



Using the Right Metrics

How to Prove the ROI of Your Written Content

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External Stakeholders



TEAMS



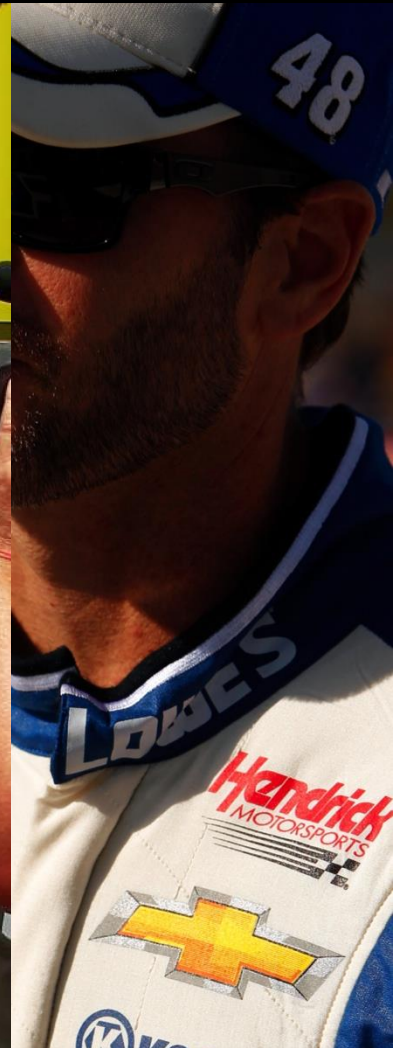
TRACKS



SPONSORS

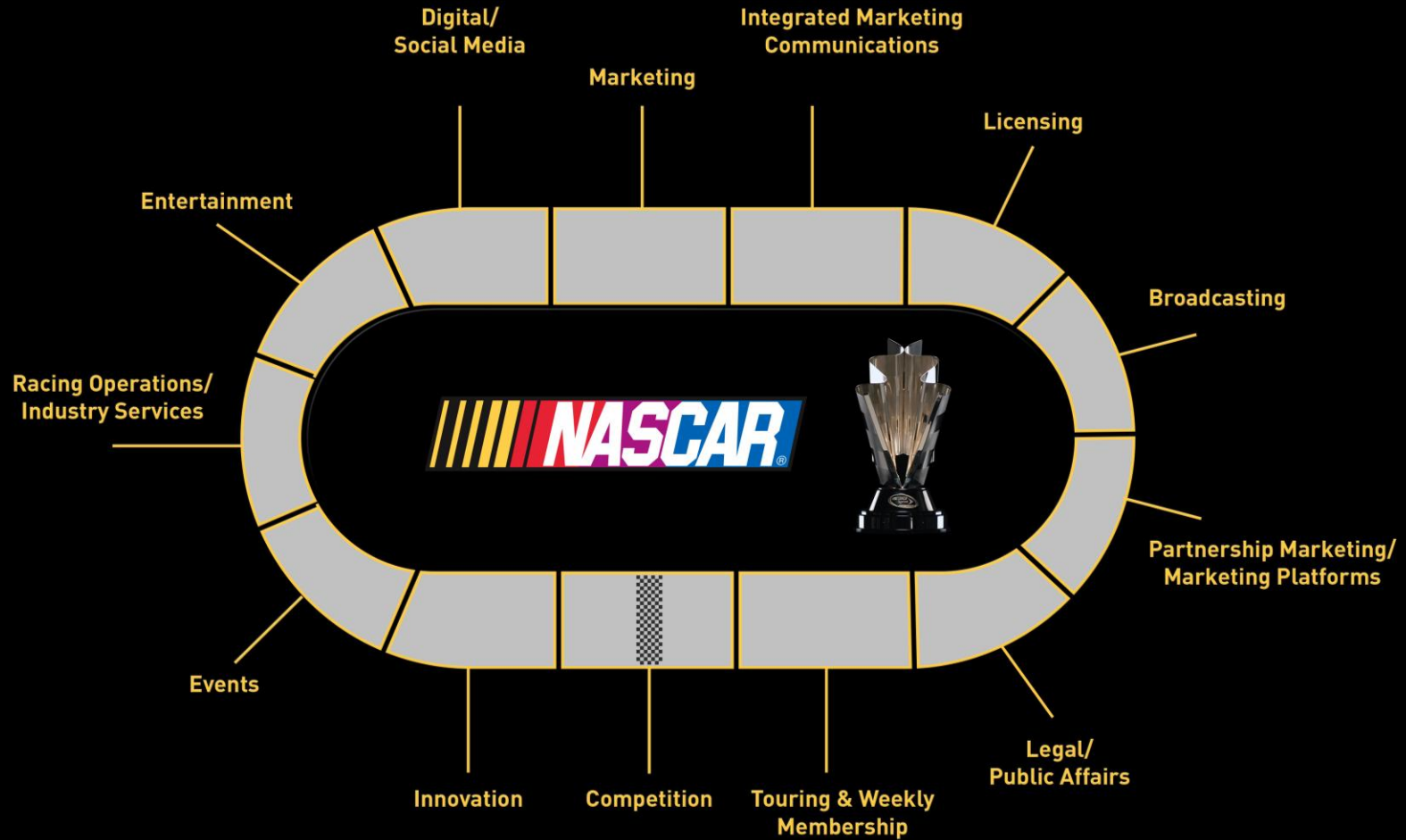


**BROADCAST
PARTNERS**



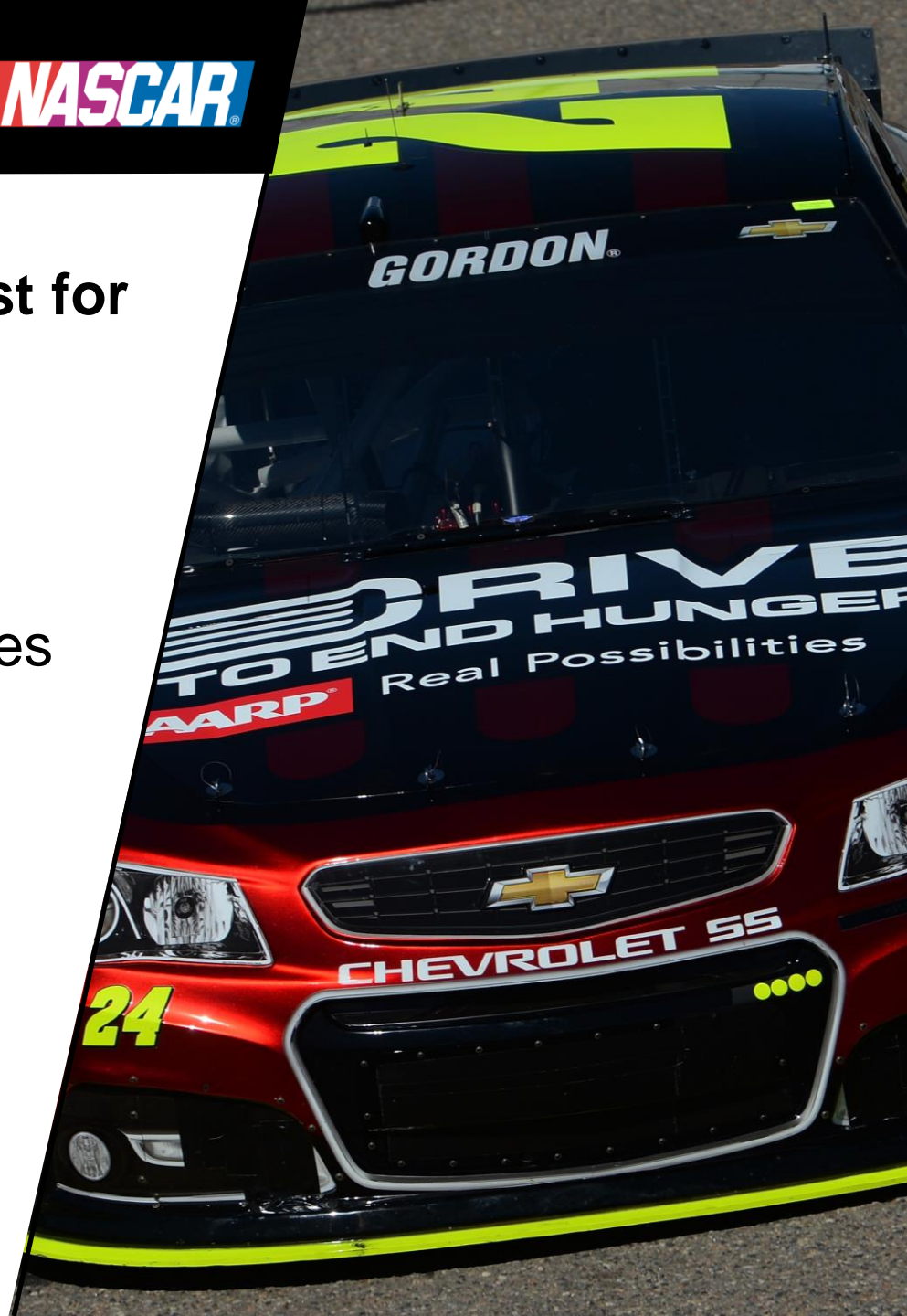
OEM'S

Internal Stakeholders



Written content as a catalyst for strategic decision making:

- Galvanizing stakeholders
- Aligning interests / objectives
- PR ≠ Press Release
- PR = Preferred Result



Changing behavior in a positive way

- “Drive-Thru Window” requests
- Preferred result / outcome
- Build a better mousetrap
- Proof of concept / equity
- Case study / precedent



Case Study: Pit Road Technology



Tools

- Fact Sheets
- FAQ's
- Simple Pitch

PIT ROAD TECHNOLOGY FACTS AND FAQs

FACTS

STATE OF THE ART TECHNOLOGY

960 GB of total RAM =
240 desktop computers

40 TB of storage =
10,000 full-length
HD movies

90 GB of network traffic,
which is enough band-
width to move 18,000
songs per second

30 servers, total of
9630 Gflops = 9,000
times more processing
power than most recent
space shuttle

VIOLATIONS MONITORED

Over the wall too soon

Driving through too
