

ETHICS AND MANAGEMENT OF SPORTS AGENTS AND ATHLETES (SPORTS AND SOCIETY) pdf

1: Code of Ethics | FIMS - International Federation of Sports Medicine

In this video, top sports agents and journalists debate ethical issues related to the management of athletes by sports agents.

Ethical Issues in Sports Management by Sara Higley - Updated September 26, Sports management is a term that encompasses professional sports, collegiate sports, recreational sports, and health and fitness. Because it covers so many aspects of the sports industry, many ethical issues arise. Diversity Not so long ago white men dominated the sports industry at all levels. From front offices to head coaches to behind-the-scenes workers to intercollegiate sports, diversity has become not only a major issue but a priority that needs to be addressed. From Title IX, which forces colleges to have gender-equitable teams, to a rule in the NFL that forces coaches to look at a more diverse candidate pool, it is obvious that the sports industry is not immune to the ethical issue of diversity. While white men used to dominate the industry, as of late, more women and minorities are breaking into the field and are becoming very successful. As diversity as an ethical issue continues to grow in society, so too will the diversification of minorities into the sporting industry. Pay for Play Professional athletes make millions of dollars. Although this fact in itself may be seen as an ethical issue, the bigger issue arises when college athletes are viewed to be "exploited. They are given athletic scholarships, which allow them to receive a college education for free. And as student-athletes, they are continually asked to miss classes due to travel for their sport and miss study time because of long practice hours. Although a free education may seem like reasonable pay for some college athletes, what about the big-name athletes who are seen as celebrities on campus, and whose names are used for advertising to bring in money for their schools? Video of the Day Brought to you by Techwalla Brought to you by Techwalla Health and Fitness Ethical Issues One of the less-known aspects of sports management is the health and fitness industry. Health clubs and fitness centers have a unique set of ethical issues that they face. Many health clubs have high-pressure sales, which is a term that describes the quota their employees must meet on a monthly basis to keep their jobs. The problem in many of these clubs is that if each employee met his quota, there would be too many members to provide services to. Another ploy that many of these places use is getting members to sign up for lifetime memberships or forcing them to sign long contracts even though the person may quit after only a few months. Steroids Barry Bonds, Mark McGwire, Jose Conseco -- these are only a few of the professional athletes who have been found to have taken illegal steroids. Although what players do is not necessarily a sports management issue, handling the aftermath of the steroid era is a big sports management issue. This is an issue that needs to be addressed to young children, who must be shown that using steroids is not the correct way to become better in a sport. Managers now are forced with a big ethical question. Do they let their players continue to use and perform at an increased level or do they follow the rules and report the violations? What punishment do you hand down? These are some of the questions that are being addressed by sports managers today.

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2: Ethical Issues in Sports Management | Bizfluent

Ethics and Management of Sports Agents and Athletes: Program 20 (Sports and Society) VHS Tape - June 1, Be the first to review this item See all formats and editions Hide other formats and editions.

Jim Kelly The Athlete Management Course has given me a chance to help others, as well as myself and my family, and given me a new found feeling of respect. This course is so important because it not only stresses the educational importance when working with athletes, but also shows that there can be people in this business who have integrity, honest intentions, and mean well by their clients. Everything about this company is impressive and professional. Where else can you get this kind of valuable support? John Conti I loved the class and the ethical compass of Dr. Lashbrook and the staff of SMWW. The class was informative, interactive and fun. The course gave me the basic tools to feel comfortable working with athletes. I would advise this class for anybody with a passion for sports. The cost of the class is minimal compared to knowledge and contacts you will get in return. Tyler Lively Scout "The SMWW course covered a lot of information and helped me learn to identify the intangibles in players and to evaluate talent and categorize based on talent. At the National Scouting Report, I focus on Basketball, Baseball, and some Football and I help connect student-athletes with coaches at schools that need their talent set. Without the knowledge, support and networking opportunities provided by Sports Management Worldwide SMWW I would never have been able to offer the high quality services that my clients expect and deserve. I would recommend this course to anyone who is serious about becoming or understanding the world of a Sports Agent. You will never get this course content else where, I doubted it before the beginning of the course, but my opinion has since changed. My experience with the course was amazing. The amenities available in the arena were astounding and the student links served me well when I began to research for my course paper. The audio chats really amazed me because my first audio chat was with a former NBA coach for the Memphis Grizzlies and he gave out his real contact information. All the students were very much older than me but respected my goals, view, and knowledge of the business of sports which made me feel equal. Overall the experience was great and I would recommend it to anyone. Everything that SMWW taught was right on and it worked for me. If you have a love for sports and people, I would recommend that you go for it. I was practically computer illiterate. I want three players next year! I would recommend it to anyone interested in wanting to become a sports agent. This is one company who is on top of the ball and just does a great overall job. Jens Casten JC27 International Goalie Consulting I was a Pro Goalie for 21 years and had to retire suddenly due to an injury, without any direction concerning my future career. I was immediately impressed with the SMWW concept and felt that enrolling in their educational programs could be greatly beneficial to my professional future off the ice. SMWW online education is the way of the future bringing the sports world together. SMWW chats provide an excellent forum for the exchange of ideas and relating of experience, and networking with people from all over the globe. Lashbrook is a great mentor with impressive knowledge and leadership. Looking back, I would have to say that it was a wise investment. As a veteran athletic administrator, I am always looking for new ideas that can help my program excel. I have enjoyed the exchange of ideas and the communication with other students who are nationwide right from my own home. We are all dealing with budget issues, but this course has introduced some cutting edge technology to help generate funds and improve public relations within the community. Whether you are a new or a veteran athletic administrator, this would be a great course to take! As a practicing attorney, this course really helped me to navigate through the nuances of athlete representation. Issues such as advertising, conflicts of interest, and representation fees are discussed in proper detail. Laura Bradshaw Although the Athlete Management Course had an American slant I still found the content of the course very helpful to me as a European student and also I had fantastic support when needed. The Athlete Management Course gave me useful insight into how sports agents work overseas and how the industry worked. It gave an international outlook on the business of athlete representation. The Agent Advisor program

