firms which cooperated with the Organising Committee arrived at the Games from 23 countries and were put up in the hotels Soyuz, Yunost, Intourist and the hotel of the Academy of the National Economy of the USSR. They were offered 23 de-luxe rooms, 154 one-room singles and 375 one-room doubles at a price of 30 to 90 roubles a day. They had access to reception rooms and regular hotel rooms for holding talks and receptions. The organisation of accommodations, receptions and services for this category of people was carried out by Intourist according to special Olympic tours.

During the Games many members of the Olympic family and journalists visited other Olympic cities. Everywhere they went they were warmly welcomed and given every attention and care. In Tallinn they had comfortable rooms and restaurants in the Viru Hotel, in Leningrad in the old

hotel Astoria, in Kiev and Minsk in hotels Dnieper and Minsk. Visitors to these cities not only had the opportunity to attend exciting competitions, but also to see the sights of the cities.

Large amount of work was done by city organisations to prepare the network of public catering facilities—restaurants, cafeterias, cafés, bars and snack bars—for the Games. During the Olympics 1,380 catering facilities were open for business. This figure includes 65 temporary cafeterias serving 25,000 people which were built in Moscow for the Games in close proximity to sports complexes and other places the participants and guests had occasion to visit. Restaurants in hotels had sufficient capacity to serve all the hotel guests at the same time. Sports complexes also had enough cafés, cafeterias and bars. Hot tea, coffee and a variety of refreshing beverages were available to the athletes. The Russian Tea Table and Ceylon Tea Centre stands were particularly popular with both competitors and spectators.

In the halls of the sports buildings there were cafés and bars which offered officials and guests of honour a variety of beverages, cold snacks, sweets, and tobacco goods.

A great deal of attention was devoted to providing the spectators with refreshing beverages, mineral water and fruit juices in stadiums and other places in the Olympic cities.

In the guest books in restaurants, cafeterias, cafés and bars visitors left thousands of comments complimenting the good food and service.

## Retail Trade, Everyday Services and Medical Care



The Olympic Souvenir shop

In sports complexes, airports, railway stations, parks and public gardens, on streets and in squares hundreds of stands were set up to sell tobacco products, newspapers, magazines, books, icecream, beverages and souvenirs. During the Games merchandise with the Olympic symbol was sold in 240 department stores and other shops in Moscow as well as in dozens of stores in Tallinn, Leningrad, Kiev and Minsk. To speed up customer service, in many stores during the Games students who had the required professional training and who spoke foreign languages worked along with the regular staffs.

There were over 200 integrated bureaus of everyday services in all hotels and dormitories accommodating officials, guests of honour, journalists and tourists. They offered over 30 types of services: dry-clean clothes; wash shirts and linens; do minor repairs on clothes,

footwear and suitcases; fix electric razors, watches and clocks, radio and television equipment, movie cameras and cameras and sports equipment; develop film for movie cameras and cameras, etc. The employees in these bureaus usually spoke foreign languages. Anyone staying in a hotel could refer to such a bureau himself or place an order through the hotel staff. The bureaus were open without launch break from 8 a. m. to 9 p. m. every day. Minor repairs of clothing and various other things were done in not more than three hours. More complicated repair work was done in 24 hours. During the Games these service bureaus took more than 260,000 orders.

The network of post-offices in Moscow and other cities was expanded to provide the visitors to the Games with the postal services. There were 240 post-offices in Moscow alone.

There were post-offices in all hotels and sports complexes. The post-office's carrying capacity was expanded at airports and railway stations. Mobile post-offices in buses operated where competitions and the activities of the Cultural Programme were held as well as in other places where there were a lot of visitors.

Various services were offered in all post-offices. They accepted and distributed international and national mail, sold stamps and other postal materials, accepted and distributed international and national telegrams, and arranged international and national telephone calls. Post-offices had a wide assortment of Olympic picture post-cards, envelopes and stamps, and in many post-offices of Moscow, Tallinn, Leningrad, Kiev and Minsk there were special postmarks for cancelled stamps. There were many stamp collectors among the competitors and visitors who could add very interesting philatelist items to their collections.

In all the Olympic cities during the Games, 1,750 Soyuzpechat stands and displays sold newspapers, magazines, other printed matter and badges. There were also 1,150 newspaper vending machines.

For the convenience of foreign clients, the Moscow General Post-Office prepared more than 2,300 signs for postal services in French and English.

A dispatcher service under the auspices of the General Post-Office carried out the operational management of all post-offices in Moscow.

The Organising Committee gave great consideration to the organisation of medical services at the Games. Questions of medical care were conscientiously handled by the Medical Commission of the Organising Committee, which consisted of representatives of the Ministry of Public Health of the USSR, as well as the heads and leading specialists of medical establishments. They did tremendous work in preparing medical centres, providing them with medication and carrying out preventative sanitation and anti-epidemic measures.

The operational bureau of the Medical Commission headed all medical services in Moscow and other Olympic cities during the Games. The bureau decided all questions of medical and sanitation provisions for the Games in close contact with the Medical Commission of the IOC.

The operational bureau exerted constant supervision over first-aid medical stations at training and



Beriozka Shops

competition sites and everywhere competitors, officials, guests of honour, journalists and tourists were accommodated; over around-the-clock specialised and consultative emergency aid; and over medicinal and sanitation anti-epidemiological provisions.

All links in the system of public health care existing in the USSR were used for medical care at the Games. From June 28 to August 10, 1980, the competitors, officials, guests of honour, referees, journalists and tourists were cared for by 21 hospitals, six medical-sports dispensaries, 15 polyclinics, five emergency first-aid stations, clinics of 27 scientific-research institutes, and 331 medical stations. In sum, 18,673 medical personnel were responsible for medical care during the Games: 3,457 doctors, 3,741 paramedics and 4,016 aides. All medical care was rendered free of charge. (On medical care for competitors and other members of national delegations see Chapter VIII "The Olympic Village".)

First aid was rendered at medical stations and polyclinics. Hospitalisation was effected by recommendation of doctors in these stations and clinics. The appointed hospitals were staffed by specialists, and experts from clinical-research institutions and medical schools came in for consultations.

Medical stations at training and competition sites were equipped with electrocardiographs, cardio-resuscitators, oxygen masks, and surgical equipment as well as the necessary medicines, dressings, etc.

In addition to this, city pharmacies and pharmacy stands in sports complexes, hotels, airports and train

stations had a wide assortment of medicines which competitors, officials, guests of honour and journalists could obtain free of charge by prescriptions from doctors in the appointed clinics and other medical establishments.

There was also emergency first aid organised in Moscow and the other Olympic cities. Emergency first-aid substations were located near the Olympic sites and places where visitors to the Games were staying. Emergency first-aid dispatcher service was located in specially equipped premises with ten desks and twenty telephone extensions at one seven-digit number. Besides ten dispatchers, a senior dispatcher and a senior shift doctor were on duty around the clock.

There were special routes for emergency vehicles to sports facilities, hotels and dormitories and places where the activities of the Cultural Programme were held. The telephone connections to the emergency first-aid stations were reliable.

The 123 emergency first-aid teams worked conscientiously and efficiently. There were another 58 teams in reserve. About 1,500 calls were made; the teams usually arrived in 10 minutes after the call, and in 12-15 minutes only in isolated cases. In the medical establishments serving the Olympics there were 3,241 requests for aid and 825 people were hospitalised over the course of the Games.

The sanitation and epidemiological services of Moscow, Leningrad, Tallinn, Kiev, and Minsk supervised the systematic sanitation and hygiene measures of the preventative and routine sanitation inspections at all Olympic sites, especially restaurants, cafés, cafeterias, bars, stores and public buildings. The routine sanitation inspections were intensified along tourist routes and in places where events of the Cultural Programme were held. At all Olympic sites laboratory analyses were done of food products, water, and air. During the entire period of the Games not one of the Olympic cities registered levels of ozone, nitric dioxide, carbon



oxide, sulphur dioxide or heavy metals that exceeded the permissible limits.

In the USSR the existing rules to prevent epidemics worked out with consideration of the requirements of international public health organisations were observed during the Games. In addition, anti-epidemic measures for the Olympics were also implemented. A system for carrying out quarantine checks during the Games was arranged beforehand, special places were assigned to hospitalise patients with a probability of particularly dangerous infections, laboratories were delegated to study infectious diseases, and consultants on all quarantinable infections were assigned.

The planned implementation of sanitation and epidemiological measures ensured that the Olympic cities and sites maintained stable, high levels of sanitation and protection against epidemics. This was corroborated by the absence of mass infectious disease or food poisoning.

The Medical Commission of the IOC noted the high level of medical and sanitation provisions for the Games of the XXII Olympiad.



Medical aid to the sick



## Tourism



Moscow, Tallinn, Leningrad, Kiev and Minsk have had a great deal of experience in receiving and providing services for the huge number of tourists who come every year from many countries of the world and all of the republics of the Soviet Union.

It should be mentioned that international tourism is highly developed in the Soviet Union. It constitutes 5,000,000 people a year, and the number is continually growing. In connection with this, measures are being taken to provide for the further development of tourism, both on an international and national level.

Moscow and the other Olympic cities offer comfortable hotels, motels and camping grounds with well-prepared and experienced service personnel. However, Soviet tourist organisations had to implement some additional measures in order to accommodate the tourists at the Games.

This especially refers to the preparation of the material and technical base for receiving foreign and Soviet tourists. From 1974 to 1980 the tourist organisations of the Soviet Union carried out wide-scale construction of new hotels, motels and camping grounds, some of which were opened before the Games. Among these new facilities in Moscow were the large



Izmailovo hotel complex

hotel complex Izmailovo with 9,810 beds; the hotels Sevastopol with 3,560, Salyut with 2,020, Molodezhnaya with 1,491, and the House of Tourists with 1,190 beds. In the village of Mikhailovskoye outside of Moscow a motel-camping grounds called Solnechny was opened.

Other Olympic cities also expanded their hotel accommodations. The hotels Pribaltiiskaya and Karelia and the motel-camping grounds Olgino went up in Leningrad; in Kiev the hotels Rus, Bratislava and Mir were built; and in Minsk the hotel Planeta was erected. All the new hotels offer fine restaurants, bars, cafés.



Because the mass influx of guests to Moscow and other cities during the Games would be only for a short period of time, it was decided to use

for tourist accommodation comfortable student dormitories with single, double and triple rooms. Of course, it was necessary to carry out the proper repairs and supplement the furnishings, which was done in the period immediately preceding the Games.

Below are the data on the hotels available for use during the Games and their capacity.

The All-Union Joint-Stock Company Intourist was named General Agent for Foreign Tourism of the Organising Committee. The Central Council on Tourism and Excursions and the Sputnik International Youth Travel Bureau were made subagents.

These organisations have firms acting as contractors in most countries. Intourist, for example, cooperates with 600 firms, and its representatives work in almost 30 countries. Intourist played the largest role in handling foreign tourists during the Olympics. It concluded agreements on selling tours with travel agencies abroad, which were usually appointed on the recommendation of NOCs. Intourist contracted with travel agencies in a total of 78 countries, which sold over 1,300,000 tickets to foreign tourists.

The cost of the tours was determined in accordance with the standard rates for package tours and the rates during the 1972 Games in Munich and the 1976 Games in Montreal. The rates worked out by Intourist were approved by the Organising Committee.

Foreign tourists came to the 1980 Olympics both in groups and individually. Depending on the tour they purchased, they could travel around the Soviet Union for 4 to 18 days, stopping in Moscow, Tallinn, Leningrad, Kiev, and Minsk as well as other cities. They were provided with tickets to the Games, accommodations in first-class hotels, meals, the services of interpreter-guides, transportation to the competitions and excursions, and entrance tickets to museums. In addition, tourists could purchase tickets to theatres, concerts and other cultural performances and go on additional excursions at their own expense.

Table 1

	Moscow	Tallinn	Leningrad	Kiev	Minsk
Hotels	36	4	25	13	5
beds	47,088	1,426	15,526	6,150	3,025
Holiday Hotels	1		1		
beds	2,850		498		
Dormitories	82	9	14	31	6
beds	69,566	2,514	8,205	15,180	4,798
Motels & Camping Grounds	3	1	1	2	2
beds	1,795	80	460	650	803



Saliut Hotel



Along with attending sports competitions, during the Games foreign tourists had many opportunities to learn about the life of the Soviet people, the history and culture of the Soviet state. The international clubs organised in Moscow and other Olympic cities were particularly popular with foreign and Soviet tourists. Amateur groups from the Soviet republics and several foreign variety companies performed in these clubs. They were places where people from many countries and regions of the Soviet Union could get together.

During the Games the Olympic cities were visited by the following number of tourists under the auspices of Soviet tourist organisations (figures in thousands of people).

Soviet tourist organisations have a sufficient number of employees qualified to provide services to tourists visiting the USSR. However, the increased volume of tourism during the Olympics demanded the enlistment of an additional number of temporary



service personnel. Tourist organisations working in close contact with the Organising Committee enlisted for temporary jobs students in higher schools and highly qualified specialists from other cities of the country. As a result, the reception and services for foreign and Soviet tourists were handled on a high level.

Table 2

Tourist Organisations	Moscow	Tallinn	Leningrad	Kiev	Minsk
Intourist	72.2	2.3	24.7	12.8	7.8
Central Council for Tourism & Excursions	65.5	2.2	20.0	21.9	9.3
Sputnik International Youth Travel Bureau	75.9	3.1	11.8	7.9	2.6
Total	213.6	1.6	56.5	42.6	19.7



Outdoor cafés at competition sites and in the streets of Moscow

## Public Order

The Commission on Security and Public Order was created by the Organising Committee to decide questions of maintaining public order during the activities of the Olympic programme and ensuring the personal safety of the visitors and the security of their property.

The Commission worked out a system for maintaining public order at the Olympics. In its work the Commission considered the necessity of creating favourable conditions for carrying out the extensive Olympic programme as well as for creating the greatest convenience for the competitors and visitors at sports complexes, in accommodation facilities, and in transit.

In the interests of security and public order, the following proposals were worked out and presented to the Organising Committee's Presidium for consideration:

— on protection and restricted admission to the Olympic Village and other places where competitors and guests were accommodated;

— on ensuring public order and security at training and competition sites and places where the activities of the Cultural Programme were held;

— on organising traffic and ensuring the safety of the competitors and guests in transit;

— on ensuring fire safety at competition sites, places of accommodation and places visited by the competitors and guests. All these proposals were approved and then implemented during the preparations for the Games. The work was carried out in strict conformity with the Olympic Charter and the country's existing legislation. No special legislative acts were taken.

All Olympic sites were inspected; designs for their construction (or reconstruction) were examined; the design organisations and clients were given technical requirements for equipping the buildings with security and fire alarm systems, for vehicular and pedestrian approaches to them, and for parking lots.

The amount of time necessary for the spectators' arrival, filling of the

stands and departure after the competition was determined for each sports facility. It was done with due account of the fact that in the majority of buildings there were several competitions in one day. In accordance with this, proposals were made to change the transit system to cover the heavy loads (metro, buses, trolley-buses, trams and taxis) and to optimally facilitate their work.

All Olympic sports buildings were fitted out with signs indicating seating in the stands, directions for passage and other information in Russian and other languages. This allowed spectators to proceed to their places and easily make their way without outside help.

During the course of the Games it was confirmed that all these measures were justified.

The measures taken facilitated the organisation of pedestrian traffic on the approaches to the sports buildings and in the buildings themselves. Even though 6,000,000 spectators visited the Olympic sports complexes, there was no disorganisation in movement or any unpleasant incidents.

Transportation organisations helped work out a general plan for traffic and parking and checked in advance streets and highways which were made Olympic routes. A sufficient number of vehicles in good working condition (most of them new) were provided for the competitors, referees, journalists and tourists. Special routes for them were also established.

All special and other routes were also equipped with signs and Olympic pictographs. The signs were written in Russian and other languages, which allowed foreign tourists to choose their routes and easily find their way around Moscow without outside help.

A new series of licence plates was issued for vehicles assigned to the competitors and visitors. This identified Olympic vehicles, and they were given the right of way on all Olympic routes.

For all sports facilities a plan for arrival and departure of vehicles was

worked out and special parking places were arranged for buses and cars in accordance with the category of passengers. Parking places for vehicles carrying competitors, referees and officials were in close proximity to the sites, and even the stands or sectors. All these plans were tested during rehearsals. During the Games these measures facilitated the well-organised arrival and departure of the members of the Olympic family, journalists and tourists.

Special attention was devoted to the selection and training of drivers of Olympic vehicles and their mechanical condition. Practical lessons and training sessions were held for all drivers to learn the Olympic routes.

Mechanics carefully inspected the vehicles twice a day (morning and evening) to ensure that they were mechanically sound.

All transport serving competitors and visitors during the Games ran smoothly. There were no traffic jams or hold-ups. On transportation services for the Games of the XXII Olympiad see Chapter XV "Transport".

In working out and implementing measures to maintain public order and security, the experience gained from holding major sports events was taken into consideration as was the experience of organisers of the Games of the 20th and 21st Olympiads.

All security measures for the members of the Olympic family were carried out in strict conformity with the Olympic Charter and rules set by the IOC and the Olympiad-80 Organising Committee.

The Olympic Village was surrounded by a metal chain-link fence. Admission to the Village was through check points, and there were enough of them so that entrance and exit to and from the Village was fast and easy. The check points were equipped with metal detection devices so that no objects which could be used in criminal activities (firearms and other weapons) could be carried into the Village.

Similar security measures and admission by pass only were organised in other places where people having official Olympic status stayed.

The measures taken ensured the complete personal safety of all visitors and the security of their property. There were no complaints or admonitions from these categories of people about the organised regime.

Public order was ensured in all sports facilities during the competitions, in buildings where the Session of the IOC and congresses of International Sports Federations were held, in sports complexes assigned for the training sessions of national Olympic teams, and in other places.

The experience of previous Olympics showed that in the holiday atmosphere and high emotion competitors and visitors tended to lose or misplace things and valuables in the stands of sports buildings, on transportation vehicles and in other places, and that a lot of time and energy was spent in finding the owners and returning their things to them. A decision was therefore taken to arrange special lost property services. This measure proved necessary. During the Games in Moscow 1,200 suitcases, a great number of cameras, watches, jewelry and large amounts of money were found. A listing of these items was made centrally and searching for their owners was done quickly. This resulted in establishing the owners and returning their lost or forgotten property to them in the shortest amount of time.

A special operations group was created to coordinate maintaining public order during the Games. Such groups were also organised in all the main Olympic sites.

Public order at the Games was highly rated by the IOC, competitors and visitors.

In conclusion, it should be noted that the Organising Committee and Soviet organisations handling the questions of services only had difficulties of a purely technical nature, which are unavoidable and inherent in all mass events. The desired atmosphere of hospitality and good-will prevailed itself, since these qualities are inherent in the Soviet people. Everyone involved in services exerted all efforts to meet the guests' needs and requests to the maximum. There-

fore, the excellent comments that the service personnel received were not surprising. Below are some of them:

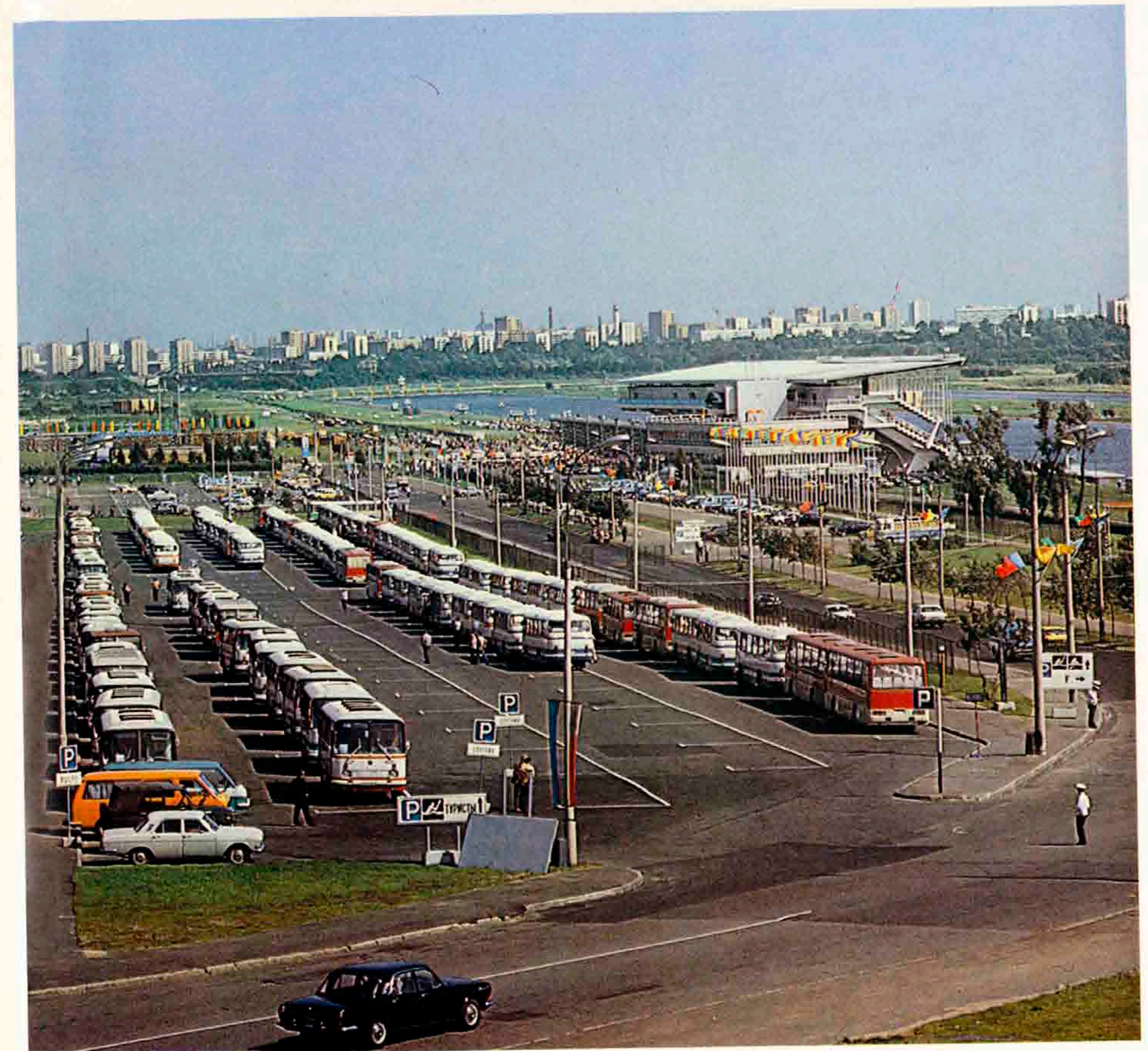
M. Berlioux, IOC Director, thanked the warm reception in the Moscow hotel, good service and comfortable accommodations.

D. Hull, President of the International Federation of Amateur Boxing, not only noted the sports programme as organised beautifully, but also the

work of the services—the restaurants, cafés, and bars at the Olympiiski stadium.

A. Mberi, leader of an American tourist group, said that in his opinion not only the competitors showed what they could do at the Olympics. The organisers of the Games were also at their best. The reception of tourists was simply excellent: meals, transportation—in general—all the service.

## Chapter XV. Transport







Kutuzov Avenue, one of the Olympic routes of Moscow

Moscow is a major European traffic centre. Railroads, air lines, and highways link it to all cities of the USSR and to many other countries. Waterways, an important element in the Soviet transport system, give Moscow access to five seas.

The city's districts are linked by a well-developed public transport network of underground railways, buses, trolley-buses, and trams. Numerous taxis are available.

However, meeting the transport requirements of the 1980 Olympics involved the concerted efforts of transport ministries, departments, and organisations, whose activities were coordinated by the OCOG-80's Transport Department.

The provision of a car service in Moscow, Tallinn, Leningrad, Kiev, and Minsk were in the focus of the Department's attention. The Department also had to arrange for:

- transport for all persons arriving for the Games by air, rail, and sea, and improvement of airport, railroad terminal and sea port facilities and procedures for passenger service;
- air, rail, and ship ticket reservation and sales;
- improvement of highways and services along the routes to Olympic sites;

— development of itineraries for river boat trips.

The Transport Department also tackled other problems which arose in preparation for and during the Games.

As far back as 1976 the OCOG-80, working together with transport ministries and departments developed comprehensive plans of measures to be taken to prepare the transport service of the 1980 Olympics. Taking into account these plans and the experience gained by the organisers of the previous Games, the Department compiled a network schedule of measures to be carried out to prepare the transport services for the Games of the XXII Olympiad in Moscow. It incorporated:

- estimation of needs in facilities and personnel;
- organisational and technical preparation of Moscow City Soviet's and participating ministries' transport facilities;
- creation of a transport service for the OCOG-80.

The network schedule was handed out to all participating ministries, departments and organisations and served both as the basis for quarterly and monthly schedules and as a control tool.