many pit boxes

Pitting outside the box

Too many crew
members over the wall

Removing equipment

FAQs

Q. What is pit road technology?

A. NASCAR's new pit road technology is a camera-based system that records pit road activity throughout a race and alerts officials of all pit road infractions. The state-of-the-art technology will increase the accuracy, efficiency and safety of in-race officiating.

Q. How many cameras will be used and where will they be located?

A. Generally, over 45 HD cameras are utilized each week, however, the number of cameras used will vary by racetrack. The cameras are mounted on the grandstand side of the track and are able to monitor all activity on pit road, including all pit stalls.

Q. How has the system been tested?

A. The full pit road technology system was in place and fully tested over the last 11 race weekends of the 2014 season. All NASCAR officials involved in the system's setup and operation have gone through an in-depth training program.

Q. What if there is a technical glitch with the system? How will pit road be officiated in that instance?

A. Redundancies were built into place when the system was developed. Along with each camera watching two pit stalls, officials on the ground will enforce pit road rules if we have a temporary camera outage. Additionally, NASCAR has staff and equipment in place to replace cameras during a race should they fail.

Q. Why the change to technology for officiating?

A. Technology exists to significantly increase the accuracy, efficiency and safety on pit road. Human officials will continue to play an integral role in pit road officiating. Officials in the pit road officiating trailer review every penalty flagged by the fully transparent system.

Q. How many officials will work in the pit road officiating trailer and on pit road?

A. Eight NASCAR officials staff the pit road officiating trailer during each event and are responsible for reviewing all pit stops. Approximately 10 officials work behind the wall on pit road.

Q. Will the pit road technology be in place for all races?

A. The system will be utilized in all NASCAR Sprint Cup Series races and companion events, starting with the Sprint Unlimited at Daytona International Speedway.

Q. How will you officiate the left side of the car?

A. NASCAR officials will be stationed on the "cold" side of the pit wall and will assess penalties for violations they see.