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is continuously improving and I enjoy being a part of it. I found the SMWW network of agents especially supportive and enhanced my opportunities greatly. The Agent Advisor network is very strong and is committed to succeeding which I find very motivating. The SMWW website is great for athletes of all nationalities to gain insight into the company and discover what we are all about. I have found the athlete referral system to be highly organized and it has worked well. I think there are many ways to move forward in the sports industry and SMWW is doing just that. This was my first online course, and except for my personal time constraints it was a breeze. The books that came with the course will be valuable learning tools that I will always refer to. I would highly recommend the Athlete Management Course. Albert Lepore Roche Sports Management My experience was great because it opened the door for me to new ideas, not only about how to deal with athletes but how to deal with management as well. The Athlete Management course was a great real world compliment to my law degree. The chats were an excellent way to go beyond the reading and address current sports issues. Also, the technology utilized in the chats really made you feel that you were really in a classroom. The course far exceeded my expectations, mostly due to Dr. Lashbrook gave me the knowledge, skills, and a great start in the sports agency industry. I look forward to taking another course with SMWW. I must say that I was impressed with the 8 week program. For an online course, they exceeded my expectations mainly because they offer a lot of valuable services and resources to help you with your training and are quick to help you in any way possible. I am very happy I went with SMWW for my training and want to thank them for being a big part of launching my career in the sports business. Upon discovering the Athlete Management course on line I was skeptical. When I made my initial contact I was very impressed by the personal call I received from Dr. While taking the course I was thrilled not only with how much I learned but with how much fun the course was. Since that time the support of SMWW has been tremendous. I would strongly recommend anyone interested in any of the areas in which Dr. Lashbrook offers courses to take one. If I can free up the time I may sign up for another one. The education is top notch and Dr. Lashbrook and his staff are second to none. Lashbrook and the team are more than willing to provide the support you need and back it up with their own hands-on experience. This is not an offering you will find anywhere else. In my seven years as an agent I have yet to meet another person or agency willing to share their knowledge and experience - that alone is priceless in the sports agent industry. A one of a kind service by a one of a kind organization. Deepak Patel The Athlete Management course is a must if anyone is interested in becoming a true sports agent. The course offers an in depth analysis of how to become a great agent. The instructors are very helpful and never hesitate to help you out. If you are someone looking for a dream, Dr. Lashbrook and company will be there to help you achieve that dream. Beverly Thomas-Martin I have always had an interest in the sports agent industry. While surfing the web; I came across Sports Management Worldwide site. The staff at SMWW is wonderful, knowledgeable and always available to help. It turned out be a great call. The material is really interesting and it gets you excited the more you learn. Brian Crouse I woke up one morning, got on the computer, searched for online sports courses and there it was: At 19 years old, finding the Athlete Management Program was a dream come true. I had no idea what I wanted to do the rest of my life. It provides you with the basics to become the best possible Sports Agent, and doing it the only way, the right way. Lashbrook, his wife, and the whole SMWW staff are right there by your side every step of the way. It is great knowing that if you have any questions, or are stuck on any of the material, you can ask any question they can answer them for you. This is the best thing that I have done, and if I need to further my knowledge on the things I wish to pursue in sports, SMWW is the first place I will come. Following law school, I started my law practice at a large law firm and focused on sports law. The knowledge I gained from the program and Dr. Lashbrook was invaluable and helped me to excel in my practice. The Athlete Management course prepared me and helped me to build a successful sports law practice focusing on athlete representation and assistance. I currently represent several MLB clients. Without this program, I would not have been able to achieve the career I now have. I highly recommend his program to anyone who desires to build a successful career in any area of the sport industry.

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3: Ethical Issues in Sports Medicine

Ethics and Management of Sports Agents and Athletes (Sports and Society) by Robert Mertzman, June 1, , Kendall/Hunt Publishing Company edition, Paperback in English - Video edition.

