



COMMUNICATION & MEDIA REPORT  
**2013 WORLD WINTER GAMES**

PyeongChang, Republic Of Korea



**Special  
Olympics**



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## SUMMARY

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**International media coverage of Special Olympics World Winter Games PyeongChang 2013 reached a new global height for the Movement, reaching millions of people worldwide and generating impressions through multiple media.**

Beginning with the selection and training of athletes in 2012 through the return of the delegations to their home countries following the Games, we were able sustain ongoing coverage of the broader story of Special Olympics and all our initiatives over a six month period, extending our reach and exposure far beyond a 10 day event. In addition to core Games stories, we were able to deliver stories about the change agent qualities of Special Olympics as a development organization, catalyst for social change, health provider and policy influencer.

Korea's position as a "Donor Nation" and its partnership with Special Olympics to host the first-ever Special Olympics Global Development Summit provided an opportunity to bring in world leaders including Daw Aung San Suu Kyi, HE President of Malawi Joyce Banda, a United States Presidential delegation, and a host of celebrities and humanitarians from around the world. This enhanced our ability to generate global media coverage and influence Special Olympics' growth in the future.

The Opening Ceremony and Closing Ceremony were broadcast live on KBS in Korea and made available through live streaming and on-demand viewing via UStream.com, allowing us to reach audiences throughout the world, with 16,430 tuning in to watch Opening Ceremony and nearly 26,000 viewers for Closing Ceremony. Additionally SNTV, Eurovision, Singapore Media Group, Phoenix TV and Thailand True Vision pulled the Opening Ceremony feed.

The remote location of PyeongChang made us focus on creative ways to spotlight the news happening at World Games. We invested in a partnership with SNTV through our relationship with IMG. SNTV provided a two-person crew who captured daily stories and b-roll and then distributed that content to their more than 400 global subscribers. We also hired Associated Press Images to capture significant moments of the Games and distribute them via their international news wire.



## SUMMARY

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Efficient media operations from beginning to end enabled more than 600 journalists from more than 34 nations representing all seven regions of the world to attend the 2013 World Games. A centrally located Main Media Center, as well as sub-media centers and online information sources, allowed journalists to cover the Games and file stories easily.

A daily Special Olympics World Games e-Newsletter provided video content, highlights, results, and schedules to guests, coaches, families and constituents who could not join us in Korea. 11 newsletters were sent out to nearly 5,400 recipients.

Our goal was that 40 percent of the 100 participating delegations receive national media in their home country. With the strong support of our regional offices, we exceeded this goal with 61% (65 of the 106 delegations) receiving prominent national coverage in their countries.

## ADDITIONAL HIGHLIGHTS

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### Special Olympics Website

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AVERAGE VISITS PER  
8 DAYS OF THE GAMES

**9,500 Visits  
Per Day**

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MOST ACTIVE DAY  
JANUARY 30

**40,000  
Visits**

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WEB TRAFFIC  
SOURCE

**48% from  
USA**

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# EXECUTIVE OVERVIEW



## ADDITIONAL HIGHLIGHTS

### Social Media



NEW FACEBOOK FANS  
**7,413**

FACEBOOK POST LIKES  
**125,849**

FACEBOOK COMMENTS  
**2,525**



NEW TWITTER FOLLOWERS  
**10,577**

TWITTER @ MENTIONS  
**4,659**

TWITTER RETWEETS  
**2,604**



NEW YOUTUBE SUBSCRIBERS  
**1,574**

YOUTUBE VIEWS  
**553,606**

YOUTUBE LIKES  
**1,049**

### Top Influencers for driving social media engagement

#### INDIVIDUALS

APOLO OHNO  
GEORGES ST PIERRE  
MARIA SHRIVER  
CATRIONA LE MAY DOAN  
LAUREN ALAINA  
JOHN MCCAIN  
CINDY MCCAIN  
ELLEN DEGENERES  
VIVIAN DE TORRIJOS

#### BRANDS

COCA-COLA  
IEG  
HUFFINGTON POST  
NATIONAL MS FOUNDATION  
MSNBC  
FIRSTGIVING  
EXO-K  
WONDER GIRLS

#### SPECIAL OLYMPICS Regions/Programs

SOEE  
IRELAND  
INDONESIA  
BHARAT  
CANADA  
SPAIN  
GREAT BRITAIN  
AUSTRALIA  
COLOMBIA



## VIDEO AND PHOTO DOCUMENTATION

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Thanks to the volunteer efforts of the University of Miami's Rich Beckman and alumni videographers who supported Special Olympics Live at the previous World Winter Games, we were able to capture focused video stories that covered sports, health and global development, as well as athlete profiles. These and other World Games videos can be viewed at [www.specialolympics.org](http://www.specialolympics.org).

We also had the continued support of volunteer photographer Diego Azubel, who has been a dedicated Special Olympics volunteer photographer since 2006 and has covered the last four World Games and our Special Olympics Global Congress. Additionally, Will Schermerhorn, Director of Web Products, wore two hats at the Games and also captured photos of sports and non-sports events at the Games. The GOC had recruited more than 15 volunteer photographers and videographers who also captured moments of the World Games. The best of World Winter Games photos can be viewed here: <http://www.flickr.com/photos/soi-photo-stream/sets/>.

Thanks to cooperation from the GOC and host broadcaster KBS, we were able to capture complete and high-resolution footage of the Opening Ceremony and Closing Ceremony. We were also able to capture complete video coverage of key non-sports events, including the Global Development Summit and Shareholders Meeting.

As for sports coverage, we captured high-resolution footage from every winter sport, along with hundreds of clips and thousands of photos featuring athletes, volunteers and celebrities from every Region.



# 1 World Games Overview



# 1 WORLD GAMES OVERVIEW



Special Olympics, a movement that unleashes the transformative power and joy of sport revealing the full potential of athletes with intellectual disabilities, held the Special Olympics World Winter Games in PyeongChang, in the Republic of Korea, in January & February 2013. These games united the world through sports and celebrated the talents and abilities of people with intellectual disabilities, forming a new global vision of acceptance.

## **The 2013 Special Olympics World Winter Games were held in the future site of the 2018 Winter Olympics.**

Every two years since 1968, alternating between summer and winter sports, Special Olympics World Games are a flagship event of Special Olympics which highlights on a global scale Special Olympics' work in sport, health, education and community.

**When:** 29 January - 5 February, 2013

**Participants:** More than 2,300 athletes and coaches representing more than 110 countries  
Over 10,000 family, friends, volunteers and spectators

**Where:** PyeongChang, Republic of Korea.

**Vision:** Founded in 1968 by Eunice Kennedy Shriver, Special Olympics is dedicated to promoting respect, acceptance, inclusion, and human dignity for people with intellectual disabilities through the power and joy of sports. The Special Olympics World Winter Games were a milestone event celebrating differences in ability and promoting a more inclusive world for all.

**Sports:** Special Olympics athletes from every corner of the globe traveled to Korea to compete in 7 Olympic-type sports: alpine skiing, cross country skiing, snowboarding, snow shoeing, short track speed skating, figure skating, floor hockey; and also a floorball demonstration.

For more information you are kindly invited to visit the Games' official website: [www.2013sopoc.org](http://www.2013sopoc.org)



# 1 WORLD GAMES OVERVIEW | PyeongChang 2013 Special Events



## Law Enforcement Torch Run® Final Leg

An international team of approximately 133 members, which includes 95 Law Enforcement Officer runners, 10 Special Olympics athletes, and support personnel, served as Guardians of the Flame® as they received the “Flame of Hope” in Seoul, in the Republic of Korea following the Flame Lighting Ceremony in Athens, Greece. To symbolize the significant contribution of law enforcement and the inclusion of Special Olympics athletes in this unified Torch Run, the Final Leg Team conducted extensive runs and ceremonies for eight days in all of the Host Town Program communities and in many other towns throughout the Republic of Korea to heighten awareness of Special Olympics and the World Games. The Final Leg Team safely delivered the “Flame of Hope” to the Opening Ceremony of the Special Olympics World Winter Games PyeongChang 2013 on 29 January.

**Host Town** – Delegations from around the world were hosted throughout the Republic of Korea prior to their arrival to PyeongChang for the Games. The Host Town experiences gave the Special Olympics athletes a chance to learn more about the Korean Culture, get acclimated to a new environment, and time zone , and helped citizens of the Republic of Korea to learn more about people with intellectual disabilities.





## Opening Ceremony

An exciting and entertaining show with pageantry opened the World Games and was held on 29 January 2013. More than 100 delegations from around the world participated in the ceremonial parade of athletes in front of a capacity crowd, as they prepared for the Korean “Dream Chorus” themed ceremony which depicted a Korean-culturally inspired beautiful dream of humanity towards co-existence and harmony. Many notable sports and entertainment celebrities including Yuna Kim, Yao Ming, Dikembe Mutombo and others joined in the celebration. Korean President Lee Myung-bak and Korean President-elect Park Geun-hye, who will become Korea’s first female president, were both in attendance to welcome the more than 2,300 athletes from around the world to the Republic of Korea. Ban Ki Moon, Secretary General of the U.N., provided video remarks saying that Special Olympics World Winter Games will advance dignity and opportunity of all. Live remarks were given by several others, including Daw Aung San Suu Kyi, MP, Chairperson, National League for Democracy, Burma (Myanmar), who walked on-stage hand-in-hand with Special Olympics athlete and global messenger Ariel Ary of Costa Rica; she proclaimed that “it is the spirit that overcomes” which rang true with all in attendance.



