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**The Mark Kaufman Workshop
Presented by the
Turf Publicists of America**

**Crisis Management in Racing:
How Social Media Has
Changed the Game**

MODERATOR:

Jim Mulvihill, Director of Media & Industry Relations, NTRA

SPEAKERS:

Dave Grening, New York Correspondent, Daily Racing Form

Maggi Moss, Thoroughbred Owner, Equine Welfare Advocate and Attorney

Chip Tuttle, COO, Suffolk Downs and Partner CTP

Ms. Wendy Davis: — visit a little bit about Mark Kaufman but some of you may remember when he was a regular here at our symposium. I think it's a really wonderful thing that this panel session is offered every year here at the symposium in his memory. Today's panel session, "Crisis Management in Racing: How Social Media has Changed the Game".

We've got a distinguished panel up here and your moderator is Race Track Industry Program alumni, I have to get that in, Jim Mulvihill. He's the director of Media and Industry Relations for the MTRA, which is an industry coalition of more than a hundred horse-racing interests. He has also held a variety of public relations and communications positions within and outside racing, including heading the press offices at Fairgrounds Race Grounds and Slots, New Orleans Museum of Art, and the Contemporary Arts Museum in Houston.

His first full-time job was at Lone Star Park where he served as a staff writer and media relations assistant for four years through the Breeders' Cup season of 2004. As a freelance writer he contributed stories on racing to numerous outlets including the Associated Press, Thoroughbred Times, the Saratoga Special and America's Best Racing and provided daily handicapping selections for the Fort Worth Star-Telegram. He is Vice President and now a new title, with the Turf Publicists of America and a graduate of Emerson College as well as the Race Track Industry Program.

Having all those jobs doesn't mean that he couldn't hold one down.

[Laughter]

Maybe? All right. Well, you are in great hands. I'm going to turn this over to Jim for this afternoon's discussion and thanks very much to you and all of our panelists.

Mr. Jim Mulvihill: Thank you so much, Wendy. I'll tell you a little bit what we're going to do here today. I'm going to talk to our panelists as a group and then we'll ask them each some questions individually. Because the TPA does take the workshop portion of this event seriously, we're also going to go over a few case studies because we are all here to be educated on how social media can assist publicists in the jobs that they're doing daily.

First I'm going to introduce our panelists. I'll start here with Ms. Maggi Moss. Maggi is one of our sport's leading owners. An attorney from Des Moines, she is a former chief prosecutor in Polk County, Iowa. She's owned racehorses for 15 years and has won leading owner titles at Aqueduct, Churchill, Fair Grounds and 11 years straight at her home track of Prairie Meadows. She's also very involved in the protection and retirement of racehorses including serving as president of HART, the only retirement facility in Iowa.

Maggi's here today mainly because of her work educating people on horse rescue, race day medication and the overall improvement of the industry. She's used social media over the past several years to successfully rescue and retire hundreds of at-risk horses as well as to speak her mind. Maggi, thank you for being here.

Ms. Maggi Moss: Thank you.

Mr. Jim Mulvihill: Next we've got Dave Grening. Dave is the New York correspondent for Daily Racing Form where he started in 1998. He also covers national events including every Triple Crown race since 1992 and every Breeders' Cup since 1991. Dave joined the Form in the fall of '98 after covering racing for the New York Post. His awards include the Walter Haight Awards from his turf writer peers in 2011 and the inaugural Joe Hirsch Memorial Writing Award from NYRA for coverage of the Belmont. Dave's here. He's going to give us the journalist perspective as a writer who uses social media in what I consider to be a very savvy way to complement his in-depth reporting. Dave, thanks for being here.

Mr. Dave Grening: Glad to be here. Thank you.

Mr. Jim Mulvihill: We've also got Chip Tuttle. Chip's a partner at CTP the Boston-based advertising, marketing and PR agency whose clients include the Breeders' Cup. He started his career as a reporter in '89 and joined Suffolk Downs in '92. A few years later he joined an advertising and PR agency and later became a founding partner of Conover, Tuttle, Pace which is now known simply as CTP.

He's also served as the NTRA's Vice President of Communications and more recently, was COO and then CEO at Suffolk Downs where he led the campaign for a casino at the historic track. Chip's here because, as you just heard, he's one of the few people who has really — can approach this from several different angles. It's reporter, publicist, track executive, racing fan and, as I also found out last night, he's also very involved in the execution of the Breeders' Cup social media, especially on the Breeders' Cup race day. Chip, thanks for being here.

Mr. Chip Tuttle: Happy to be here as well, Jim.

Mr. Jim Mulvihill: Now, without further ado, let's have some discussion. To start, before we get into nuts and bolts social media stuff, I just want all the panelists to maybe tell us briefly how they use social media. Not personally, we don't want to get into that, but in your racing endeavors, tell us how you use social media on a regular basis and how it's been most effective for you. I'd like to start with Maggi. You want to take that one?