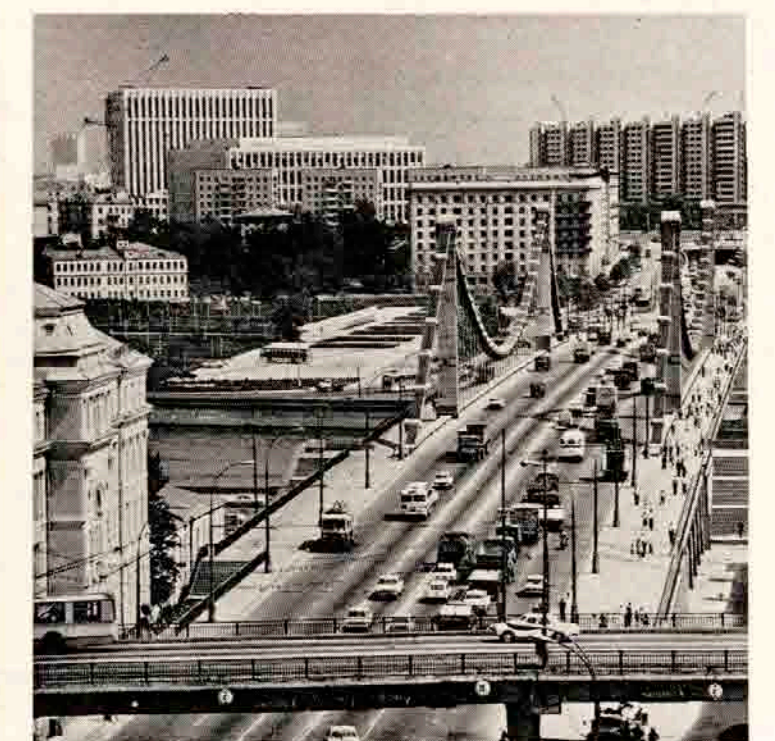
Aeroflot was the Official Carrier of the Games of the XXII Olympiad



Parking lots near Red Square  
Moscow trams



Kiev Railway Station in Moscow



The Moscow Metro  
A road junction near Krymsky  
Bridge across the Moskva River

## The General Scheme of Olympic Traffic in Moscow

Studies of earlier Olympic Games suggested that the best approach to the transport servicing for competitors, officials, guests, the press, and tourists was a comprehensive system whereby car traffic, linkage of stadiums, hotels and railway terminals and airports, deployment of parking lots, and maintenance and filling stations and other questions are tackled as a whole.

In this context the Research and Design Institute of Moscow's Master Plan worked out a general scheme of Olympic traffic.

The scheme made an allowance for plans of housing and other construction in Moscow in 1976-80, statistics on the number and density of Moscow population and the data supplied by the OCOG-80 such as:

- estimated number of members of the Olympic family, and tourists;

- estimated dates of their arrival and departure;
- estimated number of motor-tourists;
- the percentage distribution of people expected to arrive by air, sea, railroad, and highway;
- list of Olympic competition facilities and their capacities;
- list of Olympic training sites;
- programme of Olympic events;
- other data such as the distribution of accommodation for the Olympic family and tourists, sites of the Cultural programme, etc.

The scheme helped analyse the condition of the transport network, detect the bottlenecks and estimate the expected passenger flows in public transport, and traffic intensity and to work out measures to increase the number of passengers to be carried by underground and surface transport, to improve the car traffic and ensure the smooth transport of passengers and goods for the Games.

## Management of Transport Services

All organisational activities in preparation for transport services during the Olympics were managed by the OCOG-80's Transport Department employing 22 people.

By the eve of the Games the Department had coordinated its activities with those of ministries and agencies of the Moscow City Soviet, had agreed upon the number and deployment of personnel released by these organisations for Olympic services, trained temporary workers, and had developed and approved the necessary instructions and operating manuals.

Just before the Games, a Carriage Service was set up under the Transport Department, which acted as the central controller and included a sector for reception and seeing-off, a sector catering for the Olympic family, and a current carriage sector. The

structure of the Service is shown in the figure.

In the Olympic Village, in the hotels where members of the Olympic family stayed, in the Main Press Centre, and in the OTVRC, line transport groups were set up which included teams of bus and car transport controllers, and interpreters, supervisors in parking lots, and truck unloading areas, and representatives of Aeroflot and Intourist, who dealt with reservation and sale of air and railroad tickets.

These groups were managed by coordinators from the Transport Department. They represented the Department in the Operational Centres of the competition sites as well as in the Operational supply centres.

Similar programmes were carried out in Leningrad, Kiev, Minsk and Tallinn.

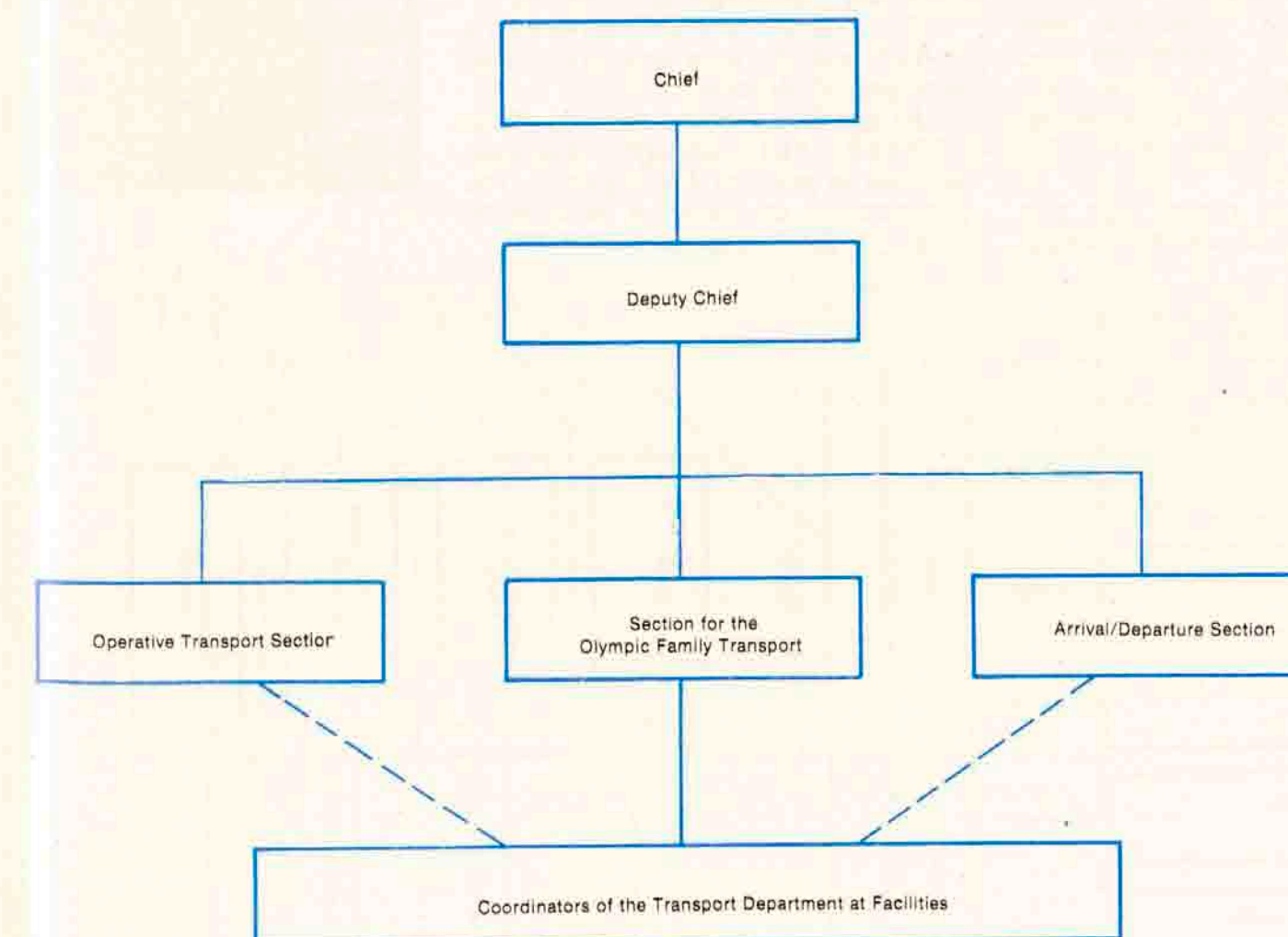


Diagram 1 Structure of the Transportation Service

## The Organisation of Transport Services for the Olympic Family

The traditional forms of service with certain alterations introduced, were followed by the OCOG-80 while working out the General Scheme of Olympic Transport Services for the NOC sports delegations, officials, guests of honour and journalists.

This document included:

- schemes for transport control and linkage of the OCOG-80 with appropriate services of ministries, departments, and organisations;

- quotas of buses and cars to be allotted to each NOC delegation, officials, guests of honour, and journalists;

- basic statistics of bus services for sports delegations, technical officials and journalists;

- priorities for transport services for members of the Olympic family and some OCOG-80 services at the Olympic sites;

- provisions for operations communications between the OCOG-80 and transport services of ministries and departments;

- estimated needs of the Organising Committee in transport facilities;

- estimated expenses for maintenance of transport facilities allocated for members of the Olympic family and the OCOG-80's services.

Cars were allocated to IOC members, IOC honorary members, IOC Secretariat Director and personnel, IOC commissions members, IF Presidents and Secretaries General, IF Technical Delegates, NOC Presidents and Secretaries General, Presidents and Secretaries General of 1976, and 1984 Olympic Organising Committees, and to honorary guests of the Organising Committee.

The numbers of motor cars and coaches allocated to sports delegations, observers and IF jury members depended on the number of persons concerned.



tions, observers and IF jury members depended on the number of persons concerned.

The competitors, officials, and the written and spoken press were provided with buses taking them from the living quarters to the competition sites and back. Members of the Olympic family could, if necessary, rent cars or buses. Motor cars, coaches, and buses could also be rented by them.

Although the representatives of the foreign official suppliers were serviced by Intourist, they could also rent cars or buses through the OCOG-80.

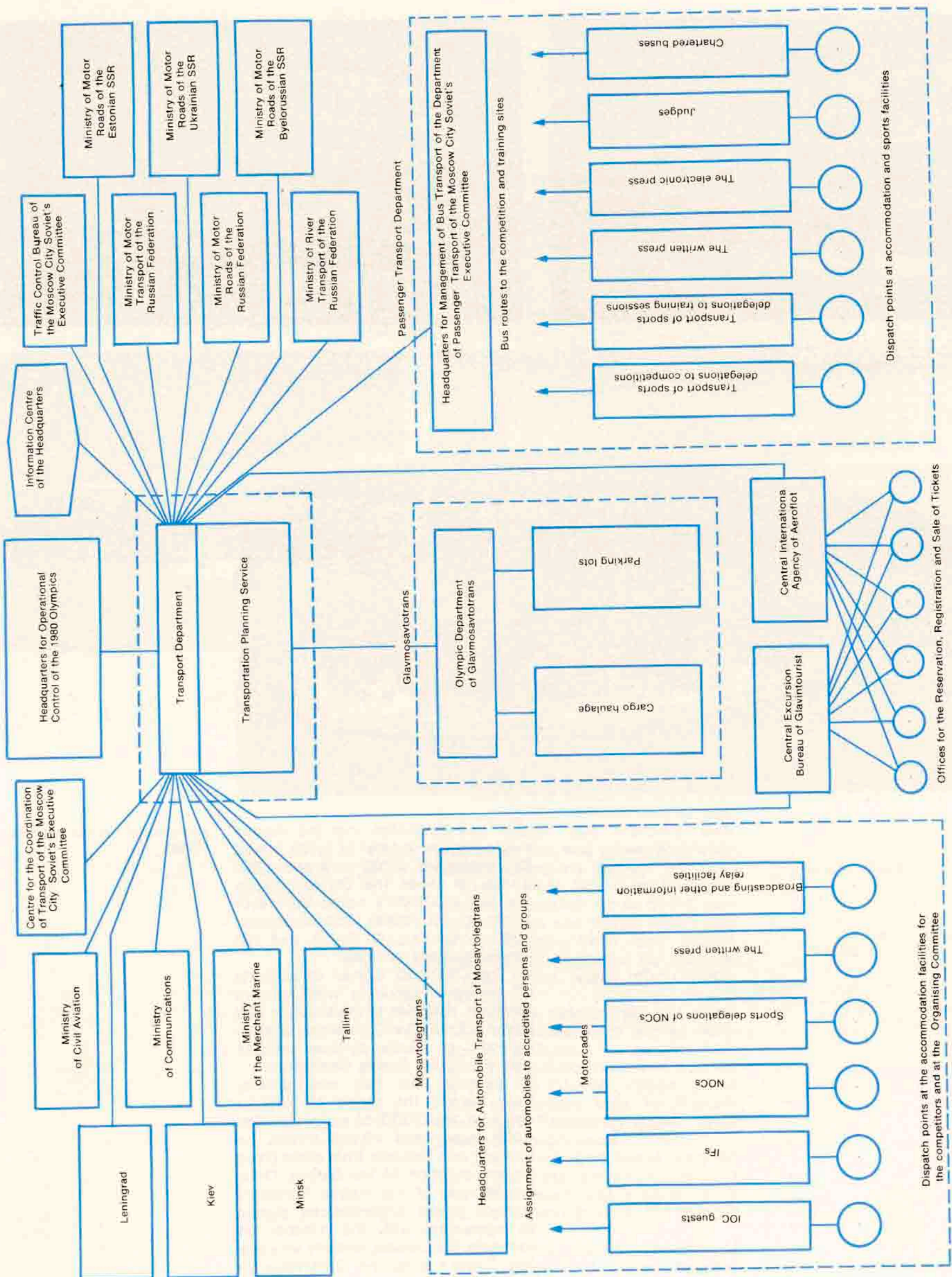
To improve standards of the services for guests, simplify the settlements, and increase safety, vehicles could only be rented with drivers.

To provide smooth servicing a reserve pool of cars and buses was deployed at airports.

All subdivisions and services of the OCOG-80 had enough transport facilities to perform their function. The organisation of transport services is shown in the figure.



Diagram 2 Organisation of Transport Services at the 1980 Moscow Olympics



## Vehicles and Personnel



Minibus train at the Olympic Village

It was estimated that the Games would require a total of 5,400 buses, 350 minibuses, 2,100 cars and 2,300 trucks; of these the Olympic family and the OCOG-80's needs were estimated at 550 buses, 350 minibuses, 1,300 motor cars, 30 trucks, and 240 special-purpose vehicles.

The OCOG-80 signed agreements on transport servicing with relevant transport agencies of the Moscow City Soviet's Executive Committee, and on servicing by special-purpose vehicles with the USSR Sports Committee.

Because the bus requirements were beyond the scope of Moscow agencies, the OCOG-80 suggested that 4,000 buses and 12,000 drivers be brought into Moscow from other cities for the duration of the Games. Once the Ministry of Automobile Transport agreed, tourist organisations signed an agreement with the ministry on servicing the tourists, and the Moscow City Soviet's Executive Committee al-



Vehicles for sports equipment

located parking lots for the buses and hotels for the drivers.

Much attention was given to special-purpose vehicles. Some sports experts contributed to improvements in design of special trucks and trailers.

Testing the special-purpose vehicles during the VII USSR Spartakiade, helped detect and eliminate deficiencies, so that they proved absolutely reliable during the Games.

There were 240 special-purpose vehicles altogether: horse trucks, carriers for boats and yachts; escort cars for the Olympic torch relay; bicycle repair shops; minibuses for officials; minibus trains within the Olympic Village.

The daily maintenance and repair of the 500 buses which carried members of the Olympic family, were handled by a special-purpose bus pool set up near the Olympic Village. Some 1,350 best drivers from the Moscow Passenger Transport Board were selected to work there.

Olympic transport teams were set up in five motor car pools and eight taxi pools; each was assigned to a specific site and group of the Olympic family.

The driving personnel consisted of 3,000 highly-skilled drivers selected



and trained according to a special programme. Some 2,300 trucks were served by 4,600 drivers.

All these vehicles carried the Olympic emblem and those for IOC members had pennants. The buses carried front and side stencilled legends which indicated the itinerary numbers, points of destination (in English), and pictographs of sports, green for competitors, blue for the press, and violet for referees.

A scheme of bus itineraries was developed, complete with all indices such as frequency, intervals, length, speed, and turnover time and over 200 bus time-tables were compiled.

National sports delegations were taken from the Olympic Village to the

competition sites and training sessions along 36 itineraries by 236 buses; the referees were carried along 15 itineraries by 68 buses; the written and spoken press used 20 itineraries which started from the Rossia and Cosmos hotels and ended at all competition sites, in the Olympic Village, the Main Press Centre, and the OTVRC. The buses departed at intervals of 10 to 30 minutes. A round-the-clock bus service for the press linked the hotels with the airports, MPC, and OTVRC.

At the bus stops, 130 posters indicated the itineraries, destinations, while pictographs indicated the sport.

Bus timetables were published by the OCOG-80 in several languages.

By July 1, 1980, 4,000 buses were delivered to Moscow from many regions of the country and parked in 30 well-equipped lots. For every 100 buses there were two vans with everything necessary for controllers and maintenance personnel.

In cooperation with tourist bureaus, the OCOG-80 studied the expected tourist routes and developed over 3,000 bus routes. All drivers and maintenance staff (13,600 altogether), who were brought to Moscow for the duration of the Games, had additional training.

The OCOG-80 monitored the deployment of facilities for the maintenance and repair of vehicles, including those which belonged to participants and guests, and the smooth supply of fuels and lubricants.

## Parking Lots



Competitors' buses near the Olympic Village

In developing the General Scheme special attention was given to parking lots near Olympic sites and accommodation facilities for the Olympic family and tourists.

In determining the space for the lots an allowance was made for the number of vehicles, and the distribution of seats in the arenas among the officials, the media, referees, guests.

The required capacity of parking lots by all the competition sites was estimated at 17,500 cars and living quarters at 16,300 cars. The available parking lots were used and areas capable of taking up to 9,000 cars were added.

For all the Olympic arenas itineraries for traffic and pedestrians

were developed and zones were allocated to cars which were to service the different groups involved.

Consequently, 2,400 road signs and pointers indicating parking lots were placed where necessary.

In many stadiums and halls, cars could be called by telephone or portable radio to the entrances into the lodges for persons having A, B, C, and G cards.

Parking lots outside the Central Lenin Stadium, the Olympic Velodrome, and the Olympiiski Sports Complex were used almost to capacity. All other parking lots were used to a maximum of 50-60 per cent of their capacity.

## Traffic



The location of Olympic sports sites, of living quarters for competitors, other members of the Olympic family and tourists, and use of the large number of buses and cars called for special attention to traffic in Moscow during the Games.

Using the General Scheme as a guideline, the OCOG-80 and the State Road Safety Inspection undertook a set of organisational and technical measures designed to ensure the smooth flow of Olympic traffic. Members of the Olympic family and tourists used specially designated Olympic routes.

The Olympic routes with the total length of about 400 kilometers were classified into two groups:

- highways which linked together the hotels where members of the Olympic family were staying and the Main Press Centre, OTVRC, competition and training sites, airports, and railroad terminals;

- highways which linked the hotels where tourists were staying with the competition sites and cultural facilities, airports, and railway terminals.

During the preparation for the Games, parts of the Olympic routes were repaired and equipped with everything necessary. Special lanes



Duty room of the Moscow State Traffic Inspection

Road signs in the streets of Moscow



were allocated to cars and buses which carried the participants and guests.

To reduce the traffic flows in the city during the Games, in particular along the Olympic routes, special traffic rationing measures were introduced for non-Olympic transport (the entry of non-Olympic transport into Moscow was limited; some trucks were channelled to secondary routes, etc.).

The introduction of an *ad hoc* pass regime was quite important for the Olympic traffic.

Indexed passes of different colour for the Olympic vehicles gave the right to move along the Olympic routes in accordance with the scheme, to approach the Olympic sites and to park there.

The samples of passes issued for the vehicles of the IOC, chefs-de-mission, Olympic attaches, technical personnel of foreign firms, participants of the IYC, and tourists are shown on p. 461.

The OCOG-80 gave special consideration to traffic to and from the Central Lenin Stadium on the days of the Opening and Closing ceremonies.

Columns of buses brought to the stadium all participants in the ceremonies and tourists from their hotels along special routes and escorted by Road Safety Inspection cars. For each column exact departure and arrival times were specified.

All vehicles which were needed at the ceremonies carried passes which were valid only on those days.

Special traffic regime was established around the Stadium to insure trouble-free passage of the buses taking the participants and guests to the Grand Arena.

On July 5 and 13, 1980, "dress-rehearsals" were held which involved all the personnel and facilities needed during the Opening and Closing ceremonies.

The OCOG-80 published a generally available map of Olympic routes, stadiums and arenas, and maintenance and fuelling stations and a guidebook for drivers indicating approach routes to all Olympic sites.

With all these efforts the OCOG-80 ensured the coordinated work of all transport organisations both before and during the Games and the high

standard of transport services met the requirements of members of the Olympic family and tourists.

IOC member, M. Arpad Csanadi said that Moscow drivers were perfect. He was especially satisfied with the smooth transport operation on the day of the Opening ceremony.

Z. Zuska, Prague mayor, noted the well planned organisation of traffic in Moscow.

G. Perrey, IHF Congress participant stressed that it was quite easy to reach either end of Moscow because the transport services were perfectly organised.

## Chapter **XVI.** Personnel





In tackling questions of personnel the Organising Committee was guided by the undeniable truth that the success of any activity depends on people, on their abilities, skills, and determination to get things done.

Back in 1975 experienced leaders and distinguished authorities from many ministries and agencies, above all the State Construction Committee and the State Sports Committee, were delegated to the Organising Committee, making a significant contribution to sorting out the organisational, technical and economic aspects of the Games of the XXII Olympiad.

From then on personnel remained a major preoccupation of the Organising Committee. Many thousands of people, with the most diverse skills, had to be selected, trained, properly placed and integrated. Everybody engaged in preparing for and running the Games had to have organising abilities and a professional attitude to their work if the ultimate goal, that of running the Games to the highest possible athletic, managerial, and technical standard and creating an atmosphere worthy of the Olympic ideals, was to be achieved.

All activities in recruiting and training personnel for the Games were directed towards that goal. When selecting service personnel the highest priority was given to professional skills and expertise, and also to personality and character. These qualities

were expected to be further refined during training.

Selection was not difficult because there were quite enough experienced men and women in factories, offices, and service organisations in Moscow and the other Olympic cities; all that was needed was to move them to Olympics-related jobs and to arrange for their training in accordance with specific requirements and character of the new job.

Professional skill was not the sole yardstick. A well-developed moral sense was another criterion used to ensure the desired kind of service.

The dominant factor in finding the right kind of people was the support Organising Committee got from state and public bodies and from Soviet personnel education system.

This encompasses higher and specialised secondary education centres, vocational technical schools and an extensive network of courses for training and retraining people in factories and offices, all provided with up-to-date facilities and staff. The Organising Committee did not have to develop a training system of its own. All that was needed was to determine acceptable ways to use the existing system of training and improving skills. And this was done. Dedication and determination enabled the Committee to find skilled personnel for all the Olympic sites, people who carried out their obligations in full.

## The Organising Committee Personnel Service

The Organising Committee personnel service incorporated a Personnel Department and, under this, a Temporary Personnel Recruiting and Accounting Office, set up in 1980. The head of the Personnel Department was a Vice-President of the Organising Committee.

The Department was responsible for:

- managing the recruitment, appointment and further training of skilled workers;

- in conjunction with other departments, manning the services and directorates in these departments;

- planning and implementing measures to transfer specialists from ministries and agencies for temporary duties in the Organising Committee, services, and directorates;

- coordinating the work, carried out by ministries, agencies, and organisations in recruiting and training personnel for the Games;

- organising work on setting up a personnel pool for the services and directorates;

- preparing for an organised phasing-out of the services and directorates and for reemploying personnel after the Games were over and the Committee wound up.

The Personnel Department was set up in March 1975. It then had a staff of five. At first it was engaged in recruiting skilled personnel for staffing the Organising Committee. New

directions of activity emerged with time and appropriate divisions were created.

In 1978 the Department had a staff of 44. The demand grew for skilled workers from different trades and two independent bodies were set up, a Division for Recruiting Skilled Workers and a Division for Training Skilled Workers.

In 1979 the Department staff rose to 59, divided between four sections—the Central Office Personnel Division; the Specialist Recruitment and Training Division; the Division for Temporary Personnel Work; and the Division for Training and Recruiting Personnel from educational establishments.

The Department cooperated with the Ministry of Higher and Specialised Secondary Education and with other ministries and agencies engaged in recruiting and training personnel for the 1980 Olympics.

The Organising Committee was significantly helped by a Manpower Commission whose members worked on a voluntary basis. The Commission kept a close eye on the work being done to select and train personnel for service in such Olympic areas as the Olympic Village, the sports complexes, the ACS "Olympiad", the Main Press Centre, the Olympic TV and Radio Compound, and also at hotels, restaurants, cafés, and consumer services establishments.

## The Organising Committee Personnel, Its Services and Directorates

The Organising Committee consisted of two parts, the staff of the central office with permanent personnel and services and directorates staffed with temporary personnel.

The central body was relatively small but comprised the most skilled and active staff. They resolved the most important and complex questions in preparing for the Games.

The number of staff in the central body changed with the amount of work and with the pressure of deadlines from 100 in 1975 to 332 in 1976, to 416 in 1977, to 802 in 1978, to 1,001 in 1979 and to 945 in 1980.

Changes in the structure of the central body of the OCOG and in the number of its subsections are seen from the following table.

Division	1975	1976	1977	1978	1979	1980
Governing Body	4	5	7	7	8	8
Sports Methodology Department	8	—	—	—	—	—
Sports Department	—	22	28	47	64	57
Technical Department	23	—	—	—	—	—
Construction Department	—	37	37	46	46	46
Technical Department of ACS, Communication, Radio and TV	—	27	25	45	46	40
Material Supply Department	5	15	22	38	39	36
Public Relations Department	5	35	48	64	71	61
Olympic Press Service Department	—	—	—	9	22	33
International Relations Department	13	30	23	38	42	41
Protocol Department	—	7	9	—	—	—
Protocol Service	—	—	—	23	45	40
Olympic Village Department	—	—	13	37	70	58
Olympic Torch Relay and Ceremonies Department	—	—	—	17	24	19
Tallinn Regatta Branch	—	8	11	—	—	—
Tallinn Department	—	—	—	40	55	47
Economic Department	—	—	—	51	45	41
Accounting Office	—	11	11	—	—	—
Planning Department	11	27	34	—	—	—
Financing Department	—	—	—	29	36	36
Managerial Planning Division	—	9	—	—	—	—
Administration and Network Planning Department	—	—	18	31	35	34
Service Department	—	16	22	31	52	48
Transport Department	—	—	—	17	23	21
Administration Department	—	58	75	138	140	126
Personnel Department	5	12	20	46	59	52
Accreditation Department	—	—	—	24	35	32
Building Maintenance Department	12	13	13	24	24	24
Office	14	—	—	—	—	—
Ticket Programme Department	—	—	—	—	20	22
Interpreting and Translating Service Department	—	—	—	—	—	23
<b>Total</b>	<b>100</b>	<b>332</b>	<b>416</b>	<b>802</b>	<b>1,001</b>	<b>945</b>

The central body was picked from the experienced staff of government, economic, sports, and public organisations who had, as a rule, shared in preparing and running major international events. The Organising Committee formed an able body of people who willingly performed their duties.

