

Obstacles to television coverage of sports tournaments In the Egyptian Radio and Television Union

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INTRODUCTION AND RESEARCH PROBLEM

There are many goals that sports media strives to achieve, and the most important of goal is spreading sports' culture by introducing the audience to the rules and laws of games and various activities and modifications that may occur to them, fixing and maintaining sports values, principles and trends. As each society has a value pattern in a way that defines consistent of sports behavior patterns with those values and principles. As if compatibility is a feature of society, spreading news, information and facts related to contemporary sports issues and problems and trying to explain them, and commenting on it, so that it will be in front of public opinion in the sports field, giving it an opportunity to make whatever decisions .It notices regarding these issues or those problems. These are the clearest goals of sports' media. It aims at educating the public and educating them accurately by providing them with sports information that is emerging in their lives at the local and international levels (7:7).

Issam Badawi (2001) states that the media are, in fact, means of awareness and dissemination, regardless of their various forms and circumstances. It falls under one framework that can be called the cultural media of ideas and experiences, and this medium, whether primitive or civilized, is the one who has the first credit in publishing and spreading. Without the media, societies close their doors so that each group lives in complete isolation. Therefore, the media play a fundamental role in forming societies and in spreading and developing the production of these societies. The media transfer science and knowledge to others, and sport is a feature of a small society that is linked to the practice of certain physical and intellectual activities among its members. To a large extent, it depends on these means in the speed of

its transfer, development and improvement of its level of performance on the scale of the small community to the scale of the large society. The importance of the role that the media plays in developing sport in society is due to the qualities and components that it possesses that qualify it to carry out this task. It is diverse and multifaceted and reaches every individual in a manner that comforts him/her and penetrates his depths (8:44).

In this decade, the media occupied an important place in the lives of peoples and individuals, and had a leading role in raising awareness and directing public opinion. It also plays an important role in determining the attitudes of individuals towards events and personalities through the accumulation of the country, methods of presentation, and the various forms used in this framework. Considering these means are considered a main and sometimes only source that shapes individuals' experiences and perceptions of various events and personalities, and even countries that fall outside the scope of individuals' interaction. Consequently, it plays the mediating role between the mass society on the one hand and the events, facts and personalities on the other hand, and this role resulted in the great association of individuals with various media (11:33)

Television is considered the most powerful tool known in media history, and that is by transferring the sound and the image at the same time to millions of people in their homes by simply pressing a small key without the need for special preparations such as cinema or theater.

Some estimate the influence of television on viewers to triple the influence of radio, because it gives a sense of credibility that is lacking in radio, which relies on sound only and the sound effects of the listener. Television is a powerful mass communication medium that now covers television broadcasting stations all over the country. In addition, the ownership of equipment increases year after year, and watching TV does not require any preparation from the viewer. As the media message goes to the viewer inside his home, it does not require leaving the house, but just pressing the remote control while sitting on his chair (6:176).

Television as a media device has the advantage of being able to present events in an integrated view. Sound and image are two vital factors that play an important role in the daily and ordinary lives of individuals, and they are related to the different emotions of each individual as long as he can hear and see. Image is one of the best codified means, as it is a universal language that all peoples understand. Television by its influential power surpasses other mass means of communication such as the press, radio and cinema, as it has all its advantages and capabilities. Through its screen, it is possible to present information that is difficult to convey through personal communication or

through the written word, still image, or voice if each of them is used alone (15:1).

Television has proven its superiority in the instant transmission of sporting events at the moment of their occurrence or shortly after their occurrence. Many tournaments and races are transmitted by television stations through "Live broadcasting", which means transmitting the image of the event at the moment of its occurrence to the receiver at a speed equal to the speed of light. Nowadays, it has become customary for viewers to watch the records falling as they fall (13:27).

As well as having the ability to keep its materials as a comprehensive archive of various sporting events. Television has the ability to spread spatially wide. As through the rapid scientific and technical progress, it became possible to send and receive image and sound over long distances. As television is no longer a prisoner of geographic and technical obstacles, thanks to satellite technology, "cable television", specialized sports channels, the Internet, and other technologies that double the power of its spread (15:163).

The analyst notes to the media that they have benefited from current developments in communication and information technology. Its influence has increased and a person can no longer ignore these means as they pursue him everywhere by word and voice. To convey the news to him/her and explain the event to him/her, develop his/her mind, raise his emotions, and increase his/her experiences by practicing his/her role as an educational media mediator (1:17).

Sport is a tool for understanding, bridging viewpoints, bridging the gap between specific cultures within society, a call to world peace and international understanding, rejection of all bad values and habits, benefit and benefit, spending good time and honest competition, and legal emptying of aggression and rising energies, and recreation Sport is a development of belonging and unity to face the factors of alienation. It was not denied by the divine religions, but rather recommended and practiced by the prophets and messengers and written about it and the benefits of it were believed by philosophers, thinkers and scholars, because it is a school for teaching values and high morals.

Sports remained for a long time outside the concerns of the economy, but recent evidence has shown that besides entertainment, it is closely related to consumer, health and production values. They are part of the economic cycle, whether as a producer or production partner, or as a value-added. There are French studies interested in the field that have proven that sport is still practiced by a broad base, but in many cases a significant part of the individual income is allocated to it. As the investment in the sports field has grown by an estimated twenty percent annually. Ninety percent of the family budget allocated to sports in Europe is directed towards buying clothes, stores and attending sports

matches. Neglecting this aspect on the part of the actors in the sports field, especially in the Third World, poses a threat not to the normal functioning of the clubs, but to their resistance to the economic requirements of their clubs.

