
NASCAR Recognizes JRG Media's Innovative Approach

NASCAR recently ran a front page article on the "home tracks" section of the NASCAR website highlighting the innovative approach that JRG Media has taken with the all-new Colorado National Speedway website and promotional strategy. We are very proud to be a part of this effort and would love to speak with you about creating something similar for your business.

[Read full article here .](#)

From the article...

"We totally revamped our website (with partners JRG Media and Wayne Advertising, a two-man crew) to help reach beyond the audience we've had for years," Backman said. "We're on Facebook and Twitter. Our site is live and interactive on race nights with pictures and race results. Fans are texting to our web guys from the grandstands on their cell phones. We're really blowing it out. It's done what we wanted it to do, in reaching the newer and younger fans we were missing before."

More from the article...

"Our website guys, Brian Enyart and Eric Guttormson are really tuned in to going after our market. They are having a blast with it and so are the fans. They work out of our control tower the whole night, getting Marc's color commentary. Our younger demographic is so into it that it's a natural for them to latch on to."

More from the article...

Groundbreaking Interactive Race Night

Colorado National Speedway is breaking new ground in the short track industry with its exploitation of new media, making it the most electronically interactive racing program in North America. If you want to participate on race nights, just bring your cell phone or Blackberry.

The revolutionary system to promote and communicate with fans was created by Wayne Advertising owned by Enyart and JRG Media owned by Guttormson. The new era dawned in February with the introduction of the track's new state-of-the-art website.

"Never before have Colorado National Speedway fans felt as though they have this close connection with the track," said Guttormson.

The new website features a widget on the home page (and a larger version in the CNS Media Center page) that can display text, images and video that can be entered via a cell phone from anywhere including the pits, grandstands and scoring tower. That means the duo staff can take a picture or video in the pits, get a quote from the driver and have it on the website with a simple text message from the cell phone. Fans can see nearly live video instantly.

Fans in the stands and around the world can follow the action on their cell phones if they follow CNS on Zannel.com, Twitter.com, Facebook.com or MySpace.com. Fans can ask questions from their grandstand seats that the Guttormson and Enyart answer from the control tower.

They also update a half-dozen social media networks throughout the week including Zannel, Twitter, Facebook, MySpace, Flickr, and YouTube.

In addition, they use BigWestRacing.com to do detailed live racing updates during Colorado National Speedway racing events. BigWestRacing.com (BWR) is the region's number one auto racing news and

information site. On BWR, the duo creates a running detailed log of race lineups, finishes and other observations. Fans worldwide are following the CNS thread on BigWestRacing.com.

“With all the new media tools available, this gives CNS fans a way to participate in all new ways,” said Enyart.

“We have a strategy,” Guttormson said. “In the afternoon, we’re telling people what’s going on in the pits, how many Late Models have signed in, and what the weather is like. The message is “You gotta be here.” Once the races start, we’re constantly updating what’s going on.”

The duo’s last duty of the night is writing and distributing the race results story and results to media and fans.

Track officials across the board agree with Guttormson’s philosophy of the expanded information and entertainment value they provide.

“If you ignore these tools, you’re missing out,” he said.

Wayne Advertising and JGR Media are also responsible for creating non-traditional outside-the-box television ads aired on Denver area Comcast cable service. The ads can be viewed on www.youtube.com by searching “Colorado National Speedway commercial.” [CLICK HERE TO SEE ONE OF THEIR COMMERCIALS](#)

Have A Great Time

Entertainment is a primary theme of any race night at Colorado National Speedway. Complimenting the on-track sizzle is professional radio announcer Marc Moser.

“His whole dynamic is he knows the driver’s families and he knows where they sit,” Harkins said. “Everybody knows him and loves him.

“People can e-mail him during the races and he’ll respond on the

P.A. He has a theme song for every one of our divisions when their features roll out. He's very creative and fun.

He'll banter with the fans if we have down time. He'll threaten to sing, get roundly booed, and then sing anyway. He'll fill time with his own version of "Let's Make a Deal," and people might have a chance to trade an envelope for a box which could be something nice, or not.

"Our customers are our guests. We give them great hospitality and outstanding service," Harkins said. "We're real proud of what we do at Colorado National Speedway, and we have a big team who works hard for our goals."

The entire article can be found here .