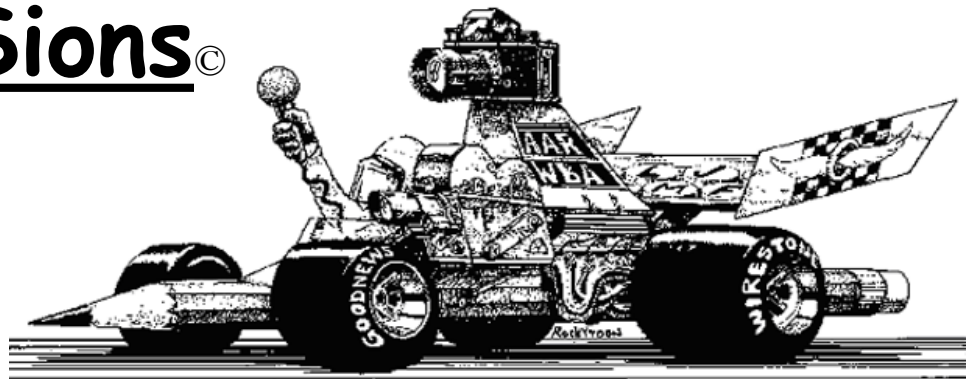


# ImPRESSIONs<sup>©</sup>

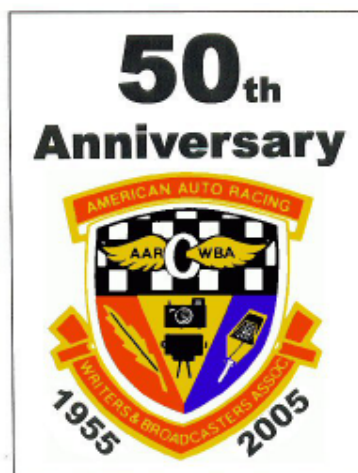


The Official Newsletter Of The American Auto Racing Writers and Broadcasters Association

October 2004

Vol. 37 No. 8

## AARWBA Thanks Our Official 50th Anniversary Sponsors:



Official 50th Anniversary Web Page Posted Now At  
[www.aarwba.org](http://www.aarwba.org)  
Check often for updates!

American Auto Racing Writers & Broadcasters Association, Inc. - [www.aarwba.org](http://www.aarwba.org)  
"Dedicated To Increasing Media Coverage of Motor Sports"

## Indianapolis Motor Speedway (IMS) and Indy Racing League (IRL) Support AARWBA Journalism Contest - \$10,000 In Prize Money



**Dusty Brandel, President of American Auto Racing Writers, Broadcasters Assn, and Tony George, CEO/President of the Indianapolis Motor Speedway and Indy Racing League with the new 50th Anniversary logo.**

The Speedway will be site of the announcement and presentation of AARWBA's Newsmaker of the Half-Century award, the headline event of the 50th Anniversary Celebration. The AARWBA Board of Directors will select 12 nominees, from an initial list of 50, and those dozen names will be announced at the 35th annual AARWBA All-America Team dinner Saturday, Jan. 15, 2005 in Pomona, Calif. Information on dinner tickets for media, companies and the general public, is available at [AARWBA.org](http://AARWBA.org). Those 12 nominees will then be presented to the full AARWBA membership for a final vote. The date of the ceremony, in May 2005, will be announced later.

"This is important news for AARWBA, which was founded just one mile from the Indianapolis Motor Speedway," President Dusty Brandel said at an announcement at the California Speedway. "The journalism contest is very popular with our members and this support from the Speedway will add to its prestige." The contest results will continue to be announced at AARWBA's annual breakfast meeting at IMS the day before the Indy 500.



**Honda's Kurt Antonius, Dusty Brandel, Honda IRL championship team owner Michael Andretti and Tony George with the AARWBA 50th Anniversary logo.**

FONTANA, Calif. — The American Auto Racing Writers and Broadcasters Association (AARWBA) Saturday announced major support from the Indianapolis Motor Speedway (IMS) and Indy Racing League (IRL) for its 50th Anniversary Celebration in 2005. The Speedway will provide \$10,000 in prize money for the annual AARWBA journalism contest and also will host presentation of AARWBA's Newsmaker of the Half-Century award next May as part of events leading up to the 89th Indianapolis 500.

