

*Sex Crimes at Sporting Mega Events: A case study***Summary of the Case**

The focus of this case study is to review the publication by the media of expected sex crimes in association with sporting mega events. Sex crimes are defined for this purpose as sex trafficking and illegal prostitution. The case analysis reviews media advertising used to highlight expected increases in sex crimes during sporting mega events. Statistical information available on highlighted cases is presented to show the variation in reported figures and actual instances of sex trafficking. The report also highlights resource allocation and the role that event planners and host cities take in responding to the media attention on sex crimes. The focus of this study is to take information presented on previous mega sporting events and utilize it to form an action plan for the 2014 World Cup and 2016 Olympic Games being held in Brazil.

Teaching Objectives

The objectives of the case are to:

- Review media advertisement of sex crimes during sporting mega events
- Identify actions event organizers and hosting cities take in combating sex crimes
- Discuss actual figures of sex crimes during sporting mega events versus publicized figures
- Better understand the struggle to find a balance between public concern and actual concern
- Utilize historical information to form a plan of action for event organizers and hosting cities in combating media attention and sex crimes during the 2014 World Cup and 2016 Olympic Games

The analysis of this case is recommended for undergraduate or graduate students in communications, business, sociology or event planning fields as well as other similar disciplines. The case study incorporates a wide variety of topics including sex crimes, the effects of media, resource allocation, and event planning. Topics cover several different classes and subjects and as such could be analyzed from a variety of different angles.

Classroom activities are provided with each teaching strategy to expand student's knowledge on the major learning objectives of the case. Some activities require group work or outside research while others are achievable with group discussions.

- Media Impact- Group discussion on inaccurate media coverage
- Combatting Sex Crimes- Individual or group activity to research NGO campaigns and then develop their own campaigns
- Resource Allocation- Group activity playing the role of the major stakeholders during a SME

Teaching Strategy

The follow categories breakdown different areas of discussion that can serve as a guideline for facilitating group discussion or identify areas of focus in analyzing the case.

Media Impact

The media produces stories that identify large influxes of sex crimes expected for mega sporting events, however when data is reviewed it is hard to identify how these figures are identified. Media publication is often not warranted when data only supports small increases in sex crimes during major sporting events. The most logical theory to contribute to this reporting is the idea that sex sells more stories and can attract audience's attention in a world where so many different outlets are competing for the public's attention. Media has the power to bring attention to problems, regardless of accuracy, and bring a sense of legitimacy to the stories being presented (McQuail, 1969). Sex and violence are used by media outlets to gain public attention and interest while creating a more memorable story which can explain the continual reoccurrence of these stories even without supporting data. It should be noted that it is believed that attempts to gain public attention though sex and violence may work initially, but continual exposure reduces the effects on the public and they become less sensitized to the information. (Furham. 2013). Media outlets should consider the impact on the public of the information they are presenting, the validity of that information and how it drives action from involved parties.

Classroom activity: In a group discussion format, challenge students to identify other instances where the media outlets have reported inaccurate information or exaggerated stories and the reactions this caused in the general public and for lawmakers. Some examples are Orson Welles' "War of the Worlds" radio broadcast, Jessica Lynch: survivor vs heroine, Sandy Hook wrong person identified as shooter, and fake pilot names reported in Asiana Flight 214 crash. Discuss the reaction these events caused among the general public, what distractions may have been caused by the inaccurate reports, and what repercussions occurred because of the instances. Group discussion should lead to conversation on the importance of accurate reporting from media outlets and what actions should be taken, if any, against those who cause unwarranted panic or action from inaccurate reports.

Combatting Sex Crimes

The problem in examining the changes in sex crime rates for host cities is it is practically impossible to identify what causes the change in numbers. In instances where cases of sex crimes are low, it is easy to state that the low numbers were a success story based on initiatives put

into place to deter these crimes. However, this is more of an assumption by city officials and organizers than a tangible result to measure. In cases where numbers of sex crimes increased, it is difficult to determine if there was a failure on the part of organizers to prevent these act or if the observation and increase in programs to identify victims produced higher results of identifying crimes already taking place and not necessarily associated with the event being held. It is estimated that only a small percentage of sex crimes taking place around the world are reported every year to authorities and support organizations. While increased initiatives during sporting mega events serve to help identify and reduce cases of sex crimes, the issue is a “365-day-a-year problem” says Bradley Myles, CEO of Polaris Project (Alcindor, 2014).