Ethical Dilemmas in Collegiate Athletics: The sport industry is growing at an incredible rate of speed. The Atlanta Olympic Games saw licensed products sales in the billions Brecke, In particular, rules violations within intercollegiate athletics have risen, which has led to increased pressure on administrators to encourage positive ethical behavior within the realm of their influence. One result of this greater concern about moral and ethical conduct has been the establishment of codes of ethics by intercollegiate conferences Jordan et al. The problems may be new and unfamiliar, but they can also be recurring day-to-day issues. When solving ethical problems we need to make choices on the basis of our beliefs and feelings about what is fundamentally good or right Aitamaa et al. The world of intercollegiate athletics is certainly not without its share of ethical issues. Examples of ethical issues within intercollegiate athletics include, but are not limited to: Today, unethical behavior displayed in the area of coaching is diminishing the public image of coaching and sports Tuncel, There are several NCAA institutions that are currently under investigation or on probation for unethical behavior. Violations involved include improper academic certification of student-athletes, playing ineligible student-athletes, recruiting violations, providing extra benefits to student-athletes, lack of institutional control, and unethical conduct by head and assistant coaches Hums et al. A recent case that has garnered extensive publicity involves the Ohio State University football program. A chronological examination of the alleged unethical behavior is warranted. Ohio suspended five players for the first five games of the season due to prior NCAA violations. The violations included selling memorabilia and awards of improper benefits. The university made a decision to allow all players to participate in the Sugar Bowl given their unethical practices; Ohio State went on to win the Sugar Bowl by defeating Arkansas One may question if the win was more important than the noted violations. It was alleged that Tressel knew of his players unethical behaviors and subsequently resigned as the Head Football Coach. Tressel resigned amid reports first reported in Sports Illustrated about further wrongdoing going back almost 10 years. Representatives of the program and university are scheduled to meet with the NCAA infractions committee in August. The lack of ethical behavior seems to be a common theme among recent D1 players and institutions. The University of Oregon, another top D1 football program, has been recently cited for unethical behavior. The rap sheet for this program is an embarrassment for any athletic program. Rob Beard, an OU player was charged with assault after an altercation with a woman that left her unconscious and in ICU. These are just a few headlines that made huge ripples in the sea of athletes. As such, this attitude pressures coaches and administrators to violate NCAA rules in an attempt to have any competitive advantage. These codes are designed to identify appropriate behaviors expected of administrators, coaches, student-athletes, and others. Constant and consistent referral to a code of ethics often allows for the standards within the code to be incorporated into the culture of the organization. The ability of a code of ethics to influence member actions and decisions is often predicated upon this immersion of the code into organizational culture. In addition to the code of ethics, the literature suggests that coaches should incorporate ethical decision making models when making athletic decisions. Identify the correct problem to be solved. Gather all the pertinent information. Consult with peers or other individuals in the industry who may have experience in similar situations. Do not rush to a decision. Make the best decision possible, knowing it may not be perfect. Evaluate the decision over time. Through the evaluation of this model, various programs who utilize this technique and others have shown positive results. The development of an ethical decision-making model for coaches is obviously an area ripe for additional research and thought. Coaches need to be current with the ethical issues they may confront, so they may be proactive rather than reactive in their approaches Hums et al. With the incorporation of various models, the unethical practices in sports may lead to the decrease in unethical behavior within the sports arena. She deals with NCAA rule issues

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on a daily basis. She is representative of many of the masters and doctoral students at the Academy. For more information on Academy programs please go to [http:](http://) Ethical problems in nursing management: The role of codes of ethics. *Nursing Ethics*, 17 4 , Team Licensing Business, 9, *Journal of Business Ethics*, 20, Coaches perceptions of conference codes of ethics [Electronic Version]. Retrieved July 04, from [http:](http://) Ethical Code for Coaches [Electronic Version]. *Broadcasting and Cable*, May 13, Van der Arend, A. Moral problems among Dutch nurses: *Nursing Ethics*, 6,

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4: Ethical Creed | North American Society for Sport Management

The sport manager should uphold and advance the values and ethical standards, the knowledge, and the mission of the profession. Q. Development of Knowledge. The sport manager should take responsibility for identifying, developing, and fully utilizing established knowledge for professional practice.

Abstract Ethical issues present a challenge for health care professionals working with athletes of sports teams. Health care professionals—including the team physician, the physical therapist, and the athletic trainer—are faced with the challenge of returning an athlete to competition as quickly as possible but as safely as possible. Conflicts of interest arise due to conflicting obligations of the team physician to the athlete and other members of the sports organization, including coaches and the team owner. The multiple stakeholders involved in sports teams challenge the traditional notion of confidentiality and autonomy. The aims of this article are to explicate the ethics of sports medicine, highlight the ethical issues, and provide some strategies and suggestions for ethical decision making. Sports Medicine, Ethics, Ethical Issues, ethical decision-making In the United States, college coaches and athletic administrators are under significant pressure from students, fans, boosters, and politicians to succeed and are paid exorbitant salaries, often exceeding those of their respective college presidents. Successful sports teams can arrange lucrative television contracts and attract and expend large sums of money to highly visible and successful coaches and athletes. In turn, the pressure to perform is exceedingly strong. Given the economic climate surrounding professional athletics, we should not be surprised that athletes are often viewed as commodities that are bought, sold, and traded. Not least, organizations that invest large sums of money on athletes expect returns on their performance, which include proper maintenance of their physical and mental status for ongoing competition. Pressures for athletes to perform in high-impact sports such as football, where injuries are ubiquitous, have contributed to the rapid evolution of medicine in sports. These societies have developed journals in sports medicine, have been instrumental in developing formal residencies and fellowships, and, in many cases, have developed a cottage industry of continuing education courses in sports medicine. What has emerged is the concept of the team physician and the health care team. In some cases, large health care entities and private practitioners pay for the privilege of being the team physician, often as part of a marketing agreement between a health care center and a sports team franchise. The unique structural relationship of sports franchises has challenged the traditional fiduciary role of health care professional and their patients and has given rise to potential ethical conflicts. At the core of these conflicts are the competing obligations faced by a health care professional deciding when an athlete is ready to return to full competition. A team physician must decide, what are the rights of the athlete, family, agent, or coach to be involved in that decision? Where does the locus of control ultimately lie? Because of this unique organizational structure, the ethical principles of autonomy and confidentiality do not easily translate into sports medicine because of competing obligations and lack of clarity of ethical guidelines. To address the issues raised above, the purpose of this article is to explore ethical issues faced by health care professionals who work with professional athletes. To begin, we present an overview of current research describing ethical issues in sports medicine. We then offer some suggestions to help health care professionals improve their ethical decision-making abilities. Brief examples illustrate and provide practical decision-making strategies.

