

Adapting to the New Racing Media

Ray Paulick

Publisher

PaulickReport.com

Let's start out with a question



Which photo will get more attention online for a racetrack concert promotion?



This one ...



... or this one?



Which one do you think the
Paulick Report published?





Which photo do you think
a 'mainstream horse media'
website published?





That, in a nutshell ...



... is the difference between
“us” and “them”



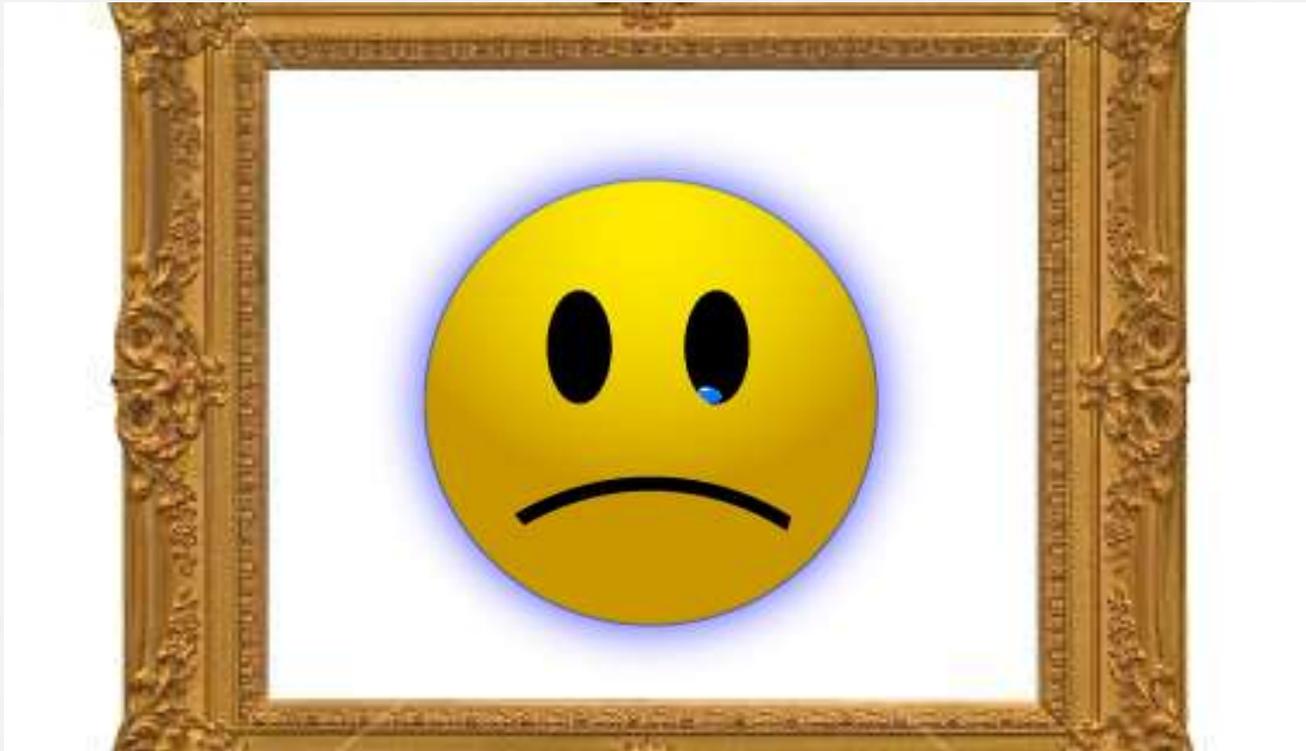
Another question...



Which photo did a track
publicity department distribute
with the press release?



Neither



Wasted opportunity



Limited chances



We're in a serious business...



...but we don't take ourselves
too seriously



On any given day, we might
publish...

The screenshot shows the Paulick Report website interface. At the top, there is a red navigation bar with the text "PAULICK REPORT" on the left, "SIGN UP" in the center, and "LOG" on the right. Below this is a large banner with the words "PAULICK REPORT" in a bold, red, sans-serif font. Underneath the banner is a horizontal menu with the following items: NEWS, FEATURES, BLOGS, COMMUNITY, VIDEOS, ASK RAY?, and CONTACT. Below the menu is a grey bar containing a "NEWS WIRE" section on the left with the text "The Factor makes The Factor", a search bar on the right with the text "Search Paulick Report", and the word "series" on the far left. The main content area is divided into two columns. The left column features a red header for the article "Horse Racing Passes in Lucky" with a "...More >" link. Below this are three other article titles: "The Factor Makes The Factor", "Horsemen's Cup Forum: A Year of Quotables", and "The Eclipse for News/Enterprise Writing", each with a "...More >" link. The right column contains a photograph of a person playing a slot machine in a casino.

...an investigative article...

