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**The Mark Kaufman Workshop
Presented by the
Turf Publicists of America**

**Pro-Active and Re-Active Reporting:
How Can Racing Control the
Message Instead of the Message
Controlling Us?**

MODERATOR:

Chris Lincoln, Senior Sports Contributor KYUL-TV

SPEAKERS:

Michael Blowen, Founder, Old Friends Thoroughbred Retirement

Marcus Hersch, Writer and Handicapper, Daily Racing Form

Amy Zimmerman, Senior VP-Production & Programming and Executive Producer, HRTV

Mr. Chris Lincoln: — the Jockey Club Technology Services. Our topic, as you've seen, is Pro-Active and Re-Active Reporting: How Can Racing Control the Message Instead of the Message Controlling Us?

This Mark Kaufman Workshop is very special for us involved in racing. Mark's a long-time Turf Publicist, a past president of our Turf Publicist of America. We lost Mark. He passed away Kentucky Derby weekend of 1995, but his memory lives on through workshops like this. He's just a fabulous guy and a great credit to our profession.

I'm your moderator, Chris Lincoln. I've been involved Quarter Horse racing since 1981, thoroughbred racing since 1984, hosting ESPN's Racing Across America series, weekly Racehorse Digest Show, for Sheikh Mohammed for five years the World Racing Championship Series around the world.

Let's introduce our panel of experts now. Starting off with a lady I'm always very close to, Amy Zimmerman, Senior Vice President Production Programming, Executive Producer of HRTV since its inception in 2002. We also have next to her, Marcus Hersch, 14-year correspondent, Writer Handicapper for the *Daily Racing Form*. On our outside, Mr. Michael Blowen, the founder and President of Old Friends Retirement Farms Horseracing Living History Museum, and the, just a few hours ago, the recipient of the Clay Puett Award for his outstanding contributions. That's our panel.

We're just gonna kind of be very casual here. Join the discussion over here with you folks. We're gonna kick around some subjects, and we have microphones set up here, have some time for questions because I know we have a lot of our industry professionals here.

Let's get started and I'll begin over here with ladies first, Amy Zimmerman. We go back working together back in the 1980s when Amy was a teenager, Santa Anita. She's worked for all the major networks. She's been a great help to us at Winnercomm at ABC and ESPN. She has been part of 18 Eclipse award-winning programs. None of them with me, I might point out.

[Laughter]

Ms. Amy Zimmerman: That's true.

Mr. Chris Lincoln: I know. How did that happen, Amy? Amy, I think of you first in Santa Anita and all the work you did there with Jane Goldstein and worked with me and stuff. The idea and one of our big messages we're always concerned about in horseracing are breakdowns and accidents, and how we handle those on the track, and again try to be pro-active, and I think we're starting to learn, we've learned in the pass from that, we're getting better at it.

Ms. Amy Zimmerman: Chris?

Mr. Chris Lincoln: Just pull it out, Amy.

Ms. Amy Zimmerman: Yeah, I see this.

Mr. Chris Lincoln: There ya go.

Ms. Amy Zimmerman: We are getting better at it, but we can get better at it.

Mr. Chris Lincoln: Yeah.

Ms. Amy Zimmerman: I mean, I think we all, as an industry, quite frankly, got very, very lucky. If you can even use that word in this context when Secret Compass broke down at the Breeder's Cup juvenile fillies. I think we were very fortunate as an industry that she broke down where she did at the 3/8ths pole that it wasn't in front of the grandstand with everybody with cell phones. We were able

to relay the message, and relay what happened, and relay what happened to Johnny.

Mr. Chris Lincoln: I'd like to Marcus now to get Marcus involved here. He's involved day-to-day with the *Daily Racing Form* of covering it. He's gotta get the message out whether we provide it or not. I'm just wondering how your coverage and how you seen this part of it evolve over the years?

Mr. Marcus Hersch: Well, I think the landscape has changed immensely over just the time I've done it. The biggest thing is the absence of traditional newspapers covering the sport. I think there are a lot fewer eyes on everything that goes on right now. Which is, I guess, for people who are in the position of controlling the message, it's good and bad in some ways because the good part is, I think, you have a lot more time to react to what happens if you know about it, and kind of dictate the terms of it's presentation, but the bad part is, I think, that you can lose focus too because you're not constantly being scrutinized about what things might crop up. I mean I think there are a lot of people doing distant reporting now where that makes them dependent upon racetracks or racing institutions to disseminate information to a great extent. That's obviously a great lever of control.