## Global Youth Activation Summit

A youth-led assembly brought youth with and without intellectual disabilities together for inspiring and educational discussion; including a Global Youth Rally engaging thousands of young people from the Republic of Korea and around the world in a celebration of unity.

## Global Development Summit

Ending the Cycle of Poverty and Exclusion for People with Intellectual Disabilities – For the first time, more than 300 of the world's leaders - from government, business and industry, education, economic and social development, media, and more – met to examine the urgent needs of people with intellectual disabilities throughout the developing world. It took place the day after Opening Ceremony, on 30 January 2013, the full-day event focused on the unmet health and social needs of people with intellectual disabilities; built awareness of their gifts and potential contributions to society; and identify actions, and integrate those actions into national and international development strategies.



## Closing Ceremony

Following eight days of competition Special Olympics World Winter Games PyeongChang 2013 officially closed on Tuesday 5 February night at the YongPyong Dome. Under the direction of acclaimed director ByeongWoo and the theme of 'Dream Echo,' the Closing Ceremony of the 10th Special Olympics World Winter Games continued on the week-long Games message of harmony and unity spread worldwide under the slogan "Together We Can." Remarks were made by Special Olympics Chairman and CEO, Tim Shriver, by Games Organizing Committee Chairwoman Na Kyung Won and various others including Special Olympics athletes before the flag was lowered, the Games' flame extinguished and the torch was passed to Los Angeles, host of the 2015 Special Olympics World Summer Games. The crowd was then treated to a spectacular performance by legendary figure skaters and Special Olympics ambassadors Michelle Kwan and Yuna Kim. The two champion skaters also did a flash mob routine with Special Olympics athletes with intellectual disabilities, showcasing the unifying power of sport. To end the celebration, Korean K-pop took center stage with performances by popular groups EXO-K, f(x) and the Wonder Girls, before a finale rendition of the hit 'Gangnam Style' ended the night as volunteers and fans joined in bringing another spectacular Special Olympics World Games to an end.



## Special Olympics Healthy Athletes

Volunteer medical professionals provided competing athletes with a variety of free health assessments including vision, dental, audiology, podiatry, general wellness and physical therapy. Over the course of the Games, practitioners provided a total of 6,848 screenings, including an astounding 2,569 in a single day, the most ever in the history of the program. Numerous athletes were found to have serious, even life-threatening issues, such as dangerously high blood pressure, glaucoma, and extreme dental decay and were able to have these conditions addressed immediately. Healthy Athletes changes the lives of athletes around the world, disclosing neglect and untreated health issues for a population too often excluded by health systems.



## 2 BROADCAST



# 2 BROADCAST



Special Olympics partnered with IMG Media, the world's biggest independent producer and distributor of sports programming, to help facilitate updated broadcast services for Special Olympics World Winter Games PyeongChang 2013, working closely with both the host broadcaster KBS, and also through their network of global contacts and services.



The host broadcaster for the 2013 World Winter Games was the Korean Broadcasting System, who provided live feeds of both Opening Ceremony (29 January) and Closing Ceremony (5 February). These feeds were made available rights-free to global media. The list of broadcasters who pulled and aired both the Opening and Closing Ceremony included:



Eurovision

Singapore  
Media Corp

HongKong  
Phoenix TV

Thailand  
True Vision

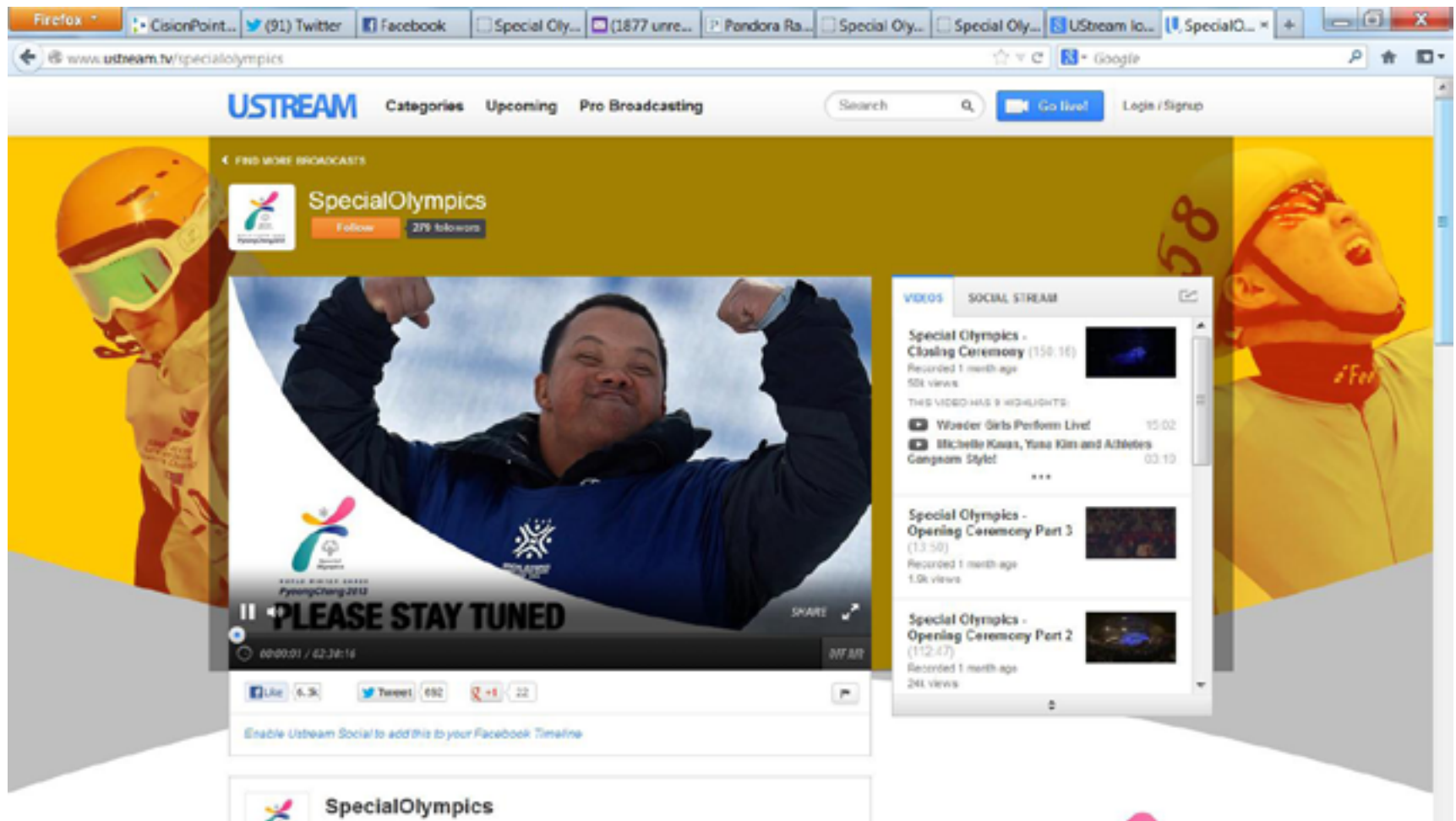


For more information you are kindly invited to visit the Games' official website: [www.2013sopoc.org](http://www.2013sopoc.org)

# 2 BROADCAST



IMG Media helped **Ustream Inc.** to bring the power of Special Olympics' ceremonies to the world. Ustream Inc., one of largest live online broadcast networks, supported live streaming of the Opening Ceremony (29 January) and Closing Ceremony (5 February).





# 2 BROADCAST



**USTREAM** social, live video platform has upended audience size expectations for online video which helped distribute Special Olympics World Winter Games Opening & Closing Ceremonies to a global audience, alongside English commentary of the ceremonies provided by Bart Conner and Jason Lee. In only a few days prior to the Ceremonies, UStream accessed and encoded Special Olympics live feeds via satellite and distributed the content on a Ustream platform developed at [www.ustream.tv/SpecialOlympics](http://www.ustream.tv/SpecialOlympics). Given the very short lead time to promote this last-minute stream views:

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**OPENING  
CEREMONIES**

**16,430**

**Total Views**

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**CLOSING  
CEREMONIES**

**25,929**

**Total Views**

**(approx. 57%  
increase)**

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In addition, through the support of IMG, Special Olympics partnered for the first time with SNTV , the world's leading television sports video news agency. SNTV is a partnership between IMG Media and The Associated Press. SNTV provided a crew/editor on-site in PyeongChang to help deliver the most relevant, comprehensive and fast sports news service highlights of the World Winter Games. SNTV produced these daily sports highlights and news of the World Games which were made available daily to their network of +400 major broadcast clients worldwide.

