



I WANT YOU
TO COME TO AN
ABATE MEETING

THIS IS HOW A
SUPER
COOL
AWESOME
GOOD-LOOKING
PUBLIC RELATIONS
OFFICER
LOOKS LIKE
(whether you agree or not...)

Handbook

YOUR GUIDE FOR SUCCESS

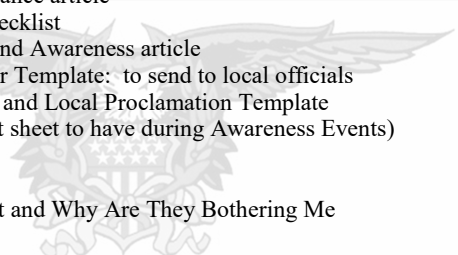
A.B.A.T.E. OF PENNSYLVANIA
ALLIANCE OF BIKERS AIMED TOWARD EDUCATION



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-Robert Morrison

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Public Relations Officer

Negative images surround the motorcycle culture; and unfortunately society is ready and willing to accept the outlaw biker stereotype as their only impression of the motorcycle lifestyle. Media has done its best to portray us as such, and the few riders that personify that image ruin it for all the rest. In reality, much of a motorcyclist's life is spent showing that they are simply normal, everyday people who just happen to like riding motorcycles while fighting for the rights of the motorcycle community, serving the community and educating the community and most importantly the freedom we get when riding. However, good acts are quickly forgotten, therefore it is critical to consistently use public relations tactics to ensure that your chapter keeps a positive image to the public.

What is Public Relations?

Simply stated, public relations is the use of two-way communication to form relationships between an organization and its **target publics**. Keeping all publics fully informed of activities and events that occur within your chapter requires a highly proactive strategy, one that takes efforts both internally and externally. These relationships do require promotional and publicity skills, however **90 percent of your chapter's public relations will be perceived through behavior**. The most important thing to remember about public relations is that it does not matter how you *think* you are perceived by your publics, but rather how you *are* perceived. Your actions will speak louder than words, so be sure that your actions reflect the words you say.



'Anything people see you do is public relations.'

How does PR affect my chapter?

Having a positive public image can do much more for your chapter than you may realize. Your recruitment will be bigger, fundraisers will be more effective, social events will be more highly attended and interactions with the COMMUNITY will be easier. Every aspect of your chapter can function more smoothly when the people you deal with on a regular basis hold you in a positive regard.

Who is responsible for the Public Relations role?

There are several ways in which the public relations role can be filled within your chapter. It is strongly recommended that one person be held responsible for overseeing the public relations tactics of the chapter.

As your Chapter Public Relations Officer, you are entitled to services to support your Public Relations efforts. A.B.A.T.E. of PA has a Public Relations Officer and a Communications Officer, in place, to help make sure the efforts of your Chapter are not lost. As your State Public Relations Officer,



I take great interest in advising you on how to get the word out on the local level to ensure A.B.A.T.E. of PA, as a whole is always on the same page. The following pages are filled with information to help you make the most of your PR efforts.

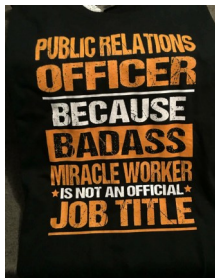
Another option would be to have a public relations committee to proactively campaign on behalf of your chapter. However, if you feel it is not necessary to specify the public relations role, it is ultimately the *responsibility of each committee and executive member to make sure their actions and the actions of the Chapter are publicized*. (For example, the Christmas for Kids chairperson is responsible for the publicity of any events or fundraisers).



Duties and Responsibilities

An organization's public image consists of the essential qualities attributed to it by its publics.

-Otis W. Baskin



1. Be sure you are always up-to-date with events and activities of the chapter and the State. It is your responsibility to know everything that is going on. This requires attendance at all meetings, and communicating regularly with the decision-makers (the members).
2. Develop and facilitate a **year-round campaign**. Practicing good public relations should not be done only at times of **crisis**.
3. Find creative and innovative methods of promoting your chapter's activities.
4. Help **educate the chapter members** on the methods of effective public relations.
5. Contribute regularly to the chapter/state newsletter and/or website/social media pages.
6. Oversee all **promotion** of the chapter. Approve all flyers, recruitment events, posters, schedules, brochures, mailings, T-shirts, Social Media platforms, etc.
7. Encourage and request **participation of all chapter members** in promoting the positive image of the chapter as well as the State.
8. Maintain **current knowledge** of all chapter and state operations, policies and benefits. Be aware of similar information from other organizations in the motorcycle community. Be knowledgeable of what *Issues and Positions* we have fought for. Educate members in these areas, so they can communicate properly with all publics if necessary.
9. Inform and discuss with all chapter members issues and procedures involved with maintaining a positive public image.
10. Establish clearly defined **objectives and goals** for the chapter promotions.
11. Keep a current and up-to-date list of media contacts for promotional purposes.
12. Work with your chapter membership officer to help with promoting and educating the public on what A.B.A.T.E. of PA and your chapter is all about.
13. Work with your chapter LC to help with declaring *May is Motorcycle Safety and Awareness Month* in your county and community. See the Proclamation examples in the Appendices section.



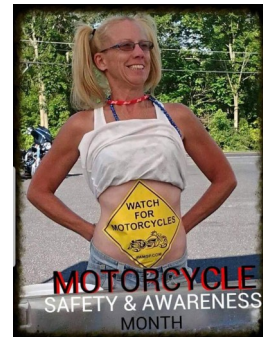
Be sure to periodically check A.B.A.T.E. of PA's website for helpful information. As the homepage is updated often, check for new and useful information for you, as public relations officer, and your other officers.

www.abatepa.org



Techniques for the PR Officer

1. Prepare a **calendar** listing all activities of the chapter throughout the *entire* year.
2. **Use** your service, charitable and informal functions as promotional opportunities.
3. **Vary** your promotional events. Doing the same thing over and over shows a lack of creativity. Plus it loses effectiveness. Strive to break the mold!
4. Have a **“Public Relations tip of the month.”**
5. On a monthly basis award members for participation. This helps build internal morale, which will reflect externally.
6. Get to know people in the local media.
7. **Encourage members to participate in other organizations.** This is a great way to inform publics about the chapter.
8. Prepare a “PR packet” for every member. Include all needed information on public relations (i.e. calendar of events, tips on how to deal with media, social media policy, basic PR tactics, etc.).
9. **Remind** members that we are all walking billboards for our organization. Wear Chapter/State apparel anytime you can when out in the public.
10. **Hold a Meet and Greet.** Have an informal dinner beforehand or just hang out. This is a great way to familiarize your publics with the organization.
11. Encourage and reward with verbal praise those individuals who do a good job representing the positive image of the organization.
12. Establish good relations with officers, on all levels, and other chapters.
13. **Be a good role model.** It is much easier to follow a good example than a bad one.
14. **Delegate, delegate, delegate.** If someone else can do it, delegate it. Just because someone may not have super people skills doesn't mean he can't help out. Everyone should contribute.



Here are just a few suggestions to help you and the chapter get the job done.

*“Enthusiasm is contagious, so is laziness; Which is prevalent in your chapter?”
-Unknown*





Identifying Target Public

The first step in any successful promotion is identifying who you will be addressing, in other words, establishing your target publics. Target publics are segments of the population all around you. Everyone with whom you interact can probably be categorized into one of your publics, but the important (and somewhat tricky) part is identifying the key publics and targeting your public relations tactics toward them. Your publics will vary in size and type, but generally for your chapter they will remain small and easy to reach.

Who are the target publics for your Chapter?

Members	The Chapter/District Officers
Lifetime Members	A.B.A.T.E of PA and
The Non-Rider Organization & Prospective Members	Other A.B.A.T.E. Chapters
Media	Other Motorcycle Organizations
	Local Community

Members

Chapter members should be your primary target at all times. They are the individuals who serve as walking promotions for your chapter as well as for the Organization. It is imperative that they be fully informed of all Chapter events and happenings, so that they can help promote and explain events whenever possible.

How to improve relations with members

- ◆ Keep morale high—be positive, it is contagious!
- ◆ Greet members as they come into the meeting. Especially the NEW members.
- ◆ Take phone calls courteously and promptly.
- ◆ **Have fun!** (Schedule guest speakers, host bike nights, plan social events, etc.)

How to reach members:

- ◆ Chapter newsletter—if you do not have one, try to get one together.
- ◆ Mail, text or email members with important information.
- ◆ Keep your chapter website or social media pages updated with current events and news.
- ◆ Encourage attendance at all meetings and make sure secretary has past minutes available at all meetings.

THREE TIPS ON MEMBER BASED COMMUNICATION



Keep members up-to-date on Chapter/District/State events at little to no cost.



Expand your audience to a variety of potential members by establishing a social media presence.



Maximize your outreach by sending physical copies to all of your members.



Lifetime Members

3 Key ways to keep Lifetime members happy:

- 1) *Keep them informed.*
- 2) *Keep them involved.*
- 3) *Be very attentive if they attend meetings*

Lifetime members are a very important public to keep in mind. They want to feel informed, and they want to be involved. If they don't usually attend meetings, be sure to remain attentive, when they do attend meetings. No one better understands the importance of your chapter than the lifetime members, and therefore no one will be more willing to help support you, financially or otherwise. Lifetime members are a very important public to keep in mind. As long as they feel informed, they will want to be involved.

Non-Rider Organization Public and Prospective Members

The non-rider organization public is the most ignorant about your chapter and its potential for good. This group relies entirely on what they see of motorcycle organizations/groups and how they interact with its members to decide how they view the Organization. This public is usually one of the larger publics and can be divided into three sub-groups: the pro-rider organization group, the anti-rider organization group and the undecided. The pro-rider organization group does not need as much public relations because they are already aware of the benefits of what A.B.A.T.E. of PA does. Spending time trying to convince anti-rider organization individuals to view your chapter more positively is hardly worth the effort. Therefore, it is toward the undecided public that you should concentrate your most effort to promote your chapter.

Suggestion:

Hanging banners in support of your chapter and events helps to make you visible to your public in a very positive light. (Have the beer rep, of a bar/restaurant supporter, make banners mentioning their support to your chapter, (include logo)), and chapter events taking place at their establishment.)

How do I make them aware of my Chapter?

- ◆ Get your chapter logo out in the public (make calendars, maps, koozies, hats, t-shirts, etc.).
- ◆ Use local media to advertise for chapter events.
- ◆ Host Meet and Greets and invite the non-rider organization public to attend (fundraisers, rallies, guest speakers, bike nights, meetings, etc.).
- ◆ Set up AWARENESS tables at community events.....Important **NOT** to call these membership drives!
- ◆ Always be on your best behavior, particularly in situations where you are being associated with our Organization, includes when wearing anything with your chapter name.
- ◆ Use fliers, posters, banners, table tents, etc. to promote your chapter.
- ◆ Co-sponsor charity events with the other organizations (You can usually gain extra media exposure this way).
- ◆ Promote the Chapter/State website and Social Media pages.



Media

Like it or not, the media will always be willing to cover the story that will elicit the most response. This often includes chapter events. Getting to know the media representatives will likely aid you in getting your events covered in the local paper. It could also help to reduce some negative coverage should an unfortunate incident occur.



Tips on getting media coverage:

- ◆ Write and send press releases and public service announcements to all local media sources.
- ◆ Keep them informed on recent events, but do not overburden them with useless information.
- ◆ Use local radio and television stations to publicize events; it is cheap and effective.
- ◆ Get to know members of the media staff *before* you need them! Establishing a good relationship early will help to get you more positive coverage and perhaps less negative coverage.
- ◆ Co-sponsor charity events with other organization and with the media (You can usually gain extra media exposure this way).
- ◆ **Have an email address specifically for PR.** Incorporate your chapter name and ABATE in the email address (i.e. pr4masondixonabate@gmail.com or prforabatepa@gmail.com). An email like this will get more attention than using a personal email address. You can also get a 365 account which will include an email using your first and last time @abatepa.org

Above all, when dealing with the media, be honest... or be quiet!



Get to know your local media contacts BEFORE you need to use them!

Nothing can replace the personal relationships, you build with your local media. If you choose to approach the media personally, follow the tips below to ensure the best coverage possible.

Begin your search for the right media outlets by asking yourself what key audiences you would like to influence. Then decide which media will be most likely to help you reach your key audiences.

Let's say you'd like to reach adult males through a story in the daily newspaper. Ask yourself, does the story belong on the Business page? In the Lifestyle section? In the Arts and Entertainment section? Is it health-related or education related?



Contact the appropriate editor to increase your chances of success. You may also reach out to your membership and local news outlets through Facebook and Twitter. Social Media allows for you to develop a bond with your members even when you can't come together physically at the chapter meetings. Almost every media outlet has a Facebook or Twitter account. Connecting with outlets through social media increases the personalization of your message and raises the probability of receiving immediate feedback. Don't hesitate to use these outlets to host information about upcoming chapter or district events.





*Remember:
District and Chapter
officers can be a
wonderful resource
often overlooked by
members and officers
seeking advice.*

Chapter/District Officers

The Chapter and District officers must hold you in their good favor. Making them unhappy with you will only make things harder on both groups. Chapter and District officers should be viewed as potential go-to people. They are knowledgeable in their positions and could help your chapter in areas such as finance, membership, public relations and more. Showing interest in working with them reflects positively on your commitment to the chapter as well as your respect for them. State Officers are a bit different. They must be shown that your involvement in A.B.A.T.E. of PA is more than social.

- ◆ Meet with Chapter and District officers on a regular basis—not just when something bad happens.
- ◆ Invite District Officers to a “Bike Night.” This will help the chapter get to know them, and they will meet the chapter.
- ◆ Watch your behavior in the meetings.
- ◆ Attend meetings regularly, be prompt, remain attentive and do not disrupt the meeting.
- ◆ Watch your behavior at events.
- ◆ District officers often attend chapter events. Try to be supportive and spirited of your chapter without resorting to negative talk and behavior. This will leave a good impression on all in attendance.

What the District Officers should know about your Chapter:

1. Community service
2. District involvement
3. Events and activities
4. Members doing the right thing



Public Relations



A.B.A.T.E. of PA and Other A.B.A.T.E. of PA Chapters

It is critical for the duration of your time as a public relations officers (PRO) to remain in good favor of A.B.A.T.E. of PA. It is also particularly advantageous for your chapter to remain in the good graces of state officers and other chapters. Keeping good relations with A.B.A.T.E. of PA and other chapters can provide your chapter with valuable resources, networking contacts, knowledge and much more. The most important thing to keep in mind with state officers and other chapters is constant communication.

Improve Relations with State officers and staff

- ◆ Communicate clearly, openly and honestly with A.B.A.T.E. of PA officers and staff.
- ◆ Keep them fully informed of your chapter's events.
- ◆ Cooperate with them. (They have many resources, networks and knowledge that you will need.)
- ◆ Participate in all State events.
- ◆ Encourage members to become active in State events.
- ◆ Send your chapter article to *Between the Lines* by the 1st of the month.
- ◆ Invite State officers to your chapter events.

Improve relations with Other Chapters:

- ◆ Host combined meetings (you can help each other learn more about the other chapters).
- ◆ Take advantage of District events. This is your opportunity to prove how strong your chapter is. Urge your chapter to have at least half (so to speak) of the members in attendance.
- ◆ Schedule events together.
- ◆ Keep in touch.





Other Motorcycle Organizations

It is important for your chapter to be well known, and hopefully well-liked, among the other Motorcycle organizations in your community. Be sure to inform the motorcycle organizations, in your community, about what your chapter is doing to improve the image of bikers and the freedoms. We fight for. There are suggestions listed below to help ensure your chapter is highly regarded in your community.

Improve chapter image for other organizations:

- ◆ Attend other motorcycle organization events.
- ◆ Hold events and invite other motorcycle organizations to attend your event.
- ◆ Invite other motorcycle organizations to attend your meetings. This will help you get to know them and allow them to learn more about your chapter and its goals.