Ethical Problems in Sports Medicine Many of the ethical issues in the care of athletes often result from the unique and dynamic interrelationship of multiple stakeholders associated with sports franchises. These include the health care professionals team physician, athletic trainer, and physical therapists ; the athletes themselves; and management, including coaches, general manager, and, in professional sports, the team owner. Additional stakeholders include agents, families, the media, and fans. Because these various stakeholders often have different interests and goals, health care professionals are often conflicted about the proper course of treatment for an injured athlete. Conflicts of interest are common in these situations. Swisher et al 14 sequentially surveyed a group of athletic trainers with experience working with sports teams to identify the types of ethical

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issues that these trainers commonly faced in working with athletes. Qualitative examination of ethical issues yielded 7 themes. Anderson and Gerrard³ surveyed a sample of 18 sports team physicians in New Zealand to identify and map ethical issues. The physicians identified ethical issues related to confidentiality and privacy concerns manifested by tension between medical requirements to the patients and demands to play from the patients and other stakeholders associated with the team. Confidentiality was the most common issue related to the health information of players from the organization and from media. Privacy was also an issue in trying to provide care in a shared facility such as a training room. The next issue was the fiduciary responsibility to care for the patient and the pressure from the organization to return the athlete to the sport as soon as possible. Many reported that the source of pressure to return athletes to sports too soon came from the athlete, coaches, and other players. Responsibility to athletes, coaches, and even player unions can create conflicts. Problems related to this pressure included the use of analgesics to allow injured players to continue, the problem of inadequate assessment on the field due to time pressure, and the high expectations of national and regional teams when stakes are high. In a conversation with Dr John Xerogeanes, chief of sports medicine at Emory University, Atlanta, Georgia January 22, , he identified conflict of interest as the most significant issue faced by the team physician in both the college and professional levels. He spoke about the pressure that many coaches and owners can place on a team physician to return an athlete to sport with minimal recovery time. Although some athletes desire a quick return to sport regardless of the severity of injury or the need for surgery, he said that it is not uncommon for the physician to be pressured from team management for an early return to sport. In such cases, the athlete develops mistrust in the judgment of the team physician to properly care for his best interests. As a result and at times unfairly, an athlete will choose not to see his team physician but choose instead to see a physician who is not associated with his team. In reviewing the relationship of management to team physicians, Polsky¹¹ pp reported that, not surprisingly, management often places pressure on team physicians to return an athlete quickly to competition. Although most sports organizations have the best interest of their athletes in mind, Polsky reported some instances when an organization pressures its medical team to choose a less-than-ideal procedure to treat an athlete to promote shortened recovery time and faster return to play. Polsky reported cases of pressure from team management containing the implicit threat that the physician will be replaced if he or she does not support management policies. Likewise, management would exert significant pressure on the athletes themselves for a speedy recovery. Athletes may also have the specter of terminated employment or loss of salary due to loss of playing time. In this way, they also may place pressure on the medical team for a faster recovery via a less intense procedure. These short-term gains pose long-term risks, however. Pressure to play early comes not only from management and even ownership but also, as mentioned above, from the athlete and his or her peers. McKenna et al⁹ interviewed practicing physiotherapists in the United Kingdom to explore their experiences of rehabilitating elite athletes. In response to in-depth interviews, the therapists reported that many of the athletes during rehabilitation were somewhat fragile emotionally, with their entire focus being on their ability to return to their sport. The therapists all perceived that the athletes were impatient with rehabilitation and favored a rapid return to sport, often at the detriment of ideal rehabilitation. Significant injury often had large effects on their mental states, with effects sometimes being similar to those of individuals who had experienced a natural disaster. On the other hand, responses varied widely, with some athletes viewing injury as merely a slight setback. Rehabilitation for these individuals was viewed as a return, rather than as a gain or improvement. Athletes were described as often being very talented and somewhat arrogant, to a fault, in that they sometimes believed that they had some knowledge of what would improve them that the physical therapist did not. Polsky¹¹ provides several examples of quotes from team physicians and athletic trainers about the tremendous pressure that athletes feel to play with pain. Those athletes who did return early were more respected and admired, and those who did not were often stigmatized and ridiculed by teammates. Because there is no real job security in the National Football League, the greatest threat that players feel if they do not play with pain is replacement. An interesting source of pressure is the pressure that team physicians often