# 2 BROADCAST



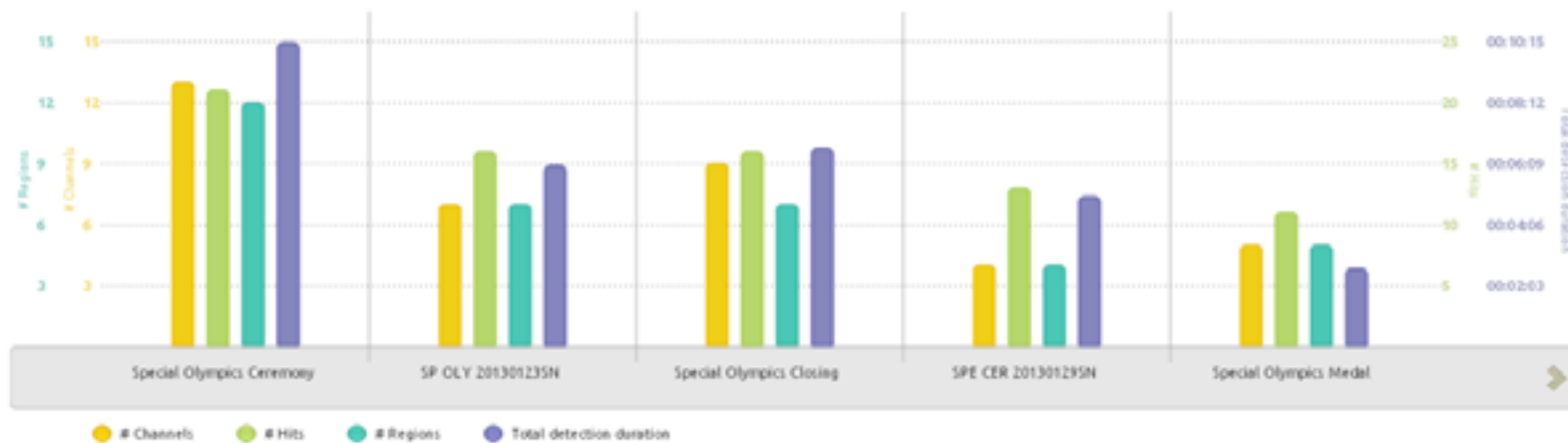
A screenshot of a web browser displaying the sntv website. The browser's address bar shows the URL: www.sntv.com/major-events/event/2013/01/11/sntvs-coverage-2013. The website has a dark background with a large, faint circular graphic. The sntv logo is in the top left, with the tagline 'Inside every story'. A navigation menu includes links for Home, About us, Major events, sntv digital, Digital videos, Sports diary, Scripts, Fights, Press releases, and Contact us. The main content area is titled 'Major Events' and features a section for 'sntv's Coverage 2013'. This section includes a link to 'View all Major Events' and the date 'January 2013'. The text describes sntv's unique blend of sports highlights and news, and lists several major events for 2013: 23rd World men's Handball Championship in Spain, FIFA Confederations Cup in Brazil, IAAF World Championships in Moscow, Russia, The British and Irish Lions Tour to Australia, UCI Road World Championships in Tuscany, Italy, and Special Olympics World Games in Korea. A concluding paragraph states that sntv will provide match highlights, pre and post game reactions, and breaking news from the IOC's World Conference.



## SPECIAL OLYMPICS COVERAGE SNTV January 23 – February 7, 2013

Month	Channels	Hits	Regions	Duration
2013 January	23	61	19	00:27:38
2013 February	17	54	11	00:18:32
<b>Total</b>		<b>115</b>		<b>00:46:10</b>

### TOP 5 STORIES





## STORY USAGE BY NAME

Slug	Channels	Hits	Regions	Duration
Special Olympics Ceremony	13	21	12	00:10:13
Special Olympics Closing	9	16	7	00:06:41
SP OLY 20130123SN	7	16	7	00:06:05
SPE CER 20130129SN	4	13	4	00:05:03
Special Olympics Medal	5	11	5	00:02:38
SPE OLY SLA 20130205SH	3	9	3	00:04:27
Special Olympics Korea Yao Ming	5	7	4	00:02:51
Special Olympics Rogge	3	6	2	00:02:34
Special Olympics Suu Kyi	3	4	3	00:01:55
Special Olympics Korea	2	4	2	00:01:46
Special Olympics Celebrities	2	3	2	00:00:29
SPE OLY SUU 20130130SN	1	3	1	00:00:50
Special Olympics Athletes	1	1	1	00:00:12
Special Olympics Slalom Skiing	1	1	1	00:00:26

## DAILY USAGE

Day	Channels	Hits	Regions	Duration
January 23	6	9	6	00:04:01
January 24	4	7	4	00:02:04
January 29	9	15	8	00:06:23
January 30	12	17	11	00:08:40
January 31	6	13	5	00:06:30
February 01	4	6	3	00:01:43
February 02	4	7	3	00:02:11
February 03	3	6	3	00:01:28
February 04	1	3	1	00:00:07
February 05	9	21	7	00:09:45
February 06	5	11	4	00:03:18
<b>Total</b>		<b>115</b>		<b>00:46:10</b>

## REGION USAGE

Region name	Channels	Hits	Duration
Pan Asia	1	17	00:08:19
Bulgaria	2	15	00:04:26
Germany	1	14	00:03:43
Iraq	1	11	00:04:37
China/International	2	7	00:02:49
International	4	7	00:01:36
Taiwan	1	6	00:03:46
Sharjah Emirate	3	6	00:02:03
Poland	2	5	00:01:06
Czech	2	4	00:00:37
Iran	1	3	00:02:16
Dubai	1	3	00:02:10
Russia	1	3	00:01:09
Kuwait	1	2	00:01:25
Qatar	1	2	00:01:14
United States	1	2	00:00:55
Tunisia	1	2	00:00:43
Egypt	1	2	00:00:40
Spain	2	2	00:00:28
Italy	1	1	00:01:22
Morocco	1	1	00:00:46



## NETWORK USAGE

Channel: Name	Market: Name	Hits	Duration
Channel News Asia	Pan Asia	17	00:08:19
Sky Sport News	Germany	14	00:03:43
Germany Al Iraqiya	Iraq	11	00:04:37
BTV BG	Bulgaria	10	00:02:44
PTS	Taiwan	6	00:03:46
BNT World	Bulgaria	5	00:01:42
CCTV5	China/International	4	00:00:59
Russia Today	International	4	00:00:09
BBC Persian	Sharjah Emirate	4	00:01:32
Russia 2	Russia	3	00:01:09
TVP1	Poland	3	00:00:20
Press TV	Iran	3	00:02:16
CT1 Czech	Czech	3	00:00:31
Sama Dubai	Dubai	3	00:02:10
CCTV News	China/International	3	00:01:50
KTSF	San Francisco	2	00:00:55

Nile TV International	Egypt	2	00:00:40
Kuwait Space Channel	Kuwait	2	00:01:25
Tunisia 1	Tunisia	2	00:00:43
TVP2	Poland	2	00:00:46
Al Jazeera Sports News	Qatar	2	00:01:14
Andalucia TV	Spain	1	00:00:04
Cuatro	Spain	1	00:00:24
Al Aoula	Morocco	1	00:00:46
Al Arabiyah	Sharjah Emirate	1	00:00:29
Al Hurra	Sharjah Emirate	1	00:00:02
RAI 2	Italy	1	00:01:22
BBC Arabic	International	1	00:00:24
RTR Planeta	International	1	00:00:21
BBC World	International	1	00:00:42
CT24	Czech	1	00:00:06



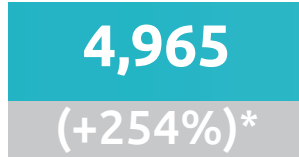
### 3 DIGITAL: Social Media & Website Activity



# 3 DIGITAL | Social Media | Total Activity

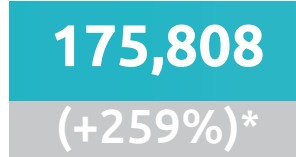


## CONVERSATIONS



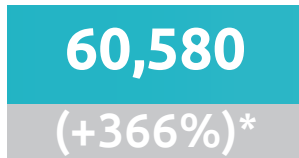
Activity where two or more people are engaged with content.

## INTERACTIONS



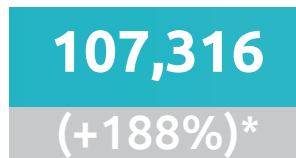
Any action on a post including Likes, RT's, Comments etc.

## MENTIONS



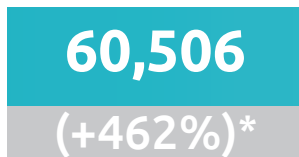
Any time a word relevant to key topic areas is used in a post.