News Breeders' Cup **Ray's Paddock** The Biz Bloodstock

KELSEY LEFEVER: 'EVERY ONE OF THEM IS DEAD'

by [Ray Paulick](#) | 01.16.2012 | 6:13am

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SHARE

Kelsey Lefever was starting to panic. Less than a week earlier, on May 16, 2011, four retired Thoroughbreds the then 23-year-old horse trainer and broker was entrusted to find good homes for were discovered in the trailer of a known kill buyer at the New Holland horse auction in Lancaster County, Pa.

Lefever sent a text message on May 20 to Amy Groninger, her friend of four years said, suggesting they tell anyone who asks that a third woman took the four horses from Lefever. That person and not Lefever, the story went, sent

Pin Oa

Ask Ray
tips•questions•ran



...hard-hitting commentary...

The screenshot shows a web browser window with a navigation bar at the top containing links for 'News', 'Breeders' Cup', 'Ray's Paddock', 'The Biz', and 'Ble'. The main article title is 'EQUIBASE: RACING'S TOLL BOOTH' in bold black text. To the right of the title is the 'twins' logo. Below the title, the author is listed as 'by The Paulick Report' with the date '08.17.2009' and time '1:20pm'. A row of social media icons (Facebook, Twitter, Plus, LinkedIn, Tumblr, StumbleUpon) is followed by 'PRINT' and 'EMAIL' icons. A red 'RECOMMEND' button is positioned below the social media icons. The article text begins with a byline: 'By Ray Paulick It's not that much of a stretch to say that Equibase is one of the industry's biggest success stories of the last 20 years. It can also be said to be one of the industry's biggest disappointments.' The text continues: 'Created in 1990 to end the century-old monopoly of Daily Racing Form and ownership of North American racing data, Equibase is a joint venture of the member tracks of the Thoroughbred Racing Associations of North America. In its existence, the "Daily Racing Form" was owned by Walter Annenbergs T

...and something on the
lighter side!



We create unique content...



...aggregate, publish press releases...

NEWS Breeders' Cup Kentucky Derby The Breeders' Cup People

JOE KELLY, RACING JOURNALIST AND HISTORIAN, DIES AT 94

by [Press Release](#) | 11.27.2012 | 10:37am

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RECOMMEND

The Maryland racing community lost one of its most prominent members when award-winning journalist and racing historian Joseph B. Kelly passed away Monday at Stella Maris Rehabilitation and Hospice after a short battle with cancer. He was 94 years old.

A lifelong resident of Baltimore, Joe Kelly covered horse racing for nearly 70 years.

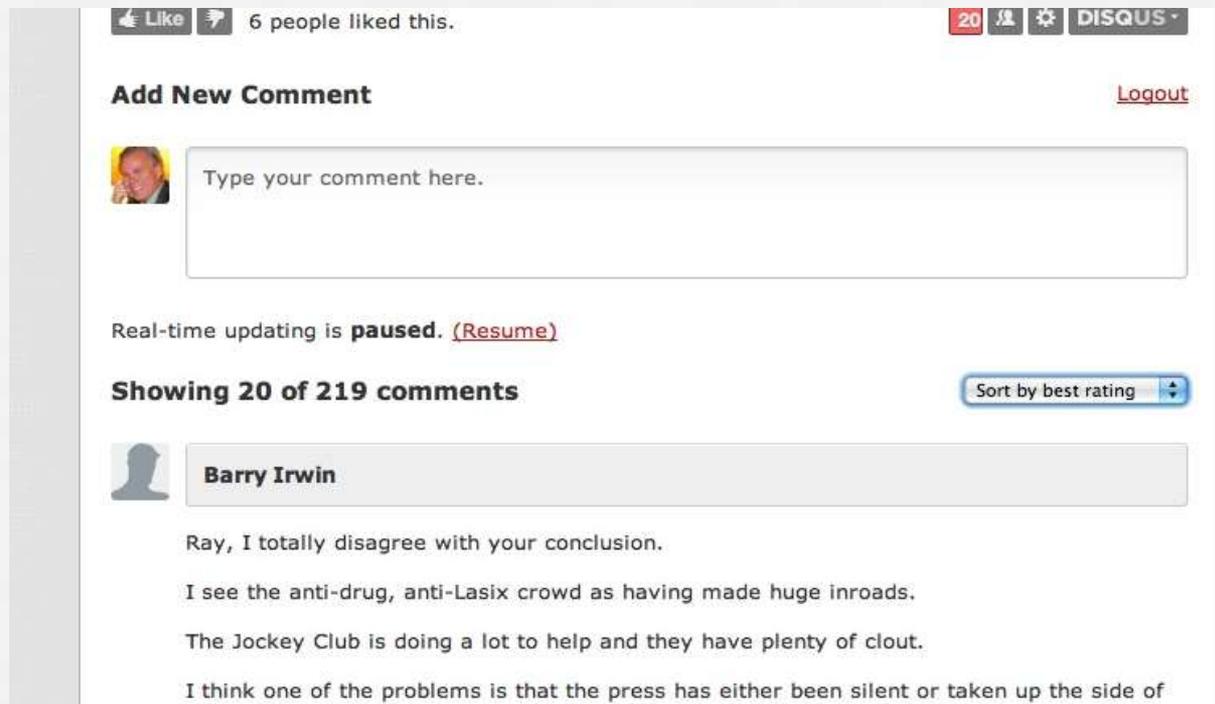
He began his career at The Baltimore Sun in the 1940s then moved to the now-defunct Washington Star in 1955 where he spent the next 26 years covering racing. He won a national honor from the Thoroughbred Racing

