

# Sex Crimes at Mega Sporting Events: A case study

By Nickole Bennett Deale and Robert O'Halloran

## Introduction

Large scale sporting events, or sporting mega events (SME), bring with them an air of excitement, high levels of media attention, and large crowds, however, these events also bring safety and security troubles for event organizers and hosting cities that the general population overlooks. Events such as the Super Bowl, World Cup, and the Olympics bring thousands of people into localized areas which can lead to increased rates of crime. The media has thrived on stories covering the crime associated with sporting mega events around the world. For years, the media has highlighted the belief that sex crimes, including prostitution and sex trafficking, spike in host cities during these events. Several studies have been conducted however and the validity of the sex crime figures promoted by the media and the accuracy of this media attention should be questioned. Sex crimes are a significant problem worldwide and whenever possible preventive measures should be taken to reduce the occurrence of these acts. This case study reviews sex crimes associated with various sporting mega events, the media attention associated with the event and the role event organizers and hosting cities play in response to the potential threat and continual media attention on the topic. The question is, how should event organizers and hosting country of Brazil address the media attention on sex crimes, plan prevention of these crimes and manage resource delegation appropriately to cover both the actual and perceived threats?

## Objectives

The objectives of this case are to review media presentation of sex crimes during sporting mega events, discuss the actual figures of sex crimes during sporting mega events and evaluate the actions taken by event organizers and hosting cities to combat sex crimes. Additionally, the case will review the struggle event organizers and hosting cities face in ensuring adequate resource allocation while continuing to address public concern on sex crimes. Finally, information presented should be utilized to identify how event organizers and the hosting country of Brazil should plan for the media attention on sex crimes and potential threat faced during the 2014 World Cup and 2016 Olympic Games. The case will allow students to review available information and determine

the course of action that event organizers and host cities should take in addressing sex crimes as advertised by media outlets.

## Sex Crimes and the Media

Sex crimes in this analysis will be defined as both illegal prostitution and sex trafficking in the event host cities. Prostitution that is legally sanctioned in hosting cities will not be considered as part of the definition of sex crimes. Prostitution is defined as the act of exchanging sexual acts, willingly or not, for money or other equitable goods in an area with laws that prohibit the act of either the purchase or the sale. Sex trafficking is defined as the act of movement of a person through deception or coercion into a situation of forced slavery-like practices including, but not limited to, prostitution ("Trafficking in persons and the 2010 Olympics," 2009). When available, statistical data on sex crimes in hosting cities for time frames of SMEs will be reviewed and analyzed.

For the 2004 Olympic Games held in Athens, Greece it was publicized that there would be an increase of 20,000 forced prostitutes being trafficked into the area ("Trafficking in persons and the 2010 Olympics," 2009). Prior to the 2006 World Cup held in Germany, media outlets reported that up to 40,000 women would be trafficked into the country during the month long event (Henning, 2007). The 2010 World Cup held in South Africa was reported to expect upward of 40,000 sex trafficking victims to support the event (O'Neill, 2010). Media outlets reported an expectation of thousands of prostitutes and trafficking victims as part of the 2012 Super Bowl held in Indianapolis, Indiana (Alcindor, 2014). The United Kingdom sees annual figures of 4,000 victims of sex trafficking and illegal prostitution, there were expectations and reports of increases in sex crimes significantly exceeding these numbers ("2012 Games sex trafficking fears," 2007). Several news outlets reported an expected increase in prostitution and human trafficking rates during the 2014 Super Bowl held in New Jersey and the media advertised the Super Bowl as the "largest human trafficking event in the United States" ("NJ works to curb sex trafficking before Super Bowl," 2014). All of these serve as examples of the media advertising high rates of sex crimes associated with SMEs and often without significant statistical data to support the claims. An overview of this data can be seen in "Figure 1: Approximate Sex Crime Figures as Reported by the Media" below which was compiled with data collected from above referenced figures.

