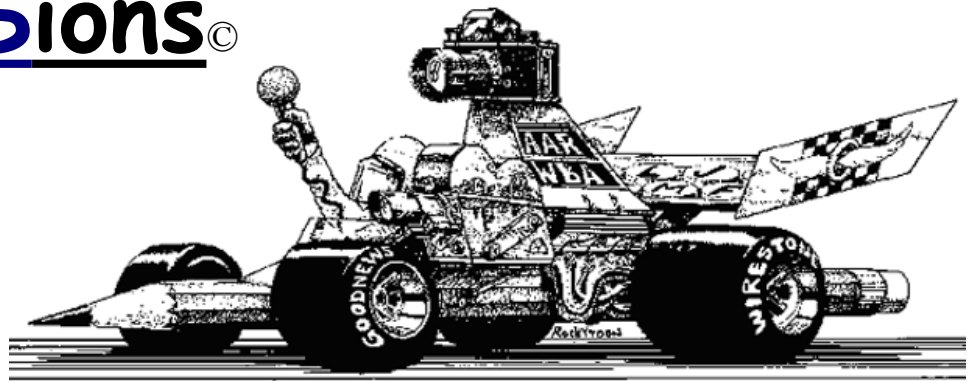


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The Official Newsletter Of The American Auto Racing Writers and Broadcasters Association

March/April 2006



Vol. 39 No. 3

Ernie “Crocky” Wright Inducted Into National Midget Hall Of Fame



Tony Stewart presented his friend Ernie “Crocky” Wright with his Hall of Fame plaque. (More on page 6.)

Inside this issue:

- Message From The National Vice-President
- AARWBA Ombudsman program outline
- Photos from the Shav Glick retirement celebration event
- Member News & Notes
- Member guidelines reminder

Reminder: Annual AARWBA breakfast on May 27th! (See page 2 for details)

Message From The National Vice-President, Mike Hollander

The 32nd Annual Toyota Grand Prix in Long Beach provided some of the best working facilities for journalists, photographers and broadcasters on the planet. Jim Michaelian, Chris Esslinger and their staffs of top professionals and veteran volunteers always make Long Beach a pleasure for us. And there were lots of us for them to help. Early AARWBA president Chris Economaki made an appearance and retired western vice-president Shav Glick was honored prior to Sunday's racing activity.



A special thanks to Les Unger and the Toyota Motor Sales company for honoring Glick, by creating a scholarship in his name for a deserving journalist. That's becoming a theme as Red Bull provided another scholarship in Economaki's name.

Times sure have changed at Long Beach. In 1975, at the Formula 5000 Inaugural, the "press room" was full of the sounds of typewriters and the smell of smoke. During the Formula One era, deadline media included South Americans yelling into phone lines, giving play-by-play descriptions of the event. One of our members lost \$10,000 worth of camera equipment - likely an inside job, since the "overlock" had been compromised on the room. Then the deadline room was moved closer to the cars - into the women's locker room. Limited phone lines caused extra expense as media had to order their own lines to file a story.

These days, those few journalists who need phone lines have plenty of access, as most writers - and photographers for that matter - are filing using high-speed wired and wireless connections provided through the courtesy of the Grand Prix Association. Radio reporters have their own separate room and there's a general media center/cafe in the Dan Gurney Media Center. Most importantly, all the major rooms are equipped with that journalistic necessity, Starbuck's Coffee, courtesy again of the Grand Prix Association.

We can't let this month pass without a discussion of a credential problem at Long Beach - one of our member's own making. I don't want to embarrass the member further, but the member walked across a "hot" race track to get to another location. He had his credential revoked for the remainder of the event.

Folks, racing promoters are under so much pressure from insurers and the death of a photographer or writer is a public relations nightmare of the first order. Let's do our best to act in a professional manner at all times. The member in this case was not injured in any way and absolutely realizes the error and won't do it again. The promoter had a good discussion with the member and no one's "blackballed."

Sure, it's important to stand up for each other when we're right, but when we're wrong, let's admit it, do our best to solve the situation and get on with it.

See you at Indy or down the road,

Best,
Mike

**The annual AARWBA breakfast will be held Saturday morning,
May 27th, at the Brickyard Crossing pavilion..as always at 8 a.m.
Reservations to Jack Peck
317/546-3842
or email: jpeck40651@aol.com**

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The AARWBA Ombudsman

How to Get Help Resolving Work Concerns

Mission Statement: "To provide AARWBA members who have legitimate concerns (regarding issues such as credentials, access, and treatment by drivers, owners, officials, track and sanctioning organization personnel and other media sources), which affect their ability to perform their work assignments, an intermediary through which to address and attempt to resolve those concerns."