Personally, I mean, I try to be as independent as I can, and not totally rely on people handing me information. Which is tricky in this sport a lot of the time too. I mean I'm covering venues where I'm not physically off in. I guess the one thing that I've learned over time is that information will always get out one way or another. There are always cracks or seepages, and if you're working from the perspective of trying to control that information, or just decide how the narrative is going to be shaped, you should always start from the perspective of knowing that everybody knows everything eventually. This may be true in every sport, in every institution, but I know it's particularly true in horseracing.

Mr. Chris Lincoln: Down to Michael now, who I, he's kinda got the other side of this. We were getting hammered as an industry for years, about what happens to a horse when they come off the race track. All the stories went around about horses being sent overseas, and horses sent to slaughterhouses, and just turned out and left to die in pastures, Michael's reacting to that with his great work. We mentioned, his farm there in Kentucky and how that has grown. Michael, from a guy who used to be a movie critic for the *Boston Globe* to taking up horses you've been on all sides of it too. How do we control that part of the message, the negativity that comes up with this?

Mr. Michael Blowen: Well, as Chris pointed out, I worked for the *Boston Globe* for about 25 years as a reporter and an arts critic. My first reaction has always been just tell 'em the truth, and tell 'em the truth as fast as you can tell 'em the truth, and then you don't have to worry about seepage. That's my reporter side of it.

If you have a problem, if a horse has a problem at the race track, let's say, and you've been honest with people all along and told them the truth. Then you can

talk about that one individual horse as an accident or someone who slipped through the cracks. If you're always trying to re-write history and spin it, and all of that business, eventually you're gonna run into trouble. I mean, if you don't learn that from watching American politics

[chuckling]

just come out and tell 'em the truth.

We do that with our horses at the farm. We have, what I think we owe these horses, are accurate stories about them. We do. We have some stories about these horses that are just unbelievable where people that owned and trained these horses. We have a horse named Wallace Station.

He wasn't much of a racehorse. He was named after a restaurant on the Old Frankfort Pike. A friend of mine named John Risowack was in the restaurant one day, and he said, "You know I just bought a yearling. And I'm gonna name 'em Wallace Station." I jokingly said to him, "Well, John, you know if he ever needs a home let me know."

Well, six years later old Wallace Station has broken his mane, and he won a few allowance races, but he's been injured.

He's really not the horse that he used to be. He ends up at Turfway Park running for \$5,000.00, which is fine if he can run for 5 thousand, but he couldn't even quite run for that.

One Friday night John claimed him. The trainer who had the horse said, "You know this is the worse claim in the history of horseracing." John Risowack said, "No, it's the best," and he retired him to us.

Well, about two weeks later Wallace Station, the restaurant, held a big luncheon for him at the farm. They brought boxed lunches. Everybody came. We had a big party for the horse.

About two weeks later John Risowack sent us a check for \$30,000.00 for this horse's retirement. That's that horse's story.

It obviously shows great things about owners in the horse business.

Now, we have other ones.

We have a horse named Clever Allemont. Clever Allemont 28 years ago was the winner book favorite for the Kentucky Derby. He won his first five starts. He won the Rebel Stakes. He won the Southwest Stakes.

Lynn Whiting and Cal Partiss sold him to Eugene Klein and Wayne Lukas for \$300,000.00.

Jump ahead 28 years later I get a call from a woman in Kansas. She bought him for \$200.00 out of a slaughter auction.

You know if the story ends there it's not so happy, but she actually, on December 22nd she actually put him on her trailer in Kansas and in the middle of winter delivered him to us on Christmas Eve.

All of a sudden it becomes a great story. The horse ends up on the front page of the *Herald Leader* in Lexington. It's a great story about how people really care about these animals.

All I'm saying is that if you keep telling people the truth they'll begin to, they'll trust you, they won't think you're trying to fool 'em, they won't think you're trying to put something over on 'em.

As Red Smith often pointed out, you know the old adage of Red Smith said, "If you ever didn't have an idea for a column you just got on the subway and went out to Belmont Park." I think that's the truth. I think this board has the greatest stories of the people and the animals of any sport ever.

This comes from somebody when I was a kid and I got a *Sports Illustrated* with a horse on the cover I threw it away cuz I thought it was stupid thinking of them as athletes.

Now I think exactly the opposite. I think their superior athletes and the more stories that we tell about them, and about the jockeys, and about the owners, and the trainers, and about the racetracks, and the handicappers, and all the, the better off we're gonna be cuz it is a great sport, and we just have to tell the story correctly without any spin at all.

