

A professional portrait of Dr. Zsuzsa Csisztu, a woman with long, wavy brown hair, wearing a dark grey blazer over a light blue patterned shirt. She is smiling slightly and looking towards the camera. The background is a neutral, light grey.

**Zsuzsa  
Csisztu**  
*Championing Fair Play* 🇮🇪

**It's time for  
change in AIPS!**

**more than 170 countries**  
**One voice**

**DR. ZSUZSA CSISZTU'S PRESIDENTIAL PROGRAMME  
FOR THE FUTURE OF AIPS (2026-2030)**

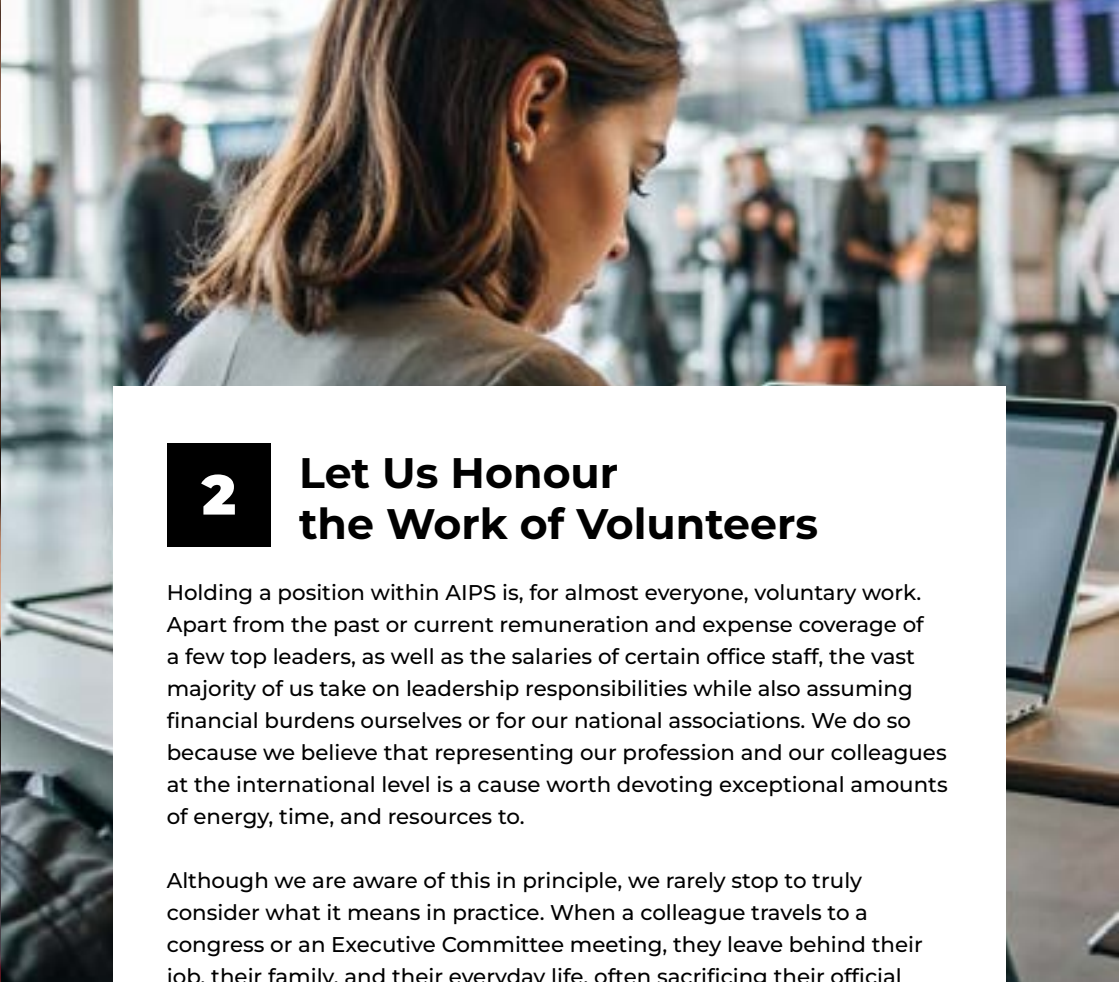


## Why now. Why me.

Sport is my life. First as a competitor, then as a journalist, and for the past four years as AIPS Vice President. These three roles did not follow one another in sequence, they grew together, each one shaping who I am today. Competition taught me discipline and resilience. Journalism taught me how to find the truth in a story and deliver it with precision. And serving on the AIPS Executive Committee taught me where the fault lines run, and where the real opportunities lie.

