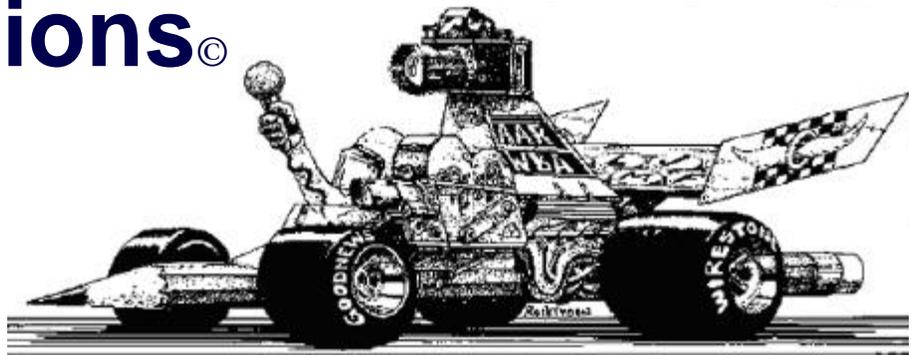


ImPRESSIONs®



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A.J. FOYT RACING'S ANNE FORNORO WINS 2013 JIM CHAPMAN AWARD FOR EXCELLENCE IN MOTORSPORTS PR



A.J.Foyt, Jr., congratulates his PR Professional Anne Fornoro, as she is presented the Jim Chapman Award from Michael Knight, Chairman of the selections committee.

A.J. FOYT RACING'S ANNE FORNORO WINS 2013 JIM CHAPMAN AWARD FOR EXCELLENCE IN MOTORSPORTS PR

Anne Fornoro, who has worked with racing legend A.J. Foyt for almost three decades, today was announced as winner of the 2013 Jim Chapman Award for excellence in motorsports public relations.

The Chapman Award is considered by many in the industry as the highest honor in racing public relations. It is named in memory of Chapman, the legendary PR executive and innovator, who worked with Babe Ruth and was named Indy Car racing's "most influential man" of the 1980s. Chapman died in 1996 at age 80.

The announcement and presentation were made at Auto Club Speedway by Michael Knight, chairman of the selection committee, and one of Chapman's closest friends. The award is determined by a vote of media members, most of who knew Chapman, and is authorized by the Chapman family. PR representatives from all forms of motorsports are eligible for consideration.

"Anne actually knew Jim, so her receiving this award is especially meaningful," said Knight, the longtime journalist/publicist and award rights-holder. "Jim once said to me that every time he saw Anne she was smiling, and Jim liked that.

"Anne's approach to working with the media is 'old-school' in the best sense. She's made A.J. more accessible. Anne's annual media guide is one of the most comprehensive in all of motorsports, filled with information that makes it -- and her -- a valuable resource for journalists around the world."

Fornoro, of Newton, N.J., began her motorsports career at National Speed Sport News where she worked with legendary editor Chris Economaki. Fornoro joined the U.S. Tobacco Co. in 1984, working in the promotions division before moving to the company's motorsports division and its wide range of programs. However, she is most closely associated with Foyt, whose team she has worked with since 1985. In 2000, she formed her own company, A-Line Communications, with Foyt's teams in IndyCar and NASCAR as her sole clients.

Fornoro is the daughter of the late midget racer Russ Klar and is married to nine-time NEMA midget champion Drew Fornoro. Her father-in-law, the late Nick Fornoro, was a driver and CART's official starter at the same time Chapman directed PPG Industries' series title sponsorship.

Established in 1991 by media and publicists within the CART series, the Chapman Award originally focused on achievement in CART. After a hiatus of

several years, the award was resumed in 2004, with eligibility expanded to anyone working in racing PR.

Chapman started as sports editor or managing editor of several Southern newspapers before joining the New York Times. He served in the U.S. Air Force during World War II. He entered the PR business in 1946, as regional PR director for Ford Motor Co. in Detroit.