Ms. Maggi Moss: Well, I thank you very much. I'm really thrilled to be here. I grew up in the era where there wasn't social media and computers. I discovered quickly that social media was the only way to bring out awareness on lots of issues, may it be medication or rescue. I found almost immediately on social media, people were much more interested on how much I like my horses that day or how they were going to run that day. I made an immediate decision that I would never discuss my horses. It wasn't used as a gambling thing.

I did find almost immediately that people would start seeking me out on rescue issues, on issues that dealt with things. I learned a long time ago as a public defender and an animal person, that covering puppy mills in the Midwest would seem to garnish more attention than maybe the homicide trial next door. Anything that deals with abuse or animals was an immediate magnet for social media if used properly. It has been an incredible — the best thing I've had to be able to retire and rescue horses.

Mr. Jim Mulvihill: Thank you for that. We'll be talking much more about that. Dave, tell us a little bit about how you use social media.

Mr. Dave Grening: Well, Twitter started for us at the Racing Form I think in the fall of '12, at least that's when we sort of got going into it. I only got on it because I was trying to find out where Aidan O'Brien was running his horses and his wife was on Twitter. I was wanting to find out if she was going to send a horse over to

— if they were going to send horses over to Belmont for the Joe Hirsch Turf Classic and Flower Bowl. I found out that she wasn't necessarily responding to queries along those lines.

It sort of evolved into just an informative little snippets of, "Hey this is what's going on," in the morning. I'm out there in the morning and you're trying to provide some news nuggets of what's going on, who's working, what happened, who might be scratching out of a big race. It really became — or at least I found that probably later than most, that it became a very useful item to get information quicker than just waiting for scratch time or things like that. That sort of morphed into DRF Live which we can talk about a little bit later, which is sort of, I call it Twitter on Steroids. Sorry, steroids I know is not a topic of discussion. We can get more done with more than 140 characters.

Mr. Jim Mulvihill: Right. Chip. Let's hear from you.

Mr. Chip Tuttle: Sure. Most recently have used social media as a communications tool and as a marketing tool. It's my primary source of news now. I think Twitter has evolved as lots of people's primary source of news. At least finding out and staying timely and topical in what's happening. We've used it the same way that other people have used it, as a brand extension and as a communications tool so whether it's Twitter or Instagram or others it's become a ubiquitous communications vehicle.

Mr. Jim Mulvihill: All right. Thanks. To give a little background to everybody here about how we landed on this topic this year, the officers of the TPA were hearing from some of our turf writer friends that maybe not enough of the publicists at racetracks and racing organizations were using social media in a very effective way. They were getting frustrated, especially as it pertains to breaking news and maybe the lack of action by some racetracks and organizations when it comes to using it effectively. To that end I want to ask each of the panelists how they think racetrack publicists and others who direct social media in the industry could be using Twitter more usefully, or other social media platforms, for ways that relate to what to you do professionally. Maggi, let's hear from you first.

Ms. Maggi Moss: I think we all — all those of you that are certainly been around as long as — well, most of us have, we used to have so many different forums or things we could read about racing. If you were as passionate about racing and all you cared about was racing and you didn't do anything else, we had all the great turf writers and all the great newspaper writers and all the tracks had the writers. We had different magazines, and we had all these things that we could look at and they all went away. Everything went away and we all became media.

In the morning, it's not lost on me, the first thing I do is get on Twitter to learn what's happening in the world of racing. It's become our sole — not our sole — it's certainly not our only but it's become such an important tool to learn about who got hurt, who's not hurt, who's running, scratches. I used to go to Equibase to get scratches. I go to Twitter now and get the scratches faster than I get them from

the track. It is the primary source and so the question you asked is how much — there's limitations and that's it's used for news, and the daily racing form is using it for gambling and betters and information.

I think one of the topics that's happened — and I'm probably, I guess, known for saying what I think and always writing what I think. That's something that's a very different thing. There's all different ways to use it. I think we've become completely reliant and I think I'd love to see — by the way, one of the things I'd like to see — I think David is the best at NYRA. I mean, I can learn just about everything at NYRA from David. Yes, wouldn't I love to see that at every track. I'd love to see it in California, in the Midwest. I think there should be, like there used to be reporters, people that report the news from each and every track that we can rely on accurately.

Mr. Jim Mulvihill: Dave, I'm just dying to hear what, from a reporter's perspective, we should be doing more of or better from you.

Mr. Dave Grening: Well you have to deal — I think the racetracks have to deal in a little bit of reality more so than just — you know most of the stuff that the racetracks put out is all positive stuff. As we all know, not everything that happens at a racetrack is positive. There are instances when I think a racetrack should become a little bit more news savvy. Jockey gets hurt, what happened to him?

I understand there are privacy issues that involve finding out exactly what is going on, but you have first aid, you have, I think NYRA has a jockey's liaison who can inform. It's not just enough in my opinion, just enough to say, "Oh Jockey so-and-so is taken to local hospital." Follow up. Then they come out with a release, "Jockey so-and-so was released from the hospital. Okay, was he released with his arm in a sling or was he released, he's cleared to ride? Is he going to be out for a while?"