In light of sharp global changes that included all fields, and a huge information revolution that changed the world we know and became a new world whose relationships are governed by new foundations and rules. This world needs a new understanding and development of policies and strategies to deal with its new facts. It is the role that the studies and research centers must contribute to provide information, analyzes and assessments of situations with an aware future vision of the issues and problems raised in the present and expected in the future in a way that serves the civilization project (9:18).

The simple observer does not hide that there is a deficiency in managing media coverage of sports tournaments in Egypt. There is nothing on the media scene except for the two league and cup championships, men's football, news here and there, and events on the sidelines of those tournaments. As for the rest of the sports tournaments in Egypt, there is no simple or modest media coverage. All there is news in a newspaper or an interview on a television channel. There are no short-term plans for that coverage to end with the end of the tournament. There is no future strategy for managing media coverage of sports tournaments in Egypt, to which the tournament administration or its organizers refer to benefit from the return of this coverage on the organizers and the target community.

Through the researchers' review and follow-up of these tournaments, it was revealed that there are no long-term strategies or even short plans for a single tournament. Organizers do not have a clear way to manage media coverage of sports tournaments. By referring to previous or similar research, as far as researchers know, it has become clear that there is little and scarcity of such research in this field, managing media coverage of tournaments in Egypt.

The idea came to the researchers to study the obstacles to television coverage of sports tournaments in the Egyptian Radio and Television Union, in preparation for building a strategy to develop television operations for sports championships in the Egyptian Radio and Television Union, which will be reflected on the elevation of Egyptian sports and the Egyptian sports media.

RESEARCH TERMS

MEDIA COVERAGE

It is a method in which the media organization (written - visual - audio) deals with the various aspects related to the event by monitoring the course of the event and analyzing its dimensions and effects, with the aim of communicating

its message to the public and influencing it with the aim of making a change (12:38).

SPORTS TOURNAMENTS

Humans gathered during a certain period in one or several places to hold a series of matches or competitions, or both together, which are set up between different sports units representing bodies, schools, countries, federations or organizations that compete with each other under the same rules and laws to know the best of these units with the intention of identifying the winners and arranging them according to their results (10:18).

PREVIOUS STUDIES

1. Ahmed Abu Ayed (2009) (2), aimed to address sports journalism to football problems and issues by identifying journalistic forms, types of problems, elements of problems, parties to problems, and means of press highlighting, and the researcher used (the descriptive approach - Survey studies) and (the research sample) included two types of the first: the sample of government newspapers, morning and evening specialized sports, and independent party newspapers, the second: members of the Board of Directors of the Egyptian Football Association, members of the Board of Directors of the Premier League, a number of sports journalists, members of the Supreme Council of the Press. Data collection tools included content analysis and questionnaire, and the most important results indicated the most important press editorial arts that dealt with sports problems related to football in the 2005/2006 sports season, and they came in the following order (press release, press article, press talk, press investigation, press report. The most important means of highlighting that dealt with sports problems in football in the 2005/2006 sports season came in the order as follows: titles of all kinds, pictures of all kinds, colors of all kinds.
2. Sahar Farouk Al-Sadiq (2009) (5), aimed to monitor the role of sports journalism in providing the role model for young people, the researcher used (descriptive approach - survey studies), and included (the research sample) in a systematic random way a sample of Egyptian youth, and the data collection tools were represented in The questionnaire and the content analysis, and the most important results indicated that the features of sports stars covered by the media represent templates and symbols represented by a large sector of young people, such as the manner of dress and the shape of the hair story, and that the press coverage of sports stars, especially football, affects the formation of the personality of a large segment of Egyptian youth.

3. Sahar Ahmad Al-Khashrami (2007),(4) aimed at analyzing the content of topics related to people with special needs in general in the Arab press and in particular with regard to the occasion of the (International Day of the Disabled) (December 3, 2016), and the interest of the Saudi, Gulf and Arab press to highlight this occasion as one of the occasions The researcher used (Descriptive Approach - Content Analysis), and (the research sample) included 15 Arab newspapers, represented by 4 Saudi newspapers from the main regions in the Kingdom of Saudi Arabia, 5 Gulf newspapers from the rest of the Gulf Cooperation Council countries, 6 Arab newspapers From the countries of the Levant and Africa, and two Arab newspapers issued from London, and the data collection tools consisted in analyzing the content, and the most important results indicated a gap between media professionals and educators specializing in the field of special education in terms of exchanging views on disability issues, which appeared through negative names and stereotypical terms about People with special needs . The study revealed the limited interest in the press article in highlighting disability issues, which reflects the weakness of the newspapers 'initiative in directing Arab public opinion to support the goals of those in charge of the affairs of the disabled.
4. Hadi Abdullah Al-Mawsamah (2007) (14) aimed at dealing with the relationship between sports, television, television broadcasting rights and the development of television arts in the sports field. The researcher used (descriptive approach - case study - survey study), and (the research sample) included programs covering the games cycle The fifteenth Asian survey investigated 800 TV hours over a period of 15 days, and the data collection tools represented in content analysis and questionnaires, and the most important results indicated that news coverage was based on summaries and not bulletins, with all news being accompanied by a picture equivalent and a focus on giving Arab sports achievements priority in coverage.
5. Lewis (1997) (17) aimed to identify the reasons that the sports pages of the daily newspapers are regularly saturated with topics that attract international viewers. The researcher used (the descriptive approach - case study). Data in a questionnaire and content analysis. The most important results indicated that sports writers rely on routine sources for gathering news raw material (athletes, speakers and key organizers).
6. Bruce Garrison & Jak Sabl (1985) (16) aimed to identify the topics that help editors of sports pages to attract readers. This study also dealt with

