FROM YOUR SECRETARY

Maybe you have been waiting for this newsletter for some time? At the Congress in Essex we decided that the bids for 1987 and 1988 should be sent out for voting during December 1986. But we only received one bid for 1987 and one bid for 1988. Therefore the board felt it unnecessary to do any voting on the issue. What we have is one bid for the first WFDF individual World Championship to be held in Ft Collins, CO, USA in mid-August 1987.

The other bid is from Jacques Doetsch in Belgium concerning the fourth WFDF World Ultimate and Guts Championship to be held in late-August 1988. Both bids are in this newsletter and Jacques has provided a lot of general information about the place where the championship will take place.

The most interesting topic is the GAISF General Assembly in Monte Carlo. As you remember from Essex we decided to apply for membership and to send Charlie Mead to the Assembly.

We did, but (as we knew) our application was too late to be formally decided on. But Charlie Mead went there and gained a lot of experience. You can read his full report in this newsletter. The context is that we must grow in size and organisational structure.

It will be the duty of all WFDF member associations to organise themselves more firmly and to start recruiting members. We must go that way. We must build from the base upwards. The member associations must work actively in their respective countries to increase the number of players and thus increase the number of members in WFDF in the long term.

The year 1986 has been a year with dramatic international events like the nuclear catastrophe in Tjernobyl, the failure in Reykjavik, the Challenger-catastrophe, the assassination of Sweden's Prime Minister and more.

But, even though that, 1986 has been a wonderful year for me personally. My son Niclas was born in May and I got married in August. And the idea of a worldwide flying disc federation that was launched in 1984 and 1985 seem to have rooted firmly in the world's flying disc associations. We are making progress if not with the speed of a bullet. But I don't think that the seemingly lack of speed is negative as long as those who are pulling don't despair. As viewed above the growth must come from below. We just fool ourselves if we pretend to be something more than we are.

Let's hope that 1987 proves even more fruitful for WFDF and it's member associations and that our positive approach and spirit of the game gains interest from even more people.

HAPPY NEW YEAR

Johan Lindgren
HERE IS THE BID FROM BELGIUM TO HOST THE 1988 WORLD ULTIMATE AND GUTS

The old Leuven university will host us (max. 750 people) from Sunday 28.08.1988 to Sunday 04.09.1988, 11 AM.

We can guarantee the same kind of player's accommodation and service as that you got in Essex.

The fee will not be higher than 275:– Swiss franc per player.

You will find some info enclosed in this WFDF-newsletter.

1/3 of the money has to be paid before Easter 1988 and in order to finalize everything smooth we need your approval before Easter 1987.

Best regards

Jacques Doetsch
PRELIMINARY BID FOR THE FIRST WFDF WORLD FLYING DISC CHAMPIONSHIPS

Submitted by Bill Wright on behalf of The Wright Life Sporting Goods, Wham-O Mfg., Colorado State University, and the City of Fort Collins.

The Wright Life Sporting Goods, Wham-O Mfg., The City of Fort Collins, and Colorado State University are proud to propose the use of their facilities and equipment for the 1987 WFDF World Flying Disc Championships August 18-23, 1987. The event would follow the annual WFDF meetings to be held in Fort Collins August 14-16. The event would include all facets of competitive disc disciplines but would emphasize an overall competition.

Fort Collins has not only produced the World Champion Freestyle teams of The Coloradicals and Yabe & Anderson, but has also produced 9 years of high quality national and state disc tournaments. These include PDGA Tour tournaments, UPA Sectionals, five Rocky Mountain National Championships, numerous FPA World Tour stops, and the recent 1986 FPA World Freestyle Championships, which saw one of the largest and most competitive freestyle fields ever. Over the years, Fort Collins' reputation for hosting major tournaments has become well established among disc players in the United States and the world. Freestylers and field event players alike have responded with excitement to the prospect of an overall competition in Colorado. We feel we can provide what no other location or group of people can provide.

Dan "Stork" Roddick has graciously pledged the support of Wham-O Mfg. in our endeavor to host this tournament. Their expert organizational and officiating staff, conductors of the annual U.S. Open, are the acknowledged masters of smooth and efficient tournaments. Roddick has also indicated Wham-O would possibly provide financial assistance.

