



Message from EMPA President, Dino Oberto

EMPA is an organization of professional writers, broadcasters, announcers, videographers, and photographers working in the motorsports industry, along with Associate and Corporate members.

Board of Directors:

Dino Oberto, President
Earl Krause, Vice President
Carol Houssock, Secretary
Jeff Gromis, Treasurer
Karl Fredrickson

Greetings all,

As per our Sunday morning organizational meeting held on January 16 we have some input that we would like to pass along and get everyone's thoughts.

Listed are some items sent to me to share with you all and I would appreciate feedback that we will deliberate over. Please keep in mind this is all for the betterment of the organization.

Email me your responses or any additional thoughts to dlmo@ptd.net no later than Sunday, February 20.

Afterwards I will present everything received to the Board for further review and then pass along to everyone.

Before moving on I would like to state that we are on solid footing despite some of the setbacks we have encountered over the past few years.

Also, after either talking or getting emails, it is reassuring to me that we have a great group that are 100% dedicated to our mission as leaders in the coverage motorsports.

Evan Canfield brought to my attention about us creating an EMPA Facebook page. This is something I know several others have expressed too.

Although I have been skeptical in the past I do see the potential for this tool if done right. Should it be a private group or public to better showcase what EMPA is?

Jeremy Elliott took the time put together his thoughts about the convention and throughout the year as well. Some very good subject matter to ponder.

-Photogs Sessions (Could be done Friday night during driver stuff)

Editing.

Telling a story.

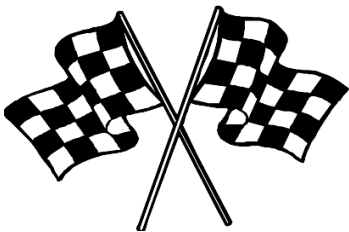
Equipment ... latest developments in cameras, software, etc.

Having a company maybe come out and do cleanings.

Open discussions on hot issues photographers go through (Make a list and bring attention to the group or EMPA to the tracks.

Swap Shop: Photogs can sell their equipment to other photographers.

How to make a profit ... What are the legitimate outlets to sell your stuff.
The Business of photography.



www.empaonline.org



-Contests

Propose Zoom meeting on a how to in order to enter contests. It can be a daunting task for newbies to the organization. (This is before the convention and can be posted on the website). This might encourage more people to enter.

Get the website to the point where you can post the photography and writing contest winners and their works to give examples of what people did to win. It will up everyone's game.

How about a short clips of the winning videos from that contest shown during dinner to give these guys recognition.

-Overall

Have a purpose during the year. Promote EMPA and take an active role in what is going on with media and tracks.

A big part of that is talking more to the racetracks. If there is a problem, we are the arbitrator or mediary between. This in turn will make tracks come to us more with press issues.

We need to show the value.

Saturday is okay in some respects, but I think it needs to change a bit. People coming in and reading off their schedules does no good. We need to freshen things up and almost make press conferences. Grow things organically.

Promoter's Round Table: Four or five well-known promoters to come in and answer questions from the media on a variety of topics. Those topics can range from what works at the speedway, diversity in being a multi-purpose venue, the changing landscape.

Writer workshops on Saturday: How to cover and event. Writing a lead and not burying it. Length. How to write a column.

Social Media workshop: Have a panel of people who are versed in the business come in and have a roundtable where you can ask questions. Benefits, etc.

We need to be more present on social media. No one outside of our members knows this is going on. Twitter, Facebook.

New website and logo. Jazz it up. (Mallett would do the site and I could get a logo done for nothing).

-Sponsors

Maybe we need to look at getting sponsors who are dealing with us directly ... i.e.: tracks, sanctioning bodies, companies on a lower scale ... Short Track Super Series, DIRTCar, etc. Companies like Firestone don't deal with us on a regular basis.

Social media content or blasts will help us acquire sponsorship or at least get us in the game. It's worked for my website.

Doesn't have to be one sponsor taking care of one thing. We can divide the costs between two companies.



-Other ideas

If it's difficult getting people here to be a keynote speaker, we could use technology such as Zoom or a video to expand our pool. The NFL and NBA are doing their press conferences like this now. Could get a Mike Joy or Berggren, Argabright, guys like that.

I think we need to be vetting more, both the membership and having an accredited list for tracks to use. It's added value for the track and enhances what we are as an organization.

A list of media outlets and contact information. A database for members ... Who do you even contact if you want to write for them?

Periodic times through the year set up press conferences with drivers from different areas over Zoom. You could promote it. (Not sure if it would work, but we would be doing things during the season).

Thanks guys for the great contributions.

In other news:

For anyone who has yet to pay their 2022 membership dues this is your last call to do so.

From Bill Huneke:

Bill sends along this compelling piece on Colon Cancer Awareness and the "CheckIt4Andretti" movement. Thanks Bill for sending along and keep up the good fight! You will find this as an attachment with this newsletter.

Debbie Gastelu:

We would like to pass along our sincere condolences to Debbie and her family on the recent passing of her dear brother Jerry.

Dave Moulthrop:

Likewise our thoughts and prayers go out to Dave and his family on the loss of his mom, Priscilla Adams Moulthrop on January 27.

Until next time
Peace, out
Dino

EMPA Board of Directors

President	Dino Oberto	dlmo@ptd.net
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Peace and out, Dino

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