

Press Officer Job Description

Vision:

What you deliver: Interesting quotes and stories in a timely manner for WEB updates

How you deliver: Try to be where the action is and get the stories and quotes in a painless manner for both workers and competitors.

Responsibilities:

Interview competitors to get good quotes and their story.

Transcribe the quotes into text files

Organize the text files appropriately given the desired format for the Press Notes.

Work with the WEB updates to get timely updates onto the WEB.

Checklist:

Pre Event:

1. Review this job assignment with the Chairperson and revise as needed.
2. Revise the “common question” list for the event with the Chairperson.
3. Coordinate weekend schedule with Clerk of the Course and Chairperson.

Day of Event:

Friday Evening:

1. Interview teams at the “parc expose” and do a WEB update.

Saturday:

1. Discuss with the Chairperson and Clerk of the Course on a specified area schedule to interview drivers.
1. Go to Service Area, be there for the drivers meeting and see if there are any updates.
2. Go to a finish control to see how the event is flowing for some teams.
3. Check with scoring to see what is happening and then interview the teams when they arrive.
4. Do a regular Press Notes WEB update.
5. Coordinate with local media to distribute information and updates.
6. Go to the I-10 Speedway track to get updates on the super special stage and talk to the competitors.

Sunday:

1. Same as Saturday schedule exceptions are #6 is only a Saturday evening event.
2. Interview and do a Press Note at the awards ceremony.
3. Get Press Notes to the local media to do final distribute of information/updates.

Post Event:

1. Revise the checklist and submit to the Chairperson for next year.
2. Email Chairperson with feedback.