

4:00 – Introduction

5:30 – Where @nascarcasm was when he went viral

7:30 – How and why the Twitter account started

8:45 – Dave’s life prior to becoming @nascarcasm

10:30 – Explaining what he does at NASCAR Digital Media

11:45 – How do you be funny every day of your life?

14:00 – When Dave knew his idea had become concept

15:30 – History of @nascarcasm as a race fan

17:30 – JPM’s tire shards changed his life

19:30 – The line between hilarious snark and gainfully employed

21:15 – Navigating the fraught landscape of social media

22:30 – How @nascarcasm plans his workload

24:30 – The process of getting his humor approved in NASCAR

25:30 – When Dale Earnhardt Jr.’s photobombing struck a nerve

27:30 – The surefire jokes that didn’t connect as expected

28:45 – How often @nascarcasm interacts with targets/victims

30:00 – A censored, hilarious tale about meeting Will Power

31:10 – Bleep button

32:00 – His in-person meetings with NASCAR drivers

34:00 – Twitter questions!

35:00 – Mug and Bun or Steak ‘N Shake.

35:30 – How often you run over orange cones?

35:45 – Who is The Orange Cone?

36:30 – How funny is Bob Pockrass?

37:00 – Why the quirky sense of humor?

38:30 – Did you think Twitter would lead to a job?

41:30 – Using Twitter in a serious vein

45:00 – Humor as the great uniter

47:15 – His contact with Brad Keselowski