Classroom activity: Have students research a NGO campaign created to address sex crimes such as the “Show the Red Card” campaign used during the 2012 London Olympics or the “Final Whistle – Stop Forced Prostitution” campaign used during the 2006 World Cup in Germany. Have students discuss the campaigns, perceived effectiveness and ways to improve. Break students into teams and using information presented by classmates and obtained during research, have teams create a campaign that they believe will be effective in bringing attention to sex crimes, preventing sex crimes or assisting victims of sex crimes. Students should create a campaign that is both informative and visually appealing and present using tools such as handouts, posters or the similar. Have students present campaigns and justify why they decided on that campaign.

Resource Allocation

During the planning stages, event organizers must actively work with local authorities, event security, city officials and residents to prepare for the influx of people into the host cities and the potential increase in sex crimes that may follow. Most cities initiate some type of preventive actions in dealing with sex crimes reported by the media. These efforts are often costly and involve a significant amount of time and volunteers. Resources and funding must be used to sponsor education of residents, industry employees, volunteers and security forces, increased security units dedicated to the cause and general advertisement and campaigning will need to be developed. This allocation of resources in preventing and educating on sex trafficking and illegal prostitution take away funding and resources from other areas of concern such as terrorism, violent street crimes and general event safety.

Classroom activity: Break students into six groups and assign each student a role as a key stakeholders in addressing sex crimes during sporting mega events (event organizers, hosting city officials, general public, media, NGOs and hospitality industry). Using the information presented throughout the case, have teams discuss the roles each major stakeholder has in addressing sex crimes during Sporting Mega Events. Students should then use the case, outside research and

personal experiences to develop a plan of action for addressing sex crimes from the perspective of each stakeholder and present to classmates. Students should be creative in their plan of actions and also use information from the case study to justify their stance.

Teaching Approaches

This case study can be used as supplemental support in helping students understand the implications of media advertising, to better understand sex crime figures or as a tool to evaluating how to address issues in event planning. Additionally, the case study can be used by students to learn how to evaluate case studies and write an associated case analysis.

The recommendation for this study is to provide copies of the case study to students and allow students to review the case and data provided and create a plan of action for Brazil during the 2014 World Cup and 2016 Olympics to address sex crimes. A follow up classroom or discussion board based conversation should follow to review the ideas presented and discuss how event planners and host cities should address the topic of sex crimes for future sporting mega events. There are a variety of different possibilities in addressing the topic and conversation between students will allow a variety of different views and open up possibilities that may not have been considered otherwise. This additional discussion is especially useful for business and event planning students who may be challenged with problem solving situations in the future. Open discussion of the case and solutions should assist students in learning how to think outside of their typical view point and utilize outside resources to build the best possible resolution.

Discussion Questions

Discussion questions are provided with general answers covering the posed questions. Student responses outside the provided answers should be considered acceptable if they provide a valid argument and justification for their response. Opposing viewpoints on questions will open up discussion between students and should be expanded pending justification and supporting information are utilized in the discussion.

Prevention

- Media outlets reported an expected 40,000 cases of sex trafficking during the 2006 World Cup held in Germany. Many experts state this number was unfounded from the start however there were still expectations of significant increases in sex trafficking. In your opinion, do you believe the lack of sex trafficking cases associated with the 2006 World Cup in Berlin had more to do with the efforts taken to curb sex trafficking or with the fact that prostitution is a legal trade in Germany?
The lack of sex trafficking during the 2006 World Cup in Berlin can be attributed significantly to prostitution being a legal trade in Germany. There was an increase in prostitution demand during the event but no evidence available to support that efforts

taken during the event curbed sex trafficking. Additionally, it is not reasonably economically viable to bring large numbers of sex trafficking victims into the area for an event. This would require locating lodging and getting advertisement out for services as well as risk crossing borders and getting caught to support a short term event when the availability of sex workers is already located within the general vicinity of the event and without the legal recourse associated.

- Greece saw a 95% increase in sex trafficking in 2004, the same year that the Olympics were held in Athens, Greece. There is much debate on how much of this increase is associated with the Olympic Games. In your opinion, do you believe that the significant increase in sex trafficking rates in Greece during 2004 has more to do with an actual increase in sex trafficking or that more cases of sex trafficking were identified though efforts established to reduce sex trafficking?