How to reach other Motorcycle organizations:

- ◆ Send news releases to local media.
- ◆ Advertise in motorcycle community magazines/papers.
- ◆ Post flyers and yard signs around the community.





Local Community

The community surrounding your chapter is a very special public. You rely on them just as much as they rely on you. Contributing to the community is very important in respect to your public image. Depending on the size of the community, the coverage of the charitable events hosted by your chapter will vary. It is important to remember that when dealing with the community, you are now dealing with different interests. They are not interested in what affects members of the A.B.A.T.E. of PA or how the chapter will benefit, rather they are concerned with how it will affect the community as a whole.

How to improve public image with the community:

- ◆ Participate in community service and charity projects.
- ◆ Meet community leaders and show them your interest in the community.
- ◆ Invite city officials to come to chapter meetings as guest speakers—this will help improve the image of the motorcycle community in the eye of these officials.
- ◆ Advertise events in the community that are sponsored by your chapter. They will appreciate your efforts and may even want to help out!





Publicity

WHO TO CONTACT

NEWSPAPERS

Many local newspapers have free community calendars which host information regarding upcoming events.

TV STATIONS

Events promoting local interests often make for good morning show content.

RADIO STATIONS

Most stations will run free PSAs for events supported by nonprofit groups.

CHAMBER OF COMMERCE

Spread the word to area businesses in hopes of receiving food or auction item donations.

Public relations, marketing and advertising can help establish and maintain strong relationships with people who are important to the success of your Chapter and District. These important people can include current members, lapsed members, prospective members, supporters, the news media, community leaders and elected officials.



Public relations seeks to influence or change behavior and opinion by providing information that is interesting and/or important to key publics.

This information is most often provided free of charge to the recipients. Many chapters reach out on a regular basis using public relations tools such as letters, flyers, special events, activities, sponsorships and newsletters. Often, placing stories in the news media is an effective, inexpensive way to share important information with a large number of target audiences in a short amount of time. Most communities have a variety of media outlets available. These can include daily and weekly newspapers, magazines, other print publications, radio and TV stations.

When you have news to share, try to identify media that are a good fit with the story you have to tell. It may be necessary to adapt your story (this is called finding an “angle”) to fit into the format of the news media. For example, some broadcast media offer special interest programming in the form of talk shows focused on sports, community events and politics. Most daily newspapers offer special business, food, metro, education and health sections.

By paying attention to special interest sections and tailoring your story to fit the media’s existing format, you will be more successful in getting stories used.

- ◆ **For example** if you want to endorse a bike night, the best way to promote it would be through television and radio, community calendars, the community section in the local daily newspapers and radio or television talk show programs or reporters focused on the motorcycling community.
- ◆ Don't forget to include your **local motorcycle publications**; Keystone Press, Thunder Roads, etc. and national organizations; such as the AMA and MRF.
- ◆ **Photographs of your event are a must!** Always use lively, colorful images to help get your story into the papers. Compose the picture so that it tells the story, and make sure it has people in it. Get your chapter logo in the picture if you can, as well as any wording that explains the story (such as: event banners or posters). Pictures of one or two people often work better than a large group and get as close as you can. Informal shots can be more interesting than formal posed ones. Phone cameras are great as you can e-mail your photos to the newspapers directly.



Getting publicity for your chapter just takes a little common sense, hard work and perseverance.



Determining What Is News

The media is interested in stories that directly affect or have significant value or importance to the majority of their readers, viewers or listeners. Who, what, when, where, why and how are the six essential elements of every good news story. Most people are aware of these six questions, but there are many other values that contribute to the definition of news.

Gerald Lanson and Mitchell Stephens, authors of Writing and Reporting the News, emphasize 11 judgments that should be made when evaluating newsworthiness:

PROMINENCE

More prominent individuals are given more attention.

PROXIMITY

Concentrate on news that is of local interest. The closer to home, the better.

TIMELINESS

Emphasize what is new.

CURRENCY

Take into account what is on people's minds.

USEFULNESS

Help the audience to answer questions and solve problems in their daily lives.

VALUE

Make readers more knowledgeable rather than merely informed.

IMPACT

The facts and events that have the greatest effect on the audience are the most newsworthy.

WEIGHT

The significance of a particular fact or event lies in its value with respect to other facts or events.

CONTROVERSY

Arguments, debates, countercharges and fights increase the value of news.

Voice Your Events, Show Your Pride

In general, the media is likely to be interested in larger community events that your chapter or district is hosting or sponsoring. That's because this type of story offers *proximity, timeliness and value*. Information that would not generally draw media attention would be small private Chapter get-togethers with only a handful of people in attendance.

Here are a few other examples of newsworthy stories and the reasons why they are newsworthy:

- Building of a new community center (**proximity, timeliness**)
- Local person steals from a nonprofit (**currency, emotion and impact**)
- Your Chapter's gift of a large sum to a local hospital or charity (**weight, emotion and proximity**)
- Local Representative presenting your Proclamation (**prominence**).

In general, the more reasons or "judgments" that apply to the story, the more newsworthy it is and the more likely the story will be used by the media. Although small fund raisers or monthly Chapter meetings are important to the A.B.A.T.E. of PA, the media are only typically interested in sharing news which impacts many of their readers or listeners and has a significant value to them.





News Release

Many non-PR people think public relations consists of sending out endless press releases for self-advancement purposes. In fact, it is sometimes mistaken that PR stands for “press release.” While it *is* true that press releases are a great source for gaining coverage in media, there are several different mediums through which the target publics can be reached: public service announcements, flyers and event planning are specific options that have the potential to get your chapter the desired media coverage for a minimal cost.

It is important to always keep your publics in mind when creating any promotional pieces. Press releases should always be written in the proper Associated Press (AP) style in order to optimize their chance of being placed in the media. This is particularly important when writing press releases for print media. The less the editor feels he or she must do to a story before it is able to be published, the better. Additionally, public service announcements and flyers have specific formats to create the best level of awareness.

Here are the top reasons why you need to write a press release:

1. Garners attention and awareness

Journalists and media outlets have far more reach than your organization alone, so it makes sense to use press releases to garner more attention and awareness.

2. Helps build relationships

Sending press releases is a mutually beneficial exercise. Journalists need stories – if you can help them with this, it could be the start of a relationship with someone in the media industry

3. You can manage your image

An effective press release is also a good way to control how your chapter is viewed. You can build your chapter image and shape public perception through an informative official statement with facts to counter any negative publicity.

One major question you may have is:

When do you Need a Press Release?

Ideally, a press release is a viable outlet whenever you want to share content that’s newsworthy.

But how do you decide if your content is *newsworthy*?

For content to be considered newsworthy, there are a few factors that you need to take into consideration:

- Impact – is someone going to be affected by this information?
- Immediacy – is this urgent news?
- Recognition – is this about something well-known?

Most successful press releases satisfy at least two of those three criteria.

Chances of getting coverage increase greatly when you use the proper AP style format for your releases!



Make sure all names are spelled right.



Are facts doublechecked And correct?

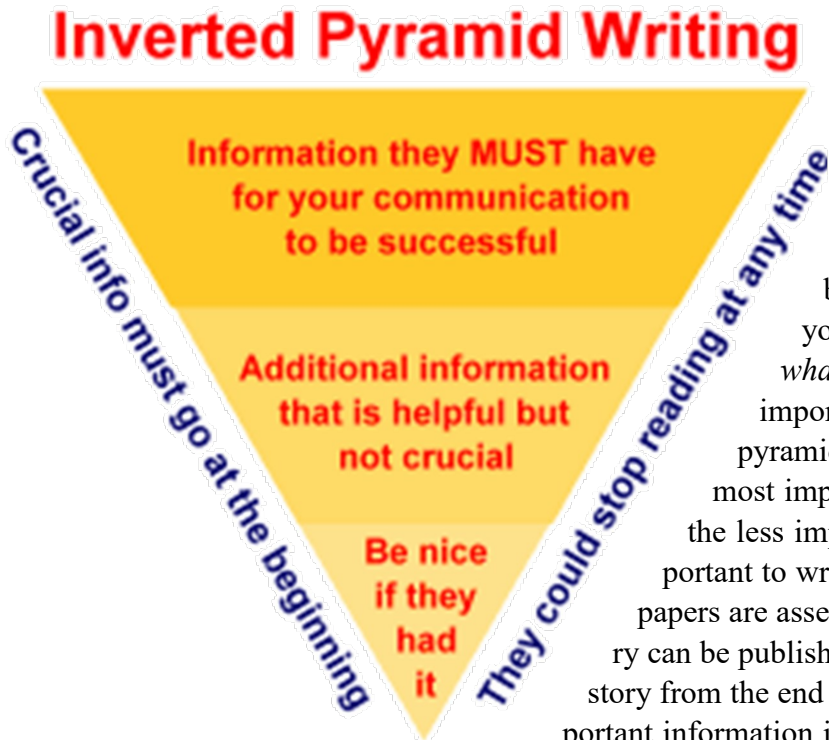
Press Release (cont.)



Before you learn how to write a press release, let's first understand what it is.

A press release (also known as a news release) is a brief document that shares something newsworthy you have done with the press and other media outlets. It is usually sent to journalists and editors who may use the information to *write a news article*.

Why Would You Still Send A Press Release in 2021?



A news release, or press release, is any information you want released to the media. The most important part of a print news release is the lead, or the first sentence. It is in this opening line that you must cover the most important information that will be covered in the story; in other words, you must answer the five “W’s,” *who, what, when, where, why*. From there, it is important to write the story in the “inverted pyramid” form, which means including the most important information at the beginning and the less important information at the end. It is important to write in this manner due to the way newspapers are assembled. If the editor decides that the story can be published, but it is too long, (s)he will crop the story from the end to make it fit the page. If your most important information is at the end of the story, it could be cut out, and readers will lose the point of the article.

Below is a list of tips for writing a professional news release.

- ◆ News releases must *always* be typed (double spaced).
- ◆ Keep sentences short and concise!
- ◆ Include contact name and information. You want them to contact you with *any* questions in order to get accurate coverage.
- ◆ Include a date that the news can be released.
- ◆ “For Immediate Release” is the most common, particularly because the moment you send a release to the media, they are technically permitted to cover it immediately.
- ◆ Be sure to have a local angle to the story!
- ◆ Chances of coverage rise when there is local interest.
- ◆ You should always try to keep the release to one page, but if it does go onto a second page, include the word, “more” at the bottom of the first page. On the second page be sure to include ‘Your chapter name page 2’ on the top right hand side.
- ◆ Your closing paragraph (called the “boilerplate”) should always be a summary of the mission statement for A.B.A.T.E. of PA.
- ◆ Signal the end of every release with “####” This should be centered and appear one line below the last line of the boilerplate.





Public Service Announcements

Public Service Announcements (PSAs) are a great tool for gaining awareness and recognition for your chapter. Luckily, the FCC requires all stations to designate a certain amount of free time to announcements of public service. However, you must always be sure they have a service-oriented message. There is nothing worse than trying to pass off an advertisement as a public service announcement. Not only will it reflect poorly on your chapter, it may also create a negative relationship with the media.

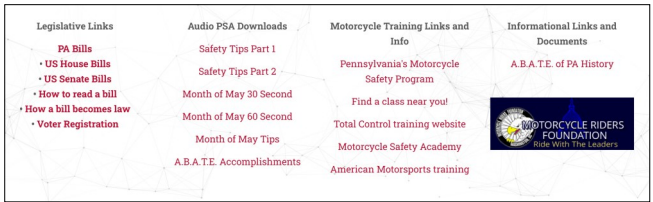
Tips for putting together PSAs

- ◆ Write your announcements in three lengths—10 seconds, 30 seconds and 60 seconds.
- ◆ Write for the ear rather than for the eye—use a conversational tone rather than a formal tone.
- ◆ Schedule them far in advance—most stations block their time three or four weeks in advance.
- ◆ For televised PSAs, be sure to take advantage of the option of using slide visual images that help sell ideas more effectively than words alone.
- ◆ Make sure all content is appropriate and relates to the standards of A.B.A.T.E. of PA



You can find radio PSAs on the state website: abatepa.org:
Upper right corner; click on the 3 lines then select: 'OFFICERS'.

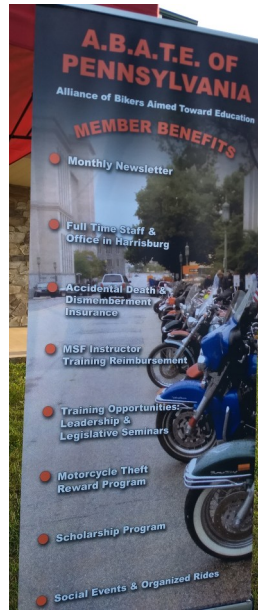
Scroll down to 'AUDIO PSA DOWNLOADS'. You will see various radio PSAs you can download and incorporate them in your own videos.



Flyers/Banners, Etc.

Flyers are another excellent form of publicity. They are highly effective mediums and are relatively inexpensive to produce. They can be used for special event promotion, recruitment and general A.B.A.T.E of PA promotion. Flyers come in many forms; the traditional 8 -1/2" x 11" posters, handouts, etc. There are several other methods of promotion and publicity that can gain awareness

for your chapter from full sized banners to small table tents placed strategically in your supporter or non supporter establishments in your community. Obviously, using paid advertising is one option. However, you must continue to be creative and innovative in your promotional tactics to reach all of your target publics.





MAKING YOUR OWN EVENT PROMOTIONAL FLYERS

Now that things are opening up, around the state, it will be time to start promoting any future events that you are planning. Making your event promotional flyers is one of the best ways to get all your event information out to the public.

Here are some helpful suggestions. Match the line number to the number on the sample flyer:

1. **WHAT** exactly are you advertising?
Get to the point, keep it short and simple.

2. **WHO** is putting this on? This doesn't have to be very large, but make it large enough so people will know who is presenting this. **Always identify your chapter and A.B.A.T.E. of PA and always type A.B.A.T.E. in all capital letters AND with the periods!** Using your logo can help to identify the **WHO**.

3. **WHEN** is this happening?
This should be secondary to **WHAT**. People don't want to have to search for dates.

4. **WHERE & WHAT TIME?**
Tell the people where this event will take place and at what time. This should also be large, but not as large as **WHAT** or **WHEN**. Directions should be placed at the bottom. See No. 7.

5. **ACTIVITIES...** This is where you give the people reasons to attend. What they will get for their money, or involvement? These items can be bold.

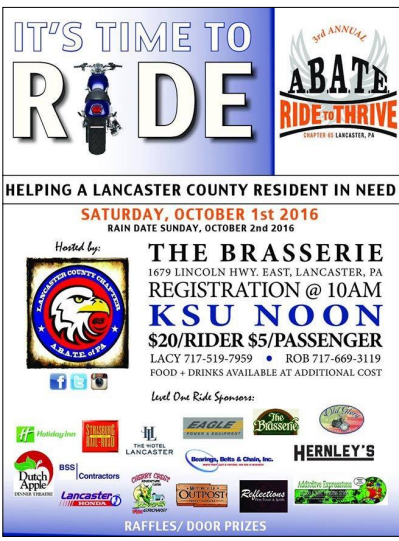
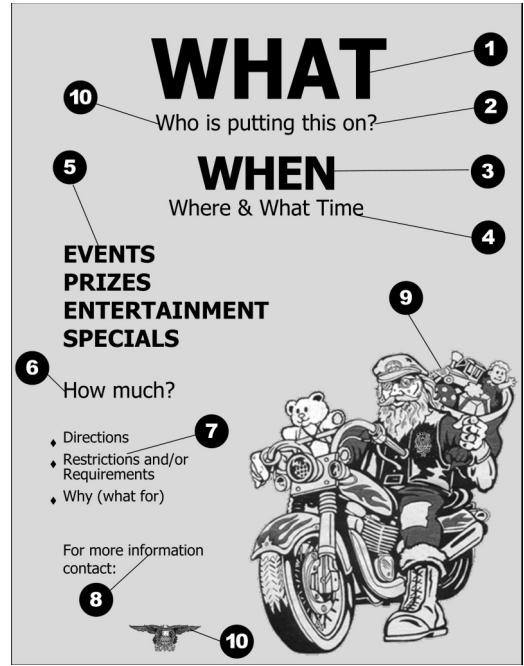
6. **HOW MUCH?** Admission price (members and/or non-members). This doesn't have to be large or bold.