Soon thereafter, Chapman hired Ruth as consultant to the automaker's sponsorship of American Legion Junior Baseball. They traveled together for more than two years for personal appearances and became close friends. Chapman was one of only three friends at Ruth's bedside when he died in August 1948 and then officially announced Ruth's death to the press corps that had maintained an around-the-clock vigil at New York's Memorial Hospital.

Chapman proudly showcased several photos of Ruth in his office. One was inscribed: "To a pal that is a pal." Chapman also displayed a framed letter, written on Ruth's personal stationery from Memorial Hospital, dated July 13, 1948, inviting him to the July 26 premier of the film, *The Babe Ruth Story*. That letter read, in part, "That evening would not be complete without your being my guest. To you, Jimmy, I say you must be with me that evening."

In 1950, Chapman left Ford to start his own PR firm. One of his first clients was Avis founder Warren Avis. Chapman devoted much of his time to financial PR, which he once called his "favorite form of PR," and helped companies get recognition among analysts and even gain admission to the New York and American stock exchanges.

Chapman's first venture into motorsports was in 1951, when he joined with NASCAR founder Bill France to promote the Motor City 250. The race was part of Detroit's 250th birthday celebration, a Chapman client. In 1967, Chapman entered Indy Car racing with client Ozzie Olson's Olsonite sponsorship of Dan Gurney's team, which later featured Bobby Unser as driver.

"Jim was one of the most innovative and imaginative PR men ever to grace a pit lane," said Gurney. "Jim practically invented most of what is now considered routine sponsor PR work. He was the first, as far as I know, who thought of putting up a sponsor hospitality tent alongside a racetrack (at the old Riverside International Raceway), filling it with extravagant race car ice-sculptures, beautiful food and beautiful people from the business, sports and movie industries. He started an 'open house' tradition in Ozzie's hotel suite in Indianapolis, where journalists could rub shoulders with John Wayne or (astronaut) Scott Carpenter."

A.J. FOYT RACING'S ANNE FORNORO WINS 2013 JIM CHAPMAN AWARD FOR EXCELLENCE IN MOTORSPORTS PR

Chapman also directed Olsonite's sponsorship of the Driver of the Year award. He orchestrated all the details, including the media panel voting, and an annual luncheon at New York City's famed '21' Club. That gathering was considered so prestigious it was routinely attended by leaders of all the major U.S. sanctioning organizations regardless of what series the Driver of the Year competed in.

Chapman's greatest professional acclaim came from 1981-1992, as director of CART series sponsor PPG Industries' program. Chapman was instrumental in raising PPG's prize fund from \$250,000 to more than \$3.75 million at the time of his retirement in February 1993. The all-female PPG Pace Car Driving Team was another Chapman innovation, as were the PPG Editors' Days, when he brought business and feature writers to the tracks for lunch, pace car rides, and driver interviews.

In 1982, Chapman negotiated a landmark sponsorship for PPG with then- Indianapolis Motor Speedway President Joe Cloutier, which formally made the Indy 500 a points-paying event in the PPG Indy Car World Series, an arrangement that continued through the 1995 season. "That was one of the most satisfying moments of my career," Chapman recalled. "Roger Penske, among others, told me it was the best thing that had ever happened to CART." In addition to a major contribution to the prize fund, PPG later became sponsor of the \$100,000 Indy 500 pole award, and paid a special winner's bonus in the early years of NASCAR's Brickyard 400.

"With Jim, when he says 'jump,' we just ask 'how high?'" Indy 500 winner and PPG Cup champion Al Unser Jr. said on behalf of his fellow drivers. "And we do it right then."

Indy Car Racing magazine named Chapman the sport's "most influential" man of the 1980s, saying he turned "a public relations assignment into an art form." After his retirement, Chapman continued to consult PPG, and agreed to Mario Andretti's personal request that he serve as honorary chairman of Andretti's "Arrivederci, Mario" farewell tour in 1994.