The writing and broadcasting competition has been a tradition since AARWBA's early years. IMS intends to continue its support through 2007. The contest, which is independently judged, is open to members of the country's oldest and largest organization of motorsports media professionals.



**4-time Indy 500 winner and Toyota team rep Rick Mears, Dusty Brandel, Toyota's Les Unger and Tony George with new 50th anniversary logo at California Speedway.**

Brandel added, "There can be no more appropriate place than the Indianapolis Motor Speedway, the site of so much racing history reported on by AARWBA members, to announce and present the Newsmaker of the Half-Century award."

"We are pleased to make this commitment to the future of AARWBA," IMS President Tony George said. "During the last half century, IMS and AARWBA share much in motorsports history. We are pleased to play a role in recognizing the best work of the men and women who cover our sport."





## Membership Has Its Rewards

Our highest priority for AARWBA's 50<sup>th</sup> Anniversary Celebration is to increase the benefits of AARWBA membership for current and prospective members. Our second major goal is to increase recognition for AARWBA within the motorsports industry. I am pleased to report to you that we have taken some important steps to achieve these goals.

Elsewhere in this newsletter, you'll find details of AARWBA's new agreement with the Indianapolis Motor Speedway, in which the Speedway will underwrite \$10,000 in prize money per year for the annual writing and broadcasting contest. The Speedway intends to continue this funding through 2007. The journalism competition has been a popular tradition since our organization's early years, and members earned rewards for their excellent work, going back to when contest winner Dick Mittman and wife Pat enjoyed a trip to Italy courtesy of Wynn's publicist Dave Blackmer. Thanks to Dave, Bill Dredge and Harvey Duck, STP provided prize money for many years. That ended in 2000, when STP was acquired by another company. Now, our members will again have the chance to compete for cash awards, and the contest will continue to be independently judged. I hope all members will join me in sending thanks to Fred Nation, Ron Green and John Griffin.

The other "big story" is AARWBA members will select the Newsmaker of the Half-Century as the headline event of the 50<sup>th</sup> Anniversary Celebration. We believe this will help attract attention throughout all forms of motorsports. As part of AARWBA's agreement with IMS, the award winner will be announced at a presentation ceremony at the Speedway next May in the days leading up to the 89<sup>th</sup> Indianapolis 500. AARWBA could not have a more prestigious stage for this important announcement.

Meanwhile, we also have been able to upgrade the overall experience of the 35<sup>th</sup> All-America Team dinner, Saturday, Jan. 15, in Pomona. Details will be in the next newsletter. Please try to make plans to attend. In addition to IMS and the Indy Racing League, I'm pleased to welcome Toyota Motorsports and Valvoline as official AARWBA 50<sup>th</sup> anniversary sponsors. Our appreciation goes to Les Unger and John Procida at Toyota and Barry Bronson at Valvoline. More announcements about the 50<sup>th</sup> celebration are coming, so please visit [AARWBA.org](http://AARWBA.org) to stay informed. We continue to make progress to make AARWBA more valuable to you, the members, and I hope you are pleased with these new benefits. Kindly tell your non-member colleagues: AARWBA membership has its rewards!

A handwritten signature in black ink, reading "Michael Knight", written in a cursive style.

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**Michael A. Knight**

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# AARWBA MEMBERS TO SELECT “NEWSMAKER OF THE HALF-CENTURY”

## *Award Will be Highlight of 50th Anniversary Celebration*



BURBANK, Calif. — Selection of the “Newsmaker of the Half-Century” will be the headline event of the American Auto Racing Writers and Broadcasters Association’s 50th Anniversary Celebration in 2005, it was announced today. AARWBA, founded in August 1955, is the country’s oldest and largest organization of motorsports media professionals.

Fifty of racing’s most famous names (list below) from the last half-century will be considered by AARWBA’s Board of Directors, who may also nominate people not on the original list. Each director will choose 12 prospective finalists and the top dozen newsmakers will be put to the full membership for a vote.