Through the Grateful Disc Frisbee Club, established on the Colorado State University campus in 1978, we have access to all necessary field and gymnasium space. In addition, the club can also supply many smaller necessities such as portable toilets, security, field marking equipment, tables, chairs, and electrical power.
Within Fort Collins itself, disc sports have acquired a strong and loyal following. Without fail, there have been at least two major, national events held here each season. The familiarity of the sport has led to a traditional involvement of the community. Thousands of spectators gather to enjoy the annual displays of disc skills. Growing spectator response has in turn convinced many local businesses to support our efforts. There now exists an established core of businesses that return each year to provide the tournament with many extras. These include radio stations, newspapers, a cable television station, athletic clubs, and numerous restaurants providing advertising, media coverage, player dinners and parties, and many other pleasures deserved of world class athletes.

Accommodations have been provided over the years by the Holiday Inn located directly across from the CSU campus. This national hotel generously continues to supply first class rooms at more than reasonable rates and has expressed interest in hosting the WFDF conferences as well as the tournament itself.

Taking into account the combined tournament experience and expertise of The Wright Life and Wham-O Mfg., their esteemed reputation among players, the availability of the Colorado State University facilities, the awareness and support of the Fort Collins community, and first rate accommodations, the stage is already set to produce the finest World Flying Disc Championships ever. Obtaining the official sanction of the WFDF would guarantee a player-rich competition unmatched to this date—a competition of the world’s finest set amidst the breathtaking beauty of the Colorado Rockies!

(Fort Collins lies only 60 minutes north of Denver and is easily accessible by major highway and an airport shuttle system.)
Dear Players and Friends!

First of all I want to introduce myself. My name is Hartmut Wahrmann, 26 years old. As most of the Overall-players might know, I am an active player since 1979. I started to work with/for the German Frisbee Sport Flying Disc Association (DFFV) since its foundation in 1983. Since two years I am a member of the head of the DFFV. For the next season (or longer) I will be responsible for most of the foreign correspondences. That means that I will send out any informations to other countries in cooperation with our office in Berg (address see above), which is just 25 kilometers away from my hometown. Also I have to answer all questions of voting-matters. Further it is my job to propose modifications, however that will be, to other countries.

This is it for now. If there is any important information which we should know, please send them to:

Hartmut Wahrmann
Vecherstr. 13
3120 Welheim/Cto.
Tel.: 363147985

and/or to the office

address see above

The first proposal for all the organizers of the next years European Championships is to combine both tournaments, Golf and Overall within two consecutive weekends, so that all the players who are seriously interested in playing both tournaments have to take as less days off as possible and save some kilometers that way.

Sincerely,

Hartmut
## WORLD RECORDS

### DISTANCE:

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<td>122.63</td>
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<td>Anders Tulin (SWE), 9/4/82, Helsingborg, SWE</td>
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<td>Gr. Master (45-54)</td>
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WFDF - MONEYMATTERS - INFO FROM OUR TREASURER

WFDF needs your money (USD 25 for 1985):
FRANCE, ICELAND, IRELAND, SPAIN, JUGOSLAVIA, POLAND, UPA, PDGA, GPA, EFDF

WFDF needs your money (USD 25 for 1986):
DENMARK, WEST GERMANY, AUSTRALIA, FRANCE, ICELAND, IRELAND, SPAIN, JUGOSLAVIA, POLAND, GPA, EFDF

WFDF needs your money (SF 50 for 1987):
ONLY Austria has paid: ALL OTHERS PLEASE ACT!

Make the payments in swiss francs to our foreign currency account:
BANQUE BRUXELLES-LAMBERT (B.B.L.)
Place Bara 31 1070-Bruxelles BELGIUM
Account of Jacques Doetsch - WORLD FLYING DISC FEDERATION
NO: 310-0553308-09

Austria has paid USD 50 not SF 50 for 1987! - HIP HIP HIP HURRAY!

Jacques Doetsch, Treasurer WFDF

FINANCIAL RESULT FROM 1986 WORLD ULTIMATE AND GUTS CHAMPIONSHIP

INCOME:
T-shirt sales: 1 268 pounds
Disc sales: 400 "
WFDF registration fee: 1 738 "
-----------------------------------------------
Total: 3 406

EXPENDITURE:
T-shirts 1 450
Import of discs 154
Import of discs 150
Printing of rules 70
-----------------------------------------------
Total: 1 824

WFDF gain: 1 582 pounds
(+ a lot of t-shirts and discs that has not been sold yet.)