## REACH



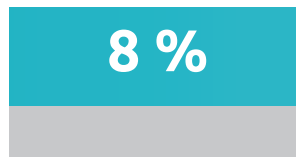
The number of unique individuals interacting with the content.

## POSTS



Original piece of relevant content posted online.

## ENGAGEMENT RATE



Percentage of posts that convert into conversations



## NEW FACEBOOK FANS

7,413

## FACEBOOK POST LIKES

125,849

## FACEBOOK COMMENTS

2,525



## NEW TWITTER FOLLOWERS

10,577

## TWITTER @ MENTIONS

4,659

## TWITTER RETWEETS

2,604



## NEW YOUTUBE SUBSCRIBERS

1,574

## YOUTUBE VIEWS

553,606

## YOUTUBE LIKES

1,049

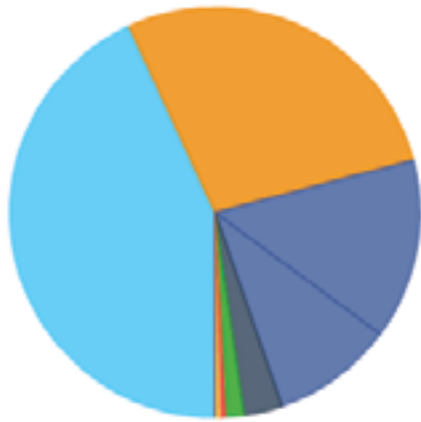
\* Percent increase in that activity through the course of the Games

# 3 DIGITAL | Social Media | Total Views



## WHERE NON-BRAND DRIVEN CONVERSATIONS TAKE PLACE

— Twitter — Blog — FB Page — FB — Tumblr — Forum



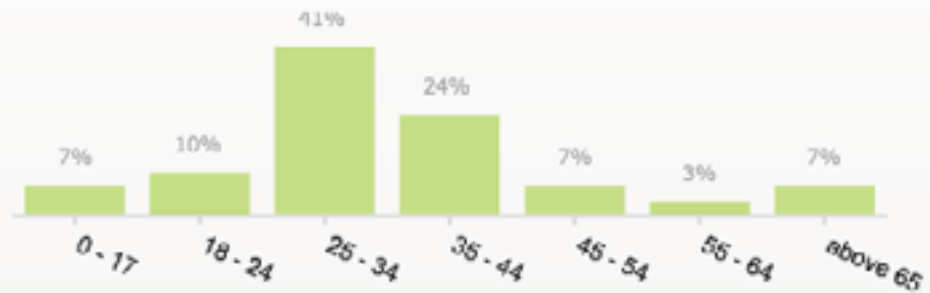
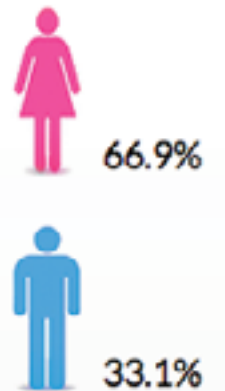
## WHERE BRAND DRIVEN CONVERSATIONS TAKE PLACE

— Twitter — FB Page — YouTube — Blog



## SPECIAL OLYMPICS AUDIENCE MAKEUP

**FEMALE TO MALE** AUDIENCE RATIO OF **2:1**  
OVER **60%** ARE BETWEEN **25 AND 44** YEARS



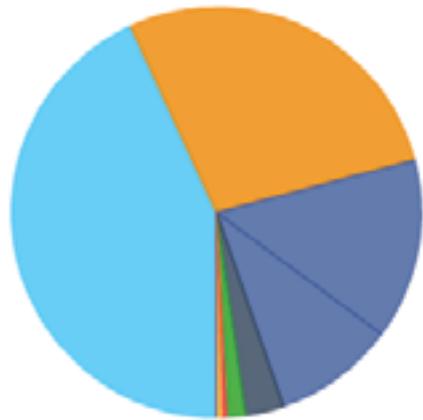


# 3 DIGITAL | Social Media | Total Community



## WHERE NON-BRAND DRIVEN CONVERSATIONS TAKE PLACE

— Twitter — Blog — FB Page — FB — Tumblr — Forum



## WHERE BRAND DRIVEN CONVERSATIONS TAKE PLACE

— Twitter — FB Page — YouTube — Blog



## CONVERSATIONS

**4,093**

Activity where two or more people are engaged with content.  
*(High Engagement)*

## MENTIONS

**59,591**

Any time a word relevant to a key Games topic was used in a post.  
*(Medium Engagement)*

## INTERACTIONS

**43,892**

Any action on a post including likes, re-tweets, comments, etc.  
*(Light Engagement)*

## REACH

**65,013**

Number of unique individuals interacting with the content

## POSTS

**60,506**

Original piece of relevant content posted online



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**94.71% of Interactions**

took place on Special Olympics' Facebook page

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**107 Posts**

from Special Olympics Facebook Page

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**257 Posts**

from Special Olympics Fans

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**419 Tweets**

from @SpecialOlympics

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# 3 DIGITAL | Social Media | Channels Overview



## CHANNELS OVERVIEW

### FB Page activity summary (Change from 2012-12-13 - 2013-01-12)



#### Special Olympics

Fans <b>7,413</b> 666,547 total	Posts <b>364</b> ↑ 203%	Conversations <b>177</b> ↑ 261%	Comments <b>2,525</b> ↑ 422%	Likes <b>125,849</b> ↑ 317%	Engagement <b>49%</b> ↑ 277%
					0 total

### Twitter activity summary (Change from 2012-12-13 - 2013-01-12)



#### Special Olympics (@SpecialOlympics)

Followers <b>10,577</b> 35,507 total	Tweets <b>419</b> ↑ 565%	Conversations <b>352</b> ↑ 2,608%	Twitter Mentions <b>4,659</b> ↑ 779%	Replies <b>127</b> ↑ 535%	Retweets <b>2,604</b> ↑ 6,938%	Engagement <b>84%</b> ↑ 2,700%
						0 total

### YouTube activity summary (Change from 2012-12-13 - 2013-01-12)

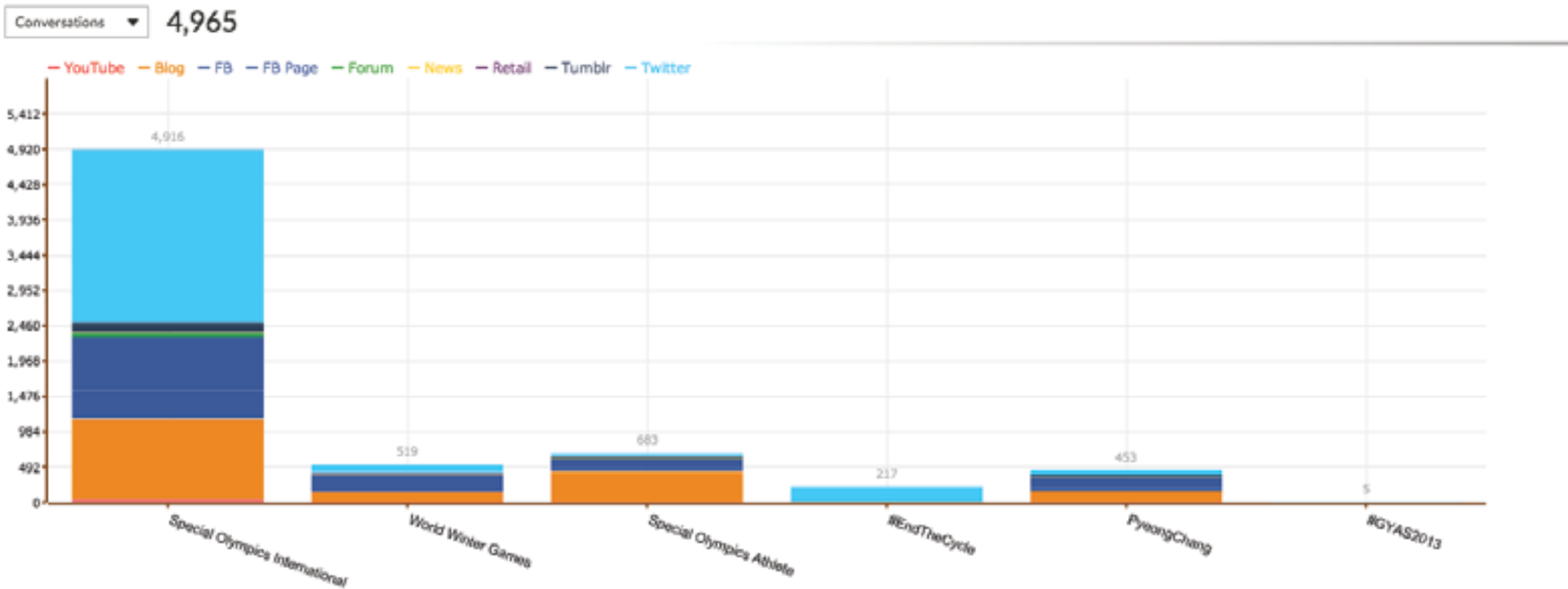


#### specialolympicshq

Subscribers <b>1,574</b> 1,574 total	Videos <b>46</b> ↑ 2,200%	Views <b>553,606</b>	Comments <b>22</b> ↑ 175%	Likes <b>1,049</b> ↑ 104,800%	Engagement <b>30%</b> ↑ 329%
					0 total