I am running for the presidency of AIPS on April 12 because everything I have built over the years is now ready to be put to work. AIPS is a 102-year-old organization with real weight, real authority, and 170 member associations. But a congress from which one-third of the world is absent for financial reasons is not a world congress. An organization that cannot protect its journalists from deteriorating working conditions is not fulfilling its mission. Change is needed, and I am ready to lead it. What follows are the concrete commitments on which my presidency will be built.





## **1** Each national association gets one fully funded delegate

It is simply not acceptable that colleagues from less affluent member associations are absent from our World Congress for no reason other than cost. They are not peripheral members. They are full and equal partners in this community. Every conversation we have is poorer without them.

I am committed to ensuring that every national association can send one fully funded delegate to the AIPS World Congress, with travel costs covered. This is not a promise for the future. I have already taken steps to build the right sponsorship network and secure new funding streams while respectfully thanking our present partners for their continued and much needed cooperation.

Our aim is to grow participation year on year, until all 170 member countries have a seat at the table. A congress where half the world is missing is not a world congress. It is long overdue that we put this right..



## **2** Let Us Honour the Work of Volunteers

Holding a position within AIPS is, for almost everyone, voluntary work. Apart from the past or current remuneration and expense coverage of a few top leaders, as well as the salaries of certain office staff, the vast majority of us take on leadership responsibilities while also assuming financial burdens ourselves or for our national associations. We do so because we believe that representing our profession and our colleagues at the international level is a cause worth devoting exceptional amounts of energy, time, and resources to.

Although we are aware of this in principle, we rarely stop to truly consider what it means in practice. When a colleague travels to a congress or an Executive Committee meeting, they leave behind their job, their family, and their everyday life, often sacrificing their official leave for these meetings, or choosing the more uncertain path of freelance professional life, as I do myself, in order to dedicate their time to AIPS commitments and manage their own schedules and resources. Many make real sacrifices so that this organisation can function.

The second point of my programme is the introduction of daily allowances for the one official delegate and for elected officials attending congresses and Executive Committee meetings. This is not about turning volunteerism into employment. It is about recognising our colleagues for who they are and acknowledging their contribution. Because an organisation that does not value the time and dedication of the people who sustain it will, sooner or later, lose them.





**3**

### Expansion of the Young Reporters Programme

The Young Reporters Programme is a cornerstone of AIPS, but like any great initiative, it must evolve. Too often, participation in mentoring has been limited to a narrow circle. It is time to open it up: with stronger involvement from national associations and by expanding beyond English into multiple languages. This would allow non-native English-speaking colleagues to actively participate and share their perspectives and experience.

The Young Reporters Programme provides valuable experience based learning, but we must go further. AIPS must ensure that the next generation of sports journalists can access the highest level of education, including professional master's programmes.



**4**

### University partnerships, Erasmus and scholarships

The Hungarian University of Sports Science, one of the four IOC recognized partner universities, is ready to cooperate. From 2027, it plans to launch an English language online Master's programme in sports media with a global scholarship scheme.

To build the strongest possible relationships with international sports federations and effectively represent the interests of our sports journalists, it is essential to maintain close connections and engage in negotiations with key international sports leaders for the benefit of our community. Thanks to my excellent personal network, I am well prepared to take on this responsibility.





**5**

## **AIPS Sport Media Awards - transparency and a bigger stage**

The AIPS Sport Media Awards are one of the jewels of our organization. While maintaining the expertise of professional juries, the final decision-making process should also include the AIPS Executive Committee, highly experienced journalists whose involvement would further strengthen balance and credibility.

At the same time, the Awards ceremony itself must be reimagined: elevated to the level of major global productions and positioned as a true media product. By partnering with major broadcasters or streaming platforms, we can generate independent revenue through media rights while giving our profession the global visibility it deserves.



**6**

## **An AIPS delegate at every major world sporting event**

This is currently one of the most critical weaknesses in our system. While expectations toward delegates are high, representing journalists' interests and monitoring professional standards, AIPS often provides no real resources to support this work.

It is unacceptable to expect colleagues to invest their own time, travel, and income without institutional backing. This system must be rebuilt on new foundations, because it is a key element in safeguarding professional standards worldwide.



