



## Advertising the Derby

1. Through the years, several events have developed around the Derby.  
Brainstorm a list of these events. Create an advertisement for one of these events. The advertisement can be a brochure, video, song, or radio/television/newspaper spot. Include relevant advertising information of who, what, where, when, why, and how.
2. The Internet has played a big role in both accessing information and advertising. Using the Internet, explore sites for major sporting events. What are the elements that attract the reader? What is the age of the intended? How would you redesign the site to make it attractive to you and your peers?
3. Compare and contrast each of the above advertising mediums.



## Career Exploration: Sample Job Descriptions

**Accountant:** keeps accurate financial records related to breeding, farm expenses, and/or racing. Must stay current with state and federal regulations. Works closely with owners and managers regarding cash flow, investments, and costs. Usually works with data processing.

**Breeding Manager:** works on the farm to keep appropriate records of mating. Supervises employees in the stallion barn. Must have knowledge of and ability to apply genetics from different bloodlines. Collaborates with owners, trainers, and farm managers regarding sire selection and breeding dates.

**Clerk of Scales:** weighs the jockey and riding equipment before a race, and matches it to officially assigned weights that must be carried by each horse. After the race, jockeys and their gear are weighed again to insure assigned weights were carried from beginning to end.

**Equine Practitioner (equine specialist, see veterinarian):** specializes in specific areas of horse care. May include orthopedics, internal medicine, surgery, dentistry, rehabilitation specialist, etc. Can be part of track staff or in private practice. Must be a licensed doctor of veterinary medicine. Specialization requires at least three additional years of training.

**Exercise Rider:** exercises the horses in the morning. Can be an aspiring jockey, apprentice jockey, ex-jockey, or a career exercise rider. Weighs 130 pounds or less. Works closely with trainers on how to work the horse. During most exercise sessions, horses gallop or run.

**Farrier:** (old term: blacksmith) Takes care of the horses' hooves and shoes. Many experts agree that this job is the most important at the track since a horse cannot run unless its hooves are healthy. Must work inside and outside measuring hooves, then fitting the shoes by forging metal. Must be comfortable with different equine temperaments.

**Film Patrol:** staff makes sure that there is an overlapping video of the race from start to finish. This detailed photographic record is taken from many positions and angles around the track to help the stewards and patrol judges in case of a claim or foul.

**Gardener:** takes care of the grounds around the farm or racetrack. Must have knowledge of soils, plant species, and pesticide control. Works with landscape designers and owners to ensure attractive surroundings.



#### CAREER EXPLORATION: SAMPLE JOB DESCRIPTIONS P/2

**Groom:** the horse's caretaker. Usually takes care of three Thoroughbreds, maintaining their appearances, as well as feeding and watering them. Other duties include bandaging legs, leading the horses to and from the paddock, alerting the trainer of physical or behavioral changes. Cleans stall.

**Hot Walker:** "cools down" a Thoroughbred after a training exercise or running a race by walking it around the barn area. Often the hot walker is new to the racetrack, usually his or her first job.

**Jockey:** athlete who rides the Thoroughbred during a race. Must weigh under 110 pounds and serve an apprenticeship. Some become famous.

**Journalist:** uses prints, photographs, or electronic media to "tell the story" of a race or race-related event to the public. May work with television, radio, newspapers, magazines, etc.

**Placing Judge:** three placing judges assist the stewards in determining the finishing order of each race. Photo finish pictures aid their decisions.

**Racing Secretary:** determines the terms of the upcoming races, including conditions such as purse, distance, age, sex, conditions, and allowances. This information is then distributed to trainers, who decide which races to enter their horses. After entries are closed, the racing secretary assures that all the information for upcoming races is correct.

**Steward:** presides over all race meetings; enforces racing rules and decides all matters pertaining to the conduct of races; selected on the basis of exceptional racing experience, good character and judgement. In Kentucky, they are appointed by the state racing commission.

**Trainer:** conditions and prepares Thoroughbreds for racing. A contract trainer handles the horses of one owner, often a large outfit with many good horses in training, usually paid a salary and a commission. A public trainer works for several owners and is usually compensated on a per diem (daily) basis.