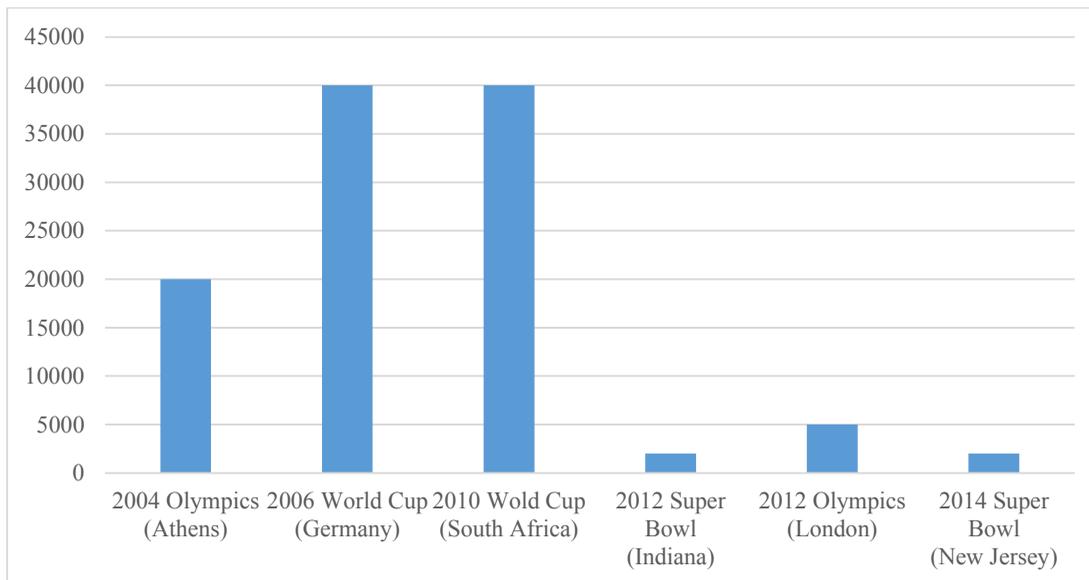
---

Nickole Bennett and Robert O'Halloran are both affiliated with East Carolina University.

---

**Figure 1**

**Approximate Sex Crime Figures as Reported by the Media compiled from data obtained from various resources and referenced throughout text.**



When data is analyzed for sporting mega events, it is difficult to determine how media outlets support claims of such large influxes of sex crimes. While some data supports small increases in sex trafficking, most figures are not significant enough to warrant the media outcry. The best explanation for this continual media focus on sex crimes for SME can be contributed to the media theory of sex sells. Media has the power to direct attention to problems, solutions or people; media can confer status and confirm legitimacy and media can channel for persuasion and mobilization (McQuail, 1969). With this kind of influence, media is able to grab public attention with topics like sex trafficking and prostitution. Sex and violence are used by media outlets to foster attention, grab interest and be more memorable. However, while these initiatives may work initially, the more society is exposed to it, the less effective the content becomes (Furham, 2013). Advertisement on sex crimes can grab the public's attention and helps sell stories however, interest can be quickly lost by readers and often there is little or no follow up by the media on reported figures following the completion of events.

The media has put out articles highlighting increases of up to 1500% in human trafficking and large spikes in sex crimes expected for the 2014 World Cup and increased high figures for the 2016 Olympics, both held in Brazil (Hearth, 2014). Brazil saw a total of 337 cases of sex trafficking victims between 2005 and 2011 (Lamela, 2013). With these reports being publicized, how should event organizers and host cities respond?

### **Preventive Measures Taken**

During the 2004 Olympic Games held in Athens, Greece efforts were taken to curb human trafficking by the Greek Government through a variety of different avenues. The Greek Government financed seminars for judges and prosecutors on human trafficking and arrangements were created to assist victims with legal aid (Perrin, 2007). Additionally, units were established as part of a human trafficking monitors program to investigate child trafficking and foreign language programs were implemented to combat an increase in contagious diseases between victims and foreign visitors (Perrin, 2007). Non-governmental agencies established an emergency response project and launched several public awareness campaigns (Perrin, 2007).

The 2006 World Cup in Germany increased initiatives from the 2004 Olympics to prevent human trafficking in during the event, five significant information campaigns were initiated and three hotlines were established to serve both victims and clients (Hennig et al, 2007). Additionally, the European Parliament requested a continent wide campaign be created by the Commission and Member States to address sex crimes during sporting mega events and in doing so educate the general public and raise awareness on the issue (Hennig et al, 2007).

London officials prepared for reported increases of sex crimes during the 2012 Olympics by expanding victim rights and allowing victims to remain in London for up to 30 days ("2012 Games sex trafficking fears," 2007). They also established specialized trafficking teams and set up advice hotlines for victims and observers of potential trafficking issues

to contact for information ("2012 Games sex trafficking fears," 2007). The Metropolitan Police Commissioner appointed an Assistant Commissioner whose primary focus was to deal with human trafficking, terrorism threats, illegal construction workers and counterfeit operations (Perrin, 2007). The aim these initiatives were to identify sex trafficking victims and assist those victims through government resources.

Advertisement and media hype anticipated thousands of sex crime victims for the 2012 Super Bowl held in Indianapolis, Indiana. The Deputy Attorney General in Indiana established a task force comprising of over 60 organizations whose focus was on sex trafficking (Cernansky, 2012). Additionally, more than 2,000 people were trained and volunteers worked to educate local hotels on spotting and reporting suspected trafficking (Cernansky, 2012). There was an increase of identified sex crime victims in the state of Indiana in 2012 which could have some contribution to training provided in preparation for the Super Bowl.

In preparation for the 2014 Super Bowl being held in New Jersey with events spanning across both New Jersey and New York officials established a task force of experts and survivors of trafficking to work in different communities and businesses to train citizens on how to spot victims of sex trafficking (Cavaliere, 2014). Additionally campaign efforts were made including placing bars of soap with national victims hotline phone number printed on the wrapper in public restrooms and hotel rooms (Cavaliere, 2014). Increased rates of prostitution and sex trafficking were anticipated for the 2014 Super Bowl, these efforts were established to help curb anticipated incidents.