7. **DIRECTIONS.** This is where you put all the extra information people will need to know in order to attend. **Not** just the venue name!

8. **FOR MORE INFORMATION...** This is very **IMPORTANT**. If you do not sufficiently answer any questions about this event on the flyer, they need a telephone number and/or email address for information.

9. **ARTWORK** of some kind will get the attention of someone just glancing at the flyer (especially when it's next to others). You are trying to get attention and this is one of the best ways to do it. When using artwork on your flyer, be sure that you are not breaking any copyright laws.

10. **CHAPTER LOGO...** Be sure to include your chapter logo. Include A.B.A.T.E. of PA if it is not incorporated in your chapter logo.





DESIGN TECHNIQUES to KEEP IN MIND...FONTS and COLOR

Fonts must suit the purpose and theme of the flyer. Picking the right ones require careful consideration because the fonts provide the distinct mood and look of the flyer. Use fonts that are readable to every age that may be reading it. Curative fonts are one of the worst fonts to use for readability. Never use more than three fonts on one flyer. Two is preferred. However, you can use the entire font family of each (re: one for headings, titles and pull-quotes and one for body copy). Avoid default system fonts such as Helvetica. **Don't create insanity with fonts.**

Colors are highly emotional elements that can easily engage a viewer's feelings. This is a fact that you should take full advantage of when designing a flyer. Every color represents a feeling or a mood. For instance, if you want your flyer to exude warmth and comfort, pick something from the blue family. If you want your design to convey excitement and energy, choose red or orange. If you want a nature-inspired shade, go for green. Use these representations to enhance the quality and improve the message of your flyer.

NEGATIVE SPACE = GOOD.

Negative space is all about paying attention to not only the shapes you are placing on your document but more importantly the space you are creating between certain object. It's good to start recognizing that every time you place objects together in your design, a third shape has formed between the two. You also want to observe that "empty space" with purpose and think of it as a peacekeeper between all elements on your document. If it seems to create unintentional visual noise then it will reduce your credibility. If you think it "feels off", you are probably right so at the very least ... remove it or adjust it until that noise simply floats away and things seem peaceful on your page.

PROOF READ! PROOF READ!! PROOF READ!!!

It is always good to have a second set of eyes proof read your flyer, especially after working on it for any amount of time. If you do not have that option, then proof read each line of type from *Right to Left*. That way your eye/mind won't add words you think are there.

BRANDING

Use the same flyer design for the same events that you have year after year. That way your event gets "branded". People will see the flyer and recognize the group and event it is for. Then all you need to change is the basics of the event. Having a flyer that is cohesive to your brand will boost your marketing efforts. It will also show consistency and make it more memorable for your target audience.

Distribution There are traditional ways of distributing flyers such as mailing them out or pinning them on public bulletin boards. But if want wider reach, make and distribute your flyers digitally. You can send these e-flyers through email, post them on your website and share them on your social media sites. Make sure the digital copies of your flyers are suitable for its online purpose. This means adjusting the colors and file type to look its best online.

Never put 'NO COLORS' on any promotional material

Embrace color--Bright, bold color palettes really give flyers punch and attract attention, even from across a room.

Informative--people should know what the flyer is advertising and where they can find out more.

Targeted--the flyer needs to speak directly to the audience you're targeting.

Glaring spelling and grammar errors are an eyesore

Convincing--the flyer should get people excited about your product, service or event.

Never put anything about FREE ALCOHOLIC BEVERAGES on promotional material.

A good flyer design will stand out to your recipients

**Remember, the more professional your flyer looks, the better the attendance will be.
Strong designs = Trust.**

These are just a few flyers that demonstrate a good flyer and some with various design flaws. These are not, in any way, meant to pick on any of the chapters represented on the flyers.



A.B.A.T.E. of Mercer County
Cordially invites you to
Our Second Annual
Sweetest Day Dinner
All Proceed to Mercer County Food Bank

Tickets: \$5.00 per plate with canned good
\$6.00 per plate without canned food

October 15th, 2016
5:00 p.m. - 9:00 p.m. dinner
Entertainment 9:00 p.m. - 12:00 a.m.

Location: Farrell Croation Club
412 Staunton St., Farrell, PA 16121

Entertainment by: **BLAIR ENTERTAINMENT**
DJ and Karaoke
Wireless and Digital
Weddings, Party's and Bars

You can call or text
Owner Mollie Blair
724-813-6749

11th Annual Benefit Bike Run
Sponsored by
American Legion Riders
Chapter 17
In Honor of

To Benefit Operation Comfort Warriors and
Pennsylvania American Legion Housing for Homeless Veterans

September 7, 2013
Registration 9 am to 10:30 am
Kickstarts Up 11:00 am
American Legion Hut, DuBois
Pa. 16801

All donations appreciated!
Send checks to: AL Riders Chapter 17
DuBois, PA 15801

100% of donations
go directly to
our veterans.

Cambria - Summit Abate
BASKET RAFFLE

December 8th, 2018
2PM - 4PM

@
The Castle Pub
(Ebensburg, PA)
DOWNSTAIRS
will Brighten the Eyes of Children in
Morning!!

LAWRENCE COUNTY A.B.A.T.E.
THUNDER IN THE COUNTRY
SATURDAY JUNE 27 - 2020

NOON UNTIL NINE - RAIN OR SHINE!
ANNUAL LAWRENCE COUNTY A.B.A.T.E. EVENT
(YOU DON'T HAVE TO BE A MEMBER TO COME HAVE FUN!)

2221 BENJAMIN FRANKLIN HWY (ROUTE 422), EDINBURG, PA 16116 PHONE 724-698-1220

PRIZES!
GIFT CARD FOR THE
OLDEST BIKE RIDDEN TO
OUR EVENT!
GIFT CARD FOR THE
OLDEST BIKER RIDING TO
OUR EVENT!
GIFT CARD FOR THE
FURTHEST DISTANCE
RIDDEN TO OUR EVENT!

**CORNHOLE
TOURNAMENT**

**FREE
ADMISSION
& PARKING!**
**AWESOME FOOD!
VENDORS!**

OUTDOOR EVENT for the family! Due to the Clean Indoor Air Act of 9/11/2008 no one under the age of 21 is
allowed inside the bar at any time, for any reason, even momentarily because we are a smoking establishment.
*No storks are available outdoors.

CountyAbate.org

FREEDOM FEST
THUR AUG 12 - SUN AUG 15, 2021

WHITE VALLEY PARK
OLD WILLIAM PENN HWY
EXPORT, PA

THURSDAY - SUNDAY DRY CAMPING
LIVE MUSIC THURSDAY, FRIDAY AND SATURDAY
Motorcycle/Biker Games - Beverages
Fallen Rider Memorial Bike Show
Food Trucks and Vendors (by Concession)

Friday 2 PM entry weekend pass - \$25
Thursday 2 PM entry weekend pass - \$35

RESULTS MAY VARY

ABATE PENNSYLVANIA
MASON SIMON
CHAPTER
July 12-14, 2019

750 Bowers Road - Littlestown, PA 17340
Gates open Noon Friday until Noon Saturday
Advance Tickets: \$25.00
At the Gate: \$30.00

FEATURED MUSIC
FRIDAY - THE RAZORBACKS
SATURDAY - Dog Pound and Radio Bravo

ONLY 300 TICKETS AVAILABLE

ABATE PENNSYLVANIA
Beaver County Membership Ride
Saturday June 24th
Start: Double J's
Registration 11am - kick stands up at 12pm
Scenic ride to Steel City Harley Davidson
Family friendly after party
Aliquippa Bucktails
American Auction, corn hole, 50/50,
cook out / covered dishes welcome
non members welcome
become a member on the day of the run and ride for free
\$15 per bike
\$20 with rider
\$10 party only
kids 10 and under get free admission

Benefit Ride For Aston
Date Change to May 23rd, 2020
9:00 AM - 10:00 AM
Where: Dutchway 365 Rt 41 Gap PA
Donation: \$20 per rider (passenger free but we will accept any donation).
End destination: Community Bible Fellowship
460 Broad St. Oxford, PA (refreshments)

Aston Ankney is an 8 year old boy who is battling Prader-Willi Syndrome (dysfunction of a region of the brain) and Neurofibromatosis (tumor disorder of the nervous system). Medical expenses have become overwhelming. Join us for a ride to raise funds and to help Aston and his family.

TOY RUN
SATURDAY SEPTEMBER 21ST 2019
MERCER COUNTY A.B.A.T.E.

ENTRY:
A New Unwrapped Toy
or \$10.00
Sign Up: 11:00am to 12:30 pm
Leaving @ 12:30

For More Information:
Brian Haynes 724-877-0272

All Proceeds Stay in Mercer County for the Kids

The Clark House
3590 Valley View Rd, Clark Pa

For info, Call
Eric 724-748-4133
Jim 724-290-2184

Butler County A.B.A.T.E. of PA
13th Annual
Motorcycle Swap Meet
MARCH 17TH, 2021
11:00 AM - 7 PM

Admission \$5

Location:
East Butler Fire Hall
808 Grant Ave.
East Butler, Pa
16029

2nd Annual Fall Foliage Ride
Sunday, October 20, 2019

Sign up at 11:00 at
New Bloomfield VFW

\$10.00 Registration - Cars Welcome
Meal will be on your own at Laurel Run Lodge - Supporting those that support us

Proceeds to benefit Ridge Runners 2020 Charity Events
Sponsored by
Ridge Runners Chapter of A.B.A.T.E. of PA



RAFFLE TICKET PRINTING REQUIREMENTS

Raffles are a great way to raise money for our chapters. In order to have a raffle there are some rules and requirements that must be followed to make it a legal raffle. Over the years, there have been a lot of raffle tickets, posted on social media or sold at functions, across the state, that do not follow the requirements of your Small Games of Chance (SGOC) license.

You may think that your chapter will not get busted for not following the requirements, but it may just be a matter of time until you do! I have seen and heard about organizations getting nailed for holding illegal raffles. It only takes one disgruntled member to make `that` phone call. Lately, it seems that Enforcement officers have nothing better to do, while working from home, but to police social media, looking for organizations to bust!! With things slowly coming back to life, across the state, and chapters posting their events, I thought this would be an appropriate article to write.

In order to hold a legal raffle, The following requirements need to take place:

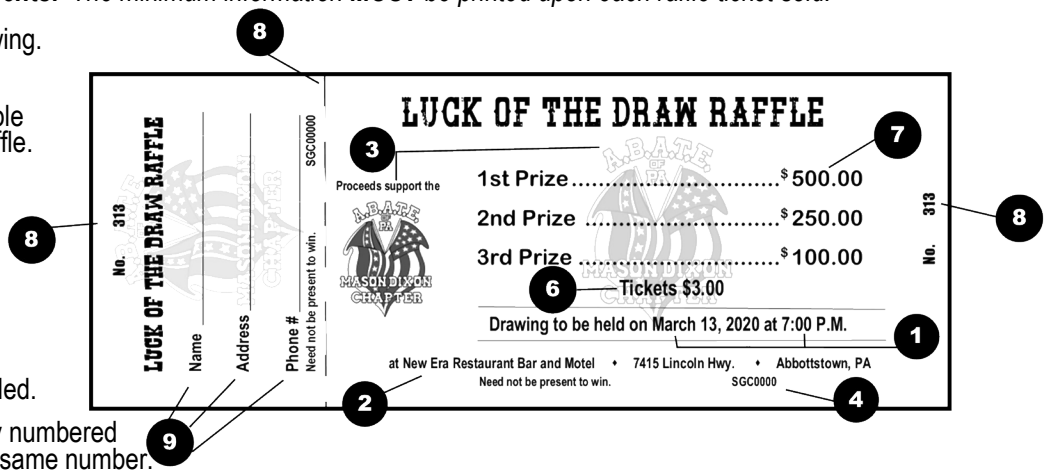
- ◆ Having or applying for a Small Games of Chance License for your chapter and displaying it at the raffle drawing and having it on hand if questioned during ticket sales.
- ◆ Figure out are the logistics to having the raffle.
- ◆ Printing of the raffle tickets. There are requirements that must be followed to make it legal.

The following diagram is what the Pennsylvania State Police and Bureau of Liquor Control Enforcement require when printing raffle tickets.

Match the line number to the number on the diagram. (The ticket used in the diagram is just for diagram purposes only. It is a fictitious ticket).

Raffle Ticket Printing Requirements: The minimum information **MUST** be printed upon each raffle ticket sold:

1. The dates and time of the drawing.
2. The location of the drawing.
3. The name of the licensed eligible organization conducting the raffle.
4. The Small Games of Chance license number of the licensed eligible organization.
5. The *special* raffle permit number, if applicable.
6. The cost of the ticket.
7. The prize or prizes to be awarded.
8. The ticket must be sequentially numbered & have a detachable stub with same number.
9. The stub must contain the purchaser's name, address & phone number.

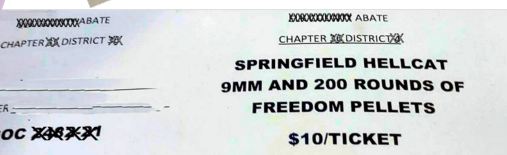
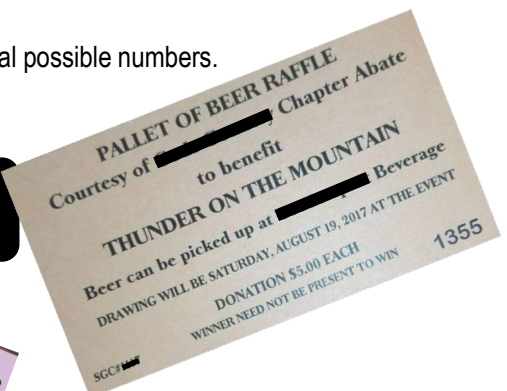
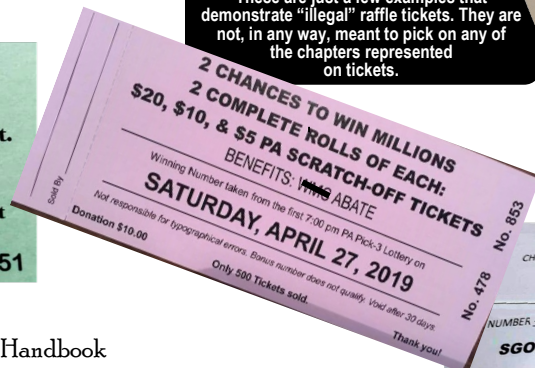
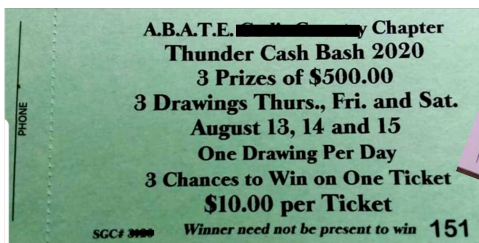


Other requirements are:

- * There **MUST** be a winner in a raffle.
- * Cannot award alcohol as a prize.
- * Drawing must be conducted in plain view of players present.
- * Use of state lottery number is permissible. Only when ticket sales equal the total possible numbers. (E.G. 1000 tickets must be sold to utilize the daily number).
- * The tickets must be accounted for by the use of a logbook showing to whom they were given to be sold.

61 Pa. Code § 901.745

These are just a few examples that demonstrate "illegal" raffle tickets. They are not, in any way, meant to pick on any of the chapters represented on tickets.



These are just a few flyers that demonstrate a good flyer and some with various design flaws. These are not, in any way, meant to pick on any of the chapters represented on the flyers.



