



Section 10: Sport Information Officer Job Description

Background

Following the 1993 Canada Summer Games, a need for more relevant and timely information on Games performances (past & current) was identified. To simply feed summaries of event scores to the Main Media Centre was not conducive to gaining optimal coverage of the Games within print or electronic media. Through consultation with provincial team Chefs de Mission, it was determined that a Sport Information Officer for each sport would be of great help in ensuring that an accurate and complete story of each day's sport stories, results and implications on next day activities was made available to interested publics of the Games. This might include relaying stories from the sport venue directly to media covering the Games on-site and at home through the Media Centre, Mission Centre, public partners and sponsors at VIP Centres, Athletes' Village, and NSO offices.

Known in some sports as a "media interpreter", "sport interpreter" or "Sport Information Officer" (SIO), this sport representative would assist the Canada Games Council in compiling the sport-specific information before the Games and would update it on a regular basis during the Games. The SIO would have access to nearly all data at the venue and within the sport, and would work directly with the results person for the sport. The SIO would also work directly with provincial/territorial team media liaisons to ensure accurate and relevant information on athletes in their sport is included in team media guides.

It would be SIO's job to provide a summary of each event and provide an analysis of the impact of the results on the remaining competitions. This summary would be immediately sent to provincial/territorial Mission Staff, the Games' Media Centre, VIP Centre, etc. as previously stated. The SIO would require knowledge of the sport, the sport's Technical Package and have a flavour for the media's requirements. He/she should be generally familiar with the athletes at the Games, how they might perform and which of them have been or may be invited to junior national team programs, etc.

1995 Experience

The 1995 Canada Winter Games were the first to use SIOs, and the outcomes were positive. The SIOs were an important, on-site contact for the Host Broadcaster and other media, provided a buffer between technical officials and media, assisted with selecting optimal camera positions for still photos and video, assisted journalists in accessing athletes for interviews and often provided colour commentary for radio or television broadcasts.

Duties

- Develop a pre-Games information package in conjunction with the Host Society, the national, provincial and territorial sport organizations, the provincial and territorial Chefs and/or media liaison person and the Canada Games Council.



Canada Games Council

STAKEHOLDER REFERENCE MANUAL

Within the template provided by the Council, the information package outlines:

- a brief history of the sport,
 - the history of the sport within the Canada Games and past results,
 - the number of athletes competing in each event,
 - the number athletes on each team,
 - the event format and rules of play,
 - the eligibility information,
 - the judging/scoring system,
 - the playoff and tie breaking format,
 - the role of officials in the sport,
 - a description of the facility(ies),
 - the sport membership numbers and structure,
 - a list of athletes to watch for,
 - the Canada Games records (if applicable),
 - the canadian records (if applicable),
 - the schedule of events
- Assist in the development of Games-time event reporting systems and schedules,
 - Liaise with host broadcast partners, on-site and off-site media regarding the technical aspects of the sport, interpretation of results, sport summaries and interesting anecdotes,
 - Compile tournament statistics, tournament updates, event highlights,
 - File daily reports and quotes from key athletes to national sport organization and to Canada Games Council for posting on web sites,
 - Arrange interviews with athletes as requested by members of the media,
 - Keep provincial/territorial media representatives aware of anything news worthy happening during competitions,
 - Submit a brief post-Games final report/evaluation to the Canada Games Council

Qualifications

- Knowledge of the provincial and territorial participants and performance levels at the Canada Games,
- Knowledge and access to the most current stats packages used by the sport,
- Knowledge of the sport's technical package, sport's typical tactics and strategies, how the Canada Games fit into the sport's athlete development model,
- Personality and ability to work with volunteers, staff and anticipate the needs of the media in a multi-sport environment,
- Computer skills,
- Initiative.

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