

Olympics and Media



2008 Olympics & The Media

Introduction: What do most of our students know about China—the location of this year's Olympic games?

What will the media they watch tell them or show them?

The Olympic games provide educators many opportunities to explore how and what the media tell us.

(Already the media has been preparing us: see some of the periodical coverage below.)

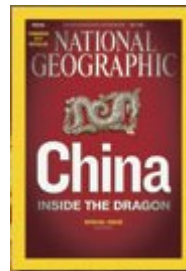
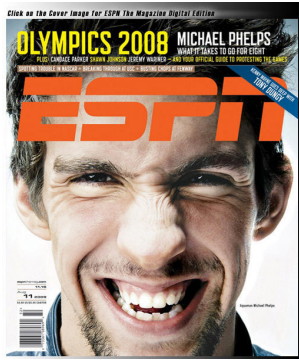
For 16 days, the media will be full of new stories about athletes, competition and China.

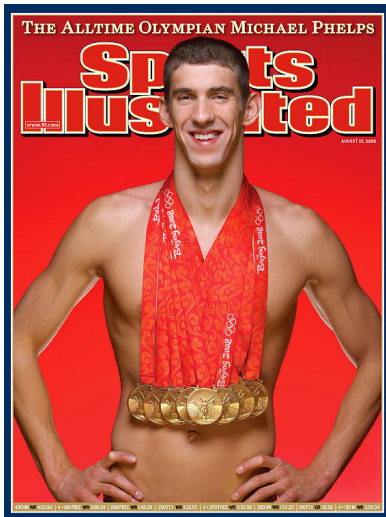
This is another opportunity to explore media and media literacy.

I hope you find the resources on this page helpful.

[Frank Baker](#), media educator







Lesson Plans:

[Olympics Host China Comes Under Fire for Human Rights Concerns](#)
(PBS Newshour)

[Unite the Olympics with Learning](#) (ASCD recommendations)

[A Gold Medal is Worth its Weight in Endorsements](#)

[The Function of Music](#)

[A Dinner Date With The Olympics](#)

Education World: [2008 Summer Olympics](#)

Other: [Various links](#); [General Olympics Lesson Plans](#); [Teaching About the Olympics](#)

Link to [2008 Olympic Editorial Cartoons](#)



NBC's Home Page for The Olympics

USA

Today's Olympics Home Page

<http://www.nbcolympics.com/>

<http://www.usatoday.com/sports/olympics/beijing/default.htm>

IOC Olympic Games Homepage

New York

Times' Olympics Page

http://www.olympic.org/uk/games/index_uk.asp

<http://www.nytimes.com/pages/olympics2008/index.html>



Advertising Age

Recent News Stories About Olympics, Media, Advertising

[2 out of 3 people worldwide tuned in for Olympics](#)

[Olympic Broadcast Wins Young Men](#)

[Why You Won't See Michael Phelps on the Wheaties Box](#)

[Coke, Adidas Got Top Of Mind At Games](#)

[Orchestra admits 'miming' at Sydney Olympics in 2000](#)

[Phelps dives into TV gigs for MTV, SNL](#)

[Olympic Coverage or Cover-up](#)

[Fast-Food Fiasco](#)

[Beijing Olympics most watched event in US TV history](#)

[Sports Marketing's Rise in China Brings Out the Stars](#)

[The Media's Olympics](#) (Project for Excellence In Journalism Study)

[Olympic audiences find focus](#)

[NBC Tracks Olympic Viewers Wherever They're Watching](#)

[On TV, Timing Is Everything at the Olympics/ Web Audience for Games Soars for NBC and Yahoo / America's Commercials at the Olympics](#) (NYT)

[Brand Olympics](#)

[Looks count for endorsements](#)

[IOC Admits Internet Censorship Deal with China](#)

[No Medal For Online Olympic Ad Spending](#)

[Media Bias: Olympics Edition](#)

[NBC News responds](#) To criticism of Olympics coverage.