Thus far, it has been reported that Brazil has created a \$3 million plan to combat sex trafficking during the 2014 and 2016 sporting

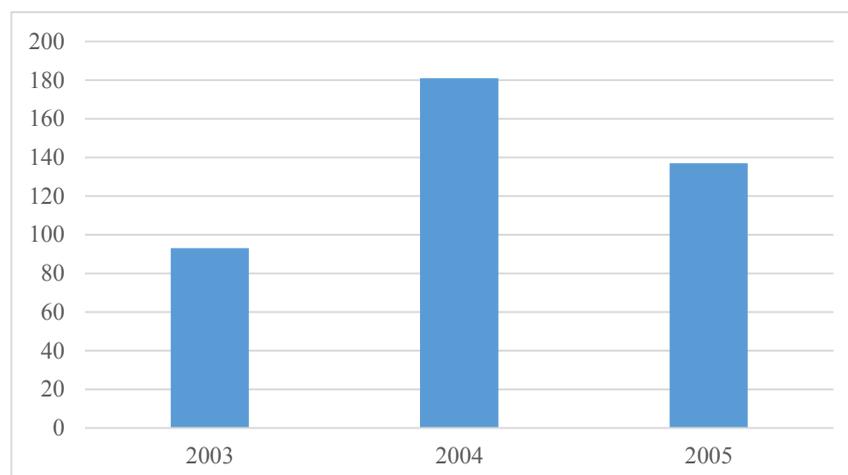
events (Lamela, 2013). This plan includes actions such as training 400 plus government staff members, providing services to victims and changing penal code to criminalize a variety of different types of trafficking (Lamela, 2013). Additional plans are expected to be implemented to address sex trafficking and illegal underage prostitution during the 2014 World Cup and 2016 Olympic Games. What additional actions and planning should Brazil and event organizers put into place in addressing sex crimes during these SMEs?

## Sex Crimes and Statistics

The 2004 Olympics in Athens, Greece saw a reported 181 cases of human trafficking during the year of 2004 when the Olympics were held (Perrin, 2007). While this figure does not show a statistical correlation to the expected 20,000 cases reported the media, it does show a 95% increase in human trafficking victims from the previous year and 24% increase over the year following the Olympics which can be seen visually in "Figure 2: Known Human Trafficking Victims Greece 2003-2005" (Perrin, 2007). It is difficult to determine if these numbers are directly associated with the Olympics or if additional victims were identified because of the initiatives implemented during the event. According to Greece's Annual Report on Organized Crime and International Organization on Migration Athens, there were no instances of trafficking for the purpose of sexual exploration during the 2004 Olympics ("Trafficking in persons and the 2010 Olympics," 2009). Monthly data is not available to better analyze these figures in conjunction with the Olympics being held in Athens, Greece.

**Figure 2**

**Known Human Trafficking victims Greece 2003-2005, compiled from data obtained from "Faster, higher, stronger: preventing human trafficking at the 2010 Olympics" by B. Perrin, 2007, The Future Group and referenced throughout text.**



During the 2006 World Cup held in Germany, an estimated 40,000 people were expected to be trafficked into to area to support increased demand for prostitution which is a legal trade in the region (Perrin, 2007). While prostitution demand did increase during the time frame of the World Cup, only five cases of sex trafficking were directly associated with the event (Perrin, 2007). There was no statistical increase in sex trafficking cases associated with the 2006 World Cup in Germany, while many associate this lack of increase with measures put in place to curve sex trafficking, it is difficult to determine if this was the influencing factor or if domestic availability of legal prostitutes limited the cases of sex trafficking for the event.

The 2010 World Cup held in South Africa was expected to have 40,000 people trafficked into the area to support demands for sexual fulfillment (O'Neill, 2010). This number reflects the same figures put out on sex trafficking for the 2006 World Cup held in Germany (O'Neill, 2010). Overall, there were no reports of sex trafficking related to the World Cup in South Africa (Ham, 2011). Additionally, prostitution in South Africa is illegal but exists and there did not appear to be an increase in prostitution demand or rates, but there was a small increase in the number of online ads posted by sex workers (Ham, 2011). The figures promoted by media outlets for both the 2006 Germany and 2010 South Africa World Cup games show that there are a great deal of media reports being put out indicating large numbers of sex crimes without supporting data to justify the figures.

