



IOC launches “Young Reporters” sports journalism training scheme for Singapore Youth Olympic Games

The International Olympic Committee (IOC) has launched a sports journalism education programme to inject young reporters into front-row seat access at the inaugural Singapore Youth Olympic Games next year.

The Young Reporters’ initiative will bring 26 young journalists from five continents to the Games in Singapore 14 -26 August 2010, offering them homes in the Youth Olympic Village alongside the athletes and specialised media training from senior sports journalists.

The vision of the Youth Olympic Games is to inspire young people to participate in sport and live by Olympic values; the vision of the Young Reporters Programme is to encourage the sharing of those stories around the world and give tomorrow’s Olympic reporters the tools to tell them.

“All these young journalists will be able to meet the athletes, Olympians and Games organizers,” said Gilbert Felli, Olympic Games Executive Director for the International Olympic Committee, adding, “They will receive training from seasoned media professionals and will also be able to access the very same cultural, training and education programmes being offered to the athletes.”

Young athletes aged between 14 and 18 years will compete in 26 sports at the very first Youth Olympic Games in Singapore, which will bring together some 5,000 athletes and about 500,000 spectators.

The Young Reporters’ programme aims to include 18 to 24-year-old journalists from the five continents of Africa, Americas, Asia, Pacific and Europe right into the middle of the Games for 14 days, with full access to the competition venues. Six Young Reporters from Singapore will join them.

Like the competing athletes, participating National Olympic Committees (NOC) will nominate Young Reporters on the basis of performance and promise. They could be university students engaged in journalism studies or young professionals already working full-time in the news media. Then each Continental Association will choose two male and two female participants to represent their Continent.

The International Olympic Committee (IOC) will cover the cost of airfares, accommodation, meals and full tuition. Professional trainers and seasoned journalists will act as mentors and coaches.

The IOC will also offer the Young Reporters valuable training and guest speakers representing key international media organisations. It will provide classes in cross-platform multimedia techniques used in sports reporting, including print journalism, still photography, television reporting, radio as well as online and new media coverage of live events, giving participants all the tools required to work in today’s converging news rooms. Young Reporters will hear real-life examples how media organisations are incorporating social media and new phenomena such as crowd sourced news to enhance their established editorial and programming delivery.

And they will leave the Youth Olympic Games with an understanding of specialised industry software and hardware and of social networking and new media reporting techniques such as written and video blogs and tweeting – and the need to understand the ethics and rights issues involved.

Each Young Reporter will maintain a blog and tweet as part of their video, radio, text and photographic

reporting assignments, and the official Singapore Games website will publish them for copyright free usage by media worldwide.

This first IOC Young Reporters Training Project is a unique initiative aligned to the Youth Olympic Games' cultural and educational themes and will be managed by the IOC along with the support of Singapore Youth Olympic Games Organising Committee and the Olympic Broadcast Service.

A staff of print, photographic and broadcast media professionals with wide experience of covering Olympic Games will run the course each day, deciding the editorial content, assignments and the professional development of each Young Reporter.

KEY ELEMENTS

- Training will be offered in print, photography, television, radio and online and new media reporting of live events throughout the Youth Olympic Games.
- All Young Reporters will be required to participate in all training sessions and will be given daily reporting assignments -photographers will be required to produce written and video/audio content just as written journalists will be required to photograph.
- The course will be in English.
- Participants, between the ages of 18 and 24 years, will be university students engaged in journalism studies, or young professionals already working full-time in the news media.
- Each successful candidate must sign an agreement setting out the conditions of course participation and the use of editorial material produced as part of the coursework.
- Essential technology needed for the course will be provided, but participants will be required to bring their own personal laptop computers and digital cameras where possible.
- The IOC will meet the cost of economy return air tickets to Singapore from the participant's home city. Accommodation and meals will be provided in the Games Village.
- The 14-day project begins with a two-day introduction to sports reporting and the techniques of covering the Games. The first assignment will be to cover the Opening Ceremony on Friday evening, 14 August 2010.
- Coursework will include basic elements of event coverage, writing, interviewing, broadcasting, photos and video, and the Internet. Each Young Reporter must participate in all facets of the programme.
- There will be opportunities for assigned stories, photos and video to be published on various Games media and information systems.
- All Young Reporters will receive assessments of their work throughout the course and an IOC Certificate of Participation on completion.
- Certificates of successful participation will be issued at the end of the programme, with awards offered for excellence in journalism
- Positions within the Olympic News Service at the London 2012 Olympic Games or future Youth Olympic Games may be offered for outstanding achievement

