



INTERNATIONAL
OLYMPIC
COMMITTEE

Lausanne, 4 June 2013

2nd IOC Young Reporters Programme, Nanjing 2014 Nanjing Youth Olympic Games, 16-28 August 2014

The International Olympic Committee (IOC) is delighted to announce a second cycle for the IOC Young Reporters Programme, a sports journalism training programme that will be run during the Nanjing 2014 Youth Olympic Games.

The Young Reporters' initiative will bring 30 young reporters from five continents to the Youth Olympic Games in Nanjing (China), 16-28 August 2014, offering them homes in the Youth Olympic Village alongside the athletes, access to all the sports, and specialised media training from senior sports journalists.

The programme will include aspiring young reporters aged 18 to 24 years old representing Africa, Americas, Asia, Oceania and Europe. They will be joined by young reporters from China (the host nation for the 2014 Youth Olympic Games), Norway (the host nation for the 2016 Lillehammer Winter Youth Olympic Games) and the host nation of the 2018 Youth Olympic Games (to be announced in July 2013).

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

The programme will offer Young Reporters intensive class and field training in written, photographic, television, radio and new media reporting of sport as well as guest speakers representing key international media organizations and senior Olympic officials.

The integration of social media and new media platforms will form a core component of the Young Reporters training, giving participants all the tools required to work in today's converging news rooms.

The success of the first Young Reporters cycle has many layers, including: a Youth Olympic Games covered by youth for youth; training in the foundations of Olympism and the relevance of the Olympic ideals; unmatched experience leading to Young Reporters confirming employment in the media, and selection of a number of them to cover the London Olympic Games for established and well recognised media organizations; and establishment of a dialogue between the Olympic Family and the next generation of Olympic reporters.

This second IOC Young Reporters Programme is a unique initiative aligned to the Youth Olympic Games' cultural and training themes and will be managed by the IOC along with the support of Nanjing Youth Olympic Games Organising Committee and the Olympic Broadcasting Service.

IOC YOUNG REPORTERS PROGRAMME, NANJING 2014

IN BRIEF

- The Young Reporters Programme is a sports journalism training programme that will be held during the Nanjing 2014 Youth Olympic Games
- It will run from 13 - 28 August 2014, with Young Reporters arriving in Nanjing on 12 August and departing on 29 August
- 30 Young Reporters, 15 male and 15 female, will participate
- Candidates will be aged between 18 and 24 years of age (as of 28 August 2014), will be university students engaged in journalism studies, or young professionals already working full-time in the news media
- Interested candidates must approach their NOCs
- NOCs will nominate two candidates to their Continental Association
- Continental Associations will choose two male and two female participants to represent their Continent, with a limit of one Young Reporter per NOC
- The 20 Young Reporters representing Africa, Americas, Asia, Oceania and Europe will be joined by eight candidates from China (the host nation for the 2014 YOG), one from Norway (the host nation for the 2016 Lillehammer Winter YOG) and one from the host nation of the 2018 YOG (to be announced in July 2013).
- IOC will cover the cost of airfares, accommodation, meals and full tuition
- Young Reporters will be accredited as "E" media, and will stay together in the Youth Olympic Village with the athletes
- Professional trainers and seasoned journalists will act as mentors and coaches
- Training and course work will be undertaken in English only
- **01 November 2013: Deadline for NOCs to submit NOC candidates names to their Continental Association**
- **16 November 2013: Deadline for Continental Association to submit names of four candidates, two male and two female, to the IOC**
- **16 December 2013: IOC will notify all successful candidates (and their NOCs) of their acceptance to the Young Reporters Programme, Nanjing 2014**

SELECTION PROCESS AND TIMELINE

- Step 1 June 2013 **Announcement of 2nd IOC Young Reporters Programme, Nanjing 2014.** IOC distributes information to Association of National Olympic Committees (ANOC) and posts information on NOC extranet and www.olympic.org
- Step 2 Jun-Nov 2013 **NOC Young Reporters selection process**
NOCs will promote and coordinate their own selection process for the selection of suitable candidates to participate in the Young Reporters programme. NOCs are encouraged to promote the programme and request for candidates via their websites and social media platforms. Continental Associations communicate with their National Olympic Committees and establish a fair and equitable process for the selection of the four Young Reporters who will represent their continent, two male and two female, in line with established IOC criteria.
- Step 3 01 Nov 2013 **Deadline for NOCs to submit applications to their Continental Associations**
NOCs will coordinate their own selection process and will select no more than two suitable candidates and submit to their Continental Association, including a dossier for each candidate
- Step 4 16 Nov 2013 **Deadline for Continental Associations to submit names to IOC**
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, including a dossier for each candidate
- Step 5 16 Nov–10 Dec '13 IOC will conduct online interviews with all candidates to validate proposed candidates
- Step 6 16 Dec 2013 **Successful Young Reporters notified by IOC**
IOC will notify all successful Young Reporters, providing additional programme and logistics information, and start accreditation procedures as "E" media through the IOC Platform
- Step 7 Feb–Mar 2014 IOC will liaise with Young Reporters and will book air flights
- Step 8 12 August 2014 Young Reporters arrive in Nanjing
- Step 9 29 August 2014 Young Reporters depart Nanjing

DATES

- The Nanjing Youth Olympic Games starts with the Opening Ceremony on Saturday 16 August and finishes with the Closing Ceremony of Thursday 28 August, 2014.
- The Young Reporters Programme will run from 13 - 28 August 2014, Young Reporters arriving in Nanjing on Tuesday 12 August and departing on Friday 29 August.

