

Appendix

CEHD Grant Application Form

Submit this application form by one of the following due dates along with your proposal. Applications must be received, at tate-center@wmich.edu, by 5:00 p.m. on August 15, November 15, March 15, and June 15.

Application					
Applicant Name:	Heather Dichter				
Title:	Assistant Professor				
Department:	Human Performance and Health Education				
Title of Proposal:	Bidding for the 1968 Olympic Games: International Sport's Cold War Battle with NATO				
Amount Requested:	\$2000				
Dates of Project:	May - July 2016				
Evaluation Guidelines					
Strongly Agree 5	Agree 4	Undecided 3	Disagree 2	Strongly Disagree 1	
The proposed research/creative activity is well conceived and organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1
The proposed work will increase the likelihood that the applicant will secure external funding in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1
The methods and/or procedures are clearly stated and appropriate for the proposed activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1
The plans for data analysis or evaluation critique are clearly stated and appropriate for the proposed activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1
The costs for the proposed budget are clearly itemized and justified.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1
This project has the potential to advance the scholarly/creative reputation of WMU.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	4	3	2	1

Dr. Heather L. Dichter
Department of Human Performance and Health Education
CEHD Grant

**Bidding for the 1968 Olympic Games:
International Sport's Cold War Battle with NATO**

Over the past decade, scholars, the media, and the general public have taken a great interest in the selection process to host the Olympic Games and other major international sporting events, particularly regarding the bidding scandals and legacies of hosting mega-events. My current research project examines the factors external to sport which impacted the selection process for hosting the Olympic Games and other international championships during the height of the Cold War. By studying the actions of sport functionaries and diplomatic actors, and the attitudes reflected in the press, this project will explore three key issues regarding the Olympic Games candidature process: (1) the influence of media and public opinion; (2) the role of government and diplomats; and (3) the competing sport and political interests of small states and large powers. While states such as France, Great Britain, and the United States long dominated international sport and the leadership of the International Olympic Committee, less powerful states such as Norway and Canada were able to exert considerable influence as equal members of North Atlantic Treaty Organization (NATO). Of the ten cities bidding for the Summer and Winter Olympics, six were located in four NATO member States: the United States, Canada, France, and Norway. These countries coordinated with each other through the creation of a NATO working group on the candidature process for the 1968 Olympic Games and via their foreign ministries and embassies to balance their national interests, pressure from their respective domestic press, NATO policies, and the concerns of other NATO member states, while at the same time competing against each other for the honor to host the Olympic Games. A College of Education and Human Development Grant would allow me to travel to Switzerland, France, and Germany to complete the research for this multi-country and multi-lingual project.

Many NATO states, particularly the smaller states within the transatlantic alliance, perceived a significant benefit from hosting the Olympic Games and world championships. These states frequently encountered political problems and faced public backlash in the media during the 1960s as East Germany increased its efforts to gain international recognition through sport. After the construction of the Berlin Wall in August 1961, two NATO countries hosting world championships in early 1962 prevented East German teams from participating – which turned into a media spectacle on both sides of the iron curtain. The International Olympic Committee therefore requested that every city bidding for the 1968 Olympic Games provide a governmental guarantee that all competitors, coaches, and officials would be permitted to enter the country if selected as the host.

My current project, which involves a combination of newspaper articles and archival material, examines this intersection of media, politics, and sport. I have completed the archival research from the US State Department, British Foreign Office, Norwegian foreign ministry, Canadian External Affairs, and NATO and collected some materials from the German foreign ministry. I have also collected newspaper coverage of these events from the United States, Canada, Norway, Germany, and France. The materials required to complete my research are held in archives or at the organizations themselves. These materials, with the exception of some newspapers, cannot

be accessed except on site. The College of Education and Human Development Grant would therefore help cover the costs associated with traveling to Switzerland, France, and Germany for six weeks so that I can complete the remaining research for this project. I will spend one week at the Olympic Studies Centre in Lausanne, Switzerland, to access the official files and correspondence from the International Olympic Committee regarding the bid process for the 1968 Summer and Winter Olympics. While in Lausanne I will also access materials held at various International Federations headquartered in Lausanne. I will spend four weeks in France to conduct research in the French foreign ministry records in Paris and the local and regional archives in Lyon and Grenoble, the two French candidate cities for the 1968 Olympic Games. Correspondence between the local organizers in Lyon, who unsuccessfully bid for the Summer Games, and the organizers in Grenoble, who ultimately won the right to host the Winter Games, will provide the French perspective on the issues examined within this larger project. I will finish this trip with one week in Berlin to complete the archival research at the German foreign ministry, which I began in 2010. Once this research trip is completed I can turn my attention to writing the monograph. An early component of this project was published in a chapter included in an anthology on sport and international relations published by the University Press of Kentucky in 2014. In addition, this analysis of the 1968 Olympic host selection process will provide additional international and historical context for my teaching of International Sport Administration, a course I will be proposing to be added to the curriculum.