 **DARBY DAN**
FARM

 **Ask Ray?**
tips*questions*rants **Ask Me**



...and ALWAYS communicate with our readers



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 **Barry Irwin**

Ray, I totally disagree with your conclusion.

I see the anti-drug, anti-Lasix crowd as having made huge inroads.

The Jockey Club is doing a lot to help and they have plenty of clout.

I think one of the problems is that the press has either been silent or taken up the side of

We have never-ending
deadlines...



...our office is anywhere...



...and we are constantly
connected



You should be, too



From 1975-2012, the tools have changed from typewriters...



...to the first PCs...



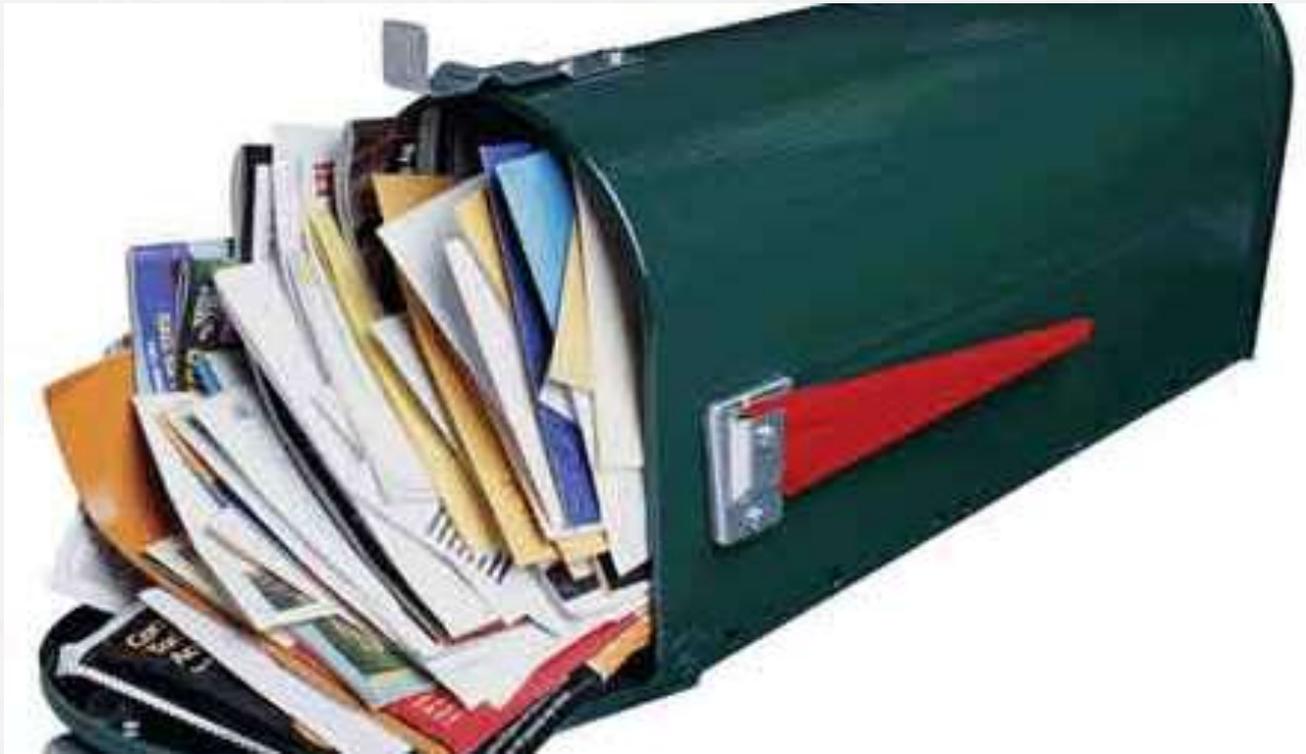
...to powerful laptops...



...and mobile devices



Regular mail now known as...



...“Snail Mail”



These are our tools to reach readers now



Are you ahead of the pack?



Thank you and good night!

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