Its staff belonged chiefly (70 per cent) to the 25 to 50 age group. Over three-quarters of them had had higher education; 26 per cent had worked for three to ten years; 61 per cent for ten to twenty-five and for more than 25 years—13 per cent.

At the final stage of preparation the departments were extended with services and directorates which implemented all the practical measures of staging the Games.

Work began on forming these services and directorates in March 1979.

First their leaders were appointed, mostly from among the staff of the central body. Then, together with the Personnel Department, the newly-appointed leaders recruited personnel for their services and directorates. By the end of the year a total of 797 people were employed, engaged in working out guidelines and instructions for the temporary personnel who were to work at the venues and various auxiliary buildings, in equipping working areas with office and communication facilities, writing manuals, and developing plans for training service personnel on-the-job. Large-scale recruitment of temporary personnel was launched in April 1980. By July 1980 the total number of service and directorate personnel had climbed to 10,411.

In a planned economy with full employment of the work-force, the Organising Committee had to find sources and forms of recruitment that would not disrupt the normal operation of factories and offices in Moscow and elsewhere. A decision was therefore taken to rely chiefly on students and teachers at higher educational institutes vacationing at that time. Most of the young men and

women employed at the Games were senior students with an impressive knowledge of their work. Thus the Moscow Automobile and Highway Institute provided controllers to police the Olympic and city traffic. Interpreters were provided by institutes of humanities. Students from the Institute of Light Industry Technology designed the outfits worn in the Opening and Closing ceremonies, students from Moscow University's Journalism Faculty helped with accreditation and students from the Engineering and Physics Institute operated the ACS "Olympiad" displays.

Skilled workers were also drawn from other sources.

In addition to the 5,170 students and teachers there were 320 pensioners, and 1,722 persons assigned from ministries and agencies while remaining on the payroll of their usual jobs. This was done with consent of the ministries' and agencies' management. All specialists returned to their jobs after the Games.

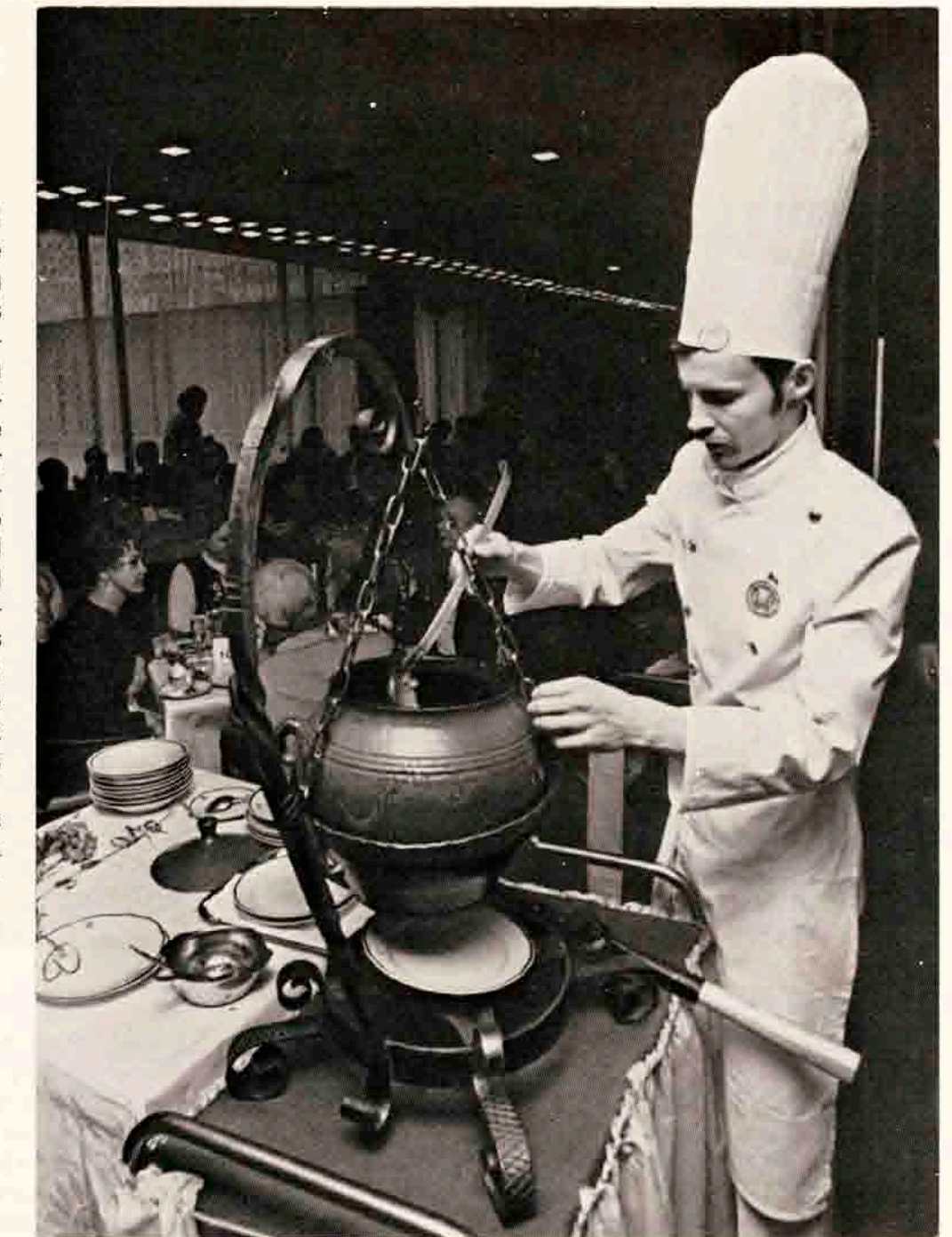
The composition of services and directorates under the Organising Committee and the actual number of employees in 1979 and 1980 is given in the following table:

Services and Directorates	1979	1980
<b>Moscow</b>		
Technical Systems Service	62	110
Business and Licensing Service	18	34
Ticket Centre Directorate	46	103
Liaison Service with Official Suppliers and Uniform Makers	37	42
Cultural Programme and Official and Technical Films Service	17	28
Exhibitor and Design Service	19	36
Service for Advertising and Distributing Information Publications	19	47
Service for Recruitment and Registering Temporary Personnel	—	29
Service for Liaison with NOCs and Regional Bodies	22	31
Interpreter Service	5	401
IOC and ISF Service	10	115
Olympic Attaché Support Service	—	24
Opening and Closing Ceremonies Directorate	43	442
Olympic Torch Relay Directorate	24	29
Liaison Service with Sports and Technical Equipment Suppliers	16	261
Main Secretariat Centre	10	61
Event Support Service	—	1,373
Sports Information Service	—	128
Doping-Control Service	—	152
Training Session Support Service	—	331
Service for Supervising Aquatic Events	2	82
Main Press Centre Directorate	32	901
Press Subcentre Directorate	31	1,981
Olympic Family and Press Service	26	109
Transportation Service	—	121
Accreditation Service	112	721
Interpreting Service for Officials and Guests of Honour	—	92
Protocol Service at the Sites	27	463
Events Protocol Service	32	457
Logistics Service for Official Functions	3	72

Foreign Correspondence Translation Service	14	16
Documentation Printing and Documentation Distribution Service	16	43
Financial Service for Athletes and Visitors to the Olympic Games	—	43
<b>Olympic Village Services</b> (For the structure of the Olympic Village Services see Ch. VIII.)	39	673
<b>Tallinn</b>		
Regatta Services	61	693
<b>Minsk, Kiev, Leningrad</b>		
Minsk Directorate	16	52
Kiev Directorate	24	68
Leningrad Directorate	14	47
<b>Total</b>	<b>797</b>	<b>10,411</b>

### Temporary Personnel Employed by Ministries and Agencies

The Games of the XXII Olympiad involved many organisations with the task of welcoming, accommodating and providing services for tourists attending the Games and with carrying out various measures to do with the Olympic torch relay. Though temporary, these activities increased the load of many ministries and other agencies, forcing them to employ temporary personnel. For one or two months these bodies employed 117,774 persons, of which 70,105 had attended higher and specialised secondary schools. A total of 300 offices and organisations in over 60 ministries and other agencies were involved. The following table summarises the data on the number of temporary workers they employed (see table on page 470). The services provided for the Games involved people of the most varied professions, such as guides, interpret-



Studying foreign languages. At the tape-recorder room

Contest of chefs

Training of waiters. Laying the table

Lesson for taxi drivers

Ministries, Agencies and Organisations	Total	in Moscow	in Leningrad, Minsk, Kiev, and Tallinn
USSR Ministry of Civil Aviation	1,612	1,02	510
USSR Ministry of Communications	6,121	5,371	750
RSFSR Ministry of River Fleet	628	520	108
Ministry of Transport	2,820	2,295	525
RSFSR Ministry of Highways	7,823	7,823	
USSR Foreign Trade Bank	2,172	1,913	259
Centre for International Trade	148	148	
USSR Sports Committee	440*	440	
USSR State TV and Radio Committee	2,265	2,265	
USSR Ministry of Trade	32,732	27,667	5,065
Moscow City Soviet's Executive Committee	32,636	32,636	
All-Union Council of Trade Unions	10,908	5,973	4,935
Glavintourist (The Foreign Tourism Agency)	4,568	4,101	467
Sputnik International Youth Travel Bureau	10,314	7,259	3,055
USSR Instruments Ministry	2,587	2,587	
Total:	117,774	102,100	15,677
OCOG-80	10,411	9,551	860
Total:	128,185	111,651	16,534

\* This does not include 1894 referees and members of the technical staff enlisted by the USSR Sports Committee.

ers, typists, stenographers, designers, announcers, communication personnel, waiters, chefs, maitres d'hotel, cashiers, salesmen, hospital attendants, nurses, electricians, plumbers, cleaners, and many others. Most of the temporary personnel were engaged in services. Screening was undertaken by ministries and other agencies back in 1976 and 1977 and by educational institutes in 1977-79. The final selection of nominees was completed early in 1979, with the appropriate divisions in the Organising Committee also involved.

The training of the personnel recruited by the ministries to work on the Olympic sites started in 1977, that of the students and specialists assigned by ministries and agencies to work in the services and directorates of the Organising Committee starting later, in October 1979.

Special attention was paid to the training of 10,500 interpreters recruited from among students. This was the responsibility of the Ministry of Higher and Specialised Secondary Education. Their training started in the 1978-79 academic year. Specially developed curriculae covered a total of 41 languages in 36 institutes of higher education in Moscow, Tallinn, Kiev, Minsk, Kishinev, Leningrad, Petrozavodsk, Lvov, Uzhgorod, Vladivostok and other cities. Their training came to an end in May 1980, culminating in examinations in languages and other subjects. The examination commissions included representatives of the Organising Committee divisions where the interpreters were to work during the Games.

In addition to the students, about 1,000 secondary school teachers were employed as interpreters and worked at the Moscow City Soviet service installations. About 150 conference interpreters worked at the 83rd IOC Session, at sessions of the IOC Executive Board, IF congresses, and press conferences. Their activity is described in detail in Chapter IX (section on translation services). About 100 English- and French-speaking interpreters were employed as announcers at the sports halls and stadiums.

Along with this, agencies which were in some way involved in providing services for the foreigners coming to the Games organised crash foreign language courses for their employees—workers at repair and consumer service establishments, drivers, communication personnel, etc., to a total of 50,000. Phrase-books oriented to their work were published in English, French, Spanish, and German.

Some of the temporary service personnel, in particular 250 interpreters, had a trial run at the finals of the VII USSR Summer Spartakiade in 1979. Not only were their knowledge and skills tested but weaknesses in their training were detected and remedial actions taken.

Athletes and guests highly appreciated the efforts of the interpreters who helped them overcome the language barrier in their Olympic activities.

The main factors which contributed to the success of the Games of



A Moscow customs officer  
A currency exchange officer  
A bartender

A salesgirl at the Beriozka Shops  
An Intourist guide



A hostess of Aeroflot, the Official Carrier of the Games of the XXII Olympiad

the XXII Olympiad were the correct selection, intelligent allocation, and timely training of the personnel who were to be directly involved in the preparations and staging of the Games. Personnel questions were tackled efficiently and at the least possible cost.

## Chapter XVII. Accreditation



The accreditation service of the OCOG-80 was faced with the task of providing favourable conditions for persons of an official status at the Game to perform their duties. The strict observance of the Rules of the Olympic Charter and the requirements of the IOC was a *sine qua non*.

The accreditation system took into account privileges of different categories of the Olympic family as far as their entry into and exit out of the USSR, stay during the Games, access to places of accommodation, to competition and training sites, and other Olympic facilities. Eight types of Olympic identity cards (ID cards), the press accreditation card, and various types of personnel passes had been provided.

Initially, several employees of the Personnel Department of the OCOG-80 were engaged in developing the accreditation system. Late in 1978, when the amount of work increased considerably and it was necessary to start creating and equipping accreditation centres and training their personnel, a separate Accreditation Department was set up that had two sections—one dealing with the accreditation of the Olympic family and the other with passes for service personnel.

All types of ID cards and personnel passes were printed during that period. The accreditation forms distributed to the IOC, NOCs, IFs, international agencies, and some broadcasters were processed by the Accreditation Department after they had been returned to the OCOG-80.

A great importance was attached to the training of personnel for the work at the accreditation centres. Special textbooks, posters, booklets were provided for this purpose and a series of lectures was delivered.

The section of accreditation in the Department was transformed into 7

separate accreditation centres for the period of validation of the issued cards. They were located at the places of accommodation of different categories of the Olympic family members, such as the Olympic Village, the Sport, Moskva, Cosmos, and Rossiya hotels, and at the Main Press Centre and the OTVRC for the written and spoken press.

Two accreditation centres were set up in Tallinn for those attending the Olympic Regatta.

Each centre was headed by the Director and two deputy directors. A centre included an information group and a validation group.

The validation group processed and handed over ID cards or accreditation cards to their holders. Each group consisted of several validation "lines" whose number varied from two in the Cosmos Hotel to 14 at the Olympic Village, depending on the number of persons to be accredited. Three to four employees worked in each line.

The accreditation centres started to issue the ID cards and accreditation cards on June 27, 1980, and operated round the clock.

Such a structure and operation of the centres ensured their high capacity and smoothness of work.

The Accreditation Department's personnel pass section also underwent transformation in 1980, at the final stage of preparations for the Games. It was divided into two groups: a group for filling in and issuance of passes to employees of the OCOG-80's services, of the ministries and government agencies participating in the staging of the Games, and a group for filling in and issuance of passes to personnel of the Olympic facilities.

Students of Moscow higher educational establishments made the bulk of personnel of the accreditation centres.

## Types of Olympic ID Cards and Press Accreditation Cards. Rights of Their Holders



All the ID cards and press accreditation cards were issued to persons named by the International Olympic Committee, National Olympic Committees, International Federations, international agencies, broadcasting organisations, newspapers and magazines. They were entitled to certain privileges as provided for in the Olympic Charter. The cards had alphabetical codes for categories, were distinctively coloured and contained appropriate particulars.

Category A cards were issued to members and honorary members of the IOC, and to the Director of the IOC. Each of them was also given a card for an accompanying guest. Cards A authorised access to all the Olympic facilities, living quarters and the international zone of the Olympic Village, and to seats in Stand A at the competition sites.

Category B cards were given to the Presidents and General Secretaries of the NOCs, to the Presidents, General Secretaries, and Technical Delegates of the IFs, and to the Presidents and General Secretaries of the organising committees of the 1976 and 1984 Olympic Games. Each of them was also entitled to one card for an accompanying guest. Cards B were also issued to members of the IOC Commissions and Secretariat and provided access to all the Olympic facilities, including the living quarters and international zone of the Olympic Village, and entitled the holders to seats in Stand B at all the competition sites.

Category C cards were provided for chefs-de-mission, their assistants, and for the Olympic attaches. In addition, the same types of cards were issued to holders of Olympic diplomas. Each of them was also given one card for an accompanying guest. The card gave access to seats in Stand C at all the competition sites.

Cards of D Category were issued to jury members and technical offi-

cial (referees, judges, timekeepers, or inspectors) appointed by their respective IFs. The authorised access to competitions in appropriate events with the rights to take seats at D Stand of the sites and of the Grand Arena of the Central Lenin Stadium. Each card had the pictograph of a respective sport.

Category F cards were given to team officials and competitors. Holders of such cards lived in the Olympic Village and visited the sites where competitions in their sports were held with the right to seating in F Stand. Each card had the pictograph of a respective sport.

Cards of G Category were provided for honorary guests of the OCOG-80. They could visit all the competitions producing complimentary passes and were entitled to seats in Stand G.

Category N cards were issued to observers of the organising committees of the future Olympic Games and of regional games. They were allowed to visit competition sites and other Olympic facilities in accordance with the range of problems they studied.

Cards of M Category were given to members of the International Youth Camp and permitted access to the sites where events planned by the programme of the Camp were staged. Holders of such cards were admitted to competition sites on producing tickets.

Members of the mass media officially accredited at the Games of the XXII Olympiad were given accreditation cards with E symbol.

In keeping with the bye-law to Rule 49 of the Olympic Charter, members of the written and spoken press as well as their support and auxiliary personnel were provided with accreditation cards of nine varieties.

1. EI accreditation cards were issued to the international agencies: Associated Press, United Press International, France-Presse, Reuters, and TASS.

2. EA accreditation cards were issued to national news agencies.

3. EE accreditation cards were distributed to daily newspapers, other periodicals, and to freelance writers.

4. Holders of the EI, EA, and EE cards (persons engaged by an agency as reporters, editors or photographers) were entitled to access to all the competition sites (with seating in E Stand), training sites, the Main Press Centre, subcentres, and the OTVRC.

4. EAT accreditation cards were issued to personnel of the news agencies to carry out duties other than mentioned in paragraphs 1-3. They gave access to the Main Press Centre,





subcentres, to E sections at venues without seating rights, and to training sites.

5. EP accreditation cards were given to photographers, including those of the agencies and pools. They authorised access to all the competition sites with seating at E Stands or in specially assigned areas, to training sites, the Main Press Centre, subcentres, and the OTVRC.

6. EF accreditation cards were provided for crews for film or television news. They entitled the holders to entry into all the venues with rights to occupy vacant seats in E stands, to training sites, the Main Press Centre, subcentres, and the OTVRC.

7. EC accreditation cards were issued to TV and radio commentators. Using the cards, they were able to visit any venue with seating at commentator positions or taking vacant seats at E press stand, any training site, the

Main Press Centre, subcentre, or the OTVRC.

8. ES accreditation cards were designed for auxiliary personnel of radio and television. The cards gave access to all the venues, including access to commentator positions without seating rights, to training sites, the OTVRC, the Main Press Centre, and subcentres.

9. ET accreditation cards were intended for radio and TV support staff. They gave access to all the venues, including free entry to commentator positions without the right to occupy seats, to training sites, the OTVRC, the Main Press Centre, and subcentres.

To provide access to the international zone of the Olympic Village, the press and photographers were allotted 300 passes, as specified by the by-law to Rule 49 of the Olympic Charter.

As required by Rule 48 of the Olympic Charter, the IOC, IFs, and

## ID Card Forms

NOCs were provided with transferable passes as follows:

— 12 passes of Category B for persons named by the IOC with access to all the competition sites and seating in sections B;

— 12 passes of C Category for persons chosen by each IF with access to all the competition sites and seating in sections C;

— one C pass per every 20 competitors of a national team with access to all the venues and seating in sections C;

— 12 D passes for the International Amateur Athletics Federation (IAAF), which authorised access to the Grand Arena of the Central Lenin Stadium and seating in section D.

The transferable passes were valid if accompanied by a document identifying the holder. Just as the other ID cards, the transferable passes were issued at the accreditation centres to the IOC Director, Presidents or General Secretaries of IFs, or NOCs who signed each pass before it was laminated, that is sealed into a plastic pouch.

Forms of ID cards for categories A, B, C, D, and F consisted of 3 identical parts, measuring 12 by 8 cm each. The card face bore the following particulars: the emblem of the Games of the XXII Olympiad, card number, a letter designating the card category and section of the stands the holder was entitled to, time of validity, space for the photograph, lines for indicating surname and first name (s), country, Olympic function, the holder's signature, and the signature of the President of the OCOG-80.

The reverse side carried the card number, a letter designating the card category and section of the stands the holder was entitled to, lines for indicating surname, first name (s), sex, date and place of birth, nationality, home address, occupation, Olympic function, signature of the President or General Secretary (Director) of the IOC, or NOC, or IF, and space for a stamp.

The A, B, C, D, and F identity card forms (all their three parts) were filled out in French, English, or Russian. The text was typed in Roman characters. Surname and the first name (s) were spelt exactly as they were spelt in the holder's passport in block letters on the face and reverse sides of the form. A 5×4 cm black-and-white photograph was affixed on each part.

After it had been filled in, the form was signed by its holder and by the officials listed on the form and validated with the stamp of the IOC, NOC, or IF concerned.

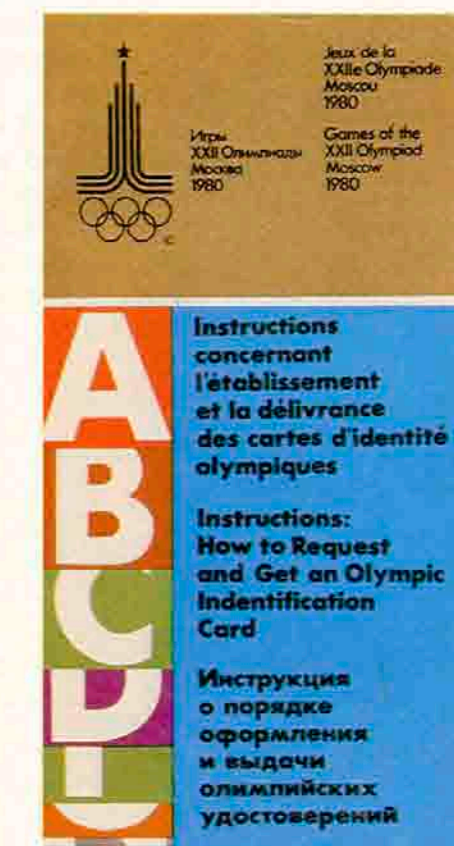
One part of the form with an enclosed extra photograph, bearing the holder's first name (s), surname and form number on the back, was returned to the OCOG-80, along with a completed checklist.

Under the heading "Olympic function", the holder's status, in accordance with his/her Olympic duties, was indicated. For competitors and persons associated with one particular sport, this sport was indicated after identification of the duties.

A form of a press accreditation card for E Category of all varieties consisted of two identical parts, each measuring 12×8 cm. The same data were indicated on the face and reverse sides of the form.

Forms for cards of honorary guests, members of the International Youth Camp, observers (G, M, and N categories) consisted of two similar parts. Their size and contents were the same as those of cards for the rest of the Olympic family.

E press accreditation cards of any type and G, M, or N identity cards



## Checklists

were filled out in the same way as the ID card forms of A, B, C, D, and F categories.

In case of a typing error, forms for ID cards and accreditation cards were cancelled and new ones were completed instead. The cancelled or unused forms were returned to the OCOG-80 together with completed checklists.

Checklists were, in effect, entries for accreditation by name. They were also used to control the number of issued ID cards and accreditation cards. The checklists were sent to the secretariats of the IOC, NOCs, and IFs along with card forms in four copies separately for each category of persons being accredited.

A checklist form corresponded to an ID card or an accreditation card by colour, letter code, and particulars and had the following lines to be filled in: serial number, card number, surname, first name (s), sex, date of birth, place of birth, nationality, permanent home address, Olympic function, and sport (if necessary).

The checklist forms were completed strictly in conformity with the data introduced into their respective forms and were countersigned and stamped by the IOC, appropriate NOC, or IF.

Three copies of the completed checklists were returned to the OCOG-80 together with completed and signed cards and an extra photograph for each holder.

## Procedure for Entry (Exit) and Stay of the Olympic Family Members in the USSR During the Games of the XXII Olympiad

Holders of the A, B, C, D, and F Olympic identity cards and their accompanying guests entered the USSR without visas on producing two parts of the ID card form to be accompanied by a passport or any other official document of similar force.

One part of the card was left at the border checkpoint and the other was stamped and returned to the holder to be produced at the accreditation centre. It was to be used later as an exit visa. This last part of the card was taken by the passport control service on the border when the holder left the USSR.

When necessary, the holders of ID cards were given right for multiple entry into and exit from the country for the period of the Games.

Distinguished guests of the OCOG-80, members of the International Youth Camp and observers (holders of G, M, and N cards), representatives of the mass media (E Category) entered and left the USSR using visas which they obtained at the Soviet embassies abroad.

The stay and travel of the Olympic family members in the USSR complied with Rule 39 of the Olympic Charter. Accordingly, the holders of Olympic identity cards had the right to stay in the host city for one month before and one month after the Olympic Games and to visit other cities associated with the Games, such as Tallinn, Leningrad, Kiev, and Minsk.