Charlie Mead
<table>
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<tr>
<th>Date</th>
<th>Place</th>
<th>Name</th>
<th>Contact</th>
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<td>1986</td>
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<td>Dec</td>
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<tr>
<td>20-21</td>
<td>London, ENG</td>
<td>Indoor Ultimate Tournament</td>
<td>Rod Venables or Toby Green</td>
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<td>3-4</td>
<td>Göteborg, SWE</td>
<td>Vintertrofen, indoor ultimate</td>
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<td>Oslo, NORWAY</td>
<td>Viking trophy, ultimate</td>
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<td>?</td>
<td>Australia</td>
<td>WFDF World Cup golf tournament</td>
<td>Andrew Morris, 09-444-4018</td>
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<td>4-5</td>
<td>Göteborg, SWE</td>
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<td>Wien, AUSTRIA</td>
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<td>6-8</td>
<td>Stenungsund, SWE</td>
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<td>B-L Arvidsson: 0303-719 00</td>
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<td>CA, USA</td>
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<td>22-28</td>
<td>La Mirada, USA</td>
<td>US Open</td>
<td>Dan Roddick: 818-287-9691</td>
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<td>Pancake trophy ultimate</td>
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<td>Ft Collins, USA</td>
<td>WFDF Congress</td>
<td>Johan Lindgren 060-121497</td>
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<td>17-23</td>
<td>Ft Collins, USA</td>
<td>World Overall Championship</td>
<td>Bill Wright: 303-484-6932</td>
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<td>29-30</td>
<td>Ontario, CAN</td>
<td>WFDF World Cup golf</td>
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</tbody>
</table>
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(FFFD) Phone: 90-55 18 50

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(IFDA) ICELAND Phone: 99-10356

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Ultimate Players Association: PO Box 7575, Greenwich, CT 06836, USA
(UPA) Phone: (203) 661-1572 or 854-5237

Freestyle Players Association: PO Box 2412, Ft Collins, CO 80522, USA
(FPA) Phone: (303) 484-6932
Professional Disc Golf Association: PO Box 2415, Little Rock, AR 72203, USA  
(PDGA)  
Phone: (501) 470-1597 or 371-4430

Guts Players Association: Buck Buchanan, 204 West Michigan st, Marquette, MI 49855,  
(GPA) USA  
Phone: 

European Flying Disc Federation: President: Franco Figari, Via Manara 5, 20122 Milano  
(EFDF) ITALY  
Secretary: Eirik Petersen, Ulvenveien 123 e, 0665 Oslo 6,  
NORWAY  
Phone: 02-610061 or 651794

Magazines etc:

Flying Disc Illustrated: PO Box 99118, San Diego, CA 92109, USA  
Disc Sports Magazine: PO Box 419, 2 South Park Park Place, Fair Haven, CT 05743, USA  
Disc Golf Magazine: c/o Martin Fredriksen, Tornbjerg 73, 8732 Hovedgaard, DENMARK  
Disc Golf Digest: 5300 South Narragansett, Chicago, IL 60638, USA  
Discovering the World: PO Box 911, La Mirada, CA 90237 USA  
World Peace Tours: Ron Kaufman, (World Playground), PO Box 8910, La Jolla, CA 92038, USA

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(The committee is made-up of one representative from each of the other committees.)

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REPORT ON XXth GAISF CONGRESS.
MEETINGS WITH INDIVIDUAL REPRESENTATIVES FROM INTERNATIONAL SPORTS FEDERATIONS.
PERSONAL ANALYSIS OF WFDF's ROLE WITHIN GAISF.

GAISF is the largest organisation in the world that attempts to bring together world sporting bodies. In its 20 year history it has developed from a forum of interested parties to become a major force in world sport. It has nearly 70 IF's as its members with very few of the major sports missing. Amongst its largest members are FIFA (Football) and the IAAF (Athletics), with millions of members in its National Associations (NA's). WFDF will be amongst the smallest sports when we become members.

