

RALPH SHEHEEN

- MEDIA

By Doug Kennedy



BORN IN UTICA, NEW YORK on August 23, 1964, and a current resident of Mooresville, North Carolina, Ralph Sheheen will be part of the group of the National Sprint Car Hall of Fame class of 2023. In between, Sheheen lived in Sacramento, California until his move to Mooresville in January of 1990.

Sheheen is the lead broadcaster for the NASCAR Xfinity Series on NBCSN. He also was the lead commentator of Feld Entertainment's AMA Supercross Championship from 2006 through 2020. He is the co-owner of the *Speed Sport* franchise through his association with Turn 3 Media, LLC, which are the publishers of *Speed Sport* magazine, the Web site, and both radio and television shows.

His work at the Speed Channel included anchoring SpeedNews and was the lap-by-lap announcer for the World of Outlaws and coverage of the Knoxville Nationals.

His career began in 1988 when he called an IMSA sports car race for ESPN. He has also worked for ESPN2, FSN, TNN (Parliament Network), and CBS. Beginning in 1992, he became involved with announcing for the ASA, starting as a pit reporter and then moving to the lap-by-lap announcer.

He then moved onto the lead announcer for TNN's NHRA Drag Racing Series and then as a pit reporter for the Daytona 500 for CBS. Sheheen also did lap-by-lap announcing for the San Marino Grand Prix, the Spanish Grand Prix, the Canadian Grand Prix, and the German Grand Prix.



Photo: Paul Arch

Since 2007, Sheheen has been a pit reporter for Speed produced NASCAR on TNT. Besides his network duties, Sheheen has been the track announcer for many local tracks.

He is currently at the top of the editorial team at Speed Sport News and also holds an executive position with the West Coast Stock Car and Motorsports Hall of Fame.

His knowledge makes him a natural to be a keynote speaker. He has two favorite moments that have occurred in his illustrious career. "The first one is me calling the first ever live Knoxville Nationals on TNN," said Sheheen "and the other was working as a pit reporter for CBS when Dale Earnhardt won his very first Daytona 500."

But nothing compares to his induction into the Sprint Car Hall of Fame. "It is mind blowing," said Sheehan of the nomination. "It's something I never ever thought would be a possibility. It's a tremendous honor because that nomination comes from your peers. As a broadcaster, it's different as opposed to being a driver. For a driver, it is numbers driven like the number of wins, top-tens, poles, and so forth, but for me as a broadcaster, it's not about the numbers. It's what they think of you and how you covered the sport. That leads to the respect you gain and the feeling that you belong in there." ■

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