Mr. Chris Lincoln: Michael, how many, when I first got in in the '80s I think there was one group, Thoroughbred Retirement Foundation. That was it for horses. How many now across the nation are taking care of retired racehorses and doing a better job of this for us?

Mr. Michael Blowen: Well, the great news is that the Thoroughbred Aftercare Alliance that they just started has certified 23 groups across the country.

Mr. Chris Lincoln: That's important, certified.

Mr. Michael Blowen: Yes.

Mr. Chris Lincoln: Yeah.

Mr. Michael Blowen: The process that you had to go through, we qualified fortunately, but for a few days there I was a little worried because they were very,

very, very thorough. Because obviously, the story you don't want is somebody retires a horse and that horse ends up in a bad spot.

Mr. Chris Lincoln: Yeah.

Mr. Michael Blowen: They've been very, very, very careful, so they are doing a lot of the, they've done a lot of the filtering. They go over your books. They go over your farm. They go over every inch of your property. You have to file debt reports. I swear, when our grant proposal filled three of those big FedEx boxes where you can send a lot for a little, no matter what it weighs. It just, it was going through all this stuff was really, really amazing. I think it's worthwhile, and I think they've set a really good foundation for the future of this.

Mr. Chris Lincoln: Marcus, you touched on some of our lack of coverage in our major newspapers.

I thought it was interesting Saratoga saw a bit of a decline in some attendance this year, and Bill Finley, one of his stories on ESPN.com talked about both the *New York Post* and the *New York Daily News* have dropped horseracing. I'm wondering about the impact of that and how do we recover from something like that?

Mr. Marcus Hersch: Well, I mean that's kind of newspapers in general that's the way that things have been going. No offense to

[chuckles] —

Mr. Chris Lincoln: Yeah.

Mr. Marcus Hersch: — your historical profession. I mean, I think that every institution that has a media dependency is facing a re-ordering of how information is delivered to the public because of the demise of the American newspaper to a great extent.

I think that we've already seen the way that the shift is taking place in racing. I mean there's, if you go on the Internet there's a huge proliferation of people who are writing about the sport, and discussing the sport, and putting up videos of the sport. I mean it's just gonna happen in more of a micro level than a macro level.

It's up to people to figure out how to exploit these new technologies in the way that information is being handed around rather than relying on the old, the big bins that everything got thrown easily into and then sent back out to the public at large.

Mr. Chris Lincoln: Amy, again we were working together back in the '80s I remember average attendance at Santa Anita Park almost 30 thousand a day.

We show up for big cap telecast it would be 80 thousand on track. Those days have gone, those days have changed, and I don't know we'll ever get 'em back.

Ms. Amy Zimmerman: I don't think we will ever get 'em back to that level, but I think our big days are getting bigger as evidenced by the Triple Crown races and to some extent the Breeders' Cup as well.

I think that, to Marcus' point as well, we have now distributed our product to a lot of different people and a lot of different levels.

I jokingly, my background is I started at Santa Anita, but my current job is I — while on the one hand I think that we're expanding our sport to people's living rooms.

To some degree we're doing an awful lot to have people stay home. I work at a place that held 85,527 people for the 1984, 1985 Santa Anita handicap.

I want you to be there. I want to be there at that facility and experience that. We need to do our jobs to do everything we can to get you motivated to get off your couch and to get you to come to that racetrack and experience it in person.

Mr. Chris Lincoln: All your thoughts on the new way of social media. How it can be both positive and negative.

I find it as a regular television sports guy in our market some clown gets on with no credibility and no accountability, and says, "Oh by the way, Bob Schiff in Oklahoma is gonna leave and take the job at Texas."

We have to spend two days chasing this idiot rumor down and stuff.

Well, now with the Internet, with Facebook, with Twitter, both ways you can go, cut both, we can use it to our advantage, but also it can be really tough to handle.

Ms. Amy Zimmerman: Well, it's like the title of the conference, or the panel here is Pro-Active and Re-Active.

To these gentleman's point, tell the truth. The sooner that you can tell the truth, even if that truth is, "We don't know, but we're finding out". The more that you take the power, quite frankly, out of the social media and people that don't know hands.

Mr. Chris Lincoln: Marcus, your reaction to how your job has been enhanced or hurt by Facebook, and Twitter, and the Internet.

Mr. Marcus Hersch: Well, I mean I think it's an amazingly powerful tool, and to kind of dovetail with the talk about the thing that people don't like to talk about, injuries and problems that horses have.

