

COMMUNICATIONS

Statements / announcements will be made in as timely a fashion as possible, as confirmed information is available to distribute. Per HIPPA guidelines, media updates should be made every 30 minutes.

GUIDELINES

- Tell the truth and tell all that you are able, but only provide information that can be confirmed.
- Tell it in a timely fashion.
- Tone and control of the situation are top-line.
- Concern, thoughtfulness, sensitivity should be conveyed while also controlling the narrative and the information on the incident
- Provide what you have when you have it and offer further updates when they are available.
- If you don't have answers, don't guess. Never opine. Never speculate.
- Never announce the name of injured party until family gives clearance.
- If you tell the media you will be doing an "investigation" you need to be prepared to do an investigation.
- The media will seek eye witnesses who will freely offer their opinions and conclusions. Do not debate or acknowledge the account.
- Have social media ready to convey the same messages. Do not provide information before it is cleared by PIC.
- Record all relevant information about the incident.
- Don't accept or even suggest fault for the incident.
- Don't make any promises about anything.
- Don't take payment or say medical bills will be paid.
- Don't reflect an attitude of boredom or nuisance or impatience.
- Don't argue or patronizingly agree with any disagreeable statement by the injured person.
- Don't fail to observe and record any significant circumstances.

In every case where ambulances or Fire/EMS teams are dispatched, the local media will monitor and may be at the facility before you have determined the extent of the incident. Do not speculate; it is a violation of HIPPA Laws.

Family members who know their family are attending your event will hear of the incident on the news and be panicked. Track Office personnel need to be informed as to the message and never say “I don’t know.”

KEY MESSAGES

We’re gathering information and will share it as soon as we can. Next update will be _____.

We are still gathering information on the incident at this time, but here is what I can confirm for you: (provide information that can be confirmed, tell all, tell in a timely fashion, tell the truth) What we can confirm is: (EXAMPLE: There have been X fatalities / X people have been transported off property / X injured have been treated at our on-track Infield Care Center.)

(HOSPITALS) can provide further information on conditions, but we would ask that you allow them to assess the situation and provide updates as they become available.

First and foremost our thoughts and prayers are with / continue to be with (DRIVER) (Family of DRIVER) (OUR FANS) and their families at this difficult time. (Fatality: We’re all feeling a very personal loss right now).

Competitor / spectator safety is and will continue to be the No. 1 priority at all of our events. We want to make sure drivers are as safe as possible and our fans always have a safe and enjoyable experience at our events. We do everything we can to make our event safe for our drivers and fans.

Our safety and emergency medical personnel acted immediately and followed their protocols in response to this incident. Our security personnel and local law enforcement also were engaged right away to secure the area.

Investigating an incident of this magnitude and type is a collaborative effort within our industry and local law enforcement. We will share all conclusions and information we gather.

We'll conduct a joint investigation with (LOCAL LAW ENFORCEMENT) and will look at the circumstances of the accident / incident, how the INCIDENT HAPPENED / ANY STRUCTURAL / CAR COMPONENTS, and how ELEMENTS PERFORMED DURING THE INCIDENT

[FATALITY]

The SERIES community offers its condolences to the family and friends of XXX who passed away XXX due to injuries sustained in XXX accident at XXX.

Our sport is like a family, and when one in our family is impacted, we all share in that loss.

Safety is a top priority for our sport and we will work tirelessly to make our sport safer for all those who participate.

SERIES STATEMENTS

The thoughts and prayers of the entire SANCTIONED MAJOR SERIES family go out to those affected by this accident. (Fatality: As a family-oriented sport, we're feeling a very personal loss at this time.)

An initial evaluation following the incident is ongoing and as with any incidents such as these, we'll conduct a thorough joint review involving (THE SERIES), (THE TRACK), (OTHER SERIES R&D), AND OUTSIDE EXPERTS and work closely with the tracks as we do with all our events.

We're in the very early stages of our review. We'll certainly take the time to study this incident and see what we can improve on. The safety of our competitors and fans is first and foremost and we'll do whatever we can to make our events as safe as possible.

PR/MEDIA CENTER STATEMENT

We're still in the process of gathering information, and I hope you all understand that and take that into consideration. We appreciate your cooperation, your patience and assistance. We'll take a handful of questions.

I want to thank everybody for their patience and understanding. At this time we have PIC NAME from ENTITY to update you on tonight's events.

Again, we thank you all for your patience and understanding. We wanted to provide to you what we have officially at this current time. We will provide further updates as we receive them.