Chapman's professional achievements earned him vast recognition. The mayors of Detroit and Long Beach, Calif., presented him proclamations and the key to each city. In 1993, Indiana Gov. Evan Bayh named him Sagamore of the Wabash, the state's highest honor. He served as president and/or director of more than 30 Michigan and Detroit-area civic and charitable organizations. Chapman became active in the civil rights movement in the 1950s and represented the Detroit Urban League

and United Negro College Fund in several controversial situations. He admitted to shedding "buckets of tears of joy" when Willy T. Ribbs became the first African-American driver to qualify for the Indy 500 in 1991.

"Jim set the ultimate standard of professionalism, class and dignity," said Knight. "He knew that building good one-on-one professional relationships with journalists was important in good times and absolutely essential in bad times. That's too often missing today in a communications age where an E-mail or text message is incorrectly considered 'relationship-building.' Jim was a true 'people person' and knew nothing could replace a handshake, a face-to-face conversation, or the sound of another person's voice."

"The true honor of this award is not the plaque," Knight concluded. "The true honor is having your name forever associated with that of the great James P. Chapman."

PREVIOUS JIM CHAPMAN AWARD HONOREES:

- 1991 – Michael Knight**
- 1992 – Tom Blattler**
- 1993-94 – Deke Houlgate and Hank Ives**
- 1995 – Kathi Lauterbach**
- 1996 – Marc Spiegel**
- 1997 – Mike Zizzo**
- 1998 – Tamy Valkosky**
- 1999 -- Carol Wilkins**
- 2000-2003 – (Award not presented)**
- 2004 – Doug Stokes**
- 2005 – Susan Arnold**
- 2006 – Kevin Kennedy**
- 2007 – Dave Densmore and Bob Carlson**
- 2008 – Judy Stropus**
- 2009 – (Award not presented)**
- 2010 -- Jim Hunter**
- 2011 -- Bill York**
- 2012 -- Judy Kouba Dominick and Nancy Wager**



News & Notes

Chapman Winner's Note To AARWBA



Anne Fornoro and Michael Knight

Now that our IndyCar season has ended and I have had time to reflect on the Jim Chapman Award, I want to let you and the rest of the panel that determines the award recipient know how honored I am to receive it this year. Jim was a wonderful inspiration to all of us and we all learned from him, so to receive this award is very special to me.

It is so touching to be recognized in a field that has truly been a lifelong passion for me. I have loved motorsports since childhood when my father was racing midgets throughout the Northeast. Marrying a race driver probably solidified it for me, but being able to earn a living in motorsports has been a true joy. Working with the legends (and some very memorable rookies) has been wonderful in every sense of that word! In addition to seeing the man behind the legend, I've been given so many opportunities to meet and work with incredible talents in media. I learned from them and enjoyed reading their articles, looking at their photos or watching their videos. Many of them became good friends through the years—an added bonus.

Another bonus that this award bestows is the bounty of good wishes that have come my way as a result of winning it! I've heard from friends that I haven't seen in years and it brings back so many good memories!

So please accept my gratitude for making this ol' PR flack (as Gary Ronberg used to say) feel so very honored and ever so humbled.

Best,
Anne

Cademartori Debuts Latest Artwork

Dusty recently received this note from artist and AARWBA member Hector Cademartori.

Hello, Dusty (and all!):

It was nice seeing you at the season finale of the IndyCar series in Fontana and have a chance to chat with you and fellow AARWBA members.



As a follow-up to our conversation, here I enclose a photo of my latest work of art: the 1913 Corona Race.

As you know, in the early part of the 20th century, Southern California was very busy with racing events promoting the Far West and trying to attract investors. Those familiar with our friend and author Harold Osmer's book "Where they raced" know what I'm talking about. (As a side note, there's a DVD out based on the book) The city of Corona had three races in 1913, 1914 and 1916 around their trademark circle: Grand Blvd.

2013 was the 100th anniversary of that first event and the painting (oil on canvas) shows Earl Cooper on a Stutz, winning the main event; the "Free for All", as they called it. He's going by the timing and scoring stand while, behind him, Barney Oldfield (Mercer) and Ted "Terrible" Tetzlaff (Fiat) fight for second. Hope you'll enjoy the art.