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place on themselves. There are 2 reasons, according to Polsky. But as Polsky correctly reminds us, although conflicts of interest may increase risks of unethical conduct, they are not inherently unethical but rather a fact of practice reality. Physicians and other health care professionals must always act in the best interest of the patient whether she or he is an athlete or not, regardless of setting, and irrespective of incentives. Informed Consent, Confidentiality, and Other Ethical Issues Because of conflict of interests, the team physician faces a unique situation related to the ethical principles of autonomy and to confidentiality and informed consent. To what extent do team management and related stakeholders have a right to medical information about the athlete? Without doubt, the team has a stake in the medical decisions affecting the care of the athlete. As Dunn et al 7 described, an athlete with a torn meniscus will often best be treated with a meniscal repair than with a meniscectomy based on long-term outcomes. After explaining the procedure, the risks and benefits, and alternatives, the athlete may opt for a meniscal repair, ready to sacrifice short-term playing time for longer rehabilitation and better long-term outcomes. In such a case, the physician must advocate for the most appropriate course of medical treatment given the evidence. If when given full disclosure and informed consent, the athlete decides for a meniscectomy, the physician must weigh the benefits and risks of doing an alternate procedure based on his or her best judgment. As mentioned above, in the final analysis the physician has the right to refuse a medical treatment that one judges to be inappropriate. We must remember that physicians should never agree to a medical procedure that is not considered standard and appropriate care. It is always the ethical obligation for health care professionals to justify their medical decisions based on sound professional judgment. What is particularly unsettling is that sports physicians are often bombarded from the press and public with suggestions to use the latest fads in medical technology, some valid and some not. The field of sports medicine is evolving constantly due to innovative research, emerging technology, and financial investments from commercial enterprises. Certain emerging medical interventions and technologies are in the experimental stages or have little clinical evidence supporting their efficacy in long-term outcomes. Not too long ago, thermal capsular shrinking techniques developed a vocal following in orthopaedics and media hype, in lieu of the more invasive but successful surgically tightened stabilization procedures for athletes with recurrent shoulder dislocations. With emerging technology, the physician must obtain full consent of the patient, which requires full knowledge of all aspects of the procedure, including its less proven nature. The physicians themselves must conduct a careful review of the new technology before administration to a patient. In traditional medical settings, confidentiality about medical conditions is a general obligation that physicians and other health care professionals owe to their patients. Bernstein et al 6 raised an interesting hypothetical scenario and subsequent question: Say that during an on-campus medical evaluation at a major college, a recruited athlete discloses to a team physician that he experienced 3 concussions while playing high school football, each of which required hospitalization. It is morally permissible and in fact morally required that the team physician tell the coaches about the significant past medical history of this student athlete to avoid future harm. But a physician is under no such obligation of strict confidentiality if, for example, an athlete discloses that he is illegally taking performance-enhancing drugs. This action is directly in violation of rules controlling the use of banned substances, and it moves toward a legal issue taking precedence over any ethical concern about confidentiality. The same should be done with team management, who should be apprised of the nature and limits of confidentiality requirements. Suggestions for Ethical Conduct Having brought forward the issues of ethics in sports medicine, we turn now to suggestions to improve the ethical decision-making abilities of health care professionals working with sports teams. First, we advocate that sports medicine fellowship programs include an ethics component dealing with the conflict-of-interest issues presented by high-level athletics. We examined the webpage offerings of several high-profile sports medicine fellowships in the United States. While we were unable to view their curriculum in any sort of depth, none made any mention of ethics in any part of the publicly available information about their fellowships. One did indicate that among its core values were patient care and professionalism, but it did not go into detail about whether there was an ethical component or not. We suggest that the fellowship train physicians in ethical reasoning and present

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cases that involve ethical content. Current research in expert practice, a goal of fellowship training, clearly indicates that expert practitioners use multiple sources of reasoning, including technical, narrative, and ethical reasoning as part of patient care. The problem herein lies when physicians are beholden to the interests of someone other than the patient. These physician-team relationships should function under clear rules to prevent the alteration of medical treatment based on nonmedical concerns. We also suggest that health care professionals entertaining thoughts of working with sports teams be trained in basic principles and concepts of applied ethics. For example, opinion 3.

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5: Responsibilities of a Sports Agent | www.enganchecubano.com

To assist athletes in their decisions, sports agents offer to represent athletes in negotiations and to advise them regarding the business side of sports. For this advice, the agents receive a percentage of the athletes income, and some sports agents earn millions.

Code of Ethics 1. Medical ethics in general The same ethical principles that apply to the practice of medicine shall apply to sports medicine. The main duties of a physician include: Always make the health of the athlete a priority. Ethics in Sports Medicine Physicians who care for athletes of all ages have an ethical obligation to understand the specific physical, mental and emotional demands of physical activity, exercise and sports training. A different relationship exists between sports medicine practitioners, their employers, official sports organization, professional colleagues and the athletes 2. In sports medicine there is also a link between the pathologic concern and specific recreational and professional activity. An athletic injury has a direct and immediate impact on the participation in this activity that may have psychological and financial implications. The most obvious difference between sports medicine and other aspects of medicine is that the athletes treated are generally healthy. Ethics in sports medicine should also be distinguished from law as it relates to sport. One refers to morality the other to a set of enforceable social rules 2. Although it is desirable that the law be grounded in moral principles and that matters of moral importance should be given legal backing in many instances, not everything that is illegal is immoral and similarly not every immoral behavior is against the law. Thus when speaking of ethics in sports medicine, one is not concerned with etiquette or law, but with basic morality. A medical decision must be taken honestly and conscientiously. A basic ethical principle in health care is that of respect for autonomy. An essential component of autonomy is knowledge. Similarly, failure to give them necessary information violates the right of the athlete to make autonomous choices. Truthfulness is important in health care ethics. The highest respect will always be maintained for human life and well-being. A mere motive of profit shall never be permitted to be an influence in conducting sports medicine practice or functions 3. The basis of the relationship between the physician and the athlete should be that of absolute confidence and mutual respect. The athlete can expect a physician to exercise professional skill at all times. The regulations regarding medical records in health care and medicine shall also be applied in the field of sports medicine. The sports medicine physician should maintain a complete and accurate record of the patient. In view of the strong public and media interest in the health of athletes, the physician should decide with the athlete what information can be released for public distribution 1. When serving as a team physician, the sports medicine physician assumes the responsibility to athletes as well as team administrators and coaches. It is essential that each athlete is informed of that responsibility and authorizes disclosure of otherwise confidential medical information, but solely to the specific responsible persons and for the expressed purpose of determining the fitness of the athlete for participation 4. The sports medicine physician will inform the athlete about the treatment, the use of medication and the possible consequences in an understandable way and proceed to request his or her permission for the treatment. The team physician will explain to the individual athlete that he or she is free to consult another physician. Training and Competition Sports medicine physicians should oppose training and practices and competition rules as they may jeopardize the health of the athlete. In general, the physician shall obtain knowledge of the specific and mental demands made of athletes when they participate in sport activities. Relevant aspects in these respect include expertise, effectiveness and efficiency, and safety 5. If the athletes concerned are children or growing individuals, the physician must take into consideration the special risks that the sport in questions may represent to persons who have not yet reached physical or psychological maturity. When the sports participant is a growing individual, the sports physician must ensure that the training and competition are appropriate for the state of growth and development 4. The physician shall contribute to the spreading of information or the special conditions that pertain to young people training and competing. It is vital that this information also reaches the young athletes,