Process: An AARWBA member who believes he/she has a legitimate concern to bring to the AARWBA Ombudsman will follow this process:

1. The member will contact his/her appropriate regional Vice President, or a Vice President in attendance at the event.
2. The Vice President will review the situation and will have full discretion to determine if the matter falls under the Ombudsman Mission Statement. If so, the VP will attempt to quickly resolve the issue or achieve a reasonable settlement.
3. The VP will report back to the AARWBA Board. If necessary, the VP may request the President to activate the full Ombudsman Committee. The Committee will consist of three persons:
 - a) The VP who first reviewed the matter, who will lead the Committee;
 - b) A person, appointed by the President, who may have special knowledge of, or expertise in, the area of concern;
 - c) Michael Knight, who has experience on both the media and PR side of the motorsports industry, will serve as a permanent member of the Committee.
 - d) If, for any reason, it is deemed inappropriate for any Committee member to serve, the President will appoint a replacement.
4. The Committee will have complete authority from AARWBA to attempt to bring the member's concern to the best obtainable resolution.
5. The appropriate regional VP will keep the member informed of developments throughout the process. The Committee's on-going work activities will be considered "confidential" and not for the knowledge of anyone beyond the immediate parties and the AARWBA Board.
6. The Committee, upon completion of its work, will report back to the AARWBA Board. The Committee will then communicate its final report to all involved parties. The Committee will recommend to the Board what, if anything, to report to the full membership via the AARWBA newsletter. The Board will have the final decision on what information, if any, to make public.

AARWBA Ombudsman Contacts:

President: Dusty Brandel, aarwba@compuserve.com

National Vice President: Mike Hollander, racing@motorsportsforum.com

Eastern Vice President: Lewis Franck, lfranck@ix.netcom.com

Southern Vice President: Mike Harris, msharris@ap.org

Midwest Vice President: Ron Lemasters, rlemasters14@comcast.net

Western Vice President: Susan Wade, susanw7754@aol.com

Secretary-Treasurer: Dr. George Peters, BarJean@prodigy.net

Ombudsman Committee Member: Michael Knight, SpinDoctor500@aol.com



***AARWBA thanks Valvoline,
the Founding Underwriter of the Ombudsman Fund***

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Shav Glick Retirement Celebration Event

Glick takes the checkered flag on his career



AARWBA President **Dusty Brandel** presents **Shav Glick** with a Lifetime Achievement plaque at the party given for him at California Speedway.

Photo by **Al Wong**.

Johnny McDonald, an AARWBA past president and now retired from the San Diego Union, is working more on freelance stories and promotions these days. He stopped by the California Speedway for a day, and he and current AARWBA president **Dusty Brandel** were able to spend some time sharing memories in the Media Lounge.



Shav Glick, retired motor sports writer for the Los Angeles Times, Toyota Motor Sales Motorsports Manager **Les Unger** and veteran writer **Jim Short** of the Riverside Press-Enterprise share a moment as Glick is honored by Toyota with a scholarship during ceremonies prior to the Toyota Grand Prix of Long Beach.

Photo by **Michael F. Hollander**.

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News & Notes



NHRA POWERade Top Fuel driver **Doug Herbert** invited several Marines and former Marines to be honorary crew members for a day in his Snap-on Tools pit at the recent Gatornationals in Gainesville, FL. The Marine Corps may have brought Herbert good luck as he qualified on Saturday, then eliminated the No. 1 qualifier and went through the quarterfinals on Sunday's eliminations.

The Marines are left-to-right, AARWBA past president **Norm Froscher**, **Eric Kidwell**, **Cary Hill**, **Eric Jones** (whose brother is serving with the Marines in Iraq) and **Joe Vasquez**.

Photo by Marine **Mark Stringfellow**.



Congratulations go out to **Dick Mittman** who was inducted into the Indiana Sportswriters and Sportscasters Hall on April 8. He is shown here with his wife **Pat**.



Chris Economaki is pictured with **Maria Jannace** and Champ Car driver **A. J. Allmendinger** at the second annual Economaki Aspiring Journalism Award announcement.

It is a grass-roots program that recognizes and rewards young print and broadcast journalists with a passion for motorsports. The award is sponsored by Red Bull and is open to participants aged between 13 and 22 years who have a motorsports themed story published or broadcast by an accredited media outlet.

The winner will be awarded with a uniquely designed trophy, a trip to a 2007 motorsport event as a guest of Red Bull, where he/she will meet Cris Economaki, and an opportunity to have a report published/broadcast by one of the affiliated media outlets.



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MotorSports Report Looking To Expand - Investors Wanted!

AARWBA member **Charlie Roberts** is the Executive Producer of the McDonald's MotorSports Report. The McDonald's MotorSports Report is the original and only daily network radio show that covers all the major racing series plus the biggest races in most parts of the country! The show has been on the air since 1981.

Some well known names in the racing media started with MotorNet, as Roberts told us recently. "MotorNet has three alumni who have gone on to some important places in motorsports. Brian Buchauer (our very first full-time hire) went on to do PR at Dover Downs and is now General Manager of Ken Schrader Racing, Inc., Al Robinson was our News Director and, via Dover Downs, is now PR for the NASCAR Grand National North/East (whatever they are calling it this year), and Allen Bestwick was our Director of Affiliates before moving on to MRN and, now, NBC Sports."