During the 2012 London Olympics, several initiatives were put into place to avoid an upsurge in sex trafficking and prostitution during the games. Media outlets expressed large drones of sex trafficking victims to be expected. Figures of roughly 4,000 sex trafficking victims were anticipated but it was reported that there were no cases of sex trafficking directly linked to the Olympic Games (Mollins, 2012). It is also

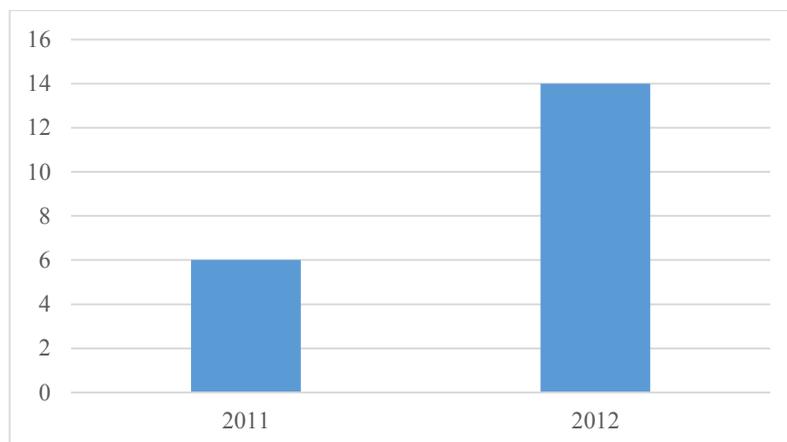
noted that there is a belief that illegal prostitution in London actually decreased during the event as willing sex trade participates left the area to avoid being prosecuted for their trade (Mollins, 2012). The London Olympic Games are a great example of where media outlets perpetuated a large influx of sex crimes, when data failed to support this turn out.

Officials in Indianapolis, Indiana prepared for roughly 500 to 600 instances of human trafficking and prostitution during the 2012 Indianapolis Super Bowl based on reports from both the 2010 Super Bowl held in Miami, Florida and the 2011 Super Bowl held in Arlington, Texas (Alcindor, 2014). According to the Polaris Project, the number of calls received in 2011 across the entire state of Indianapolis for sex trafficking totaled 6ea ("National Human Trafficking Resource Center (NHTRC) Data Breakdown Indiana State Report January 1st, 2011 to December 31st 2011," n.d.). In 2012 that number increased to 14ea instances of sex trafficking being reported for the entire state of Indiana ("National Human Trafficking Resource Center (NHTRC) Data Breakdown Indiana State Report January 1st, 2012 to December 31st, 2012," n.d.). These numbers represent an increase across the entire state for the hosting year of the Super Bowl by 133%, this increase is represented in chart form below in "Figure 3: Known Human Trafficking Victims Indiana 2011-2012". A percentage of this increase can be attributed to the slight uptick reported by Indianapolis officials during the 2012 Super Bowl, however, since the numbers are representative of the entire year and the entire state it is difficult to determine what the percentage of the increase can be contributed directly to the Super Bowl.

The question is if the statistical data from previous sporting mega events support the projected figures being put out for the 2014 World Cup in Brazil and the 2016 Olympics in Brazil. Prostitution is legal in Brazil, pending the age of consent has been reached. In Brazil, the age of consent is only 14 (Gupta and Crellin, 2013). There is an expected

**Figure 3**

**Known Human Trafficking victims Indiana 2011-2012, compiled from data obtained from the Polaris Project and referenced throughout text.**



increase in sex worker demand, but much like the 2006 World Cup, determining how that will play out with legal prostitution and sex trafficking is difficult to determine. What do you think the impact of legal prostitution in Brazil will have in the reported increases in sex trafficking during the 2014 World Cup and 2016 Olympics?

## Resource Allocation

With the large amount of media attention on sex crimes during sporting mega events, organizers and city officials must dedicate a certain degree of time and resources to focus on addressing the perceived problem. Attention on the topic by the media raises the concern to higher levels in the public's eye and organizers must respond accordingly. It has been proved that mass media has an effect on the general population, and while evidence lacks that mass media will trigger a panic response, the influence it has on the population is significant. Mass media is able to establish an order of priorities in society based on the content delivered. Additionally, research has shown that often an image that is recurring and limited in range can develop a special version of reality for the general population (McQuail, 1969). As such, event organizers must decide how to respond to media attention on topics such as sex trafficking and prostitution and if measures should be taken over other more pressing concerns in order to ensure the general population feels secure.

According to Nita Belles who serves as the regional manager of Oregonians Against Trafficking Humans and has worked multiple Super Bowls, "Anytime there is a large event that is primarily male-attended and there's a party atmosphere, that will result in incidents of human trafficking" (Alcindor, 2014). This perception, along with media hype, requires event organizers and hosting cities to dedicate a significant amount of resources into the prevention and identification of sex crimes before and during sporting mega events.

## Hosting Governments

Hosting cities and governments are responsible for addressing laws that prevent sex crimes and support victims, establishing police and task forces for combating sex crimes and providing training to city officials and law enforcement on the topic. These efforts are vital year round but often gain significant funding and attention during SMEs. Governments must create laws that protect victims during the events as well as pre and post events to ensure that sex trafficking victims are treated as victims and not detained as criminals. Many governments take the appropriate approach to protect victims including Athens where legal aids were created for victims during the 2004 Olympics (Perrin, 2007) and in London where sex trafficking victims were giving 30 days of amnesty in the country surrounding the 2012 Olympics ("2012 Games sex trafficking fears," 2007).