[Few surprises in PEJ's report on Olympics coverage](#)

[Study Slams IOC Sponsorship Policies](#)

[Olympics Are Ratings Bonanza for Chinese TV](#)

[China's Gold Medal Spin](#)

[China limits use of Olympians' names online](#)

[US Senator Says China Monitors Hotel Web Access](#)

[ESPN Eyes Rights to Games in 2014 and 2016](#)

[Olympics Draw High Percentage of Women Viewers, and Ads Intended for Them](#)

[More than 80% Asian consumers view Beijing Games on mobiles](#)

[The Most, and Least, Effective Olympic Ads](#)

[Can Phelps make it big outside of the pool?](#)

[Olympic ads are gold to business](#)

[Study Slams IOC Sponsorship Policies](#)

[Now, Phelps Chases Gold on Land / For Olympic Marketers, Emotions Pay / Ignore That Logo Under the Tape!](#) (WSJ)

[Liu Xiang Olympic pullout a blow to advertisers](#)

[A Surprise Winner at the Olympic Games in Beijing: NBC](#)

[The Olympics can be bad publicity](#)

[NBC Universal Still Selling Ad Time for Olympics](#) (Adage)

[Western reporters in Beijing lash out at Chinese officials](#)

(WSJ)

[NBC sees new media habits form with Olympic games](#)

[Chinese channel reaps €268m on Olympic ads](#)

[Editorial: A Cutting-Edge Olympics / New York-Based Crews Just Call It as They See It](#) (NYT)

[IOC: China should not prevent media from reporting](#)

[Nike Breaks Olympics-Themed Ads This Week](#)

[More Americans 'accessing Olympics sites during working hours'](#)

[Speedo Rides Wave of Olympic Success/Olympics Give NBC Universal First Crack at Cross-Media Metric](#) (Adage)

[Olympic sponsors miss online opportunities](#)

[Who's not into the Olympic Games: Teenagers](#)

[NBC screens out anything unpleasant about Beijing, Olympics](#)

[Fiery footprints were phony](#)

[Olympic Sponsors Upset Over Visibility; NBC's Race for Ratings Gold Continues](#)(WSJ)

[For Retired Olympians, Marketing Is the Game](#) (NYT)

[Can an Olympic Sponsorship Really Help Your Image?](#) (Adage)

[China's Hospitality Extends to Accommodating U.S. TV Habits](#) (Adage)

[Media, Fans Going Online for 2008 Olympic Games](#) (PBS Newshour)

[Review: Online Olympics is ambitious, but not TV](#)

[NBC Universal off to fast start with Olympic ratings](#)

[NBC's Olympic Ratings Get Boost](#) (WSJ)

[Tiny Detergent Maker Scores Big as U.S. Sponsor](#) (WSJ)

[Olympics Marketing Battle Cry: Viral, Social, Digital](#)

[Chevrolet Launches New Advertising During Olympics](#)

[Some Web sites remain blocked at Beijing Olympics](#)

[Opening night big TV draw for NBC](#)

[Watching the Olympics Online shows the invisible Borders of the Web](#)

[NBC Hits \\$1B in Olympic Ad Sales](#) (Broadcasting/Cable)

[Many Ask If Olympic Sponsorship Is Worth Cost](#) (NPR)

[Chevrolet Goes for Gold with Beijing Olympics Ads](#)

[Google to serve up ads for NBC's online Olympics coverage](#)

[Five Rings, Five Questions](#) (Advertising Age)

[Sponsors step up Olympic pace](#)

[Marketers May Not Earn Gold During Olympics](#)

[China's brave bloggers](#)

[Olympic-News Wall Proves Tall but Leaky](#) (WSJ)

[YouTube to Show Olympics in Africa, Asia, Middle East](#)

[Olympic Proportions: NBC's Plans for a Beijing Bonanza](#)
(Broadcasting/Cable)

[The Most Politicized Games Since Berlin](#)

[100 Olympic Athletes To Watch](#) (Time Magazine)

[Olympic committee: No deal on Internet access](#)

[Commentary: NBC wrestles with web-based Olympics coverage](#)

[FEATURE-Games ad campaigns: Biggest, Costliest, Coolest](#)

[China keen to claim its place in the sun](#)

[CBC expects Beijing audiences to surpass Athens](#) (Canada)

[Advertisers shy away from Beijing Olympics](#) (India)

[Beijing Partially Relents on Internet Blocking During Olympics](#)

[Will the China Olympics Be a PR Debacle?](#)

[Are Olympics Sponsorships Worth It?](#)

[Olympic Deal Sealed: Obama Makes \\$5 Million Buy](#) (Advertising Age)

[Where Will We Watch Those 3600 Hours of Olympics?](#)
(Advertising Age)

[Olympics advertising reflects global themes, shies away from American only spots](#) (Australia)

[Olympics Advertising – Coca-Cola](#) (Press Release)