

Summaries

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Antero Holmila

The crisis and transformation in the Olympic movement during the 1970s.

As Finnish sport journalist and sport historian Kalle Virtapohja wrote in 2000 in the midst of the Salt Lake City corruption scandal, “Olympic history looks like a fertile ground for all kinds of crises.” Virtapohja’s comment summarises one potential way of examining Olympic history, for it could be written – from the 1890s into the 2020s – as a crises history, in which a perpetual cycle of crisis frames the story.

This article examines one fundamental period of crisis and transformation within the Olympic movement. Namely, that of the 1970s, or better “the long 1970s”, which started in the 1960s, culminated during the 1970s and lasted until the 1980s, a decade that heralded the beginning of a new commercialized post-modern games. The crisis of the 1970s was both

materialistic and ideological. At first, the attempt to manage the crisis was hampered by the Avery Brundage’s leadership style which stubbornly adhered to the coubertinian notions of Olympism in which professionalism and commercialism were seen as the ultimate enemy of the movement and the forces that would destroy it should be accepted as the factors that shape sports. In this sense, the crisis was also a crisis of management.

While in Olympic historiography the major issues of the 1970s are well-known, the growing pains caused by the commercialization, the financial problems, the Munich drama and the Cold War and decolonialization related political boycotts in Montreal (1976), Moscow (1980) and Los Angeles (1984), less attention has been paid to the ideational and discursive construction of the crisis. This is where this article takes on. It will utilize the materials from the *Olympic Review* magazine, the minutes of the meetings and speeches in the annual IOC conferences and the key Olympic congresses in which the future of the Olympic movement was pondered, the Varna Congress (1973) and the Baden-Baden Congress (1981). It will examine how the movement first defined these crises, how it sought to mobilize resources to grapple with them and how, ultimately, the discursive constructions of the movement’s ideology changed and adapted into the surrounding social world. There are three key debates which defined the construction of the crises and thus forms the focus of this article. They were i) the debate over

amateurism which finally resulted in the abandonment of coubertinian Olympism, at least in practice; ii) as a corollary to the former, the debate over the dangers represented by commercialization and the ways in which it became accepted; and iii) the debate over “gigantism”, that is, the growth of games from a fairly modest and manageable events to mega events in terms of number of different sports, the increase of participants and games which went on longer and longer. But above all, it was the increase in financing the games that led to a crisis of its own kind as increasingly few cities wanted to bid for the games and one, Denver in 1976, withdrew after successful bid.

The most profound change in Olympic leadership took place as Avery Brundage’s era changed to the era of Lord Killanin and then in the early 1980s into the era of Samaranch. While Killanin, like his predecessor was an adherent to the Coubertinian notions of non-professionalism in principle, he was much more liberal than Brundage. Still, Killanin sought no radical change but managed each situation with less ideological fervor, starting with the gradual easing of the amateur rule and a measured introduction of TV and Olympic sponsorship. The real and epochal change took place in the 1980s under Juan Antonio Samaranch when amateurism was finally abandoned all together and commercialization became the new backbone of the Olympic movement that had toiled under constant threat of bankruptcy prior to the

1980s. The changes were also generational: Brundage was born in 1887 and participated in the Stockholm games (1912) as an athlete even before Samaranch was born (he was born in 1920). The shift in the Olympic value was also seen in discourse. While Coubertinian notions were given a salutary treatment, the new rhetoric was not so much about the ideology of sport and betterment of humanity through sport. Instead, the need to bring the games more reflective of the (post) modern world and the needs of the athlete rose in prominence.