I use the word sport in its loosest terms when defining the members of GAISF. It has to be said that a number of the member sports of GAISF do not qualify for the title 'sport' in even its most general definition, and this gives WFDF a leading edge over many of these activities in the eyes of the administrators of physically strenuous sporting activities. This is important to us in terms of support, not just to become members but afterwards. Some of these 'sports' do have large member-bases though. Mini-golf, or crazy-golf as it is called in England, has 16 member countries, but 30,000 paid-up members in Germany alone. Casting, which is throwing a fishing line onto a target, has nearly 50,000 members world-wide. Petanque has 25 member countries and close to 100,000 individual members.

We must remind ourselves constantly that WFDF MUST make a major drive to encourage NA's to promote the sport at all costs and recruit members; not just to compete with other sports in the numbers game but to provide a solid base for our growth in the future.

At the GAISF Assembly the membership rules were changed. The rule now reads that to become a member of GAISF an IF need only 15 member countries if it is a winter sport and 20 member countries if it is a summer sport. I am not sure that this helps us, because we are both summer and winter in both Northern and Southern hemispheres. But the general relaxing of membership requirements will make it easier for us to gain entry to GAISF.

I had conversations with secretaries and presidents of many IF's, especially about finance. It is an interesting pointer of the stage of our development that many established IF's have recently adopted a method of charging a levy on players at their championships. Many do this at National level as well as International tournaments. For example the Netball Association has nearly 1 million members world-wide, with an NA coptribution of only $100 per year, but a player levy at ALL tournaments payable to the NA and their IF. In the ITTA (Table Tennis) their funding is approximately 30% membership, 30% from licensing and merchandising of goods and magazines, 40% from sponsorship and television. They have a total membership of over 3 million and only one permanent staff member.

Obviously each IF responds to its own members needs in managing its financial affairs, and I believe that our structure meets the needs of our members at present. But we must be aware of the shifting needs of any programme for development that we adopt and alter our financial structure accordingly.
In many respects the GAISF Congress and Assembly provided less opportunity for making contributions and acquiring knowledge than the informal sessions I had with other delegates and guest speakers. With only three days to do all the business in, GAISF does not allow much intervention from the floor. The executive holds control. The delegates are either lectured/tutored by experts or expected to accept fait accomplis in the Assembly. The advantages of this to WFDF are that when we qualify for membership our application will not be opposed. All the work has to be done before a Congress, especially with the power-base of GAISF which is the President and Secretary-General. If we convince them of our case then we will succeed at Congress and Assembly. Having said this it is very important to realise that all the real work in communications, future developments, World and Olympic Games etc. is done outside the Congress hall. Informal meetings at any time of day or night provided the most valuable insights into the workings of other IF's and world sporting events.

WORLD GAMES.

The GAISF members are divided into three main groups:
1. Summer Olympic Sports.
2. Winter Olympic Sports.
3. World Games Sports.

We would become members of the third group.

The next World Games are now being held in Karlsruhe, West Germany, in 1989. It was very difficult to get any direct information from delegates as to how sports were chosen to be included in the World Games programme, because not all sports in Group 3 are included. However I had a number of conversations with the delegation from Karlsruhe and I believe that if we make a well-presented and speedy approach to the organising committee (based on the advice given in my paper on sponsorship and the media) we could still be included in the programme for 1989. This may not be at the level at which we hoped at WFDF Congress II, but if we were to offer our own expertise, experience and resources, even to the extent of running our own tournament, I believe it would be the largest world-wide promotion we have ever achieved.

On a practical note, the German Association could play a large part in this development, but I do not think they should be given overall responsibility because of their commercial ties with ASF. The Ultimate Team at Karlsruhe University, where many of the World Game events are being held, could also prove to be a valuable asset.

Finally I believe that we must begin to look further afield in our approach to the development of our sport. There are so many opportunities in world-wide sport to be involved, and we must try to become part of those events. We not only have the World Games, but there are also the World Student Games, Pan-American Games, Asian Games, Games to promote non-violence in sport, The Disabled Games and Disabled Olympics, and finally the Olympics themselves. We should be looking at all these possibilities as a way of promoting ourselves, especially in the next few years, but we MUST plan a long way in advance and give ourselves the chance of success.
REPORT TO WFDF BOARD ON XXth GAISF CONGRESS & ASSEMBLY.