the arts of journalistic editing in the sports page, and the two researchers used (the descriptive approach - case study - content analysis), and included (Research sample) Editors of sports pages and their topics in sports pages, and data collection tools represented in content analysis and case study, and the most important results indicated that the arts of press editing such as news, report and article are the topics that attract readers.

RESEARCH AIMS

The current research aims to identify obstacles to television coverage of sports championships in the Egyptian Radio and Television Union.

RESEARCH QUESTIONS

In light of the aim of the study, the researchers put the following questions:

1. What are the available (physical - human) capabilities to transfer sports championships?
2. What are the challenges facing the transfer of sports tournaments?
3. What is the reality of broadcasting rights in sports tournaments?
4. Are there executive procedures (administrative - technical) for transferring sports tournaments?

SEARCH PROCEDURES

Study Approach

The researchers used the descriptive approach "the survey method" for its suitability to achieve the objectives of this research and its relevance to the nature of its procedures for describing what is an object, analyzing it and extracting facts from it.

COMMUNITY AND SAMPLE RESEARCH

The research community is represented in the workers in the sports programs of the Egyptian Radio and Television Union, and the researchers selected the research sample by stratified random method from the research community whose strength consisted of (200) two hundred individuals by (47) forty-seven announcer, reporter and commentator, (51) fifty-one author and editor and (49) director and assistant director and (53) fifty-three engineers of cameras, studios,

communications, graphics and transmissions, with a percentage of (66.7%) of the research community as a whole. Table (1) illustrates this.

TABLE (1) DESCRIPTION OF THE RESEARCH SAMPLE

Description	Sports programs workers in the Egyptian Radio and Television Union				
	Announcer, reporter and commentator	Author and editor	Director and Assistant Director	Cameras, studio, communications, graphics and transmitter engineers	Total
Society	60	60	70	120	300
The basic sample	55	55	55	70	235
Correct forms	47	51	49	53	200
The percentage of what was withdrawn from the research community	%78.33	% 85	%81.7	%44.20	66.70
The exploratory sample	5	5	5	5	20

DATA COLLECTION TOOL

QUESTIONNAIRE

Questionnaire as a main tool for collecting data, correct and design a questionnaire on the actual reality of television coverage of the sports championships of the Radio and Television Union.

- Questionnaire of obstacles to television coverage of sports tournaments (Researchers preparation)

The researchers had viewed the results of previous Arab and foreign studies such as the study of “Ahmed Farouk” (2009) (2), “Sahar Ahmad” (2009) (5), “Sahar Ahmad” (2007) (4), “Hadi Abdullah” (2007) (14), which resulted in a questionnaire aimed at identifying obstacles to TV coverage of sports tournaments in the Radio and Television Union, four (4) axes were identified (Appendix 2). Then they presented it to a group of experts (Appendix 1) in the field of sports management (9) to see in length and width. They number up to a degree Celsius (70%), more than the sum of expert opinion.

The researchers put a set of phrases for each axis of the questionnaire, and the number of phrases was thirty-six, distributed over the axes of the questionnaire (Appendix 3), and then presented them to the experts where the phrases that got a percentage less than (70%). From the experts' agreement, and the number of deleted expressions reached three phrases, so that the final image was composed of thirty-three phrases (Appendix 4). What “two degrees,” does not agree ” one degree.

SCIENTIFIC TRANSACTIONS OF THE QUESTIONNAIRE

The researchers calculated the scientific parameters of the questionnaire as follows:

A. RELIABILITY

To calculate the validity of the questionnaire, the researchers used the following methods:

(1) Content Validity

The researchers presented the questionnaire in its initial form (Appendix 3) to a group of experts in the field of sports management consisting of (9) nine experts in order to express an opinion on the suitability of the questionnaire for what it was designed for phrases questionnaire.

Table (2)

Percentage of experts' opinions on reality questionnaire themes, obstacles to television coverage of the Radio and Television Union sports championships

No	Axis	Number of approved experts	%
1	The possibilities for transferring sports tournaments	9	%100
2	Challenges in transferring sports tournaments	8	%88.89
3	Television broadcasting rights in sports tournaments	9	%100
4	Executive procedures for the transfer of sports tournament	8	%88,89

As shown in Table (2):

The percentage of experts' opinions on the questionnaire axes ranged between (88.89%: 100%), and thus all the questionnaire axes were agreed upon, as all of them obtained a percentage (70%) or more of the total expert opinions.