## Accreditation Procedures

The document called "Instructions: How to Request and Get an Olympic Identification Card" drawn up by the OCOG-80 specified two stages for issuance of ID cards and accreditation cards: preliminary accreditation and validation of issued cards.

At the preliminary stage, the OCOG-80 sent out forms for the Olympic identity cards, press accreditation cards and checklists to the IOC, IFs, NOCs, to the international agencies, and the broadcasters with whom appropriate agreements for the Games coverage had been signed. The forms exceeded the number of cards required to allow for the change of holders or any errors in completing the forms.

As agreed with the IOC and due to a great importance of the documents, they were all delivered by diplomatic pouch and, in some cases, by pilots of Aeroflot passenger planes to be received by representatives of the above organisations at the USSR embassies. The delivery started on December 10, 1979, and was completed on January 16, 1980.

Later on, additional forms were sent when necessary. Such was the case in February 1980 after the IOC Press Commission decided to allot some additional accreditation quotas for journalists to certain NOCs and the five international agencies to cover the Olympic Regatta or when forms had to be sent to the NOCs newly recognised by the IOC. By the time when the forms started to be distributed, the OCOG-80 did not have the whole information on the breakdown of press quotas by category. Therefore, only checklists were sent to those NOCs which had not presented the required data before the deadline. Accreditation card forms were sent to them after the completed checklists were returned.

The anti-Olympic campaign launched by the US Administration and the "wait-and-see" stand taken by some NOCs under its pressure caused changes (as demanded by the IOC) in the deadlines for completion and presentation of the Olympic forms to the OCOG-80.

The deadline originally adopted by the OCOG-80 was designed to have forms for journalists returned six months before the Games but then this time was reduced to 1.5 months and the deadlines for other categories of the Olympic family, from 3 months to 10 days.

It was originally planned to have practically the whole documentation by April 19, 1980 but only a few NOCs had sent their forms by that time.



The situation was further complicated by the fact that the forms received were sometimes completed inaccurately or in the wrong way, which could lead to troubles with visas and problems on the border.

The persons whose documents were filled in as required by the Olympic Charter and the Instructions were considered to be preliminary accredited at the Games of the XXII Olympiad, as attested by the copy of the checklist validated by the Accreditation Department and returned to a respective organisation.

By June 19, as specified by the Rules on Duration of the Olympic Cards, adopted by the IOC, all the accreditation centres were ready to validate and issue cards to the members of the Olympic family.

On arrival in Moscow or Tallinn, members of the Olympic family included into category A, B, C, D, or F presented their part of the card form at an accreditation centre and received an Olympic identity card. Holders of cards E, G, M, or N had their part of the card replaced by a completed accreditation card or ID card.

The ID cards and accreditation cards were filled in using the data contained in the card forms returned to the OCOG-80 by the IOC, IFs, NOCs, international agencies, the press, and broadcasters. Only the face of a card was filled in. The document was completed in the same language as the received form, was signed by the holder, laminated, and handed over to the holder.

In case of differences in spelling the names or other particulars, erasures, errors, photographs printed from different negatives in the parts of the cards being compared or if there was no similarity between the photograph and the holder (presence or absence of a beard or whiskers, etc.), the document was cancelled. An appropriate note was made in the checklist and a new card was issued.

The person who lost an ID card or accreditation card made a statement to that effect and his appropriate organisation took up the case with the OCOG-80 who discussed the problem and issued a duplicate copy. The duplicate copy was issued within 24 hours after the statement had been received.

## Passes



In keeping with the Olympic Charter, the OCOG-80 allotted 300 passes into the Olympic Village for the use of the media accredited at the Games of the XXII Olympiad to enter the Olympic Village at any one time. Each of the five international agencies had four such passes on a permanent basis.

In order to obtain a pass into the Village, a journalist had to surrender his/her accreditation card at the checkpoint. When leaving, the journalist returned the village pass to recover his card.

The entry of guests into the Olympic Village, the International Youth Camp or other places of accommodation of the Olympic family members was traditionally made using one occasion passes bearing names of the holders. The passes were issued against a preliminary request and on presentation of a document testifying to the identity of the holder at the checkpoint.

Permanent passes were devised to provide access to the Olympic facilities for service personnel to carry out their duties. The personnel included both Soviet and foreign citizens. There were five types of such passes which were distinguished by letter codes and colours.

Passes with OK code were issued to members and staff of the OCOG-80.

Passes with OD code were given to the service personnel of the Olympic Village.

Passes with OP code were provided for the service personnel of the competition sites, places of accommodation of the members of the Olympic family, support competition officials and to personnel of such support facilities as ACS "Olympiad", the Main Press Centre, subcentres at the venues, and the OTVRC.

Code СБП was used for the public order services.

Passes with TP code were issued to technicians of foreign companies (official suppliers and sponsors) to service the technical facilities supplied to the Games.

The greatest number of passes had OP code. This type had five distinctive colours:

- green strip for services of competition sites;
- dark blue strip for services of the Main Press Centre and subcentres;
- violet strip for the secretariats of competitions, support officials and doping-control services;
- orange strip for personnel working at the places of accommodation for members of the Olympic family;
- dark green strip for drivers of vehicles, ambulance crews, emergency repair and sanitary services.

The official emblem of the Games of the XXII Olympiad in red colour on a pass authorised its holder to enter the territory, areas and rooms of all the Olympic facilities.

To provide access to an Olympic complex, the name of the complex was indicated on a pass and the name of some specific sports installation was added to give access there (for example, the Central Lenin Stadium— "Grand Arena", "Druzhba", "Palace", etc.).

Letters A, B, C, D, E, and F of red colour allowed the holder to be in respective sections and lounges at venues.

The pictograph of a sport on a pass allowed the holder to visit the sites where competition or training in that sport were held. Such pictographs were put on the passes of support competition officials, personnel of the competition secretariats, doping-control services, and so on.

The distinctive signs on the passes for different categories made it possible to control access to the Olympic

venues and to distinguish easily the category of the holder in the service personnel which numbered several tens of thousands during the Games.

The accreditation of the members of the Olympic family and representatives of various international organisations participating in the Games of the XXII Olympiad was carried out without any serious complaints on the part of the IOC, its Secretariat, IFs, NOCs, the international agencies, newspapers and magazines, and TV and radio.

The accreditation procedures and the system of passes devised by the OCOG-80 and approved by the IOC was a complete success and greatly contributed to the proper staging of the Games.

As many as 17,504 persons were accredited at the Games of the XXII Olympiad. They included teams of 81 National Olympic Committees, representatives of 21 International Federations, five international agencies and various TV and radio companies. Accreditation was given to 5,615 members of the media (written press—2,685 persons and TV and radio—2,930 persons).

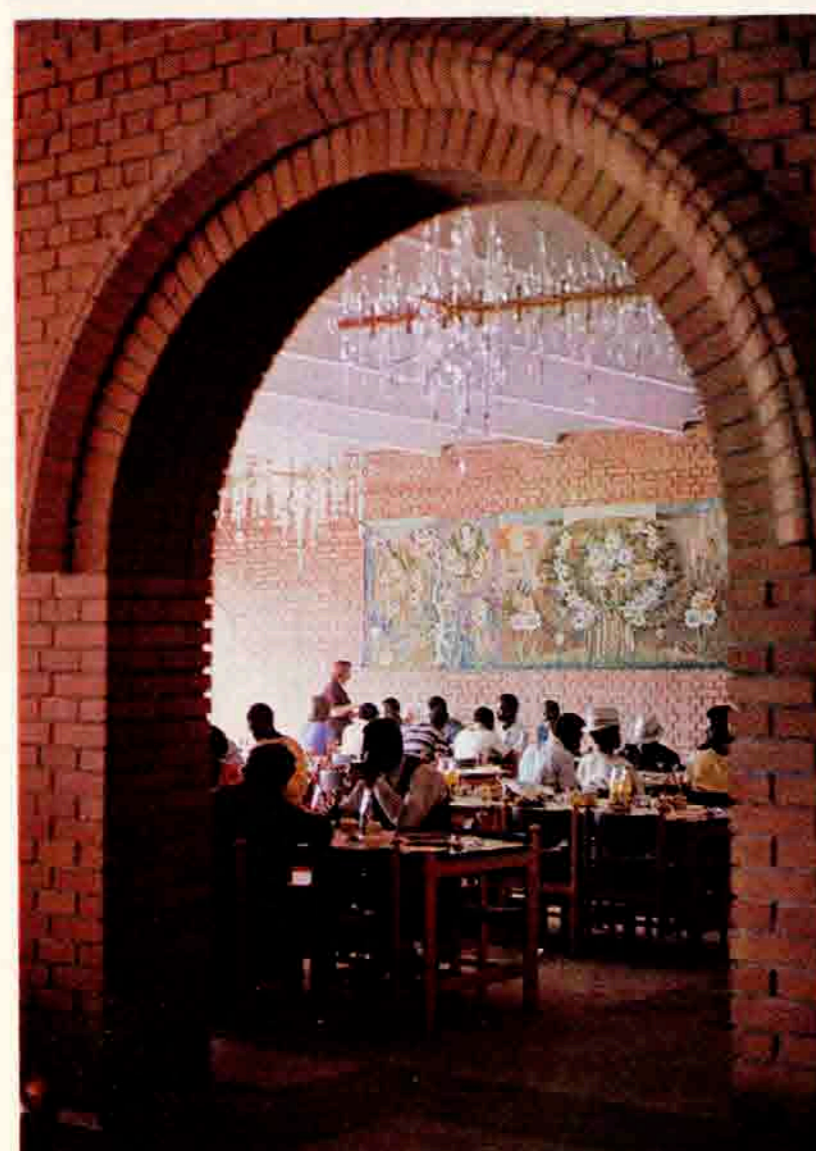
It should be noted that some difficulties were encountered in this

work especially as far as accreditation of the press was concerned. They were often caused by the fact that the functions of different subcategories of journalists (photographers, technicians, etc) were not distinguished well enough. There were also some problems with accreditation of the Vice-Presidents of NOCs and IFs who had replaced their Presidents as well as with providing ID cards to certain officials combining several Olympic functions. For example, the President of a NOC was at the same time the chef-de-mission (categories B and C), an Olympic attaché was also a journalist (C and E), a guest of the IOC or of an IF was a journalist (B and E), or a team member also participated in the International Youth Camp (F and M). Many NOCs asked for additional accreditations to be provided for support, medical, and technical staff over the quota established by the bye-laws to Rules of the Olympic Charter. Some other problems arose but all were successfully resolved. However, considering the importance of these questions for organisers and participants of future Olympic Games, it appears advisable that the matter should be specially discussed by the IOC.

## Chapter XVIII.

# International Youth Camp





At the International Youth Camp



The International Youth Camp Layout

1. Living quarters
2. Restaurant
3. Gymnasium and swimming pool
4. Reception House
- 5, 6. Tents
7. First-aid station
8. Personal services
9. Retail booths
10. Outdoor dining area
11. Sports grounds
12. Accreditation House
13. Outdoor cinema
14. Social Centre
15. Stadium
16. Central square
17. Utility area
18. Sanitary facilities
19. Pond
20. Parking lot

In accordance with the Olympic Charter and the recommendations of the IOC International Youth Camp (IYC) was established at the 1980 Olympic Games. All questions relating to its organisation were decided on behalf of the Organising Committee by the Committee of Youth Organisations of the USSR. The International Youth Camp was built as a complex comprising both living accommodation and communal facilities. This complex, situated on the picturesque bank of the Klyazma River in the Khimki Region of Moscow, is now used

as a recreation centre for young people.

General layout of the IYC is shown on this page.

Permanent accommodation was made up of three buildings, each with 173 beds, up to three in a room. Alongside the permanent complex a camping area was opened with temporary accommodation for 1,000.

Food was provided for members of delegations either in the 500-seat restaurant or in the canteen located in the camping area. The young people also had at their disposal a social

centre with a cinema-concert hall, educational facilities, a library of 10,000 volumes, a dance hall and a common room. There was a programme of variety performances and film shows.

Young people living in the IYC could also use a stadium with a football pitch and four 400-m running tracks, two tennis courts, eight volleyball, basketball, badminton and gorodki grounds, as well as a swimming pool.

Medical assistance was available to those living in the IYC from a specially equipped medical centre.

The rooms of all the main buildings of the IYC were equipped with telephones, radios and television sets.

There was a postal service available at the IYC.

On the ground floor of one of the blocks of living accommodation was an area offering souvenirs, books, albums, photographic equipment and films, and other goods. In the same place there was an exchange office.

The route to the camp was along Leningrad Highway. Parking was available for seventy vehicles.

One thousand eighty-five young men and women lived in the IYC, from 54 different countries. The young people were chosen by their respective National Olympic Committee Delegation membership was as follows:

Afghanistan 15, Algeria 6, Angola 8, Benin 4, Botswana 2, Bulgaria 76, Brazil 2, Columbia 4, Congo 7, Costa Rica 5, Cuba 75, Cyprus 10, Czechoslovakia 73, Denmark 18, Ecuador 10, Ethiopia 8, Finland 40, GDR 71, Grenada 3, Guinea 4, Guyana 5, Hungary 60, India 30, Ireland 10, Jamaica 5, Kuwait 2, Laos 5, Lebanon 5, Libya 3, Madagascar 5, Mali 2, Mozambique 8, Mexico 32, Mongolia 21, Nepal 2, Netherlands 20, Nicaragua 10, Nigeria 12, Peru 10, Poland 59, Romania 40, Senegal 10, Sierra Leone 2, Sri Lanka 5, Sweden 23, Syria 16, Tanzania 4, Uganda 1, Venezuela 5, Vietnam 20, Yemen (A.R.) 4, Yemen (P.D.R.) 10, Zambia 2, Zimbabwe 19.

The Committee of Youth Organisations of the USSR worked out travel



routes to bring the members of the youth delegations to the USSR and organised their reception and transportation to Moscow. The NOCs duly submitted to the OCOG-80 their entries for the IYC and provided for the participants travel to Moscow and return to their respective countries.

The payments, made by each NOC to the IYC fund, went to cover the necessary organisational costs.

The IYC was managed by the directorate together with a Council of the chiefs of the national delegations. The Moscow Region Soviet of People's Deputies also took part in the organisation of the Camp's activities. For example the catering requirements of the young people attending the IYC, medical provisions, day-to-day and transport services came under the direction of the Soviet's departments, whose representatives were included in the staff of the IYC Directorate. The staff of the Directorate and the services was recruited gradually as different sections of the camp came into operation.

The opening of the IYC took place on July 17, 1980, and among those present were the President of the OCOG-80 Ignati Novikov and member of the IOC M. Cornelis Kerdel (Netherlands).

On July 19 all the participants in the IYC were present at the Opening Ceremony of the Games of the XXII Olympiad.



In the "streets" of the International Youth Camp

## Sports Programme



The Camp's sports programme provided for visits by the young delegates to the Olympic competitions, and for their participation in the ceremonial welcoming of the Olympic flame and the Opening and Closing ceremonies of the Games of the XXII Olympiad.

Tickets for the Olympic contests were distributed according to the size of the delegation, while taking into account the wishes of the members of delegation to see competitions in those sports which are popular in their countries. During his stay in the camp each participant was present at more than ten competitions. Practically all the requests by the young delegates for seats at the Olympic competitions were satisfied.

Those living in the IYC were able to acquaint themselves with the development of physical training and sport in the USSR. Meetings were arranged for them with famous Soviet athletes, coaches, sports journalists and PT instructors. There were also visits to sports centres and sports schools in Moscow.

All participants of the IYC had the chance to try out themselves in the volleyball, football, tennis, badminton and athletics competitions, all of which were organised by the IYC Directorate. The traditional Olympic Mile was run and those who took part in the start, eight hundred in all, received a special badge. The winner, Lidia Sivacheva (USSR) and Vesa Kyakhkela (Finland), were presented with a memorial Olympic Hopeful



Medal. World chess champion Anatoli Karpov and Grand Master Garry Kasparov held several simultaneous competitions with the chess players in the camp.

The IYC information centre kept the Camp's residents fully informed of all events at the Games. Press-releases, up-to-the-minute information from the Main Press Centre, the bulletin *Starts and Results*, posters, folders and other materials published by the OCOG-80 were circulated throughout the Camp. The radio programme "The Olympians" was broadcast twice a day in Russian, English and French. A daily bulletin of news and photographs gave information about sports in the IYC.

The press centre of the IYC put out press-releases containing basic information about the IYC.





The Cultural Programme of the IYC offered the participants the fullest opportunity to get acquainted with art in the Soviet Union and the achievements of Soviet young people in the arts.

In the cinema-concert hall and on the open-air stage of the IYC there were performances by well-known Soviet professional artists and best amateur performers, young writers and young musicians. The young people in the Camp gave an especially warm welcome to performances given by the Mziuri Group from Tbilisi and Raduga, from Yaroslavl, the trio of *bandura* players from the Ukraine, the Lada Folk Group from Voronezh and the Kishinev instrumental trio.

Amateur groups from the national delegations of Vietnam, Laos, Mongolia, Bulgaria, Czechoslovakia and other countries also gave performances at the camp.

Every day programmes of feature films, documentaries and cartoon films were shown. Some of the best works by the students of the USSR Cinematography Institute were also presented.



Amateur art of the Camp participants

Exhibition of children's drawings

A concert for the Camp participants



An exhibition of the books by the classics of Russian and Soviet literature was set up in the Camp library and there was a display of books from the Molodaya Gvardia Publishers. Literary evenings and meetings with writers, poets and playwrights were arranged. A general-knowledge quiz about the USSR was organised for those studying Russian language.

There was a discoteque at the Camp and performances were given in the dancehall by pop groups and jazz bands.

More than twenty excursion programmes were available every day to the IYC participants. Included in these excursions were visits to the Pushkin Fine Arts Museum, the Ostankino Palace (Museum of Serf Art), the Tretyakov Arts Gallery, the Kolomenskoye Museum, the Kremlin Armoury, and the Kuskovo Estate. Every morn-



Participants of the international Youth Camp

ing coaches left the Camp taking visitors to the Kremlin, to the USSR Exhibition of the Economic Achievement, to Zagorsk and to Arkhangelskoye. Especially popular were trips around the city itself and along the Moskva River.

Participants in the camp also visited theatres and concert halls.

The Cultural Programme also provided for meetings between IYC participants and young people from Moscow City and the Moscow Region. The participants visited a number of industrial enterprises in and around Moscow including the Mikromashina factory, the Sverdlov silk production complex, the Moscow marshalling depot, the Krasny Proletary printing-house and the Ball-Bearing Works No. 1. Workers in collective and state farms gave a particularly warm welcome to the young guests of the Olympics.

All the participants in the Camp took part in a farewell party on August 20.

Throughout the existence of the IYC an atmosphere of goodwill and mutual understanding reigned which made it possible for close contacts to be established between the young people from all over the world and which helped them better understand each other.

All the delegations were satisfied by their stay in the Camp and left friendly comments in the visitors' book.

After the Olympics the IYC complex, as planned, became a recreation centre for young people. Boys and girls come here from all corners of the country. The traditions of the International Youth Camp are kept alive here: various competitions are held, including the "Olympic Mile" event, and a comprehensive cultural programme is in operation.

## Chapter XIX.

## Financing of the Games



Financing of the preparation and staging of the Olympic Games is becoming an increasingly hard problem for the organisers. Preparatory work is especially difficult to finance. This is mainly due to the ever-growing scale of the Olympic Games and, moreover, to the worldwide economic conditions getting more and more troublesome (economic crises, inflation, etc.). Increased standards of the world sport requires the sophisticated sports facilities. The growing requirements of the mass media (primarily television) and the need of modern man for better comfort also have to be satisfied. Consequently, the expenses involved in the preparation and staging the Games are constantly increasing.

The organisers of the Games of the XXII Olympiad were not only to raise funds needed but also to answer the question posed by the previous Olympic Games: are the costs going to become unbearable for the organisers of future Games? The answer can be given straightaway: the funds have been raised and a reasonable, economically rational approach to the construction of the Olympic facilities and to the fulfillment of other programmes, a special financial programme devised by the OCOG-80 made it possible to draw up a balanced Olympic budget.

Great expenses are known to be involved in adjusting a host city's infrastructure to the needs of the Olympic Games. The preparations for the Games in Moscow, in this respect, were made a part of the Master Plan for City Development financed by the state. According to this plan, in 1974-1980 considerable investments had to be made in housing, public, social and recreational construction, including hotels; in the improvement of public transport and communications facilities, and urban development (the same applied to Tallinn, Leningrad, Kiev, and Minsk). This created favourable conditions for staging the Games to the highest standard without any additional cost to the OCOG-80.

Another group of expenses included expenditures for material and technical facilities of the Games (construction and renovation of sports facilities and their equipment, the equipment for the Olympic Village, press centres, etc.). As it was already mentioned in the Chapter II "Construction and Renovation of the Olympic Sites", the existing sports facilities had been made maximum use of and new ones had been built with a proviso that they could be efficiently used afterwards. The facilities built by

appropriate ministries, government agencies, and organisations and financed according to the State Plan for the Development of the USSR National Economy for 1976 to 1980 were also used. Such facilities included the building for the Main Press Centre, the ACS "Olympiad" and some others. As to the resources for the construction and renovation of sports facilities intended directly for the Games, they were also provided for in the Tenth Five-Year Plan.

The costs of organising the 1980 Olympic Games which included expenditures for the operation of the OCOG-80, of its services and sections were covered by the OCOG-80 according to its own financial programme. The programme was also to recover the expenses involved in the creation of the material and technical facilities.

Economic programmes have become an important part of the activities of Olympic organising committees. They are based on the increasing popularity of the Games, which provide good opportunities for initiating Olympic lotteries, the sale of merchandise and souvenirs with Olympic emblems, of Olympic stamps, coins, badges and other products all over the world. Contracts granting television rights for coverage of the Games are signed. The sale of admission tickets also generates certain revenue.

An important prerequisite for the success of the OCOG-80 economic programme was the involvement of a great number of foreign firms into the preparations for the Games. This international cooperation, in addition to tangible material results, also helped to develop world economic ties, to strengthen understanding among nations.

A significant factor for further development of the Olympic movement was that a considerable share of the revenue to the IOC (television rights) and to the NOCs of those Countries which had acquired licenses for the manufacture and marketing of Olympic goods.

In its economic programme the OCOG-80 drew on the experience of its predecessors, strictly observing the IOC regulations and traditions of the Olympic movement, employing methods and types of cooperation characteristic of the international business community, complying with the laws and codes of various countries, and protecting legal interests of the OCOG-80. The OCOG-80 experts had to keep watch on the fluctuations of market conditions, to take into account the scope and possibilities of national and world markets.

## Fund-Raising Programme

Proceeding from the study of the experience of organisers of previous Olympic Games and adapting it to the local conditions of the Soviet Union, the OCOG-80 devised the following fund-raising programme that included eleven basic projects:

- sports-numeric and Olympic lotteries;
- commercial use of official emblem of the 1980 Olympic Games in Moscow on consumer goods and souvenirs;
- the sale of television rights for coverage of the Olympic Games by foreign TV companies;
- inviting firms and organisations as official suppliers for the Games of XXII Olympiad;
- granting the title of sponsors and donations to the Olympics;
- the issue and sale of commemorative Olympic coins;
- the issue and sale of commemorative Olympic medals;
- the issue and sale of stamps, first-day covers and other postage-related products;
- publications;
- insurance of participants, journalists, guests, tourists, of the sports

implements, equipment and technology;

- the sale of admission tickets.

The first nine projects of this programme began to be carried out in 1976 and 1977. The last two fell on the final stage of preparations for the Games.

A special Economic Programme Department was set up to realise the programme.

The make-up of the Department was based on the projects comprising the fund-raising programme. The Department included following four sections responsible for:

- foreign-currency revenue;
- domestic revenue;
- marketing and licensing in other countries;
- lotteries.

The maximum number of personnel at the height of activity from the second half of 1979 and until the Games closed, i. e. until August 3, 1980, was 41 persons.

As the issue and sale of admission tickets is a labour-consuming undertaking, a separate Ticket Department was formed within the OCOG-80 in 1979.

## Olympic Lotteries

Special lotteries are less affected by fluctuations of the market and depend mostly on a system chosen and on popularity of the event a lottery is devoted to. In 1975, the Soviet Union operated several types of lotteries, notably money-and-merchandise lotteries in the Union republics who incorporated the revenues thus obtained into their budgets and lotteries initiated by certain agencies like the lottery of the Voluntary Society for Assisting the Army, Air-Force, and Navy, lottery of International Solidarity of Journalists, Sport-Loto, etc.

The organisers of the Moscow Games wished to select such a lottery that would not compete with the existing ones, on the one hand, and would have some attractive features, on the other hand. After studying various lottery systems existing in such countries as Bulgaria, Hungary, German Democratic Republic, Poland, Romania, and Czechoslovakia, and in countries like the USA, Canada, FRG, etc. an immediately recoverable lottery without draws was selected by the OCOG-80. It was named the Olympic "Sprint" lottery.

Having obtained the permission from the USSR Council of Ministers, the OCOG-80 launched the lottery.

The Sprint provided 50 per cent of the total value of the tickets issued for the prizes. About fourteen per cent of the proceeds were spent to pay for lottery operating expenses.

There were no draws, the prize (a merchandise or a sum of money) was printed on a ticket. The lottery tickets were sealed into identical envelopes, which eliminated the possibility that somebody could see them beforehand.

The tickets were issued in batches, two million in each batch. A ticket cost 50 copecks.

The lottery offered prizes in cash from 1 rouble to 5,000 roubles, and merchandise, including cars. There were also prizes that permitted a winner to take another Sprint ticket free of charge.

The sale of the first Sprint issue began on October 20, 1976, in Moscow. It followed a wide promotion campaign which resulted in the Sprint becoming popular among Muscovites from the very start.