This project will apply methodology from multiple disciplines in order to provide a deeper understanding of the host selection process, its media coverage, and the related issues which impact international sport. This project will particularly draw upon the idea of framing¹ in order to understand the ways in which NATO, governments, and sport organizations attempted to create favorable attitudes to NATO policies, the impact this framing had on the candidature process, and how extensively the media and public accepted this framing. Newspaper analyses utilized in media studies will be combined with sports studies, international relations, and history methods. Sport scholars have increasingly adopted these methods for historical,² gender,³ and nationalist⁴ analyses. Using Peter Beck's *Scoring for Britain* as a model,⁵ this project will utilize archival material from both sport organizations and foreign ministries. Roger Levermore and Adrian Budd's application

¹ Dietram A. Scheufele, "Framing as a Theory of Media Effects," *Journal of Communication* 49, no. 1 (1999), 103-122; Erving Goffman, *Frame Analysis: An Essay on the Organization of Experience* (New York: Harper & Row, 1974).

² Liz Crolley and David Hand. *Football, Europe and the Press* (London: Routledge, 2002); Michael Attali and Jean Saint-Martin, "A View of the 1948 London Olympics from across the Channel: An Analysis of the French Press," *International Journal of the History of Sport* 27, no. 6 (2010), 1047-1064; Matthew McIntire, "National Status, the 1908 Olympic Games and the English Press," *Media History* 15, no. 3 (2009), 271-286..

³ Helena Tolvhed, "The Sports Woman as a Cultural Challenge: Swedish Popular Press Coverage of the Olympic Games during the 1950s and 1960s," *International Journal of the History of Sport* 29, no. 2 (2012), 302-317; Jennifer D. Greer, Marie Hardin, and Casey Homan, "'Naturally' Less Exciting? Visual Production of Men's and Women's Track and Field During the 2004 Olympics," *Journal of Broadcasting and Electronic Media* 53, no. 2 (2009), 173-189.

⁴ Andrew C. Billings, James R. Angelini, and Dan Wu, "Nationalistic Notions of the Superpowers: Comparative Analyses of the American and Chinese Telecasts in the 2008 Beijing Olympiad," *Journal of Broadcasting & Electronic Media* 55, no. 2 (2011), 251-266.

⁵ Peter Beck, *Scoring for Britain: International Football and International Politics, 1900-1939* (London: Frank Cass, 1999).

of international relations theory to sport, along with the growing field of public diplomacy research, provide the theoretical basis for the understanding of NATO's involvement in the candidature process for world championships and the 1968 Olympic Games.⁶

This project on the candidature process for the 1968 Olympic Games host cities and NATO interference in international sport during the 1960s will contribute to the existing literature in sport studies, media studies, international relations, and history. Until recently scholars who studied the bids to host the Olympics or other mega-events have focused on why a bid was successful or failed.⁷ Many times these studies of a successful bid include a consideration of the diplomatic concerns or problems encountered during the bid and organizing phases, but these works only address successful candidate cities, although they occasionally include a city's earlier unsuccessful bids.⁸ My project instead will provide a more complete understanding of the non-sport concerns – often covered in the popular and sport press – which impacted bid committees.

In recent years academic interest in examining how governments influence public opinion in a foreign country for the purpose of turning the foreign policy of the target country to its own advantage has grown. Many international relations scholars and historians have studied outright political propaganda and more subtle forms of cultural diplomacy as methods which governments employ to persuade the public. NATO also employed public relations tactics to counter the negative publicity generated by the exclusion of East German athletes from major sporting events in member states. Scholars have concentrated on a single government's actions⁹ rather than the multi-country intergovernmental organizations such as NATO. Building on Linda Risso's work, which sheds light on NATO's early efforts to influence public opinion by broadening the investigation into long-term efforts across several states,¹⁰ my project will help understand how media and the public respond to this overt political interference by NATO and its members states in sport.

This project also examines the relationship between states during a crucial decade of the Cold

⁶ Roger Levermore and Adrian Budd, eds., *Sport and International Relations: An Emerging Relationship* (London: Routledge, 2004); Joseph S. Nye, "Soft Power and American Foreign Policy," *Political Science Quarterly* 119, no. 2 (2004), 255-270; Kenneth A. Osgood and Brian C. Etheridge, eds., *The United States and Public Diplomacy: New Directions in Cultural and International History* (Leiden: Brill, 2010); Jan Melissen, ed., *The New Public Diplomacy: Soft Power in International Relations* (Basingstoke: Palgrave Macmillan, 2005); Barbara Keys, *Globalizing Sport: National Rivalry and International Community in the 1930s* (Cambridge, MA: Harvard University Press, 2006).