I have found it interesting recently that several high profile horses, the first one that comes to mind is Saint Nicholas Abbey, that won the Breeders' Cup turf. He suffered laminitis. He's been in desperate straights for a long time. Rather than

this horse having this problem and it being reported maybe once in all the major outlets.

The horse's connections have been, I don't do Facebook very much, but on Twitter they post regular updates.

They say here's how he's doing, he's doing worse, so that when if something, if the horse were have to be put down, that wouldn't come as this major shock.

Also when he's doing better they say he's doing better, and that gives people hope. I mean we saw this with Barbados especially too. There's another horse, this young horse in Australia, who's Black Caviar's brother, he has gone through horrible things. His connections also are doing the same thing.

Racetracks as well, and Arlington is very good about this, one track that I cover regularly, about getting out in front of stories.

When a jockey goes down, don't just let it sit there. I mean because people are going to be talking about it, and there are going to be some sources who are willing to, either on the record or off the record, tell people who have positions of authority what they think is going on.

I mean the track is kind of like the emanating center of where this information should come from. If right away if they do their best job of saying what they do and they don't know and talking about the timeframe through which information will be presented, that's what causes other people to follow along behind the trail that they're setting rather than try to, as you kind of mentioned Chris, just —

I mean there's a huge, huge possibility of just throwing things out there when you're talking about Twitter especially. There's all kinds of information that can be tossed about.

Some of it's partially true, some of it's not true at all, but I think the way to set things right is to establish clear signposts and guide posts from the very beginning.

I mean that takes a lot of attention. I mean you can't just sit back and wait for things to be given to you. I think that now more than ever and in a timely fashion. Like you don't have till the next day. You don't even have till that night. You have like in a half hour, an hour to start controlling what that message is gonna be.

Mr. Chris Lincoln: Because everybody out there with their cell phones and stuff is now a photographer and a videographer. If you don't get it to 'em then somebody else is gonna get it on TMZ or on the website or something like that. It's just amazing how quickly it goes.

I know from my standpoint and think about this you guys in controlling racetracks and media and stuff, the best thing you can tell a reporter is, "No comment. We're not gonna make any statement." Perfect. Then I'll make the comment and

statement. We'll take over from there. You wanna be sure again staying ahead of this. For you Michael you guys make great use of this new, the going Internet and Facebook. I was on your Internet page this morning. Think about all the horses there on the farm and stuff, so that can be a very positive for you.

Mr. Michael Blowen: Yeah, it can be both. I mean it can be both. I mean some, we're very transparent. We give tours every day, so everybody's looking at these horses. If we have a horse who's got a, who's overcoming an abscess. Somebody will come to the farm on a tour, and go, "They got this horse he's three legged lame. I don't know what's happening to him." All of a sudden somebody will write something else in and all of a sudden the horse is near death.

One of the things about being open all the time is people can come and see, and they know what this horse looked like yesterday, and we have our tour guides will explain on a daily basis if there's a horse who's have a problem. We have a wonderful horse named, The Name's Jimmy, and he's got arthritis in his back end. Sometimes he gets down when it's wet and he can't get back up. He struggles to get back up, and we have to help him. Now he does get acupuncture every Tuesday and that seems to be working a little bit.

The other thing is, you're right, Chris, I don't know where we'd be without the social media. I mean we get to correspond with individuals. I try to answer all the emails personally about people have inquiries about a specific horse, and try to be as detailed as possible. That's the only way I think you can do it. Again if we keep in mind that at the bottom of it this is a great sport, it can get better, and we can do a better job, we all can. At bottom of it we think that way, then telling the truth about all this is not very difficult.

Mr. Chris Lincoln: Amy, for you, HRTV, truck and all of a sudden we got a break down on the racetrack, we got a jockey with horses going over him, and stuff. I know from your old standpoint part of your old job kicks in too. You can't wait to get out there and get the information.

Ms. Amy Zimmerman: It is, but it's a fine line. It's become very, very different with the social media. You have to balance whether or not, if you know a horse has gone down, you have to balance whether or not you wanna be the first person to make that announcement on television to an owner that may be watching. You know, "Hey your horse didn't make it." Part of me thinks that that information should come from the trainer.

At the same time, in the age of social media, and you used to be able to do that. Now you can't. Now it's, "Unfortunately the three horse was euthanized". It's how we say it, and how we do it, and how we report. We're very fortunate on the bigger races that the American Association of Equine Practitioners provides an on call veterinarian. That information is coming from a gentleman like Larry Bramlage and Wayne McIlwraith. The reporter is not making those announcements. The veterinarian is.