In the following pages I will attempt to convey the wide-ranging talks and discussions that took place at the XXth GAISF Congress on marketing, sponsorship and the role of television in sport. It is important to keep reminding yourself as you read this that most of the advice and information given to the Congress was from experts in primarily professional sports (Tennis, Golf, Soccer and American Football) who already attract a great deal of financial support from many sponsors and media outlets at all levels of competition. Some of the advice given could apply to WFDF, some obviously does not, and in my conclusion I will try to give an analysis of what I found was most valuable to WFDF.

The major dilemma faced by the Congress was the problem of any sport holding onto its ideals in the face of pressure from sponsors and the demands of media coverage. If the demands of either of these market forces become too strong it could cause loss of integrity in a sport. Sponsorship and the media is a reality however, and must be faced and can be to the advantage of both sport and sponsor if approached in a mutually constructive way.

It was stated by Patrick Nally, Chairman of West Nally PLC which is a very large sports management and promotions company, that it is essential for all sports to develop their own promotional department, preferably with permanent staff. He was one of very few speakers at the Congress who directed their ideas and advice at the smaller International Federations (IF's), especially those having difficulties attracting sponsorship and media coverage. His major suggestion was that smaller IF's should identify a common need or goal and band together to combine resources in order to promote a package of sports that would be attractive to both sponsors and the media, as well as making the financing of promotional videos and other media-oriented material more of a possibility.

Patrick Nally also stressed that it was important for IF's to regard sponsors and marketing agents as advisers, not controllers. Having said that he went on to make it very clear what a sport must do in an attempt to attract those sponsors and agents.

1. IF's must face the fact that they have to make themselves as attractive as possible to a mass audience. Without an audience there is NO possibility for any support.

2. IF's must have a large International membership base.

3. IF's must have a permanent staff who do not change too often.

Sponsors look for the following points in a sport when considering sponsorship:

1. The possibility of using the event to entertain their own guests. For example with fine food and drink; presents; shows; and in a preferably exclusive environment.

2. A good presentation by the sport, through videos and magazines.

3. A strong sense of style, using striking graphics.

4. A large media outlet, preferably television.

It is important to strike a balance between sponsors and the sport; sponsors want impact and prestige, where the sport wants to remain in control of its events, with this firmly in mind it is possible to achieve this balance without compromising the needs of either party.
From the marketing viewpoint we were then treated to a look at the promotional angle; specifically Tennis and the Davis Cup. From this talk by Paulo Angeli though several important factors concerning WFDF's future development arose.

Mr Angeli stressed the importance of planning - it should be simple and direct. Planning is essential to all sports; the countries involved, the media and the audience - the last group being the most important. But without a marketing agency like West Nally behind WFDF where do we go to make our start? What do we do and how do we provide the means to attract sponsors? What do we promise sponsors and how do we attract the finance to fulfill those promises? Some suggestions on how to answer these questions and provide a base from which to start an image-building campaign were:

1. IF's should provide a standardized set of guidelines to all National Associations (NA's) on how to run competitions; how to contact and develop media interest; how to present themselves at grass-root level to both potential members and audience; how to approach and attract sponsors at grass-root level. Think small for small events.

2. IF's must not allow NA's or individual athletes to compromise their position on decisions taken in the best interest of the sport, but must use these groups to help market themselves in order to promote the sport.

3. IF's must produce special feature magazines to help promote the sport and attract sponsors.

4. IF's must standardize all equipment. This is particularly relevant to WFDF, and was stressed as an essential way in which we could attract a wider audience and playing public.

5. IF's must standardize all field and court presentation in terms of boards, banners, all promotional material & scoreboards. This makes an event/sport readily recognisable and easy to identify with.

We were then addressed by Gary Hite, Vice-President of Coca-Cola, presenting the sponsors view. The main thrust of his presentation was the short but very valid point that no sport can sit back and expect to get something for nothing. He explained that Coca-Cola sponsored many sports at local level, with support and financial help coming from local bottlers of Coca-Cola. It is up to the sports to make a good case to their local Coca-Cola bottlers and agents for support. He stated what the company could offer:

1. Refreshments
2. Publicity and promotion
3. Public relations
4. Long term league support
5. Finance
6. Any combination of these.

It is essential that IF's think seriously about the needs of the sponsor though, and it is important to pinpoint what a company regards as value for its investment.

Value = Meaningful Rights
        Reasonable Costs

If a prospective sponsorship deal does not make economic sense it will rarely succeed.