Table (3)

Percentage of experts' opinions on reality questionnaire statements, obstacles to television coverage of the Radio and Television Union sports championships

Axis	Statements								
Available possibilities	Statement number	1	2	3	4	5	6	7	8
	Repetition	7	9	8	9	8	4	9	7

	percenta ge%	78 %	100 %	89 %	100 %	89 %	44 %	100 %	78 %
Challen ges	Statemen t number	9	19	11	12	13	14	15	16
	Repetitio n	9	9	9	7	7	5	8	8
	percenta ge%	100 %	100 %	100 %	78 %	78 %	56 %	89 %	89 %
Televisi on broadca st rights	Statemen t number	19	20	21	22	23	24	25	
	Repetitio n	7	3	8	9	7	7	7	
	percenta ge%	78 %	33 %	89 %	100 %	78 %	78 %	78 %	
Executi ve actions	Statemen t number	26	27	28	29	30	31		
	Repetitio n	7	9	8	7	9	7		

	percenta ge%	78 %	100 %	89 %	78 %	100 %	78 %	
	Statemen t number	32	33	34	35	36		
	Repetitio n	9	7	7	9	9		
	percenta ge%	100 %	78 %	78 %	100 %	100 %		

As shown in Table (3):

- The percentage of experts' opinions on the questionnaire statements ranged between (33%: 100%), and thus three statements were deleted because they obtained less than 70% of the experts 'agreement, so that the final image consisted of thirty-three phrases.

(2) Validity of the hypothetical configuration

To calculate the validity of the questionnaire, the validity of the hypothetical formation (internal consistency) was used, where the researchers applied it to a sample of (20) twenty individuals from the study population and not from the original sample of the study. Correlation coefficients were calculated between the degree of each statement and the total degree of the axis to which it belongs, as well as The correlation coefficients between the axis score and the total score of the questionnaire, as well as the correlation coefficients between the degree of each statement and the total score of the questionnaire, and table (4, 5, and 6) illustrates this.

Table (4)

Correlation coefficients between degrees of each statement of the television coverage barriers questionnaire for sports championships in the Radio and Television Union and the degree of the axis belonging to it (n = 20)

Axis	Statements									
Available possibilities	Statement number	1	2	3	4	5	6	7		
	Correlation coefficient	0.72	0.85	0.79	0.82	0.87	0.51	0.84	15	16
Challenges	Statement number	8	9	19	11	12	13	14	0.84	0.82
	Correlation coefficient	0.84	0.53	0.77	0.86	0.73	0.69	0.74		
Television broadcast rights	Statement number	17	18	19	20	21	22			
	Correlation coefficient	0.77	0.71	0.87	0.69	0.85	0.66			
Executive actions	Statement number	23	24	25	26	27	28			
	Correlation coefficient	0.79	0.78	0.83	0.83	0.84	0.77			
	Statement number	29	30	31	32	33				
	Correlation coefficient	0.69	0.83	0.74	0.74	0.85				

The tabular value (t) at the degree of freedom is (18) and the level of significance $(0.05) = 0.399$

As shown in Table (4) that:

- The correlation coefficients ranged between the degree of each of the questionnaire statements and the degree of the axis belonging to it is between (0.51:0.89). These correlation coefficients are all statistically significant, indicating the validity of the internal consistency of the questionnaire.

Table (5)

Correlation coefficients between the degree of each statement of the television coverage barriers questionnaire for sports championships in the Radio and Television Union and the total score of the questionnaire (n = 20)

Axis	Statements									
Available possibilities	Statement number	1	2	3	4	5	6	7		
	Correlation coefficient	0,78	0,66	0,61	0,77	0,80	0,60	0,75	15	16
Challenges	Statement number	8	9	19	11	12	13	14	0,77	0,59
	Correlation coefficient	0,75	0,78	0,81	0,87	0,73	0,78	0,85		
Television broadcast rights	Statement number	17	18	19	20	21	22			
	Correlation coefficient	0,78	0,67	0,63	0,88	0,75	0,92			
Executive	Statement	23	24	25	26	27	28			

actions	number									
	Correlation coefficient	0,77	0,69	0,78	0,62	0,59	0,79			
	Statement number	29	30	31	32	33				
	Correlation coefficient	0,77	0,78	0,70	0,60	0,90				

The value of (t) in Table (5) at the degree of freedom (18) and the level of significance is $(0.05) = 0.399$

As shown in Table (5 that:

- The correlation coefficients ranged between the score of each of the questionnaire statements and the total score of the questionnaire is between (0.92- 0.59). These correlation coefficients are all statistically significant, which indicates the validity of the internal consistency of the questionnaire.

Table (6)

Correlation coefficients is between the degree of each axis of the television coverage barriers questionnaire for sports championships in the Radio and Television Union and the total score of the questionnaire is (n = 20)

The axes	Correlation coefficient
The possibilities for transferring sports tournaments	0.94
Challenges in transferring sports tournaments	0.94
Television broadcasting rights in sports tournaments	0.91
Executive procedures for the transfer of sports tournaments	0.91

The (t) value in Table (6) at the degree of freedom (18) and the level of significance $(0.05) = 0.399$

As shown in Table (6) that:

- The correlation coefficients ranged between the degree of each axis of the questionnaire and the total score of the questionnaire is between (0.91-0.96). These correlation coefficients are all statistically significant, indicating the validity of the internal consistency of the questionnaire.

