

NOTE: THESE ARE GUIDELINES ONLY. MAY NOT APPLY TO YOUR TRACK OR EVENT OR ORGANIZATION. CHECK WITH YOUR LOCAL, STATE OFFICIALS, AND YOUR LEGAL AND INSURANCE SPECIALISTS PRIOR TO IMPLEMENTING ANY OF THESE GUIDELINES.

Produced by the USMA Motorsports Media Leadership Team:

Resumption of Racing Media COVID Guidelines

Premise: Motorsports media (press, broadcasters, PR personnel, etc.) play a critical role in entertaining and informing fans as racing resumes — but COVID protocols create unique challenges that make conducting media operations more difficult. At the same time, these protocols and the circumstances around them create new opportunities for tracks, race teams, and the media. With the industry desperate to resume operations, pent-up demand for sports entertainment, and the politically charged environment, motorsports media and operators must take great care to be part of the solution rather than part of the problem.

Media Best Practices - General Media-Related Guidelines for Media Professionals, Track Operators and Competitors in Resuming Operations During the COVID-19 Pandemic

General Guidelines for Media Professionals: *(journalists, pit reporters, photographers, PR and Marketing professionals, broadcast operations personnel, etc.)*

Media Professionals:

1. be proactive - do their homework, have a plan, and be able to articulate it.
2. if at all possible, get pre-screened and stay home if symptomatic.
3. lead by example. You are a guest of the facility, and especially during this environment, humility and patience go a long way.
4. have a thorough understanding of these and other COVID guidelines, including those restrictions and rules that encumber tracks and participants

5. be respectful of the added pressure promoters are under. Reach out to the promoter for credentials, approvals, and plans well in advance. Be supportive and helpful.
6. be prepared to conduct media operations remotely if possible
7. protect yourself and others through proper use of PPE, social distancing, sanitization, etc.
8. sanitize equipment frequently, especially between interviews, avoid violating social distancing with mics, recorders, cameras, etc.
9. be prepared to multi-task. (e.g. single media person may need to conduct interviews, take photos, and cover the event)
10. recognize the huge responsibility you have.

General Media Guidelines for Track Operators: (*track owners, promoters, sanction bodies, etc.*)

Track Operators:

1. utilize the USMA COVID-19 Toolkit, World Racing Group's COVID-19 Resource Center, CDC Guidelines, local and state government resources, and other resources to develop your facility's protocols and action plan. Have plans in writing and be prepared to articulate them to the media.
2. make sure track staff leads by example, understands and can articulate your COVID protocols, and helps assure compliance without exception.
3. involve govt. officials in your media plan - provide them a platform to publicly share their commitment to resuming business of racing, acknowledge its importance, etc.
4. consider and prepare the messaging you want coming out of your event. Have dedicated staff off-site to help facilitate your media plan and monitor social media, news, etc.
5. leverage the pent-up demand for live sports to overcome attendance/participation limitations. (e.g. live streaming, heightened media awareness, exposure, etc.). With

the extra attention on all live events as racing resumes - broadcast, news, results, etc., this is your time to shine. Use it to set the stage for a more successful future when things resume to “normal.”

6. Be aware of national media attention - don't be first, be best. Have talking points prepared and a point person for media requests. Remember that mainstream press may not be friendly. Stick to your talking points. Have a crisis management plan in place that includes COVID related protocols.

7. keep it positive. Embrace the challenge do not protest it...regardless of your personal politics

8. review and revise your plan constantly. Be prepared to document your event's successes and/or failures in following protocols and media guidelines. Revise your execution and do better each time.

9. share and communicate. Develop press releases and take advantage of media attention to tell your positive stories. Let the story be about the great racing, not a violation of protocols. (If limiting access, help those denied access to tell your story and that of your loyal racers, including making access to photos of the events readily available in a timely fashion).

General Guidelines for Competitors: (*drivers, team crew, etc.*)

Competitors and teams:

1. be proactive - make yourself aware of the track's COVID protocols and have a plan for your team.
2. keep in mind that media access to the races is limited and being receptive to media requests by phone text or social media only benefits you, your sponsors and the tracks where you compete.
3. pre-screen all personnel if possible.
4. avoid being part of the problem...racers should lead by example.

5. racers should have a thorough understanding of these and other COVID guidelines, including those restrictions and rules that encumber tracks and participants
6. be prepared to conduct competition operations with limited crew and little or not VIP participation
7. protect yourself and others (e.g. PPE, social distancing, sanitization, etc.)
8. sanitize equipment and tools frequently
9. be prepared to multi-task...crew limitations may be in place - embrace them.
10. recognize the huge responsibility...you are in the spotlight. Lead by example - be safe and be positive. Do your part to help racing get back on the gas.