SELECTION TIMELINE

<i>Now – January 11, 2010</i>	All interested individuals are welcome to apply until January 11, 2010
<i>January 11 – Feb 1, 2010</i>	Applications will be reviewed and short listed individuals will be contacted for interviews. Two individuals will be selected for nomination to the Pan American Sport Organisation (PASO).
<i>February 2010</i>	Each National Olympic Committee will submit applications of suitable candidates to their Continental Association (PASO).
<i>March 2010</i>	The Continental Associations will review all applications and select four candidates -two male and two female, with a limit of one candidate per NOC, and submit their successful four applicants to the IOC.
<i>April 2010</i>	The IOC will notify all successful Young Reporters, sending them information packs and initial training material. Young Reporters will start working with their NOC while also submitting content to the IOC for review and publishing on the YOG Young Reporters' website
<i>August 11, 2010</i>	Successful Young Reporters arrive in Singapore.
<i>August 27, 2010</i>	Course completed -Young Reporters depart Singapore.

COURSE DETAILS

All Young Reporters will undertake both general and specialised training in various aspects of sports reporting and the coverage of major events such as the Olympic Games. The course will look at what makes a good sports story, how to tell it informatively and entertainingly, when to look for more background detail and why accuracy and fairness still remain the cornerstone of sports reporting.

According to their specific interests, participants will specialise in areas of media such as print reporting (newspaper, magazine and agency), news and sports photography, broadcast (television and radio) and Internet/new media.

Stories, photographs, audio and video packages will be published within the Singapore Youth Olympic Games and IOC Internet sites and will be freely available, without rights, to media organisations worldwide. There will also be the opportunity for stories to be used by the participant's NOC and media organisations for publication in their home countries and regions.

Training and course work will be undertaken in English. Translation and interpretation will not be available.

IOC SELECTION CRITERIA

- Candidates will be between the ages of 18 and 24 undertaking full or part time studies towards a career in journalism or other areas of news media. Recent university graduates working as interns or in similar training roles in established news organisations may also be considered. They will be proficient in writing and presenting news reports in English.
- Candidates will be judged on their academic records, the recommendations of teaching staff or managers and should, above all, show real potential to succeed at their chosen media career.
- Evidence of excellence in coursework or in the media workplace must be established and provided with the nomination. Strong references will be required from their university or an employer. Evidence of published work will be an advantage.
- Candidates must be able to travel on the required dates and be available to partake, full time, in the complete course over the duration of the Youth Olympic Games.
- Candidates must be willing to sign an agreement form setting out the conditions of their participation in the IOC Young Reporters Project, which will include copyright free usage of their course content.
- The final decision on the suitability of nominated candidates remains with the IOC.

ADDITIONAL SELECTION CRITERIA FROM CANADIAN OLYMPIC COMMITTEE

- Fluency in French and Spanish (in addition to English) will be considered an asset.
- Experience competing in high performance sport will also be considered an asset.

Call for applications

Individuals interested in applying are asked to submit:

- Current CV with covering letter
- Two letters of reference from academic or professional contacts.
- A brief position paper (500 words or less) on "What does the Olympic movement mean to me?"

Applications will be accepted until **January 11, 2010**. Applications should be sent, in confidence, to:

Brian Edey
Project Manager, Youth Olympic Games
Canadian Olympic Committee
Email: bedey@olympic.ca

The COC thanks all those who apply; only those identified for an interview will be contacted.

Please note: Applications will be reviewed with the help of a panel selected by Sports Media Canada