

## COMPETITIVE REPORT

by Charlie Roberts

### The McDonald's MotorSports Report™

There are no other nationally distributed, daily radio programs covering all motorsports. Add to that, MotorNet™'s unique regional editions of **The McDonald's MotorSports Report™** which focus in on major area events that are not covered by the general media, and MotorNet™ has a wide open field.

Motor Racing Network (MRN), does have two daily network short-form offerings (NASCAR Today and World of Racing with Ned Jarrett) but, due to MRN's ownership (International Speedway Corporation i.e. NASCAR), they only cover NASCAR's upper echelons of racing, ignoring the other 85% of motorsports (i.e. Indy cars, drag racing, short tracks, (even NASCAR's own) regional touring series, Formula One, motorcycle racing, powerboats, etc.).

Performance Racing Network (PRN) is owned by Speedway Motorsports, Inc. and their list of affiliates for their long-form/play-by-play programming basically duplicates MRN's. (PRN broadcasts NASCAR races at its company owned tracks . . . Atlanta, Bristol, Charlotte, Las Vegas, Sears Point, Texas . . . that MRN is not allowed to.) They have a symbiotic yet somewhat adversarial relationship with MRN.

PRN also has one short-form program (Garage Pass) and features "all the latest NASCAR racing news and information" (from their website) but does not cover all of motorsports. And, PRN has two weekly hour-long shows (The Pit Reporters and Fast Talk with Benny Parsons.)

There are also numerous local (usually) weekly shows around the country and several other long-form motorsports networks (IMS, SCN, etc.) but, nothing comes close to **The McDonald's MotorSports Report™**.