The sale was conducted using the already existing infrastructure of the Chief Department of Sports Lotteries under the USSR Sports committee (Glavsportloto) covering the entire territory of the USSR.

An agreement signed between the OCOG-80 and the Glavsportloto pro-



Draw of the International Olympic Sports Lottery

vided that 30 per cent of the proceeds would go into the NOC of the USSR.

Meanwhile, the OCOG-80 was planning a new, international Olympic lottery. Proposals were sent by the OCOG-80 to some European countries that the emblem of the 1980 Olympic Games be used on the tickets of their national lotteries. The OCOG-80 offered a certain number of tours to the Games as prizes of the national lotteries. It was proposed that, in exchange, appropriate shares of revenues in national currencies should be remitted to the OCOG-80's account. These proposals met with favourable response in the lottery organisations and National Olympic Committees of socialist countries. A meeting of officials of those organisations held in Prague on December 1, 1976, decided to initiate an International Olympic Sports Lottery (IOS) in 1978 to 1980, and a special committee to draw up the Charter of that lottery was formed.

In July, 1977, the Charter of the International Olympic Sports Lottery and bilateral agreements between the OCOG-80 and the lottery organisations of Bulgaria, Hungary, Czechoslovakia, and the USSR were signed in Moscow. The agreements defined legal status and conditions of the IOS. The Charter provided for the possibility that lottery organisations of other countries might join in. The lottery organisations of the GDR and Poland joined the IOS in the first half of 1978.

The International Olympic Sports Lottery used an old system "6 numbers out of 49" which was most popular in a majority of the participating socialist countries. Each lottery organisation was independent in establishing the price of tickets, the number and types of prizes. Thus, cars (some of them Soviet-made) were among the prizes offered in addition to cash prizes in such countries as Bulgaria, Hungary, the

GDR, and Poland. But the main prize in all the countries was a tour to the Moscow Olympics.

A ticket cost 60 copecks in the Soviet Union. Fifty per cent of total returns from the sold tickets were paid as prizes. Those who had guessed 3, 4, 5, or 6 numbers received from 3 roubles to 10,000 roubles and the ticket numbers were drawn for tours to the Olympic Games in Moscow. One tour of a nine-day stay in Moscow was offered for every 10,000 tickets issued.

There was a common draw for all the countries. Altogether, eight draws were held alternately in the capitals of the participating countries from 1978 to 1980, presented on television as entertainment sports programmes and broadcasted to other countries via the Intervisio system. The International Olympic Sports Lottery drawings were held in an atmosphere of great interest aroused by the lottery in all the participating countries. The TV programmes also showed to the audience how the youth and sports organisations of the country holding the draw were preparing for the Olympic Games in Moscow. Each programme lasted 60 minutes.

The first draw took place in Moscow on July 19 1978,—exactly two years before the Olympic Games. The drawings were held on the following dates:

- Second draw—November 15, 1978, in Prague;
- Third draw—February 14, 1979, in Budapest;
- Fourth draw—May 16, 1979, in Sofia;
- Fifth draw—August 15, 1979, in Prague;
- Sixth draw—November 14, 1979, in Warsaw;
- Seventh draw—March 19, 1980, in Berlin;
- Eighth draw—May 21, 1980, in Moscow.

Seventy-five per cent of the revenue generated by the International Olympic Sports Lottery outside the Soviet Union were contributed to the participating countries to be used in the development of amateur sport and training of the national teams for the Moscow Olympics, and 25 per cent were paid to the OCOG-80.

This Olympic lottery was the first in the Olympic history to be launched internationally by several countries, thus contributing to the international cooperation in the preparation for the Games of the XXII Olympiad.

The main goal of the International Olympic Sports Lottery was to promote further the international Olympic movement and the Moscow Olympics. As a means of promotion, the IOS facilitated other fund-raising projects, such as marketing and licensing of consumer goods and souvenirs bearing the Olympic emblem, the sale of coins, stamps and other products.

Over 5,000 tours to the Moscow Olympics were awarded in the eight draws of the International Olympic Sports Lottery.

Considering the great contribution made by the IOS organisations for the preparation for the Games of the XXII Olympiad and promotion of the international Olympic movement, the OCOG-80 invited three representatives from each of the lottery organisations to visit Moscow and the competitions of the Games from July 18 through August 4, 1980, at the OCOG's expense. They were given free accommodation, three meals a day, transportation, and tickets to competitions and entertainment events.

In addition, the proceeds from the Sport-Loto were used in part to cover the expenses related to the preparation and staging of the Games.



## The Sale of Goods Bearing the Emblems of the Games of the XXII Olympiad



The procedures and conditions of granting the right to use the emblems of the Games of the XXII Olympiad were established basically by a document entitled "The Regulations for the Use of the Olympic Emblems in the USSR" devised in conformity with the provisions of the Olympic Charter and approved on January 23, 1976.

In conjunction with the Ministry of Trade of the USSR, the OCOG-80 drew up a list of consumer goods, souvenirs and handicraft articles that could bear the Olympic emblems. This list was defined using the experience of the previous Games and the results of an exhibition showing souvenirs and handicraft articles.

The OCOG-80, together with the Ministry of Trade of the USSR and the Ministry of Trade of the RSFSR (Russian Soviet Federative Socialist Republic), have studied a possibility of establishing surcharges on the retail prices of the items bearing the emblems of the Games. The goods permitted to be produced with the emblems were combined into 44 groups, 23 of them were allowed to be surcharged within a certain range from a minimum to a maximum, and for 21 of the total the surcharges were set. The minimum surcharge of four per cent was approved for garments and knitware and

the maximum—100 per cent—for the Mascot. An average of the surcharges on the total amount of the items approved was 14.5 per cent.

The Presidium of the OCOG-80 decided to establish the Commission for the Selection and Production of Goods with the emblems of the Games of the XXII Olympiad. The Commission reviewed the proposals and issued recommendations on the possibility of producing this or that type of goods with the emblems. The manufacturer whose produce had been endorsed by the Commission, was awarded a diploma granting the right to produce commercially his items bearing the emblems of the Moscow Games. The Commission members were to appraise thoroughly the goods, souvenirs, and handicraft articles taking into account their artistic value, quality, conformance to the Olympic charter, consumer demand, and fashion.

The first diplomas were given at the meeting of the Commission on August 10, 1976; 17 enterprises got the OCOG-80's permission to manufacture 70 items with the emblems of the Olympic Games.

From August 1976 till April 1980, the Commission held a total of 153 meetings and awarded 6,972 dip-



A meeting of the Committee for Selection of Items with Olympic Emblems

Merchandise bearing the Olympic emblems under scrutiny



lomas. The diplomas endorsed 17,500 articles bearing the Olympic emblems.

The souvenirs and handicraft articles, including de-luxe package souvenirs, made the bulk of the models offered, accounting for 24 per cent of the total. Garments and knitware accounted for 24.3 per cent, metal, leather, and textile haberdashery accounted for 14.3 per cent; glassware, crystalware, chinaware and ceramics—7 per cent; cotton, linen and silk fabrics—4.5 per cent; badges—3.2 per cent; printed matter—3 per cent; stationery—2.8 per cent; confectionary—2.7 per cent, the Misha Mascot—1.5 per cent; sporting goods—1.4 per cent, and jewelry—1.2 per cent.

The Commission also inspected regularly models of products with the Olympic emblems offered by foreign companies. Altogether, 166 such inspections were held and 1,663 articles from 17 countries were endorsed, including: India—548 items; Czechoslovakia—376 items; Yugoslavia—190 items; France—112 items; Japan—102 items; Bulgaria—74 items; Poland—65 items; the Federal Republic of Germany—44 items; Italy—36 items; Hungary—32 items; Austria—23 items; Great Britain—22 items.

The inspections held directly in the countries producing the items to be inspected were the most effective: 347 products were approved at such shows which accounted for more than 20 per cent of the total of endorsed products. The Commission members visited Czechoslovakia six times and approved 277 products, 63 items were endorsed in Yugoslavia during one visit, and during a visit to Hungary 7 products were approved. Based on the results of the inspections of the merchandise with the Olympic theme and endorsed by the Commission, letters were sent to the Ministry of Trade of the USSR and to appropriate foreign-trade organisations requesting them to purchase such items for sale in the Soviet Union. The items included souvenirs from India, the FRG and Austria, knitware from Czechoslovakia, and leather-ware from Yugoslavia.

## Organisation of the Manufacturing and Sale of the Olympic Mascot

Munich began the marketing of their Valdi Mascot from mid-1970, i. e. two years before the Games. An earlier use could reduce the interest in the Mascot and consequently the economic effect.

A study of conditions for the production and sale of the Mascot of the 1980 Olympics and of feasible prices had been completed by July, 1977.

The OCOG-80 awarded its first diploma on April 5, 1978 to the Dulevo China Factory entitling it to produce the Mascot (Misha the Bear) in the shape of a china sculpture starting from the third quarter of 1978, that is two years before the Olympic Games.

The Mascot was used in two versions: as a picture on articles and as an article in itself. Its picture was used on badges, garments and knitware, on sporting bags, briefcases, purses, shawls, kerchiefs, scarfs, on printed matter, and other products. In this case, the OCOG-80 established surcharges on retail prices of the appropriate groups of goods included in the list of merchandise endorsed for the use of the Olympic emblems.

It was more difficult to set a price if the Mascot was to be produced as a separate item. A surcharge was fixed on a case-by-case basis in the range of 50 to 100 per cent of the retail price depending on consumer demand and commercial value of the item in question.

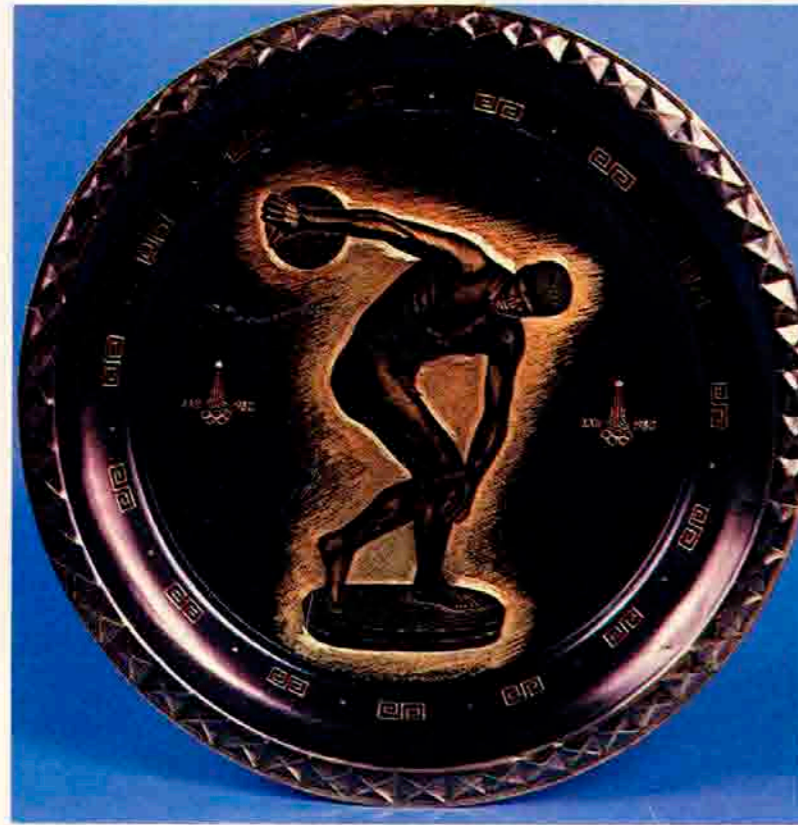
It was important to select enterprises that could be entrusted to produce the Mascot so that the standard of execution at a given industrial enterprise met the requirements for the outward appearance of the Olympic Mascot.

The OCOG-80 awarded the production of the three-dimensional Bear-Mascot to 145 industrial enterprises which met the required technical standards. Altogether, 10.9 million pieces of the Mascot of 250 types were produced—3.4 million pieces were made of china, faience, ceramics, and majolica; 1.7 million of polyethylene; 1.4 million of metal; 1.2 million of latex, and 1.1 million of synthetic fur.



An exhibition of items bearing the Olympic emblems

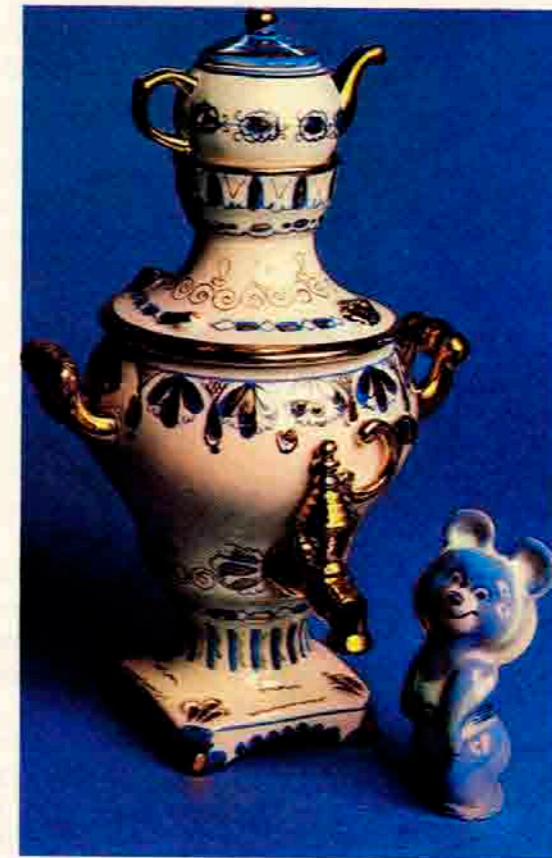
**Retail Outlets  
for the Products  
with the Olympic  
Emblems**



By the beginning of the Games specialised shops were set up in Moscow, Tallinn, Leningrad, Kiev, and Minsk selling souvenirs and other products with the emblems of the Games. Moscow had a large selection of articles bearing the emblems. They were on sale in 240 shops including the biggest department stores, special sections and booths selling souvenirs, de-luxe haberdashery, and cosmetics were also set up. Some 120 souvenir-selling stands were installed at the Olympic venues and 93 stands at the hotels, hostels, camping-sites, and airports.

At the Moscow "Souvenirs" Shop in the Olympic Village shopping centre especially popular were Misha the Bear, matreshkas, dolls dressed in national costumes, Olympic badges, Khokhloma wooden-ware, articles made by craftsmen of Fedoskino and Kholui villages, Zhostovo-made trays, products decorated with the Rostov enamel, and others.

The share of the sales of the goods with the Olympic emblems amounted to 45 per cent of the total at the Olympic Village.



Merchandise bearing the Olympic emblems

## Licensing and Merchandise Abroad

The main objective of licensing outside the Soviet Union was to provide a financial support for the Olympic movement by sharing the revenue generated with the corresponding NOCs.

In conformity with the Olympic Charter specifying that licensing and other economic activities connected with the Olympic Games were subject to approval by the NOC of each particular country, the OCOG-80 had talks and signed agreements with a number of NOCs. The agreements established the procedure of using the official emblems of the Games of the XXII Olympiad on items for sale and payments arrangements. Following the established practice, that the national Olympic Committees were entitled to 25 per cent of licensing returns in exchange for permission to use the official emblems in the territories of their countries.

The OCOG-80 registered the Official Emblem of the Games and the Mascot (Misha the Bear) as a trademark. The Registration of the official emblems of the Games was a complicated and lengthy operation. Therefore, the OCOG-80 was engaged in it throughout the period of commercial activity.

To carry out the licensing programme outside the Soviet Union, the OCOG-80 concluded agent agreements with intermediate companies and foreign-trade organisations and associations. The agreements granted the companies an exclusive right to conclude, on behalf of the OCOG, licensing contracts with manufacturers for the use of the Olympic emblems on products for sale. The agent's fee generally amounted to 15 per cent of the revenue.

Thus the following pattern for distribution of payments for the use of the 1980 Olympics emblems was established:

NOC	25 per cent
Agent	15 per cent
OCOG-80	60 per cent

Other agreements were signed as an exception, where the payments arrangements were somewhat different. The reason was some objective factors of commercial cooperation, such as local market conditions, relationships between the NOCs and agents, etc.

The first licensing agreement was signed with the Yugoslav foreign-trade association Interexport in 1976.

The OCOG-80 selected agents very carefully relying on recommendations of Soviet foreign-trade organisations and of the National Olympic Commit-

tees. The OCOG-80 took into account the background of the company in question with regard to licensing and advertising as well as its activities during previous Olympic Games. Thus, for example, Atlas Verlag und Werbung GmbH & Co. had participated in Munich and Montreal, the Olympic Trust of Canada associated with the Montreal organisers and such companies as Hakuodo Inc. of Japan, Sorice C.A. of France, Incheba of Czechoslovakia, Hungexpo of Hungary, Pahlaj Bajaj and Co. Pvt. Ltd. of India and others had a long experience in the fields of advertising and marketing and most of them had long-established contacts with Soviet foreign-trade organisations.

The OCOG-80 signed 19 agent agreements with foreign agent companies covering over 40 countries. The agents concluded more than 300 licensing contracts. Sixty per cent of these fell upon industrialised capitalist countries. On signing the agreement an agent paid to the OCOG-80 a part of the minimum guaranteed royalty, the remainder to be paid according to an agreed-upon schedule. Receiving the license for an item, the company undertook to produce and sell it in strict compliance with the regulations clearly defined by the agreement and to make sales reports to the OCOG-80.

All the agents of the OCOG-80 were approved by the corresponding National Olympic Committees and worked in intimate contact with them.

To stimulate the licensing activities of the agents and licensees, the OCOG-80 arranged meetings of representatives from those companies in 1978 and 1979 in Moscow. Those meetings reviewed and discussed the main aspects of the activities, such as:

- relations between the NOCs and agents;
- relations between the agents;
- export of traditional Soviet goods with the Olympic emblems;
- import of foreign goods with the emblems of the Games of the XXII Olympiad;
- endorsement of merchandise with the emblems of the Games of the XXII Olympiad;
- relations of agents with official suppliers and official sponsors, and many other matters related to the cooperation.

As a result, the agents concluded license contracts with various manufacturers which made it possible to use the emblems of the Games of the XXII Olympiad on diverse items (souvenirs, toys, perfumery, jewelry, sporting goods, shoes, clothes, stationery, utensils, ceramics, posters,

etc.) and to sell them in many parts of the world. Thus, Atlas Verlag und Werbung GmbH concluded 51 licensing contracts, as did Hakuodo Inc., 25 licensing contracts were entered into by Waimer S.A. and 23 contracts by Sorice S.A.

An agreement for auditing was signed with the US company Arthur Andersen in December, 1978. The auditor undertook to consult and help the OCOG-80 in examining the financial activities of the agents. The company made some very useful proposals that made it possible to avoid certain losses in collecting royalties from the agents.

Along with licensing through agents, the OCOG-80 also signed agreements directly with foreign companies. Among the first were the agreements concluded with Adidas of France and Bertoni of Italy in 1976.

Under arrangements, Adidas was granted, in addition to the title of the Official Supplier to the Games of the XXII Olympiad, the exclusive right to use the official emblem commercially on bags, T-shirts and some sporting goods. The company had the right to sublicense. It covered 34 countries. In order to realise its marketing programme more extensively, Adidas assigned its rights under the agreement to the West Nally company of Netherlands with great licensing experience. The West Nally concluded 21 sublicense contracts.

Bertoni, a licensee of the OCOG-80 for the production and distribution of souvenir items with the Olympic emblems, covered 23 countries.

Fones and Mann Inc. of Canada was a licensee of the OCOG-80 in the poster programme. The agreement to that effect was signed in 1977. The company was granted the exclusive right to produce and distribute official posters with the emblems of the Games of the XXII Olympiad in 36 countries (except socialist countries).

In July 1976, the OCOG-80 signed an agreement with the Japanese company Shinjidaisha on making cartoons featuring the Mascot of the Games of the XXII Olympiad—Misha the Bear. The company assigned the work to the Nippon Animation company which produced, sold, distributed and had the cartoons telecast. The company guaranteed to produce from minimum 26 to maximum 52 cartoons. The company was also entitled to license the sale of films, slides, video recordings, and children's books featuring characters of the cartoons. The company concluded a sublicense agreement for the distribution of a series of the cartoons in 18 countries of Latin America.

The OCOG-80 signed a number of licensing agreements with companies of Mexico, Costa Rica, Puerto Rico, and Brazil in 1980.

The licensing and commercial programme of the OCOG-80 was carried out in many countries and helped to involve the business communities of those countries in the preparations for the Games of the XXII Olympiad. It not only produced income to pay the expenses of the OCOG-80 for organising and staging the Games but also had positive effect as a means of publicity for the Olympics in Moscow.

## The Sale of Television Rights

The OCOG-80 began to receive numerous offers from TV companies and unions of various countries to take part in the coverage of the Moscow Olympics already at the very early stage of preparations for the Games.

Wishing to provide an opportunity for people across the world to see the Olympic events, the OCOG-80, the USSR State Committee for Television and Radio Broadcasting (Gosteleradio) and the USSR Ministry of Communications proposed that colour television broadcasting facilities should be created. Proposals from various TV companies were taken into consideration. This programme required great expenditures which could be offset in part by revenue from the sale of television rights.

In compliance with the Olympic Charter and as had been agreed upon with the IOC, the OCOG-80 signed a total of eleven agreements including four contracts with the television companies: NBC (USA), TV Asahi (Japan), Seven Channel (Australia), and CBC (Canada) and seven contracts with the unions: the European Broadcasting Union (EBU), International Radio and Television Organisation (OIRT), Organización de la Televisión Iberoamericana (OTI), Asian Broadcasting Union (ABU), Arab States Broadcasting Union (ASBU), Union of National Radio and Television Organisations of Africa (URTNA), and Caribbean Broadcasting Union (CBU). These companies and unions acquired the right to telecast the Games of the XXII Olympiad to 111 countries, thus allowing some 1.5 billion people watch the Olympic competitions.

In accordance with the Olympic Charter and the agreement with the IOC, more than a third of the payments for TV rights went directly to the IOC.

Three leading US television companies (ABC, NBC, and CBS) and the Satra Corporation contended for the right to telecast the Games of the XXII Olympiad in the United States.

In December 1976, the OCOG-80 invited bids for US television rights at the Games of the XXII Olympiad from the above companies. But on the day when the bidding was to be made, the ABC, NBC, CBS Companies refused to bid and agreed to establish a pool for purchasing the television rights. They left Moscow on the same day. Due to technical difficulties and huge excess costs involved, the OCOG-80 had refused to deal with any US television pool long before the bids were invited.

When the CBS had left the pool and the latter broke up in late

January, 1977, the OCOG-80 received propositions from the ABC and NBC, which were much more attractive than the previous ones. The OCOG-80 Presidium and representatives from the IOC who arrived to participate in the final negotiations on television rights discussed those propositions.

Proceeding from the need for high-quality coverage and taking into account the financial interests of the OCOG-80 and IOC, as well as the fact that the Satra Corporation had no television network of its own, the Presidium of the OCOG-80 and the IOC decided to sign the agreement with the NBC.

The Agreement was finally concluded by the OCOG-80 on February 1, 1977. The company agreed to pay \$35,000,000. Simultaneously, another agreement was signed by the NBC and the Gosteleradio USSR on the provision of technical facilities and services for \$50,000,000. The payments of the NBC provided the OCOG-80 with revenue to cover some of the expenditures for technical facilities of the new Olympic Television and radio Centre and communications systems.

The second agreement on the sale of television rights was signed with TV Asahi of Japan on March 9, 1977, for \$4,500,000. The NHK, another leading Japanese broadcaster, also wanted to purchase the television rights. However, considering the priority of TV Asahi and more attractive financial conditions offered, the OCOG-80 and IOC decided to grant the rights to that company.

An offer for the purchase of television rights in Australia was received by the OCOG-80 from Channel Nine Ltd. The company referred to a great popularity of sports programmes in Australia, their high quality and good organisation. They also referred to their very popular commercial programmes.

The OCOG-80 informed the IOC about the bid of Channel Nine. It was decided to have preliminary talks with the company. But at the same time, the OCOG-80 received a proposal from Channel Seven Ltd.

As agreed with the IOC, the OCOG-80 had conducted negotiations with both broadcasters discussing financial and other arrangements. The bid of Channel Seven seemed to be more attractive financially for the IOC and the OCOG-80.

Channel Seven Ltd. offered to pay 1,200,000 Australian dollars for television rights to the OCOG-80. This sum was endorsed by the IOC. The agreement with this company was signed in April 1977.

An agreement with the CBC of Canada was signed on April 21, 1978. Negotiations on the sale of television rights between the OCOG-80 and the CBC had been conducted for a year starting from February 1977. The CBC originally offered to pay 1,000,000 Canadian dollars while the IOC had established that the payment for the television rights in Canada should be 1,500,000 Canadian dollars.

After more talks of the OCOG-80 and the USSR Gosteleradio with the CBC financial and organisational questions and those related to technical facilities and services, were settled.

Taking into consideration the assurances of the CBC management that they would do their best to telecast the Games of the XXII Olympiad to Canada and considering the fact that the OCOG-80 needed to purchase the equipment for the OTVRC, the IOC and the OCOG-80 agreed to sign the contract with the CBC for 1,200,000 Canadian dollars.

The OCOG-80 attached great importance to ensuring television coverage of the Games for the European countries. The European Broadcasting Union (EBU) and the International Radio and Television Organisation (OIRT), uniting broadcasting bodies of socialist countries, were greatly interested in negotiation with the OCOG-80 on the matters related to the sale of television rights and organisation of television coverage of the Olympic events for Europe.

