

Sherk Sports PR

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Joe Sherk Experience:

Joe Sherk is a Motorsports media/public relations professional with three decades of experience working in NHRA Drag Racing. His NHRA experience began in 1981 after an 18-year sports-writing career. Since 1981, Sherk has developed working relationships with sports writers and broadcasters in cities throughout the NHRA tour. Some career highlights are below:

- ▶ **8/21/1981-12/1982** – RJ Reynolds Tobacco Company motorsports media relations. Created first RJR media guides for NHRA and IHRA in 1982-83; represented RJR at NHRA and IHRA events; wrote news releases and arranged media events for numerous drivers.
- ▶ **1983-84 and 1986-87** – NHRA publicity director. Helped promote NHRA events and drivers at all national events. Advanced events – going to race sites two weeks early to meet-and-greet media in the major markets around the site and provide story ideas, etc. for race coverage – in addition to writing individual race news releases and press kit content and contacting major media throughout the U.S.
- ▶ **1985-86** – Miller Brewing Co., drag race team publicist. Traveled to NHRA and IHRA races publicizing Miller teammates Gary Beck and Ed McCulloch, doing pre-race media releases, working Miller marketing representatives and the media in each market.
- ▶ **1989-present:** Started Sherk Sports PR, focused on drag racing. Corporate clients in '89 were Castrol Motor Oil and General Motors' AC-Delco brand. Prepared news releases, worked with sponsors on various promotions, promoted Castrol's six and AC-Delco's two drivers with pre-race releases and radio/TV/newspaper interviews.
- ▶ Additional clients and their years of activity with Sherk Sports PR: **1990-91** – AC-Delco and two drivers; **1992-96** – GM-Pontiac drag racing team; **1995-98** – Miller Brewing Company with team owner Don Prudhomme, driver Larry Dixon; **1997-2003** – U.S. Tobacco Company with team owner Prudhomme, driver Ron Capps; **1999-2004** – Snap-on Tools with driver Doug Herbert; **2004** – Schick Razors with driver Jerry Toliver; **2004-2007** – Peak Antifreeze with Jim Yates; **2004-present** – Pro Stock team owner/sponsor Kenny Koretsky; **2005** – Pro Stock driver Dave Connolly, team owner Victor Cagnazzi; **2006-08** – Torco Racing Fuels, driver J.R. Todd; **2006-2007** – FRAM Top Fuel driver Cory McClenathan; **2008** – Pro Care RX Funny Car driver Melanie Troxel; Pro Stock Motorcycle driver Chris Rivas; **2009** – Top Fuel driver Clay Millican; Kenny Koretsky's team, Bremerton Raceway; **2010** – Top Fuel driver Steve Torrence; Kenny Koretsky's team; **2011** – Top Fuel driver Steve Torrence; Koretsky's team.

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