Q. Will officials on the ground ever go over the wall?

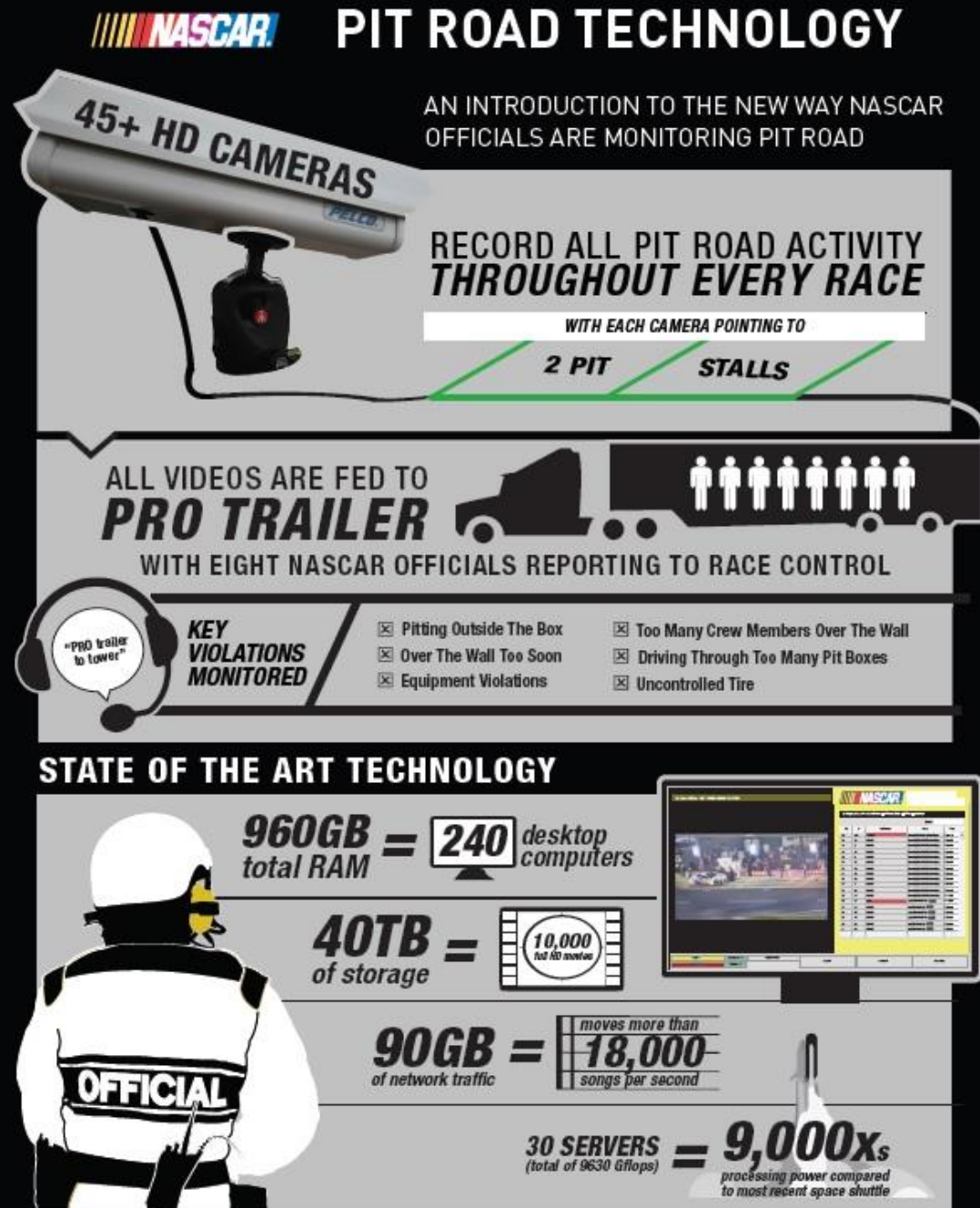
A. Yes, NASCAR officials will continue to be outfitted with fire protective clothing and will go over the wall to inspect damage and hold a vehicle for a penalty if needed.