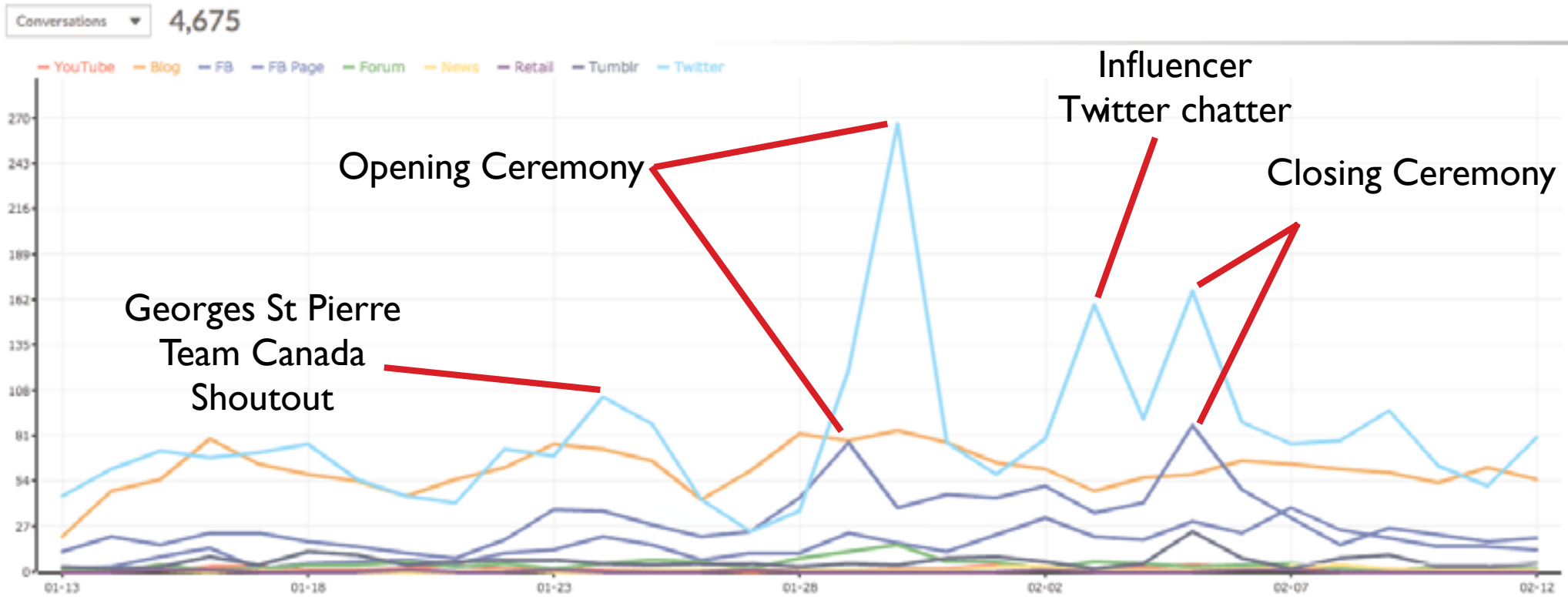


## CONVERSATION VOLUME AROUND KEY TOPICS





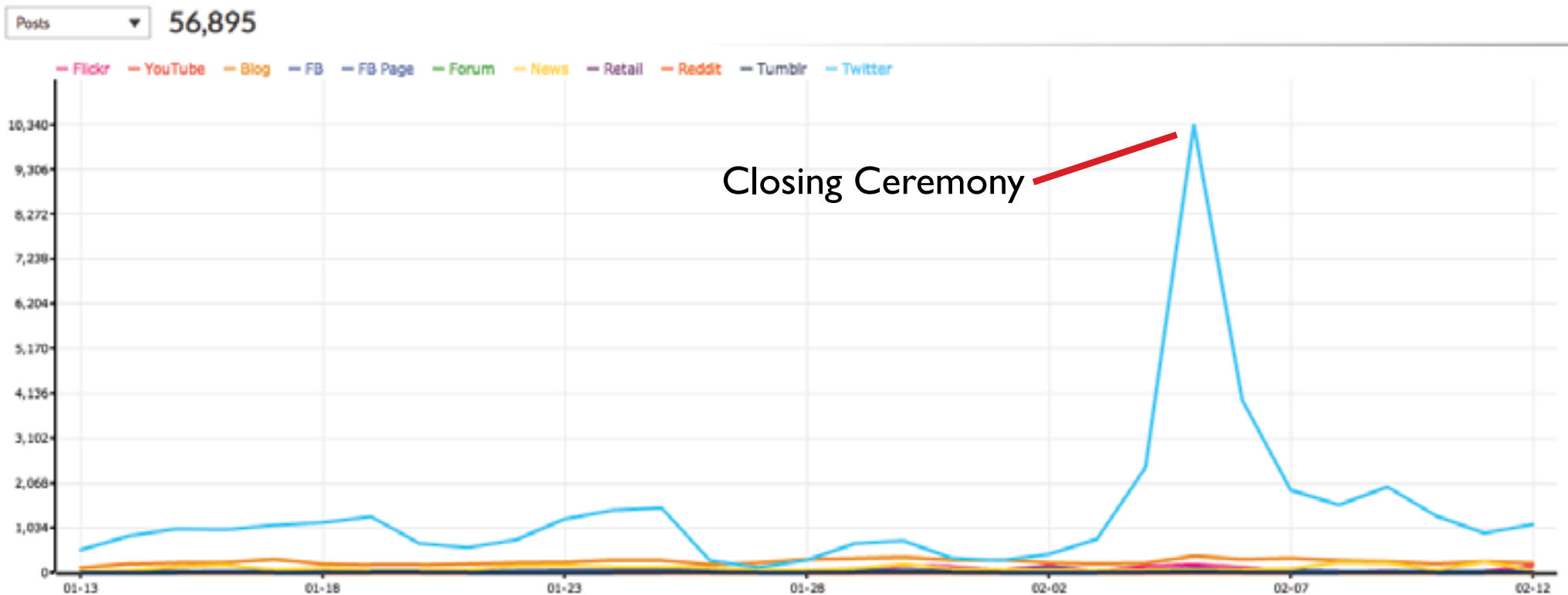
## SIGNIFICANT SPIKES IN CONVERSATION WERE VISIBLE AROUND SPECIFIC EVENTS



# 3 DIGITAL | Social Media | *Engagement Overview*



A **DRAMATIC SPIKE** IN **POSTS** AND **MENTIONS** OCCURRED DURING PERFORMANCES AT THE CLOSING CEREMONY.



Drilling into the posts, this can be attributed to fans of EXO, Wonder Girls and other performers tweeting about the performance.

# 3 DIGITAL | Social Media | Top Content



## TOP CONTENT FROM FACEBOOK

## SUCCESSFUL POSTS CONTAINED:

- Strong images
- Inspiring messages
- Prompts for engagement

 Special Olympics - 667,015 like this.  
6 February at 04:00 · [gh](#)

What is your one word to describe how you felt about the 2013 Special Olympics World Winter Games? When we look at Team USA athlete Scott Ball with think of JOY!



Like · Comment · Share 354

[4,853 people like this.](#)

[View previous comments](#) 50 of 154

-  Victoria McLaughlin Sooooo happy!!  
6 February at 08:43 · Like
-  Markus Hofmann worth  
6 February at 08:44 · Like
-  Dunelle Myers-Rickard Excellence  
6 February at 08:49 via mobile · Like
-  Nancy Casper Awesome  
6 February at 09:03 · Like

 Special Olympics - 667,015 like this.  
26 January at 19:46 · [gh](#)

Team Canada has touched down in Seoul on the way to Pyeongchang for the 2013 Special Olympics World Winter Games!



Like · Comment · Share 361

[5,377 people like this.](#)

[View previous comments](#) 50 of 157

-  Thelma Whitman Best of luck you are the greatest .  
27 January at 03:27 · Like
-  Tom Norton Sean, Stephan, Donna. Looking pretty good after your long haul flight.  
27 January at 03:28 via mobile · Like
-  Bronnda Wilson Nelson Love 'em all!  
27 January at 03:30 via mobile · Like
-  Marc Haxton Good luck to all of you!  
27 January at 03:37 via mobile · Like
-  Christine Tucker Good Luck!!!! Wish I could be there to cheer the Athlete's on!!! I will

 Special Olympics - 667,015 like this.  
29 January at 22:31 · [gh](#)

The Flame of Hope has lit the Cauldron! Let the Games Begin!! Good luck to all athletes!!!