Jefferson County Chapter # 14
ABATE of PA
 Christmas for Kids Fundraiser
 November 12, 2016
 DuBois Pulaski Club
 {7:00 pm to 12:00 am)
 Music, Food and Raffles throughout the night!!!
 Cost: \$10.00 / Person
 \$15.00 / Couple
 Please come out and help us make Christmas
 Dreams come true for Needy Children in our
 area!!
 ** We ask that you bring an unwrapped toy to the eve

WANTED

MOTORCYCLISTS

Help us, Help you; we can't do it alone!

Join
A.B.A.T.E.
 Alliance of Bikers Aimed Toward Education

A.B.A.T.E. OF PA
 STATE OFFICE:
 A.B.A.T.E.
 P.O. BOX 15226
 HARRISBURG, PA
 17105-5226
 717.731.8955

WE'RE
 FIGHTING
 FOR
 YOUR
 RIGHTS

Dedicated to Freedom of Choice
 an organization
 dedicated to preserving
 the rights of all motorcyclists

Hott Rodz
 annual bike run
 Sunday June 9th 2019
 bar will open at 10am for registration
 Kickstands up at 11am
 \$20.00 per person

proceeds go to A.B.A.T.E.
 for presents for patients
 rain or shine we will ride

★ BEAVER COUNTY A.B.A.T.E. ★

BIKEPAC RIDE

\$10 PER RIDER
 \$5 PER PASSENGER

SATURDAY, JULY 22, 2017

REGISTRATION: 10:00AM - 11:00 AM	CHINESE AUCTION 50/50 Prizes	Help support the people that fight for your rights as motorcyclists and motorists!
STARTS: THE CORNER SCOOP 124 Shippingport Rd. Aliquippa, PA 15001	ENTERTAINMENT	
ENDS: 4:00 PM ROBERT'S ROADSIDE INN 1020 Sharon Rd. Beaver, PA 15009	QUESTIONS: Call Buzz: (724) 581-8164	

* This is not a group ride or a bar hop
ALL VEHICLES WELCOME!

MERCER County
 Abate's
 2 ANNUAL
 CHILI & COOK-OFF

Sat. Oct. 29th
 Hitching Post
 GREENVILLE, PA

\$5.00 to ENTER you Chili
 \$1.00 - A TASTE
 \$5.00 OR FOR 6

Register your chili by
 12:30 Sat.

Tickets
 PRE SALE
 \$25.00 each

A.B.A.T.E.

OF
 Westmoreland County
 Chapter 24
 August 24 & 25, 2018
 Come join usgood people , good times
 Lets have fun and make memories together
 White Valley Park, Export Pa
 CHAPTER PARTY

FREDDAY:
DJ Track
SATURDAY:
EAST COAST
TURNAROUND

Camping
 Bike
 GAMES
 Horse shows
**GODD
 TIMES!!!**

FOOD & REFRESHMENTS

GATE
 \$30.00

Chester County ABATE Free Hotdog Giveaway

August 24, 2019

10:00 a.m. until dogs are gone!

MOTORCYCLE OUTPOST
 1016 GAP NEWPORT PIKE
 COCHRANVILLE PA, 19330

Come out and say hello and enjoy free hot
 dogs! This event is sponsored by Chester
 County Abate to bring awareness to
MOTORCYCLE OUTPOST and the
 items/services they offer and to bring
 awareness to **A.B.A.T.E**

POLAR RIDE FOR KIDS

DECEMBER 12, 2020

REGISTRATION 10-12/KSU @12PM
 STARTS & ENDS AT WINEBRENNER'S
 ALL MODES OF TRANSPORTATION WELCOME!
 RIDE BENEFITS TOYS FOR TOTS
 DONATION OR ANY NEW UNWRAPPED TOY
 BEST DECORATED BIKE/CAR CONTEST

CHILL-FRESH BAKED BREAD & BEVERAGES AVAILABLE BY DONATION

THIS SATURDAY
 11:00am
 12:30pm Leaving

MERCER CO.

TOY RUN

**CLARK
 HOUSE** New Unwrapped
 District 1 ABATE of PA Toy or \$10

While it is never a guarantee that media outlets will use your story, we know that most last minute requests will generate little or no publicity for your event.

Media Interviewing Tips

All press releases or media advisories should include a key spokesperson. The following tips are offered as guidance to that person.



- ◆ **Make sure you are prepared in detail; reporters may ask detailed questions.**
- ◆ **Begin the interview by making your point in statement form.**
- ◆ **Try to maintain control of the interview.**
- ◆ **Don't be so relaxed that you say something you wish you hadn't.**
- ◆ **Avoid jargon or professional expressions.**
- ◆ **Do not speak "off the record."**
- ◆ **Remember, the interview lasts as long as a reporter is there.**
- ◆ **If you are speaking to the media in person, make a good impression and please dress appropriately.** Dress attire is not required, but it is in everyone's best interest that you use your best judgment in determining what is and isn't appropriate. Wearing your chapter attire helps to have your chapter noticed. If you have to question your choice of attire, odds are it isn't appropriate.
- ◆ **Time and space is hard to come by with the media,** so please do not be offended by the placement of your piece or the time and space it was given. Any publicity is great publicity. Please do not call to ask why you were placed where you were or why things may have been left out.

Useful Radio Interview Tips

- ◆ There are only *three people involved* in any radio interview; you, the interviewer and the one listener at each radio. You are not addressing a meeting. It's an *intimate three-way conversation*.
- ◆ Always assume no knowledge on the part of the listener, so avoid using jargon.
- ◆ If a radio station contacts you, ask them what program the item is for, is it recorded or live, how long do you have and are there to be other contributors?
- ◆ Have three or four main points you want to get across – and get them across.
- ◆ If it is recorded never be afraid to ask to do it again, or repeat an answer your not happy with.
- ◆ Try to be natural. Smile or frown as you speak, you can hear these on radio. Avoid nervous laughter.
- ◆ Have notes of vital information, but never read a prepared speech.
- ◆ Speak for the organization, not from a personal point of view.
- ◆ Don't worry about accents or pauses. These happen in everyday conversations you will be the only one to notice.
- ◆ Use examples to illustrate your points.
- ◆ If the interviewer challenges you do not get angry or defensive, they are probably trying to get more information.
- ◆ Beware of what you are wearing such as jewelry that rattles, leather that squeaks, nervous habits such as pen tapping, hand rubbing.
- ◆ Get a comfortable seat, relax, keep still and talk directly into the microphone.



You can view this community media interview at:
<https://vimeo.com/290360747>



When You Make a Donation

Team up with the organizations you donate money to on a publicity plan.

Leveraging connections opens new doors that can help you find your chapter in the spotlight!

Do the same with your Supporters. If you have an establishment that serves alcohol, suggest the manager gets in touch with one of his beer distributors and have the distributor make the establishment banners, posters, tent cards, etc. that has your chapter name and logo on it and says, for example, "PROUD SUPPORTER of the (Your) Chapter of A.B.A.T.E. of PA". (You will have to supply the distributor a 'vector' file of your logo.)





Modern Communications

State Website

One of your member benefits is easy access to our website, abatepa.org. The Communications officer will help you promote your event on our website free of charge. Another benefit is the State Newsletter, *Between the Lines*, where your event can be listed on the event calendar.

Once the details of your event are confirmed, kick-start the process to ensure others know about your event. Pass your information along to begin the publicity process. To have your event listed on the website, you can submit the event information at: <https://abate.pa.org/events>.

Your planning is crucial. All events should be submitted, for the State website, at least two months in advance. It is vital that the online form is submitted with enough time for the event to be added to the State website calendar. Your details will be added to the website, allowing anyone who visits our site to see what your Chapter is doing in the community.

Social Media

Along with the State website, posts should be prepared for Facebook and Twitter to generate interest and awareness, and in other appropriate places on social media. Using your event flyer, create an Event on Facebook. This is a sure way to keep the event from getting buried in the news feed.



Between the Lines Newsletter

Your State Newsletter, *Between the Lines*, is a vital component of our on-going effort to spread the word. Many of you share your articles or pictures either by mail or electronically. The newsletter editor will decide if the content is appropriate for *BTL* and whether there is room for the publication.

If you do not currently publish in the newsletter, please consider doing so. *Between the Lines* is a sure way for you to get a jump start on your communication efforts. Each chapter/district is entitled to send in an article, each month. **See the attached article, from BTL, entitled FREE.** This will give you more information on what to include in your monthly article. If you notice your chapter doesn't include a monthly article, in *BTL*, talk to your Coordinator and ask if you can start submitting a monthly article.

To have your event listed in *Between the Lines*, it needs to be submitted to the newsletter editor, at least **two months in advance**. The newsletter goes to press near the tenth of the month for the following month's edition.

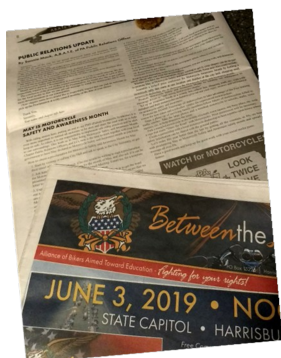
Example: If your event is on June 10th, the information needs to be sent to the newsletter editor by May 8th, in order for it to be printed in the June edition of *BTL*.

Submit news and photos to newsletter@abatepa.org for inclusion.



Just as we use your news to inform members across the state, we encourage you to use our news items.

Submit the event information at <https://abate.pa.org/events>.



Submit news and photos to newsletter@abatepa.org.





Social Media

The Latest Trend in Public Relations....

Social Media and Why Your Chapter Should Be Onboard

Social media is a natural fit for public relations and one of many tools chapters can use to protect and promote their reputations.

Does your chapter have a Facebook page? Do you have a Facebook page? Is the State Rally on it? Is Hazen on it? If your answer is 'yes', thank you. If your answer is 'no', why not? This is one of the easiest ways to put information, about the Rally and Hazen, in front of more people at the low cost of NOTHING! It's no longer a matter of discussion whether your chapter should be active on social media networks – because they should. That is, if they want to keep up. I see chapters that post on a daily basis and I see chapters that do not post at all. Sounds like my rant for *Between the Lines*....Some chapters submit something, each month, while others never submit anything. Social Media is another FREE platform to get the word out. FREE...FREE...FREE...just like *Between the Lines*....anyway.



The two top social media platforms are Facebook and Instagram. Facebook is best for posting general updates and event information. Instagram is pretty much based off visuals. A lot of chapters are really starting to understand how social media can support what they stand for. Facebook seems to be the platform of choice, for many chapters. If you want to promote your chapter, FREE, I have listed a few key points to help you succeed in using social media. Yes, it does take time and dedication, but anything that you want to have success with, does take time and dedication.

Facebook users love to feel engaged. Post photos, videos, contests, events, etc. but just make sure you know Facebook's rules! You must be relevant, interesting, concise, responsive and add value. Interact and ask for input. Make sure social media links are on all of your materials: emails, websites, event registration pages, you name it.

Let's get started...

Social media profile name. One of the most important factors on starting a social media profile, page or group is the name. Your chapter needs to be discoverable. It is highly important to include ABATE of PA (with or without the periods) with your chapter name, when creating anything on social media platforms. For the longest time, I was following Crawford County ABATE or so I thought. I kept seeing posts that were pertaining to elections and cancellations, etc. I messaged, Bonecutter, to see what was up with his chapter. Well, the chapter, I was following wasn't Crawford County ABATE of PA, it was in Illinois. Hence the importance of adding ABATE of PA to your name.

Consistency is key. Post-high-quality content several times a day, stay in contact one-on-one with loyal followers.

Be mindful of your tone. Decide on your tone and stick to it whenever communicating with your audience. Make your page a safe place to visit with a commenting and privacy policy. You will inevitably have to deal with negative comments—create a response strategy that is positive and non-confrontational. Remember what you post, and allow your members to post, can make or break your chapter or the organization as a whole. Be **POSITIVE!**

Showcase impact. If you're posting about a chapter fundraiser, be clear about where the money goes. What does a dollar achieve? If it's a notebook and a pen for a child in need, show that. Social media is a great way to show people how their time, money and efforts are making a difference. Be sure to close the loop on fundraising and report back to your supporters.

Connect with your audience. Build authentic and genuine relationships with your audience and make your content as personal as possible. Even if you've answered the same question a million times, answer it again. Answer absolutely everyone and answer them in a timely manner.

Social messaging is taking over. People love chatting on messaging apps...Facebook Messenger, Instagram direct messaging, Whatsapp and WeChat. This can impact your chapter in many ways. You will need to make sure you're reachable via social messaging platforms and that you respond promptly. Your member or potential members, especially millennials, prefer communicating with organizations via messaging rather than via e-mails or calls. Being reachable, in these ways, increases the chances of building relationships. And relationship building is the basis for turning that audience into members or supporters.





Latest Trend in Public Relations Cont.

Stories. The 'short-lived' video content (content that lasts a short period of time before disappearing) is continuing to grow for social platforms.

- ◆ Facebook and Instagram Stories can be seen for just 24 hours before they disappear.
- ◆ Instagram allows you to build an audience due to features such as hashtags, recommended accounts, location tagging options and 'Search' and 'Explore' sections.
- ◆ Photos and videos shared to your 'Story' don't appear on your profile's 'grid' or on your follower's feed – the content exists only in the 'Stories' bar at the top of the app. You can add as many as you want, a day, without spamming your followers' timelines and Facebook and Instagram users are avid users.
- ◆ Stories are a series of videos or photos, all capped at 15 seconds, Stories are generally less polished and posed than photos on the Facebook and Instagram feeds so use them to build authentic and personable voice and to interact with your followers. Showcase people. People prefer to connect with people on social media, much more than brands and logos.
- ◆ Create a strategy around your story and invest time and thought.

Live streaming. The power of social video is undeniable. Live video is becoming that social media trend we can't afford to ignore. Viewers respond positively to live video streaming because of the immediacy and engagement it creates, especially since so much of the online content is becoming more curated. Live streaming also allows you to respond to your audience in real time. There are multiple platforms for 'going live'. Most social media platforms have added on that feature. Facebook Live, YouTube Live, Twitter, Snapchat, Twitch and Instagram Live are all great platforms. Choose one to start with, focusing on one where you have the largest audience on or where your target audience spends most of their time. To ensure people show up to your live, try to notify your audience, in advance, that you will be going live (at least one day before, but ideally a week).

User-Generated content. The easiest way to think about user-generated content is this: organizations taking the best-of-the-best user content from around the web and featuring it on their own social media or other platforms while giving credit to the original user, also known as sharing. People are much more likely to trust recommendations from their friends and family. Sharing content allows you to connect authentically with audience members one-on-one. Sharing content is an opportunity to tell real stories. Unless you're good at storytelling, this could fill a void that may be missing from your own content. Have your members share about your chapter or event on social media and tag you in their photos. This will help increase your reach and help build social proof. Very few chapters have the means of producing high-quality content frequently enough, so user-generated content is the way to go. Instead of producing your own content all the time, tap into the power of your members' networks and repost their content, which generates more engagement and trust. By reposting a member's social media post, you are also encouraging more of your audience to post about your chapter on social media, thereby increasing your reach.

Social listening is key. Just having accounts on social media and being active on them is no longer enough. Social listening is key. You need to listen to what people are saying about your chapter and organization as well as your events and respond accordingly. Members that post a complaint, on social media, expect a response in less than 60 minutes. (Go Globe) Individuals nowadays use social media to solve issues. If people are having an issue with your chapter or have questions, you need to respond quickly, otherwise they won't speak highly of you to their networks – which can be detrimental to your image and growth. Social listening goes beyond that. It allows you to track conversations around specific topics and you can use that to discover opportunities, create content or make changes for the betterment of your chapter. Social media listening is not only about monitoring, it allows you to see things at a bird's eye view. Social listening can be easily confused with responding to incoming messages or comments one by one. While that is important, you also need to use social listening to see the bigger picture of what's going on with your chapter or the organization, as a whole.

