

Salt Lake City 2002 Winter Olympic Games

Capital Account Director and Olympic Games media specialist, Michael Pirrie, played a key role in helping to set up and operate the News Desk at the Main Media Centre for the Salt Lake 2002 Winter Olympic Games.

The News Desk provided frontline assistance to accredited media who had gathered from around the world to report on the Winter Olympics. This required staff on the Olympic News Desk to be familiar with a wide range of operational and Olympic issues and information in order to respond to media inquiries in a strategic way that reflected the efforts and achievements of the Salt Lake Olympic Games Organising Committee.

As well as assisting international and US media, Michael helped to devise the policies and procedures governing the operation of the News Desk, which was highly praised by journalists for the speed and body of information it was able to provide to Olympic journalists.

Michael was a senior member of the Salt Lake City Olympic News Desk team and in addition to assisting media from all corners of the world, Michael liaised with Games sponsors, the International Olympic Committee, National Olympic Committees and other key Games groups in relation to important media matters, operations and issues.

The News Desk played a key role in helping to shape the positive Olympic Games media environment at the Salt Lake Winter Olympics.

Michael also helped to devise and implement the all important media strategy for the Opening Ceremony of the Salt Lake 2002 Winter Olympics. This included strategic pre-Ceremony briefings with selected influential media and organization of the post-Olympic Opening Ceremony news conference for media that involved key performers and participants from the Ceremony. These included internationally acclaimed US film director, Steven Spielberg; the respected human rights activist and spiritual leader, Bishop Desmond Tutu; and Sydney Olympic Games Gold Medal winner, Cathy Freeman.