B. Stability:

To calculate the reliability of the questionnaire, the researchers used the Kronbach alpha-coefficient method on a sample of (20).

To calculate the stability of the questionnaire, the researchers used the Cronbach's alpha coefficient method on a sample of (20) twenty individuals from outside the original sample, but it is representative of the original research community and has the same specifications as the original sample. Table (7) illustrates this.

Table (7)

Coefficients of stability using the Kronbach alpha method for a questionnaire of the actual reality of television coverage for sports championships in the Radio and Television Union

(N = 20)

The axes	Final number of phrases/statements	Kronbach's alpha coefficient
The possibilities for transferring sports tournaments	7	0.84
Challenges in transferring sports tournaments	9	0.78
Television broadcasting rights in sports tournaments	6	0.71
Executive procedures for the transfer of sports tournaments	11	0.81
Total marks	33	0.88

The (t) value in Table (7) at the degree of freedom is (18) and the level of significance is $(0.05) = 0.399$

As Table (7) is shown that:

- The values of the Kronbach's alpha coefficients for the questionnaire axes is ranged between (0.71: 0.86), while the value of the alpha coefficient for the total score of the questionnaire is (0.88), which are correlation coefficients, all of which are statistically significant, indicating the stability of the questionnaire.

Study Program:

- The researchers conducted an exploratory study during the period from 1/5/2020 to 1/16/2020 on a sample consisting of (20) twenty individuals working in the sports programs of the Egyptian Radio and Television Union to identify the suitability of the questionnaire in terms of wording and the extent to which the sample understood its instructions and clarity.
- The researchers applied the questionnaire to all members of the sample under study who are working in the sports programs of the Egyptian Radio and Television Union during the period from 2/2/2020 to 3/12/2020.

STATISTICAL PROCESSORS AND MATHEMATICAL EQUATIONS

The researchers used the following statistical treatments:

- Percentage.
- Pearson correlation coefficient.
- Kronbach's alpha coefficient.
- Relative weight.
- Average response.
- Limits of confidence.
- Ca2 Test.

The researchers used the (SPSS) program to calculate some statistical parameters. The researchers also satisfied a significance level of (0.05).

FINDINGS, DISCUSSION AND INTERPRETATION

The answer to the first question, which states:

- What are the available (material - human) capabilities to transfer sports tournaments?

Table (8)

The relative weight, average response, rank and ka square of the research sample's views

In the phrases of a questionnaire obstacles to television coverage of tournaments

The first axis of sports in the Radio and Television Union:

"Potentials for transferring sports tournaments" (n = 200)

No.	Phrases/Statements	Response			Relative weight	Average response	Ka Squared
		Agree	Fairly agree	not agree			
1	There are budgets for universal coverage of sports tournaments	51	126	23	428	0.71	-
2	There are external radio cars equipped to transport tournaments	44	124	32	412	0.69	75.04
3	There are plans for the Foundation to transfer tournaments	33	95	72	361	0.60	29.47
4	There are plans for the Foundation to	34	88	78	356	0.59	24.76

	transfer tournaments						
5	There are good technical and engineering staff to transfer the tournaments	42	107	51	391	0.65	37.21
6	There are courses for workers to learn new technologies	29	111	60	369	0.62	51.43
7	The best experiences are employed and the continuous improvement is pushed for achievement	38	99	63	375	0.63	28.21
	The total score for the axis				2692	0.64	
	The limits of confidence	Less than 61% Cannot be achieved		From 61% : Less than 74% Achieved to some extent		Of 74% or more achieved	

The χ^2 value in Table (8) is at degree of freedom (2) and level of significance is (0.05) = 5.99

It is clear from Table (8):

- The values of χ^2 is a function at a level of significance (0.05) for all the expressions of the available potentials axis for the transfer of sports tournaments. Thus, there are statistically significant differences between the responses of the individuals of the research sample to the terms of the available potentials axis to transfer the sports tournaments in favor of the response "somewhat agree".
- The average response to the terms of the available potentials axis for transferring sports tournaments ranged between (0.71-0.59), while the total score for the axis was (0.64).
- The average response to the phrases (1/2/5/6/7) came between the minimum and the upper limit of confidence, indicating the presence of

(physical - human) capabilities available to transfer sports tournaments to some extent, while the average response to phrases came (3 / 4) Less than the minimum level of confidence, which indicates the absence of that potential for real-world sports championships

The researchers attribute this result to the lack of good enough media cadres to celebrate the championships as a result of the severe neglect by responsible administrative leaders of the importance of the human resource as it is the main and influential resource in achieving high efficiency and value and the main role it plays in the process of innovation and renewal, as it is the resource capable of transforming unique knowledge into Economic value and the inability to determine the effect resulting from this omission, which affects the possibility of seeking sports championships.

The presence of the active human element is the main engine for growth, which makes it in a true power center. The human resources working and their knowledge, practical experiences and creative abilities have a distinct ability to strategic planning and developing the organizational structure in line with the changing developments of work and their leadership styles at work and job values And exemplary morality and ability to develop and manage human resources and make good use of the material and financial resources available.