Like · Comment · Share 686

[4,255 people like this.](#)

[View previous comments](#) 50 of 72

-  KK Feldhaus stronger, higher, farther...all the best to all athletes, coaches and refs!  
29 January at 23:34 · Like · [2](#)
-  Ju Young Katie Song GO Rosa!!! Im so proud of you Rosa!!  
29 January at 23:37 · Like
-  Marie Camo Best of luck and warm wishes.  
29 January at 23:44 · Like
-  Glenda Miller Walsh Why aren't these televised like the other Olympics!!! Unjust!!!! Good luck athletes!!!  
29 January at 23:55 via mobile · Like
-  Tammy Lindgren Gironan Good luck to all of the athletes!!!! May all of your dreams come true!!!  
29 January at 23:56 · Like · [1](#)

# 3 DIGITAL | Social Media | Top Content



## TOP CONTENT FROM TWITTER

### SUCCESSFUL TWEETS CONTAINED:

- Inspirational messages
- A focus on building excitement
- Links to or embedded useful/relevant media
- Cause-related messaging
- Leveraging of an influencer

 **Special Olympics**  
@SpecialOlympics



The Wonder Girls BLOWING UP Closing Ceremony of #Korea2013!!  
[twitpic.com/c12wc2](http://twitpic.com/c12wc2)

 Reply  Retweet  Favorite  More



By Special Olympics @SpecialOlympics  
The Wonder Girls BLOWING UP Closing Ceremony of #Korea2013!!

 TwitPic @TwitPic · Follow

55 RETWEETS 11 FAVORITES 

10:53 PM - 5 Feb 13 Flag media

 **Special Olympics**  
@SpecialOlympics



"We need to understand differences are not something to be frightened of," Aung San Suu Kyi. #EndtheCycle

 Reply  Retweet  Favorite  More

85 RETWEETS 10 FAVORITES 

12:37 PM - 30 Jan 13

 **Special Olympics**  
@SpecialOlympics



Just 10 hours 'til Opening Ceremony for #Korea2013! We're excited to share you can watch live thanks to @UStream!  
[j.mp/TO5myE](http://j.mp/TO5myE)

 Reply  Retweet  Favorite  More

84 RETWEETS 10 FAVORITES 

10:05 AM - 29 Jan 13

 **Special Olympics**  
@SpecialOlympics



"Fighting the fear and bigotry toward people with intellectual disabilities around the world remains our greatest challenge,"  
[@TimShriver](https://twitter.com/TimShriver)

 Reply  Retweet  Favorite  More

87 RETWEETS 16 FAVORITES 

1:13 PM - 29 Jan 13





## TOP INFLUENCERS

Influencer: Either celebrity with large following or expert who successfully sways their audience.

### INDIVIDUALS

APOLO OHNO  
GEORGES ST PIERRE  
MARIA SHRIVER  
CATRIONA LE MAY DOAN  
LAUREN ALAINA  
JOHN MCCAIN  
CINDY MCCAIN  
ELLEN DEGENERES  
VIVIAN DE TORRIJOS

### BRANDS

COCA-COLA  
IEG  
HUFFINGTON POST  
NATIONAL MS FOUNDATION  
MSNBC  
FIRSTGIVING  
EXO-K  
WONDER GIRLS

### SPECIAL OLYMPICS Regions/Programs

SOEE  
IRELAND  
INDONESIA  
BHARAT  
CANADA  
SPAIN  
GREAT BRITAIN  
AUSTRALIA  
COLOMBIA



## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES



**WEBSITE OVERALL:** This shows the effect of World Games traffic on the daily page views for the [www.Specialolympics.org](http://www.Specialolympics.org) website.



**TOP PAGE:** This chart shows the traffic to the 2013 World Games page on the SOI website.



## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES

**World Winter Games PyeongChang 2013**

**World Winter Games Stories And Results**

The Games in PyeongChang, Republic of Korea, from 29 January to 5 February 2013 featured alpine skiing, cross-country skiing, figure skating, snowboarding, speed skating and other sports; a global development summit focused on persistent issues for people with intellectual disabilities; and a global youth summit.

**News And Stories For PyeongChang**  
See the latest news and stories.

- 14 Year old speed skating athlete Jamal
- Revealing the Champion Inside All of Us
- Perfect Sense Digital at Special Olympics World Winter Games in Korea
- U.S. Army family reunites at Games in Korea
- Conquering Communication Challenges
- Etal Command/leader exhibits in the Israeli Defense Force
- Aung San Suu Kyi Probes Special Olympics Winter Games
- Meeting Danielle
- Healthy Athletes is Powerful work
- 14 Days of Inspiration

**Schedule & Results By Athlete**

Enter an Athlete Name or ID Number

**Schedule & Results By Event**

Alpine Skiing	Floorball	Snowboarding
Cross-Country Skiing	Figure Hockey	Short Track Speed Skating
Figure Skating		

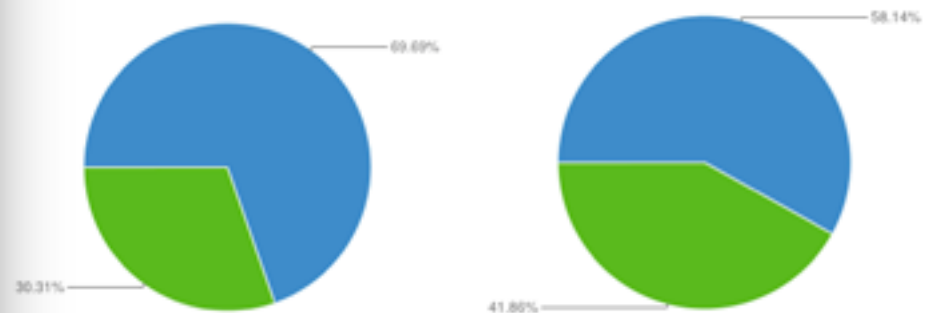
**Schedule & Results By Delegation**

SO Afghanistan	SO Costa Rica	SO Ireland	SO Moldova	SO Singapore
SO Algeria	SO Croatia	SO Isle of Man	SO Monaco	SO Slovakia
SO Andorra	SO Cyprus	SO Italy	SO Mongolia	SO Slovenia
SO Argentina	SO Czech Republic	SO Jamaica	SO Montenegro	SO South Africa
SO Armenia	SO Denmark	SO Japan	SO Morocco	SO Spain
SO Australia	SO Eritrea	SO Jordan	SO Nepal	SO Sweden
SO Austria	SO Dominican Republic	SO Kazakhstan	SO Netherlands	SO Switzerland
SO Azerbaijan	SO Egypt	SO Kenya	SO New Zealand	SO Syria
SO Bahrain	SO El Salvador	SO Korea	SO Nigeria	SO Tajikistan
SO Bangladesh	SO Estonia	SO Kosovo under UNSC 1244/99	SO Norway	SO Team USA
SO Belgium	SO Finland	SO Latvia	SO Oman	SO Thailand
SO Bharat (India)	SO France	SO Lithuania	SO Pakistan	SO Trinidad and Tobago
SO Bolivia	SO Georgia Republic	SO Lebanon	SO Palestine	SO Tunisia

The surge in traffic shown in the charts on the previous page was focused mainly on competition results. The 2013 Games page on the website got close to twice the amount of traffic that the SOI homepage did, almost **50,000 page views** from Jan 29 to Feb 5.

The 2013 World Games page combined the display of results links with World Games story links as shown at left.

Stats show that more people used the site repeatedly during the World Games, possibly to check on results as the week went on.



30% of visitors to the SOI website from Jan 1 to Jan 28, 2013, were returning visitors.

During the games, the number of returning visitors to the site increased by a third, to almost 42%



## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES

### STORIES

These Games also marked the first big promotion of the new story-sharing feature on the SOI website. Almost **120 stories** were submitted, and in all, the stories accounted for **11,000 pageviews** during the span of the games. Most people spent 2 minutes on the story pages, which is markedly higher than the site average of 1 minute, 22 seconds per page during the same period.

Stories came in from **Oman, Korea, Israel, The Bahamas, United States, Malta, Costa Rica, Russia, The Philippines, Chile, Australia, Pakistan, Latvia, Cyprus, and other countries.**

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COUNTRIES THAT  
VISITED THE WEBSITE

**177**  
**Different**  
**Countries**

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WEBSITE VISITS  
FROM THE HOST  
COUNTRY

**5,000**  
**Visits**

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## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES

### REFERRERS

Among the drivers of traffic to the Special Olympics site during the Games was Facebook. While search traffic from Google, Bing and other search engines accounted for about 80 percent of traffic during this period, Facebook was the top non-portal driver.

During the World Winter Games, the number of visits to our site courtesy of links from Facebook shot up massively as shown in the graph below.