Hosting cities may establish entire task forces dedicated to curbing sex trafficking and illegal prostitution which removes these

resources from more pressing safety concerns during events such as terrorism, violent street crimes and general event safety. The 2010 Olympics in Vancouver spent approximately 6 billion dollars in funds for border control to help reduce the risk of sex trafficking (Ham, 2011). Additionally, as previous reported, these large task forces and funded efforts have been seen for events across the globe including task teams and special commissioners in the police force for the 2012 London Olympics (Perrin, 2007), pulling organizations together for task forces during the 2012 Indiana Super Bowl (Cernansky, 2012), and spending \$3 million to address sex crimes in Brazil for preparations for the 2014 World Cup and 2016 Olympics (Lamela, 2013).

These efforts, however, can backfire and actually cause more harm in attempts in curbing sex trafficking and illegal prostitution. During the 2006 World Cup in Germany, police forces raided brothels but their actions found no cases of trafficking and caused women who were legally prostituting to feel harassed and alienated ("Trafficking in persons and the 2010 Olympics," 2009). Additionally, efforts to prevent illegal prostitution may sex workers displaced when illegal brothels and similar facilities are closed down by task forces (Ham, 2011). Finally, laws established by hosting governments must be created to support victims' rights instead of penalizing sex workers who do so of their own free will, this will ensure when sex workers do require government and police assistance they aren't afraid to seek it out in fear of being detained and criminalized.

## Non-Government Organizations

Non-Government Organizations (NGO) are often responsible for advertisement and awareness campaigns in addressing sex trafficking, prostitution and victim support. Additionally, they provide a significant amount of training to the general population, travel industry and event organizers in identifying and reporting sex crimes. Reports indicate that for the 2004 Olympics in Athens an estimated three million euros were provided to non-governmental organizations to fund assistance services (Ham, 2011). During the 2012 Olympics in London, NGO the European Woman's Lobby ran a 'show the red card' campaign which encouraged sporting participants to say no to prostitution and respect women's rights (Banks, 2012). Included in these campaign efforts, members handed out cards with the motto "Be a sport. Keep it fair... say no to prostitution" and produced campaign videos to demonstrate the cause (Banks, 2012). During the 2014 Super Bowl in New Jersey, several groups including Oregonians against Trafficking Humans attended events around the game and handed out fliers with trafficking hotline numbers, information on signs of trafficking and photos with missing children (Alcindor, 2014). For all sporting mega events, local or national NGOs have been involved in public awareness campaigns in one sort of another.

Training of general public, hotel staff and even organizers is im-

portant in helping identifying sex victims and get them the assistance required. In support of the 2012 Super Bowl in Indiana, members of the Coalition for Corporate Responsibility for Indiana and Michigan (CCRIM) spent time with volunteers and local hotels to educate identifying and reporting to law enforcement suspected trafficking cases (Cernansky, 2012). Groups provide training to hotels, restaurants and transportation employees and nightclubs on identifying trafficking, additionally during the 2014 Super Bowl bars of soap with hotline numbers were placed in public restrooms and hotels (Cavaliere, 2014). These efforts help educate the community on sex crimes including prostitution and trafficking and increase the chances of victims being identified and helped.

The drawback to NGO advertisement and awareness campaigns is that the resources being used on advertisement and campaigns could often be utilized for alternate efforts. Resources for anti-trafficking activities have been funneled into highly publicized media campaigns instead of services for trafficked victims where they could be more beneficial (Ham, 2011). Additionally, these efforts help bring attention to sex crimes during SMEs but according to Bradley Myles, CEO of Polaris Project “the issue is a “365-day-a-year problem” (Alcindor, 2014). Once the event moves on, so do the campaigning efforts that should be occurring year round to prevent sex crimes and support victims.

## Event Organizers

Event organizers are responsible for supporting hosting government initiatives, NGO campaigns and getting employees and volunteers trained in preventing sex crimes. The time required by staff and volunteers to educate and train local resident, business and other staff on the signs and measures for preventing sex trafficking uses the vital resource of both time and people. Often event organizers struggle to find and maintain adequate volunteers and the availability of volunteers is decreasing. The volunteer rate in the United States for 2013 was the lowest it has been since 2002 according to the Bureau of Labor Statistics (“Volunteering in the United States 2013,” 2014). Event organizers can overcome this dilemma by working with NGOs to ensure staff, volunteers and the general population are trained on the potential threat of sex trafficking.