The talks with the EBU lasted for more than two years. Formal negotiations were held in Moscow, Geneva, and Lausanne with the participation of technical staff and the IOC lawyers. Several problems were discussed, including participation of the EBU in the direct financing of the communications technical facilities. The agreement was signed in October, 1978. The EBU paid \$5,950,000 for television rights. In November 1978 an agreement was signed with the OIRT. The IOC set the price of \$1,500,000 for the OIRT before the talks had begun.

The OCOG-80 had received requests for television rights practically from all leading broadcasters of Latin America by November 1978. In order to employ the technical facilities more efficiently, it was decided to televise the Games of the XXII Olympiad to the countries of the continent via the OTI (Organización de la Televisión Iberoamericana).

The agreement for television coverage was signed with the OTI on November 23, 1978, for \$1,060,000. The OTI also agreed to provide techni-

cal facilities for feeding the signal for the Caribbean Broadcasting Union which had paid \$20,000 for TV rights.

The OCOG-80 had long negotiations with the Asian Broadcasting Union (ABU). They began in May, 1977, and lasted till the beginning of 1980. The difficulty was that the ABU proved to be unable organisationally and financially to rally TV organisations of Asian countries to organise television coverage of the Games of the XXII Olympiad. A delegation from the ABU repeatedly visited the OCOG-80 and the Gosteleradio of the USSR but did not start any specific talks on the price of television rights and on any other terms of proposed agreement. The negotiations with the ABU dragged out and the OCOG-80, therefore, agreed with the IOC to start talks with groups of countries and individual countries of Asia intending to use the signals fed by TV Asahi and Channel Seven Ltd. The latter gave their approval. Television networks of Hong Kong and the Philippines were especially interested in the purchasing of television rights separately from the ABU. By early 1980, there had been some changes in the ABU management. Its Secretariat proposed to the OCOG-80 that an agreement on granting television rights for Asian countries should be concluded. The agreement with the ABU for a total of \$450,000 was signed on January 11, 1980. This fact was important for the ABU and could strengthen it organisationally. But the ABU top management began to delay the first payment to the OCOG-80 using the pretext that the agreement would be valid only when approved by the IOC. But even after the IOC had approved the agreement, the ABU refused to pay alleging as its reason, quite unfounded, that the structure of the Moscow Games had been altered. Not long before the Games, inquiries began to be coming in from the ABU member states—whom the ABU informed that it unilaterally terminated the agreement with the OCOG-80—about the feasibility of buying television rights outside the ABU. The IOC made known to the OCOG-80 that it did not recommend having any talks with the ABU members separately. The OCOG-80 took the position and repeatedly informed the ABU and individual ABU member-states about it. The attitude taken by the ABU resulted in the Olympic Games being broadcasted, as required by the Olympic Charter, only as short reports in regular news programmes at Asian countries (two-minutes programme up to three times a day).

## Official Suppliers and Sponsors

On December 18, 1979, the OCOG-80 concluded an agreement with the Arab States Broadcasting Union (ASBU) and in June 1980, with the Union of National Radio and Television Organisations of Africa (URTNA).

It is worth mentioning that the agreements most beneficial financially were signed before 1979, that is long before the Games had opened. This is particularly important because it allowed to prepare systematically the technical facilities needed for television coverage of the Games.

The information on technical facilities to televise the Olympic events to countries of all continents is contained in Chapter III, "Technology".

Preparing the Games of the XXII Olympiad and taking into account latest technological achievements the OCOG-80 planned to rely primarily on the advances made by the Soviet industry. At the same time, to settle some matters associated with logistics for the Games, the OCOG-80 enlisted the services of several foreign companies desirous to contribute towards the preparations of the Olympics.

Corporate involvement in the organisation of the Olympic Games as official suppliers and official sponsors has a relatively long history. This practice has become especially widespread lately and the organisers of the Games in Munich and Montreal used it quite extensively.

Companies are generally designated Official Supplier or Official Sponsor by the organisers of the Olympic Games in exchange of delivery (totally or partly free of charge) of certain produce needed for the Games or for direct money contributions or various services to be provided to the organisers during either preparations for or staging of the Games.

Mainly two forms of supplies were practiced: free and returnable (rented).

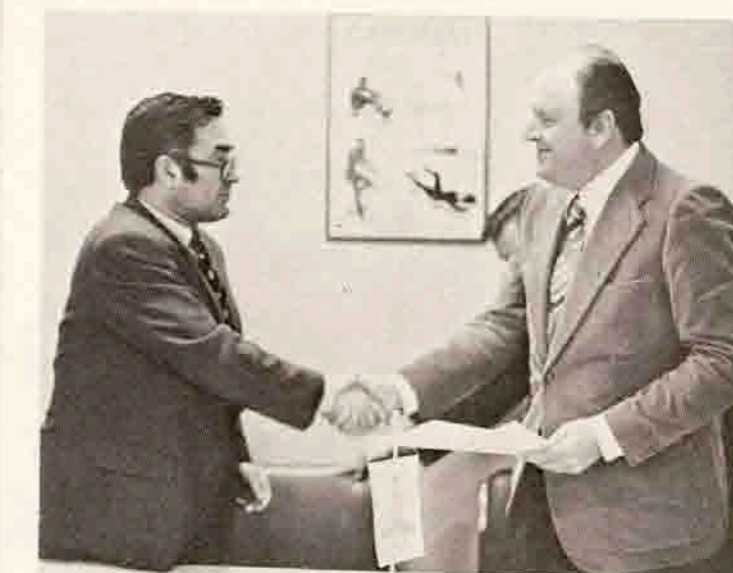
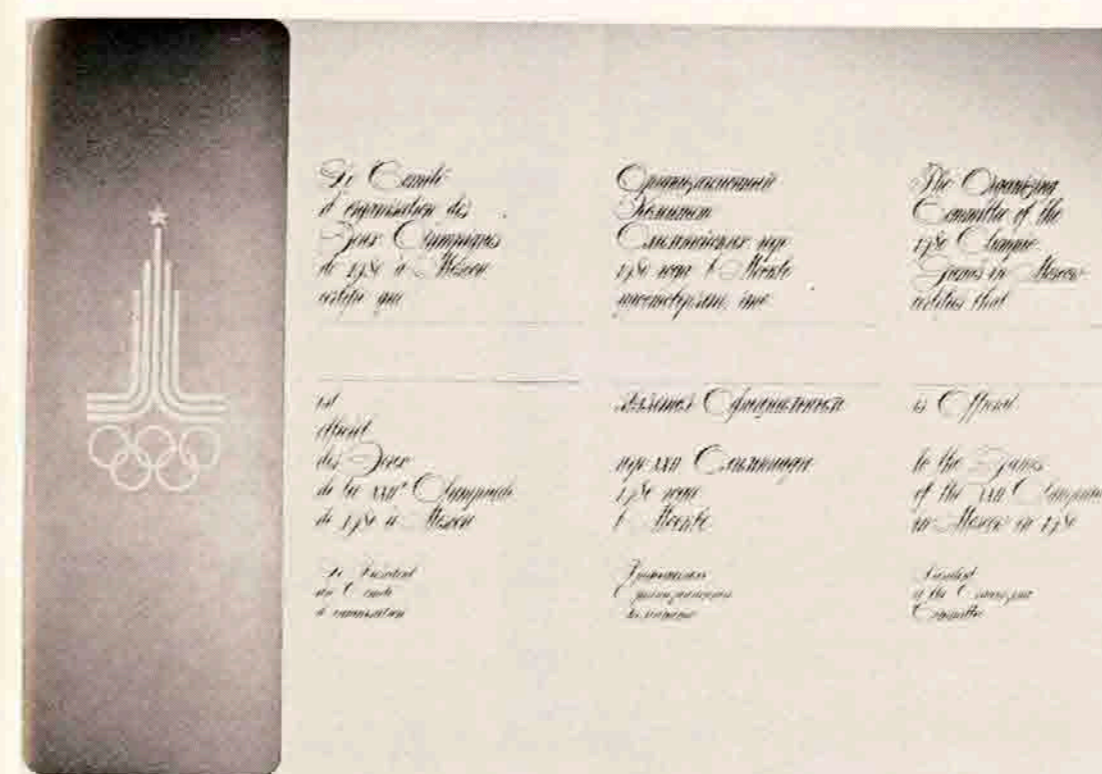
The title of Official Supplier to the Games has a certain advertising value. The companies providing the organisers and participants of the Games with their products, services or money contribution hope to benefit from increased demand for their goods chosen for the distribution during the Olympic Games.

The official suppliers and sponsors received special diplomas (certificates) to that effect.

The OCOG-80 began this work by considering the suggestions that came from firms, companies and organisations and by holding preliminary talks with them. In August 1976, the first agreement was signed with Adidas granting it the title of Official Supplier. Agreements with the Hungarian foreign-trade operations Electroimpex and Tungram were also among the first.

To study the potentials of international business involvement as official sponsors and official suppliers to the Games of the XXII Olympiad, an international exhibition named Technology for the Olympics was organised in Moscow in September 1976. It attracted 312 companies of 21 countries.

The exhibition made it possible to select a specific group of potential partners in the preparation for and staging of the Games of the XXII Olympiad. After talks with 47 com-



After signing the protocol granting the title of the Official Supplier to the Games of the XXII Olympiad

panies, protocols and memoranda on further cooperation were signed and 46 companies from ten countries expressed their desire to become official suppliers to the Games. Later, in April 1978, another exhibition of sports equipment was arranged in Moscow with the participation of the OCOG-80. Ten more agreements were signed during that period.

Of the utmost importance in enlisting the services of foreign firm was the day-to-day work of the OCOG-80 departments which studied propositions by foreign firms concerning the supply of equipment, instruments, materials, and other products, and conducted negotiations on these issues, on a competitive basis, taking into account international market conditions. The preliminary talks primarily dealt with possibilities for the free delivery of a product or services, including free supplies of technology or the acquisition of this technology for free use during a limited period of time.

Most of the agreements concluded by the OCOG-80 provided for free supply of products at full disposal of the organisers.

Exceptions were agreements with such companies as Rank Xerox Ltd. of Great Britain (copying machines), Ing. C. Olivetti and Co. of Italy (typewriters), Sony Co. Ltd. of Japan (television projection systems), Kalle-Niederlassung der Höchst A.G. of the FRG (facsimile equipment) and some others. Under the agreements, the OCOG-80 was to return the equipment to the above companies in case it had not been purchased by Soviet organisations.

The official suppliers and sponsors were allowed to use the official emblem and the mascot in combination with the title in advertising their products and services subject to approval by the NOC of the country where the advertising was done.

The OCOG-80 invited foreign companies to cooperate, as a rule, only in those cases when regulations of the IOC and the IFs precluded the use of Soviet-made products or the participation of a company in the Games was traditional. In both cases, account was taken of the economic effect of the contribution made by company towards the preparation of the Games.

The OCOG-80 was also guided by the necessity to obtain the unique equipment which was not produced in the USSR.

Sponsors for previous Olympic Games were usually banks of the host-country and major trade and intermediating firms. This title was given to the companies who provided financial support for the organisers during the preparation of the Games.

The title of Official Sponsor of the Games of the XXII Olympiad in Moscow was granted by the OCOG-80 to foreign companies in return for donations to the preparation for and staging of the Games and for acting as intermediaries in the supply of various products made primarily by other firms.

In contrast to the official suppliers, the official sponsors of the Games did not deliver, as a rule, any products that could be used directly in the Games, though some exceptions did take place. Thus, the products of such sponsors as Dynamit Nobel AG of the



An agreement on cooperation being signed

FRG (ammunition for shooting events) and Niagara Therapy Ltd. of United Kingdom (massage equipment) were intended for use at the Games.

The OCOG-80 involved 19 foreign sponsors from 11 countries. As for advertising, the official sponsors enjoyed the same privileges and rights and were granted to the official suppliers.

The first sponsoring agreement was concluded in September 1976 with Magirus-Deutz AG of the FRG who placed at the OCOG-80's disposal three buses. Among the agreements of this category, we can single out the agreements with the Miles Laboratories Ltd. of Great Britain and the Victor Company of Japan who made the largest money contributions.

The realisation of the project of cooperation with foreign official suppliers and sponsors was coordinated by the OCOG-80, during the preparation period.

The Department was responsible for drafting agreements with foreign firms and for conducting final negotiations. Agreements were signed by the OCOG-80 President and the Vice-President responsible for financial affairs. The Department also made sure that the payments specified by the agreements were made in time. The Department with the participation of other OCOG-80's departments supervised the fulfillment of direct commitments of both signatories.

The matériel and services contributed by the official suppliers and sponsors can be conventionally divided into several groups:

- equipment, and materials (posting and banking equipment, cameras, typewriters, film-processors, sound and video equipment of the OTVRC, vehicles, facsimile machines, copiers, paper, etc.);

- sports equipment and implements and synthetic coverings, balls for volleyball, basketball, football, handball, water polo, hockey, apparatus for gymnastics, athletics, swimming, shooting and so on;

- foodstuffs and various materials;

- services (mounting, setting up and maintenance of equipment, etc.).

The OCOG-80 concluded 103 agreements with foreign companies from August 1976 till July 1980. Of these five agreements were signed in 1976, 21 in 1977, 46 in 1978, 22 in 1979 and nine in 1980. Eighty-four companies were designated official suppliers and 19 companies official sponsors.

A list of the official suppliers and official sponsors of the Games of the XXII Olympiad can be found in Appendix 1 to this chapter.

The OCOG-80 granted the title of Official Supplier to 206 Soviet enterprises and the title of Official Sponsor to 16 Soviet organisations.

The title of Official Supplier or Official Sponsor was granted to a Soviet enterprise or organisation for services provided free of charge.

Thus, the Sports Industry Department (Glavsportprom), the General Supplier of Sports Equipment to the Games of the XXII Olympiad, assumed the duties of organising the design, manufacture, and timely installation of

high-quality sports equipment meeting the IFs' specifications at the Olympic venues. The Soyuzvneshtans, the General Forwarder of the Games of the XXII Olympiad, handled the equipment and materials to be delivered to the Olympic sites by Soviet, as well as foreign firms. Aeroflot, the General Carrier to the Games of the XXII Olympiad, laid out routes for transpor-

tation of the participants and guests of the Olympics and created an efficient system of services to be provided for passengers.

Most of the Soviet organisations received the titles for the development and production of technological systems for the Olympic venues and their operation during the Games of the XXII Olympiad.

## Realisation of the Olympic Coin Programme

The Olympic coin programme was initiated by the OCOG-80 with the participation of the Ministry of Finance of the USSR, State Bank of the USSR (Gosbank) and the Bank for Foreign Trade of the USSR (Vneshtorgbank). The programme was a state-administered programme of issuing and realisation of Olympic coins made of copper-nickel alloy, silver, gold, and platinum. Therefore, the Soviet Olympic coins are legal tender of the USSR and valid for all kinds of payments. Practical realisation of the coin programme was carried out by a special coordination council made up of representatives from the above bodies.

Between 1975 and 1977, the OCOG-80 and the Vneshtorgbank carefully studied proposals of foreign firms and banks on the realisation of the Soviet Olympic Coin Programme and conducted negotiations to choose the conditions for distribution of the coins, which would be the most suitable for the Soviet side.

Propositions of a group consisting of the US Occidental Petroleum Corporation and the French Bank Lazar Freres—major partners of the USSR in commercial and financial fields—were accepted.

Drafted by the OCOG-80, the agreement for the sale of Soviet Olympic coins was signed by the Vneshtorgbank and the Group on September 20, 1977.

The agreement, in particular, specified that, in accordance with the existing practice and proceeding from the intention to promote world support, three per cent of the face value of the coins sold by the group in each country would be paid to the National Olympic Committee thereof. The Vneshtorgbank was to obtain, through the OCOG-80, at the shortest time possible, support and consent of the NOCs in the countries where the Olympic coins would be sold and, first of all, of the NOCs of Canada, Japan, the USA and the FRG.

The OCOG-80, in its turn, allowed to use the official emblem of the Moscow Olympics in connection with advertising and sale of the Olympic coins by the Group or its sub-distributors and granted the exclusive right to use identifying marks and phrases and the emblem on de-luxe packages and advertising materials related to the coins. The OCOG-80 undertook not to grant similar rights to other companies or persons. In addition, the OCOG-80 undertook to render assistance to the Group by providing it with advertising materials, participating in press conferences

held on the occasions of beginning of coin sales, by using other possibilities through the NOCs and national sports federations.

During 1977 the OCOG-80 obtained the consent of the NOCs of the FRG, the USA, Canada, and Japan to sell Soviet Olympic coins in these countries.

To get the NOCs of the USA and Canada to authorise the distribution of the coins in their territories was the most difficult job.

The US Olympic Committee demanded that a guaranteed sum of 1,250,000 dollars should be paid to it in excess of the three per cent payments from a face value of the coins sold in the United States. This demand was grounded on inflation, campaign launched by the media against the outflow of money from the country and the need to raise funds to finance the preparation of the Winter Games in lake Placid and training of athletes for the Games of the XXII Olympiad in Moscow.

The OCOG-80 managed to persuade the USOC to agree to the standard condition of three per cent payment. It was also agreed that the Vneshtorgbank would deliver enough coins to the USA to ensure payment of 1,100,000 dollars to the USOC.

Satisfactory results were also produced by negotiations with the Canadian Olympic Association which at first had made some demands, asking, in particular, for guaranteed payments to be made and for control over the advertising of the coins.

The agreement with the Group became effective as of January 16, 1978, starting preparations for a wide sale of the Olympic coins.

During this period, six types of copper-nickel coins with a face value of 1 rouble, representing architectural memorials and sculptured monuments of Moscow and bearing the official emblem of the Games were issued. Twenty-eight silver coins in the denominations of five and ten roubles depicted the cities where the Olympic events were to be staged, the emblem of the Games against the background of the USSR map and portrayed Olympic and national sports. As suggested by the OCOG-80, the latter coins were divided into series under the Olympic motto *Citius, Altius, Fortius*.

Six designs of gold coins in the denomination of 100 roubles were minted. They depicted the Moscow's sports facilities and dealt with the theme "Sport and Peace".

The Olympic coins made of platinum with a face value of 150 roubles had five theme designs car-

ried on the reverse side. They commemorated ancient sports and one of the coins bore the emblem of the Games in the laurel wreath.

As the designs were made, the OCOG-80 had them approved by the IOC.

Thirteen national Olympic Committees had agreed to the sale of Soviet Olympic coins by early 1978 and as of January 1, 1979, the coins were on sale in 20 countries.

The difficulties were encountered in the countries whose national currencies were not convertible and were apt to depreciate in value due to inflation, including Latin American countries, where the coins were practically not realised because of this.

The OCOG-80 also rendered assistance to the Vneshtorgbank and the Group in obtaining permissions from financial authorities of some countries where the legislation limited import of foreign coins made of precious metals.

The realisation of the Olympic coins was impossible without a large-scale marketing programme and sales promotion. The OCOG-80 had therefore advertising materials produced to be handed over to the Group. The materials included films about Moscow and preparations for the Games, sets of posters, slides, and other items.

Press conferences were held in the FRG, the USA, and Canada devoted to the issue of new series of the Soviet Olympic coins. The materials given to the Group by the OCOG-80 were used to support the conferences.

Broadcasters in the USA and Canada communicated information about the Soviet Olympic coins to an audience of 38,000,000.

The audience of viewers watching the ice-hockey matches of Soviet and Canadian players, during which the Soviet Olympic coins were advertised, was 300,000,000.

The large sales promotion campaign through periodicals included advertisements in the OCOG-80's publications—*Olympiad-80* and *Olympic Panorama*.

In late 1978, the Group suggested and the OCOG-80 agreed that the realisation of the coins should be limited to 23 countries, the main numismatic markets, because expenses for promoting the sales in other countries were too high compared to potentially small demand which made the sales unprofitable.

Assisted by the Vneshtorgbank and the OCOG-80, the Group concluded contracts for the sale of the coins with 56 major wholesalers who, in their turn, used a large retail network consisting of hundreds of smaller companies and dealers in Australia, Austria, Belgium, Canada, Denmark, Finland, France, the FRG, Great Britain, Greece, Hong Kong, Japan, Italy, Luxemburg, the Netherlands, Singapore, Spain, Sweden, Switzerland, USA and Venezuela. Those countries have long-established numismatic markets where practically all Canadian Olympic coins were sold.

In spite of an increased competition in the market of precious-metal coins and due to various sales-promotion measures, as well as to the high quality of the Soviet Olympic coins, close to 80 per cent of the issues placed on sale had been realised by 1980.

The sales of the Soviet Olympic coins in capitalist countries were successful. Their total face value exceeded the sales of Canadian Olympic coins abroad almost twofold.

The coins were mainly supplied to Western Europe (about 80 per cent) where they were in great demand. In 1979, for example, their estimated value made 45 per cent of the total sales of numismatic coins in Western European countries.

Thirteen per cent of the sales were supplied to North America and about seven per cent to southeast Asia.

It was agreed with the Group to supply more coins and to increase the percentage of proof-quality coinage which enhanced returns.

In September 1980 a joint meeting of the OCOG-80, the Vneshtorgbank and the Group in Paris stated that the sale of the Olympic coins had been a success and ascertained that the agreement was implemented in full.

The superior quality of the Soviet Olympic coins, the beauty of the designs and excellent execution contributed to the success of the sales as did the production of specially minted (proof) coins of gold, silver, and platinum—a difficult process well mastered by the craftsmen of the Goznak (State Mint of the USSR).

The experts of the Goznak, the Ministry of Finance of the USSR and the Ministry of Non-Ferrous Metallurgy of the USSR were the first in the world to develop a sophisticated method for striking coins of pure platinum.



Olympic commemorative coins

## The Medal Programme

The comparatively low number of medal collectors in the world, restrictions imposed by some industrialised countries on import of medals made of precious metals, high customs duties reaching sometimes 67 per cent (in the USA, for example) of the cost of metal a medal is made of, extremely high specifications for quality and, consequently, the increasing production costs, all that did not promise a large revenue.

The OCOG-80 thoroughly investigated the possibilities of the issue and sale of commemorative Olympic medals using the experience of the Munich and Montreal organisers and keeping in mind some propositions of foreign companies and mints who were interested in purchasing licenses for the mintage and sale of the medals. They were the Financial Engineers S.A., the Hamilton Mint, the Franklin Mint, and the Welt International of the USA, the Silver Mint of Great Britain.

The study of the results of similar projects carried out by the Munich and Montreal Organising Committees have shown that a maximum expected revenue from the sale of rights for minting and distribution of commemorative medals was in the range of \$1,000,000 to 1,500,000.

In this case, however, there might be a certain competition with the coin programme because a considerable number of potential buyers could limit themselves to the purchase of one or two medals being disinclined to buy expensive sets of coins. In addition, the premium on the value of precious metal of a medal is generally lower than that on a coin whose price is set on the basis of its face value. This, too, reduced profitability of the project.

The OCOG-80 decided to limit the sale of licenses for the mintage and

distribution of medals. The buyer was mostly Japan. A small amount of medals to be issued in that country was regarded as presenting no danger to the success of the coin programme. The best proposition with regard to minting and selling the Olympic commemorative medals in Japan was received from the Shinjidaisha. This company had a great experience in this field and good ties with sports-governing bodies and the NOC of Japan.

The OCOG-80 and Shindjidaisha signed their agreement for the issue and distribution of the Olympic medals in Japan on August 13, 1976. The company was entitled to mint and sell in Japan a limited number of medals of gold, silver and non-precious alloy, as well as of gold-plated and silver-plated medals made of an alloy. The designs of the medals were to bear the Olympic theme and were subject to approval by the OCOG-80. The designs included Olympic pictographs, portrayed Moscow, Leningrad, Tallinn, and sports competitions.

The company undertook to pay six per cent of gross sales to the OCOG-80 and three per cent to the Japanese Olympic Committee.

The company placed the medals on the market in mid-1978 but the sales practically stopped at the end of 1979 due to a drive against the participation of Japanese athletes in the Games of the XXII Olympiad.

In 1979, the OCOG-80 granted the Shindjidaisha the right to sell the medals in Europe and other countries of Asia but the time left was too short and the company was unable to organise the sale of medals on a large scale in those regions.

Thus the medal programme was not on the whole successful.

## The Realisation of Special Olympic Stamps

In order to promote the 1980 Olympic Games throughout the USSR the OCOG-80 in conjunction with the USSR Ministry of Communications ratified a plan for the issue of Olympic stamps and commemorative sheets. The 1976-1980 plan included 73 stamps and six sheets: three stamps and one commemorative sheet in the series Olympic Emblems, 40 stamps and five commemorative sheets depicted the Olympic sports, and 30 stamps in the series Olympic tourism. All the stamps and sheets were issued as planned during the above period totaling 229,900,000 copies at 64,000,000 roubles; 6,500,000 stamps at 3,000,000 roubles were issued in excess of the original plan.

The Olympic stamps and commemorative sheets bore a 50 per cent surcharge to their face values.

In addition to Olympic stamps and commemorative sheets, the USSR Ministry of Communications issued 7,800,000 illustrated covers of 50 different types, 7,800,000 post-cards of 13 types, 5,200,000 first-day covers of 56 types, and 70,000 post-cards bearing stamps with the same picture as the card of 14 types. These postage-related products were sold without the Olympic surcharge.

The USSR Ministry of Communications also did a great job of preparing special cancellation dies. Special illustrated covers were printed for each cancellation.

The Olympic stamps and commemorative sheets depicting sports in all the Olympic events were the most popular.

The stamps depicting the cities frequented by tourists were in poorer demand among stamp collectors mainly due to their high prices which considerably exceeded those for any usual postage. But those series issued in limited numbers and distributed both in and outside the USSR also sold well enough.

To increase the sales of the Olympic philatelic issues outside the Soviet Union, the OCOG-80 and the foreign-trade organisation V/O Mezhdunarodnaya Kniga studied propositions of foreign companies interested in the distribution of the Soviet Olympic stamps, covers and commemorative sheets.