It is likely that the increase in sex trafficking during 2004 at the Athens Olympics can be attributed both to the Olympic Games and the efforts taken to identify victims. As with other mega sporting events, there have been some increases in sex crime victims even if those numbers haven't been significant, therefore one could reason that some of the increase is related to an actual increase in sex trafficking during the event. However, as more people were trained in identifying victims and reporting them to law enforcement it is possible that incidents already occurring in the area were identified and reported in response to the effort taken to curb sex trafficking.

- Media outlets reported and expected 40,000 cases of sex trafficking during the 2010 World Cup in South Africa, however reports showed no significant increase in rates. Unlike Germany who saw reports for the same number and had a similar outcome, prostitution is not legal in South Africa. What do you think explains this difference?

While prostitution is not legal in South Africa, evidence still shows that it does exist in the country. As reported in the case study there was a slight increase in the demand for prostitutes and it can be assumed that if a demand for sex increased with the World Cup, it was satisfied though illegal prostitution in the area. Additionally, it is possible that sex trafficking did increase during the event and efforts created to identify this situation failed to provide value for the region.

Statistical Data

- Was there a statistically significant increase in sex crime rates during the 2012 Indianapolis Super Bowl? Why or why not? *Figures available only show sex crimes for the entire state of Indiana and do not focus into the specific area Indianapolis where the Super Bowl was held. While the amount of cases identified more than doubled between 2012 and 2013 there is no clear indication that these increases can be attributed to the Super Bowl. There was a statistically*

significant increase in identified sex crimes for the state of Indiana however this can't be directly contributed to the Super Bowl.

- What responsibility do you feel media outlets should have in reporting information without statistical data to back up the information presented?

The Media has a great deal of responsibility when it comes to reporting inaccurate data. Much of the general public turns to media outlets to understand what is happening in local communities and around the globe. When the media reports inaccurate data this can cause repercussions though out the community and cause resources to misallocated, incorrect people to be identified and public panic. In order to prevent these issues, the media must take responsibility to do adequate research and ensure stories presented are statistically and factually accurate.

- With a lack of data to support the figures presented by media outlets on sex crimes during sporting events, why do you think these stories continue to be perpetuated and published prior to a SME?

The attention placed on sex crimes prior to SMEs can be contributed to several factors. The first is the idea that sex sells media, while research indicates that people are desensitized to sex the more they are exposed media continues to perpetuate stories to gain attention. Second, the more media outlets the report large expectation of sex crimes, the more accepted the idea becomes by the general public. This could be influenced by NGOs and other special interest groups who are looking to get attention to the topic or by media outlets attempting to raise numbers as previously indicated. Finally, there is a generally accepted idea that sporting events bring large groups of men to an area and that the "boys will be boys" mentality which causes large amounts of alcohol intake and increased sexual desires to be fulfilled. Because of the expectation that there is a large demand for sex during sporting events, it can also be assumed that there would be a need to satisfy this demand. Unfortunately, this theory relies on perception and not actual data to support it concluding that reporters are not doing adequate research prior to presenting the idea.

Responsibilities

- What responsibility do you think that event organizers have in responding to media coverage on sex crimes during sporting mega events?

Event organizers must address sex crimes during the planning process and long before media coverage starts talking about sex crimes. When deciding where to hold an event and what venues to partner with, event organizers must consider the location's stance on sex crimes and how they address the issues. After the planning process, event organizers must ensure that their staff and volunteers are trained on identifying sex crimes the same way they would be

on first aid or terrorist response. Finally, event organizers should work with local governments and NGOs in supporting initiatives to combat sex crimes. This will ensure the event organizers are taking a stand against the issue but also not exasperating their internal resources to address the problem.