Additionally, when deciding locations to host sporting mega events and what venues to utilize during the planning process, event organizers should consider the local laws and initiatives being used at the hosting cities/countries to combat sex crimes. Event planners should look to work with travel industry partners who support the ECPAT-USA (End Child Prostitution, Pornography and Trafficking) efforts in preventing sex crimes and have signed the group’s Meeting Planner’s Code of Conduct. This agreement is signed by travel industry companies and provides a commitment by the companies to establish internal policy, create action plans for training employees in identifying potential trafficking victims and reporting suspected cases, and distributing an

annual report on the subject (Schanuel, 2014). By working with companies that have signed the Meeting Planner’s Code of Conduct, event organizers can ensure that staff at partnered venues have been trained and are support initiative to prevent sex crimes during SMEs.

## Hospitality and Travel Industry

Hospitality and travel industry companies have an important role in identifying and reporting sex crimes. Many incidents of sex trafficking and prostitution occur on hotel properties or utilize various modes of transportation and employees in the industry often have no idea it is taking place (Schanuel, 2014). It is the responsibility of hospitality and travel industry companies to ensure their employees are being trained on identifying and reporting signs of sex crimes. There are several initiatives taking place in the industry to help combat sex trafficking and illegal prostitution. Included is the ECPAT-USA Meeting Planner’s Code of Conduct which requests hotels and travel companies to sign agreements to train employees and create policies (Schanuel, 2014). The American Hotel & Lodging Educational Institute (EI) has joined forces with ECPAT-USA to in creating online training programs geared at the hospitality industry which trains employees in identifying and reporting suspected sex trafficking (“Educational Institute Launches Online Course to Increase Awareness of Human Trafficking at Hotels,” n.d.). Additionally, Sabre Holdings implemented an initiative called “Passport to Freedom” where the company focuses on training its 10,000 employees across the globe on the signs of sex trafficking and how to report suspected cases to authorities (Mohn, 2012). The company plans to expand their program to other businesses, travel agents and travelers as well as add information links within their software and on itineraries (Mohn, 2012). The Department of Transportation, Amtrak and several airlines are also in the process of training employees on identifying and reporting sex crimes (Mohn, 2012). Finally, during SMEs the hospitality industry places a vital role in supporting NGO efforts such as disturbing informational advertisement, placing bars of soap with hotline numbers in rooms and providing information to local authorities. These initiatives are import in reducing sex crimes not only during SMEs but also support the cause year round.

## Media

The media has a certain degree of responsibility when it comes to reporting sex crimes during sporting mega events. Information presented by the media can cause a sense of urgency in the general public (McQuail, 1969), based on expected numbers for sex crimes being reported. These figures can cause a great deal of over reaction by NGOs, hosting government and the population as whole. It is the responsibility of the media to report accurate figures based on real statistical data. Additionally, if the media wants to help encourage the reduction of sex crimes and support victims, they should support the hosting government and NGOs by reporting actions taken to curb sex crimes and resources available for victims. The media can create hype

with the stories they report and in order to best address sex trafficking and illegal prostitution media outlets should run articles on the year round problem and not just during SMEs. When the media reports these kinds of stories without supporting statistical data, it causes government, NGO and event organizer resources to be focused on issues that aren't as significant during SMEs as other issues might.

## General Population

Much like the hosting governments have the responsibility to protect victims and the travel industry has the responsibility to train their employees, the general population has the responsibility to be vigilant and report suspected sex crimes to local authorities. The general population must train themselves to identify sex crimes and know how to report suspected incidents of sex trafficking and prostitution. More importantly, the general population should take a stand against sex crime by not participating in sex crimes. Such as the European Woman's Lobby campaign states, "Be a sport. Keep it fair... say no to prostitution", this philosophy ensures that the general population isn't supporting or encouraging the abuse of women by not purchasing sex from trafficked women or engaging in illegal prostitution (Banks, 2012). The general population can also prevent sex crimes by supporting other NGO efforts and training others on how to identify victims and get them the support needed. Finally, the general population needs to work to identify fact from fiction when it comes to media reporting on the topic. If the general population can assess when media are reporting exaggerated figures of sex crimes, they can help ensure the government and NGOs are taking appropriate action in funding and addressing these crimes.

Resource allocation is a difficult task for any event organizer but when faced with highly publicized events such as the World Cup and Olympics the division of resources can be driven by media attention and public demand. Based on the information available on previous SMEs and allocations of resources so far for the 2014 World Cup and 2016 Olympics, should addressing sex crimes account for such a substantial allocation of resources during the events? How does this perception change or not when considering Brazil's second highest major crime rate is sex trafficking? (Lamela, 2013).

## Conclusion

Prior to sporting mega events, media outlets publicize expectations for large increases of sex crimes in hosting cities. There is much debate on the validity of the figures published and little supporting statistical data to validate the numbers provided. While it may be difficult to control what information is being put out by the media, it is in the control of event organizers and hosting cities on how to respond to it. Resources such as funding and time are allocated for preventative measures which can cause a strain on resources in other areas of these mega events. Event organizers and hosting cities face a difficult

challenge and must carefully evaluate the best approach for addressing the topic of sex crimes while ensuring resources for the events are allocated appropriately. Brazil and the event organizers for the 2014 World Cup and 2016 Olympic Games face these same challenges and must evaluate all available information in determining the course of action for planning the prevention of sex crimes and appropriately addressing media attention and resource management for the events.