After examining the proposals and holding negotiations, the OCOG-80 and V/O Mezhdunarodnaya Kniga signed an agreement with the Paramount International Coin Corporation of the USA on January 14, 1977, which granted the company the exclusive right to use the official emblem of the Games of the XXII Olympiad and

words and phrases related thereto in advertising, promotion, marketing and sale of the Olympic stamps and postage-related products. The company was also entitled to issue Olympic covers and philatelic and numismatic combinations (PNC) consisting of first-day or commemorative covers and stamp designs reproduced in metal together with actual Olympic stamps and cancellation.

During the realisation of the Soviet Olympic stamp programme, several amendments were added to the original agreement whereby allowing the Paramount, for certain additional charge, to issue and distribute some series of philatelic combinations—post-cards depicting sports and bearing Olympic stamps, souvenir cards, covers with portraits of Soviet athletes, pages to albums containing Soviet stamps.

Considering the inflationary trends in some countries, the agreement specified the payments due to the OCOG-80 and V/O Mezhdunarodnaya Kniga in roubles to be made in US dollars at the exchange rate of the Gosbank on the day of payment. Thus, currency losses were avoided. Such losses would have been inevitable if the value of the stamps and payments for the covers and PNC were set in dollars or any other Western currency.

All the series of the Olympic stamps and commemorative sheets were put into circulation exactly on schedule.

The Paramount published advertisements and notices in mass periodicals of the USA, Canada and some European countries. In addition, 700,000 brochures and 3,700 posters were printed for free use by wholesalers and dealers. The OCOG-80 also handed over to the company a set of slides showing Moscow, Leningrad, Kiev, Minsk, and Tallinn, sports facilities, Olympic champions from the USSR, colour films in English, French, and German, posters and pennants for promotion purposes.

Mailing to many millions of addresses was organised in the USA, Canada, Western European countries, Australia, and Japan through such major American companies as American Express, the CBS, Montgomery World, and others. At the same time, the company published a monthly named *Olympophil* that described the Olympic stamps being issued in the USSR.

For the period of 1977 to 1980, the OCOG-80 had reviewed, edited and enlarged a great number of promotional texts prepared by the company to describe Soviet cities, Olympic sports, cultural centres of the



Olympic post stamps



USSR and history of the Olympic movement.

The Soviet Olympic stamps were exhibited at all international stamp shows held between 1977 and 1980. With consent of the OCOG-80, a special souvenir die was made to cancel the Soviet Olympic stamps during an international exhibition at Frankfurt am Main in 1978. Representatives from the USSR Trade Mission, Soviet athletes, members of the Paramount made speeches at a press conference. Colour films about the preparations for the Games, slides and posters were shown at the exhibition. The Soviet Olympic champions, Vitali Borzov and Lyudmila Turishcheva, autographed covers and post-cards with Soviet stamps. This exhibition was a great success. Lyudmila Turishcheva was invited to the 1979 Canex stamp exhibition in Canada where an exposition of the Soviet Olympic stamps was also very successful.

Lev Yashin, Boris Mayorov, and Alexander Zaitsev, popular Soviet athletes, participated in an international exhibition of stamps held in Essen (FRG) in 1978. They told visitors about the progress of preparations for the Games in Moscow, about the development of sports in the USSR, and international ties of Soviet athletes. Their presence at the exhibition aroused interest of stamp collectors and of sports public at large.

The Paramount participated in regional exhibitions held in Ohio, Indiana, Kentucky and other American states. The vigorous promotion campaign and exhibitions brought the Soviet Olympic stamp programme to over 150,000,000 people in Europe, USA, Canada, Japan, Australia, and Latin American countries.

Special souvenir dies bearing the official emblem of the Games of the



XXII Olympiad were made by the Ministry of Communications of the USSR in coordination with the OCOG-80.

The main stamp markets for the Soviet Olympic stamps were the USA, FRG, France, Canada, Spain, Switzerland, Japan, Belgium, Italy, Australia, Great Britain, Holland, Finland, Singapore, and Hong Kong. As of August 20, 1980, 17,100,000 Soviet stamps dedicated to the Games of the XXII Olympiad in Moscow were sold. In addition to tangible financial results, the Olympic stamp programme had very positive effect in the promotion of the Games of the XXII Olympiad and the Olympic movement.

Orders for the Olympic stamps and postage-related products continued coming in even after the Games. The agreement with Paramount Coin Corporation is valid till August 1, 1982.



Stamps on sale at the Main Press Centre

## Insurance

The OCOG-80 appointed the USSR Insurance Stock Society, Ingosstrakh, its General Insurer. An agreement was concluded with the Ingosstrakh on July 29, 1977, whereby the latter undertook to organise smooth and timely insurance against all risks of the OCOG-80 and of all foreign companies concerned.

The OCOG-80 drew up and approved the Regulations for Insuring Members of the Olympic Family, the Property of Foreign Natural Persons and Legal Entities Against Risks. In accordance with the Regulations, conditions were laid down for insuring foreign competitors, officials, important guests by the Ingosstrakh against accidents, and personal property of competitors, officials, guests of honour, newsmen and commentators and accompanying persons against fire, damage and burglary. The procedure for liability insurance of the OCOG-80 to foreign citizens for the period of competitions in all five Olympic cities and during the Olympic Torch Relay from Olympia to Moscow was also established.

Following the practice of the previous Games, the Ingosstrakh became the insurer of the journalists against accidents. It did not require any payments for this type of insurance and so acted in this case as a sponsor.

An article published by the *Olympic Panorama* magazine described main aspects of the adopted insurance plan.

Based on conditions agreed upon with the Ingosstrakh, the OCOG-80 concluded the following contracts:

1. Liabilities of the OCOG-80 to third foreign parties. The maximum liability of the Ingosstrakh under this contract was set at 97,500,000 Swiss francs. The insurance covered the liabilities of the Ingosstrakh at all the competitions, at the places of accommodation of the competitors and other persons, for damage to personal property of foreign citizens, during trans-

portation of competitors, officials and guests by vehicles of the OCOG-80, etc.

2. Accident insurance of competitors, officials, guests of honour and journalists. The liabilities of the Ingosstrakh were 10,000 Swiss francs for visitors from capitalist countries and 3,500 roubles for visitors from socialist countries. The premiums for these two types of insurance were paid in foreign and Soviet currencies, depending on the number of foreigners from the above countries present at the Games.

3. Insurance of sports equipment and implements of foreign teams, property of competitors, officials, guests of honour and journalists. The liability of the Ingosstrakh was 3,000,000 Swiss francs.

4. Insurance of horses participating in the competitions at the Lenin Stadium Grand Arena, during their transportation there and back including handling.

5. Insurance of property rented from Kalle Niederlassung der Hoechst AG (FRG) against fire and burglary.

6. Civil liability for vehicles of the motorcade escorting the Olympic torch relay from Olympia to Moscow.

The Procedures for Possible Claims from Foreign Natural Persons and Legal Entities in Case Any Damage Was Rendered to Person or Property of Foreign Citizens or Organisations During the Games of the XXII Olympiad was eventually devised. This document was made known to all the OCOG-80's departments. Owing to precise and efficient organisation of the Games, to strict order and reliable security at the Olympic venues, no damages to Soviet or foreign property were recorded. There were several cases of slight injuries of foreign competitors duly certified by the medical service of the OCOG-80 and doctors of the Ingosstrakh.

No official complaints on the above regulations were received from foreigners.

## Legal Protection of the Emblem and Mascot

Reproductions of the emblem and mascot of the Moscow Games were forwarded to the IOC for approval immediately after they had been endorsed by the OCOG-80. When they had been approved, the emblem and the mascot were registered by the OCOG-80 in the USSR in its name as a trademark and service mark. It was decided to register them as such in those countries whose legislation permitted such registration and where the OCOG-80 was going to launch its licensing and commercial programme using the above emblems.

Applications for registration of the emblem of the Games of the XXII Olympiad were sent to 42 countries in addition to the USSR where the emblem had been registered in the first place after it had been approved by the IOC. Applications for registration of the mascot of the Games of the XXII Olympiad were filed in patent offices of 29 countries and the USSR State Committee for Inventions and Discoveries.

The registration of the emblem and mascot outside the USSR was carried out through the USSR Chamber of Commerce and Industry or the USSR Committee for Inventions and Discoveries. This work would have been much more difficult without assistance of the above bodies.

As of September 1, 1980, the emblem had been registered in 29 countries and the mascot in nine countries.

The problems that arose in connection with the registration of the emblem and mascot of the Games as a trademark and service mark were mainly caused by the status and activities of the OCOG-80, which were somewhat unorthodox in the eyes of patent offices. The legislation of countries, other than the USSR, specifies that a trademark holder or a service mark holder should be either a manufacturer of the produce where the trademarks being registered are to be used or should perform some service functions. Apart from that, national patent offices make demands of an applicant for registration that are based both on the registration-regulating international conventions

and treaties to which the country is party and on national legislation which treats the matters related to registration with due regard to specific conditions of the country in question. The registration process in some countries is long not only because an applicant has to meet all the requirements laid down by national laws and international treaties but also because a lot of formalities have to be performed if the application is to be considered at all. So, the correspondence with patent offices on the matter of registration was protracted. Trying to register the emblem and mascot in some countries, the OCOG-80 found that patent offices of those countries had already registered similar trademarks. In this case, in accordance with established procedure, the application is either rejected or the applicant has to obtain a letter of agreement from the holder of a similar trademark. The letter should be produced to the patent office in order that the application for registration could be considered. Under certain circumstances, an opposition could be made to local court on the grounds of conventional acquisition. The very fact that the OCOG-80's application had been filed and considered by a patent office ensured priority and made it possible to use the emblem and mascot in the given country and to stop their unauthorised use by third parties.

The OCOG-80 protected its rights for the above emblems using national copyright regulations in those countries where patent offices had rejected its application.

Thus, although the registration of the official emblem and the mascot had not been completed in full by the start of the Games of the XXII Olympiad, still, considering such registration an instrument of legal protection, one can say with assurance that the main goal of this activity had been reached. The OCOG-80 ensured its rights in those countries where the applications had been filed and in the main prevented unauthorised use of the emblem and mascot in those countries.

## Cooperation of the OCOG-80 with the NOCs in the Fund-Raising Programme

Within the framework of the fund-raising programme, the cooperation between the OCOG-80 and NOCs was carried out in the following fields:

- the Olympic torch relay;
- licensing and commercial activity in the appropriate countries;
- realisation of the coin programme;
- realisation of the Soviet stamps and posters;
- International Olympic lottery.

Agreements concluded by the OCOG-80 with the NOCs of Greece, Bulgaria, and Romania provided for their participation in the organisation of the Olympic torch relay in their countries. The OCOG-80 paid one-third of the expenses of the Hellenic Olympic Committee incurred by the organisation of the traditional lighting ceremony. All the expenses involved in the Olympic torch relay in Bulgaria and Romania were borne by the respective NOCs.

The OCOG-80 concluded agreements for cooperation in the realisation of revenue-generating programme with the NOCs of 49 countries. By participating in merchandise licensing, involving the business communities of their countries in the use of the emblem of the Moscow Games on their products, and organising the sale of the Soviet Olympic coins, stamps and posters, the NOCs helped to promote the Olympic movement. They received a certain percentage of royalties for the products sold by the OCOG-80 and were able to use the money for further development of Olympic sports in their countries.

Following the established practice, the NOCs were paid 25 per cent of the OCOG-80's revenue for the permission to use the emblem of the Games of the XXII Olympiad on products being sold in their countries and for certain services. A total of those revenues was about \$2,000,000, including (in US dollars):

Bulgaria	173,000
Czechoslovakia	30,000
France	18,900
FRG	100,000
GDR	251,500
Hungary	40,000
Italy	33,200
Japan	153,300
Portugal	1,300
Sweden	7,900
USA	675,000

The OCOG-80 worked in contact with the NOC when licensing in a country. It informed the NOC when a company had been appointed an agent or licensee; commercial, legal, administrative and other matters were settled together.

It should be noted, however, that the NOCs did not always help the agents in solving their problems. Sometimes, the NOCs acted in such a way that the OCOG-80's agents had to curtail or limit their activities.

Thus the steps taken by the US Administration against the Moscow Olympics and the stand of the USOC practically forced the OCOG-80's agent (Image Factory Sports Inc.) out of business not only in the territory of the USA but also in Latin American countries. As a result, the OCOG-80 had to launch its licensing campaign in Puerto Rico, Mexico, Costa Rica, Brazil, Argentina, Columbia, and Peru. But the time left till the opening of the Games of the XXII Olympiad was very short and so not all of the above countries signed licensing agreements. Therefore, the NOCs of those countries were unable to receive additional funds.

Foreign-trade organisations of Hungary, Yugoslavia, Czechoslovakia, and Bulgaria worked in intimate contact with their NOCs. And this cooperation produced good results. The NOCs, just as OCOG's agents in those countries, received substantial revenue.

An important field of cooperation between the NOCs and the OCOG-80 was their active participation in the realisation of the Olympic coin programme. The NOCs of most of industrialised capitalist countries reality agreed to the distribution of the coins in the territories under their jurisdiction (the NOCs of Belgium, the Netherlands, Denmark, Greece, Switzerland, and Italy). A different situation arose concerning the NOCs of the USA, Canada, FRG, and Japan which delayed to give their consent. The agreement with the Group (Lazard Freres of France and Occidental Petroleum of the USA) and the USSR Vneshtorgbank for the sale of the Soviet Olympic coins was to come into effect after relevant NOCs had agreed to the sales. Owing to efforts of the OCOG-80, Gosbank and Vneshtorgbank, the above NOCs finally authorised the sale of coins in 1977 and 1978.

Comité National Olympique et Sportif Français rendered assistance in obtaining the permission of the government for the import and sale of the Soviet Olympic coins of precious metals as the laws of France strictly restricted the import of gold coins.

The NOCs of Italy, Switzerland, Spain, and Greece took an active part in marketing the coins.

The NOCs of Japan and the FRG made an important contribution to the programme at the initial stage despite

## Ticket Programme

very difficult political conditions inside their countries. In 1980, however, they were forced to terminate work under strong pressure from their governments.

The NOCs of the FRG, Spain, USA, Canada and some other countries were very helpful in the realisation of the Soviet Olympic stamp programme. Their representatives participated in the philatelic exhibitions.

The NOCs were mostly motivated to this cooperation by the part of generated income due to them from the OCOG-80 under the agreements.

The National Olympic Committees received a total of 4,800,000 dollars from the sale of the Soviet Olympic coins, and the Soviet Olympic stamps gave them over 220,000 dollars. (see Appendix 2 and 3.)

People from all over the world come to the Olympic Games in order to see the best athletes of the globe compete. Therefore, in preparing for the Moscow Olympics special attention was paid to the attendance of competitions—a question of substantial financial value for the success of the Games.

The ticket programme of the OCOG-80 began to be worked out from July 1977, i.e., three years before the Games. Recommendations of the IOC and the experience of the organisers of the previous Games were also taken into account.

First of all, the number of seats for spectators at the venues in Moscow, Tallinn, Leningrad, Kiev, and Minsk was determined. The capacity was more than 1.5 times as much against that at the Games in Munich and Montreal and, therefore, the total number of tickets was also higher (for example, 1.6 times more than in Montreal).

In accordance with the approved schedule of competitions, it was determined that the spectators would fill the stands 380 times.

A very important part of the ticket programme was the setting of prices. Although the revenue from the sale of admission tickets is used to defray the costs of organising and staging of the Games, their prices should be reasonable enough to ensure maximum attendance. The OCOG-80 assumed that the prices should be moderate to enable practically everyone to buy a ticket. It was decided to set the prices at a little lower level than was the case in Montreal.

In order to popularise the Olympics among the young people, the OCOG-80 arranged for free attendance of morning sessions by teenagers (up to 16).

The experience of the previous Games had demonstrated that troubles often resulted if tickets and tours were sold separately to tourists. A visitor obtained a room at the hotel but failed to buy any tickets and vice versa. Therefore, it was decided to sell admission tickets in one package with tours which guaranteed the buyer accommodation in Moscow or any other Olympic city and all types of services such as transport, meals, etc. Every tourist was supposed to have at least one ticket to competitions a day.

The previous experience was also taken into account when the admission tickets were shared between the USSR and other countries. The greatest number—35 per cent—was allotted to residents of Moscow and

## Assessment of the Total Number of Tickets

Region who more than anybody else contributed to the preparation of the Games. Twenty per cent were set aside for visitors from other cities of the USSR. Following the tradition, 30 per cent of tickets were to be sold to foreign tourists (as many as 40 per cent were allotted to foreign tourists for the most popular events, such as basketball, athletics, boxing, swimming, and gymnastics competitions, as well as finals in other sports).

A special fund of the OCOG-80 was set up to provide admission tickets for those who had assisted in the preparations (for distinguished guests, officials, competitors and others). It accounted for ten per cent of tickets.

The remaining five per cent were in reserve.

Quotas for other countries were established according to guidelines approved by the IOC. Population of a country, estimated number of competitors, ticket sales for the previous Games, tourist traffic into the USSR were taken into consideration. Geographical position and the distance of the country from Moscow were also taken into account.

It should be noted that the national allotments finally established far exceeded the number of tickets bought during the previous Games.

As the amount of work to do was great and time rather short, it was found advisable to set up a special department of the OCOG-80 to realise the ticket programme.

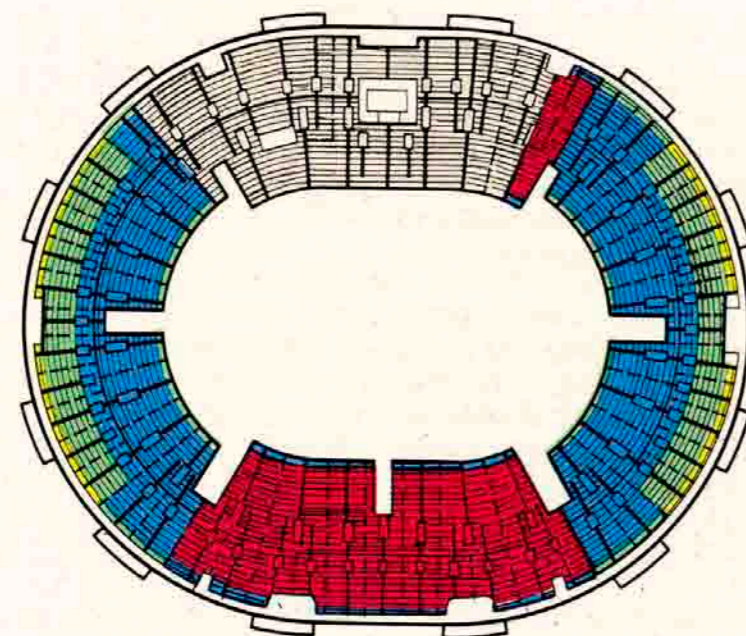
At the initial, preparatory stage that lasted till July, 1978, the authorised persons studied and analysed reports of other Olympic organising committees, and got in touch with the bodies which could help the OCOG-80 in this field.

Later a special Ticket Programme Department was set up. It numbered 20 members in early 1979. In addition, the Directorate of Ticket Centre was formed within the Department to handle such technical matters as calculations, preparation of documents for the computer, etc. Experts qualified in economics or technology worked at the Department and Directorate.

In conjunction with design offices and construction organisations, the OCOG-80 had determined the number of spectator seats at the stands of each sports facility. The designers and builders were to strictly adhere to the decisions agreed upon.

After the competition schedules and actual seating capacities of every venue had been processed, the requirements for admission tickets in each sports were determined, as was their total: 6,070,717 tickets.

## Setting Prices



The prices depended on the popularity of a sport, stage of competitions (heats, semi-finals, finals), time (morning or afternoon) and the seat category depending on the distance of a seat from the competition scene. Thirteen different prices were set.

Admission prices varied from two to six roubles for morning competitions and preliminaries, from three to 15 roubles for afternoon competitions, quarter-finals and semi-finals, from five to 18 roubles for finals, and from ten to 25 roubles for Opening and Closing ceremonies.

From five to 15 per cent of tickets to morning events at each venue were allotted for teenagers free.

It is a fact that the convenience of watching an event depends on how a spectator is situated in relation to the competition scene. Big arenas had four categories of seats and smaller arenas, one or two. Visibility at all stands had been tested for the purpose. The results of tests were made the basis for plans of sports facilities where the categories were designated in different colours: the best visibility—category 1—was coloured red, the second category, blue; the third, green; and the fourth, yellow (see Appendix 4).

## Catalogue of Admission Tickets

A detailed *Catalogue of Entry Tickets for the Games of the XXII Olympiad* was published by the OCOG-80. The catalogue featured the plans of sports venues and comprised 1,268 types of tickets encoded for later processing and sorting out. The simplest system of "telling key" that had proved its worth at the previous Olympics was adopted.

The six-digit code printed on each ticket contained all necessary information: first two figures denoted an event; another two, the date of competitions; the fifth figure indicated time, and the sixth—price category. One more, seventh, figure was added to the code for computerised data processing. The code numbers made the sale of tickets by agents, allocation of quotas, and inventory much easier.

The catalogue was the main information document for the sales of admission tickets in advance. It was printed in three languages—Russian, French and English. The information of the date and time of competitions, venue, prices and code numbers indicated in the catalogue was used in printing the tickets.

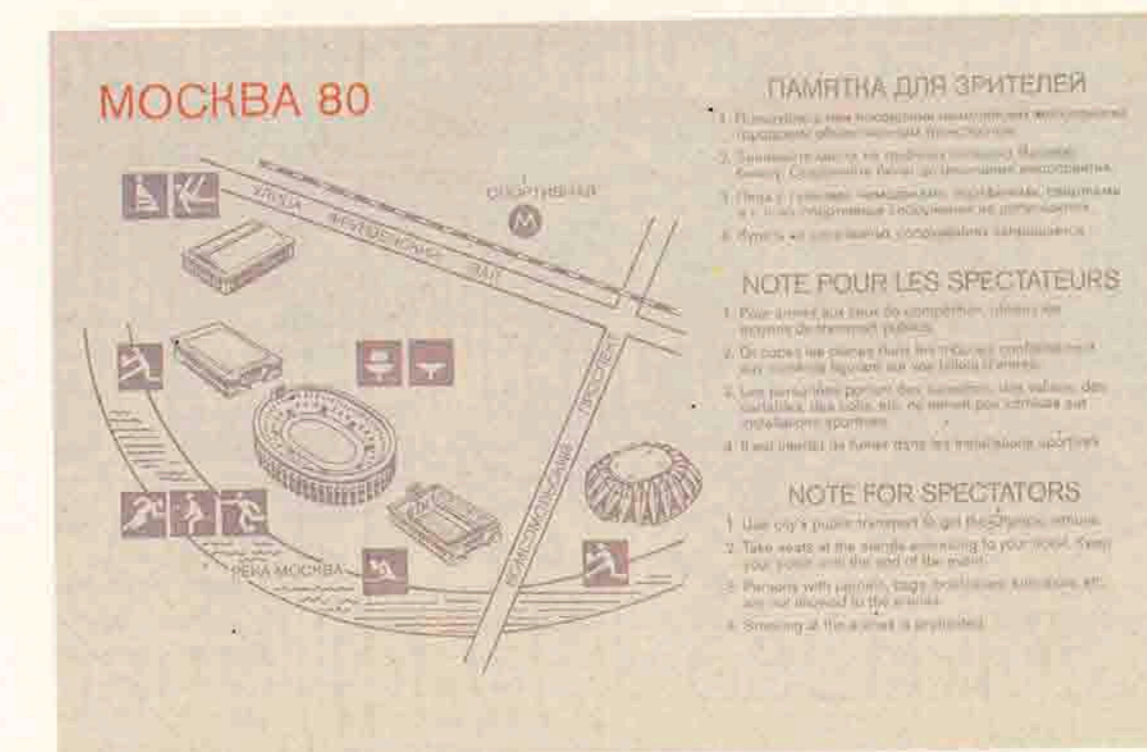


## Ticket Design



A sample ticket to the Games of the XXII Olympiad (face side)

Reverse side of the ticket



The OCOG-80 laid a great stress on outward appearance of Olympic admission tickets. An admission ticket should first of all inform its holder briefly but clearly about the sport, venue and time of competition, about the location of the seat on the stands. According to the designers a ticket was to have a distinct image by its shape, colours and graphic design thus becoming a kind of souvenir.

Therefore, a somewhat unusual size was chosen measuring 110 by 170 mm.

The front of each ticket was divided into three horizontal parts of different width (see Appendix 5).

The upper part was red and remained the same for all the tickets bearing the official emblem of the Games of the XXII Olympiad and the

words "Moscow 1980. Games of the XXII Olympiad" or "Tallinn 1980. Games of the XXII Olympiad" and so on.

The middle part (different according to the day of the week) contained the name of sport in Russian, French and English, sport pictograph, name of venue also in three languages, the date and time of competition indicated also by a drawing of the clock face.

The lower part had a background of protective multiple design consisting of the official emblem of the Games and their year made in one of six colours depending on location of the venue in Moscow. On this part were a plan of the competition site indicating stands, sections, and rows and its right margin displayed actual

## Printing Tickets

stand, section, row, and seat the holder was entitled to and the price of the ticket. The bottom left-hand corner contained the code number of the ticket and the bottom right-hand corner was perforated diagonally so that it could be detached upon admission. The serial number of spectator shift was printed on that corner. All the shifts were numbered from 001 for the Opening Ceremony to 380 for the Closing Ceremony.

The shift numbers on the tickets made for much easier control at the wickets when great masses of spectators were entering a venue.

The reverse side was white. It had a map of venue location with regard to city streets and the nearest metro station. The traditional *Note for Spectators* was also printed there in three languages. There was the inscription "Moscow 80" in red at the upper right-hand corner.

The most difficult job was making tables of seats indicating the stands, sections and rows.