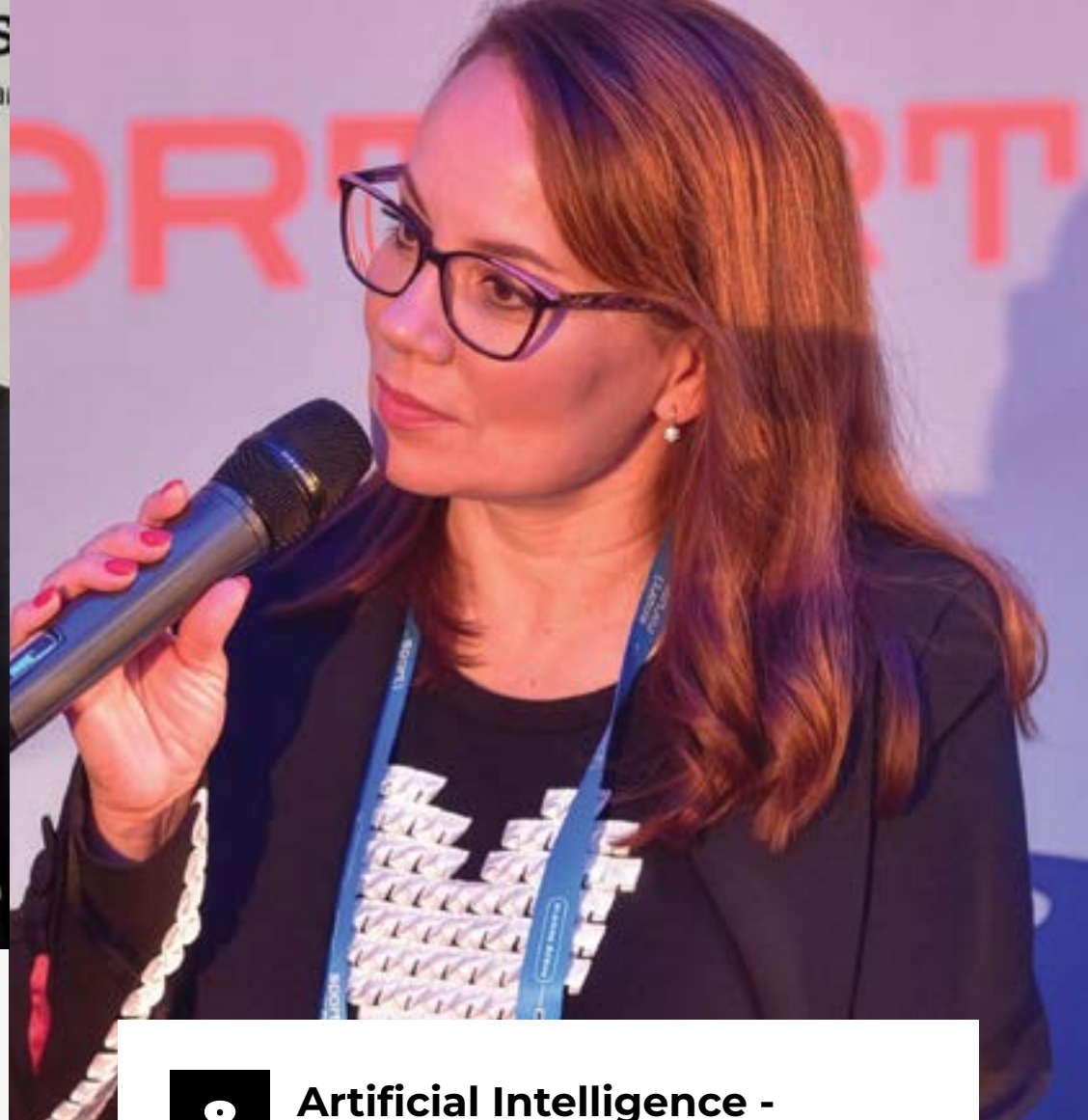


## **7 Stronger protection and better working conditions**

AIPS must take a stronger role in protecting sports journalists. While global sports events are breaking records in audience and reach, working conditions are often deteriorating, frequently under the label of sustainability.

Dedicated transport is being removed, replaced by public options. While environmentally understandable, journalists are not spectators: their work cannot depend on overcrowded systems or uncertainty between live broadcasts. Basic services are also disappearing, sometimes even water or coffee is unavailable.

To address this, I propose the introduction of AIPS Lounges at major events, providing essential services and professional support for our members.



## **8 Artificial Intelligence - regulation and protection**

We must not only understand and teach technological change, but also help shape its legal framework. AIPS must be present in regulatory discussions to ensure that, alongside AI development, human journalism, and the professionals behind it, remain protected.