⁷ Noel D. Cary, "Olympics in Divided Berlin? Popular Culture and Political Imagination at the Cold War Frontier," *Cold War History* 11, no. 3 (2011), 291-316; Udo Merkel and Misuk Kim, "Third Time Lucky!? PyeongChang's Bid to Host the 2018 Winter Olympics - Politics, Policy and Practice," *International Journal of the History of Sport* 28, no. 16 (2011), 2365-2383; William W. Kelly, "Japan Looks Back at Beijing 2008 and Forward to London 2012 and Tokyo 2016," *International Journal of the History of Sport* 27, nos. 14-15 (2010), 2428-2439.

⁸ Kevin Witherspoon, *Before the Eyes of the World: Mexico and the 1968 Olympic Games* (DeKalb: Northern Illinois University Press, 2008); Kay Schiller and Christopher Young, *The 1972 Munich Olympics and the Making of Modern Germany* (Berkeley: University of California Press, 2010); Xu Guoqi, *Olympic Dreams: China and Sports, 1895-2008* (Cambridge: Harvard University Press, 2008).

⁹ Nicholas Cull, *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge: Cambridge University Press, 2008); Jessica C.E. Gienow-Hecht and Mark C. Donfried, eds., *Searching for a Cultural Diplomacy* (New York: Berghahn Books, 2010).

¹⁰ Linda Risso, "Enlightening Public Opinion?: A study of NATO's Information Policies between 1949 and 1959 based on Recently Declassified Documents," *Cold War History* 7, no. 1 (Feb. 2007), 45-51.

War. While the German-German relationship (both in sport and politically) has been extensively studied,¹¹ my project situates this bilateral relationship within a broader international context. Because of its membership in NATO, the Federal Republic of Germany could not act unilaterally regarding East Germany and instead had to take into consideration the desires of its alliance members. Thus, the German question during the Cold War cannot simply be written from the West German perspective or located solely along the Washington-Moscow axis. The Atlantic alliance necessitated that many states influenced the course of action, which scholars have increasingly examined.¹² This project therefore enables a greater understanding of the relationship between multiple small states and the traditional larger powers.¹³ The 1968 Olympic candidature process enabled two weaker states on each side of the Atlantic – Canada and Norway – to wield a greater influence than they typically held inside NATO or within the governance of international sport. The local press in each candidate city championed these causes with frequent and prominent coverage.

This travel to France, Switzerland, and Germany to complete the archival research will directly lead to the publication of a monograph published with a university press and a journal article. This research may also factor into later journal articles, book chapters, or monographs depending on what surprising and additional materials are uncovered in the archives. From the earlier research for this project, conducted in the US, Canada, Great Britain, Norway, and Germany, I have already published a book chapter in a book I edited (published with the University Press of Kentucky), and this research has been used in an article on methodology that will be published in early 2016 in the *International Journal of the History of Sport*, as well as a two other journal articles I am currently writing and the chapter I am writing for the *Handbook of International Sport Business*.

By completing the French, German, and International Olympic Committee research this summer, my project on international sport in the 1960s will be able to address the influence of mass media and diplomatic relations in order to illuminate the important role which hosting international sporting events played within society, as well as how governments sought to use sport – particularly the Olympic Games – to achieve its foreign policy goals.

¹¹ Cary, “Olympics in Divided Berlin?”; William Glenn Gray, *Germany's Cold War: The Global Campaign to Isolate East Germany, 1949-1969* (Chapel Hill, N.C.: University of North Carolina Press, 2003); Uta A. Balbier, *Kalter Krieg auf der Aschenbahn: der deutsch-deutsche Sport, 1950-1972: eine politische Geschichte* (Paderborn, Germany: F. Schöning, 2007).

¹² Francis H. Heller and John R. Gillingham, eds., *NATO: The Founding of the Atlantic Alliance and the Integration of Europe* (New York: St. Martin's Press, 1992); Mary Ann Heiss and S. Victor Papacosma, eds., *NATO and the Warsaw Pact: Intrabloc Conflicts* (Kent, OH: Kent State University Press, 2008).

¹³ Jeanne A. K. Hey, ed., *Small States in World Politics: Explaining Foreign Policy Behavior* (Boulder: Lynne Rienner Publishers, 2003); Erich Reiter and Heinz Gärtner, eds., *Small States and Alliances* (Heidelberg: Physica-Verlag, 2001).

BUDGET

(omitted)