This job was made even more complicated by the fact that some Olympic facilities were still under construction or were being renovated in 1978.

In spite of that, all the tables had been completed and handed over to printers by March 15, 1979. After that date, any alterations in the seating at the stands included into the tables were to be made only with approval of the Ticket Programme Department.

The tickets to the Olympic Games have material value. Any counterfeiting even on a small scale may cause great organisational problems. Therefore, reliable precautions should be taken against any attempts at falsification.

Several such protective measures had been taken both during the manufacture of paper and in the course of printing.

The tickets were printed on special reinforced paper used for banknotes. Its technical qualities and characteristic rustle distinguish it instantly from other types of paper.

Other protective elements were distinctly outlined watermarks in the shape of the official emblem of the Games and their year executed in several tints.

The precautions also included coloured "security threads" used in banknotes, bearing microprinted Olympic rings alternating with the year of the Games.

A two-colour multiple design was used for the protective background of the front side. The colours were selected with the least photographic colour discrimination.

The above precautions proved to be sufficient to completely eliminate the temptation to counterfeit even single tickets.

The whole set of tickets (6,070,717) took one year to complete. The tickets were delivered to the OCOG-80 in late January 1980 and sorted out by code numbers.



## Ticket Sales

The OCOG-80 appointed the USSR Company for Foreign Travel, Intourist, its General Agent for the Sale of Tours and Tickets. Its subagents were the Central Council for Travel and Excursions of the All-Union Central Council of Trade Unions and the Sputnik International Youth Travel Bureau. All were organisations possessing ample facilities for the accommodation of tourists and a long background of services. Together with the above bodies, *The Regulations for the Sale of Tours and Admission Tickets in Foreign Countries for the Games of the XXII Olympiad* were drawn up.

As agreed upon with the IOC, each NOC was asked to appoint its agent from among leading travel companies before October 1, 1978, to handle tour and ticket sales.

The whole 30 per cent of the tickets (1,762,308) allotted to foreign tourists were divided on a fair basis between 134 NOCs recognised by the IOC at that time.

The NOCs and national agents were informed about their allotments.

Travel agencies of 105 countries gave a positive response. However, as was the case at the previous Olympics, only 71 of them representing practically all the countries which traditionally participated in the Olympic movement and tourist exchange concluded contracts with the Intourist on cooperation in the sale of tours and tickets, as required by the Regulations.

The international advance sales were arranged in two stages: the first stage lasted from April 1 till September 30 and the second started on October 1 and ended on December 31, 1979. All this made it possible to assess more accurately the requirements for tickets in various countries.

Each national agent was given a list of code numbers, based on its quota.

It is worth mentioning that during that time the tickets were in great demand in many countries. Requests for additional tickets were promptly considered by the OCOG-80 and were met, as a rule.

The first stage of sales revealed less popular sports. Therefore, some tickets were withdrawn from the total for sale abroad and put on sale inside the Soviet Union.

Under arrangements with the Intourist, the national agents were to submit sales reports before January 10, 1980. But only 42 national agents had done so by the deadline due to the anti-Olympic campaign launched by the US Administration. National agents of some countries were biding their time. Some asked the OCOG-80 to postpone the deadline. The OCOG-80 took the situation into account and, after consultations with the IOC, postponed the closing date for sales reports till April 1, 1980.

This led to changes in the earlier plans and made the task of processing, sorting out and handing over tickets to agents more difficult.

Beginning from June 2, 1980, in accordance with the approved schedule, the tickets were given to the national agents who had paid for the tickets sold. Some agencies, however, had not paid in full for the tickets indicated in their sales reports and the OCOG-80 had to withdraw some of the tickets already included into the packages for the amount due.

Requests to give foreign visitors an opportunity to come to the Games had been coming in almost until the opening and so some sale of tours and tickets took place even during the Games.

A total of 1,323,790 admission tickets to the Games of the XXII Olympiad were sold to visitors from 71 countries.

## The Sale of Tickets in the Soviet Union

More than 4,000,000 admission tickets were to be sold inside the Soviet Union. Thus, the Trade Union Central Council for Travel and Excursions and the Sputnik International Youth Travel Bureau having at their disposal a wide network of outlets throughout the country were invited. The admission tickets were also sold in a package with tours guaranteeing accommodation, meals, transport and other services.

In Moscow and Region, the sales were handled by the Moscow Directorate of Theatre, Concert and Sports Entertainment Box Offices possessing a great number of outlets in the area.

The bulk of the tickets had been sold long before the Games, distributed in accordance with advance requests from trade-union organisations, industrial enterprises, offices, ministries, and government agencies. Another part of the admission tickets was put on sale at special box offices on the eve of the competitions.

Ticket booths were set up at city parks where a great number of buyers could be served simultaneously, at the areas where the great mass of people would not interfere with the normal life of the city.

Similar organisations were chosen in Tallinn, Leningrad, Kiev, and Minsk.

The yachting races were escorted with specially assigned boats wherefrom spectators admitted on presentation of tickets were able to watch the competitors directly on the site.

Tickets from the OCOG-80's fund were sold at special outlets in the centre of Moscow. To ensure the normal functioning of the box offices, the tickets were sold against special coupons indicating the deadlines before which the tickets should be bought. Initially, those sales counters were assigned for the persons residing in Moscow, such as Corps Diplomatique, personnel of the Soviet organisations who had participated in the preparation of the Games, and at the second stage—during the Games—tickets were sold there to arriving Soviet and foreign guests of the OCOG-80.

In addition, some sales counters were set up for the OCOG-80's distinguished guests, the media technical officials, participants in the IF's Congresses, NOC Presidents, and guests of the IOC members at the hotels where they lived.

Tickets were sold to competitors at the Olympic Village. The results of the sales are shown in Appendices 4, 5, 6

## Organisation of Inventory and Monitoring of the Ticket Sales

To distribute admission tickets among dozens of sales agents was a hard job because of endless redistributions and updating of quotas. But, most important, strict inventory and monitoring procedures were required. Over 50,000 various documents were prepared and processed during the realisation of the ticket programme. Their registration manually is virtually impossible because errors would be inevitable. Thus a sub-system "Distribution of Tickets" was devised within the data processing system ACS "Olympiad". All data, concerning capacities of sports facilities, sports events at them, seats allotted for spectators as well as "blocked" places for installation of technology, motion-picture and television cameras, etc. were entered into the computer.

The input also contained information about the distribution of tickets among the agents prepared manually as lists of code numbers.

All changes in the quotas were instantly entered.

The results of advance sales based on the agents sales reports and entered into computer produced data in tabulated form to sort out the tickets in each sport. The computer memory also stored data of attendance. The computer kept stock of money coming from the sales.

## Processing and Sorting Out Tickets

Storage, processing, sorting out and packaging of admission tickets, preparation of appropriate documents and the solution of related technological and administrative problems were responsibilities of the Directorate of Ticket Centre. Four divisions were formed in the Directorate dealing with foreign sales of tickets, sales of tickets in the USSR, processing and sorting out the tickets, and administration and equipment (the Directorate numbered 46 members in 1979, 103 members in 1980).

To process and sort out 6,000,000 tickets was the most difficult job. Much work had been done to equip the operation room of 200 sq m with special machines, operators were selected and trained. All those measures enabled the personnel to sort out the tickets for 45 days and to hand them over to agents before established deadlines in spite the postponing of sales reports from some national agents.

The tickets were received by the Ticket Centre after printing in early February of 1980. The tickets were distributed by sports in the order of code numbers. Then the operators selected those which were required.

First of all, based on earlier prepared documentation, those tickets were selected which were not for sale.

Then the tickets for each agent were selected according to the tabulated forms produced by the computer. The package thus made was checked twice by inspectors. The selected tickets were microfilmed and packed into plastic boxes, 1,000 in each, in the order of code numbers. The boxes then were sealed with polyethylene film and placed into cartons, 8 in each. This packing made for the transportation of tickets under any conditions.

Representatives of the agents received the tickets on presentation of payment documents copies. The correctness of the package was guaranteed but they were able to check each package for both quality and quantity of tickets available. The receiver was given copies of the tabulated forms according to which the tickets had been selected and a copy of microfilm. The second copy of the microfilm was left with the division of processing and sorting, which made it possible to settle any misunderstandings any time by simply comparing the notes (no such cases were recorded, however).

The agents were provided with guarded vehicles to carry the package to any area of the city or to the airport.

## Finances and Economic Results

The OCOG-80 has succeeded in raising funds to finance the preparations for and staging of the 1980 Olympic Games in Moscow. This may be seen from the Combined Statistics on expenditures for the 1980 Olympic Games and Combined Statistics on revenues from the realisation of the financial and economic programme of the Olympiad-80 Organising Committee.

Combined statistics on expenditures for the preparations for and staging of the 1980 Olympic Games (mln roubles):

I. Construction and refurbishing of sports facilities in Moscow	372.0
Construction of new sports facilities	261.4
including:	
the Olympiisky indoor stadium	82.1
the Olympiisky swimming pool	28.5
the Olympic cycling track and the cycling road	37.0
the trade union equestrian sports complex	15.4
the Ismailovo Palace of Sports	18.2
the CSCA Sports Complex (football-cum-track and field arena)	35.4
the CSCA Sports Palace	14.8
the Dynamo Palace of Sports	13.1
the Druzhba Hall of Lenin Stadium	10.4
other sports facilities	6.5
Refurbishing of existing sports facilities including	110.6
Lenin Central Stadium	58.4
Dynamo Central Stadium	14.8
the Rowing Basin	9.7
Sokolniki Palace of Sports	6.2
the Dynamo Shooting range (Mytishchi)	5.8
other sports facilities	15.7
II. Construction and refurbishing of sports facilities in Tallinn	25.0
including:	
buildings and facilities of the Sailing Centre	20.2
harbours of the Yacht Club	4.8
III. Refurbishing of sports facilities in Leningrad, Kiev and Minsk	34.3
IV. Construction of the Olympic TV and Radio Complex (OTRC)	182.4*
V. Organisational expenditures in staging the Olympic Games (organisation of competitions, upkeep of competitors, officials, guests and journalists, rental of sports facilities, maintenance and functioning of the Organising Committee, etc.)	150.3
VI. Remittances to National Olympic Committees from revenues received from the implementation of the financial and economic programme	98.7
Total:	862.7

\* The Olympiad-80 Organising Committee funded part of the equipping of the OTRC (64.5 million roubles). The remainder (117.9 million roubles) was financed from the state budget.

Expenditures for the development of the infrastructure of Moscow and the other Olympic cities (construction of hotels, airports, the residential district for the Olympic Village, roads, communications, retail, and public catering establishments, everyday services, etc.) were covered by the state budget in accordance with the Tenth Five Year Plan of the Economic and Social Development of the USSR.

Combined statistics on revenues from the realisation of the financial and economic programme of the Olympiad-80 Organising Committee

1. Lotteries	368.0
2. Licensing in the USSR and abroad	199.3
3. Coin programme	65.5
4. Sale of TV rights and other revenues from such coverage	61.1
5. Official suppliers and sponsors	7.8
6. Postage stamps and other philatelic output	6.2
7. Sale of tickets to the Games	20.2
8. Contestants' dues	3.1
9. Other revenues (publishing, insurance, sale of valuables, etc.)	1.6
Total:	732.8
10. Expected revenues in 1981 (licensing, postage stamps, etc.)	12.0
Grand total:	744.8

## Appendix

### 1. Official Suppliers and Sponsors of the Games of the XXII Olympiad

#### I. Sports Equipment and Implements

##### Official Suppliers

Cooper Group Inc., Canada	measuring tapes
Tachikara Co. Ltd., Japan	basket balls
Bat-Taralex, France	synthetic surfacing
Myojiyo Rubber Industry Co. Ltd., Japan	volley balls
VEB Lahrgerate und Reparaturwerke, Mittenwalde, GDR	pistol shooting installations
Hans Raj Mahajan and Sons Pvt. Ltd., India	balls and equipment for hockey
Schelde International, Netherlands	gymnastics apparatus
Ernst K. Spieth, FRG	shooting equipment
Anti Manufacturing Co., USA	wave suppressing lane markers
Adolf AG (Polygrass Div.), FRG	synthetic hockey field surface
Ampro Corp., USA	landing pits for high jump and pole vault
Navimor, Poland	Tornado boats and yacht rigging
Sport Combinat, Yugoslavia	boxing gloves
Lillywhites—Cantabrian Ltd., Great Britain	athletics equipment
Jean Foeldeak GmbH+Co KG, FRG	wrestling mats and tatamis
Asics Corporation, Japan	volleyball nets
T. Carnielli S.P.A., Italy	veloergometers and special-type bicycles
Bridport-Gundry Ltd., Great Britain	Edward sporting nets, except volleyball nets
Sarniege, France	gymnastics mats
Mondo Rubber S.P.A., Italy	flooring for diving platforms and inner space of Velodrome
Takraf, GDR	sunshade awnings
Motokov, Czechoslovakia	lawn mowers
Hind-Wells Inc., USA	swimming and water polo equipment
3M (East) AG, Switzerland	Tartan surfacing
Adidas, France	foot and hand balls
Brevetti International Campagnolo S.P.A., Italy	repairs and maintenance at cycling competitions
Schelde International, Netherlands	equipment for volleyball and basketball courts
A. K. Mizuno Corp., Japan	uniforms for the Olympic Torch Relay and Yachting Regatta
Universal Polsport, Poland	gymnasium equipment
Cutbroad-Werke, GmbH, FRG	equipment for lawns
Orag Inter Ltd., Switzerland	lawn mowers for sports grounds
Myojiyo Rubber Industry Co., Ltd., Japan	water polo balls
Swiss Timing Ltd., (Omega, Longien, Hoyer Leonidas) Switzerland	timekeeping equipment (time-keeping services during competitions)
VEB Carl Zeiss Jena, GDR	score-keeping equipment for athletics events (maintenance)
Elektroimpex, Hungary	scoreboards (maintenance)
Akai Electric Co., Ltd., Japan	home video systems

## Appendix

#### Sponsors

Dynamit Nobel AG, FRG	ammunition for clay pigeon, rifle and pistol shooting
Niagara Therapy (UK) Ltd.	massage equipment

#### II. Copying Equipment, Communications Facilities, Transport, Video Recorders, Television Sets and Other Equipment

##### Official Suppliers

Perfecton, Switzerland	sound equipment for film production at the OTVRC
Thomson CSF, France	technical equipment for the OTVRC
W. Steinbeck and Co., FRG	sound editing equipment for film production at the OTVRC
Tungsram, Hungary	equipment for living quarters of the Olympic Village
Televa, Finland	radio and telephone equipment for the Yachting Regatta
Helprint, Finland	photosetters
Pitney Bows Inc., USA	posting equipment
OY NOKIA, AB Electronics, Finland	scoring equipment
Nippon Kogaku K. K., Japan	cameras and camera repair shops
Ing. C. Olivetti and Co., Italy	typewriters
Sony Co., Ltd., Japan	television projection systems
Kodak-Pathé, France	film and film-processing equipment
OY Data-Saab Valmet, Finland	savings bank equipment
Wella, FRG	beauty parlour equipment and cosmetics
Balkancarimpex, Bulgaria	power hoisting equipment
Beag, Hungary	sound equipment
Ampex World Operations C.A., Switzerland	video recorders and slow playback devices
Storno, Denmark	radio and telephone equipment
Gail AG, FRG	ceramic tiles
Streif Consolting GmbH, FRG	lightweight building materials for the warehouse
Trailigaz, France	swimming pool ozonizing equipment
OY Data-Saab Valmet, Finland	banking equipment for currency exchange offices
Rank Xerox Ltd., Great Britain	Xerox machines
Kalle-Niederlassung der Hoeck AG, FRG	facsimile machines
Cornelius GmbH, Austria	drinks and cup dispensers
Zanders Feinpapiere GmbH, FRG	paper and covers
Ernst Oezer and Sohne KG, FRG	foil
Tokyo Tatsuno Co., Ltd., Japan	equipment for filling stations
Ortmann GmbH, FRG	kitchen equipment
Dynacord, FRG	discotheque and photo library for the Olympic Village
Techno, Italy	bar equipment
Asko-Upo, Finland	furniture for the Directorate of the Olympic Village



## Appendix

Daimler-Benz AG, FRG	vehicles
Linde AG, FRG	refrigerators
<b>Sponsors</b>	
Promat, France	copying equipment
Sodipaco, Belgium	slide films
IPS, FRG	finishing operations and equipment for the OCOG-80 building
Sokomest, FRG	copying equipment
Magirus-Deutz AG, FRG	buses

### III. Soft drinks, food

#### Official Suppliers

Ceylon Tea Centre, Sri Lanka	tea
Cafe Soluvel Brazilia S.A., Brazil	instant coffee
The Coca-Cola Co., USA	soft drinks
Wander Ltd., Switzerland	Ovomaltino
WM Wrigley Jr. Co., USA	chewing gum
Rolf H. Dittmeyer, FRG	citrus juices

#### Sponsors

Nutrexpa, Spain	Cola Cao soft drink for the Olympic Torch Relay
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### IV. Souvenir products

#### Official Suppliers

Pollena, Poland	cosmetics sets
Bertoni S.R.L., Italy	souvenir sets

#### Sponsors

Mainos Malinen, Finland	wall calendars
M. Haupt KG, Austria	cutglass chandelier and souvenirs
Nisso Boeki Co., Ltd., Japan	umbrellas
VEB Filmfabrik, GDR	souvenir materials

### V. Various services

#### Official Suppliers

Adidas, France	uniforms
Alfacommerz, FRG	quilts for athletes' beds
Luis de Portere, Belgium	door mats
Cerpatex/Printoplast, AG, Switzerland	posters, pictographs
TDK Electronics Co., Ltd., Japan	cassette tapes
OY Moölncke AB, Finland	liquid soap

#### Sponsors

OY Bege Larsen AB, Finland	discount on contract concluded with the USSR Ministry of Foreign Trade
Miles Laboratories Ltd., Great Britain	donation
Pepsico Inc., USA	donation, sales booths

## Appendix

ÈKE Engineers, Finland	hotel equipment
Victor Company of Japan	donation
KOVO, CSSR	maintenance for teleprinters
Life Savers Inc., USA	donation

### 2. Royalties from the Sales of the Soviet Olympic Coins Paid to the National Olympic Committees by the Group (Occidental Petroleum Corporation of the USA and Lazar Freres of France)\*

	in \$ thousand
Australia	34.9
Austria	166.2
Belgium	205.2
Canada	283.4
Denmark	9.8
Finland	50.6
FRG	2,179.9
France	21.7
Great Britain	9.7
Greece	103.1
Hong Kong	32.7
Italy	248.2
Japan	317.3
Luxembourg	44.7
Netherlands	99.6
New Zealand	1.6
Singapore	17.7
Sweden	8.2
Switzerland	307.7
Spain	112.8
USA	565.0
Venezuela	1.3

Total: 4,821.3

\* as of August 1, 1980

### 3. Royalties from the Sales of the Soviet Olympic Stamps, Commemorative Sheets and Covers Paid to the National Olympic Committees by Paramount International Coin Corporation of the USA\*

	us \$
Australia	10,438.37
Austria	392.46
Belgium	2,405.74
Canada	8,828.81
Denmark	14.18
Finland	1,372.61
France	10,916.36
FRG	74,278.78
Great Britain	2,011.98
Greece	502.20
Hong Kong	48.26
Italy	6,344.91
Japan	18,278.38
Liberia	1.92
Liechtenstein	515.38
Netherlands	172.83
New Zealand	179.15
Singapore	127.08
Spain	6,115.99
Sweden	259.64
Switzerland	8,246.77
USA	70,034.84

Total: 221,486.64

\* as of October 31, 1980

### 4. Total Sales of Admission Tickets to the Games of the XXII Olympiad

1. Number of tickets printed	6,070,717	— by Soviet organisations	3,944,373
2. Tickets put on sale	5,837,130	— by national agents	1,323,790
3. Remaining tickets at Ticket Centre not for sale (including blocking of seats, technical reserve, unsold tickets for cancelled events and reserve days, etc.)	233,587	— given free to teenagers, press, builders, foreign companies, Chamber of Commerce and Industry, representatives from Olympic cities, and others	198,158
4. Total tickets sold including:	5,466,321	5. Percentage sold	93.6%

Appendix

5. Results of Sales of Admission Tickets by Sports

Sport	Tickets allotted	Tickets sold	Percentage of sales
Opening ceremony	67,344	66,706	99.1
Archery	20,166	18,468	91.6
Athletics	1,160,843	1,102,706	95.0
Basketball	320,145	305,667	95.5
Boxing	371,112	359,287	96.8
Canoeing	143,489	137,630	95.9
Cycling, road	4,267	3,865	90.6
Cycling, velodrome	19,262	18,838	97.8
Diving	37,834	35,701	94.4
Equestrian	125,141	120,689	96.4
Fencing	59,483	55,959	94.1
Football	2,003,997	1,821,624	90.9
Gymnastics	111,245	106,700	95.9
Handball	106,478	100,493	94.4
Hockey	211,015	177,880	84.3
Judo	130,192	125,410	96.3
Modern pentathlon	27,339	25,399	92.9
Rowing	125,270	119,411	95.3
Shooting	11,797	11,004	93.3
Swimming	54,605	53,464	97.9
Volleyball	106,541	103,337	97.0
Water polo	130,906	118,247	90.3
Weightlifting	76,796	73,096	95.2
Wrestling freestyle	55,922	53,608	95.9
Wrestling Greco-Roman	55,783	51,986	93.2
Yachting	32,346	32,346	100.0
Closing ceremony	69,554	69,652	100.0
Total:	5,638,972	5,268,163	93.4
Distributed free of charge	198,158	198,158	100.0
Grand total:	5,837,130	5,466,321	93.6

Appendix

6. Results of Worldwide Sales of Admission Tickets by National Agents in each country and by IFs

Country	Tickets allotted	Tickets sold	Percentage of sales
Algeria	1,367	1,367	100.0
Arab Republic of Egypt	172	172	100.0
Argentina	7,655	3,690	48.2
Australia	40,956	8,138	19.2
Austria	14,537	14,537	100.0
Belgium	10,738	10,738	100.0
Bolivia	753	753	100.0
Brazil	5,214	5,214	100.0
Bulgaria	57,736	57,736	100.0
Cameroon	1,205	201	16.7
Canada	43,279	42,286	97.7
Columbia	2,249	2,249	100.0
Costa Rica	473	473	100.0
Cuba	8,044	8,044	100.0
Cyprus	1,379	1,244	90.2
Czechoslovakia	77,173	77,173	100.0
Denmark	14,811	14,811	100.0
Dominican Republic	138	138	100.0
Ecuador	190	190	100.0
FIBA	730	730	100.0
Finland	72,421	71,721	99.0
France	73,548	63,545	86.4
FRG	156,484	91,735	58.6
Great Britain	53,384	53,384	100.0
Greece	12,328	11,461	93.0
GDR	116,316	116,316	100.0
Hong Kong	422	422	100.0
Hungary	70,021	67,824	96.9
Iceland	1,197	1,197	100.0
India	10,542	6,350	60.2
Indonesia	499	65	13.0
Iran	1,412	1,412	100.0
Iraq	2,796	2,773	99.2
Ireland	6,087	6,087	100.0
Italy	57,536	57,536	100.0
Japan	38,513	38,513	100.0
Jordan	317	317	100.0
Kuwait	2,467	2,467	100.0
Lebanon	2,272	632	27.8
Libya	371	371	100.0
Liechtenstein	56	56	100.0
Luxembourg	580	580	100.0
Madagascar	526	526	100.0
Malta	158	78	49.4
Mexico	14,502	8,820	60.8
Monaco	242	242	100.0
Mongolia	4,365	4,365	100.0
Morocco	401	401	100.0
Netherlands	21,477	6,018	28.0
Netherland	7,718	7,718	100.0
New Zealand	1,606	1,606	100.0
Nigeria	12,347	10,373	84.0
Norway	778	158	20.3
Peru	850	850	100.0
Philippines	128,796	98,947	76.8
Poland	2,411	2,411	100.0
Portugal	4,084	3,379	82.7
Puerto Rico	43,913	43,633	99.4
Romania	1,743	1,594	91.4
Singapore	22,367	22,367	100.0
Spain	19,543	18,503	94.7
Sweden	10,229	10,189	99.6
Switzerland	1,435	1,435	100.0
Syria	2,897	1,741	60.1
Trinidad and Tobago	8,584	5,977	69.6
Turkey	58	58	100.0
Uruguay	219,056	192,853	88.0
USA	2,955	2,955	100.0
Venezuela	791	699	88.4
West Berlin	34,824	30,600	87.9
Yugoslavia	967	273	28.2
Zambia	373	373	100.0
Zimbabwe			
Total:	1,538,364	1,323,790	86.1

## Conclusion

In accordance with Rule 45 of the Olympic Charter, the Olympiad-80 Organising Committee provided for the issuance on behalf of the International Olympic Committee of souvenir medals and diplomas to 22,800 participants, officials and guests of honour of the Games of the 22nd Olympiad.

In addition, the Organising Committee instituted honorary and souvenir badges, honorary scrolls, and souvenir pennants, which were issued to more than 26,950 persons, Soviet and foreign, for their active participation in the preparations for and conduct of the Games. Thirty-two thousand letters of thanks were sent by the Olympiad-80 Organising Committee to various organisations, firms, and individuals.

Orders and medals of the USSR were awarded to builders, architects, engineers, communications experts, workers in industry and services, in air, rail and motor transport, in science and culture, the mass media, trade unions and sports organisations, and members and personnel of the Olympiad-80 Organising Committee who distinguished themselves in the preparations for and the staging of the Games.

The Olympiad-80 Organising Committee thanks all those who took part in the preparations for the Games of the 22nd Olympiad, and contributed to the success of that celebration of sport, peace, and friendship.

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Том II**

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