COURSE OUTLINE

Under the direction and mentoring of seasoned Olympic media professionals, 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 and how to look for more background detail and why accuracy, fairness and journalistic ethics still remain the cornerstone of sports reporting.

Photographers will work in the venues, side by side with an award winning sports photographer mentoring them, learning firsthand what makes a great sports photo, how to create a sense of place, about colour and composition, how to edit and file, and with the use the latest professional equipment.

For broadcast training the Young Reporters learn the nuances between news stories, colour stories, live coverage and interviews. They learn how to craft a script to enhance the video images captured as well as the skills required for editing and creating stories for special genre programming.

The integration of social media and new media platforms will form a core component of the Young Reporters training.

According to Young Reporters 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 social media. However each participant will be required to take part and complete all modules of the programme: text, photo, video, radio, and social media.

Stories, photographs, audio and video packages of appropriate quality may be published on the Nanjing 2014 and IOC Internet sites and will be made freely available, without rights, to media organisations, NOCs and International Federations for publication.

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

KEY ELEMENTS OF YOUNG REPORTERS TRAINING

- Young Reporters will be aged between 18 and 24 years of age (as of 28 August 2014), will be university students engaged in journalism studies, or young professionals already working full-time in the news media
- Young Reporters will be offered intensive class and field training in written, photographic, television, radio and new media reporting of sport throughout the Youth Olympic Games
- Training will consist of class sessions, reporting of the YOG events, working in mixed zones and press conferences, and coverage of the YOG Culture and Education programme
- Young Reporters will be required to participate in all 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 and do piece to camera for television
- Appropriate time will be allocated so Young Reporters specific area of interest can be further developed
- The course will be in English only. All Young Reporters must have proficient written and spoken English
- Essential technology and equipment needed for the course will be provided by the IOC, such as photographic equipment, computers and audio recorders
- The IOC will meet the cost of economy return air tickets to Nanjing from the participant's home city, as well as accommodation and meals at the Youth Olympic Village (a per diem to cover lunch and other incidentals)
- Young Reporters will be accommodated in the Youth Olympic Village (YOV) in dormitory-style accommodation with the YOG athletes. Young Reporters will be staying together as a team. Young Reporters will not be permitted to stay with their NOC or outside the YOV
- The Young Reporters training will be held in the Young Reporters offices which will be located in the Main Media Centre
- Transport to and from the YOV and Main Media Centre, as well as from the Main Media Centre to venues, will be free of charge on the YOG transport system
- Young Reporters will be accredited as "E" media, with their accreditation acting as a visa into China
- Coursework will include key elements of event coverage, writing, interviewing, broadcasting, photography and video, social media and new media platforms. Each Young Reporter must participate in all facets of the programme and complete all assignments
- All Young Reporters will receive assessments of their work throughout the course and an IOC Certificate of Participation on completion
- The second cycle of the IOC Young Reporters Programme will be continued with the selection of the best performing Nanjing Young Reporters to participate in further advanced training at the Lillehammer Winter Youth Olympic Games in 2016

SELECTION CRITERIA

- Young Reporters will be aged between 18 and 24 years (as at 28 August 2014)
- Each Continent will be represented by two female and two male Young Reporters
- Only one Young Reporter per NOC can participate, with the exception of host nation China
- Candidates must have already made a career choice to work in the media, either studying or already working in the media. Young Reporters should be 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
- Candidates from non-English speaking countries 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 considered an asset
- 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 2014 Youth Olympic Games. Partial or part time participation will not be accepted
- Candidates will sign an undertaking which gives consent that any and all content the Young Reporters produce will be freely available, at no charge, to members of the media, International Federations and National Olympic Committees for editorial purposes only, and may be published on the Nanjing2014 and IOC websites and social media platforms
- Young Reporters will be encouraged to provide stories on the YOG and / or their Young Reporters experience for their NOC or media organisations, however NOCs/employers will understand and fully support that Young Reporters will be required to give priority and full focus to the Young Reporters programme assignments during the period of the Youth Olympic Games
- NOCs nominate potential Young Reporters from their country. The selection of the four Young Reporters from each continent, two male and two female, lies with the Continental Association. Only one Young Reporter per NOC can participate (with the exception of the host country, China)
- The final decision on the suitability of nominated candidates remains with the IOC

