

# *Promotion, Transparency, and Stabilization*

## *Candidacy for ISR Club President*

by Kristopher Cobb

Dear Club Members,

I believe, and with good reason, that the International SimRacing Club and Formula SimRacing is at a crossroads. Many experienced members of the ISR Club have voiced their concerns about the long term viability of this organization, and I believe it falls to the next few Presidents to ensure ISR's stability. We can watch the organization languish and slowly fail, or we can bring it into a new golden age. Below, I will outline some ideas to try to prevent the downfall of ISR.

### **Promotion**

The first article we have to address is Promotion. In my opinion, we do not promote our league enough. Just posting videos on YouTube and links on our website is not enough in this day and age. Social networking, highlight videos, and race articles for all the series need to be improved. Sponsors need to be increased. We have plenty of opportunities for sponsor exposure, yet we don't use this or this is not advertised.

Part of Promotion is our own league exposure. Running from April to early October in 2014 hurt this a bit, though I cannot blame the last president for lack of quality tracks available at the time. I propose increasing the races to 15. In reality this only extends the racing into early November. The obligatory Winter Series would take place in early 2015. I also propose a smaller series or 1 large event for charity during the summer months. This would give us goodwill exposure to potential sponsors and generally let our community help a cause.

Another way to Promote the league is to make racing more exciting and close. In real life, formula leagues are limited by real world physics. In the sim racing world we are not limited by such factors. I

propose reducing the dirty air effect, while at the same time removing the DRS (Drag Reduction System) feature found on modern formula cars. DRS is often looked upon as fake anyway. The removal of dirty air and possibly increasing the base RealRoad, would cause close and exciting racing and is something our viewers want to see. Another change I would propose is changing the sounds to a V10 or similar profile. Real life racing will soon lose these sounds, and it would be nice to give back that excitement to our viewers. Other aspects of the FSR mod I would keep the same, as the 2014 was largely successful on the racing end.

We need to utilize the resources of the RaceDepartment more. The administration of the RaceDepartment is behind this and gives us great potential exposure. Articles can be featured and linked to our website, and notifications can be posted when there is a live race. Also comments post race should be encouraged. More posts in our sub-forum will lead to more views and more interest. We also need to keep the forum clean of comments that would be against RaceDepartment and even our own forum policies.

Finally our own website needs reworking. Even a simple update to the software would suffice. We also need the standings directly on our site. This can be pulled from the GPCOS database. We also need articles that feature our WC drivers and teams and give them exposure.

## **Transparency**

The second item on my agenda is Transparency. While only certain people NEED to know information, we need to get more people involved in the day to day activities and one way we can encourage this is by being transparent. Many drivers may not have known how our organization even works, and thus it discourages potential buyers for our World Championship Licenses. I propose at least making the internal forums read only. If necessary, we can just use a sub-forum on the RaceDepartment though I think some semblance of separation is needed and should continue to use the internal forums for administrative purposes.

We need to make all the Club documents available to download and easy to find.

I propose that we involve the ACE and PRO teams as well. I go further into this below.

## **Stabilization**

The keys to long term Stability of the International SimRacing Club and Formula SimRacing as a whole is to encourage volunteering and reorganize its structure. We need to find ways to encourage volunteers, the lack of which will alone kill ISR/FSR. While the current ISR structure is not bad, it is overly complicated for our needs and discourages and outright disallows additional members to the club. The current TOA will have a chance to vote this in 3 Initiatives. This is to allow certain changes to be made without the whole idea being killed in one vote.

Initiative 1: Disbandment of the ISR Club Board and TOA, merging the two. This new ISR Club will be streamlined, allowing the President to make decisions that previously would need the vote of the ISR Club Board. Sporting decisions will still require the TOA approval, which would be fulfilled by the ISR Club.

Initiative 2: Allow ACE and PRO teams to buy into the ISR Club. This is key to promoting involvement in the day to day activities of FSR and general long-term stability. I would propose 7-12 new memberships to be formed from ACE and PRO teams (unrelated to WC License holders). These would be sold or rewarded for volunteering.

Initiative 3: New WC Licenses sold will not be lifetime licenses. Current lifetime holders will still retain their lifetime license. They can still sell their license just like normal. However, if the license is sold back to the ISR Club, that license loses its lifetime benefit when resold.

## **Summary**

In summation, we just cannot be doing the same thing. Looking over the past presidential campaigns many of the same ideas were floated, but the TOA refused to change, or the ideas were never followed

up on. Licenses will not be worth anything if the ISR/FSR fails to operate. If there are any questions feel free to ask.

- Promotion
  - Social Media Usage
  - Longer season, less down time
  - Mod changes for closer and exciting racing
  - Utilization of RaceDepartment
  - Rework Website
- Transparency
  - Read access to admin forums
  - Easily accessible Club documents
  - Involve ACE and PRO
- Stabilization
  - Encourage more volunteering
  - Restructure ISR
    - Disband ISR Club Board
    - Allow ACE and PRO team memberships
    - No more lifetime licenses

Thank you for your time,

Kristopher Cobb