

For Immediate Release

February 18, 2016

## ZIMMERMAN SHARES HER BROADCAST EXPERTISE WITH STUDENTS



**Tucson, AZ** — Amy Zimmerman, Vice President and Director of Broadcasting for The Stronach Group, spoke to several classes on Tuesday and Wednesday including Race Track Media and Marketing, Race Track Organization, Structure and Financial Management and the Hirsch Speaker Series.

Amy was gracious enough to share her experiences on a wide array of topics such as the production elements of the Triple Crown and Breeder's Cup races for NBC as well as the different aspects of creating a top simulcast signal like Santa Anita.

Additionally, she hosted a lively debate on the issue of racing's "identity crisis". For this

discussion, the students weighed in on their own experiences of how they became racing fans and their own opinions on whether racing should be considered a sport, gambling, or entertainment.

---

### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

The University of Arizona Race Track Industry Program offers both a Bachelors and Master's degree program with an emphasis on the pari-mutuel racing industry.

**CONTACT:** Doug Reed, 520 621-5660  
[dreed@ag.arizona.edu](mailto:dreed@ag.arizona.edu)



The University of Arizona College of Agriculture and Life Sciences is an Equal Opportunity employer authorized to provide research, educational information and other services only to individuals and institutions that function without regard to sex, race, religion, color, national origin, age, Vietnam Era Veteran's status, or handicapping condition.