One of the main technical aspects of sports promotion was dealt with by Silvio Paschi from Olivetti. His main argument was that Information Technology adds interest to a sporting event. This is obviously so for us at WFDF. The conveying of information and statistics to an audience not only increases their awareness of the achievements of the event, but can attract an audience to the sport in the first place. The extensive use of statistics in
If possible Information Technology should be used in conjunction with other sponsors and the media in order to enhance the image of the sport and the relationship that the sport has with its supporters.

We were next bombarded with a power-play marketing sales pitch by John Bello from the American National Football League (NFL). It has to be said that, in talking to him afterwards, Mr Bello had obviously not been correctly briefed on who he was actually talking to, so his presentation was not directly applicable to the limited resources of many smaller IF's. Having said this however, he made a very clear statement on how a sport can organise itself to be a total marketing outlet, from which I think WFDF can gain useful hints and information.

Mr Bello made it very clear that any sport must define its own image and be in control of that image - only then can it become a saleable commodity. This image does not only contain the seeds and process of development in an external sense of promotion, but also an internal discipline that gives philosophical, moral and economic growth to the governing body. This includes:

1. Rules and guidelines that cover all games in the sport, all clubs and all NA's.
2. All licensing and Approval of saleable goods.
3. All marketing of the sport.
4. All publications
5. Copyrights on all filming of the sport.
6. Control of all sponsorship for events except at local level.

The NFL stresses its pursuit of excellence and takes this into the fields of:
1. Professional management and consultation.
2. Professional marketing of the sport.
3. High quality production of goods for licence and approval.

He stressed again that it was essential to understand exactly what corporate sponsors wanted to achieve themselves, and then to pitch ones claim at that level. Having done that the potential sponsor will be more likely to want to give support.

John Bello put the priorities of the NFL on an International level in the following order:
1. To promote the sport.
2. To educate the potential audience
3. To establish and protect merchandising outlets.
4. To generate income.

This was done through:
1. Television and media coverage.
2. Publishing magazines and books.
3. The issuing of product licenses and approvals.
4. The establishment of amateur leagues.
5. Player appearances.
6. Public relations excersises.
7. All-Star promotional games.

The major drawback in applying any of these plans to WFDF is that they all depend upon being able to attract regular television coverage. However I do believe it can be seen as a working model of how a sport can develop and promote itself. The question begs to be asked though as to whether WFDF would ever want to travel the same path as the NFL. I believe that the perils of TV/Sponsorship power over the integrity of a sport are best exemplified by the NFL.
Tamas Ajan, from the International Weightlifting Federation, presented a paper on the expectations IF's had of sponsorship. There was a call for IF's to distinguish clearly between specific events and long-term development, and a specific call for all IF's to invest heavily at grass-roots level to develop the sport, its image and its promotional structure. There should be a three-way link between:

IF's--------->Promoters--------->Event--------->IF's

Which would in turn link:

Sport--------->Promoters--------->Public--------->Sport.

Mr Ajan called on GAISF to provide IF's with the following services:

1. Marketing support
2. Negotiated media coverage
3. Promotional support
4. A co-ordinating body that would programme all GAISF members World Championships in order to avoid any clashes of major sporting events in the same continent in the same year.

Mr Ajan was elected a Vice-President of GAISF at the Assembly, so I hope that he will be able to implement his ideas in the coming years.

The second day of the Congress brought a series of wide-ranging presentations on all aspects of broadcasting; television, (National and international, commercial and state-run) cable t.v. and satellite t.v.

The overall impression I received was, surprisingly, that nearly all the speakers pleaded relative poverty for their respective organisations. At the Congress most speakers were on the defense, maybe reflecting the widely held view among delegates that neither sponsors or the media were living up to their own expectations of the sort of work that they should be doing. To a certain extent this was understandable, given that they had nearly seventy IF's breathing down their necks, asking why their particular sport hadn't received sponsorship or been aired in t.v. It was disappointing, however, to see media executives at each others throats, competing with each other to give the best excuses as to why they do not cover many minority interest sports, whilst knocking their own opposition at the same time. It must be said that very few t.v. companies came out of the Congress with their reputations enhanced. The exceptions were Britain's Channel 4 and Europa Cable t.v., neither of whom had major presentations, but who contributed most in their support of the smaller IF's in terms of opportunity and understanding.