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parents, guardians, and trainers

1. Education Sports medicine physicians should participate in continuing education courses to improve and maintain the knowledge and skills that will allow them to provide optimal advice and care to their patient athletes
6. Knowledge should be shared with colleagues in the field.

Health Promotion Sports medicine physicians are obligated to educate people of all ages about the health benefits of physical activity and exercise.

Injuries and Athletes It is the responsibility of the sports medicine physician to determine whether the injured athletes should continue training or participate in competition. The outcome of the competition or the coaches should not influence the decision, but solely the possible risks and consequences to the health of the athlete. If the physician considers that a certain sport entails major risks he should try to eliminate the risk by exerting pressure on the athletes as well as on the relevant decision makers.

Injury prevention should receive the highest priority.

Therapeutic Exercise When supported by scientific research, a detailed exercise prescription should be part of the therapeutic plan for an athlete recovering from injury or disease.

Relationship with Other Professionals The sports medicine physician should work in collaboration with professionals of other disciplines. The sports medicine physician should cooperate with physical therapists, podiatrists, psychologists, sport scientists including biochemist, biomechanics, physiologists, and others. The sports medicine physician has the final responsibility for the health and well-being of the athlete and should therefore coordinate the respective roles of these professionals and those of appropriate medical specialists in the prevention, treatment and rehabilitation of disease and injury. The concept of interdisciplinary team work is fundamental to the practice of sports medicine. A sports medicine physician should refrain from publicly criticizing fellow professionals who are involved in the treatment of athletes. A sports medicine physician should behave in relation to his colleagues and coworkers as he would like them to behave towards him.

Relation to Officials, Clubs, etc. At a sport venue, it is the responsibility of the sports medicine physician to determine when an injured athlete can participate in or return to an event or game. The physician should not delegate this decision. The outcome of the competition must never influence such decisions. To enable the sports medicine physician to undertake this ethical obligation the sports medicine physician must insist on professional autonomy and responsibility for all medical decisions concerning the health, safety and legitimate interest of the athlete. No third party should influence these decisions

3. No information about an athlete may be given to a third party without the consent of the athlete.

Doping see FIMS Position Statement The sports medicine physician should oppose and in practice refrain from using methods to improve performance artificially such as those prohibited by the IOC

4. The physicians have forcefully opposed the use of methods that are not in accordance with medical ethics or scientifically proven experience. Thus, it is contrary to medical ethics to condone doping in any form.

Research Research should be conducted following the ethical principles accepted for research in animals and human subjects. Research should never be conducted in a manner which may injure athletes or jeopardize their athletic performance.

References Code of Ethics. Swedish Society of Sports Medicine. Character building in sport: New Zealand Journal of Sports Medicine 17 2: The Netherlands Association of Sports Medicine. The American College of Sports Medicine. This statement was prepared by: Parker, PhD; and John B.

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6: Athlete Management - Become A Sports Agent | Sports Management Worldwide

sports agents may be subject to more than one source of regulation, but the conduct of all sports agents is subject to some regulation under state and federal law.

We are committed to a high level of professional practice and service. Our professional conduct shall be based on the application of sound management theory developed through a broadly based humanities and social scientific body of knowledge about the role of developmental physical activity in sport, exercise, and related expressive activities in the lives of all people. Such professional knowledge and service shall be made available to clients of all ages and conditions, whether such people are classified as accelerated, normal, or special insofar as their status or condition is concerned. As NASSM members pursuing our subdisciplinary and professional service, we will make every effort to protect the welfare of those who seek our assistance. We will use our professional skills only for purposes, which are consistent with the values, norms and laws of our respective countries. Although we, as professional practitioners, demand for ourselves maximum freedom of inquiry and communication consistent with societal values, we fully understand that such freedom requires us to be responsible, competent, and objective in the application of our skills. We should always show concern for the best interests of our clients, our colleagues, and the public at large. The sport manager should hold paramount the safety, health, and welfare of the individual in the performance of professional duties. The sport manager should issue public statements in an objective and truthful manner, and shall make every effort to explain where statements are personal opinions. The sport manager should seek employment only where a need for service exists. The sport manager should maintain high standards of personal conduct in the capacity or identity of the physical and health educator. Competence and Professional Development. The sport manager should strive to become and remain proficient in professional practice and the performance of professional functions. The sport manager should act in accordance with the highest standards of professional integrity. Service as Agent or Trustee. Rights and Prerogatives of Clients. The sport manager should adhere to any and all commitments made to the employing organization. The relationship should be characterized by fairness, non-maleficence, and truthfulness. The sport manager should treat colleagues with respect, courtesy, fairness, and good faith. Maintaining the Integrity of the Profession. The sport manager should uphold and advance the values and ethical standards, the knowledge, and the mission of the profession. The sport manager should take responsibility for identifying, developing, and fully utilizing established knowledge for professional practice. Approach to Scholarship and Research. Promoting the General Welfare. The sport manager should promote the general welfare of society. The sport manager has an ethical responsibility to society in that minor and major infractions by colleagues should be reported to the appropriate Committee of the professional society when and where such a mechanism exists.