If any of the members of AARWBA would like to write about this event, please, have them contact me and I'll be glad to give them permission to reproduce this image to illustrate their articles.

The original painting was purchased by Lucas Oil Lubricants and is, appropriately, decorating their offices in the City of Corona, in fact, only a couple of blocks from where the race took place.

Hoping you'll enjoy the art, I leave you with my warmest regards extensive to all at AARWBA! See you at the races.
- Hector Cademartori

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La Verne. CA 91750. USA
(909) 593-8424

Charlotte Motor Speedway to Recognize Motorsports Media for Journalism Excellence

Tradition Continues with 29th Annual Russ Catlin Awards

For the 29th year, Charlotte Motor Speedway will honor the best in motorsports journalism. The speedway is accepting applications for the Charlotte Motor Speedway Russ Catlin Awards for Excellence in Motorsports Journalism to recognize outstanding 2013 coverage.

Established in 1985, the awards were founded to recognize outstanding coverage of motorsports and to honor Russ Catlin, one of auto racing's best known writers, historians and a pioneer of motorsports public relations. Annually, the awards are presented to individuals who demonstrate captivating, thought-provoking and inspiring journalism surrounding motorsports.

Keeping with the tradition of the award, the Indiana University School of Journalism will review all nominations and determine the winners. Awards of Excellence winners receive a special plaque to commemorate their achievements and a \$1,000 scholarship to be donated to the school of their choice. Each award winner's name will also be added to the perpetual Russ Catlin Award trophy, which is displayed at Charlotte Motor Speedway.

Download an entry form at:
<http://www.charlottemotorspeedway.com/catlinaward/>

The categories for the 2013 Charlotte Motor Speedway Russ Catlin Awards for Excellence in Motorsports Journalism are:

Writing entries for daily newspapers

Writing entries for other forms of written media (internet, weekly, etc.)

Broadcast entries for local radio and television

Broadcast entries for national radio and television

Photojournalism entries

Any type of motorsports coverage from the 2013 season is eligible. Entries dated from any other year or season will not be accepted. Judges will review each submission closely and base their decision on the quality of work and its representation of excellence in motorsports journalism.



The Charlotte Motor Speedway Russ Catlin Awards for Excellence in Motorsports Journalism accepts and encourages all types of motorsports racing media coverage. It is NOT limited specifically to NASCAR.

Entries must be postmarked by December 6, 2013.

For questions regarding the awards, please contact Brookes Versaggi of Breaking Limits at (704) 766-9062 or at bversaggi@breakinglimits.net.

Upcoming events at Charlotte Motor Speedway

World of Outlaws World Finals

Thursday, November 07 - Saturday, Nov 09, 2013
World of Outlaws
Tickets: Purchase Online 1-800-455-FANS (3267)

Speedway Christmas

Friday, November 22 - Monday, Dec 30, 2013
Speedway Christmas kicks off Friday, Nov. 22 with the Egg Nog Jog, a 5K run through the elaborate light displays. Opening night for the drive-thru course is Saturday, Nov. 23. 1-800-455-FANS (3267)

Souvenir and Race Ticket Blow-Out

Friday, November 29, 2013
Need a present for the NASCAR fan on your holiday shopping list? Check out the gigantic Souvenir and Race Ticket Blow-Out Sale! Discount diecasts, apparel, season ticket packages are available. Fans also have an opportunity to drive the famed 1.5-mile oval with a donation to Speedway Children's Charities. Make sure to bring the whole family because there's something for everybody!



AARWBA Seeks Safety Report - Member Input Requested

For the ultimate safety of our members, AARWBA is reviewing a safety comment regarding the IndyCar MAVTV 500 finale at Auto Club Speedway. We have requested a full printed report of all safety issues regarding that racing weekend from Auto Club Speedway and IndyCar, but as of this date we have not yet received them.

We are posting in this newsletter a photo of a safety issue that was caught on digital camera. In the photo meeting, all photographers were warned by IndyCar not to turn their backs on any race cars to check their photo in the camera, but that is what this photographer is doing, and in the most dangerous place possible at the track.



