Volume VIII, No. 27, 2013, page 38.

**Powerful editorial**

You are to be commended for your powerful editorial (*Doha Stadium Plus, July 31*) regarding PR shortcomings opening the path for the continued bashing of Qatar in international media.

Since December 2010, when the World Cup was awarded to Qatar, only very few constructive stories have been published internationally, to balance the massive negative media barrage which has erupted...

Thus, with every re-cycled negative story, and with every day without a strong PR message on the country's overall efforts on the international editors desks, Qatar is loosing the battle for the hearts and minds of the public in key sports markets.

The run-up to the ’22 World Cup, in conjunction with the perspectives of Qatar National Vision ‘30, does have the potential to create one of the most comprehensive, lasting and credible legacies of any previous and future mega-sports events.

Relevant sports investments in selected urban centres in Spain and France will work with local stakeholders, but’ll do little to sway media and public opinion in key European sports markets, namely England and Germany: those’re the countries and media outlets accounting for most of the negative PR.

Tilman Engel, Frankfurt

SBC International