The transmission of sports championships represents a huge investment entity in various developed countries, whether foreign or Arab, because of their very high market value represented in their popularity, which turns into viewership rates through satellite broadcasting channels, which translates into millions of money through broadcast contracts as well as professional, transfer and sale contracts Players and revenues from marketing products, brands and other fertile economic investment environment suitable for national economic expansion

The researchers also attribute that result to the institution's lack of plans to transfer tournaments to the fact that the current planning does not meet the desires and needs of individuals and this is due to the lack of a market study, as these studies aim to plan and define marketing tools or activities that meet the desires of individuals and also allow identifying the sports market strategy And the marketing approach used in sports projects, in addition to identifying the categories of beneficiaries, identifying areas of work and how to present successful marketing programs, as one of the most important goals is to achieve and meet the needs by providing opportunities for sports practice for all groups of sports sectors.

The researchers believe that potentials are one of the ingredients because they work to raise the level of bodies, if they are best used, as many successful departments succeed despite their limited capabilities, and quite the opposite,

other departments may fail despite their capabilities. The conscious management studies the existing capabilities and then sets the appropriate program that can be implemented using these capabilities In order for this to be achieved, it must pay attention to the human element, which is a fundamental pillar in the comprehensive development processes in various locations, through which it is possible to develop the goals of its plans. (1997) (17)

THE ANSWER TO THE SECOND QUESTION, WHICH STATES:

- What are the challenges facing the transfer of sports tournaments?

Table (9)

The relative weight, average response, rank and ka square of the research sample's views In the phrases of a questionnaire obstacles to television coverage of tournaments The second axis of sports in the Radio and Television Union:

"Challenges in Transferring Sports Tournaments" (N = 200)

No.	Phrases/Statements	Response			Relative weight	Average response	Ka Squared
		Agree	Fairly Agree	Not agree			
1	There are administrative and technical facilities in the transfer of sports tournaments	46	65	89	357	0.60	13.93
2	The budgets and funds for transferring the tournaments are adequate	37	60	103	334	0.56	33.67
3	There is a good use of modern technological technologies	47	42	111	336	0.56	44.41
4	Audiences are surveyed to guide future plans for a	31	49	120	311	0.52	66.43

	diversified tournament						
5	There is comprehensive coverage for tournaments other than football	27	34	139	288	0.48	118.08
6	There is a database and information that guides planners	33	28	139	294	0.49	117.90
7	The target audience is determined	43	51	106	337	0.56	35.29
8	The institution takes into account the needs and desires of the public	51	56	93	358	0.60	15.79
9	There is a satisfactory material return for the workers	62	61	77	385	0.64	2.41
	The total score for the axis				3000	0.65	
The limits of confidence		Less than 61% Cannot be achieved			From 61%: Less than 74% Achieved to some extent		Of 74% or more achieved

The Ca2 value in Table (9) is at degree of freedom (2) and level of significance is (0.05) = 5.99

It can be seen from Table (9):

- Ka-2 values are a function at the level of significance (0.05) for the phrases (8/9/10/11/12/13/14/15) for the axis of challenges in the transfer of sports tournaments, and thus there are statistically significant differences between the responses of the individuals of the research sample to the phrases of the challenges axis in the transfer Sports leagues in favor of a "disagree" response.
- The values of Ca2 are not significant at the level of significance (0.05) for clause (16) for the axis of challenges in transferring sports tournaments, and thus there are no statistically significant differences between the responses of the individuals of the research sample.
- The average response to the phrases of the Challenge Axis in the transfer of sports tournaments ranged between (0.48- 0.68), while the total score for the Axis was (0.56).
- The average response to the statements (8/9/10/11/12/13/14/15) was less than the minimum level of confidence, which indicates the existence of these challenges in the transfer of sports tournaments, while the average response to the phrase (16) was between the minimum And the upper limit of confidence, indicating the presence of this challenge in the transfer of sports tournaments to some extent.

The researchers attribute this result to the lack of administrative and technical facilities in the transfer of sports tournaments, the budgets and financial allocations for the transfer of tournaments are insufficient, the lack of good use of modern technological technologies, the lack of public opinion to direct the future plans for the diversity and multiplicity of the tournaments, the lack of comprehensive coverage for tournaments other than Football, the absence of a database and information to guide those in charge of planning, lack of identification of the target audience, failure of the institution to take into account the needs and desires of the audience.

The researchers also attribute this result to the fact that the nature of work does not depend on providing technological requirements, and is not considered a main axis and an important source of income, as there is no technology center through which the importance of marketing appears, in order to achieve a positive mutual relationship for each of the investors, beneficiaries and the establishment in these areas. It has become difficult for establishments that do not adopt effective competitive strategies to face and remain in an environment characterized by rapid change of the needs and desires of the beneficiaries, which necessitates directing the interest of these establishments towards

building and developing competitive strategies that ensure their continuity and superiority over their competitors, as the success of any business is based on the use of modern technology. .

This is also due to the lack of interest in studying the needs and desires of customers from services and working to provide them in a new way and the weak rapid response to the needs of customers, as well as the inability of the services provided to satisfy the needs and desires of customers or agree or exceed their current and future expectations, as confirmed by the study of Ahmed Farouk (2009 AD (2), the study of Sahar Ahmad Al-Khashrami (2007 AD) (4), Hadi Abdullah's tagged study (2007 AD) (14).