Mr. Chris Lincoln: Yeah, I'm very proud of that. We kind of initiated that. We had to bring 'em up on an early ESPN telecast. We're all looking around like, "We don't know anything about this horse, and who do we ask?" I remember some groom walked by and gave us a thumbs down on national television. It was a great sign. That's when we decided we had to come with some program. That's been a great program for the industry. They've been very effective and they come prepared to the big events, the Triple Crown, the Breeder's Cup, with their graphics with slides to point out what is a fractured canon bone, what is the problem here, and this, and stuff. It helped us a lot.

Now as if we don't need enough crises in the industry I read recently about a new impending crisis, and I wanna get Marcus' thoughts on this, of the shortage of racehorses. The industry made 2012 foal crop, which the horses coming to our racetracks this next year in 2014 is the smallest since 1967. Jockey Club estimates that 22,500, that's a 29.7 percent decline in horse population. Now, that of course makes you wonder about the size of fields. We all know how important fields are. The solution seems obvious. Less racing, it sounds obvious, but, Marcus, that's what nobody really wants. We're facing, reality is almost a 30 percent shortage of horses.

Mr. Marcus Hersch: Yeah, well I mean you can see the effects of that everywhere. I don't know that that's, that doesn't really, that's not something that

[chuckles]

people within the racing industry are gonna be able to control, as long as the status quo persists. I kind of wanted to just to speak — not to ignore your question, Chris, but to get back to this whole safety aspect.

Mr. Chris Lincoln: Sure.

Mr. Marcus Hersch: About the way that messages might be controlled or better put out publicly.

I mean, what everything seems to come down to when you talk about issues like this in U.S. racing is the fractured nature of the industry.

The state by state fiefdoms and the private versus public domain which kind of prevents things from happening on a large scale and for grand solutions to take hold simply.

I mean, there's been some efforts like with NTRA Racetrack Accreditation program and so on and so forth to try to have some bottom level base line stuff that you can present to the public and say that this is what, these standards have been established and they're being adhered to, and so the horses are in this arena that's institutionally sound.

In my opinion,

[chuckles]

so, so much more of that needs to take place. I mean you hate to hold up a completely different racing jurisdiction as a model, but, I mean if you look at Hong Kong my wife complains because overnight my cell phone will beep 800 times cuz I'm constantly getting emails from the Hong Kong jockey club.

[Chuckling]

They have every piece of information that they're sending out to everybody.

Let's talk, just taking veterinarians for instance. I mean what is done to a horse on a daily basis? I mean what kind of treatments have they had? What kind of problems have they had? This is information that's pretty much public knowledge in a place like Hong Kong. Here it's obsigated to a great degree and private practice veterinarians aren't willingly going to give up that domain. What about the racing surface? I mean, beyond on a much more micro level than NTRA accreditation how is the surface maintained? I mean what is the track person doing to the surface on a daily basis, and on a really granular level?

I mean the more things that you can tell people, or if not tell them, have out there if they wanna find them, or that you can refer to when a situation takes place and say that, "These structures already existed. This horse has been through this, and is participating in this arena that's been monitored and controlled to some extent," the greater success you're gonna be at saying that, "We did all we can. You know, this is unfortunate, but this is a part of our sport." The worse thing is when you can't positively address that, and all you can do is hold up your hands and say, "Well, it's too bad things went wrong".

Mr. Chris Lincoln: We have 15 minutes left with the panel. They'd like to invite you to come up to the microphones. They have one on each side of the room. If you have any questions or comments about our topic, Pro-Active and Re-Active Reporting: How Can We Either Control the Message and Keep the Message from Controlling Us? Please make your way up here, identify yourself, and throw a question at us. If it's from your seat, yell something at us if you want to. First gentleman over here. Good. Your name, sir, and who you're with?

Mr. Dennis Miller: I'm with the Alameda County Fair in northern California. I'm the publicist up there, and spent 16 years covering horseracing for a daily newspaper, and have seen it completely disappear in all the papers in northern California.

What I wanted to get is the panels' perspective on, and I've been writing this on a blog for our fair for a couple of years now, that we need a Triple Crown runner because the American public loves an event.

If we do have someone that's going for the Triple Crown it forces the sports editors, against their wishes it seems like, to put horseracing on the front page of every paper.

If we get a Triple Crown runner would that give us the much needed boost, or am I just out in left field by myself on this point?

Mr. Marcus Hersch: Well, I just spoke for about 20 minutes so I'm gonna hand the microphone off.