Use social media and be personal and creative with it. No one likes generic content. If you want to get people to pay attention to your chapter, think of great ways you can engage with them personally. It could be a quick video, or it could be a feature on your Instagram account. Show your supporters that you appreciate them and the impact they had on your chapter. Technology is evolving at an astounding rate, and savvy chapter professionals understand that in the digital age, their members, supporters and followers are immersed in social media – and that's where you have to meet them.

I hope these tips help you get your chapter up to speed in the social media world, so you can stay ahead and grow your chapter. Social media is a great platform if used correctly. Remember to look at social media platforms as engagement tools. Focus on relationship building and one-on-one conversations. Share entertaining, useful, or unique content. Encourage your audience to respond. Engagement ensures loyalty. Loyalty can show an increase in memberships, supporters or even volunteer sign-ups and donations.



SOCIAL MEDIA POLICY and GUIDELINES

Social media...It enables your Chapter to increase awareness, attract new members while engaging and connecting with members and supporters and help retain and motivate members to get involved with your Chapter. Your members expect it as a way to learn about and engage with your Chapter. It can, also, be the downfall for your Chapter and the State. Have you ever posted something on Facebook that had a typo or a more controversial opinion? How did your followers react? Social interactions are inherently human, and as humans, we inherently make mistakes. Yet the social media accounts of your Chapter represent your viewpoints, values and culture, and the State's, and because of this there is less room for mishaps and often much less forgiveness. Social media is just one part of your Chapter's wider communication and public relations strategies.



Posts are being considered reputable sources of information about your Chapter and are held to high standards. With that in mind, it is important to set guidelines, for your Chapter, in order to develop a consistent voice and deter the potential for misconduct.

The actions of one individual represent the opinion of your entire Chapter. Errors like this can have the potential to change the views of thousands of people in sheer moments and cost your Chapter and potentially the State, big, in the long run. Misunderstandings are a common cause of social media slips, there are other types of errors your Chapter could make, such as:

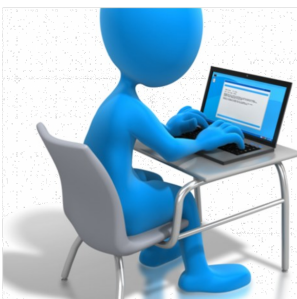
- ◆ Members posting factual errors speaking on behalf of your Chapter or the State.
- ◆ Members revealing private information, on their personal pages, or publicly posting in a way inconsistent to your Chapter and A.B.A.T.E. of PA.
- ◆ PR crises
- ◆ False representations.

THE SOLUTION

We all know mistakes can happen, but your Chapter can take steps to reduce their occurrences. Create a social media policy. The policy is a guideline that lets members know what is and isn't acceptable on your social media platforms and when posting on individual social media accounts. It lays out clear boundaries and defines potential issues. By creating social media guidelines, for your Chapter, you can set a standard for all posted content that unifies your message and supports high-quality content. Use your guidelines more to educate than to restrict behaviors.

Write Them Down

Whether it is on paper or online, make sure your policy is accessible to your entire Chapter. This can be posted in the 'ABOUT' section of your page. This ensures they are a useful resource that anyone can refer to when in doubt. The members may not visit the tab directly, to view your policy, but you can always send them a link to the tab when replying to negative issues! This can, also, be a great tool to use to educate new officers and Chapter members. Clear expectations can be set immediately. *See example at the end of the article.



Outline Any Consequences for Violating These Policies

What will your process for retrieving any faulty posts? Who will make a public apology, and when? Consider the severity of the infraction and what the repercussions will be, for different types of violations, so the protocol is in place from the beginning.

When allowing all members to communicate, on behalf of your Chapter, you want members to be consistent, across all platforms, and you want to set clear expectations for what is and is not acceptable.



SOCIAL MEDIA POLICY and GUIDELINES Cont.



Who Will Be Admins



- ◆ Will it be your Chapter officers and a member or two? Your PR officer should be included as an ad-min. Social Media is considered to be a form of PR in the non-profit field. Everyone should know who has access to what. There should be more than one person in charge. Those given the admin or moderator roles, must follow all the guidelines and work together, with each other. Communicate with each other when in doubt of how

to handle any issues that arise. It is important to take in con-sideration the steps below when accepting the admin or moderator role on any social media plat-form:

- ◆ **Be active.** Share anything your Chapter has done for the community or for the motorcycling community. Bar-rage your platform with as much positivity as possible whether it is with posts or pictures of donations made, supporter certificates presented, Chapter meeting photos, etc. Anything to take to keep a positive image of the motorcycling community, your Chapter and the State. Positive posts can help take the weight off of any negative posts.
- ◆ **Listen.** If there is an issue being addressed on social media put yourself in your member's shoes and try to see the issue from that point of view. It is important that you follow through by looking fully into the situation—then let them know. The member may still not be pleased, but you can say you've done all you can. Whatever you do, don't take the issue personally. At the end of the day, it's a Chapter you are running and there will always be those few members you can't please. When this happens, it is best to just move on.
- ◆ **Be responsive.** Ensure you have a short response time. Aim to answer all responses within six (6) hours, even it its just to let the member know you are still looking into the situation. When reaching out to the mem-ber, do this via private message or email. Speaking on a one-to-one basis allows you to handle the concern privately. A lot of times the member will be a lot calmer in a direct conversation without the influence of other comments to possibly help inflame the situation.
- ◆ **Use humor only when appropriate**
- ◆ **Create value in conversations.** Always use your members first name in your replies and sign off by using your first name. Remember you are talking WITH members and not TO them. Members open up more and be better assured you re personally doing something about the situation.
- ◆ **Don't be rude or impatient.** You will come across members who are contrary and difficult to handle. Some will try your patience, but you must remain professional when replying to comments on your social medial platform. If you lose your grip, your Chapter will suffer. Rude reactions ultimately lose members. Social media is a public platform. It may seem like you are talking with one person—but you aren't!
- ◆ **Admit when you have made a mistake.** To build trust and authenticity with your members, don't be afraid to apologize. We all make mis-takes. Rather than try to cover up a mistake or an error, it's better to be open and admit it. Members won't hate you for it, they will appreciate your honesty and humility. It is better for you to declare a mistake than to have others see it and point it out for you. Honesty can help you avoid getting negative comments in the first place.
- ◆ **Don't be afraid to delete.** It's perfectly okay to remove members from your page when they ignore the social media policy and cross the line. If you have a member who harasses others, is rude to admins/officers or otherwise shows disrespect for your page and/or group, then it is perfectly within your right to delete those comments and block the person from participation. Depending on the issue, you may want to issue a warning, best to do so in private, and give the member a chance to repent.
- ◆ **Blocking someone** is rarely necessary but you should never stand for anyone mistreating any members or officers or the Chapter itself.
- ◆ **Don't ignore negative feedback!** Don't ignore negative comments. Ignoring them will not make them go away—it usually draws more negativity to your Chapter. Negative feedback can be the toughest part of being an admin. You never know where the conversation will lead. The last thing you want to see happen is full scale argument igniting in the comments for all to ponder. It is best to respond to constructive criticism and delete anything unconstructive in order to keep the conversation relevant and respectful. Replace the negative with a positive as Stated earlier.



SOCIAL MEDIA POLICY and GUIDELINES Cont.

Internet Trolls

What is an internet troll? They are the ones fueled by ego and discontent, the ones who rant, scream, complain, critique and hate 24/7 on social networks. We all know who the internet troll(s) are in your Chapter. Even worse, misery loves company and where one troll finds a home, many others follow. Trolling has become so ridiculous that it keeps many from even looking at social media updates or comments anymore, which defeats the purpose and the power of social media for social good.

Handling the Trolls

You can't stop the trolls, but you can prevent them from infecting our platform. BLOCK, DELETE, BAN, REPORT and MOVE ON! They are toxic and can easily destroy the good will and the good vibe of the communities your Chapter has invested in building for the reputation of bikers and your cause. There is a difference in disagreeing RESPECTFULLY on issues, but internet trolls have no respect for other people's opinions. Engaging them just makes it worse. Again, BLOCK, DELETE, BAN, REPORT and MOVE ON! It is good practice to report a troll or any toxic member to the State so they can be on the lookout for any rants they may post on the State platforms. Don't be afraid to hurt someone's feelings. After all, they didn't care about the repercussions of their rant! And it falls under the guide-lines that have been in put in place!

Establish Etiquette

What general rules of thumb can your members keep in mind to help guide their behavior when posting on your Chapter's social media platform and when mentioning your Chapter on their personal social media platforms?

- ◆ When in doubt, Don't post.
- ◆ Respect and humility in all communication.
- ◆ Good judgement in sharing only public information.
- ◆ Awareness that what you say IS permanent!
- ◆ Clarity that opinions are your own.

IN CONCLUSION

Your Chapter's reputation, and the State's reputation, is a serious matter that warrants safeguarding. How you are perceived, by the public, affects the number of supporters you have for your Chapter and the overall impact of the State as a whole. Create and enforce social medial guidelines to foster and protect positive conversations on social media that represent your Chapter and the State's character, convictions and heart.

*Example of a Social Media Policy

Commitment to the Chapter and Community

- ◆ We at _____ Chapter of A.B.A.T.E. of PA will do our best to make sure the postings on our page are in line with our mission. We expect that members will not post content that falls into the following categories and reserve the right to remove postings that are:
 - ◆ Abusive, defamatory or obscene
 - ◆ Fraudulent, deceptive or misleading
 - ◆ In violation of another's intellectual property right
 - ◆ In violation of any law or regulation
 - ◆ Otherwise offensive
- ◆ The views, opinions and experiences expressed in member's submitted comments are solely those of the author and do not necessarily reflect those of _____ Chapter of A.B.A.T.E. of PA or the organization as a whole and may not be representative or typical of what we represent. Member comments are not edited for accuracy, however, to ensure a continually positive experience for the community, we may report or remove content containing profanity, spam or otherwise objectionable material.



_____ Chapter of A.B.A.T.E. of PA understands that many members participate in social networking sites and maintain personal websites and blogs. However your online presence can affect the Chapter as your words, images, posts and comments can reflect or be attributed to _____ Chapter of A.B.A.T.E. of PA. As a member, you should be mindful to use electronic media, even on your personal networking sites, responsibly and be respectfully to others, your Chapter and the State.

PS. Sorry this is such a long article. But there have been all sorts of incidents happening in many chapters. This article is to help with gaining control of your Chapter's social media platforms. The first step is to put a Policy in place so you have something to fall back on when an issue arises.



SOCIAL MEDIA ETIQUETTE



If you think what you do in social has to do only with your personal life, think again. The top types of content that turns members off should not surprise you: Inappropriate photographs, videos, drinking/using drugs, discriminatory comments, bad-mouthing a chapter or member and poor communication skills.

What about ranting? Rants blow off steam and make you feel better right? Research has found people's moods decline after reading rants, and after writing rants they became more angry, not less. **Ranting as been described**, by forum moderators, as **"watching others being burned at the electronic stake as they abandon logic, courtesy, common sense and self-respect."** In the end no one feels better.

Before you post or comment in a personal capacity consider:

Don't threaten others

If looking for a fight or an opportunity to do something stupid, don't post about it online. It will not end well. Talk things out in person instead of getting in more trouble than intended.



Don't swear

The language used can make everyone look super immature and can make people look away. Be nice when speaking, and use appropriate words. Don't look bad because of the language used.

- ◆ **Is it all about me?** No one likes someone who only talks about themselves. The same applies in social media. Balance boasting with complimenting.
- ◆ **Am I stalking someone?** It is good to be driven and persistent but be careful not to cross the line into creepy. Don't be too aggressive in outreach.
- ◆ **Am I spamming them?** Not everything or even the majority of what you post should ask for something. Don't make everything self-serving.
- ◆ **Am I venting or ranting?** Venting and ranting may feel good, but research says it doesn't help and no matter how justified you feel, it never presents you in a positive light. Do not post negative comments or gossip.
- ◆ **Did I ask before I tagged?** You had a great time and want to share those memories, but your friends, family or chapter may have different standards. Check before you tag people in posts.
- ◆ **Did I read before commenting or sharing?** Don't make yourself look foolish by not fully reviewing something you are commenting on or sharing with others. Don't jump to conclusions.
- ◆ **Am I grateful and respectful?** Don't take people for granted. Respond and thank those who engage with you.
- ◆ **Is this the right medium for the message?** Not everything should be said on social media. Consider the feelings of the other person. *Some messages should be given in person, by phone or email.*
- ◆ **Am I logged into the right account?** There are too many examples of embarrassing posts meant for personal jokes that went out on chapter or state accounts. Always double check which account you are on. Don't post personal information on your chapter account.

As seen above, social media has blurred our personal and chapter lives. As a member you should consider how your social media use impacts your chapter. Since joining ABATE you should check to see if your chapter has a social media policy. Here are some general guidelines to consider. Not only should your social media not hurt the chapter, but many members, see your active personal social media use as a medium of advocacy for the chapter. Also, anything you post now may impact your image as a potential member or even an officer of your chapter or the state.

Before you post or comment as a member consider:



- ◆ **Does it meet the Social Media Policy?** Your chapter should have an official social media policy. Don't assume you know what the policy says. Make sure you know and follow your chapter requirements.
- ◆ **Does it hurt my chapter's reputation?** No matter how many disclaimers you put on your accounts such as "views are my own" certain content and behavior will negatively impact your chapter. If your bio states your chapter affiliation, your personal account represents your chapter.
- ◆ **Does it help my chapter?** Chapter advocacy is an important strategy. Have a positive impact on your chapter's image and when you can, advocate for ABATE in social media.



SOCIAL MEDIA ETIQUETTE Cont.

- ◆ **Would my coordinator be happy to see it?** You may not have “friended” your coordinator but another member may have and your post is only a share or screen grab away. Even private accounts are never fully private.
- ◆ **Am I being open about my chapter?** It is good to post positive content about your chapter, but if you are trying to pass it off as unbiased opinion that is wrong. Be transparent about your chapter connections.
- ◆ **Am I being fair and accurate?** Everyone is entitled to their personal opinion, but if your opinion tends to always be unfounded and seems to have an agenda, it will reflect negatively upon you. Criticism is welcome when it is constructive and opinion is backed by evidence.
- ◆ **Am I being respectful and not malicious?** People can get very insensitive, judgmental and angry in social media posts. That does not convey a favorable image. Don’t post what you wouldn’t say in person. Even an outburst in person fades in memory, but a malicious post is there forever.
- ◆ **Does it respect intellectual property?** Not everything on the Internet is free. Check for or get permission to post chapter or state assets and content.

Chapter Social Use



For those who create and share chapter social media content there are additional considerations to ensure you are helping to meet chapter goals and following any policies put in place.

Before posting or commenting as an A.B.A.T.E. of PA member on a social account consider:

- ◆ **Does it speak to my target market?** Be sure to focus on your chapter’s wants and needs not yours.
- ◆ **Does it add value?** Social media only works if people view and share it. Make your content educational, insightful or entertaining to grab interest and draw engagement.
- ◆ **Is it authentic and transparent?** Trying to trick people will get you nowhere. Don’t hide or exclude any relevant information.
- ◆ **Is it positive and respectful?** It may be fine to talk trash about your chapter or the state or even complain about members, but not on social media. Don’t badmouth the chapter or state or its members.
- ◆ **Does it meet the Social Media Policy?** Most likely your chapter or the state has a social media policy. Ensure you follow your own chapter standards.

- ◆ The last consideration in all social media action from a personal, chapter or state perspective has to do with listening. Listening improves relationships and social media is based on relationships with friends, members and officers.

The last question to ask before posting or commenting in social media is:

Have I listened twice as much as I am talking?

Do you fully understand the person, organization or situation you are commenting about? We have two ears and one mouth for a reason. Taking the time to pause and listen has saved many a person or chapters from putting their foot in their mouth and given valuable in-sight into creating successful social media efforts.

This guide just touches the surface of social media etiquette and ethics. The take away here is to take the time to ask questions and think before you post.





