



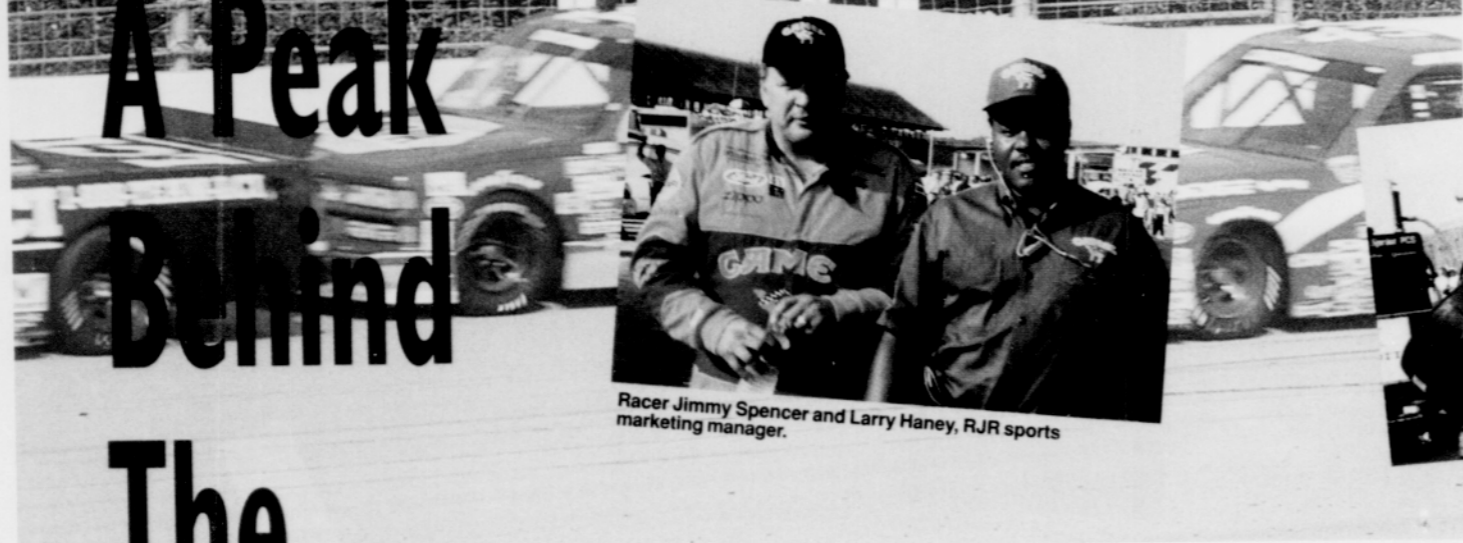
Levy Morgan II has raced in Formula V and SCCA Trans-Am.

Cover Story

# A Peak Behind The Scenes:

## Gaining Ground In Elite Industry

By Reg McGhee and Jacqueline Mitchell



Racer Jimmy Spencer and Larry Haney, RJR sports marketing manager.

When driver PJ Jones pulls into the pits in his No. 98 Castrol/Degree Reynard racer during a Championship Auto Racing Teams (CART) race for a quick tire change and gas fill up, Hersey Mallory, an African American, and his teammates jump over the pit wall to service the car. Mallory jams an air hose into a plug near the center of the car, activating the jacks that instantly raise the vehicle so the tires can be removed.

In another pit a few feet away, Gerald "Stretch" Baker is doing the same thing with Alex

Barron's No. 36 Castrol/Degree Reynard. It's a dangerous job, one that demands intense concentration and sharp focus.

Dressed in bright, flame-retardant suits and helmets, Mallory and Baker look like the several hundred or so other pit workers employed by the 18 CART teams in the event. But, they are the only blacks in the CART pit.

That's not unusual. Though long interested in the sport, African Americans represent only a scant percent of the many people employed in the "elite" racing industry. Those



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Ernest Dickerson  
Filmmaker



"GM helped me direct my business down a new road."

"There's a big difference between shooting a movie in three months and shooting a 30-second TV commercial in a day or two. Some companies don't think a filmmaker has the discipline for such tight deadlines. So, when General Motors became one of my first commercial clients, I knew they were judging me by my talent and ability. That was important to me. And, of course, having GM commercials on my reel helped bring other clients my way.

The road to success can have its ups and downs, but it's great to have a company like GM help move me along."

**GM** General Motors.

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