The 12 nominees will be announced by AARWBA President Dusty Brandel and 50th Anniversary Celebration Chairman Michael Knight at the AARWBA All-America Team awards banquet, Saturday, Jan. 15, in Pomona, Calif. Champion drivers from 2004 will be honored at the 35th annual dinner, which is open to the media, racing officials and sponsors, as well as the public. Ticket information is available at the [AARWBA.org](http://AARWBA.org) web site.

The Newsmaker of the Half-Century will be named, and presented with a specially-commissioned painting, at the Indianapolis Motor Speedway in May of 2005.

“The Newsmaker of the Half-Century Award is the perfect way for AARWBA to recognize racing’s great personalities and their achievements”, said Brandel. “AARWBA member journalists have described and photographed some of America’s most important and historic athletes and sports events. This award will give the media an opportunity to reflect on the news and the fascinating people who have made headlines for 50 years.”

Porsche Cars North America, NASCAR, Toyota Motorsports, Indianapolis Motor Speedway, the Indy Racing League and Valvoline are official sponsors of the AARWBA 50th Anniversary Celebration. Additional sponsors will be announced soon. For more information on official sponsorship opportunities, please contact Michael Knight at [SpinDoctor500@aol.com](mailto:SpinDoctor500@aol.com).

## **List Of 50 AARWBA “Newsmakers of the Half-Century” On Next Page**

### **FOR MORE INFORMATION ON THE AARWBA 50th ANNIVERSARY CELEBRATION, PLEASE CONTACT:**

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**Michael Knight**  
Chairman, AARWBA 50th Ann. Celebration  
480/661-5240  
[SpinDoctor500@AOL.com](mailto:SpinDoctor500@AOL.com)

# List of 50 AARWBA “Newsmakers of the Half-Century”

(in alphabetical order. All are drivers unless otherwise noted)

Bobby Allison  
Mario Andretti  
Michael Andretti  
Kenny Bernstein  
George Bignotti  
(Indy 500 winning chief mechanic; car builder)  
Craig Breedlove  
Richard Childress  
(NASCAR championship team owner)  
Mark Donohue  
Dale Earnhardt  
Bill Elliott  
John Force  
A.J. Foyt  
The France family  
(NASCAR and International Speedway Corp.)  
Don Garlits  
Jeff Gordon  
Andy Granatelli  
(car owner; builder; promoter; sponsor)  
Dan Gurney  
Carl Haas  
(CART/SCCA championship team owner;  
sanctioning body executive; importer)  
Jim Hall  
(driver; CART/SCCA championship team  
owner; builder; innovator)  
Hurley Haywood  
Rick Hendrick  
(NASCAR championship team owner)  
Phil Hill  
Al Holbert  
The Hulman-George family  
(Indianapolis Motor Speedway)  
Jim Hurtubise  
Ned Jarrett  
Junior Johnson  
(driver; NASCAR championship team owner)  
Ted Johnson  
(World of Outlaws founder)  
Parnelli Jones  
Steve Kinser  
Rick Mears  
Shirley Muldowney  
Wally Parks  
(NHRA founder)

David Pearson  
Roger Penske  
(driver; winningest Indy 500 team owner;  
track owner; executive)  
Richard Petty  
Don Prudhomme  
Fireball Roberts  
Johnny Rutherford  
Carroll Shelby  
(driver; sports car championship team owner;  
builder)  
Danny Sullivan  
Mickey Thompson  
(driver; builder; promoter)  
Al Unser  
Al Unser Jr.  
Bobby Unser  
Darrell Waltrip  
Rodger Ward  
The Wood Brothers  
(NASCAR team owners)  
Cale Yarborough  
Smokey Yunick  
(chief mechanic; designer; builder)

## 35th Anniversary Auto Racing All-America Team Banquet

The 35th Anniversary Auto Racing All-America Banquet will be held on January 15, 2005 at the [Wally Parks NHRA Motorsports Museum](#) in Pomona, California and the [Sheraton Fairplex Suites](#). Members of the racing news media meet to honor the drivers cited for their efforts during the 2004 racing season. It's one of the few banquets in the racing industry that's open to the public. Tickets are sold only in advance and it's a night that racing enthusiasts won't want to miss.

To order tickets, AARWBA members must send \$50.00 in check or money order made out to AARWBA for each desired ticket to the address below. The ticket price includes an event program with stories on each of the drivers.