Basic PR Tactics to Reach All Targets

Put your Chapter/District in the Public Spotlight AND WATCH OUR ORGANIZATION GROW

Public awareness is the key to a growing Chapter.

Reach out to your local media and let the community know all about your great service efforts.

Building a positive public image leads to substantial membership growth.



...ensure the long term success and stability of your Chapter.

LOOKING TWICE CAN SAVE A LIFE
Group aims for motorcycle awareness training in Adams County

Adams and Tuscarora Chapters of New York State Bikers Aimed Toward Education
The Adams County Chapter of the Alliance of Bikers Aimed Toward Education (A.B.A.T.E.) and the Tuscarora Chapter of the same organization are planning to hold a motorcycle safety awareness training session in Adams County.



Bikers lend a helping hand for holidays

Members of the Adams County Chapter of the Alliance of Bikers Aimed Toward Education (A.B.A.T.E.) are planning to hold a holiday event for children in need.

Bikers = neighbors

Finally, a quick shoutout to motorcyclists who counter negative stereotypes about bikers:

On March 29, A.B.A.T.E. of PA (Alliance of Bikers Aimed Toward Education) donated checks to four children's charities (Olivia's House, Lehman Center, Harvest of Hope and Leg-up Farm), following the group's Christmas for Kids campaign.

Events such as the deadly biker brawl in Texas tend to give bikers a bad reputation, but A.B.A.T.E.'s PR representative, Sonnie Mauk, said the group aims to change this negative portrayal through community involvement.

Maybe it's because York is home to a Harley-Davidson plant, but local folks generally eschew that negative stereotype, thank goodness.

We know bikers to be accountants and doctors and tail clerks and, well... basic our neighbors — good folk who do good things in the community.

Cheers to A.B.A.T.E. for spreading that message of goodwill here and elsewhere.

P.S. We still wish A.B.A.T.E. would recon its opposition to reinstating mandatory helmet laws in Pennsylvania.

Bikers give teddy bears to boost children's spirits

Members of the Adams County Chapter of the Alliance of Bikers Aimed Toward Education (A.B.A.T.E.) are donating teddy bears to children in need.

Indiana County Chapter highlighted Motorcycle Safety on their local radio station this morning:

AMERICAN MOTORCYCLIST

HOME EDITION

Bikers demand 'justice'

Group wants homicide charges filed against cop who killed cyclist during high-speed chase



Motorcycle safety stakeholders meet

On Feb. 2, representatives from the Alliance of Bikers Aimed Toward Education (A.B.A.T.E.) attended the annual meeting of the Motorcycle Safety Stakeholders, at PennDOT headquarters in Harrisburg. They were joined by members from PennDOT, the PA Motorcycle Safety Program (PAMSP) and other motorcycle safety stakeholders.

According to a press release, PennDOT will again be providing A.B.A.T.E. of PA with 25,000 "Watch for Motorcycles" yard signs. These signs will be distributed by A.B.A.T.E. members to dealerships and other interested parties throughout the state.

The signs will be available for the A.B.A.T.E. districts and chapters at the Grand Board Meeting in March. A new window cling is being developed to replace the small, triangular "Watch for Motorcycles" sticker.

During the meeting, A.B.A.T.E. members suggested allowing disabled bikers the right to more than one motorcycle license plate (if desired). The

Safe riders

A.B.A.T.E. Operation Save-a-Life Director Peggy Snyder talks with motorcycle enthusiasts about 10 safety points all drivers should know about motorcycles traveling on the road during the safety awareness program held Saturday at the Brooklyn Fire House in Lewisport. Touring Friends Riding Club sponsored the program in conjunction with Motorcycle Safety Awareness Month.



Basic PR Tactics to Reach All Targets Cont.

There are many ways to reach your target publics. You can target each of them respectively and cater your message to them specifically. You can create an entire comprehensive campaign toward one or several of the groups.

However, before you can target any single group, you must be sure that you are really the kind of group you are proud to promote.

Therefore, here are a few suggestions to follow:

Watch what you do, not only what you say!

It has been stressed throughout the manual that it does not matter what you say, but rather what you do that will be construed as your public image. Therefore, the most important public relations tactics must start internally. What does that mean for your chapter? It means that all members must remember that their behavior is critical for the positive image of the Organization. It means that even when you think your chapter is “good enough” you must strive to “be your best.”

It means being *proactive* rather than *reactive*.

Your chapter must have focus. Set short-and long-term goals to ensure that you are constantly working towards an end. You need to ensure that your chapter is functioning at a level that is appropriate for your publics.

Social Events—the perfect blend of fun, awareness and responsibility

Legislative goals and fundraising events are significant parts of being a member of A.B.A.T.E. of PA; however, hosting and attending events is also an important part of your chapter. It can be somewhat tricky to host or attend events while also maintaining the positive public image we strive for. Many event flyers will actually request that attendees “Leave attitudes at the gate.”

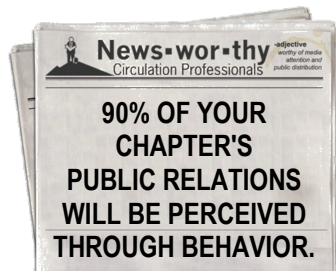
Appearance matters!

Along with the behavior of members, appearances greatly influence public perception. Factors such as attitude, dress and conduct must be considered by the entire group at all times. Perceptions of the biker community are reinforced by negative actions and behaviors. It only takes a moment to think about how you will appear to others and yet that moment will make the difference in their opinion of you, as well as the Chapter and the Organization, as a whole.

We are all walking billboards. Keep that in mind when you are wearing your chapter attire on and off the bike.

While it may not be fair that society judges on appearance, it does provide you with an excellent opportunity to present your chapter as charitable, responsible and proper members of the community.

People judge the chapter on the quality of individuals within it, and if you look good, it helps make the entire organization look good!





Crisis Management

Crisis management is knowing how to handle a crisis in the event it should occur. How the Crisis is handled is the responsibility of Public Relations Officer and Executive Officers of your Chapter. However, public relations tactics are often overlooked when dealing with crisis situations.

It is best if you have a good ongoing relationship with all of your publics before an unfortunate occurrence. If your chapter is respected prior to any incidents, others will likely be more willing to help your chapter recover from a crisis. It is also less likely for chapter members and other members of your publics to speak badly of the chapter after a crisis. If positive relationships have not been established prior to an incident, addressing a crisis will be more difficult.

Media

The first step in any **crisis** situation, is to contact your Executive Officers. You can also contact your State PRO and State Executive Officers. The State PRO will assist you in dealing with the media or may even relieve you of the responsibility and speak to the media directly on your behalf. It is important to remember that the media is not out to get you, even though it may feel that way. It is their job to report the full story, and they will do as much as they can to get the full story. Always be polite and responsive when questioned. *Remember that nothing is off the record!* If you disclose information of importance, reporters will probably use it, whether or not you declare it off the record.

There should be one or two members to serve as the contacts for the media; the first should be the PRO and the other, the Coordinator. These are the only two individuals who should speak with the media at all. All other members that may be approached by the media should direct them, in a firm but friendly manner, to speak with one of the two representatives.

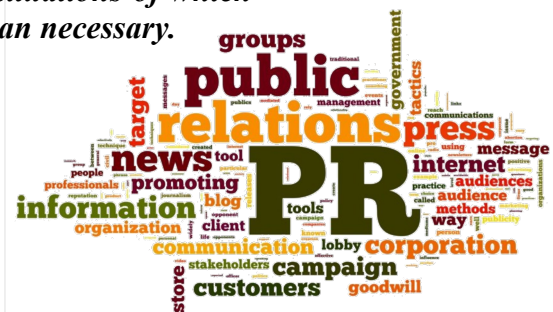
The individuals selected to be the spokespeople should always have as many facts as they possibly can. They should only comment on situations of which they know all the facts, and never offer more information than necessary.

Dealing with the Media

- ◆ Be honest. Be factual. Be prompt.
- ◆ If you do not know the facts, do not speculate.
- ◆ Say you will get the information promptly.
- ◆ Release bad news in a timely manner.
- ◆ Avoid responding with “No comment.” It makes you look guilty, even if you are not. Instead, use, “I do not have that information” or “I cannot answer that at this point.”
- ◆ Answer only the questions that are asked.
- ◆ Avoid getting frustrated or angry.
- ◆ Stay cooperative and united.
- ◆ Do not repeat negative questions or phrases.
- ◆ Recognize and do not reply to trick questions.
- ◆ **Remember: Nothing is “off the record!”**

Remember!
You can never
safely assume
that anything is
really “off-the record.”

“There’s nothing
wrong with having
nothing to say —
unless you insist
on saying it.”
-Anonymous





Final Thoughts

The more people learn that anyone can be a biker, the more they'll forget about the horrible image bikers once had.

Something to remember: Chapters run on special fuel: volunteer energy!

In closing, your chapter of A.B.A.T.E. of PA is a group of wonderful individuals working together to make change and have fun. Share your stories and experiences with your publics, and let communities know that the Alliance of Bikers Aimed Toward Education of PA is a great organization. There are people who want to hear about the Organization and your chapter, and you should want everyone to know about it. Do your best to always reach as many people as possible with positive information.

Remember that your image depends on how your publics perceive you, and that perception will greatly affect both your chapter and A.B.A.T.E. of PA. In particular, the way the media and your members view your chapter will greatly impact how your chapter is viewed by each of its publics.

Finally, Always remember that positive public relations begins internally. Your actions and attitude have the greatest influence on your publics at all times. Being friendly and pleasant in all interactions will not only help give A.B.A.T.E. of PA a positive image, it will also help make you a better individual. You are a representative of your chapter and A.B.A.T.E. of PA. Always be sure your actions represent behavior that is worthy of membership in A.B.A.T.E. of PA!

Now that you have the tools you need at your disposal, reach out in advance of your next event and let the community know who you are.

Good luck!

If at any time you have a question, please do not hesitate to contact me for further assistance.

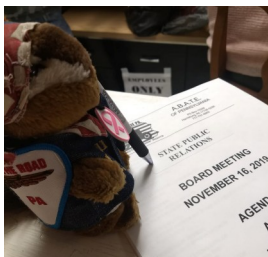


Sonja "Sonnie" Mauk
A.B.A.T.E. of PA Public Relations Officer

(717) 476-7175

Email: Sonja.Mauk@abatepa.org

Facebook: Sonja Mauk (Sonnie)





WHO IS YOUR STATE PUBLIC RELATIONS OFFICER?

Hi there, My name is Sonja Mauk but I prefer to go by Sonnie. You may, also, know me as 'Paparazzi'. I am your appointed State Public Relations Officer. I have been a member of the Mason Dixon chapter for twelve years and a member of the . I am also a member of the MRF and Long Island ABATE. My experience with A.B.A.T.E. of PA began in 2012 with attending chapter meetings. In 2013, I became a member of the Mason Dixon chapter. My role as just a chapter member changed, in 2014, when I became an officer (a member with a few more responsibilities). I held the PR position, with Mason Dixon, for two years and I have been the chapter Secretary and Historian for the last ten years. I also had the pleasure of serving as Stan Oakes' Assistant PR officer for two years before I was appointed as State PRO.

Public relations is a tool our organization uses to paint a picture of how we want to be perceived by the audience exposed to our message. Portraying A.B.A.T.E. of PA in the best possible manner is the goal that I am asking for chapter Public relations officers to strive for. Take some time, before the riding season starts, and spread the word and help A.B.A.T.E. of PA gain more good publicity. Remember we are responsible for ensuring that any negative press receives an appropriate response.

Be sure to focus on member relations. Seek to maintain and develop relationships with your chapter members to protect and promote what we stand for...our right to ride and freedom of the road.

I can be reached anytime. If I do not answer, please leave a message. As Stan used to say, "If you are looking for Sonnie, you need to look up and you will find her on a roof, in a tree, on top of trailers or on a sign."

Good Luck and Have Fun!!

Sonja "Sonnie" Mauk

A.B.A.T.E. of PA Public Relations Officer

(717) 476-7175

Email: Sonja.Mauk@abatepa.org

Facebook: Sonja Mauk (Sonnie)



This is Nutty, the A.B.A.T.E. of PA Squirrel





Ten Commandments of News Releases

1. Thou shalt be selective with the releases thou sendest. Don't waste your ammunition on every little story possibility. Stories that bore you can bore reporters as well and leave a bad taste in their mouth.
2. Thou shalt not send multiple copies of the same release. It can cause confusion and waste time. If you do your homework and send it to the right department, your story has a good chance of being selected.
3. Thou shalt have contact names and phone numbers on all releases. Reporters must be able to contact someone who can clarify information. Generally use two contact people and include business and home phone numbers.
4. Thou shalt know deadlines. It is a good idea to let reporters know what is coming. This way they can properly plan for it and do some homework.
5. Thou shalt follow up with a telephone call. The follow up should just be a check to see if the release was received and if it is in the right department. Don't try to determine if it will be used- doing so disturbs the press.
6. Thou shalt take "no" for an answer. If, after having given it your best shot, the answer is "no," forget it. Don't be offended, and don't take it personally.
7. Thou shalt find out about standard criteria. Be familiar with the different media you will be selecting. Promotions and position changes occur frequently. Also know which department reports which types of stories.
8. Those shalt know and respect the meaning of "exclusive." This means giving the story to one medium at the expense of all other media. Reporters who get burned tend to remember.
9. Thou shalt not send releases to people who left the publication years ago. Editors tend to frown upon mail addressed to a displaced, or sometimes deceased, predecessor.
10. Thou shalt get to know reporters before needing one. Develop a working relationship with a contact person in each of your desired media. They might not use all of your releases, but it helps to treat them like people. Using them as speakers at "Guest Night" can help.





FREE PUBLICITY FOR YOUR CHAPTER










by Sonnie Mauk, State PRO

Yes, you read it correctly, **FREE** publicity for your Chapter. Who doesn't like the sound of the word "FREE?" I will admit that when I hear the word "FREE," I can become skeptical, at first, because usually you don't get something for nothing. Right? In this case, put all skepticism aside because you do have access to **FREE** publicity, for your Chapter, every month. Now that I have your attention, read on to find out how you can access this **FREE** publicity.

The **FREE** publicity, I am referring to, is in *Between the Lines*, the State newsletter. Approximately 6,000 copies of *Between the Lines* go into circulation every month. The newsletter is sent out, monthly, to every member and supporter of A.B.A.T.E. of PA. Every Chapter is given the opportunity to showcase their Chapter and their events as well as their District happenings, **FREE**. All that is required, from your Chapter, is for an officer to submit an article, every month, to Koury Barr, Newsletter Editor, by the deadline.

Over the last several years, the number of Chapters that DID NOT submit an article for their Chapter, was anywhere from 19-23 Chapters out of 44 total Chapters! Why pass up a **FREE** publicity tool that you can use to promote your Chapter all over the state? And now it is digital, so it can go all over the world too. There are many members who religiously carry their copy with them every time they travel. Other than patronizing the Supporters, across the state, it also gives them insight to what is happening within each Chapter. That's if every Chapter submits something to the newsletter editor. If your Chapter hasn't jumped on the **FREE** publicity bandwagon, now is the time to do so! You will be glad you did. Continue reading and take the challenge, I have, at the end of the article. This challenge will serve several purposes for me as well as you and the state. Please read on...

Why should your Chapter take advantage of this **FREE** publicity tool?

-  To announce your regular meeting date, time and place.
-  To keep your members up to date about what's going on within your Chapter.
-  To educate all readers about events, issues and ideas that concerns your Chapter.
-  To build cohesion and a sense of pride amongst your members.
-  To spark new interest, and increase recognition or belief, in your Chapter.
-  To offer another form of communication to your members.
-  **IT IS FREE PUBLICITY for YOUR CHAPTER!**

So technically you aren't getting something for nothing after all. To utilize the **FREE** publicity, you do have to put some effort into making *Between the Lines* work for your Chapter's benefit. If you want people to get interested in what your Chapter is doing, *Between the Lines* can be your call to action and give members more information on how exactly they can get involved. You can use this space to announce what your Chapter has coming up over the next several months. Including your Chapter's events, in the newsletter, can help bring members to your events. Maybe members that don't, or can't, attend your meetings look to the newsletter to see what their Chapter is doing or what events are coming up as well as when the next meeting is and where. If readers can count on finding out this information just by going to your Chapter's section, in the newsletter, you may get better attendance at Chapter meetings and events.