This chart shows that traffic to [www.specialolympics.org](http://www.specialolympics.org) before the 2013 World Winter Games was in the many dozens a day, whereas during the games, it was several hundred a day, reaching almost 1,200 referrals from Facebook on several days. This chart shows the traffic from Facebook.com and its mobile version, m.facebook.com



This chart shows traffic to the SOI website from m.facebook.com only. It shows that the contribution of traffic to our site from mobile was substantial.



## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES

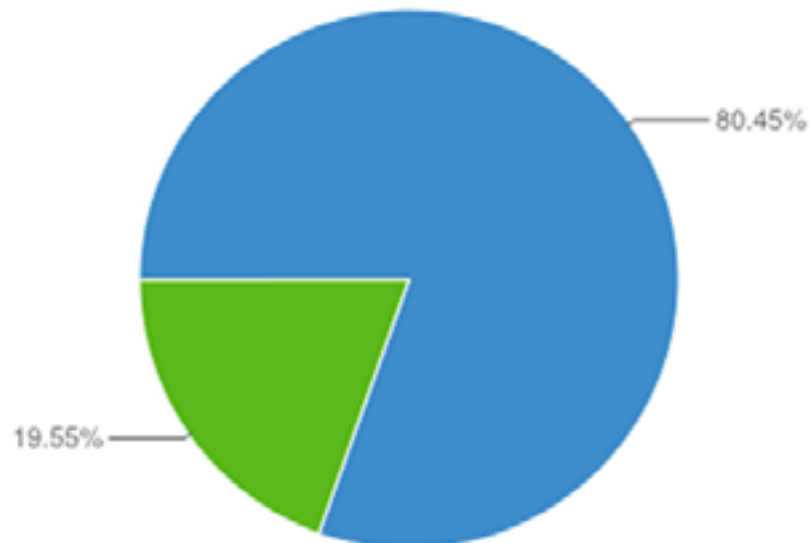
### OTHER WEBSITES

Individual websites also contributed to our traffic. A promotion on the AOL.com website drove **4,507 visits** on Jan. 28, one day before the games officially opened.

### MOBILE TRAFFIC

During the games, 20 percent of the traffic to the SOI website was on mobile devices, one third more than the site average of 15 percent. The same dates a year earlier registered less than 9 percent of visitors on mobile.

In the chart, **mobile traffic** is the **green pie** slice.





## OVERVIEW OF WEB TRAFFIC DURING THE 2013 GAMES

### STATS GALORE

During the **eight days** of Winter Games, we had 55,924 unique visitors racking up 275,000 page views, a rate of 3.3 pages per visit. During the games, 42 percent of our traffic was returning visitors. The bounce rate was 45 percent and the average visit was 3:15 minutes. In that time, we had over 14,000 pageviews on our stories. On our GMS/stories pages, we got 64,000 pageviews.

In the **three weeks of January** before the Games, we had 82,470 unique visitors seeing 256,000 pages, which is 2.38 pages per visit. Thirty percent of our traffic was returning visitors and the bounce rate was 54 percent. Average visit duration was 2:26 minutes.

In the **three weeks of February** after the Games, we had 91,770 visitors consuming 290,000 pages at 2.43 pages per visit. Thirty-one percent were returning visitors, and the bounce rate was 54 percent. Average visit duration was 2:26 minutes.



## 4 MEDIA





# 4 WWG MEDIA REPORTS HIGHLIGHTS



## MEDIA OPERATIONS

Hundreds of members of the press covered Special Olympics World Winter Games PyeongChang 2013, with 660 accredited media in total. This breakdown included approximately 500 domestic journalists from the Republic of Korea, from both local domestic outlets and foreign bureaus, and approximately 160 foreign journalists who traveled to Korea from as far away as Jamaica to Poland, from the UAE to Australia. These journalists were serviced via a Main Media Center and various venue media centers in PyeongChang and Gangneung in order to provide news, press briefings and other information for them to perform their duties of reporting the Games efficiently and effectively.

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## MEDIA RELATIONS & NEWS COVERAGE

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With a planning goal to “attain top tier media coverage for 40% of participating Special Olympics Programs,” this goal was attained and exceeded.

There were [106 Special Olympics Delegations](#) who participated in Special Olympics World Winter Games PyeongChang 2013 and of those 106 Countries, 66, or 62%, secured key local media coverage. Highlights of the best news media coverage secured from across the world are noted on the following pages, broken-out by seven global regions.

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## AFRICA

Delegations in Africa shared press releases, worked on send-off events with media and supplied regular feedback to local press on their countries' participation in World Games. Overall, an impressive level of national top tier media coverage was secured in Africa, especially as this was the first time that some of these countries competed in World Winter Games.

For example, in Kenya, a substantial amount of publicity was generated in print, radio and electronic media over a six month period, covered by nearly all mainstream print media (including: The Standard, The People, The Star and Sunday Express). In total, Special Olympics Kenya received publicity worth over USD \$50,000 for their floor hockey team alone.

In addition, a lot of news coverage was generated in Malawi (even though they did not send a team) due to the attendance of President Banda at Special Olympics first-ever Global Development Summit in Korea.



# 4 WWG MEDIA REPORTS HIGHLIGHTS



## ASIA PACIFIC

Special Olympics Asia-Pacific sent 16 local Programs to participate in the World Winter Games: 13 delegations for sports competition and 3 countries that had representation in the Global Youth Activation Summit. Media from Australia, Japan and Malaysia attended the Games, and approximately 80% of Asia-Pacific delegations attained media coverage in their countries.

Top-tier media coverage included significant reporting on Special Olympics Nippon (Japan) with 162 articles, Special Olympics Bharat (India) with 32 articles, Special Olympics Australia with 30 articles, Special Olympics New Zealand with 21 articles, and Special Olympics Singapore with 19 articles. These hundreds of articles included stories that focused on specific athlete profiles and achievements, as well as overall delegation stories, such as sendoff and “welcome home” media coverage post-Games.

Media highlights included Japanese national television station, NHK, which traveled to the Republic of Korea and filmed an interview with Global Ambassador Yuna Kim for a feature on Special Olympics, and an abundance of front-page/prominent news stories in publications across India including The Hindu and Times of India. Special Olympics Asia-Pacific is continuing to cultivate media at a regional level, leveraging the successes from World Winter Games as the lead-up to the Special Olympics Asia-Pacific Regional Games in Australia in December 2013.



# 4 WWG MEDIA REPORTS HIGHLIGHTS



## EAST ASIA

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- 100% of Special Olympics East Asia's five regional Programs achieved media coverage from their local press: China, Chinese Taipei, Hong Kong, Macau and the World Winter Games host-nation, the Republic of Korea.
- The Republic of Korea had historic media coverage for Special Olympics with approximately 500 journalists registered to cover Games and national press coverage was across all communications platforms including print, radio, online and broadcast, including the Games host broadcaster, KBS (Korean Broadcast System) and host news agency, Yonhap. For the period during Games time alone (29 January – 5 February), over 7,017 stories ran domestically in broadcast, print newspaper and magazine.
- Chinese press focused on celebration of Opening Ceremony as well as coverage of celebrity supporters Yao Ming, Zhang Ziyi, Yang Lan and Yang Yang during the Games with an array of national coverage ranging from CCTV to China Daily News, and those activities also nicely spread out through China's biggest social network "weibo.com". In total, China has achieved 890+ media stories from TV, print, online, which equals to 4.58m USD PR value according to clipping service house.
- Hong Kong's Phoenix TV picked up the Opening Ceremony live feed and arranged special programming to report the Games. This satellite channel is seen in a significant range of Chinese communities around the world. Macau also did a great job in reporting their team and activities and Chinese Taipei got their top leadership Mr. Ma Ying-Jeou to attend their sendoff of the delegation, which generated very good media coverage.

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## EAST ASIA

Shanghai Daily



### Winter Games host

International Olympic Committee President Jacques Rogge (left) and Kim Jin-sun, chief of the Pyeongchang Organizing Committee for the 2018 Olympic and Paralympic Winter Games, show a signed marketing plan agreement in Seoul yesterday. Pyeongchang in eastern South Korea is the host for the 2018 Winter Games. — AP

新华

### 打造“姚明”品牌 直指“青年领袖”

姚明，这位中国篮球的标志性人物，正成为上海男篮新赛季营销推广的核心。在刚刚结束的赛季中，姚明凭借其卓越的表现和领导力，赢得了球迷们的广泛支持和喜爱。上海男篮主教练李秋平表示，球队将以姚明为核心，打造一支具有强大竞争力的队伍。同时，球队也将充分利用姚明的品牌影响力，开展多元化的营销活动，提升球队的知名度和影响力。这不仅包括传统的拉赞助，还包括与各大品牌合作推出联名产品、举办球迷见面会等。李秋平表示，球队的目标是打造一个具有国际影响力的篮球品牌，让姚明成为真正的“青年领袖”。

### 姚明：完善自我

在刚刚结束的赛季中，姚明在场上展现出了更加成熟和稳定的表现。他不仅在进攻端有着出色的发挥，还在防守端起到了至关重要的作用。姚明的队友们表示，姚明的领导力和团队合作精神是球队取得成功的关键。姚明也表示，他将继续努力，不断提升自己的技术和战术素养，为球队和球迷带来更多精彩的比赛。

### 上海男篮新赛季主教练 体育营销？不是单纯拉赞助！

上海男篮新赛季主教练李秋平在接受采访时表示，球队在营销推广方面有着全新的思路。李秋平表示，球队将不再单纯依赖传统的拉赞助模式，而是将更加注重体育营销的多元化发展。球队将与各大品牌合作推出联名产品，举办球迷见面会，开展线上线下互动活动等。李秋平表示，球队的目标是打造一个具有国际影响力的篮球品牌，让姚明成为真正的“青年领袖”。

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## EUROPE EURASIA

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Significant media coverage was achieved across the Europe Eurasia region for Special Olympics World Winter Games PyeongChang 2013. At least 46 local Special Olympics Programs out of 58 who participated with delegations confirmed news coverage achieved in their countries - that's at least 69% of Special Olympics Europe-Eurasia National Programs securing media coverage!