The major points that emerged from the day were:

1. Networked t.v. wants profit guaranteed up-front before they will consider taking on a sport/event - especially in USA.
2. IF's can 'buy' their way into programming time by finding themselves sponsors before they approach t.v. and packaging the programme for the t.v. companies as part of their approach.

NB This is a complete reversal of how we have been approaching t.v. in the past. It used to be that if you got t.v. coverage then you would be more likely to attract sponsors, now it is the other way round. By getting a sponsor first it means that the t.v. companies do not have to pay so much to the sport for the privilege of filming an event. This is especially relevant to a sport such as ours whose priority is promotion and education, not the generation of revenue. This also means that t.v. companies will be less likely to make too many demands on the sport.
3. The commercially independant and innovative sports will always be preferred by t.v. IF's that sit back and wait to be discovered will always be losers in terms of t.v. coverage.
The major innovation for sport on t.v. over the past five years, and in the future, has come from cable and satellite television. The major channels dedicated to sport in Europe are:

Europa
Sky Channel
Sat 1

Europa is about to launch a programme that will include 5 (five) hours of sport PER DAY.
Sky Channel programmes 400 hours per year.
Sat 1, broadcast from Germany, is expanding its sports coverage all the time.

There will also be 7 new satellites launched and operational between 1987-1990, with many more channels attached to them.

It is therefore essential that WFDF, and all the NA's, take this opportunity to gain media exposure. Acting as an IF we are in a very strong position when dealing with t.v., cable and satellite stations, but we must know who we are dealing with, what they want and what we want.

For example: If we want to appeal to the 8-15 age range we should produce promotional videos to be included in children's t.v. programmes. If it is the 15-25 age range we should try and promote through music channels with a rock music format.

We must start now to build relationships between WFDF and individual t.v. stations, especially cable and satellite stations. We are a new sport, they are a new form of media transmission - they need us and we can use them.

There was one speaker on the second day of the Congress who I must single out; Francesco Gnechi-Ruscione, President of FITA (Archery). Of all the speakers at the Congress he drew together the threads of International sport and held up its ideals to be remembered and examined.

He stressed the importance of ethics in sport; its codes of behaviour and the behaviour of individuals and teams who represent their sports and their countries. He expressed the hope that no sportsman or woman would knowingly break the rules of their IF just to win; and that IF's must be SEEN to give athletes the moral backing to behave within the spirit of their sport in winning AND losing situations. The responsibility lies with IF's to teach NA's, coaches and athletes that winning is not everything and that in winning, unless you have respect for the loser, you lose.

This concerns the heart of all disc play and the upholding of the spirit that makes our sport so great - and it is essential that we recognise that spirit in other sports and respond to their ethics and codes in the same way that many of them responded so positively to ours at the Congress.

In conclusion I would like to draw together certain ideas as they affect WFDF and ask a few questions.

Does WFDF want to commit itself to expansion through commercial sponsorship and media coverage?

Should this involve us having to change the essentially positive aspects of our sport?

Are we prepared to alter aspects of our sport that are rooted in the past but which stop us moving forward?

By joining GAISF we will gain credibility with no loss of control, but that in itself will not help us to promote our sport. It is essential that we:
1. Vastly increase our individual membership base in every NA
2. Increase and develop any potential audience for our sport.

If we want to do this we must ask ourselves whether our sport is sufficiently attractive to potential members and audience at present and if not how we can make it more attractive without losing sight of our aims and ideals.

If we decide to develop our sport to make it more attractive to potential members/audience/sponsors/television then the following guidelines could be useful:

1. We must promote the sport through its image.
2. Having portrayed that image we must retain control of it.
3. We must develop a world-wide strategy that is applicable to the process of change and development.
4. We must create a process for the evaluation of this development.
5. We must be prepared to use the power of commercial sponsorship and media coverage, especially television, to further this process, whilst remaining aware of the risks of commercialization and media interference with the essential image of our sport.