That's where I think the racetracks fall short in terms of following up on stuff that not necessarily is positive is news. In this era now where basically mainstream media is out of the game — I mean, except for the Triple Crown and the Breeders' Cup, the day-to-day basis there is no mainstream media. I am one of three people who sit in the press box at NYRA tracks aside from Saratoga. One of those is a NYRA person and one of those is a handicapper. There's not a lot of media following it. I think these racetracks now can become a better news source if they choose to be.

Mr. Jim Mulvihill: All right. I want to follow up on some of that but first I want to hear from Chip. If you were just talking to the publicists in the room, what should they be doing better?

Mr. Chip Tuttle: Well, Twitter right now should be your primary way of putting out news. Any press release or anything, any type of announcement, statement, whatever, needs to happen on Twitter in real time. We think about it in terms of as

a news source, but I'm not sure that tracks are using social media as a form of customer engagement as well as they could.

There are lessons to be learned from other industries and other businesses that do a better job at real-time engagement. As an information source all of your wagering information and everything should be available. I think it is for the most part. Most tracks are doing that, but for the ones that are lagging, there's certainly some catching up.

Mr. Jim Mulvihill: Despite some of the shortcomings of the industry as a whole, we should note that there are people and organizations in racing that are doing a great job with social media, and so I want to hear from each of you, not just who's a great example, who can we all follow to learn a little bit from but also tell us why you think that person or entity is so good on social media. Who can we learn from, Maggi?

Ms. Maggi Moss: Well, I just had a thought, and I'll answer that, but this is how powerful social media has become in our lives. If my phone rings at 4:00 in the morning or 4:30 in the morning, I know that one of my horses have gotten hurt or something bad's happened, because the trainer now has to call me before I read it on Twitter. It's amazing how powerful, if you think, that is. I'm not saying all trainers, but I know I've had horses that things have happened, that were good horses, that my phone will ring at 4:00. Because it's before I turn on my computer that I learn it from social media.

Well let's ask ourselves, what does that do? I mean, what should we do with social media? To answer your question, I can talk about my life which is just horses and racing. I have no life. I have my TV on, it's racing. I have Twitter. I have 24 hours, 48 hours a day, my whole life is racing. I'm always getting on Twitter or on TV. Who do I follow that gives me the most reliable information? I mean, I have to be honest. I don't know how many followers we have. It's the only world where we can have 2,000 friends and know nobody.

To be honest with you, it's Matt Hagerty and it's David. Those are people that I get really reliable news from. Those are people, by the way, where I'm watching TV or see something and see a terrible accident, and again, my TV's on horse racing all day. I see something terrible that's the first place I'm going to learn the honest, reliable, not sensational answer. Matt, David, I guess me, and the Daily Racing Form are going to be together for the beverage break sponsorship.

Mr. Dave Grening: Along those lines, I would like, before I answer that question, I do try to be cognizant of an owner having a horse that got injured. I'll give you one example. There was a horse — I don't know if people will know this horse very well. Mentor Cane is a horse that John Sheriffs trained, ran second in the King's Bishop last year. Subsequent to that race he broke down in a workout at Belmont Park, 8:30 in the morning, New York time 8:45 after the track opened.

It was me. I was up there clocking horses and there was another gentleman, a private clocker who also is on Twitter and I did not really feel comfortable tweeting out that this horse broke down. I saw the vet come out. I mean, the horse was put down on the racetrack. I'd preferred to have waited to, A, have the trainer contact his owner knowing that that owner, I believe, was the Moss's.

They're in California. It's 5:30 in the morning. John Shirreffs is not a pony. I'm not sure — I don't know who was contacted. I also wanted to find the injury. I didn't want to just say, "Hey, Horse A was put down." I try to be a little — I do try to be cognizant of that.

The breakdowns that might happen during the course of a race, I try to get — people are, "What happened? What happened? What happened?" I try to find out what happened before I just automatically say, "These horses were put down or vanned off," or whatever and try to find out the injuries.

I do rely on racetrack publicity people to talk to the vets and find out exactly what happened. I know there's this need for immediacy. It has to be tempered at times to get — I prefer to be accurate than first on some occasions, on most occasions. I am cognizant of that. Now, to answer your question, I think Graham Motion as a trainer is excellent on Twitter. Soft turf —

Mr. Chip Tuttle: You stole my example.

Mr. Dave Grening: "My horse is out. I'm not running." He's also become vocal on other issues outside of racing and I think he does a tremendous job. Ken McPeck, Chris Clement are other examples of trainers that I think are definitely worth following and who do an excellent job. I don't want to steal all your thunder.

Mr. Chip Tuttle: No that's right. Actually, Graham, I think, is a great example for people in the industry and I think he's done a great job. He gives back a lot to the sport all the time, but he's done a great job just through social media reminding people and reinforcing just what a good job he does. His accomplishments sort of stand for themselves, but he's certainly upped the level of communication by doing that.

There are other — I mean I think we have a tendency to beat up on ourselves a little bit as an industry in racing, but there are other organizations that do a very commendable job. There are racetracks. I think Santa Anita does a pretty good job. I don't really have much issue with what they do on social media. You can't be all things to all people. I think there are people making an effort. There are people trying and I think you can see that. The news organizations, because of what they do, are ahead of the curve compared to some of the bricks and mortar businesses.