THE ANSWER TO THE THIRD QUESTION, WHICH STATES:

- What is the reality of broadcasting rights in sports tournaments?

Table (10)

The relative weight, average response, rank and ka square of the research sample's views In the phrases of a questionnaire obstacles to television coverage of tournaments The third axis of sports in the Radio and Television Union:

"TV broadcast rights in sports tournaments" (n = 200)

No.	Phrases/Statements	Response			Relative weight	Average response	Ca Squared
		Agree	Fairly Agree	Not agree			
17	There is a protocol between the Egyptian Radio and Television Union and the Egyptian Sports Federations that guarantees to both parties economic and moral rights	55	61	84	371	0.62	7.03
18	There is a full TV broadcast and coverage of the sports tournaments	68	54	78	390	0.65	4.36
19	There is coordination between the Egyptian Radio and Television Union and the mini-tournaments	43	67	90	353	0.59	16.57

	in the Egyptian sports federations						
20	There is a live or recorded broadcast that shows summaries and results of local sports tournaments	51	54	95	356	0.59	18.13
21	There is continuous communication between the correspondents between the Radio Union and the sports federations in order to obtain information, data, and the latest news and developments	57	64	79	378	0.63	3.79
22	There is a contact between the Radio Union, clubs and youth centers to get the latest news	47	65	88	359	0.60	12.67
	The total score for the axis				2207	0.61	
The limits of confidence		Less than 61% Cannot be achieved		From 61%: Less than 74% Achieved to some extent		Of 74% or more achieved	

The Ca2 value is at degree of freedom (2) and level of significance (0.05) = 5.99

It can be seen from Table (10):

- Ka-2 values are a function at the level of significance (0.05) for the phrases (17/19/20/22) for the axis of television broadcasting rights in the transmission of sports tournaments, and thus there are statistically significant differences between the responses of the individuals of the research sample to the terms of the axis of television broadcasting rights in the transfer of sports tournaments in favor of a response " not agree ".

- The values of Ca^2 are not significant at the level of significance (0.05) for phrases (18/21) for the axis of television broadcasting rights in the transmission of sports tournaments, and thus there are no statistically significant differences between the responses of the individuals of the research sample.
- The average response to the terms of the television broadcasting rights axis in the transfer of sports tournaments ranged between (0.65-0.59), while the total score for the axis was (0.61).
- The average response to the phrases (17/18/21) was less than the minimum level of confidence, indicating that the rights of television broadcasting in the transmission of sports tournaments indicating those phrases were not activated, while the average response to the phrases (41/42/45) was between the minimum And the upper limit of confidence, indicating the existence of televised rights to broadcast sports tournaments to some extent.

The researchers attribute this result to the lack of coordination between the Radio and Television Union and the mini-tournaments in the Egyptian sports federations, as well as the absence of a live or recorded broadcast that displays summaries and results of local sports tournaments, and the lack of communication between the Radio Union, clubs and youth centers to access the latest sports news.

The researchers also attribute this result to the existence of a protocol between the Egyptian Radio and Television Union and the Egyptian Sports Federations that guarantees to both parties the economic and moral rights. There is constant contact by correspondents between the Radio and Sports Federations in order to obtain information, data, and the latest news and developments.

Where the relationship between television and sports has strengthened, but television networks have become dominant in tournaments and tournaments sometimes, as sport is no longer able to dispense with the large financial returns that it gets from the rights of television broadcasting, so that some major media institutions have rushed to own well-known sports clubs, and television transmission has become The most important vocabulary of marketing and financial policy in the world, where the "Deloitte" magazine, which specializes in football affairs, ranks the biggest clubs in the world based on the income they achieve during the season, largely based on television broadcasting rights, as well as tickets and other sales.

The relationship between television and sporting events has become progressively governed by the logic of money, especially with the emergence of competition between television stations and the emergence of specialized and

encrypted channels that depend on the viewer paying a quarterly or annual sum in exchange for decoding the transmission.

Since television used sports to double its viewers, at a time when sports used television in certain means and mechanisms to obtain financial returns, most major tournaments and tournaments in the world at the present time do not continue in the absence of television in both financial and media terms "(4- 3), this is also confirmed by a study Ahmed Farouk (2009) (2), the study of Sahar Ahmad Al-Khashrami (2007) (4), the study of Lewis Lowe, s (1997) (14).

The answer to the fourth question, which states:

- Are there executive procedures (administrative - technical) for transferring sports tournaments?

Table (11)

The relative weight, average response, rank and ka square of the research sample's views In the phrases of a questionnaire obstacles to television coverage of tournaments Fourth Axis of Sports in the Radio and Television Union:

“Executive procedures for transferring sports tournaments” (n = 200)

No.	Phrases/Statements	Response			Relative weight	Average response	Ca Squared
		Agree	Fairly Agree	Not agree			
1	Coordination takes place with the tournament organizing committee	46	73	81	365	0.61	10.09
2	The match schedule and times are known	60	69	71	389	0.65	1.03
3	A working group is assigned (directors - preparers - broadcasters - commentators - reporters)	65	76	59	406	0.68	2.23
4	The necessary permits are extracted	69	67	64	406	0.68	0.19
5	An external broadcast unit is assigned	55	54	91	364	0.61	13.33
6	Transmission is via a live broadcast unit	62	67	71	391	0.65	0.61