- How do you think hosting cities should address the concern of sex trafficking and prostitution during sporting mega events? Regardless of the status on hosting a SME, government officials should create laws to protect victims of sex trafficking and support efforts for combating sex trafficking. During SMEs hosting cities should provide resources for victims, train government officials and police forces on identifying sex trafficking victims and also find ways to address illegal prostitution without displacing the workers or infringing on their human rights. Hosting cities should support initiatives of NGO by contributing funding to the groups and their campaigns and also by supporting training efforts. Finally, to best address sex crimes during SMEs, host cities must address the problem year round through training and advertisement programs.
- Imagine you are an event organizer for a SME, is the allocation of resources, including funding and time, to the efforts of preventing sex trafficking and prostitution justifiable during sporting mega events? What about from the perspective of the hosting government?
As an event organizer, using a significant amount of resources or funding from the event would not be justifiable based on the figures available on sex crimes during sporting mega events. However, supporting other organizational efforts would be justifiable to show a commitment to the cause and a desire to prevent sex crimes from occurring during the event. The time spent to train employees and volunteers as well as participate in government and NGO efforts would be justifiable. From the position of a hosting government, putting funding into sex crimes is justifiable because it is an issue that needs to be addressed year round and sporting mega events bring public attention to the problem and help support efforts. Utilizing some resources and funding will help ensure that NGOs can fund their campaign efforts and that local authorities and city officials are trained in spotting victims and getting them the protection required.
- As a member of the general public, what actions do you think Brazil should take in addressing sex trafficking and illegal prostitution during the 2014 World Cup and 2016 Olympics? Prostitution is a legal trade in Brazil, therefore as a member of the general public it is important to focus efforts on identify and preventing sex trafficking instead of putting focus on prostitution. Brazil should start by ensuring laws are in place that will protect victims of sex trafficking. Training should be provided to city officials, judges, police forces, hospitality employees, event

staff and other members of the general public on how to identify victims of sex trafficking and report suspect behavior to officials. NGOs should host campaigns to assist victims, find ways to communicate hotline information to victims and provide support to victims that are identified and rescued. Law enforcement should work with the local community including those legally practicing prostitution to help identify suspected cases of sex trafficking and remove these victims from the environment.

References

- Alcindor, Y. (2014). Super Bowl on guard for human trafficking criminals. USA Today. Retrieved February 24, 2014, from <http://www.usatoday.com/story/news/nation/2014/01/18/super-bowl-human-trafficking-sex/4592381/>
- Furham, A. (2013, December 13). Does sex sell?. Psychology Today. Retrieved March 29, 2014, from <http://www.psychologytoday.com/blog/sideways-view/201312/does-sex-sell>
- McQuail, D. (1969). The influence and effects of mass media. Towards a Sociology of Mass Communication (pp. 7-21). London: Collier-Macmillan.
- ## Recommended Reading
- Banks, M. (2012, June 1). Sporting venues urged to 'show red card' to prostitution. Media Coverage. Retrieved June 21, 2014, from <http://www.womenlobby.org/get-involved/ewl-campaigns-actions/together-for-a-europe-free-from/actualites-de-la-campagne/couverture-mediatique/article/sporting-venues-urged-to-show-red-3613?lang=en>
- Cernansky, R. (2012, February 6). Sex trafficking and the Super Bowl. Dowser – Who's changing what and how. Retrieved April 2, 2014, from <http://dowser.org/sex-trafficking-and-the-super-bowl/>
- Ham, J. (2011). What's the cost of a rumor?. Global Alliance against Traffic in Women. Retrieved April 2, 2014, from <http://www.gaatw.org/publications/WhatstheCostofaRumour.11.15.2011.pdf>
- Hennig, J., Craggs, S., Laczko, F., & Larsson, F. (2007). Trafficking in human beings and the 2006 World Cup in Germany. IMO Migration Research Series, 29. Retrieved March 8, 2014, from <http://publications.iom.int/bookstore/free/mrs29.pdf>
- Horne, J., & Manzenreiter, W. (2006). Sports mega-events: social scientific analyses of a global phenomenon. Malden, MA: Blackwell Pub./Sociological Review.
- Kara, S. (2009). Sex trafficking: inside the business of modern slavery. New York: Columbia University Press.
- McCabe, K. A., & Manian, S. (2010). Sex trafficking: a global perspective. Lanham, Md.: Lexington Books.
- Outshoorn, J. (2004). The politics of prostitution: women's movements, democratic states, and the globalisation of sex commerce. Cambridge, UK: Cambridge University Press.
- Lamela, N. (2013). Soccer, samba, and sex: preventing human trafficking from attending Brazil's World Cup and Olympics. American Bar Association, 42(4). Retrieved April 3, 2014, from http://www.americanbar.org/publications/international_law_news/2013/fall/soccer_samba_and_sex_preventing_human
- Perrin, B. (2007). Faster, higher, stronger: preventing human trafficking at the 2010 Olympics. The Future Group, Retrieved March 18, 2014, from http://www.embracedignity.org/uploads/Faster_Higher_Stronger.pdf