Mr. Jim Mulvihill: I can only think of one racetrack that actually has a full-time social media person and I think it's Gulfstream. There might be one or two others. As somebody who's been a track manager, there's no way to monetize Twitter

activity or not a clear one, so is it worthwhile for a racetrack or an organization to hire somebody to do that full round, year round?

Mr. Chip Tuttle: Whether or not there's a dedicated, full-time, year-round person or there's a resource in your public relations department, somebody needs to be monitoring it. Somebody needs to be watching it because you don't know when things rise to the level where you need to react. There can be a blip on social media and you monitor it and see if it's a blip or is it a firestorm and is it something bigger.

You need to be vigilant for purposes of reputation management and things like that, but the economic return may not necessarily be there for a lot of racetracks. Having somebody who just takes the information that you're putting out on a daily basis and extending it to social media is not that difficult.

Mr. Jim Mulvihill: Well, I do love hearing specific examples, and we don't want to call anybody out here, but this is a workshop and it is helpful to hear the details of some times when maybe things have gone wrong. Maybe in a constructive way, I'd ask any of you to jump in if you've got an example of a time where you were just in disbelief about the lack of action or the lack of appropriate use of Twitter in racing. There have been several in the past year and so. Not just that but also how you think maybe they could have done it better. You guys see a lot of things on Twitter and a lot of things in racing. Tell us about a major fail and maybe something that could have been done better. Anybody?

Ms. Maggi Moss: Obviously the jockey in Indiana, for those of us that raced in Indiana in the Midwest was the most stark, scary, just absolutely worst Twitter experience I saw this year.

Mr. Jim Mulvihill: That was Juan Saez.

Ms. Maggi Moss: Juan Saez. Well, whether you saw the race, didn't see the race, in racing, not racing, the first thing I saw that day or immediately that popped up is that a jockey had died and was dead. No matter what track, what land, what place, where we are, your first thought is this must have happened in Europe or Australia or you're hoping it didn't happen. For those of you that didn't follow it, that's the first thing that was tweeted and who or why doesn't matter. He was dead and that, of course, would mean family, relatives, for those — his family had not been notified. That persisted for quite a while. I don't remember how it got corrected. Maybe Ray corrected it. Somebody corrected it but that was horrifying.

Mr. Jim Mulvihill: In that instance, early on that night there were some erroneous reports of Juan's death and not a lot of information coming from the racetrack. Dave, if you had been covering Indiana that night how would you have preferred to see it go down?

Mr. David Grening: Well, obviously, it was horrific that he died and it was made worse by the fact that it was reported that he was dead and he was not yet dead.

Now you have people saying — again, it's the whole being first versus being right. Social media has led to everyone in all walks to jump to conclusions that aren't necessarily right and facts that aren't right.

In a case like that you need to follow the proper protocols. You need to go through the racetrack's and/or hospital's procedure. Who's closest to the jockey? The agent, his agent. You've got to have contact with the agent and they'll get you the information. Just because you think you know something or know someone who knows something that happened, there's channels that need to go to.

My biggest problem with social media is that in some areas it's replacing old-style journalism, confirming stuff and that bothers me. That instance, I think Cigar's instance, the retirement of Will Take Charge was announced by someone who people didn't necessarily believe. Then people went through the proper channels and were lied to. Then it turned out that that guy was right.

There's still ways to go about finding out information that you need. That night I think you needed to latch onto the journalism. The person needed to latch onto the racetrack, someone with the racetrack publicity or general manager and/or spokesman for the hospital, and then obviously the agent. It was not important to just pronounce him dead before he was actually dead.

Mr. Jim Mulvihill: Dave mentioned protocol. I do want the publicists in the room to realize that most of the racetracks in the U.S., if they're accredited by the NTRA Safety and Integrity Alliance — this is not a plug for the NTRA I'm just sharing information — there is, as part of that process, every track has a written plan of procedures for how they should handle an on-track accident.

A lot of publicists are working on the fly when these things happen and don't even realize that this isn't uncharted territory. Most tracks actually have a written protocol somewhere that includes how you should be communicating with the public, how you should be communicating with the media. If you've never seen it you need to ask your general manager or somebody from another racetrack that's been accredited, how you can get your hands on that, because it has been well-established.

Chip, if I could get your opinion on Juan Saez incident because you supervise incidents at the Breeders' Cup and how social media handles that when there's something at the Breeders' Cup. The delicate balance between using Twitter for promotion and also informing news-wise, how should that have all happened that night?

Mr. Chip Tuttle: Well, clearly what happened in that instance was unfortunate. It had to do mostly with the rush and there's always a balance. David's talked about it. You need to balance the immediacy against accuracy and being accurate.

You mentioned the Breeders' Cup. There are other things. Breeders' Cup primarily uses Twitter as a lifestyle marketing device. If there's some serious news

happening, if a jockey was seriously injured at the Breeders' Cup, a horse is seriously injured at the Breeders' Cup then you have to — the protocol we established with the Breeders' cup is they would tone down the lifestyle marketing and just kind of put everything on hold until people know what's happening with the injury and things like that.