7	The transmission is through the external radio unit from the control room	52	64	84	368	0.61	7.84
8	The number of carrying cameras is appropriate	59	69	72	387	0.65	1.39
9	The necessary audio equipment is of high quality	55	67	78	377	0.63	3.97
10	Graphic software (animated templates) available	52	56	92	360	0.60	14.56
11	A communication system to connect all work parties	57	51	92	365	0.61	14.71
	The total score for the axis				4177	0.63	
The limits of confidence		Less than 61% Cannot be achieved			From 61%: Less than 74% Achieved to some extent		Of 74% or more achieved

The tabular Ca2 value is at degree of freedom (2) and level of significance (0.05) = 5.99

It can be seen from Table (11):

- The values of Ca-2 are a function at the level of significance (0.05) for the phrases (23/27/29/32/33) for the axis of executive procedures for the transfer of sports tournaments, and thus there are statistically significant differences between the responses of the individuals of the research sample to the phrases of the axis of executive procedures for the transfer of sports tournaments in favor of the response of "non OK ".
- Ca-2 values are not significant at the level of significance (0.05) for the expressions (24/25/26/28/30/31) for the axis of executive procedures for the transfer of sports tournaments, and thus there are no statistically significant differences between the responses of the individuals of the research sample.

- The average response to the statements of the executive procedures axis for the transfer of sports tournaments ranged between (0.68-0.61), while the total score for the axis was (0.64).
- The average response to all statements of the executive procedures axis for the transfer of sports tournaments came between the minimum and the upper limit of confidence, which indicates the achievement of the executive procedures for the transfer of sports championships to some extent, except for the statement (32) that was less than the minimum level of confidence, which indicates its lack of achievement. Executive procedures is for the transfer of sports tournaments.

The researchers attribute this result to the fact that in many sports tournaments, coordination is made with the organizing committee of the tournament, the schedule of matches and the necessary times are known, a working team is assigned (directors - preparers - broadcasters - commentators - reporters), the necessary permits are extracted, a radio unit is assigned External, transmission is done by a live broadcast unit, transmission is done through the external radio unit from the control room, the number of transmission cameras is appropriate, the necessary audio equipment is of high quality, and there is a communication system to connect all work parties.

The researchers attribute this result also to the unavailability of graphic programs (animated templates) and therefore as a result of the lack of specialists in these fields, as well as the lack of use of modern methods.

Therefore, the technical side must be available to transfer the tournament, an analytical studio equipped with (cameras - lighting - audio devices - audio communications and interferences) (at the headquarters of the carrier channel or at the headquarters of the tournament), an external broadcast unit (from inside the tournament), and the transport cameras (the transporting cameras are distributed to me All directions of the stadium are fixed, as well as mobile transport cameras are distributed, and there are cameras for the reaction of the crowd, as well as the training staff outside the stadium, and there are high-tech slow-motion cameras for replay), the control room (with which photographers, reporters, technicians and the analytical studio are contacted outside the room and there is in the room. See all cameras in addition to reviewing all audio devices, as well as a graphic unit to show the channel badge, design the tournament mascot, write names and pictures of players, coaches, times and results), graphics unit, audio devices, equipment and devices, communication engineers, transport camera engineers, operating engineers, lighting technicians - The sound - the camera, this is confirmed by the study of Sahar Ahmad Al-Khashrami (2007) (4), Hadi Abdullah's study tagged (2007) (14)

Conclusions:

In light of the research results, the researchers reached the following conclusions:

1. The lack of good enough media cadres to sponsor the championships
2. The weakness of the means available to transfer sports tournaments
3. Weak marketing and advertising methods to promote sports championships
4. Poor executive procedures for transferring sports tournaments
5. The best experiences are not employed and continuous improvement is pushed for achievement
6. It is not used to make use of all the various media and communication, including the Internet, to promote the tournaments:

RECOMMENDATIONS:

In light of the research results, the researchers recommend the following:

1. The necessity of contracting with experts in the field of sports and sports media (sports analysts - university professors in the field of sports and media and others who have a great and distinguished experience in these fields).
2. The need to develop awareness of the importance of sports investment in broadcasting sports tournaments via television.
3. Emphasize the importance of comprehensive television coverage and transfer of sports tournaments.
4. Conducting similar studies in other sectors in the field of sports media to support Egyptian sports.

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Abstract

Obstacles to television coverage of sports tournaments
In the Egyptian Radio and Television Union

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The current research aims to identify the obstacles to television coverage of sports tournaments in the Egyptian Radio and Television Union, working in the sports programs of the Egyptian Radio and Television Union. A reporter and commentator, (51) fifty-one preparers and editors, (49) directors and assistant directors, and (53) fifty-three engineers for cameras, studios, communications, graphics and transmissions, with a percentage of (66.7%) of the research community, the researchers used a questionnaire to identify obstacles to television coverage of the tournaments In sports in the Egyptian Radio and Television Union, the most important findings of the researchers were the lack of good enough media cadres to sponsor the championships, the weak capabilities available to transfer sports championships, the weak marketing and advertising methods to promote sports tournaments, the weakness of the executive procedures for the transfer of sports championships, the best expertise is not employed And pushing for continuous improvement for achievement is not made use of all the different media and communication Including the Internet to promote tournaments.