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7: Ethic in Coaching? – The Sport Journal

Sports management is a term that encompasses professional sports, collegiate sports, recreational sports, and health and fitness. Because it covers so many aspects of the sports industry, many ethical issues arise.

One often wonders from what moral foundation do participants in the world of sport chose to make their decisions and subsequently act 1. Their ethical conduct was in question and steps were taken to remedy the situation. Ethics means more than being honest and obeying the law; it means being morally good 2. Those involved in sport organizations need to be their own public relations expert and make decisions on what is best for them and their organization. But how many of those involved in sport know how to deal with a controversial issue, the public, etc? Coaches and athletes need to be educated in public relations and situations such as Bobby Knight and John Rocker could possibly be avoided. Managers must help their employees decide what is right and what is wrong. But how and where do we begin? Treat others in the way you would like to be treated. This concept is not new. The principles that shape ethical conduct have remained constant while people have chosen to manipulate those principles in ways which foster self-promotion and self-aggrandizement 3. Coaches and athletes should 1 be the most ethical persons in an organization. The public and all of its people are constantly observing and scrutinizing sport organizations. Sport organizations are in the public eye and the public should demand nothing less than professionalism from its athletes and coaches. Everyone knows that athletes and coaches are role models. Any prospective coach or athlete should be aware of and strive to produce positive images and public relations for the sake of the sport organization and the community. How a coach proceeds in developing a relationship with the media and the public is vital. High profile athletes and coaches should realize that public relations is a major part of their job. Literature points to the fact that coaches need to communicate their role in society with various groups. Standards and tenets should be used as a guideline to help develop ethical behavior. Whose ethics to follow is often in question. How does one choose? Mark McElreath has identified five factors that one should consider in developing ethical behavior. How a coach should develop ethical behavior begins by looking at five factors: Tradition Ways in which the situation has been viewed or handled in the past. Public Currently acceptable behavior according to the majority of one and Opinion their peers. Law Behaviors that are permissible and those that are prohibited by legislation. Morality Generally, a spiritual or religious prohibition. Immorality is a charge usually leveled in issues on which religious teachings have concentrated. Ethics Standards set by the profession, an organization, or oneself, based on conscience-what is right or fair to others as well as to self 6. The world of sports is bound by rules and is very fragile in the face of the moral quest for betterment. Those people in a position of sport leadership must possess a strong sense of priorities, purpose and ethics for themselves and their programs. The sport participants and the sport should begin with looking at the coach and the five moral obligations a coach should possess: To ourselves-to preserve our own integrity. To our athletes-to honor their contracts and to use our professional expertise on our athletes behalf. To our sport organization-to adhere to organizational goals and policies. To our profession and our professional colleagues-to uphold the standards of the profession and, by extension, the reputation of our fellow practitioners. To society-to consider social needs and claims 7. Moral obligations could be considered controversial, yet they are the basis for beginning to establish a noble and virtuous career as a coach. The explicit goal of all competitive sports is to win within the rules. When athletic participants engage in competition for its inherent pleasure, generally very few problems based upon ethical conduct emerges 8. When winning becomes the primary objective, other potential outcomes are lost. To fulfill their own ego needs, coaches too often pressure their young players to play while injured, to violate the rules to their advantage, and to quit if they are not good enough 9. When the outcome becomes so highly significant that some or all of the participants employ whatever means possible to achieve success, then the questionable behavior is covertly or overtly employed, to the detriment of values and sound character, and the ideals of

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sport. The adoptions of these five factors could be the beginning of something positive for sports. If moral and ethical values are to result from athletic programs then coaches must emphasize One might question if ethics in sport should have principles and values. The principles speak largely to character development, not the accumulation of victories. Four tenets have been identified and linked to modern sports. Athletes must always be considered ends and not means The competition must be fair Participation, leadership, resources, and rewards must be based on achievement rather than ascribed characteristics The activity must provide for the relative safety of the participants Coaches are expected to conduct themselves in accordance with certain values or moral standards. Sport ethics should concentrate on how moral standards apply to sport policies, institutions and behaviors. It is presumed that standards of ethics are not innate but are acquired or learned through models and various life experiences. If they are learnable, then they are teachable. Numerous professional organizations provide both general principles and rules to cover most situations that need an immediate decision. A Code of ethics are a common set of values upon which coaches build their professional work. It is the individual responsibility of each coach to aspire to the highest possible standards of conduct. Coaches respect and protect human and civil rights, and do not knowingly participate in or condone unfair discriminatory practices. Increasing the professionalism in coaching can be accomplished by following a code of ethics. The role of the coach is viewed by various groups in the public. The code of ethics not only involves dealings with athletes, but other groups as well. The coaches family, faculty, community agencies, other coaches and the news media extend beyond the gyms and fields. A positive view should be presented as a coach is a public figure. How the coach views and deals with situations is based on his ethics. The professional must ask themselves questions to consider in order to maintain an ethically principle-centered perspective in a decision-making process: Do they violate any federal, state, district, or league organizational policy or standard? If not, the option probably is not ethical. What are the short-term and long-term consequences of each option? Who or what does each option benefit? Who or what does each option harm? How will they be perceived by others? Could they embarrass any party ies involved? After professionals weigh the options against their ethical standards, they are ready to make their decision and share it with those involved. The leader or coach must make sure they conceptualize and articulate the decision so that subordinates view it as consistent with their stated shared values and ethics. The leader cannot completely protect themselves and their programs from the unethical behavior of associates and related other parties, but they can build into their programs a strong ethical foundation that will keep themselves and their organization strong in both good times and bad. A part of becoming a professional is adherence to the highest organizational and personal ethical standards. Leaders as well as followers in any group must establish the ethical tone for the organization. If leaders at all levels, junior high to college, choose to act beyond reproach, reward correct behavior, and refuse to tolerate wrong doing, there is a much greater chance that the entire organization will behave ethically. Putting it in writing. Sports Illustrated, 82 2 , 64, p1. The Profession and the Practice 4th ed. The Clinical Study of Social Behavior. Prentice Hall, p Journal of Physical Education, Recreation and Dance, v60, n7,p Take time for paradise. A Systems model for ethical decision making in public rela- tions. Public Relations Review Winter p. The madness in sports. Physical education and sport: A contemporary introduc- tion. Ethics, law and sport. Journal of Legal Aspect of Jones, B. Guide to effective coaching principles and practice. Legal concepts and court finding in kinesiological settings. The media and the coach, again.