There are a couple other examples. We keep talking about Twitter mostly but on Facebook there is this community of people that Maggi is part of and a leader of that has sprouted out that is very concerned about the welfare of the horses. They follow and they've had an impact. They've had a positive impact. Sometimes tracks have learned or people have learned about — through social media about a horse that is in need of assistance or is in need of rescue or things like that, but there's a tendency, there's kind of a mob mentality with that sometimes as well.

There's a tendency. We've witnessed really terribly inaccurate things being repeated over and over on Facebook. People blindly accept sometimes what they see on social media without — especially if they're sort of already interested in a particular cause or point of view. I know racetracks have had to defend themselves against charges that weren't necessarily accurate and they get repeated and repeated over and over.

I think sometimes it's up to us to try to correct the record, in a way, on social media before it gets out of hand. A couple years ago there was this rumor that 100 horses had been abandoned at Suffolk Downs. It caught fire on social media, on Facebook, and the New York Times called. They were going to send a videographer up to take video of the 100 horses. I said, "There's like six horses here." It reached that level.

Mr. Jim Mulvihill: A lot of times I think in these cases people, whether it's Juan Saez or this example that you're talking about, it's hard often to differentiate on Twitter who the real journalists are and who are fans that have appointed themselves journalists and who are people that are just spouting off their opinion.

I do want to emphasize something that Chip mentioned which is putting the brakes on in the midst of some sort of tragedy. If there's a breakdown at your track or even a tragedy that doesn't involve horse racing, say there are riots breaking out in cities across America, you should not be letting your scheduled posts about your beer tasting, you know, be up there. It's just basic stuff, but we see it all the time. I thought that was a great point Chip.

I want to talk to each of you individually a little bit now about what you do with social media. Maggi, I want to start with you.

Ms. Maggi Moss:

[Laughter]

Awareness. I learned the hard way about many things on social media. I've made many mistakes. I learned that we are completely media-driven and we will always be media-driven, unfortunately or fortunately. For instance, awareness and unity in racing, in trying to bring everybody together to tell the truth and to know all the facts and tell the truth, is what I'm driven by. Unfortunately we're very limited what I can do on social media.

I have a wealth of contacts through social media, from lab directors to trainers to welfare advocates, that I've learned to trust. In doing that research to make sure that I'm as accurate as I can be about a particular horse or a particular track condition, a particular medication case, the recent new medication laws, I'm not doing anything but trying to educate. Not because I'm smart. I swear to you, they say I'm a lawyer they think I'm smart. I'm not. I barely got through law school, I promise. I did learn that being reliable in what I post, or say for the betterment of racing and for the betterment of everybody to come together to be aware of what I consider to be very serious problems with the right information, is what I want to do.

I will tell you that there are a lot of very crazy people on social media that hate racing or hate me or hate everybody. You've just got to learn to do it and keep marching forward. When people have horses that they feel need to be retired, I do the research. If there's drug or medication cases that I think are crazy I'm gonna — I'm just gonna always say what I think, but I am going to do the research and I am going to have the foundation. I've just got a great wealth of people that have been supportive that I think we can do great things on social media.

Mr. Jim Mulvihill: Thank you. When we talk about you having rescued horses via social media what exactly does that mean? How are you doing it?

Ms. Maggi Moss: Well, I can tell you all tomorrow is a classic thing. I mean everybody has opinions about older horses or claiming horses or philosophically what you're supposed to do with racehorses and who does what or who does this. Here's a classic example. Tomorrow Be Bullish is supposed to run at Aqueduct. He's a millionaire. He's nine years old. Mike Repole claimed him and that discussion has blown up on my Twitter page for the past two days. I'd like to think that — and I'm not going to touch that one right now, but I'm just saying that's a classic example.

The horses that people bring to my attention, God there's been so many of them. Most of them are 10, 11 years old. They're major graded stakes horses that have won over a million dollars that are running at tracks for low-level claiming. They have reason to believe the horses are unsound and in danger. You get that information. You start putting it on social media. That type of pressure is always going to make us a better sport.

That's how I find horses. Sometimes I have to go underground. Sometimes I have to lie about who I am when I call and try and buy them. There's all types of measure but social media gets it done. The best thing it does is it's going to put

pressure on people to think twice about running unsound graded stakes horses in cheap claiming races. The public does it. Then we claim the horse. We get them to retire it. We keep going until we get it retired.

Mr. Jim Mulvihill: Aside from the work that you do rescuing horses, you also use social media to have debates about what's going on in the sport and sometimes you can be outspoken. I'm wondering —

Ms. Maggi Moss: No. No.

Mr. Jim Mulvihill: A lot of people might say—

Ms. Maggi Moss: Jim, how could you say that about me? I never say what I — go ahead, I'm sorry.

Mr. Jim Mulvihill: I was looking on your Facebook page yesterday. I think outspoken is fair.

[Laughter]

Mr. Dave Grening: You just said you use social media to shame people.

Mr. Jim Mulvihill: In a lot of these issues that you're holding these debates over, some people might say that there would be quieter ways to affect change or picking up the phone and calling somebody instead of airing your opinions in public or calling people out. I'm just curious, when do you feel like, "Okay, the usual channels aren't working. Now it's time to go nuclear on Facebook."