After spending three days listening and talking to some of the world's experts on sponsorship, marketing and televising the sports of the world I am convinced that, in the words of John Bello of the NFL, "you have a great product". But without a plan and a great deal of work our sport will remain a backwater of International sport. I believe we have the expertise and the will to make bold decisions that will make our sport more accessible to the public at large. I also believe that without that leadership and commitment to expansion disc play will dwindle world-wide. We must take this opportunity to capitalize on the advice given to us and secure the future for all the disc players we represent, nationally, internationally, past, present and future.
WORLD RECORD REPORT FORM

PLAYER'S NAME: ____________________ PHONE: ____________________

ADDRESS: _____________________________________________________________

DATE OF BIRTH: MONTH __ DAY __ YEAR __

EVENT: ____________________ PERFORMANCE: ____________________

DISC USED: ____________________

WIND: ____________________

WEATHER CONDITIONS: ____________________

COMMENTS: _____________________________________________________________

TOURNAMENT: ____________________

LOCATION: ____________________; DATE: ____________________

ORGANIZING GROUP: ____________________

ORGANIZER: ____________________ PHONE: ____________________

ADDRESS: _____________________________________________________________

WE HEREBY DECLARE THAT THE ABOVE INFORMATION IS TRUTHFUL AND COMPLETE.

ORGANIZER: ____________________ PLAYER: ____________________

Fill this form in immediately after the event and send it to WDF c/o Johan Lindgren, Sodermalmagatan 34, 852 35 SUNDSVALL, SWEDEN. The information about wind and weather conditions are not necessary, however if the record was made under some special circumstances they should be noted in the comments section.
Tournament Registry

DATE: ..........................................................
PLACE: ..........................................................
TOURNAMENT NAME: ........................................
EVENT(S): ....................................................
DIVISION(S): ..................................................
LATEST REGISTER DATE: ....................................
ENTRY FEE: ................................................... 
ORGANISER: Name: ...........................................
Address: ......................................................
Phone: .........................................................
SANCTIONED BY: ............................................

Detach lower half and keep until after the tournament.

Tournament Report

TOURNAMENT NAME: ........................................
DATE: ..........................................................

This is a reminder to send complete results of above tournament to WFDF.

Send the top half when tournament is planned and bottom half with results immediately after the tournament to:

WFDF, Johan Lindgren, Södermalmsgatan 34, 852 35 Sundsvall, SWEDEN
1986/87 PDGA WORLD PRO TOUR AGREEMENT

Date(s)___________________________, Course Name______________________________

City___________________________, State__________, Tourney Name________________________

Additional Tourney Information as it should be listed in the schedule:

______________________________________________________________________________

______________________________________________________________________________

Tourney Director, PDGA® & Phone®

The PDGA agrees to sanction and support this tournament as a part of the official PDGA Pro Tour and to maintain a permanent record of the results of this tournament. The applicant, as Tournament Director, agrees to direct the tournament at this course on the agreed date and further agrees to the following:

1. To strictly enforce the PDGA Rules of Play and Technical Standards for Equipment used in play.
2. To provide to the PDGA Statistics Committee the results of the tournament including the names, addresses, PDGA membership numbers, prize money, order of finish of all PDGA members, and a complete balance sheet of income and all expenses within 72 hours of completion of play.
3. To distribute prize money as follows:
   a. No more than 10% of the gross to the Tournament Director for fees.
   b. Return $1 per entrant donation to the PDGA for Pro Tour expenses.
   c. The balance to the top third of each Pro division, except for reasonable expenses incurred.
   d. If the tournament is halted due to foul weather before 36 holes have been completed by all Pro players, all entry money, except the Tourney Directors' percentage, shall be returned and the tournament cancelled.
4. Play shall consist of at least 54 holes prior to a cut, or 36 holes when play has been suspended by foul weather in accordance with PDGA Rules of Play.
5. Players shall be randomly grouped for the first round of play. Thereafter, players shall be grouped according to the cumulative scores.
6. A player may enter and play in only one division per tournament.
7. By failing to meet the terms of this agreement, the Tournament Director understands that he/she may be subject to sanctions up to and including loss of recognition as Course Pro and directing future PDGA Pro Tour Tournaments.

PDGA®_________ date _______________________
PDGA Course Pro/Tournament Director

PDGA®_________ date _______________________
PDGA Regional Coordinator

PDGA®_________ date _______________________
PDGA Pro Tour Coordinator, Steve Wisecup, *1467, Box 720, State Rte 722, Rarden, Ohio 45671  614-493-2033

DON'T FORGET $5 PER TOURNAMENT REGISTRATION FEE.