According to a theory of crisis derived from Hobbes, crisis can be seen as a period of grave uncertainty that challenge the core foundations of a society (or an institution) while simultaneously there is a lack of strategies or means to cope with the issues at hand, making the future to seem bleak and out of one’s own control. Such depiction describe the situation in which the IOC found itself in the 1970s. As has been argued in the article, during the Killanin era the movement salvaged itself from the downward spiral while under Samaranch’s tutelage it began to grow into global giant it is today. Thus, adhering to classical notions of crisis – that is that crisis also presents opportunities not only dangers – the crisis of the 1970s marked a renewal of the Olympic movement: coubertinian Olympism as the dominant construction gave way to formerly abhorred commercialism and professionalism, contributing to the movement’s rebirth. Yet, the rebirth contained the seeds for the next cycle of crisis – the

one which we are seeing today as the financial costs have once again skyrocketed and the ‘diseyfication’ of the games as commercial amusement are widely held criticism against it and the IOC. Thus, for the 2020s, the Olympic movement will have to find – once again – tools for the crisis management if it wants to survive as the leading global sporting organization.

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Professionalisation as a challenge to amateurism in Finnish team sports 1975–2018

The most important ideological struggle of 20th century Finnish sport came between hobbyist pursuits and professionalisation. The Finnish Gymnastics and Sports Federation introduced amateur rules into sport in 1907. Volunteer-based sport movements supported amateurism until the 1970s, when the commercial values of sport emerged via urbanisation and increased leisure time. A major step in the professionalisation of sports was taken in 1975, when the Finnish Ice Hockey Association decided to establish an independent SM-League.

This article traces the professionalisation of national elite sport in four team sports—ice hockey, basketball,

Finnish baseball and floorball—from 1975 to 2018. The concept of professionalisation refers to the phenomenon whereby sport as a hobby is transformed into top-level sport as a profession. The research material of this study is collected from the annual reports from 1975–2018. It also includes interviews with ten long-time leaders in these sports. The study examines professionalisation through three circles: the professionalisation of key players, including transforming athletes and coaches into paid workers; organisations, sports clubs and other organisation’s involved in sports; and the outer ring, within which these inner circle players and organisations form the system and organisational field of professional sport.

In Finnish team sports, professionalisation emerged from the games themselves. Players and (shortly after) coaches became semi-professionals who still had other jobs outside the sport. Steadily, the level of the game increased, and interest from the general public was also aroused. Professionalisation of the game itself and its players began in the 1970s and culminated in the late 1990s, when players became full-time professionals.

More resources were needed to make sport professional, and these were gained through commodification and commercialisation. A new model of elite clubs that had restricted board members was created when the SM-League was founded in ice hockey. However, the professionalisation of clubs did not really begin until the 1990s, when club-based or-

ganisations moved into business. The incorporation of the SM-League and its members—the League Clubs—in 2002 marked a transition to the era of open commercial professional sports.

Although it is claimed that high-level sport has been fully professionalised and commercialised, this study demonstrates the different ways in which four team sports have approached professionalisation and the different structures that have emerged as a result of the professionalisation process. For example, ice hockey made a bold decision in separating the SM-league from a mass sport organisation. As a result, both the professionalisation and the commercialisation of the sport and its organisations have strengthened its status and popularity nationally.

In the other team sports that are examined, upward and downward trends in professionalisation have been more marked. Some successes, such as new marketing and the commercialisation of Finnish baseball in the 1990s, have been followed by crises, such as match fixing, which occurred in 1998. In the fields of floorball and basketball, breakthroughs in professionalisation of the national league have yet to be made. In all three sports, the federation manages the entire competition system. Although there have been attempts to organise more independent league activities, they have not been successful.

Esa Mangelaja

Digitalization of sports: Surprising triumphal march of esports

Esports has gained tremendous success in the global entertainment market and its growth most probably continues in the future. In Finland, esports is currently the most popular sport among 18–29-year-old males, which implies that traditional sports is in crisis. In this article, esports market is analyzed by revealing its historical background, unique market properties and development factors. The huge growth of esports has appeared as a surprise, even to IT-specialists. Since the beginning of the 1980's, there has been several high quality home computer and video gaming magazines in Finland. Even that competent media in Finland has been underestimating the future popularity of esports, as few magazine articles during the 1990's have been covering important competitive gaming tournaments of the past. Esports has been an astonishing success story, but it challenges the established position of traditional sports. As the fan-base of traditional sports is ageing, the Olympic movement has to integrate esports in its organization and official events as a legitimate sport. Esports poses a challenge to traditional sports, but if esteemed wisely, can also build a sustainable platform for future sports market.

