

For Immediate Release

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## TURF WRITER SPEAKS TO RTIP STUDENTS IN TWO CLASSES



**Tucson, AZ** — Gary West, member of the National Turf Writers and Broadcasters Association (NTWAB), traveled to Tucson to speak to students in the University of Arizona's Race Track Industry Program about his experiences covering the racing industry. West addressed the Race Track Marketing & Media Relations class as well as the Joe Hirsch Speaker Series.

West's presentation was the first in a program, sponsored by the NTWAB, to bring their member writers and broadcasters into the classroom to introduce students to their organization and the

opportunities that a career in media could bring.

West gave an overview of his role as a turf writer and highlighted the changes that he has witnessed over the decades. He also shared the general history of sports in America and how racing fits in to that history. West compared racing to baseball and football to giving students new and unique perspectives to consider.

The discussion helped prepare students to critically think about not only changes in the racing industry but in society as well and how the industry can adapt to those changes.

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### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the Global Symposium on Racing & Gaming, held every December since 1974 in Tucson, Arizona.

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