Ms. Maggi Moss: I've tried to get better. I've tried to get a little smarter which is hard for me. I'm very passionate. I have learned not to go nuts or ballistic on something unless I have done the research. I started when I was 10 years old. I've been around horses my whole life. It doesn't make me smart.

To answer your question, I think I learned as a young prosecutor that the only way I was going to get change for woman and for victims and puppy mills was to be outspoken and scream the loudest until everyone paid attention no matter how they thought. I feel that same way about horse racing. I am going to continue to be outspoken, not because I need to be right. I don't need to win, but I'm going to be outspoken to try and do my part to make it a better sport. No, I'm not going to shut up.

I think the comment yesterday was very simple. I mean look, it's very simple. My comment yesterday was, "I don't want to talk about nanograms of therapeutic medication and Lasix when we're cutting horses' heads off and having them for dinner." That's what I said.

Mr. Jim Mulvihill: Fair enough. As a publicist I should say that I actually appreciate that you do say what's on your mind, because whether you're talking

about you or what we saw Richard Sherman do last year, it's just awesome to have somebody in the public eye who actually says something interesting whether you agree with it or not as opposed to speaking in clichés. Keep it up.

Ms. Maggi Moss: I don't work for anyone, and I'm a lawyer so I'm going to try and not get sued.

Mr. Dave Grening: By the way for those who had the over in the when the word Lasix would be mentioned at the racing symposium. You win.

[Laughter]

Mr. Jim Mulvihill: All right and that will bring us back to —

Ms. Maggi Moss: Pay up. Pay up.

Mr. Chip Tuttle: We'll go back to speaking in clichés.

Mr. Jim Mulvihill: Yeah, thanks. Now, I want to talk to Dave a little more about his social media presence. Dave's one of several DRF contributors who are very active on social media and use it very well. I've always been curious how much of your social media activity is mandated by your editors or whether each of you just do whatever you think is appropriate.

Mr. Dave Grening: Most of the time it's what we feel it's appropriate. With the sort of morphing of DRF Live we are asked to do a little bit more on there, put some news nuggets up there, sort of like teasers just to say, "Hey look, here's what we're working on. Here's a brief glimpse of what the stories are we're working on for the day and then come back to DRF.com later and you'll see the full blown - the stories on there."

There are certain days of the week we're not necessarily printing anymore on Saturdays from Mondays. A lot of the stuff that happens on the weekends is only going to go on the web page. I think also the DRF Live which is a free part of DRF, where some of those stories do get put behind a paywall, gives the reader a taste of what you're missing if you're not paying for the product.

That we do get mandated to. Especially at certain times of the year, Triple Crown, Breeders' Cup, who's working, who's in, get stuff up there quicker than — put it on your phone. Typing on a phone is not my favorite thing to do. I misspell a lot of words. Let's get these iPhones on spell check a little bit better. Instead of changing whole words, just spell the ones I'm trying to do correctly. That's what we're really doing right now is putting that stuff up there quicker than, say, waiting to go back to your computer in the press box and then type.

Mr. Jim Mulvihill: How do these various expectations though affect your process as a journalist? You've got to tweet news and then expand it for DRF Live and then go back and write a —

Mr. Dave Grening: Right. You're walking down the steps and you're typing in the little thing and then you're chasing the trainer back to the barn to get more information for your fuller stories. Yes, it does change how the day goes. You're sitting there, you're spending a lot of time in the morning doing that stuff and you have to go still get to the barns and track the trainers down.

Mr. Jim Mulvihill: I know that all of the officers of the TPA, when we thought of you for this panel, one of the things that we liked was your demeanor on Twitter. I'm interested in how journalists approach that, because there's this expectation that you're somewhat entertaining or show some personality, and that's perfectly appropriate for social media, but you still have journalistic standards that you have to live up to. If you read Dave's tweets, you'll see several that are breaking news, but then if he's at a NYRA board meeting or something, he'll also get a smartass comment in there. How do you do that? I mean you're a journalist so is that appropriate or how do you judge that?

Mr. David Grening: Well, I don't know.

Ms. Maggi Moss: Give him your favorite quote. It's my favorite quote. Go ahead David, please.

Mr. David Grening: When you're at these board meetings, it's a little tough to sit through two-hour board meetings and not want to tweet something that's being said.

Ms. Maggi Moss: Say it.

Mr. David Grening: I guess the other day NYRA had a board meeting and they were patting themselves on the back for the great year that they had, so I just said — and it was basically stuff that they had said at the previous board meeting. I tweeted, "Laud, applaud, repeat." I was really at that meeting looking for the future, what was going to be the future, and we were still talking about what had happened. I was just sort of like, "I thought we were supposed to move this along."

I try to rein myself in on being snarky or cute or whatever, but I still do — I think that is an area where you can do that. Without being a jerk. I'll give you an example. There was a late scratch of a horse. I used to hashtag it with something called "late scratch ditty" which is a little song that I had for late scratches. Then what happened was an incident where the horse got caught underneath the gate. You don't know the level of how badly that horse was, so no longer do I want to make light of that stuff and I, to the chagrin of some, stopped the late scratch ditty.