FURTHER DETAILS

Young Reporters who are interested in participating in the programme are requested to contact their National Olympic Committee. (<http://www.olympic.org/en/content/National-Olympic-Committees/>)

<http://www.facebook.com/youngreporters>

<http://www.youtube.com/user/YOGReporters>

For further information, contact

Anthony Edgar
Head of Media Operations
International Olympic Committee
Château de Vidy, 1007 Lausanne, Switzerland
Email: anthony.edgar@olympic.org
Phone: +41 21 621 6111

Toshio Tsurunaga
Programme Manager, Relations with National Olympic Committees
International Olympic Committee
Villa Mon-Repos, 1001 Lausanne, Switzerland
Email: toshio.tsurunaga@olympic.org
Phone: +41 21 621 6111

Young Reporters Class of 2010

Select quotes from Young Reporters

"I never once dreamt or imagined of reporting in the Olympics. It has honestly never crossed my mind. I felt intimidated at the beginning because I didn't have the educational background as everyone else. But again, all of you didn't treat me any different. This opportunity has proven to me that I too can be successful in this field. That I have a chance, that it's never too late. It brought more than just honor, much much more. 2 weeks of training, 2 weeks of friendship has changed my life dramatically."

Rolynda Jonathan (Palau): Senior Reporter with Oceania Television Network (OTV) and selected as a member of the Palau Women and Sports Association

"Since my involvement with the Young Reporters Programme, I have grown not only as a journalist, but more importantly, as a person. In the simplest of words: the experience has changed my life. Through the Olympic Movement, stories of triumph and achievement abound, and since embarking on my journey, it has been an absolute privilege to not only bear witness to the extraordinary exploits of humankind, but as a writer, more specifically as a proud Young Reporter, to document those feats for future generations to come."

Alan Harris, Young Reporter (Barbados): Barbados Advocate and works extensively in the Caribbean in both radio and television. Covered London 2012.

"The experience I had in Singapore was very very important to me as it allowed me to discover many things which are different from in my country. I will never forget this experience in my life."

Diacounda Sene (Senegal): Reporting for *Le Quotidien*, a private daily newspaper in Senegal as well as for the NOC of Senegal in London 2012. After completing her Master's in media and communication, Diacounda plans to do another degree in sports law.

"The London Olympics is unforgettable to me, during which I reported the match-fixing scandal that rocked the nation. Thanks to the Singapore and Innsbruck YRs experience, I stayed calm in front of such breaking news, and the stories I wrote were awarded the top ten news in China."

Ji Ye (China): Sportswriter of Xinhua News Agency. Covered London 2012 and was recently appointed to Xinhua's Rio de Janeiro bureau to cover the 2014 World Cup and 2016 Rio Olympics

"I guess what I can say is apart from it being an extraordinary experience; the YR program was what really gave me a first taste of the Olympics. It changed my life because without it I wouldn't have gone into sports reporting as a full-time job after graduation, and I wouldn't have been able to go to the London Olympics. I made many friends whom I believe and hope will be life-long ones and can only hope my brush with the Olympic magic continues."

May Chen, Young Reporter (Singapore): Sports desk of *The Straits Times*. Covered London 2012 and is "busy covering basically every other beat besides football." Currently reporting on Singapore's Mr Ng Ser Miang running for IOC president

"My participation in the Youth Olympic Games held in Singapore 2010 was nothing less than a dream come true! Welcoming me warmly into the world of sports journalism, the experience was highly motivating and enriching. I got an opportunity to explore my talent in all spheres of media-print, TV/Radio, photography and new media. Little did I know that my over-excited voice shouting "Good Morning Singapore!" at the beginning of every radio report would become an instant hit!"

Sonali Prasad, Young Reporter (India): Internship with the Press Association at London 2012. Freelancing for numerous media organizations in Singapore. Appointed to IOC Press Commission.

“It does already sound a little bit cliché every time a Young Reporter calls the Programme “life-changing”. But for most of us it really has been so! It was in Singapore that I became totally infatuated with the Olympics. It was in Innsbruck and London that I got to polish my photography skills and started learning the operational side of the Games, setting myself an aim of one day becoming part of the team who deliver this most inspirational sporting event of the world.”

Julia Vynokurova, Young Reporter (Ukraine): *Internship with Getty Images during London 2012, and recently started a new job with RIA Novosti, Host News Agency for Sochi 2014 in Olympic photo operations*

“I had a fantastic time at the YOG. Personally it has been fantastic to live in YOG village and to see all the different cultures and all the different people from across the world. Professionally it has been fantastic - the trainers have been amazing and I have learnt so much. There is just no substitute from learning from people who have been there and done it before at an Olympic Games. I hope many more people in the future can have an opportunity like I had in Singapore and Innsbruck. It has been a once in a life time experience.”

Luke Dufficy (Australia). *Works for WIN TV. Covered London 2012 providing coverage of regional athletes from around Australia for all WIN News bureaus.*