## Discussion Questions

Discussion questions are provided to provoke thoughtful discussion and debate. Responses should include justification, reference examples from within the text and can be strengthened with supporting data from outside resources.

## Prevention

- Media outlets reported an expected 40,000 cases of sex trafficking during the 2006 World Cup held in Germany. Many experts state this number was unfounded from the start however there were still expectations of significant increases in sex trafficking. In your opinion, do you believe the lack of sex trafficking cases associated with the 2006 World Cup in Berlin had more to do with the efforts taken to curb sex trafficking or with the fact that prostitution is a legal trade in Germany?
- Greece saw a 95% increase in sex trafficking in 2004, the same year that the Olympics were held in Athens, Greece. There is much debate on how much of this increase is associated with the Olympic Games. In your opinion, do you believe that the significant increase in sex trafficking rates in Greece during 2004 has more to do with an actual increase in sex trafficking or that more cases of sex trafficking were identified though efforts established to reduce sex trafficking?
- Media outlets reported and expected 40,000 cases of sex trafficking during the 2010 World Cup in South Africa, however reports showed no significant increase in rates. Unlike Germany who saw reports for the same number and had a similar outcome, prostitution is not legal in South Africa. What do you think explains this difference?

## Statistical Data

- Was there a statistically significant increase in sex crime rates during the 2012 Indianapolis Super Bowl? Why or why not?
- What responsibility do you feel media outlets should have in reporting information without statistical data to back up the information presented?
- With a lack of data to support the figures presented by media outlets on sex crimes during sporting events, why do you think these stories continue to be perpetuated and published prior to a SME?

## Responsibilities

- What responsibility do you think that event organizers have in responding to media coverage on sex crimes during sporting mega events?
- How do you think hosting cities should address the concern of sex trafficking and prostitution during sporting mega events?
- Imagine you are an event organizer for a SME, is the allocation of resources, including funding and time, to the efforts of preventing sex trafficking and prostitution justifiable during sporting mega events? What about from the perspective of the hosting government?
- As a member of the general public, what actions do you think Brazil should take in addressing sex trafficking and illegal prostitution during the 2014 World Cup and 2016 Olympics?