[Chuckling]

Mr. Michael Blowen: Well. One of the foundations of Old Friends is that we take horses that maybe were bottom claimers, but the reason the people come to the farm is to see the stars.

I'm old enough to remember years ago some of the horses that were running in that Great American Champions Racing Series, which I thought was one of the greatest ideas horseracing ever had.

I mean, I'm from New England, so we had Rockingham Park and Suffolk. When Skip Away won the Mass Cap twice, when Cigar won the Mass Cap twice, when Commentator won the Mass Cap, there were 35, 40 thousand people at Suffolk Downs. It doesn't take a genius to figure out that people wanna come out and see the stars.

It was the same way when I was covering the movies. I was much more interested in the set decorator. I was much more interested in somebody's supporting cast because I knew the stars were gonna lie to me, but the fact of the matter is that the editor wanted the stars and the stars sold the newspaper, so the stars get it.

I think if they did something like this again, I think it would be tremendous because I think putting all your eggs in the three year old basket is one of the things that's helping to kill the sport. I go to the simulcast every Sunday. I love to bet. I'd like to see quality racing every weekend. Unfortunately it doesn't happen. I think if they did a pattern like this —

If you don't remember the American Championship Racing Series. There were points given out at various tracks. I mean, I ended up having Marquetry at the farm. Marquetry is one of my favorite horses ever. I saw him on one of the hottest days in the history of New Hampshire win the New Hampshire sweepstakes. He never would have come there if it wasn't part of the American Championship Racing Series. I never would have got a chance to gaze at him.

The same thing with Mass Cap: if that wasn't a big day with a big race with a big purse. Cigar literally saved Massachusetts racing for two years. Because he brought interest back. I think that's what you have to do.

To take up the issue of the foal crop, I think it's about time they had a smaller foal crop. I'm from Massachusetts and I'm gonna pick on Massachusetts, but the idea that there's a Massachusetts' Breeding program is absurd. If a horse can't stand at stud for \$5,000.00 then why is he standing at stud? We had a horse at the farm — I'll give you another quick story then I'll shut up.

Leave Seattle. We had a horse named Leave Seattle. He was the leading stallion in Massachusetts. He was a Seattle Slew out of a Northern Dancer mare, and he looked great on paper. He was a terrible racehorse. Zero earnings. Three starts at Hollywood Park, zero, zero, zero. No. He didn't even finish fifth.

Now he goes into the stud barn up at Massachusetts. He foals 77 instantly unwanted horses. They had this jacked up purse where twice a year they'd have a \$50,000.00 race for Massachusetts bred horses, and they were horses that couldn't break their maiden for 5 thousand running in this race for 50 grand.

This is the kind of — they have to start trimming this back and trimming back, and really try and concentrate on big days and big racing programs. If that means that they're not racing at Suffolk Downs on Wednesday in the middle of winter. Well, that's too bad. Let's call a spade a spade, and say, "Look, it's about time that we stop subsidizing places," and I don't wanna pick on Suffolk because I love the place, and I used to muck stalls there, and this kind of business, but you know what I mean.

Mr. Chris Lincoln: Yeah.

Mr. Michael Blowen: That's people wanna see the stars. They wanna see the horses they used to have every week on Inside Racing. They wanna see the horse on HRTV on weekends when they have these great, great races. You get to see the stars.

Then you put enough money into it so the three year olds aren't gonna go to stud

[chuckles]

right after the derby. It's outrageous because they are potential stars.

Mr. Chris Lincoln: Amy, you're invested too. We all want stars of course. Television you want a star to promote, and show, and stuff. You mentioned the Triple Crown. We tried so many things. Visa came up with that challenge. Keep the horses running in the Triple Crown series, and that faded away.

Then, I know how it is because we all hold our breath at the Preakness. Because one thing the Preakness always has that nobody else has is the Kentucky Derby winner. We're waiting for that, and then if the horse doesn't follow up and win the second jewel to Triple Crown. Whew. You just feel it drop off. The stars are still important.

Ms. Amy Zimmerman: The stars are everything in the sport.

Mr. Michael Blowen: Yeah.

Ms. Amy Zimmerman: I think, we do look forward to the Preakness and then we look forward to the Belmont Stakes. We got very spoiled in the 1970s with Secretariat, and Affirmed, and Seattle Slew.

We also have to remember that it was an awful long time we had between Citation and Secretariat. I think that when you really look at racing, and it's not the fact that we haven't had a Triple Crown winner. I think the excitement of the fact that we've had so many come close really should be celebrated as opposed to, "Oh my God we haven't had a Triple Crown winner in 35 years".