Has your Chapter changed or grown over the past few months? Did your Chapter have an event recently? Did your Chapter reach a fundraising goal? You can use this space to thank everyone who donated to the event, thank attendees and announce the amount of money that was raised.

Between the Lines is also a good tool to use to get supporters. Your article could showcase a new supporter and what they have to offer. Showing a potential supporter how you include them in your Chapter's section of *Between the Lines* can be an additional selling bonus to help with signing them up. The new supporter, and potential supporters, will appreciate the shout-out and know that your Chapter appreciates their support. Remember,



many members carry their copy of the newsletter with them, when traveling, and will only patronize businesses that are A.B.A.T.E. of PA supporters. This goes for new members as well. Remember with every new supporter, the Chapter also gains one or two new members. Everyone loves to see their name in print. So welcome new members in your article too.

Many of the tips, in this article are meant to provide inspiration for your Chapter's newsletter content. Don't overthink things; make the most of it! If you struggle to keep coming up with new content, pick something from this article and try to build something around it. Ask your different committee chairpersons if there is anything they would like you to include in the newsletter for that month. You never know what fresh content ideas will pop up.

So now that you have some information on WHAT the **FREE** publicity is and WHY you should take advantage of the **FREE** publicity for your Chapter, maybe you are wondering HOW to make this **FREE** publicity happen....

If you are asking:

“WHO should write the article for our Chapter?”

Your coordinator can delegate who writes the Chapter article.

“WHERE do you send your Chapter's monthly submission?”

Send to the Newsletter Editor, Koury Barr at:

newsletter@abatepa.org

If you do not get a response back, resend it.

Or you can upload your article on the website.

Click NEWSLETTER



“WHEN does it need to be submitted to Koury?”

By the 8th of the month, but it is best to have it to her by the **FIRST** of the month.

“WHAT format do I use?”

Type your article in **WORD** using the font: Times New Roman; 10 pt. size

Proofread your article for spelling and grammar errors as well as overall understanding.

Whenever possible, have another person look over it before emailing your final copy.

If you do not have another set of eyes available, read your article out loud and read it from **RIGHT** to **LEFT**.

You will be amazed at the number of grammar and or spelling mistakes you will find by doing this.

Between the Lines is your **FREE** form of publicity that is directed to our most important public-our own A.B.A.T.E. of PA's members. The newsletter can be termed as the mortar that binds A.B.A.T.E. of PA together. It is the main line of internal communication for the Organization. Take into consideration that many members do not attend every Chapter meeting. Now *Between the Lines* becomes the form of communication with those members. Submitting your Chapter's article for *Between the Lines* can be a valuable **FREE** publicity tool for explaining what your Chapter has going on, answering questions, welcoming new members, educating your members, promoting events and supporters, etc.

Now, about the challenge I mentioned earlier...

I challenge each Chapter to submit an article in the **April** newsletter and each month thereafter. If every Chapter submits an article for the **April** issue, it will be the first time, in at least ten years, that every Chapter has had representation in the newsletter. Let's set a precedence and strive for 100% participation from **ALL** of the Chapters across the state. After all, where else can you showcase your Chapter to 6,000 people, **FREE**?

In *Between the Lines*, of course, the best kind of **PUBLICITY... FREE PUBLICITY!**

If emailing your article, the SUBJECT line should include your Chapter Name and District Number.

There is also the digital edition, which now makes your chapter, and supporters, visible to the whole world!



MAY IS MOTORCYCLE SAFETY AND AWARENESS MONTH

With riding season here, putting an end to our PMS (Parked Motorcycle Syndrome) it is even more important to remind all motorists to be alert and share the road with us to help keep us safe. As riders, it is our responsibility to implement safe riding practices and be alert to our surroundings. This leads us to May being Motorcycle Safety and Awareness Month. Chapter Public Relations Officers, and LCs, now is the time to work together with your local government to have May declared as Motorcycle Safety and Awareness month in you local.



How to obtain a proclamation for Motorcycle Safety and Awareness Month for May

1. Start by visiting or calling City Hall and ask to speak to the City Secretary, or get their email address.
2. Ask him/her to ask the Mayor, if he/she would be willing to sign a proclamation for Motorcycle Safety and Awareness for the month of May, and also ask if it can be presented to your organization at a City Council Meeting. Email me, for a template letter to send to the Mayor, requesting the proclamation.
3. Explain the purpose of the Mayor signing a proclamation: It is to get the word out to the public to watch out for motorcycles and for everyone to be aware that we are out there. Also, we are trying to get media coverage of the Mayor supporting Motorcycle Safety and Awareness; it will reach many citizens and increase driver awareness throughout their city. If you find that you absolutely cannot set up a City Council meeting for your proclamation, then ask if they would be willing to set up a meeting with the Mayor to get the proclamation and to take pictures with the Mayor presenting the proclamation to you and your chapter members.
4. If the Mayor cannot or will not do this, then just ask if the City Secretary or anyone else can present the proclamation, and are willing to have their picture taken with you and your chapter members.
5. If they do not have a copy of the Proclamation format, you can email them a copy. And make sure to tell them if they want to change up the wording some, it will be okay. We have found out in the past that some cities like to put their own wording in the proclamations, and a lot of the time their wording is better. Most cities have emails, but you might run across one that does not. You can print out the Proclamation and either mail it to them or take it to them, whatever way works the best for you and them.
6. Let your chapter officers and members know the meeting date and times. Ask them to help support you at the meeting. Some of the meetings will be on the local PBS channels and viewed by many non-riders in your community. (Another way to get the word out.)
7. Remember to take a camera and take pictures. Call your local newspaper and try and get them there for the meeting, since May is recognized as Motorcycle Safety and Awareness month across the state, most papers are more than willing to be there to get the story.
8. Make sure you have good information to give to the newspaper about Motorcycle Safety & Awareness and also include what ABATE is and what your chapter does for the community.
9. If the newspaper does not do an article, you can send in your own and include a clear photo naming everyone.
10. Remember to get extra copies of the newspaper article when it comes out. Everyone loves to see them.

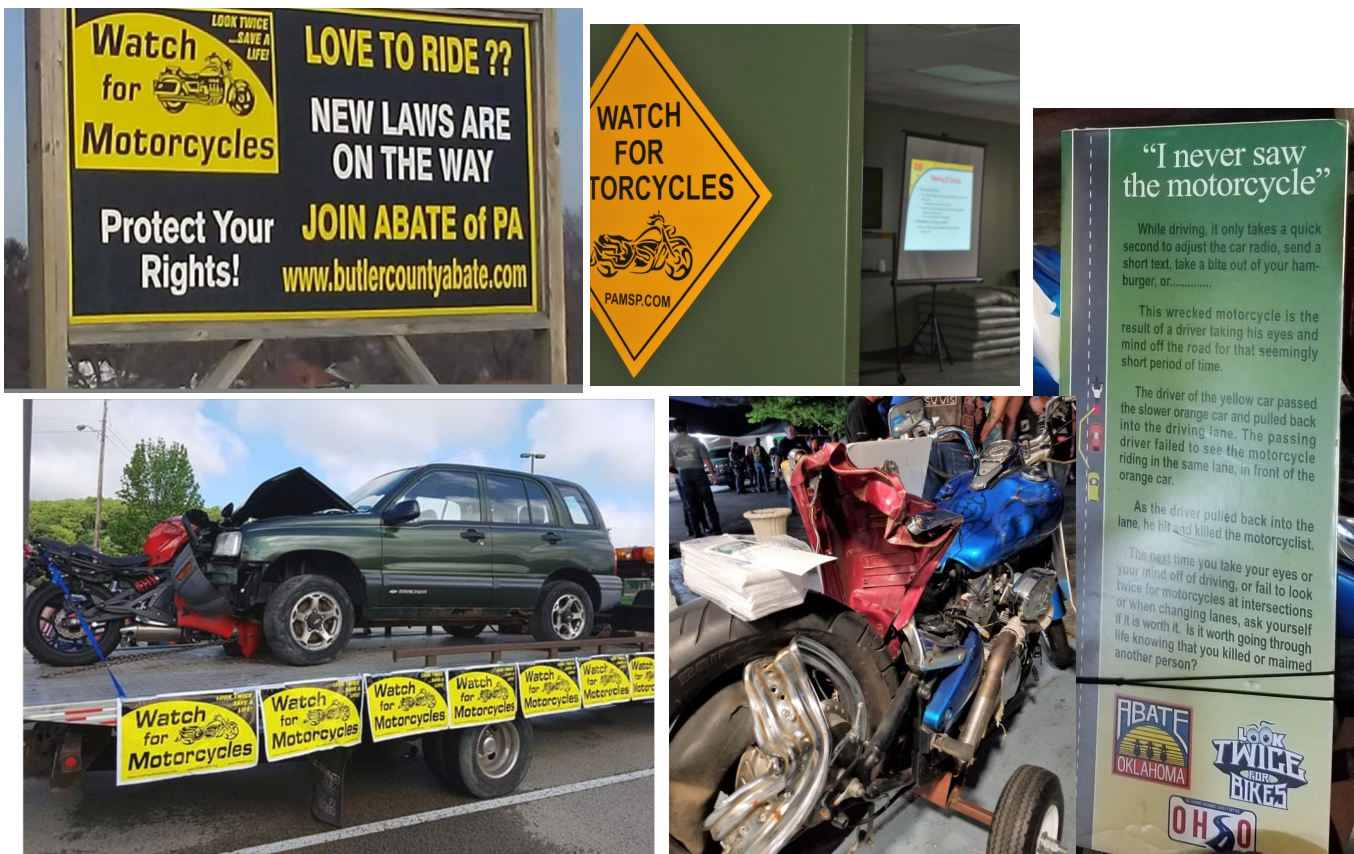
Keep in mind-depending on the level of government, you are working with, will determine which official can issue the proclamation.



Whether you have the Proclamation, or are waiting to get it, your chapter can do its part to promote May as Motorcycle Safety and Awareness month. Some activities could include:

- Assemble a kickoff press conference for Motorcycle Awareness Month by holding a motorcycle rally that starts at one location and finishes at the city hall, shopping mall, motorcycle dealership, etc. to showcase the Motorcycle Safety and Awareness month.
- Promote Motorcycle Safety and Awareness Month by handing out information to encourage drivers to "start seeing motorcycles clearly."
- Set up an awareness booth at a county fair, school fair, shopping mall, etc. with your members and their motorcycles on-hand to give out our yard signs, stickers and information on motorcycle safety and awareness.
- Promote the PAMSP. Encourage all motorcyclists to take advantage of the **Free** training course for new riders and a refresher course for experienced motorcyclists.
- Stage a photo op of surviving family members/fellow bikers of motorcyclists killed in traffic crashes. Take the large photos and a wrecked motorcycle to schools, malls, town squares, etc. to help dramatize the issue.
- Park a mangled motorcycle in the middle of a mall, town square, any busy place, etc. with a sign that reads "Share the Road" with Motorcycles. Prior permission will be necessary.
- Create a partnership with a local motorcycle dealership to host a public open house where safety information can be shared with the general public.

Let's make this year better than the last by getting all the counties, in PA, on board with proclaiming May as Motorcycle Safety and Awareness safety month and spread our message all over PA.





Sample letter

to send to your local township, borough, city or county official to declare May as Motorcycle Safety and Awareness month.

Work with your Chapter or District **LC** to make this a successful endeavor.

The letters should be sent in February or March, so you can be added to the April or May meeting agendas.

Use chapter letterhead.

Greetings,

My name is **Your name here** and I represent the **Your chapter name here**.

It's that time of the year for our annual Motorcycle Safety and Awareness Month campaign. We appreciate your continued support in this endeavor to keep the public aware of motorcyclists on the road.

We are motorcyclists from all walks of life. Our goals are to insure safety and freedom of our public roads, promote motorcycling in general and to promote motorcycle safety and awareness to the general public. One of the ways to do this is by getting May declared as Motorcycle Awareness Month by Proclamation.

I would like to propose that the Mayor of the City of **Your city name here** proclaim May 20__ Motorcycle Safety and Awareness Month and to present a Proclamation to local riders at a City Council meeting. We also respectfully request to be put on the council meeting agenda for the month of April or May.

At the conclusion of the presentation of the Proclamation, we would also like to get a photo for the local media so that we can get our message to "Watch for Motorcycles" out to even more drivers/residents in our communities.

Your chapter name here, would like to respectfully request that our chapter be welcome to pick up the Proclamation at a city council meeting on the date of your choice.

Attached is an example outline of the proclamation.

Thank You.

Sincerely,

Your name, contact and chapter info here

I will request photos of Proclamation signings or presentations in the May BTL. I usually like to run the article in the July edition. **I would need the photos no later than May 30th.** You may send them earlier.

If you are submitting to local newspaper, be sure to have every person's name and title, in the photo, spelled correctly.

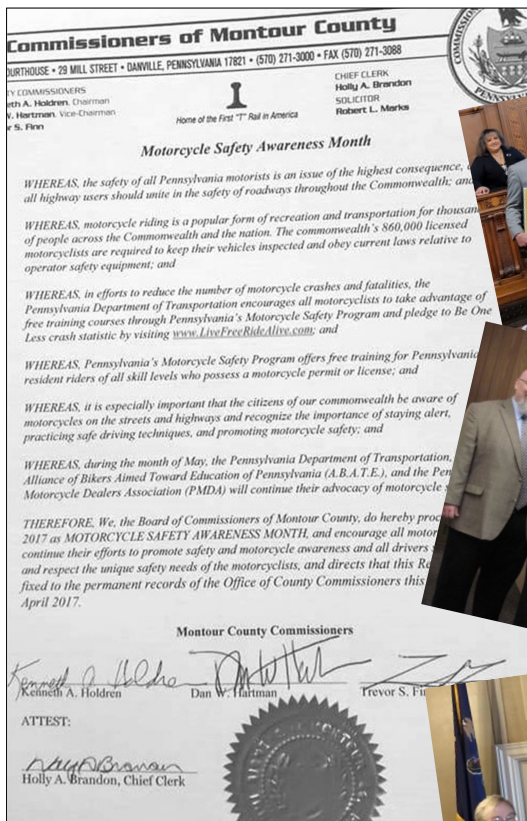


Examples of Proclamations

May is Motorcycle Safety and Awareness Month.

Work with your Chapter LC on having your county or local municipality declare May as Motorcycle Safety and Awareness Month.

- ◆ Set up a community awareness event to promote Motorcycle Safety and Awareness and include a public declaration signing.
- ◆ Make it kid friendly and educational at the same time.
- ◆ Include OSAL in the event.
- ◆ See the attached BTL article and blank Proclamation to guide you.





Office of the Adams County Commissioners

117 Baltimore Street, Gettysburg, PA 17325
Randy L. Phiel, Chairman; James E. Martin, Vice Chairman; Marty Karsteter Qually

PROCLAMATION "MOTORCYCLE SAFETY AWARENESS MONTH" MAY 2018

WHEREAS, A.B.A.T.E. of Pennsylvania, otherwise known as the Alliance of Bikers Aimed Toward Education is an organization of motorcyclists dedicated to the protection of the individual rights of motorcyclist through political change, public education and charitable works; and

WHEREAS, as part of this mission they are also active in the elimination of unfair legislation as it concerns motorcyclists, promoting motorcycle safety through both motorist and rider education, such as the Operation Save a Life program, otherwise known as OSAL and improving the image of motorcycles to the general public; and

WHEREAS, the OSAL program which is often presented to high school students and civic organizations and the like, teaches driver awareness of motorcyclists on the roadways in an effort to reduce motorist/motorcycle crashes; and

WHEREAS, the safety of all Adams County motorists is a priority, and all highway users share responsibility in the safe sharing of roadways throughout Adams County. The Commonwealth's over one million licensed motorcyclist are required to obey current laws to operate a motorcycle safely; and

WHEREAS, it is important that all citizens be aware of motorcycles on the streets and highways and recognize the importance of staying alert and being aware of their presence; and

WHEREAS, in efforts to reduce the number of motorcycle accidents and fatalities, Adams County during the month of May will continue their advocacy of motorcycle safety.