Mr. Jim Mulvihill: I do want to go back to the original concept of this panel, talking about how publicists should be delivering breaking news via social media to people like yourselves. Let's talk about the example of, say, it's a Triple Crown week and we've got a scratch or a retirement that pops up. A publicist is thinking,

"I can send out an email. I can tweet it. I can throw together a news conference that's going to take an hour to put together, and everybody's going to be hearing different rumors in the meantime." You're up in the press box. How do you think a publicist should be giving that news to the media?

Mr. Dave Grening: I'll give you two examples. Breeders' Cup that happened that I think kind of worked. Wise Dan, I had gotten some phone calls that Wise Dan wasn't going to make the mile and in the quest to try and find out from other source — from the horse trainer and the owner, obviously they contacted you and you put out a release, or the Breeders' Cup for the NTRA put out a release and says, "Wise Dan's not going to..." Morton Fink had a statement, gave it to you and put it out for everybody to get. That's probably the way that should have happened so that Morton Fink and Charlie Lopresti aren't answering 37 phone calls with the same question.

Another example, American Pharaoh was pulled from the Breeders' cup the day after entries. Bob Baffert was training and Bob basically said — he would confirm that he was out but he wouldn't go into the details, at which though they had a press conference that was put together rather quickly. I don't know if you were part of that. It got put together pretty quickly and that worked.

Now, the journalist in me didn't want to wait that long, so you're making phone calls. You're trying to get Bob to talk. He's not talking. You call the owner and you try to get more. It's the journalist in you that wants to get the information out there, but in those two instances I thought it was handled pretty well. We had a press conference. By 9:30 that morning, California time, Bob Baffert was giving a press conference and it worked. Again, the Wise Dan thing I thought probably was the proper way to handle that.

You're at the mercy, I guess, in those cases of the owner and the trainer. That's how they want to handle it. I think you have to sort of cede to them. The publicist needs to go to the trainer who's more so there than the owner at the time and say, "How do you wanna handle this? Do you want us to put together a press conference? Do you want to say — do you want to give me a statement and I'll put it out?" Even if you do that statement, you know you're going to get some people that are going to come by and ask them questions anyway. I thought in those two instances how the news got in a relatively quick period of time was the right way.

Mr. Jim Mulvihill: Do you think that publicists should be tweeting news? If they do are they competing with people like you that they're supposed to be helping?

Mr. Dave Grening: Well you know what? It's an interesting question now because with the sort of obliteration of the coverage by the mainstream media you could almost say that, for me, that the main competition is the track's communication department. I mean, who's putting out the information first.

As I mentioned at the top the tracks are often reticent to put out negative news. "Our big horse is coming to this race. We've talked about how this horse is coming

to our race and now he's not coming anymore." As quickly as you were putting out that he was coming is not as quickly as you're putting out that he's not coming.

Mr. Jim Mulvihill: All right. Let's move on to Chip. We've got a lot of different perspectives here. You work with so many clients that are outside of racing and I'm wondering what you've seen on social media from some of your other clients beyond racing that we could be taking to heart.

Mr. Chip Tuttle: When I talked about real-time engagement, you have a choice as you're monitoring social media as to what to respond to or not to respond to. I think sometimes people forget the social part. Right? We encourage our clients to go out and follow. Follow everybody. If I were giving advice to racetrack publicists who were doing social media, I'd stop once every couple of weeks and just find more people to follow and get the social part of it. Also it gives them an opportunity to not be terribly serious, to show a little personality, to engage people.

Then there are other ways. One client of ours, Urgent Care. You've seen these pop up over the last 10 years all over the United States. Instead of hospitals people are going to these facilities. You can imagine as someone is sitting in an Urgent Care facility waiting to be treated, you're not getting them on social media at the top of their game. Generally they're disgruntled,. They're not happy.

Similar to sometimes our racetrack patrons and betters and people like that. We look for ways to engage them that is not—you try to take them offline if the conversation should be held offline. If you can't do that you need to engage them in a conversation online. Do it in a way that's respectful. Do it in the way that you would treat the person if you were standing there right in front of them. There's lots of different ways to approach it, but I think sometimes people just think, "Okay we have this Twitter account, we have this Twitter handle. Now we're just gonna put everything out." It needs to be an exchange.

Mr. Jim Mulvihill: Going back to the crisis management part of this, this goes a little bit beyond social media but as someone who's led a racetrack and also advised a lot of different racing entities whenever things go bad in racing a lot of times you see — or maybe the other way to put it is don't see — but you see presidents and leaders of racetracks and racing organizations who wanna just hide. They wanna put their heads in the sand and pretend, "We're just gonna lay low until this passes over." What advice would you have for those presidents who are telling their publicists, "Don't say anything" or, "I'm not gonna pick up the phone when Dave Grening calls me," or, "I've just got nothing to say to these people" or is that the right tact?