For more information on the banquet or AARWBA,  
**American Auto Racing Writers & Broadcasters Association**  
922 North Pass Avenue  
Burbank, CA 91505 U.S.A.  
Telephone (818) 842-7005  
Facsimile (818) 842-7020



(L-R) **Mark Amijo**, Arizona Republic; **Mike Harris** (Southern Vice Pres) AP; from Maurice Lacroix **Luc Jeannottal**, **Shav Glick**, Los Angeles Times and **Lewis Franck** (Eastern Vice Pres), Reuters.

## Shav Glick Honored by Speed Channel's Driver of the Year

Shav Glick, one of the most distinguished motorsports journalists in the United States, will be honored by the Speed Channel DRIVER OF THE YEAR AWARD panel, for his lifetime of service to the award, at California Speedway on Sunday, September 5th. Glick has been the motorsports reporter for the Los Angeles Times since 1963 and a member of the Expert Panel since 1969 – the second longest tenure on the panel.

A California native, Glick can trace his journalistic roots to covering baseball legend, Jackie Robinson, in Junior College. Just like his native state being a microcosm of racing; Glick, an octogenarian, has covered just about every form of big league motorsports. Earlier this year he became the first daily print journalist and the second media member to be inducted into the Motorsports Hall of Fame, in Novi, Michigan.

His stories are still winning writing awards proving his razor-like wit and wisdom have not dulled. He continues to write a weekly column as well as covering major national and local racing events.

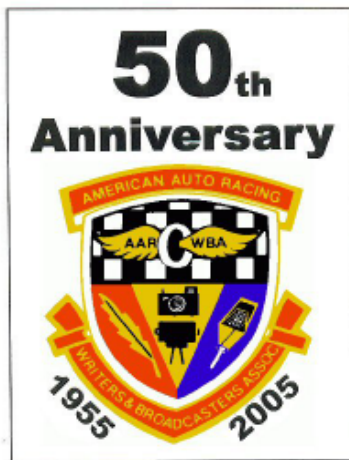
In addition to his writing duties, Glick has been a staunch supporter of the unique award that honors one driver above all. He has seen the panel grow from ten to 18 experts. Recently, fans were given the opportunity to participate in an online vote.

“Even though I haven’t always agreed with the outcome” Glick said, “the differing opinions are what makes the award so special.”

In accepting the award Glick added, “What I am most proud of is maintaining its significance. And along with (previous honorees) Chris Economaki and Norm Froscher, making sure the award continued.”

As a token of esteem, the panel will present Glick with a Maurice Lacroix Swiss wristwatch and a plaque in pre-race ceremonies for the Pop Secret 500 in the Nextel Cup Series.

SPEED Channel, the nation’s fastest growing sports cable network, is the first and only 24-hour cable network devoted exclusively to motor sports and the human fascination for speed. Speed Channel is the exclusive U.S. cable home for many of the top motor sports series in the world. It is currently available in more than 67 million homes in North America.



## **AARWBA - Where The Professionals Are (But not all of them!)**

***Talk up the AARWBA with your peers, who should be  
AARWBA members but aren't - yet.***

***“Subscribe A Scribe” / “Bring In A Broadcaster”***

***Let your peers know they should become a member of the only  
national organization that speaks for the working press.***

***PR Rep?***

***Local reporter covering a local track event?***

***Photographer working for a magazine?***

***Writer or editor posting stories and photos to a racing web site?***

***They all should be part of the AARWBA membership roster!***

***Next time you are at a race event, ask your peers to visit the AARWBA web site.***

***Tell them about the organization. Help us grow!***

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## **We Need Your Email Address!**

Please send an email to Dusty Brandel.

She will add your address to our distribution list for future issues of this newsletter.

We save on printing and postage costs and you get a  
full-color newsletter delivered right to your inbox!

Send your email address to:

**[AARWBA@compuserve.com](mailto:AARWBA@compuserve.com)**

# 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.

14. Be a professional at all times. Asking drivers, celebs, etc., for an autograph while working as a media representative, is not professional. And, some sanctioning bodies will pull credentials if they see you asking for autographs. You are part of a professional organization - so be a pro!

