

COVERING THE RACE

NASCAR FANS SEE AND HEAR a few familiar faces and voices during broadcast coverage of each race. But those faces and voices are just the visible and audible elements of the huge media contingent at every major event.

TV personalities are backed by camera and technical support crews. Set up in big rig trailers, directors track the action on multiple TV monitors and decide which camera will be “live.”

In addition to broadcast media, each race attracts a small army of print and internet journalists, plus a platoon of photographers, all working to satisfy the endless appetite of the fans.

RACE WEEK

MEDIA

Photo by Laura Smith/Getty Images for NASCAR