Kimmo Isotalo, Hannu

Itkonen & Arto Nevala

General, politicians and businessmen - key people and contacts in the Finnish ice hockey

Today ice hockey is the most popular sport in Finland, due to many indoor and outdoor ice hockey rinks, the completion of successful a professionalization process, and three World Championships. However, none of these would have occurred without active individuals who promoted and pushed forward the Finnish ice hockey with the help of their contacts. During the first stage, when there was a need to lay out the basics, a man with experience in a variety of positions in multiple sports organizations was a so-called key individual. During the second stage, those key people needed to gain more contacts with the private and public sector and, most importantly, with politics. During the third stage, which is thus far the last, ice hockey has developed more towards being a business and becoming a professional sport. However, the public sector is still needed mainly to provide training facilities such as hockey rinks. At the end, the essential aspect to realize is the growth in the number of the key individuals, and the influence their work has in many different areas in our 21st Century society.

Tero Matkaniemi

Territorian Conflicts between the Swimming Clubs of Kuopio

The emergence of the working class swimming club beside the conservative Kuopion Uimaseura (Kuopio Swimming Club) was facilitated by the political left having established a firm foothold in the municipal government. The rise of recreational exercise and finally receiving information about a new swimming hall being built led to the founding of Kuopion Työväen Uimarit (The Working Class Swimming Club of Kuopio) in 1966. In the beginning the club was joined by youngsters and children, but the community was also flooded by members of the trade union, who were keen to improve their fitness and who were well versed in volunteer work. In comparison, Kuopion Uimaseura was more focused on the advancement of competitive sports.

With the founding of the new swimming club, the people and organizations active around swimming in Kuopio tried to find their own places within the larger community. The differing goals of the organizations led to competition for attention and responsibilities: there were disagreements about how public funding was directed, how organized swimming was to be organized and how representation in competitions would be handled. The reasons for these disagreements

were born out of both the differing goals of the organizations and the personal relationships between the organizations' representatives. In the end, resolving the conflicts was worth it: thanks to conciliatory actions, the two clubs reached a peaceful coexistence and were able to learn from their previous troubled relationship. The two clubs began to work together as a bridge between people from different societal classes.

Often conflict and its influence on people are seen as negative. However, the conflicts between the two swimming clubs can be seen as a turning point for the better, despite some occasional overreactions. By digging deeper into the conflicts of the two Kuopio swimming clubs, we can see that conflicts and their resolution give people a chance to participate, interact and grow. Differences and conflicts should not be avoided indefinitely, and conflict avoidance can lead to poor decisions. A great deal of hopes, expectations and responsibilities rest on the shoulders of the leaders of a sports club. They achieve the best results when they first ask questions, listen to and encourage their members and only then make decisions.

Sofia Kotilainen

Media Representations of Sport during a Time of Crisis: *Keski-Suomen Suojeluskuntalainen* as a Sports Medium during the War.

In this article I consider how the war years affected the sports activities of members of the the Civil Guard in Central Finland and how they were reported in the columns of the local organization's central news organ and ideological opinion-former *Keski-Suomen Suojeluskuntalainen*. I study how and why the rhetoric and reporting policy of *Keski-Suomen Suojeluskuntalainen* as a sports medium changed during the war years from what it had been in peace time as the preparation for and realisation of the crisis materialised. Using both quantitative and qualitative analyses, I examine what the media representation of sports was like in the changed situation and what kind of discourses defined it. These are studied from the point of view not only of the different sports disciplines but also from that of gender what kind of and whose sports performances and competitions received most coverage in the paper.