## References

- 2012 Games sex trafficking fears. (2007). BBC News. Retrieved March 18, 2014, from [http://news.bbc.co.uk/2/hi/uk\\_news/politics/6483407.stm](http://news.bbc.co.uk/2/hi/uk_news/politics/6483407.stm).
- Alcindor, Y. (2014). Super Bowl on guard for human trafficking criminals. USA Today. Retrieved February 24, 2014, from <http://www.usatoday.com/story/news/nation/2014/01/18/super-bowl-human-trafficking-sex/4592381/>.
- Banks, M. (2012, June 1). Sporting venues urged to 'show red card' to prostitution. Media Coverage. Retrieved June 21, 2014, from <http://www.womenlobby.org/get-involved/ewl-campaigns-actions/together-for-a-europe-free-from/actualites-de-la-campagne/couverture-mediatique/article/sporting-venues-urged-to-show-red-3613?lang=en>.
- Cavaliere, V. (2014, January 12). New Jersey is cracking down on sex trafficking as the Super Bowl nears. Business Insider. Retrieved March 18, 2014, from <http://www.businessinsider.com/super-bowl-sex-trafficking-2014-1>.
- Cernansky, R. (2012, February 6). Sex trafficking and the Super Bowl. Dowser – Who's changing what and how. Retrieved April 2, 2014, from <http://dowser.org/sex-trafficking-and-the-super-bowl/>.
- Educational institute launches online course to increase awareness of human trafficking at hotels. (n.d.). American Hotel & Lodging Educational Institute. Retrieved September 9, 2014, from <http://www.hotelmoteldirectory.com/american-hotel-lodging-educational-institute-s45-cp707741/news/educational-institute-launches-online-course-to-increase-awareness-of-human-trafficking-at-hotels.htm>.
- Furham, A. (2013, December 13). Does sex sell?. Psychology Today. Retrieved March 29, 2014, from <http://www.psychologytoday.com/blog/sideways-view/201312/does-sex-sell>.
- Goldberg, E. (2013). Super Bowl is single largest human trafficking incident in U.S.: Attorney General. The Huffington Post. Retrieved January 23, 2014, from [http://www.huffingtonpost.com/2013/02/03/super-bowl-sex-trafficking\\_n\\_2607871.html](http://www.huffingtonpost.com/2013/02/03/super-bowl-sex-trafficking_n_2607871.html).
- Gupta, G., & Crellin, O. (2013, December 12). World Brazils world cup raises fear of rampant child prostitution. Time.com. Retrieved April 3, 2014, from <http://world.time.com/2013/12/12/brazils-world-cup-raises-fear-of-rampant-child-prostitution/>.
- Ham, J. (2011). What's the cost of a rumor?. Global Alliance against Traffic in Women. Retrieved April 2, 2014, from <http://www.gaatw.org/publications/WhatstheCostofaRumour.11.15.2011.pdf>.
- Hearth, K. (2014, March 17). 2014 World Cup to cause human trafficking spike. Retrieved April 3, 2014, from <http://www.mnnonline.org/news/2014-world-cup-cause-human-trafficking-spike/>.
- Hennig, J., Craggs, S., Laczko, F., & Larsson, F. (2007). Trafficking in human beings and the 2006 World Cup in Germany. IMO Migration Research Series, 29. Retrieved March 8, 2014, from <http://publications.iom.int/bookstore/free/mrs29.pdf>.
- Lamela, N. (2013). Soccer, samba, and sex: preventing human trafficking from attending Brazil's World Cup and Olympics. American Bar Association, 42(4). Retrieved April 3, 2014, from [http://www.americanbar.org/publications/international\\_law\\_news/2013/fall/soccer\\_samba\\_and\\_sex\\_preventing\\_human](http://www.americanbar.org/publications/international_law_news/2013/fall/soccer_samba_and_sex_preventing_human).
- McQuail, D. (1969). The influence and effects of mass media. Towards a Sociology of Mass Communication (pp. 7-21). London: Collier-Macmillan.
- Mohn, T. (2012, November 8). The travel industry takes on human trafficking. The New York Times. Retrieved June 21, 2014, from <http://www.nytimes.com/2012/11/09/giving/the-travel-industry-takes-on-human-trafficking.html?pagewanted=1&r=3>.
- Mollins, J. (2012, November 28). Q+A-London Olympics: The sex-trafficking event that wasn't. Thomson Reuters Foundation. Retrieved March 29, 2014, from <http://www.trust.org/item/?map=qa-london-olympics-the-sex-trafficking-event-that-wasnt/>.
- National Human Trafficking Resource Center (NHTRC) Data Breakdown Indiana State Report January 1st, 2011 to December 31st 2011. (n.d.). Polaris Project. Retrieved March 29, 2014, from <https://na4.salesforce.com/sfc/p/300000006E45sWpj1e4k2J0RThUhG.3rM11>.
- National Human Trafficking Resource Center (NHTRC) Data Breakdown Indiana State Report January 1st, 2012 to December 31st, 2012. (n.d.). Polaris Project. Retrieved March 29, 2014, from [https://na4.salesforce.com/sfc/p/300000006E45/a/600000004Pik/IYygkuk2uPxGmjrZK5ZQDcjQMub\\_1BheX](https://na4.salesforce.com/sfc/p/300000006E45/a/600000004Pik/IYygkuk2uPxGmjrZK5ZQDcjQMub_1BheX).
- NJ works to curb sex trafficking before Super Bowl. (2014). Thehour.com. Retrieved March 8, 2014, from [http://www.thehour.com/business/national/nj-works-to-curb-sex-trafficking-before-super-bowl/article\\_ce064d56-9fab-5d3f-9bac-d516b0a8fcf5.html](http://www.thehour.com/business/national/nj-works-to-curb-sex-trafficking-before-super-bowl/article_ce064d56-9fab-5d3f-9bac-d516b0a8fcf5.html).
- O'Neill, B. (2010, March 18). Stop this illicit trade in bullshit stories. Sp!ked. Retrieved April 2, 2014, from <http://www.spiked-online.com/index.php/site/printable/8324>.
- Perrin, B. (2007). Faster, higher, stronger: preventing human trafficking at the 2010 Olympics. The Future Group, Retrieved March 18, 2014, from [http://www.embracedignity.org/uploads/Faster\\_Higher\\_Stronger.pdf](http://www.embracedignity.org/uploads/Faster_Higher_Stronger.pdf).
- Schanuel, M. (2014, February 18). Meeting planners work to end human/child trafficking at hotels. Synergy Group Marketing Communications. Retrieved June 21, 2014, from <http://www.synergy-pr.com/press/NixConference&MeetingManagement/60/1136/8>.
- Trafficking in persons and the 2010 Olympics. (2009). Global Alliance against Traffic in Women. Retrieved March 16, 2014, from <http://www.pace-society.org/library/trafficking-in-persons-and-the-2010-olympics.pdf>.
- UKHTC: strategic assessment on human trafficking in 2012. (2013). Serious Organised Crime Agency Intelligence Assessment. Retrieved March 29, 2014, from <http://www.nationalcrimeagency.gov.uk/publications/15-ukhtc-strategic-assessment-on-human-trafficking-in-2012/file>.
- Volunteering in the United States, 2013. (2014, February 25). U.S. Bureau of Labor Statistics. Retrieved March 29, 2014, from <http://www.bls.gov/news.release/volun.nr0.htm>.