



Life in the **fast lane**

**TROY alumna Danielle Frye pursues
NASCAR dream through Motor Racing Network**

Article by Amanda DePriest
Photos courtesy of the Motor Racing Network

Troy University alumna Danielle Frye is truly living life in the fast lane.

Frye, a resident of Mooresville, NC, joined the Motor Racing Network Radio team in 2003 as a broadcaster for NASCAR Nextel Cup races heard all over the country and around the world on the Armed Forces Network.

Frye knew by age 12 that she was interested in working with NASCAR after attending races with her family at Talladega (AL) Superspeedway. "My dad was on a volunteer committee at the track and I did work for CBS Sports at Talladega when the two races were held. Two of my mentors, Mike Helton and Hardy Smith, were also employed at the speedway."

Frye attended TROY on a basketball scholarship. "I was like any other college student. My time at TROY was invaluable and went by too fast," said Frye.

Upon graduation in 1993 with a broadcast journalism and public relations degree, she moved to just outside of Charlotte, NC, where she served as the promotions director for *Racing for Kids* magazine, as well as a publication called *Winston Cup Scene*, both focusing on the world of NASCAR. "I was not scared of the big move because this was a dream of mine to pursue and not your typical 9-to-5 job," said Frye.

Following a year as promotions director, Frye worked for NASCAR drivers Bill Elliot and his sponsor McDonald's and Dale Jarrett and his sponsor Ford Motor Co. The experience Frye gained from working closely with the two drivers and their teams helped to prepare her for her next position – senior manager of communications for NASCAR. In that position, she

served as the primary spokesperson and day-to-day media contact for the racing series, as well as a liaison between drivers, teams and sponsors. Frye also worked closely with NASCAR President Mike Helton and was the main spokesperson during the death of famed NASCAR driver Dale Earnhardt, who died after his car slammed into the wall on the final lap of the 2001 Daytona 500. "I wouldn't trade that experience for anything. In dealing with the death of Dale Earnhardt, I learned to always be prepared with a crisis statement and plan."

Playing a major role in what is widely considered a male-dominated sport hasn't phased Frye.

"I've been in this sport so long that I've never really thought that much about my gender.," she said. "It's true it is mostly male dominated but so many women have acquired various positions within the sport, either with teams, sponsors, media and even behind the wheel. I've always had the outlook that if I do my job the best I know how and earn the respect of all those I work with, then perhaps they will just view me as a hard-working professional and not by my gender."

For Frye, her love of racing and dedication to her chosen career path have proven to be a family affair. Her husband Jay serves as general manager and CEO of MB2 Motorsports, which fields two full-time and one part-time NASCAR Nextel Cup teams. "With my husband also being involved in the sport, it's easier to juggle," said Frye. "Our daughter Addison travels with us and has adapted well."

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Frye interviews NASCAR driver Elliott Sadler for the Motor Racing Network.