Q. How will teams be notified of an infraction?

A. Radio communication of violations will continue to come from NASCAR Race Control.

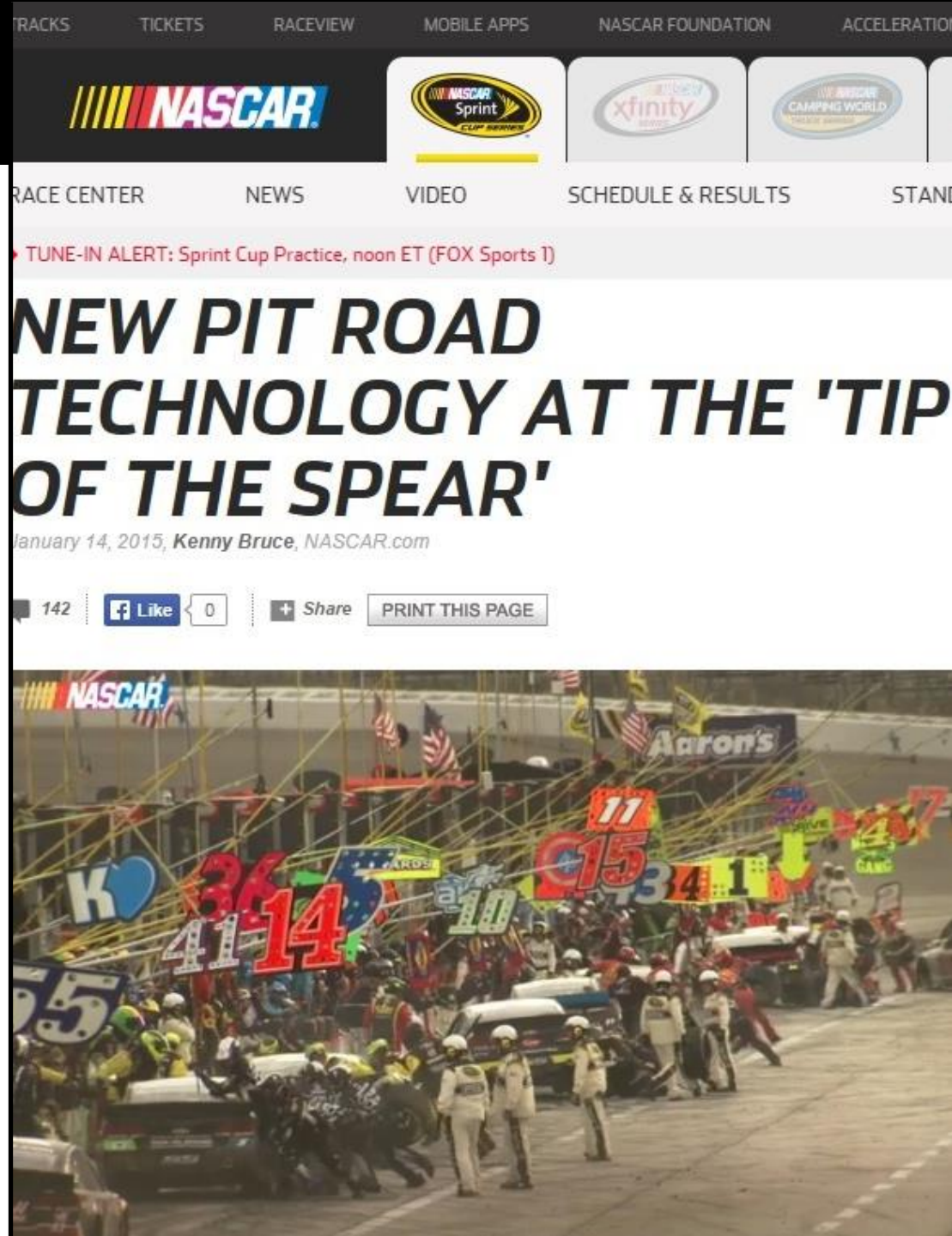
Tools

- Infographic



Tools

- **NASCAR.com**



NASCAR pit road officiating system goes high tech



Nate Ryan, USA TODAY Sports

1:27 p.m. EST February 11, 2015



(Photo: Chris Graythen, NASCAR via Getty Images)



Inside a windowless trailer packed with high-resolution flat-screen monitors and dry-erase cabinets covered in high-tech hieroglyphics, every pit stop was studied with a Zapruder-esque scrutiny.

As NASCAR held a dry run of its new officiating system during the final 11 races of the 2014 Sprint Cup season, an unprecedented trove of infractions were uncovered that would have changed race dynamics innumerable ways.

But while the focus was on the mistakes being made by pit crews adept and swift enough to change four tires in less than 12 seconds, it was tough to ignore the striking choreography and coordination.

"The biggest thing we learned is these teams are really good," said Shawn Rogers, NASCAR's managing director of business operations who has spearheaded the implementation. "They obviously practice a lot. It was enlightening to some of us."

AT&T's network has the nation's **strongest** 4G LTE signal.

