



## PAUL MARINELLI – Backgrounder

Few motor racing commentators bring as much motor racing media and team based experience to the airwaves and print media as Paul Marinelli. (Age 40)

Paul's 20 year career in the motor racing media includes motor racing event radio reporting with national capital city and regional radio stations and specialist racing and automotive publications from events as far ranging as the Formula One World Championship, the IndyCar and former Champ Car World Series, the World Rally Championship and the Australian V8 Supercar Championship Series.

After completing his HSC and pursuing training in radio presentation, public speaking and gaining a certificate based qualification in sound engineering, Paul started his professional radio career in 1990 with Melbourne radio station 3AK as an announcer. Paul then joined sports radio station 3UZ in 1992 and worked as the station's motorsport reporter and as a general announcer until 1995, when he established his own motor racing media services and public relations company, Marinelli Motorsport Media. This company then produced and presented radio reports presented by Paul Marinelli from V8 Supercar, Super Touring, Australian Nascar and selected international Formula One and World Rally events over the next five years to a group of more than 25 capital city commercial radio stations across the country along with several regional affiliates.

Over the next five years, Marinelli Motorsport Media grew to provide motorsport based media reporting and public relations services to several local and international publications, major racing teams, drivers, sponsors and event organisers both in Australia and abroad.

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Paul would implement the media communications and PR strategies he saw used at international Formula One and American IndyCar races to local motorsport. This set new benchmarks for teams and drivers to deliver media exposure results to their sponsors through radio, television and print media coverage.

Along the way, Paul continued to provide selected national commercial radio stations with motor racing reports and in 2000 was honoured with an Australian Radio Industry RAWARD for his industry leading motor racing radio reporting and PR services. (Award for best radio station sports event coverage with 2BS & B ROCK FM Bathurst, for his commentary of the 1999 Bathurst 1000).

Paul has one of the best motor racing contact books in the business after working closely with leading Australian and international racing drivers including triple Australian V8 Supercar Champion Craig Lowndes, double Bathurst 1000 winner Steve Richards, accomplished local and international driver Jason Bright, double V8 Supercar Champion Glenn Seton, World Sportscar ace David Brabham and British Touring Car Champion driver Alain Menu to mention a few. He is also regularly sought by teams, corporate sponsors and driver managers to assist several of the young rising stars in V8 Supercar racing in the areas of media training, public speaking and corporate training. One of his most successful recent projects in this regard was creating a major media profile and corporate / media training for a previously unknown driver, Mark Winterbottom, over the past five years. (Paul's work with Mark Winterbottom continues to this day as his business manager and personal publicist).

Paul's last major motor racing PR role (before being offered to join V8 Supercars Television as Course Commentator for 2008) was heading the publicity management services for the Australian division of the world's largest independent motor racing company, Prodrive, owners of the Ford Performance Racing V8 Supercar team.

Marinelli Motorsport Media also currently provides highly specialised media communications services to a number of automotive aftermarket product manufacturers, retailers and marketers. Paul also writes print media feature coverage from major international motor racing events, automotive trade shows and exhibitions that he regularly attends.

Paul made his return to the airwaves in 2008, providing a national radio reporting service for V8 Supercars Australia that was heard during news bulletins and sports programs on the Australia wide Macquarie and Fairfax News Networks following each track session on each day of every V8 Supercar Championship event.

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Having worked on both sides of the Australian motor racing divide for the best part of two decades, Paul has held senior media management roles with Holden and Ford teams. In taking a walk through any V8 Supercar pit lane, it will be rare to find a pit garage that does not include people with whom Paul has worked with over the years.

Paul Marinelli has been actively seeking to use his experience to establish a fresh sounding and well learned presence in local and international motor racing event, television or on line based commentary, anchoring / hosting and reporting.

The 2009 season has seen Paul selected by the Australian Formula One Grand Prix as course commentator for all support categories along with providing specialised series commentary for the multi-million dollar Australian GT Championship during its opening two rounds. He has been invited to travel to international venues (Bahrain and Abu Dhabi) to provide English language course commentary for Formula One and World Sportscar events and is looking forward to broadening his commentary and hosting experience beyond that of the confines of Australian motorsport.

It remains a key goal for Paul Marinelli to utilise his skills in radio, event, on line and television commentary for future opportunities, not limited purely to motor racing.



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