

The American Le Mans Series welcomes electronic, print, photo and online journalists from North America and around the world who cover its events. This section of the media guide is intended to provide helpful information to members of the media who follow and/or cover the Series in 2008.

**CREDENTIALS**

Media credentials for American Le Mans Series events are obtained from the respective race circuits. The name of the media credential contact person as well as contact information is listed in the **Circuits section** of this media guide. If you have questions, need additional information or encounter difficulties in contacting or obtaining credentials from Series venues, please contact the American Le Mans Series Public Relations/Media Services Department. Media credentials are issued by race tracks to individuals who are on assignment only. No freelance credentials are issued.

Requests for credentials should be submitted in writing to the credentials contact person at the race track at least four weeks prior to the event. Requests should be made using the company letterhead of the media outlet or that outlet's official URL if requests are made by email. The letter/request should include the names and duties of all individuals for whom credentials are being requested.

Most race tracks will send out credential confirmation to media outlets. However, it is suggested that members of the media confirm their credentials by telephone or email two weeks prior to the event if they do not receive a written confirmation.

Media credentials are issued at the tracks and must be signed for by the individual for whom the credential is issued. This is an insurance regulation. Photo identification is required.

In addition, Series tracks provide a media parking area. Due to race track crowd and traffic logistics, media parking areas are not always close to the media work areas. Circuits will provide shuttle services for the media when necessary.

**MEDIA [SEASON] HARD CARD CREDENTIALS**

IMSA – the sanctioning body for the American Le Mans Series – issues annual credentials (hard cards) to members of the media who are regularly assigned to cover the American Le Mans Series. Media members who request a form from IMSA must provide a letter of assignment from the media outlet's editor or producer, photo identification, and insurance information. In order to be eligible for a hard card, the letter of assignment must verify that the assigned media member will attend a minimum two-thirds of American Le Mans Series events (eight of 12 events in 2008). Media interested in obtaining a hard card may complete the required forms available on the IMSA website ([www.imsaracing.net](http://www.imsaracing.net)) under "2008 Credentials" or contact the American Le Mans Series' Public Relations & Media Services Department (706) 654-2983 or [media@americanlemans.com](mailto:media@americanlemans.com).

Photographers who wish to be eligible for seasonal hard cards must work for an accredited media outlet, an affiliated team, sponsor or manufacturer that staffs or is involved in two-thirds (eight races) of the American Le Mans Series races. Photographers are reminded that the Series holds all trademarks and copyrights to its events and as such photos taken or depicting those trademarks and copyrights of an American Le Mans Series race, its venues, drivers, teams, sponsors and trademarks can be used only for news and non-commercial/non-retail promotional purposes, which are in keeping with prevailing moral and ethical standards within the community at large. Any other use must be approved in writing by the Series.

Additional Retail and Commercial Licensing Rights are available for a fee. For more information, contact Bob Dickinson at (706) 654-2983.

## MEDIA WORK AREAS

Media members will have access to work areas at each circuit. Some tracks have larger media work areas than others, but members of the media who are filing on deadline have space priority at all circuits and American Le Mans Series events, provided they contact the race circuit Communications Director two weeks prior to the event.

The assignment of seating in media work areas is at the discretion of the racetrack, working in coordination with the Series' Public Relations & Media Services. Every effort is made to provide ample space and telephone service; however in isolated cases, members of the media may be asked to share telephones on occasion. The Series requests that members of the media exercise courtesy regarding shared phone lines.

## THE MEDIA ADVANCE

Members of the Public Relations/Media Services staff work closely with local promoters to ensure advance publicity opportunities for each event. These opportunities include bringing drivers into each market in advance of each race, media promotions, special

Media members have the option of ordering and paying for their own exclusive telephone line. Please contact the public relations director of the race track well in advance of the event to request telephone service.

With regard to high speed Internet access, the American Le Mans Series and/or its promoters have taken recent steps to provide permanent systems of "high-speed" Internet access with either wireless or cable connections. The Series is working to make this more uniform in 2008. Some media center operations will assign a specific access code and password to each media member who will be using the system. Members of the media should check with the public relations director of the race track for specific information.

## RACE MEDIA KITS

A specific media kit is prepared for each race with up-to-date information on the Series and drivers. Among the elements included in the kit are a fact sheet, entry list, roster, race-by-race results, driver points,

events, conference calls, video advancers with select driver soundbytes and B-roll, and race-specific media kits. Any media member who would like to request a specific interview or information should contact (706) 654-2983.

## EVENT PROCEDURES

The American Le Mans Series will have a media information team at all events during the season. The team will generate event pit notes and information on sanctioned practice, qualifying and race days.

The 'Official Entry List' for the event will be available in the media center from the first day of the event as well as online at [www.americanlemans.com](http://www.americanlemans.com). The list contains car numbers, classes, makes, entrants and drivers with their hometowns or countries. All efforts are made to ensure that the list is updated and as accurate as possible each day of the event. Current point standings and results of races from the current season are also available.