A significant proportion of media coverage was based on the National Team's return home and a review of their total performance. Much of the TV footage was of delegations arriving to their home airport and welcome receptions by the President or Government representation also helped to secure media coverage. In a number of the countries athletes were invited to day-time TV shows for interviews on their performance and with footage shown from the Games. Television coverage ranged from BBC News to ORF in Austria, home of the next 2017 World Winter Games.

Also some of the key coverage was achieved through the occurrence of the Global Development Summit. One of the most esteemed newspapers in the British Isles carried a story and posted a video online about the presence of Aung San Suu Kyi at World Winter Games.

The availability of AP photography also resulted in a slideshow of images from the Opening Ceremony being shown on Eurosports.com which provided great visibility to Special Olympics.

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## LATIN AMERICA

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Nine delegations from Latin America participated in the World Winter Games in Korea 2013.

- 100% of our delegations obtained national media coverage. The totality of the delegations obtained coverage before the WG most of the coverage was presenting the delegation to the media, 55% during the event based on performance and 88% after it based on delegations returning to their countries and results in terms of medals.
- The largest mass media company in Latin America, Televisa, presented reports on January 17<sup>th</sup> and February 14<sup>th</sup> regarding the participation of Mexico's delegation, interviewing several athletes and staff members of Special Olympics Mexico.
- 24 horas National Television and Tele 13 in Chile; as well as Meridiano Television in Venezuela presented interviews with athletes participating in the WG.
- In El Salvador, the athletes had a media tour where they visited television channels and print press; they also held press conferences for their departure and arrival to the country. Several channels such as Channel 4, Tele 2 and Channel 6 presented different reports on the athlete's participation giving great exposure to Special Olympics.
- SOLA coordinated interviews requested by the organizing committee to delegations from Bolivia and Venezuela and contributed with the realization of a documentary on floor hockey.
- Three delegations were accompanied to the Games by Special Olympics communication staff: Mexico, El Salvador and Venezuela.
- Costa Rica's delegation had an accredited journalist during the Games to provide full coverage of the events.



# 4 WWG MEDIA REPORTS HIGHLIGHTS



## MIDDLE EAST & NORTH AFRICA

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Links:

- Johanna Vienet se couronne d'argent aux JO spéciaux en Corée du Sud
- Lalla Soumaya El Ouazzani reçoit l'équipe nationale de Floor hockey
- Concise se mobilise pour offrir les JO spéciaux à Johanna
- Passionnantes finales en perspective
- Handisport, Coupe du Trône futsal : Passionnantes finales en perspective
- Passionnantes finales en perspective
- Coupe du Trône de futsal

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## NORTH AMERICA

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Special Olympics North America's World Games marketing and communications evolved with these Games: there were many "firsts," substantial media coverage, and significant gains in the area of social media and internal communications. A few highlights:

### SO Team USA

- 57% increase in Facebook fans from when efforts began in summer of 2012, through February 6, 2013
- 105% increase in Twitter followers from when efforts began in summer of 2012, through February 6, 2013
- FIRST: SO Team USA Flickr stream providing several thousand photos from training camp through to Games, as well as video
- FIRST: professional headshots of all members of SO Team USA taken
- Marked increase in frequency and quality of internal communications to US Programs
- Marked increase in frequency of SO Team USA newsletters
- Improved sponsor recognition via web, newsletters, and social media
- Increased volume of content on, and traffic to, SO Team USA website

# 4 WWG MEDIA REPORTS HIGHLIGHTS



## NORTH AMERICA

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### SO Team Jamaica

- FIRST: For the first time ever, Jamaica sent reporters from its main daily paper (Jamaica Observer). Jamaica's athletes were featured on the front page of the paper, repeatedly, throughout the Games. Brought an unprecedented level of awareness to Jamaica's program.

### SO Team Canada

- 108% increase in Facebook fans between January 1 and February 6, 2013
- 37% increase in Twitter following during same period
- FIRST: Canada launched a custom Facebook app allowing fans to virtually cheer on their local athletes

Also, these marked the first Games SONA has had a regional communications director to support and work in concert with the delegation communications contacts, enhancing and aiding all delegations' efforts.



## 5 ACKNOWLEDGMENTS



# 5 ACKNOWLEDGMENTS



## Mattel, Inc. and Mattel Children's Foundation

Mattel's contributions to the Games funded the Global Youth Activation Summit, a gathering for more than 100 young people who are committed to making a difference in their schools and communities around the world. The youth participants, aged 12-18, worked in pairs: one Special Olympics athlete and one peer partner without an intellectual disability from the same community, state or country. The goal of the summit is to activate youth as agents of change, fostering acceptance, respect, dignity and advocacy for all people throughout the world. Their hard work and commitment was validated by a surprise gift from Mattel: \$2,000 will be granted to each Summit team in 2013 so that they may implement project plans developed in Korea in their home communities. Six representatives from Mattel Korea also joined the first-ever demonstration of the Young Athletes Program in Korea, made possible by grant funding from Mattel. More than 100 spectators observed 20 Young Athletes at play, learning motor and social skills, with the help of Occupational Therapy students from Soon Chun Hyang University.

# 5 ACKNOWLEDGMENTS



## PERFECT SENSE DIGITAL

A team from Perfect Sense Digital volunteered to support the Games from 25 January - 2 February. Karl Phenix , Jenny Daly, Cecily Mullen , Caitlin Anzalone, Holly Wheeler and Andrew Sung represented the company in PyeongChang. The team was instrumental in managing attendees, creating publicity templates, and designing signage. They also brought their sports skills to play while participating in the Floorball and the Alpine Skiing and Snowboarding Unified Sports Experiences. Perfect Sense Digital hosted the Apres Ski Reception where the employee volunteers handed out medals, enjoyed hot chocolate, and celebrated with the athletes. Perfect Sense Digital also designed the 2013 World Winter Games official website.

# 5 ACKNOWLEDGMENTS



## HILTON WORLDWIDE, CONRAD SEOUL, AND THE AMERICAN CHAMBER OF COMMERCE IN KOREA

As part of Hilton Worldwide’s global support of Special Olympics, Conrad Seoul played host to a private lunch reception, hosted by the American Chamber of Commerce Korea, on 28 January 2013. “Joining the Special Olympics movement has allowed Hilton Worldwide to act on our vision to fill the earth with the light and warmth of hospitality,” said Jeff Diskin, executive vice president, Commercial Services, Hilton Worldwide. At the lunch, members of the global Hilton team welcomed the 213 members of Special Olympics Team USA to the Games.

# 5 ACKNOWLEDGMENTS



## OGILVY PUBLIC RELATIONS

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Global communications leader Ogilvy Public Relations offered Special Olympics and the Games Organizing Committee pro bono PR support both before and during the 2013 World Winter Games. Starting in mid-2012, Ogilvy PR and its Seoul bureau assisted Special Olympics with a wide range of foreign media support and sent a team to PyeongChang to help onsite with foreign press.

## UNIVERSITY OF MIAMI SCHOOL OF COMMUNICATION

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A videography team led by University of Miami Professor Rich Beckman, Knight Chair at the Knight Center for International Media at the University of Miami School of Communication, captured compelling video stories on in-depth topics, as well as sports and other footage over a two-week period in Seoul and PyeongChang.

Professor Beckman's collaboration with Special Olympics began in the 1990s, while he was teaching at the University of North Carolina, Chapel Hill. He and his volunteer teams have covered stories about Special Olympics athletes on five continents. They have also filmed, photographed and reported at the last four World Games -- in Shanghai, China; Idaho, USA; Athens, Greece; and PyeongChang, Korea.



[www.SpecialOlympics.org](http://www.SpecialOlympics.org)

 [fb.com/SpecialOlympics](https://fb.com/SpecialOlympics)

 [@SpecialOlympics](https://twitter.com/SpecialOlympics)

 [youtube.com/specialolympicshq](https://youtube.com/specialolympicshq)

 [www.specialolympics.org/blog](http://www.specialolympics.org/blog)