LEARN MORE



USA TODAY

New app improves NASCAR inspection process

Internally and externally:

- Share the FACTS with “TACT”
 - T – Tied to Objective(s)
 - A – Acknowledge
 - C – Context
 - T – Timeliness



Practice: 10 Habits



- 1) Accuracy
- 2) Enticement
- 3) Data
- 4) Prose
- 5) Brevity



Practice: 10 Habits

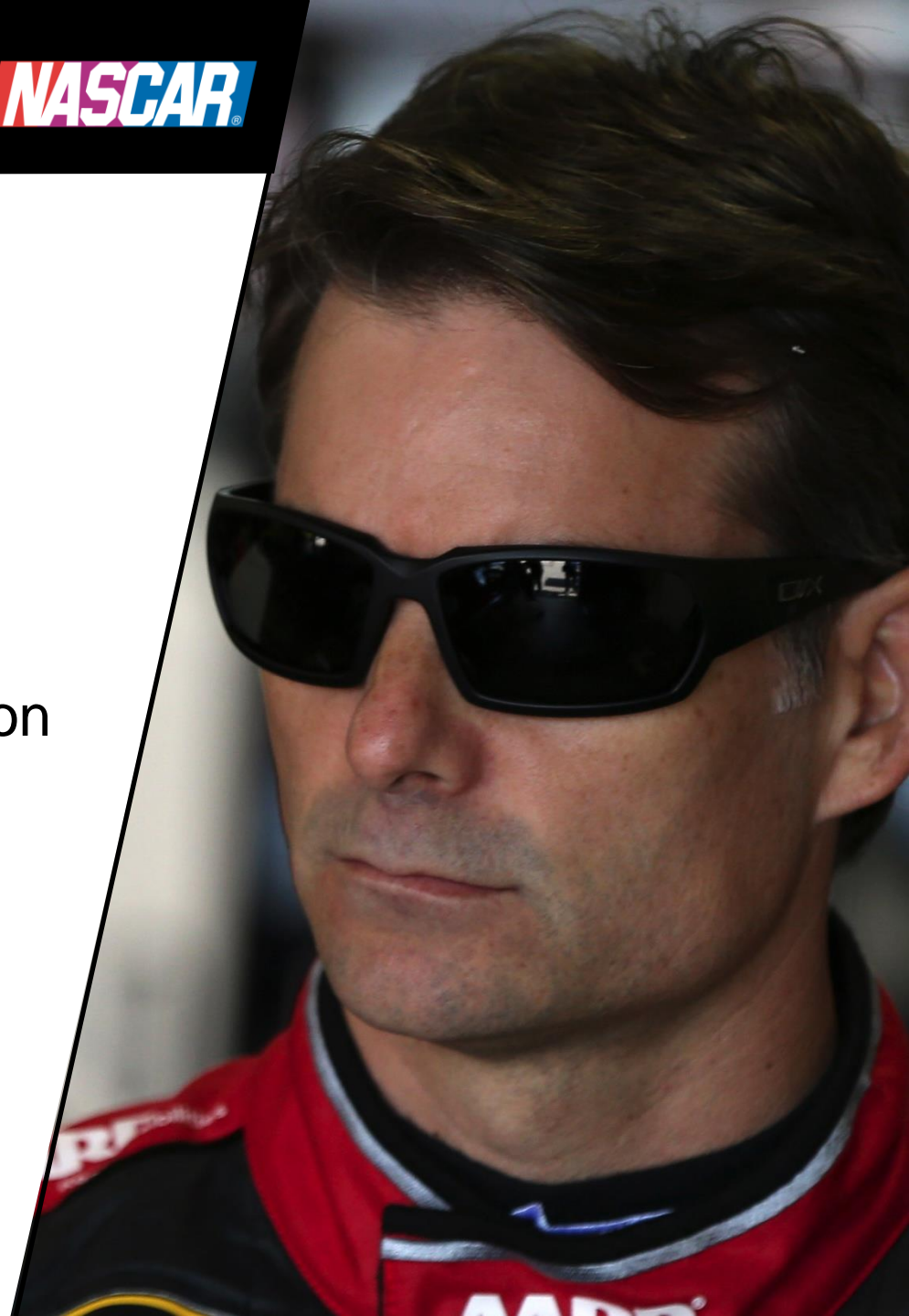


- 6) Quotes
- 7) Call To Action
- 8) Clean Your Copy
- 9) Lose the Widows
- 10) Measure



Earned Media

- *NYT* vs. the blog
- Volume not only metric
- Contextualizing consumption



Owned Media:

- Digital:
 - The “new” news cycle
 - Views, app downloads
- Social:
 - Volume / mentions / reach
 - Engagement / action





Questions

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