9

## Award winners as ambassadors

We must empower continents to take a more active role in producing content for AIPS global platforms. However, this must come with fair annual compensation, because unpaid work is not sustainable.

I propose that AIPS Sport Media Awards winners be showcased more prominently throughout the following year, and commissioned, on a paid basis, to produce exclusive content for AIPS. They are the superstars of our profession. Let us celebrate and promote them as they deserve.



10

## Gender equality as real action

This is an area where we are still behind. As an AIPS Executive Committee member, I have long been an active advocate for equal opportunities, especially for women in sports journalism.

The first step is clear: we need real data. Today, we lack accurate information on how many women work within our national associations and how these numbers have evolved. We must involve all member associations and continents in mapping the present, so we can build the future.

We need a truly functioning Women and Inclusion Committee, and we must significantly strengthen experience-based empowerment programmes, such as the "Empowering Women in Sport and Sport Media" initiative launched in 2019 by the Hungarian SJA. Last year alone, we brought together female sports journalists from four continents and seven countries for real exchange and development.

We need real action, not empty words.





## Solidarity fund and scholarships

A global organization must recognize inequalities rooted in social and cultural differences, and actively work to reduce them. We can only be truly strong if every voice is heard.



# I believe...

There is something behind every programme that runs deeper than numbers and ideas. A conviction. A compass that points in the same direction even when circumstances shift.

- I believe in democracy.
- The foundation of our profession is the uncompromising respect for democratic operation and decision-making.
- I believe in transparency, accountability and verifiable processes - without these, there is no progress.
- I believe the essence of democracy is control of power – and self-control.
- And let me be clear: no one stands above the organization.
- No one can stand above AIPS.
- I believe we must return to the original principles of AIPS.
- There was a time when the Statutes allowed a maximum of three presidential terms.
- It is regrettable, but true: that limit was removed - in the interest of the current president. And with it, control was weakened.
- Today? There are no term limits. There are no age limits.
- This goes against good governance. It goes against international standards of the sporting world - including those of the IOC.



So my proposal is simple. And clear.

- I believe we must restore limits.
- Two four-year terms, with the possibility of one additional four-year extension.
- Because while we are debating structure...
- The world around us is changing at lightning speed.
- Digitalization is rewriting everything.
- Attention has become the new currency.
- Everyone wants to be first.
- Everyone wants to go viral.
- But our mission is different: to remain accurate, fair, and human.
- Artificial intelligence is already here. It is a tool, a challenge, and a responsibility at the same time. It demands our full attention.
- Journalists are the voice, the meaning, and the guardians of values.
- Press freedom must be protected, but only through a consistent commitment to democratic principles.
- I am convinced: AIPS must be both a guardian of values and a force for renewal - a modern, proactive organization serving its members and the public.





GEDEON RICHTER

## Letter of strong support

I am enormously proud that one of Hungary's most respected companies, Gedeon Richter Plc., has chosen to support my candidacy for AIPS President. This is more than a signature at the bottom of a letter. It is the endorsement of a company that stands among the true pillars of Hungarian industry. Allow me to share a few lines from their letter.

"Dr. Csisztu's professional journey - spanning elite sport, journalism, law, and sports diplomacy - demonstrates the rare combination of credibility, independence, and global perspective required to lead AIPS at a time of profound transformation in media and technology."

"This practical, programmatic approach to inclusion mirrors our own focus on meaningful, measurable progress - not symbolism."

"Her capacity to connect regions and generations is precisely what AIPS needs to strengthen its international community and amplify its voice."

**"Gedeon Richter Plc - the company with EUR 2.3 billion in 2025 revenue - respectfully and unequivocally supports Dr. Zsuzsa Csisztu's candidacy for AIPS President."**



## Now it is your turn.

I know that renewing an organisation does not happen overnight, and it is never the work of one person alone. But someone has to start. On April 12, I ask you to vote for the future we can build together. Because the voices of over 170 countries only become one powerful voice when someone is willing to listen to every single one. Vote for the change! It's time for change in AIPS!

#itstimeforchangeinaips #voteforthechange #newaips  
#championingfairplay #renewaips #ibeleaveindemocracy #equalvoice  
#drcsisztuzsuzsa

**Dr. Zsuzsa Csisztu**

AIPS Vice President AIPS Presidential Candidate

# *Championing Fair Play*



**YOUR ATTENTION AND YOUR  
VOTE MEANS EVERYTHING!**