**CAREER EXPLORATION: SAMPLE JOB DESCRIPTIONS P/2**

**Veterinarian (see equine specialist):** *diagnoses and treats medical problems, supervises staff, communicates with owners. May be on call twenty-four hours per day and/or work weekends. May be exposed to communicable diseases. Licensed with a minimum six years of college, at least two years of pre-veterinary course work in college, completion of four-year program at an accredited college of veterinary medicine. Specialization requires additional training.*

**For group or individual discussion, research or project:**

1. What are some jobs that do not require horse ownership or knowing much about horses? What kind of training do they require?  
Which, if any, of these jobs appeal to you? Why?
2. Research three occupations. Why do you think you would be good or not good at each one?
3. Compare and contrast a veterinarian and an equine practitioner.
4. Write a short journal entry about a typical day of one of the above careers.
5. Choose four careers that appeal to you. What are the qualifications?  
Why do they appeal to you?
6. Write a letter to a horse-related industry inquiring about a job that appeals to you.



## And They're Off!

Horse owner, Hal McGrath, entered two horses in the 1875 Kentucky Derby, Chesapeake and Aristides (*aire es tie deez*). Chesapeake was considered to be the better of his two horses. Mr. McGrath's plan was to have Aristides keep a fast pace during the first part of the race, so when he tired near the homestretch, his stablemate, Chesapeake, could come from behind and win.

The race began with Volcano in the lead, closely followed by Verdigris, Aristides and McCreery. Chesapeake had started the race poorly. On the backstretch, Aristides moved into second, but Volcano continued to keep the lead for a short distance until Aristides moved into the lead. The rest of the field was spread out for over one hundred yards.

At the head of the homestretch, jockey Oliver Lewis on Aristides, looked for Chesapeake to come ahead, but he was nowhere near the lead. Standing at the head of the stretch, McGrath waved his hat toward the finish line shouting, "Go on!" Immediately, Aristides moved out to win by one length, with Volcano coming in a close second.

Oliver Lewis was one of thirteen African-American jockeys in the first Derby. African-American jockeys won fifteen of the first twenty-eight Derbys.

### Write out the answers:

1. How many horses did Hal McGrath enter in the 1875 Kentucky Derby?
2. Name the horse(s).
3. What was Hal McGrath's racing strategy?
4. Who was the jockey working for Hal McGrath?
5. Which horse did he ride?
6. How did Hal McGrath signal the jockey?
7. How far ahead was the winning horse?



## Career Opportunities in the Thoroughbred Industry

Many people with different qualifications are necessary to produce a successful Thoroughbred athlete. Many jobs do not require direct work with horses. Some require a college degree; others do not. Some of the industry jobs entail the operations and promotion of a racetrack. A person must be willing to work many hours because the racing day starts early in the morning and ends late in the evening. Listed below are some of the many careers that are important to a Thoroughbred owner from breeding to racing.

### With direct contact with horses:

Animal nutritionist	Horse buyer	Riding instructor
Auctioneer	Hot walker	Stable manager
Bloodstock agent	Identification maker	Starter
Breeder	Jockey	Technical school teacher
Exercise rider	Jockey's agent	Track veterinarian
Geneticist	Judge	Trainer
Groom	Outrider	Veterinarian
Farrier	Racing secretary	Veterinarian's assistant
Farm manager	Rehabilitation therapist	Veterinary technician

### Without direct contact with horses:

Accountant	Film distribution	Leather dealer
Advertising	Film editor	Money room personnel
Agricultural research	Film/TV patrol	Museum personnel
Announcer	Florist	Mutuel clerk
Architect	Horse bedding supplier	Office staff
Attorney	Horse trailer design/sales	Patrol judge
Auction clerk	Grounds keeper	Pest control
Boot manufacturer	Guard	Photographer
Carpenter	Identification clerk	Program director
Clocker	Insurance sales	Publicity staff
College instructor	Insurance investigator	Racing chemist
Commercial artist	Jockey's valet	Racing commissioner
Computer programmer	Jockey's room attendant	Reporter/journalist
Concession operator	Laboratory technician	Track equipment maker
Economist	Land consultant	Track maintenance
Equine artist	Landscape architect	Tractor operator
Feed sales	Landscaper	Trade press