Following practice sessions, reports are issued that contain the lap times and speeds of all participating cars. Similar reports are issued after qualifying sessions. In most cases,

all-time records, race schedule, supplemental driver bios, wins/poles chart, statistical information, fan activities, spotter's guide and other pertinent race specific information.

qualifying is held on the day prior to the race.

A provisional grid is issued after qualifying. The final grid for the event is issued following the morning warm-up prior to the start of the race. The final grid takes into account any incidents during the warm-up or any withdrawals, changes, etc., following qualifying.

After the race, unofficial results are issued as soon as possible. The results will include race average speed, margin of victory, etc.

The Series provides qualifying and race stories, photos and qualifying and race finish agates to the Associated Press after each race. It is strongly suggested that media outlets that rely on AP for such information contact the AP several days in advance. Please contact Public Relations & Media Services if you require specialized service, including photography via the Internet.

**DRIVER INTERVIEWS**

Immediately after qualifying, the driver of the fastest car in each class will come to the media center for a press conference. After a formal question and answer session, the drivers are available for informal questioning.

Following the race, the drivers of the winning cars in each class come to the media center for a similar press conference.

The Series' Public Relations & Media Services staff, working in conjunction with Team PR reps, makes every effort to obtain quotes from other drivers participating in the events, including the second and third-place

finishers, if possible. The quotes are included in the event pit notes, which can be accessed on [www.americanlemans.com](http://www.americanlemans.com)

Media members wishing exclusive interviews with drivers should work through the American Le Mans Series' Public Relations & Media Services staff and/or driver's public relations representative. The staff is very familiar with team principals and is eager to assist with interview needs in any way possible, including photographic support.

**POST RACE**

Immediately following each American Le Mans Series race, results and series point standings information are issued via the Public Relations & Media Services staff. While highly accurate, these results are considered 'unofficial' until post-event technical inspection and a period of review specified in the IMSA Code. The official

event results, Series point standings and related data are issued by IMSA on the next business day after events. The point standings and other statistics are available on [www.americanlemans.com](http://www.americanlemans.com) or from the Series' Public Relations & Media Services department.

**PHOTOGRAPHERS**

As space permits, most American Le Mans Series venues provide a separate work area and facilities for working media photographers. Tracks are encouraged to provide lockers for use by photographers. Mandatory photo meetings are conducted during each race weekend. Topics covered typically include approved shooting areas, safety precautions, track schedules and other pertinent information.

*Photo vests are required* for all credentialed photographers and will only be issued after a photographer has attended the required photo meeting

where access for the various types of photo vests will be explained. All photographers are required to attend at least one meeting including the race-day meeting. While most photo meetings are held 30 minutes prior to the day's first "hot" event on track, it is suggested that photographers contact the track's PR person to verify specific photo meeting times.

**NEWS RELEASES**

The American Le Mans Series electronically distributes news releases and other important media-related informational materials to domestic and international media via the Internet and regular mail (when applicable). Interested media members can be added to the data base and serviced on a regular basis by sending a request to the American Le Mans Series' Public Relations & Media Services Department

(706) 654-2983 or via fax (706) 654-2019 or to [radickinson@americanlemans.com](mailto:radickinson@americanlemans.com). Series news releases are distributed in a rich html or text only formats. If you have a format preference, please contact Ryan Smith at [rsmith@americanlemans.com](mailto:rsmith@americanlemans.com). The Series also maintains dedicated photo as well as logo archives on a newly established server to better service the needs of the media.

## VIDEO, RADIO, PHOTOGRAPHY, INTERNET POLICY

American Le Mans Series retains (or otherwise has the right to) all broadcast, cable, video and intellectual property rights emanating or derived from its events, including without limitation images, audio, Internet content, streaming video or other mediums whether now or hereafter created (Series Property).

Credentials for on-site American Le Mans Series coverage by accredited news organizations, teams, sponsors, manufacturers or other third parties are issued by the IMSA in conjunction with Promoters sanctioned by IMSA and working with the Series. Media credentials are issued only to personnel on assignment from recognized motorsports or legitimate news outlets. Any rebroadcast, reproduction or otherwise any use of American Le Mans Series property, including but not limited to, filmed, videotaped, audio or Internet related material(s) gathered on-site, is prohibited without the express written permission of the American Le Mans

Series in each instance. Unless otherwise agreed in writing, all rights in and to Series Property shall remain the property of the American Le Mans Series. Special footage requests and on-location video or film shooting requests may be directed to Vice President of Broadcasting and Communications John Evenson (jevenson@americanlemans.com).

The American Le Mans Series provides pre-event video clips for use by local/regional, national and international media outlets. The Series benefits from broadcasting contracts with ESPN on ABC, NBC Sports and SPEED in the United States. Nonaffiliated domestic broadcasters may use up to 3:00 of race and qualifying footage highlights for news and sports related purposes only unless otherwise agreed by the Series. No video of any Series event can be posted on an Internet site until conclusion of the race and not without the prior permission of the American Le Mans Series.