It really, to me as a story teller and as a fan, it goes to underline not how few Triple Crown winners that we had, but really how many.

When you realize, when you consider just, I mean the great horses that couldn't get it done, the Alyshebas, the Silver Charms. I mean these were, these are some tremendous horses that couldn't get the job done because it is such a very, very difficult feat. I mean, you really need to celebrate what Secretariat was able to accomplish, and Seattle Slew, and Affirmed, and all those that came before him.

Mr. Chris Lincoln: Another question here? Anybody else in the room? A question or comment? Like to join — yes? Fresh off the plane from Hong Kong. Welcome back.

Mr. Pat Cummings: Thank you, Chris.

Mr. Chris Lincoln: Oh, give us your name and ID.

Mr. Pat Cummings: From Trakus. What do you do after a Triple Crown winner comes? Since it's been so long and we build it up for so many years what is the likelihood that that horse ever races again? How do we control the message that the sport is gonna put out after that happens?

It seems like we're craving something that when it happens is almost inevitably going to run off into the breeding shed pretty soon thereafter. It seems like it's a lot of eggs in one basket. That's just a response to that.

Secondly, with the increase in sponsorship from something like Longines, the appearance of the [In-audible] influence in racing, which has kind of come out of left field. It seems like the opportunity is there for a new series of events, a new era of interest that previously didn't exist.

Do you think that the sport is able to capitalize on that and create some new, maybe global events that could be a big deal? Thanks.

Ms. Amy Zimmerman: No, thank you. I'll take the second part of that question first.

Mr. Chris Lincoln: Yeah.

Ms. Amy Zimmerman: I think that absolutely I think Longines has put an awful lot of money into the sport. I think their commercials and their sponsorship of key races has been tremendous.

Back to whether or not do I think we can capitalize on it and put it all together. It kinda goes back to what Marcus says about the fractionality of the sport right now. There's an awful lot of players, and hopefully a lot of people will stop being concerned about their part of the pie and more concerned about the fact that the pie is, may not exist.

Back to the question about the Triple Crown. I understand exactly what you're saying, but I think that sometimes we forget, we get so concerned about the Triple Crown winner and him leaving that now what is it, actually 40 years later where Secretariat is still — is the greatest beacon light. He last ran in November of his three year old year. I think that he carried a lot of people, I mean he, I think we rode the Secretariat wave for an easy 10 years after that. I don't necessarily think that just because they retire and leave that their influence is decimated.

Mr. Marcus Hersch: Well, I mean, I think what Pat was suggesting is kind of how I felt. I mean if you get a Triple Crown winner you've got an increased eyeballs and ears for one year, but then what do you have after that? I mean, I don't see that it has any resonant long lasting effect.

The other thing that Pat mentioned about sponsorships and new events. I mean if you think about it like you, if the derby winner loses the Preakness that's, what, the third Saturday in May. Then the next time there's a national audience for racing is in November

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[chuckles]

basically. What about all summer? I mean baseball is not capturing the public attention like it used to. There are, seemingly to me, infinite opportunities on weekends if you had the right structure and the right dollars thrown out.

I really love the global idea too because that, it would be great to capture some top horses from outside the U.S. too. Especially horses in the international circuit that tend to stick around longer and run when they're six, seven years old. I mean if you had a couple of races, a couple of flashpoint races during the summer for older horses and three year olds as well, or whatever, but just major events that wouldn't necessarily lead ESPN, but actually had some greater than typical weekend public exposure. I think it would do more long term good and have more benefit to this sport as a whole than having a horse win the Triple Crown for one year.

Mr. Chris Lincoln: Michael, you're up. Think about you guys covering the stars, the movies, and stuff. No question. We got a nice balance of movies like Sea Biscuit and Secretariat. The problem is the average person out there is then calling the racetrack, "When does Sea Biscuit run next? When is Secretariat gonna run?" It's amazing. They just can't kinda separate 'em.

Mr. Michael Blowen: Yeah. Well. I don't know. That kinda opens up the discussion to the range of human stupidity, but

[chuckling] —

Mr. Chris Lincoln: True.

Mr. Michael Blowen: Again, but you tell those stories, but I still think that Marcus' idea is great. I mean if you could find races in — you look at the great successful meets in this country. You look at Keeneland. You look at Saratoga. You look at Delmar. What are they? They're short meets with stars. Big purses, big racing, and big crowds, and larger handle, and potentially bigger TV audiences.