CODE #1 INCIDENT SAMPLE Q&A

Q. Do you have any idea in terms of the seriousness of the injuries involving the driver / fans who were hurt?

A: I'd have to refer you to HOSPITAL(S) for any conditions of the patients and our thoughts are certainly with those injured and their families / those who have suffered a loss today / tonight.

Q. What sections of stands / track were the driver(s) / most of the people injured and do you know what they were hit with?

A: We're still in the early stages of this investigation AND/OR INDICATE LOCATION OF INCIDENT IF KNOWN. Our safety teams responded quickly to the incident, the most critically injured were transported immediately to local hospitals for further treatment. As we can confirm more information, we'll certainly do that.

Q: Will the race tonight / tomorrow be able to continue due to the damage to the (TRACK / FENCE / ETC?)

A: We review our property before and after every on-track event and our initial evaluation of this incident is still ongoing. If repairs are needed, we have the equipment and personnel ready to begin work to prepare the facility for competition.

Q. Are you aware of any lawsuits that have been filed and if so, can you expound on the nature of those lawsuits?

A: No lawsuits have been filed / we are not aware of any lawsuits having been filed so we won't comment on pending or potential lawsuits at this time.

[FATALITY]

Q. Do you have any information on the cause of death?

A: Respectfully, we can't address that right now. We're all feeling a very personal loss at this time and expect any further details, as they relate to cause, to come out following further investigation.

HOLDING STATEMENT

It is with heavy hearts that we express our deepest condolences to the family and friends of XXX. XXX was a talented driver, fierce competitor and highly respected among his/her peers and others in our sport. More importantly, XXX was an amazing person that went out of his/her way to help others. Dirt-track racing is one big family and our family is grieving right now. Our immediate focus is on providing all the support that we possibly can to XXX family to help them get through this unbelievably difficult time.

PRESS RELEASE TEMPLATES

Driver Injured in Crash at [SPEEDWAY NAME]

CITY, STATE — DATE — [SERIES/DIVISION] racer [DRIVER NAME] was injured [TIME FRAME] at [SPEEDWAY NAME].

[DRIVER], of [CITY, STATE], is [##] years old.

During [STAGE OR LAP OF EVENT NAME], [DRIVER] was involved in a [BRIEF DESCRIPTION] on the [SIZE] oval. Emergency crews quickly attended to [DRIVER], and he was transported by [AMBULANCE/ MEDFLIGHT] to [HOSPITAL NAME] in {HOSTPITAL CITY/STATE} following a [TYPE OF CRASH] at [SPEEDWAY NAME].

FAMILY STATEMENT IF AVAILABLE: The [DRIVER LAST NAME] family has conveyed their appreciation of the prayers and support expressed by the racing community and requests their privacy be respected at this time.]

Additional information will be made when available and appropriate.

FATALITY

Driver Dies from Injuries Sustained in Crash at [SPEEDWAY NAME]

CITY, STATE — DATE — [SERIES/DIVISION] racer [DRIVER NAME] died [TIME FRAME] at [HOSPITAL NAME] in [HOSPITAL CITY/STATE], where he was transported following a crash at [SPEEDWAY NAME].

[DRIVER], of [CITY, STATE], is [##] years old.

During [STAGE OR LAP OF EVENT NAME], [DRIVER] was involved in a [BRIEF DESCRIPTION] on the [SIZE] oval. Emergency crews quickly attended to [DRIVER] and transported him to [HOSPITAL NAME].

FAMILY STATEMENT IF AVAILABLE: The [DRIVER LAST NAME] family has conveyed their appreciation of the prayers and support expressed by the racing community and requests their privacy be respected at this time.

Additional information will be made when available and appropriate.

SOCIAL TEMPLATES

Twitter: [SERIES/DIVISION] racer [DRIVER NAME] was injured [TIMEFRAME] at [SPEEDWAY NAME] and has been transported to a local hospital. (Link to statement on Website.)

Facebook: [SERIES/DIVISION] racer [DRIVER NAME] was injured [TIMEFRAME] at [SPEEDWAY NAME] and has been transported to a local hospital. (Link to statement on Website.)

FATALITY

Twitter: With a heavy heart & great sadness we share the news that [DRIVER NAME] has passed away. (Link to statement on Website.)

Facebook: With heavy hearts, we inform you of the passing of [DRIVER NAME]. Our thoughts and prayers are with his family and friends. (Link to statement on Website.)