## NEED INFORMATION?

Journalists who cannot attend events in person but wish to obtain information from the events may contact the American Le Mans Series' Public Relations & Media Services staff at (706) 654-2983, fax (706) 654-2019 or

email [media@americanlemans.com](mailto:media@americanlemans.com). Media requesting to be added to the mailing list data base may contact Misty Dreifuss, Communications & Broadcasting Coordinator ([mdreifuss@americanlemans.com](mailto:mdreifuss@americanlemans.com)).

## AMERICAN LE MANS SERIES MEDIA CENTER STAFF . . . HERE TO HELP



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*For a complete Series staff listing, see Organizations section*

The American Le Mans Series maintains a state-of-the-art web site at [www.americanlemans.com](http://www.americanlemans.com). It features complete Series information including IMSA's Live Timing & Scoring, American Le Mans Radio broadcasts live and on-demand, as well as news, audio and video features, personality profiles, podcasts, Q & A and other informational materials, broadcast and track schedules, statistics, results and point standings for all four classes, driver biographies, and other event related information.

There are also useful links to Series manufacturers, teams/owners, sponsors, domestic and international broadcasters and others as well as high-resolution images for media uses.

Biographical sketches of all full-time Series drivers will be updated after each race.

**MEDIA SECTION - WWW.AMERICANLEMANS.COM**

A special "Media" section designed to inform and service domestic and international media regarding the American Le Mans Series is available online at [media.americanlemans.com](http://media.americanlemans.com). To access this section, click on the "Media" tab at the top of the homepage and you will receive instructions/prompts on how to access.

**Online content includes:**

- Media Kits with race specific media events and opportunities
- Complete event schedules and on-site contact information to better service the media

- High-definition photos and logos (jpeg format) for downloading and use
- Series and event logos
- The American Le Mans Series Media Guide
- Results and statistics from all previous years since the inception of the Series (1999)
- Pre/post-event press releases and related information, including a listing of series and event story ideas
- Broadcast-quality video and soundbites

Photo Credit: Dan Boyd, American Le Mans Series

When SPEEDtv.com re-launches its revolutionary motorsports website Wednesday, it also will mark the launch of one of the most innovative new media partnerships in sports. The American Le Mans Series ([americanlemans.com](http://americanlemans.com)) and SPEEDtv.com have entered into a website partnership that will allow each site to share editorial, audio and video content on a daily basis. [Full Story](#)

## SERIES HIGHLIGHTS

### 23 ALL-TIME SERIES VENUES – FACTS & FIGURES

With five new major market venues populating the American Le Mans Series schedule in recent seasons – St. Petersburg, Long Beach and Detroit’s Belle Isle in 2007 alone – the Series has now contested world-class sports car events at 23 different venues in its nine-year history (1999-2007).

The list of storied North American road racing venues stretches throughout North America and into Europe and also includes eight (8) temporary street circuits with the addition of the streets of St. Petersburg, FL, Long Beach, CA and Detroit’s Belle Isle in 2007. The other five temporary street circuits: Adelaide, Australia; Trois-Rivieres, Quebec, Canada; Washington, DC; Miami, FL; and Houston, TX.

### *Some facts and figures pertaining to all-time American Le Mans Series venues:*

#### **Most Events:**

|    |   |
|----|---|
| 12 | Road Atlanta  |
| 10 | Mazda Raceway Laguna Seca, Mosport International Raceway, Sebring International Raceway |

#### **Longest Venue:**

|             |   |
|-------------|---|
| 4.500 miles | Miller Motorsports Park, Salt Lake City, UT |
| 4.048 miles | Road America, Elkhart Lake, WI              |
| 3.700 miles | Sebring International Raceway, Sebring, FL  |

#### **Shortest Venue:**

|            |                            |
|------------|----------------------------|
| 1.15 miles | Miami, FL, September, 2003 |
|------------|----------------------------|

#### **Fastest Venue(s):**

|             |   |
|-------------|---|
| 135.353 mph | Road America, August 2007                         |
| 134.476 mph | Mosport International Raceway, August 2007        |
| 134.292 mph | Mosport International Raceway, August 2007 (LMP2) |
| 133.901 mph | Road America, August 2007 (LMP2)                  |
| 133.474 mph | Road America, August 2006                         |
| 132.703 mph | Road Atlanta, October 2007                        |
| 132.447 mph | Road Atlanta, October 2007 (LMP2)                 |
| 131.793 mph | Mosport International Raceway, August 2000        |
| 131.352 mph | Mosport International Raceway, September 2006     |
| 131.052 mph | Road America (LMP2), August 2006                  |
| 130.794 mph | Mosport International Raceway, September 2005     |

#### **Slowest Venue(s):**

|            |  |
|------------|--|
| 86.524 mph | Miami, FL, September 2003                    |
| 94.832 mph | Circuit Trois-Rivieres (Quebec), August 2003 |

Four North American venues – Mazda Raceway Laguna Seca, Mosport International Raceway, Sebring International Raceway and Road Atlanta – have been charter members and staged an American Le Mans Series event in every year since the inception of the Series in 1999.