Keski-Suomen Suojeluskuntalainen was a major sports medium in the area in which the Jyväskylä Civil Guard operated. Unlike the local press, it also communicated to its

readers the ideological values shared within the Civil Guard organisation. These included patriotism, religious devoutness and willingness to defend the fatherland. From the wartime issues of the paper one can perceive that the three most central discourses in its communication during the time of crisis represented 1) an enthusiasm for national defence (the mental willingness to defend the country) – to which the Civil Guard's other values of patriotism, religiosity and the importance of the home were connected; 2) the need to maintain physical fitness by means of competitive sports (the physical ability to defend the country); and 3) the importance of leisure-time activities (the upkeep of public morale and mental wellbeing).

Tapio Roiko-Jokela &

Heikki Roiko-Jokela

Sports causing Athlete's Final Stand: The Factors Related to Sports as Motives for Athletes' Suicide Intentions

Athletes have committed or have tried to commit suicides. In this article, we have analysed some suicide cases which have gained media coverage. Afterall, these cases are only examples and there are much more suicide cases in the field of sports. Through these example cases one can still say that

suicides are not only personal crises but, unfortunately, they are a part of the sports. The reasons behind suicide cases can be various and they cannot be explained by any single factor: they illustrate individuals and their life and choices. Afterall, some general rules can be found. Desire and pressures to do well, even by any means, in sports can result in suicides. Then athlete is ready to do anything and devotes his/her whole life to sports, getting catch from using of illegal means might be too much to handle. Drugs, medicines, steroids, injuries... all these can form a circle from which an athlete cannot get away without ultimate actions.

Tapio Roiko-Jokela &

Heikki Roiko-Jokela

Victims, Harassment and Hecklers behind the Curtain of Humour and Culture: Insight to Sexual Harassment and Discrimination in Sports

Sexual harassment and discrimination are phenomena which are familiar in the everyday life. In many cases sports contain same phenomena as the everyday life and sexual harassment and discrimination do not form any exceptions. In our article, we have analysed this theme though articles, published in different medias.

The main results are that anyone can encounter sexual harassment and discrimination in various forms in sports. In many cases, the agent, who commit sexual harassment or discrimination, is familiar to the victim. This problem is recognised in the last few years but there is another problem: sexual harassment and discrimination is quite often “part of culture or humour” in sports and thus, it is considered way too often “acceptable” and it do not get attention that should be paid to it.

Suvi Kuusma

From the Sense of Skiing to the Sweat, Sisu and Ski Heroes at the Ski Lahti Museum

Basic exhibition - Sense of Skiing

The Lahti Ski Museum has been repaired for recent years. Exhibitions has been totally renewed. Basic exhibition *Sense of Skiing* tells the story of skiing from the point of view of both skiing enthusiasts and the professional athletes. In the exhibition you will learn about the skiing techniques of the past thousands of years as well as the modern skiing trends of our time. The exhibition has been opened since July 2017.

Story of Lahti Ski Games is a work of media art drawing the visitor into the world of winter and skiing. The large media wall offers a deep aesthetic ex-

perience rich in atmosphere from the world of the Lahti Ski Games and the Lahti FIS Nordic World Ski Championships from 1920's to 2010's.

Sweat, Sisu and Ski Heroes

The exhibition *Sweat, Sisu and Ski Heroes* has been opened since April 2019. The exhibition revisits the golden era of Finnish skiing, from the 1950s until the beginning of the 1970s. It explores how the skiers trained, how they prepared for their big races and their relationship with the media and their fans and spectators. It will take you all the way from the gruelling training sessions to podium glory. You will find the medals at Winter Olympics and the FIS Nordic World Ski Championships of the famous Finnish skiers, from Veikko Hakulinen to Eero Mäntyranta and Juha Mieto and from Siiri Rantanen to Marjatta Kajosmaa and Helena Takalo.

The Ski Museum's Nordic Ski Hall of Fame

The *Ski Museum's Nordic Ski Hall of Fame* celebrates athletes competing in Nordic skiing events. Ski Museum's Hall of Fame has been established since February 2017, just before the FIS Nordic Ski World Championships in Lahti. There has been elected 25 Finnish athletes so far to the Nordic Ski Hall of Fame.