



**CISM International Symposium**

**24-25 September 2008**

**Sofia, Bulgaria**



*“How to emphasize the importance of sports  
within the armed forces  
at national and international level”*

# **A transversal research on the current situation of Public Relation in the field of sport within CISM**

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# Public Relations and Sport

- Public Relations (PR) – fall into group of very important mechanisms of promotion of the sport values in general, as well as of emphasizing the importance of sport in the armed forces both on national and international level.

# Transversal Research

- According to CISM classification, there are 50 different kinds of sports in the armed forces.
- Having in mind the estimation that “Successful Public Relations are a process, and the first and most important step is research” we have carried out a TRANSVERSAL research.
- AIM
  - to have an insight into level of presence of PR in the field of sport in the armed forces of different countries, as well as assessment of PR contribution to development of sport in the military forces.

# TRANSVERSAL RESEARCH

- The research was carried out on sample of 50 persons questioned from 15 CISM members countries.
- The research was carried out in 2007, before the World Military Games in India.
- The factors showing the level of development of the basic PR elements in sport in the armed forces of some countries are corelated with the results which these countries achieved in India.

**1. LEVEL OF DEVELOPMENT OF BASIC PR ELEMENTS IN MILITARY SPORT AND SUCCESS ACHIEVED AT LATEST WORLD MILITARY OLYMPIC GAMES (INDIA, OCTOBER 2007)**

Country	Developed PR Strategy in military sport	Developed own style- logo for PR in military sport	Budget funds for PR in military sport	Out-budget funds for PR in military sport	Number of medals won at MWG (Military World Games) in 2007 (gold, silver, bronze)
Norway	+	+	-	-	5 (2,3,-)
Italy	+	+	+	-	29 (7,8,14)
Poland	+	-	+	+	16 (4,5,7)
Denmark	+	+	+	+	1 (-,-,1)
Romania	+	-	-	-	9 (2,2,5)
Finland	+	+	+	+	3 (-,2,1)
France	+	+	+	+	6 (-,1,5)
Netherlands	+	+	+	+	4 (2,-,2)
Austria	+	+	-	+	12 (2,1,9)
Slovenia	+	+	+	+	9 (4,4,1)
Republic Korea	+	+	+	-	21 (3,8,10)
Senegal	+	+	+	+	0
Bulgaria	-	-	+	-	1 (-,1,-)
Russia	-	-	-	-	100 (42,29,29)
Serbia	-	-	-	-	0

## 2. DOMINATING VALUES IN ESTIMATION OF IMPORTANCE OF SPORT IMAGE AND OF INFLUENCE OF PR UPON SUCCESS AND DEVELOPMENT OF MILITARY SPORT

QUESTION	DOMINATING VALUE	
	<i>OTHER COUNTRIES</i>	<i>SERBIA</i>
How much attention is paid to sport image - identity and responsibility for the results achieved in your Army	“A LOT“	“ LITTLE“
How much do PR influence upon success and development of military sport	“ A LOT”	“ A LOT”

### 3. PRESENCE OF ORGANISATIONAL FORMS OF PUBLIC RELATIONS IN MILITARY SPORT

FORM	RANK	
	<i>OTHER COUNTRIES</i>	<i>SERBIA</i>
Special service or individual for PR	1	1
Engaging of some agencies for PR matters	3	3
Occasional advice consulting with PR managers	2	2

### 4. PRESENCE OF THE METHODS OF PR IN MILITARY SPORT

METHOD	RANK	
	<i>OTHER COUNTRIES</i>	<i>SERBIA</i>
Written forms of communication (publications, photographs...)	1	1
Audio – visual communication (speeches, interviews...)	2	2
Press-conferences and exhibitions	3	3
Lobbying	4	4
Sponsorship	4	5

## 5. PRESENCE OF TARGET GROUPS IN PR IN MILITARY SPORT

TARGET (RELATION) GROUP	RANK	
	OTHER COUNTRIES	SERBIA
Media	4	1
Sponsors, donators	9	2
Military public (internal PR )	1	4
General public of the country	3	6
State institutions and political authorities	6	9
Civilian sports organizations and sports celebrities	1	3
International public (international PR)	9	6
Fans/spectators	8	9
Military authorities	5	5
Manufacturers and distributors of sports equipment	6	8

# Conclusions

- Public relations are a process – series of procedures, changes and functions which bring result. The easiest way of describing this process and memorizing its components is by means of acronym RACE, for the first time formulated by John Marston in his book "Character of Public Relations".
- As a matter of fact, **RACE** means that the activity of public relations consists of four key elements:
  - - **Research**: What is the problem or the situation?
  - - **Action**: (Program planning). What to do in relation with it?
  - - **Communication** (carrying out): How to address the public?
  - - **Evaluation**: Have we reached the public and what is the effect?
- This process can be imagined as an endless circle within which six components are chain-like connected. Applied to military sport, the process can be shown in the following way:

Figure 1: PR in military sport (as a cyclic process)





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## **CONCLUSION**

Although this research can be considered only as a small step in the first phase of PR process in military sport (“research and analysis”), we think that the results of the research can contribute to improvement of other phases of the process and to efficiency of complete functioning of CISM as well.



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**THANK YOU FOR YOUR  
ATTENTION**

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