Mr. Chip Tuttle: That's probably not the right tactic. I'd like to think that we as a game, as a sport, as an industry we do a little bit better job than that. People do have a tendency — people shy away from bad news. People don't want to be part of uncomfortable conversations. You have a responsibility to the public and the public doesn't necessarily want you to have all the answers but they want to understand your point of view. They want to understand that you're doing what

you can. There was a social media example — at the Breeders' Cup this year there was a collective whiff at the end of the classic when everybody realized that none of the stewards had made themselves available to the media.

Mr. Jim Mulvihill: They're not under your purview. That's the CHRB not the Breeders' Cup.

Mr. Chip Tuttle: Right, yeah. It was one of those things and it happened. Scott Chaney, he was late but he did a great job the next day. He did a fantastic job. You didn't have to agree with the decision but couldn't have done — once they get around to it, couldn't have done a better job of explaining what the process is and what they went through and things like that.

Mr. Jim Mulvihill: Say an hour after the race, when some of the media were complaining that they didn't get a comment or didn't get an opportunity to ask a question, how could the stewards have maybe used social media, which I don't think is a thing a lot of commissions or regulators are thinking about?

Mr. Chip Tuttle: Yeah. Well, I think more and more you see regulators thinking about that and having more of a presence on social media. I know that in that particular instance, Mike Marten and the CHRB, they got the statement out. They tracked everybody down and did that.

Social media worked in that instance and there was a minor uprising on social media that made it very clear that the stewards had to respond. Going back now, sure, it would have been great if there had been an opportunity to put something out almost instantaneously about the decision.

Mr. Dave Grening: Here comes a common sense point, too. If you're a steward and/or a track publicist, and there was a disqualification or in this case a non-disqualification in the richest race run in this country, it might be a good idea to make an explanation if you're the steward or if you're the track publicist or the publicist at the Breeders' Cup to say, "You know what? I've got a boatload of media here. They're gonna wanna know why something didn't happen." To be progressive and go to the steward and get a comment.

Apparently the only person that was that was Steve Andersen of the Daily Racing Form who went and got a comment from the racing stewards. That's where the reporter comes in. I think in that instance, really Breeders' Cup or the publicist from Santa Anita or the stewards themselves should have said, "You know what? This was a pretty important decision. A lot of people were watching on TV. A lot of people they bet a boatload of money. We might want to say why we did or didn't do what we did or didn't do."

Mr. Jim Mulvihill: That, ladies and gentlemen, is why we're here today to impart on you to use common sense. Now we've only got a few minutes left. I do have some more questions if nobody in the audience does, but I want people to have the

opportunity to ask these folks questions if anybody in here so wishes. Or are you tweeting your questions at us and we're not seeing them?

All right, well then, with our last few minutes I'll just go ahead and throw another case study that we've talked about to these panelists and ask them to give a little feedback or tell us a little bit of their thoughts on it. Dave mentioned briefly the death of Cigar a few months ago. That one was very interesting because I think a lot of people in the industry heard about Cigar's passing maybe more than 12 hours before any official word came down. People like Dave were on the phone, trying to confirm it with — I think Dave ultimately confirmed it with Bill Mott, but what went wrong there and again, what should have happened?

Mr. Dave Grening: Well I'm not sure what exactly went wrong. I don't know if the Kentucky Horse Park didn't want to say anything or they felt they were not at liberty to say anything. I'm not really sure. I just know that I woke up that morning and seeing on Twitter, "Oh, sad to hear about Cigar." I assumed that he had died but I went looking for the actual news of, okay, Kentucky Horse Park or somebody affiliated with that horse announcing that he had died. I kept seeing more tweets about, "Well how do you know?" "Well I know. How do you know? La,la,la." " This guy told me." It was just like, well wait a second.

I mean, I'm hoping it's not true but realizing it probably is and the only person — I don't have any contacts at the Kentucky Horse Park but I do know Bill Mott. I texted him, knowing that he's busy in the training hours. He was in Saratoga and I'm in Belmont. I just said, "There are rumors that Cigar passed and is it true?" and he just answered, "Yes." I felt that if Bill Mott's telling me, "Yes" then that's concrete enough. I tweeted, "Bill Mott via text confirmed the passing of Cigar." Some people were like, "I know this one guy," "You're 12 hours too late." Others saying, "Great. Now we have it 'cuz Bill Mott said it," and they felt that now it's true. I don't know why the Kentucky Horse Park didn't come out with it earlier than they did.

Mr. Jim Mulvihill: I can tell you — and we're not throwing them under the bus because they actually did have what turned out to be a legitimate reason which was that I believe, the governor was insisting on being part of the release. He was traveling and so he held up the news coming out. There might have been an opportunity for them to, I don't know, at least tell people like you that something was coming or give you a heads up or something.

Mr. Dave Grening: Yeah, you know I can't — who am I to supersede the governor? Who's Bill Mott?

Mr. Jim Mulvihill: Right. Last chance for questions, otherwise it's 2:45 and we'll hang out for a little while. If anybody wants to come talk to us or you can find us later, but if there's no questions, I just want to thank our panelists once again. Thank you all for joining us and we'll see you in the Twitter-sphere.

[Applause]