We are also publishing another photo showing many people in shorts and sandals leaning against the pit wall as the IndyCars are passing behind them at high qualifying speed. These are dangerous situations.



It has also been brought to AARWBA's attention that complaints were lodged with Auto Club Speedway after the MAVTV500 by media who were unhappy with the way the media was treated by both Auto Club Speedway and/or IndyCar.



If you had a problem during that race, please detail the media outlet for which you were doing coverage, and what happened to create your complaint.

Also, if you met the four requirements set by IndyCar to receive a photo vest at that race (those requirements were announced during the photo meeting) and were still denied a vest, please let us know.

If you saw or documented any safety issues, please send us that information, especially if you have photos.

We are committed to safe and effective media coverage for our members, so please send your information to Dusty Brandel, AARWBA president, for the board to review, when you receive this newsletter.

If we find any safety issues that need to be corrected throughout the racing season, we will obtain that information from any sanctioning bodies involved, as we have been doing for several decades. That information will be included in our updated Photographers White Paper on our AARWBA membership website.

Again, It is AARWBA's concern to see that our members are permitted to perform their race coverage in the most effective, and safest, way possible.

Thank you for your cooperation, and AARWBA looks forward to any information you may send.





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"Dedicated To Increasing Media Coverage of Motor Sports"

The AARWBA is the oldest and largest professional organization of its kind. Founded in 1955 in Indianapolis, it has grown to more than 400 members throughout the United States, Canada and Europe. Each year the AARWBA members select a 14-driver All America Team from Open Wheel, Stock Car, Sports Car, Drag Racing, Short Track, Touring Series and At Large championship categories. An annual banquet is held to honor these drivers each January. AARWBA also sponsors several contests for its members and established the "Legends in Racing" auto racing hall of fame.

AARWBA MEMBERSHIP APPLICATION

PROFESSIONAL INFORMATION

Name:		Date:
Company:		
Title:		
Business Address:		
City:	State:	ZIP Code:
Phone:	E-mail:	FAX:

PERSONAL INFORMATION

Home address:		
City:	State:	ZIP Code:
Phone:	E-Mail:	FAX:
Preferred Mailing Address: HOME OFFICE (Please note that our newsletter, "ImpRESSIONs", is sent via e-mail)		
Preferred E-Mail Address For Newsletter:		

MEMBERSHIP LEVEL

Media Professional (\$45.00)	Affiliate Member (\$65.00)	Associate / Corporate (\$300.00)
Signature of applicant:		Date:

Active Media Member

Applicants for active media membership status must submit the following materials to the membership committee for consideration. Materials must be submitted with your check.

- ✓ A fully executed membership application. (This information will appear in the membership directory unless you specify otherwise. Attach a note to this application if necessary.)
- ✓ Two 1" x 1.5" head shot pictures for use in the directory and for an I.D. badge.
- ✓ Tear sheets or samples of work as follows:
 - Two published articles on the subject of auto racing in a publication of general circulation within the past year.
 - Photographs on auto racing appearing in two publications of general circulation or two separate times in one publication, within the past year.
 - One video or audio tape of any race broadcast where spectators attended and exhibited the applicant's work within the past year.
 - One book on the subject of auto racing within the past year or three books on the subject of auto racing, or one book contracted from any trade publisher for a book on auto racing

Your
Photo
Should
Be This
Size

Affiliate Member

Open to public relations, team representatives, motorsports advertising personnel. Full voting rights and privileges except to hold office.

Associate/Corporate Membership

Open to any person, regardless of affiliation or professional orientation, who is interested in furthering the aims of the American Auto Racing Writers & Broadcasters Association and/or motorsports in general. Corporate membership is limited to three (3) non-voting memberships for the \$300 fee.

Mail completed application, photos, and your check to the address shown above.

The American Auto Racing Writers & Broadcasters Association 922 North Pass Avenue Burbank, CA 91505-2703 (818) 842-7005