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national sprint car hall of fame



doug Auld



PHOTO CREDIT: PAUL ARCH

by Dave Argabright

Few individuals have had more impact on the Sprint Car community over the past 20 years than Doug Auld. He remains one of the most influential journalists in the sport and he has devoted his life to furthering the popularity and culture of open wheel racing.

Perhaps more important is this fact: Doug continues to be one of the most respected personalities in contemporary Sprint Car racing. Drivers, team owners mechanics, manufacturers, corporate partners, series officials, fans, and his media colleagues have come to know him as a man of unwavering commitment to the sport.

Doug is the founder and editor of Sprint Car & Midget Magazine, and he has also been an active supporter of the National Sprint Car Hall of Fame and Museum as well as other important elements of the sport.

A native of New York, Doug relocated to the Tampa area in 1992 to launch "Short Track USA with Doug Auld", which aired on several terrestrial radio stations throughout west-central Florida. The year-round program aired each week on Saturday morning featuring a combination of local and national racers. Throughout the 1990s, Doug worked as an announcer at several area tracks including East Bay Raceway Park, DeSoto Speedway, and Sunshine Speedway, often sharing the microphone at the East Bay Winternationals with Hall of Fame announcer Jack Miller.

In 1993, Doug began writing a weekly column for the Motorsports Weekly newspaper, and also began freelance work with various racing publications. In 1996, Doug became the auto racing columnist for the Tampa Tribune, the largest daily newspaper on Florida's Gulf Coast. In 1997, Doug expanded his broadcasting range to present Short Track Racing, a highlights/interview magazine-style television spin-off of the successful radio show.

In 1999, Doug accepted a full-time position as Assistant Editor of Open Wheel Magazine, which stood alone as the first national print media devoted exclusively to open wheel

racing. Within one month Doug was named Editor of the historic title. The magazine was in a period of great upheaval after being purchased in 1998 by a large media conglomerate. From 1999 to 2001, Doug navigated the magazine through increasingly turbulent waters as corporate pressure attempted to turn the editorial direction of the magazine away from its roots: serving the Sprint Car community with passion and professionalism.

The media industry was plunged into a protracted economic recession immediately following the terrorist attack on the United States on 9/11/2001. Less than three weeks following the attack the corporate owners of Open Wheel announced their decision to shutter the title immediately and indefinitely.

The magazine's closure was a significant blow to the Sprint Car community. Doug was offered the position of Senior Editor of Stock Car Racing Magazine) but this would never do. Doug's passion was in Sprint Car racing, and he elected to leave the company in order to pursue a monthly publication to replace Open Wheel.

Drawing upon a combination of grit, gumption, passion, and determination, Doug quickly began assembling the components needed to launch a start-up publication. Although the media industry was experiencing one of the most painful recessions in its history, within weeks Doug had gained a foothold. He soon announced a new monthly publication- Sprint Car & Midget Magazine - and his dreams became a reality when the first issue shipped on February 8, 2002, with a cover date of March 2002.

The magazine was initially based in Florida until moving to Piqua, Ohio, in 2005.

His writing through the years has reflected his personality: passionate, strong-willed, and based on a fundamental belief in a free press. Over the past two decades Doug's voice has resonated throughout the sport on important

issues such as the weight rule, rising costs, and the overall direction of the sport. His vision for Sprint Car racing is based on the core values that have defined the sport for decades: a belief that Sprint Car racing is a blue-collar sport for the masses, known for spectacular competition and compelling personalities.

The nature of writing at a high level brings inevitable conflict. Strong opinions often bring pushback, but strong opinions alone are not the key to success. Opinions must be based on sound reasoning, underpinned by a genuine desire for the welfare of the sport. Doug's editorial voice has consistently reflected his deep passion for the health and welfare of Sprint Car racing, and he has pursued his beliefs with unflinching conviction. At the same time, Doug has urged Sprint Car & Midget contributors and columnists to pursue that same expression, even when their ideas don't necessarily agree with his own.

Doug also followed his passion by going racing. From 2002 to 2007, Doug campaigned a 360 Sprint Car throughout Florida and the Midwest. The experience was invaluable as it provided Doug with a base of understanding and perspective that few contemporary journalists have known.

In 2006, Doug introduced the Sprint Car & Midget Magazine Stay In School Program, which saw volunteer Sprint Car and Midget teams bring their race cars to over 150 schools across America and Canada to promote Sprint Car and Midget racing in combination with the importance of education/career planning. In 2011, the program transitioned to the National Sprint Car Hall of Fame Stay In School Program to help further the advancement of the National Sprint Car Hall of Fame Foundation. The program remains one of Doug's proudest accomplishments.



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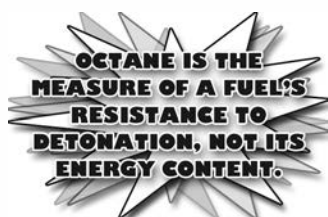
Over the past two decades, Doug has maintained a high level of commitment to the sport. In 2003, he joined the Advisory Board of Directors for the National Sprint Car Hall of Fame and Museum, and he served a one-year term from August 2006 to August 2007 as the President of the Board of Directors. It was an important period of expansion and transition for the beloved institution, as key personnel and administrative changes set the course for the next decade of service to the sport. Forging key relationships throughout the board, Doug's leadership helped guide the institution toward a promising and secure future for decades to come.

Doug's editorial work has brought significant recognition through the years. He is a six-time recipient of the Media Member of the Year award from the National Sprint Car Poll, and in 2005 was honored with the

Outstanding Contribution to the Sport award. In 2013 Doug received the Duke Dinsmore Award from the Dayton Auto Racing Fans (DARF). In 2002, he was presented the Gene Powlen Fan Appreciation Award from the Hoosier Auto Racing Fans (HARF).

Doug and his wife Chelsea continue to live near Piqua, Ohio, and they are the proud parents of daughters Shawna and Kayla. An avid musician, Doug continues his artistic expression as a songwriter and musical artist.

When Doug left his New York home 25 years ago to pursue his passion for motorsports, little did he know that it would begin a journey that would lead him to become one of the most important and respected personalities in all of Sprint Car racing. He is poised to be a strong voice in the sport for years to come, and his convictions are now strengthened by validation of the highest level - induction into the National Sprint Car Hall of Fame.



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