At one time the McDonald's (then SKOAL) MotorSports Report was broadcast on more than 350 radio stations in 45 states and was still growing when, literally, it was put out of business by an Act of Congress. Right now, it's on about a dozen stations. Roberts is in the process of rebuilding the MotorNet network and is looking for investors who both understand the importance of reaching thousands of customers' ears through the power of radio, and enjoy having a connection to the fast paced and exciting world of motorsports. If you know of someone looking to make a solid investment, Roberts can send a potential investor a complete presentation kit via overnight delivery.

Contact information: Charlie Roberts, Executive Producer, McDonald's MotorSports Report
(732) 751-1020 FAX :(732) 751-1038 Email: motornet@exit109.com Web:www.motorsportsreport.com

Ernie "Crocky" Wright Inducted Into National Midget Hall Of Fame

NASCAR great Tony Stewart was on hand on August 28, 2005 for the National Midget Auto Racing Hall of Fame induction ceremonies in Sun Prairie, Wisconsin. Stewart flew up to the ceremony with his dad Nelson just to present his good friend, 86 year old Crocky Wright with his plaque. Wright told us, "It had to be the highlight of my career as a writer and driver to be inducted into the hall of fame. The icing on the cake was being presented the award by Tony Stewart."

Crocky Wright enjoyed a long fast career behind the wheel of midgets and motorcycles and sprint cars. He even had a short too-fast career as a driver at the Indianapolis Motor Speedway. Dave Argabright explains in a column he wrote about Crocky's induction: "A few years ago Crocky was hired to drive a tour bus around the track, hauling awe-struck spectators. Trouble was, Crocky was reprimanded for driving the bus too fast, and was eventually dismissed for the infraction in 1990. Thus, he's the only man in the 95 year history of the speedway to be fired for going too fast!"

Wright's career included working with the Putt Mossman Thrill Show. At the age of 77 he performed the "Wall of Death" stunt, riding through a flaming wooden barrier. Wright also authored several books and wrote a weekly column on midget racing for the Illustrated Speedway News.

Great Lessons In PR

Member Jeff Olson included this item in his SpeedTV.com notebook from IRL pre-season testing at Home-stead, regarding published reports of a possible IRL-Champ Car reunification:

"Reporters invited to a dinner Saturday night with Vision Racing officials were asked not to question (Tony) George about the possibility (of a deal) . . . Vision officials canceled the media dinner less than three hours before it was scheduled to begin, saying too many reporters had dropped out."

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AARWBA Racing Media Guidelines

A reminder to all members of the importance of conducting ourselves as professionals

The following points are meant primarily as guidelines to members of the racing media. However, they also serve as a guide to promoters concerning the AARWBA position on the points noted.

1. The racing reporter's obligation to report fairly, objectively and completely is to accurately inform the interested race fan (paying public) of the activities before, during, and after a motor sports event and responsibly support the sport, the promoter and the competitors.
2. No responsible member of the media ever will intentionally falsely report or distort. Although mistakes can and do occur, any member found to be intentionally filing misleading, false or grossly biased reports will have his or her AARWBA membership suspended or revoked.
3. An AARWBA membership card is not and has no reason to be Carte Blanche for accreditation at any track. It simply identifies the bearer as a professional motor sports journalist.
4. Requests for special considerations (freebies, extra credentials, special parking) are just that—requests. There is no obligation on the part of the promoter to grant them and rejection should not affect the media members treatment of the promoter.
5. The racing reporter should request credentials well in advance of an event to be covered - at least two weeks. More time should be allowed if this is his/her first race at a track or if the event is among the very biggest - i.e., Indianapolis. Also, if his/her plans change and he/she is not going to cover a race for which he/she has requested credentials, he/she should give the promoter the courtesy of canceling as soon as possible.
6. There is no AARWBA position for or against "freebies," gifts, etc. It is a matter between the journalist (and the employer) and the promoter.
7. Threats of a boycott by a journalist are no more ethical than threats of denial of credentials by a promoter. Both are intolerable.
8. Food and drinks at an event are a courtesy, not an obligation of the promoter.
9. Competitors at a major event have an obligation to their racing team, their sponsor and the paying public (the race fan), to compete. To not grant interviews or pose for pictures is a violation of that obligation. However, media members and the paying public should recognize that the individual competitor does have a right to privacy. Media members and the paying public should use discretion when approaching competitors during times when the track is open.
NOTE: In many cases the publicly minded competitor will approach you when when he or she feels the time is right.
10. Do not ask for credentials that you don't need. If you don't take pictures, don't ask for photo credentials. If you don't write, don't try to get in the press box.
11. Do not request credentials for friends under the guise that they are to work as media members. It is unethical, a hardship to legitimate members of the media and subjects your publication or station — not the race track—to legal responsibilities in case of injury.
12. Accept the limitations of facilities. While it might be ideal for each and every media member to be treated the same, it isn't always possible and tracks must make distinctions. Not everybody can be in the pits or press box on race day at Indianapolis.
13. Press members have an obligation to maintain reasonable standards of professional and personal conduct. Promoters can and do have sound reasons for placing some restrictions on the media. Members of the media who consistently indicate an inability or unwillingness to meet reasonable standards of personal and professional conduct in dealing with track personnel, competitors or other members of the media will have their AARWBA membership suspended or revoked.



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