This is the thing that really astonishes me is that when you look at what NASCAR has done. They've taken this sport where I think that stuff's unwatchable. You

[chuckling]

can't hear. You can't see. You don't know who's ahead.

Mr. Chris Lincoln: You can't bet it.

Mr. Michael Blowen: I can't do any—you can't bet it. Exactly.

Mr. Chris Lincoln: What's the point?

Mr. Michael Blowen: All of a sudden everybody's watching NASCAR, and they're making these guys, and women, the racecar drivers superstars. We have these jockeys that are unbelievable athletes. The horses are unbelievably athletes. I mean what would you rather look at, a horse or a car? I mean to me there's like no comparison, and yet they're all over the TV. They're all over the production. Racing can't get in the door.

Mr. Chris Lincoln: Amy has a final comment here.

Ms. Amy Zimmerman: I just wanted to follow up real quick. I think part of the problem is not that we don't have a series for the older horses. I think part of the problem is that we do not publicize that series for older horses.

Racing is in a unique position. We have not one but two national networks. It's not that those races aren't existing or those horses aren't existing. It's that, I'll, you

know we'll take the blame as much as anybody. I don't think we do a good enough job of letting people know where they can watch those horses.

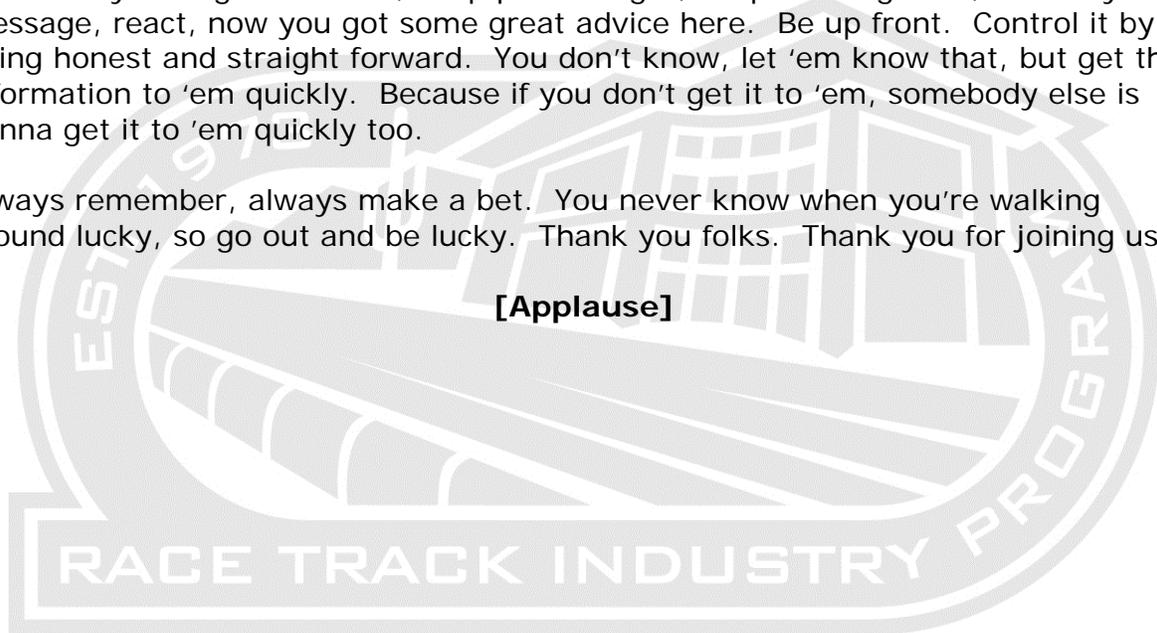
It's we get, we spend an awful lot of time talking about, "Oh we have to get racing on television." We have racing on television. We have to tell people where they can watch it on television. Then conversely we have to make it compelling television for them to watch.

Mr. Chris Lincoln: I think finally, to me, we're all optimists. That's why we're here. The point that never changes is how great a sport this is. The beauty of it, the excitement of it, the greatest two minutes in sports, all that is built into it. You can bet it on it as well.

We invite you to go out there, keep promoting it, keep working on it, control your message, react, now you got some great advice here. Be up front. Control it by being honest and straight forward. You don't know, let 'em know that, but get the information to 'em quickly. Because if you don't get it to 'em, somebody else is gonna get it to 'em quickly too.

Always remember, always make a bet. You never know when you're walking around lucky, so go out and be lucky. Thank you folks. Thank you for joining us.

[Applause]



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