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8: Ethics and management of sports agents and athletes (VHS tape,) [www.enganchecubano.com]

sports agents is the right to receive approximately 2 to 5 percent of multimillion-dollar athlete contracts coupled with up to 30 percent of multimillion-dollar endorsement deals.")

What goes on out there now is hard to live with on a day-to-day basis; but it does go on, and I do not see the possibility of a cure. And one of the big problems -- one of the biggest problems that I want to call your attention to, before I pass the microphone on, is this: And The Players Association, in most instances, has the exclusive control of the agent behavior and the ethical standards and the rules and regulations and the enforcement thereof. But in terms of regulation, I am quite sure that this is the area of their biggest failure. We can talk about which is better. That essentially legislates ethics. That requires, under the penalty of incarceration at the local jail, that a sports agent not do things such as commingle his money or her money with that of the client. Member, Board of Directors, Sports Lawyers Association and Black Sports Agents Association I got into the business or had my first experience as an agent because of unethical practices. My friend, his name was Allen Carter, who was playing for the Patriots, he suffered a knee injury in a game, and two weeks later the Patriots determined that they were going to release him and not pay him the remaining salary. He tracked down his agent, Mike Trope, nowhere to be found, because Allen was damaged goods now. So he calls me over at my dormitory and says, "Ray, you got to do something. As the dollars have gotten higher and more and more people have come into the business, the ethics have gotten worse and worse. All that has done is exacerbate the problems with regard to the ethics. We go through scenarios -- my colleague in the back there, Randy Helms, we were laughing a little bit that he could be on this panel right now and tell you some horror stories about what goes on. These guys are bought off early on. Not only does the player want you to show them the money, but momma wants the money; and daddy wants the money; and his girlfriend wants the money; and the mother of his two children out of wedlock wants the money; and the trainer, who is going to introduce you, wants the money. We fired a client this year -- true story -- because after the client had committed, we then find out that, well, other people who had been competing for -- competing with us to have this guy as a client had been telling them beforehand all the things that they were going to do, but they liked our program, committed to us; but then, two days later, we get a call from momma that says: We are at a competitive disadvantage. Stanford is one of the cleaner programs. One of the cleaner programs. Another problem that we face is that the NCAA is -- claims to try to be an assistance in this regard, but they are, literally, of no use; and the universities, including North Carolina, including Stanford, have the so-called policies about We go through Doc Blancher--John Blancher, and your student academic services. We follow the rules to the tee. We get in there and we find out every single player and their football that we had identified as someone we wanted to talk with, they had made decisions a long time ago. So, the ethics, in my experience, have gotten worse and worse and worse over the years. And this now runs from the guys who are going to be first-round draft choices all the way to the guys who are going to be sixth- and seventh-round draft choices in the NFL, and maybe not get drafted at all. Their expectations are, what are you going to give me. The belief that every person has their price seems confirmed when we hear these examples of the behavior of sports agents and the cooperating athletes. The rampant impression that almost anything goes fuels the unethical downward spiral that sports agents seem to be in. Armen Keteyian characterizes sports agents as people who confront an ever-deteriorating ethical sports environment when they vigorously compete to represent athletes. In this no-holds-barred competition, many contestants seek to gain advantage by any means necessary. Tom Reich, prominent sports attorney for over twenty-seven years, represents many high-profile athletes, and he finds that what goes on is hard to live with. He does not see the possibility of a managerial cure for unethical behavior among agents. He believes that the built-in conflicts of interest among the regulatory bodies, who should be policing agents, make real ethics reform impossible. Ted Curtis serves on the Florida Athletic Agent Examination Committee, and he hopes that the industry can be reinvented and the current unethical practices

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eliminated. He believes that the first step toward improvement is state legislation with significant monetary and jail consequences for improper activities. Ray Anderson is a successful practicing sports attorney, representing clients in baseball, football, and the NCAA. A member of the board of the Sports Lawyers Association and the Black Sports Agent Association, he notes that some sports agents have exploited their own clients rather than protecting them from team, league, and business injustice. He says that playing by the published rules puts you at a disadvantage, and that in his experience, the effort of colleges to run clean programs, athletic programs free of the influence of sports agents, is "not worth a squat. What can athletes, coaches, sports associations, and unions do to police the practices that are already prohibited and to limit those behaviors that many agree are reprehensible but common among sports agents?"

9: SMWW Agency home

ATTORNEYS QUA SPORTS AGENTS faith, honesty and loyalty toward their athletes." The key to the player-agent relationship is the standard representation contract.

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