NOW THEREFORE, BE IT FURTHER RESOLVED, that We, the Commissioners of Adams County hereby designate May 2018 as "MOTORCYCLE SAFETY AWARENESS MONTH" throughout Adams County and encourage all residents of the County of Adams to learn more about the efforts to promote safety and motorcycle awareness to all drivers that share the roadways.

IN WITNESS THEREOF, We have herewith set our hands and caused the Great Seal of the County of Adams to be affixed this 2nd day of May 2018.

ATTEST:

Paula V. Neiman
Chief Clerk

ADAMS COUNTY COMMISSIONERS

Randy L. Phiel, Chairman

James E. Martin, Vice-Chairman

Marty Karsteter Qually, Commissioner



Proclamation

Office of the Commissioners

County of Somerset, Pennsylvania

MOTORCYCLE SAFETY AWARENESS MONTH May 2017

WHEREAS, the month of May marks the traditional start of riding season; motorcycles become more prevalent on our streets; the need to be aware of their presence is of the utmost urgency; and

WHEREAS, Motorcycle Safety Awareness Month is designed to increase public awareness about motorcycles; encourage their safe and proper use among motorcycle riders; today's society is finding more citizens involved in motorcycling on the roads of our country; and

WHEREAS, in efforts to reduce the number of motorcycle crashes and fatalities, the Pennsylvania Department of Transportation encourages all motorcyclists to take advantage of free training courses through Pennsylvania's Motorcycle Safety Program and pledge to Be One Less crash statistic by visiting www.LiveFreeRideAlive.com; and

WHEREAS, it is the responsibility of all who put themselves behind the wheel, to be aware of motorcyclists and treat them the same respect as any other vehicle traveling the highways of this country; and

WHEREAS, urging all citizens of our community to become aware of the inherent danger involved in operating a motorcycle and for riders and motorists alike to give each other the mutual respect they deserve; and

WHEREAS, the County of Somerset feels that it is in the best interest of all citizens to promote motorcycle safety awareness and to foster a sense of good citizenship among all users of our City, County, and State roadways.

NOW, THEREFORE WE, the Somerset County Board of Commissioners, do hereby proclaim the month of May 2017 as "MOTORCYCLE SAFETY AWARENESS MONTH" in Somerset County, and encourage all to join area motorcyclists in an effort to improve traffic safety and increase motorcycle awareness.

Adopted this 2nd day of May 2017.

SOMERSET COUNTY BOARD OF COMMISSIONERS

GERALD WALKER, Chairman

JAMES T. YODER, Vice Chairman

JOHN P. VATAVUK, Secretary



CITY OF LANCASTER
A City Authentic

PROCLAMATION MOTORCYCLE SAFETY & AWARENESS MONTH MAY 2021

Whereas the safety of all Pennsylvania motorists is an issue of the highest consequence, and all highway users should unite in the safe sharing of roadways through the Commonwealth of Pennsylvania; and

Whereas motorcycle riding is a popular form of recreation and transportation for thousands of people across the Commonwealth and our nation. The Commonwealth's more than 854,000 licensed motorcyclists are required to keep their vehicles inspected and obey current laws relative to operator safety equipment; and

Whereas in efforts to reduce the number of motorcycle crashes and fatalities, the Pennsylvania Department of Transportation encourages all motorcyclists to take advantage of free training courses through Pennsylvania's Motorcycle Safety Program and pledge to Be One Less crash statistic by visiting www.LiveFreeRideAlive.com; and

Whereas it is especially important that the citizens of our community be aware of motorcycles on the streets and highways and recognize the importance of staying alert, practicing safe driving techniques and promoting motorcycle safety; and

Whereas during the month of May, the Pennsylvania Department of Transportation, the Alliance of Bikers Aimed Toward Education of Pennsylvania (A.B.A.T.E.) including Lancaster Chapter 65 will continue their advocacy of motorcycle safety.

Now, therefore in recognition of the importance of motorcycle safety on our City's roads and highways, I, Daniano Sorace, Mayor of the City of Lancaster do hereby proclaim May 2021 as **MOTORCYCLE SAFETY AWARENESS MONTH** I encourage all motorcyclists to continue their efforts to promote safety and motorcycle awareness and all drivers to share the road and respect the unique safety needs of motorcyclists.

In witness whereof, I have hereunto set my hand and caused the seal of this City to be affixed.

Daniano Sorace, Mayor
May, 2021



PROCLAMATION

WHEREAS, the month of May marks the traditional start of riding season; motorcycles become more prevalent on our streets; the need to be aware of their presence is of the utmost urgency; and

WHEREAS, Motorcycle Safety and Awareness Month is designed to increase public awareness about motorcycles encourage their safe and proper use among motorcycle riders; is worth special recognition; and

WHEREAS, several organizations are committed to increasing the safe operation of motorcycles by promoting rider safety education programs and by providing safety instruction at local chapter meetings; and

WHEREAS, the Crawford County Chapter of A.B.A.T.E. (the Alliance of Bikers Aimed Toward Education) of Pennsylvania has requested that the month of May be proclaimed "Motorcycle Safety and Awareness Month"; and

WHEREAS, citizens should recognize the fact that motorcycle operators have the same rights and privileges as operators of other vehicles on all roads and highways; and

THEREFORE, it is in the best interest of our community and citizens to note the increase in the amount of motorcycle traffic, as we enter the warm weather months, to enable the reduction of accidents and injuries involving motorcycles.

NOW, THEREFORE, BE IT PROCLAIMED that we, the undersigned Commissioners of Crawford County do hereby recognize May 2017 as **MOTORCYCLE SAFETY AND AWARENESS MONTH** and we call this observance to the attention of all our citizens and encourage all motorist and motorcyclist to drive safely.

CRAWFORD COUNTY BOARD OF COMMISSIONERS

Francis Weiderspahn, Chairman

John M. Amato, Vice-Chairman

John Christopher Soft, Secretary



ATTEST:

Gija Chatfield, Chief Clerk

Local municipality or township proclamation example

Proclamation

THE CITY OF _____, PENNSYLVANIA

WHEREAS, safety is the highest priority for the highways and streets of our City and State; and

WHEREAS, the Commonwealth of Pennsylvania is proud to be a national leader in motorcycle safety, education and awareness; and

WHEREAS, motorcycles are a common and economical means of transportation that reduces fuel consumption and road wear, and contributes in a significant way to the relief of traffic and parking congestion; and

WHEREAS, it is especially meaningful that the citizens of our city and state be aware of motorcycles on the roadways and recognize the importance of motorcycle safety; and

WHEREAS, the members of A.B.A.T.E. of Pennsylvania (Alliance of Bikers Aimed Toward Education), continually promote motorcycle safety, education and awareness in high school drivers' education programs and to the general public in our City and State; and

WHEREAS, all motorcyclists should join A.B.A.T.E. of Pennsylvania. in actively promoting the safe operation of motorcycles as well as promoting motorcycle safety, education, awareness and respect of the citizens of our City and State; and

WHEREAS, the motorcyclists of Pennsylvania have contributed extensive volunteerism and money to national, state and community charitable organizations; and

WHEREAS, during the month of May, all roadway users should unite in the safe sharing of roadways within _____, and throughout the Commonwealth of Pennsylvania.

THEREFORE, I, Mayor of the City of _____, in the Commonwealth of Pennsylvania, in recognition of ____ years of A.B.A.T.E. of Pennsylvania and over _____ registered motorcyclists statewide, and in recognition of the continued role Pennsylvania serves as a leader in motorcycle safety, education and awareness,

DO HEREBY PROCLAIM THE MONTH OF MAY, THIS YEAR 20____
AS MOTORCYCLE SAFETY AND AWARENESS MONTH

In the city of _____, and urge all motorists to join in an effort to improve safety and awareness on our roadways.

IN WITNESS THEREOF, I have hereunto set my hand and caused the Great Seal of _____, to be affixed this _____ day of _____, in the year Two Thousand _____.

(Seal)

These are just a few pictures that demonstrate what not to submit to any media or even BTL. These are not, in any way, meant to pick on any of the chapters represented in the pictures.



Photo Tips

Watch the lighting.

Try to avoid being in front of windows or having bright lights behind the subject(s) in the picture.



Get closer.

Get closer, try not to get closer by zooming in (if using a phone camera) that causes too much 'noise' in the photo. Get closer by moving in, even if you have to lean over table, or take it in a different location.



Composition.

Pay attention to what is in the picture. Trash, food, alcohol, cigarettes, etc. Make sure the subject(s) is looking at you or facing how you want them to be facing.

Capture more of the subject(s) and less of the ground and sky.

Turn camera horizontal, to capture more of the subject(s).

This will keep you from having to back up to get everyone in the photo

Keep camera vertical when only a few people in the photo.

Include your vest or shirt that has chapter logo on it.

Have someone hold it so the logo is visible.



Blurry Pictures

Always check to make sure the photo isn't blurry. Take multiple photos.

View the photos, enlarge enough to notice if photo is in focus.

Tap on one of the faces, on the screen, to make sure the focus point is where it should be.

Hold your breath and carefully press the shutter button. Exhale when photo has been taken.

Make sure you set the camera on the highest resolution.





Make Your Shots Talk

A Guide to Taking Photos

Tell a Story

When a newspaper considers photos for publishing, they look for photos that tell a story through action. For example, if you are having a spaghetti dinner to raise money for a local charity, a newspaper would rather see a photo of members serving the spaghetti, than an image of a check being held by two or more people. The serving photo conveys action and tells a story. The group shot is static and tells nothing about what kind of event it was. These “grip and grin” photos are almost always ignored by media outlets.



Framing Your Shot



Telling a story depends on the elements you include in the photo. Be conscious of your surroundings when you take a picture and make sure not to cut off anyone's head or arms. A complicated background, focus issues and time stamps can effect your ending product. Be sure you remove the time stamps from your photos and set your camera to auto focus to prevent blurry or shaky images.

Keeping Focus

There are many things that can distract from a photo. A complicated background, focus issues and time stamps can effect your ending product. Make sure you remove the time stamps from your photos and set your camera to auto focus to prevent blurry or shaky images.



Try and Try Again

With digital cameras, taking multiple shots is cost free. With more photos to choose from you are better insured of having a good photo.



ABATE NO COLORS ISSUE STANCE

July 2017 by Charles

Yesterday our state office received calls from a number of states asking us to clarify our position on the “no colors” listed on a chapter flyer for an event scheduled for this weekend (July 7, 8, 9). It has not been our policy to list “no colors” on any ABATE of PA event flyer. With that said, please allow me to give you some background on ABATE of PA’s involvement in the motorcycling profiling effort.

Last legislative session we introduced a bill in our House of Representatives that had 49 cosponsors in support of anti-motorcycling profiling. That bill ran into some internal problems and we have moved on and reintroduced the bill in the 2017/18 legislative session. That bill was introduced on March 22 by Representative Garth Everett. It is HB 917 and presently is in the Judiciary Committee awaiting action. We will continue to support that bill and lobby it the same as we do any other ABATE bill.

In the meantime, we have a booklet entitled ABATE of PA Issues and Positions. On April 1, 2017 that booklet was reprinted with an update on some of the issues we are now dealing with including the ABATE of PA position on profiling of motorcyclists by law enforcement agencies.

You have often heard that “organizing motorcyclists is like herding cats.” PA ABATE was formed in 1977, forty years ago so we have a long record of pursuing and protecting all motorcyclists’ rights. Pennsylvania is a big state and we presently have 48 chapters. We do the best we can in keeping our eye on the activities of those chapters.

On the state level, we have a number of events that include our annual Leadership and Legislative Seminar, followed by our annual Motorcyclists Rights Rally at our state capitol and then our state party at Hazen which just celebrated its 40th anniversary. Later in the year we will have a Fall Fling, Ride to Shanksville and the Ride to Gettysburg to round out the year. None of the flyers advertising these events show anything other than everyone is welcome. In the past we have hosted the Regional NCOM Meeting during our L & L Seminar in January. Also our lobbyist has attended meetings held by NCOM and the COC to work together.

In a matter of days we have a state board meeting and the issue of motorcycling profiling and the no colors policy will be addressed and a written statement will be issued. In the meantime, know that we are working diligently to have a good relationship with all members of the motorcycling community in PA and throughout the country.





What to Talk About?



Our Mission

An alliance of Bikers dedicated to the protection of the individual rights of motorcyclists through political change, charitable works and public education.

Political Change

Our past accomplishments:

- **Motorcycle Safety Program**—Instrumental in developing (1985)
- **C.A.T. Fund**—Removal of surcharge on tickets for motorcyclists (1992)
- **Handlebar Height**—No restriction (2002)
- **Unrestricted Parking**—More than one without risk of being ticketed (2002)
- **Tolls**—25% reduction for motorcycles using EZPass (2003)
- **Helmet use**—Right to choose (Sept. 4, 2003)
- **Increased Penalties**—On careless drivers that kill or seriously injure (2005)
- **Auxiliary Lighting**—(2006)

Our recent accomplishments:

- **Ride on Red**—No need to wait at unresponsive lights (2016)
- **Daniel’s Law**—Enhanced penalties accidents caused by texting (2016)

Our current issues:

- **Profiling by L.E.O.**—To limit the practice as an enforcement tool
- **Sound “Noise” Management**—Pertains to exhaust modification

Charitable Works

- **Community**—Tell about everything your Chapter has done
- **Money**—Tell about how much your Chapter has gathered and donated

Public Education

- **Operation Save A Life (OSAL)**—Program teaching awareness at schools
- **Rider Training Courses**—Free to PA Motorcyclists
- **Platinum & Gold Supporters**—Give them a promo



A.B.A.T.E. of PA Awareness Table Public Relations Checklist

- Tables
- Table skirting
- Folding chairs
- ABATE stand-ups (available at State Office)
- Canopy

- Pens
- Note pad for misc. notes and requests to follow up on
- Trash can
- Clear packing tape
- Scotch tape
- Zip ties

- Membership applications
- Supporter Applications
- ABATE Trifolds
- A.B.A.T.E. of PA Issues and Positions Pamphlets (4/17 edition)
- OSAL Trifolds
- Bike PAC trifolds
- Stickers or Clings
- Yard signs
- Membership Officer/PR Officer business cards
- PAMSP class info.
- "Between the Lines" copies to show prospective members or supporters.
- Chapter Event/meeting info.

- Cash box or bank bag for money
- Change (mostly fives and tens)

Knowledgeable people to staff the booth! Just because someone volunteers doesn't mean they will know enough about the organization to effectively communicate with prospective members.



AMERICAN INCOME LIFE
insurance company

American Income Life Insurance Company

Frequently Asked Questions by your Organization Members

When a notification of benefits letter is mailed out, you may receive phone calls from your members with questions. Your positive response will be very helpful in promoting goodwill between AIL Company, the Organization, and your members.

1. What is this all about? Is this legit?

All members are provided a fully paid group Accidental Death and Dismemberment benefit through the co-operation of the Organization and AIL. **This is at no cost to the Organization or the member.**

2. Do we have to return the (yellow) card to receive the benefits?

No, all members are covered for the Accidental Death and Dismemberment benefit whether or not they return their card. If members do not return their card, they will not be able to take advantage of the no cost offers such as the Family Health Services Discount Program or the Child Safe material. If your card is returned, you can designate your beneficiary intent and receive a follow-up courtesy visit to receive the no cost material including an opportunity to have a Needs Based Analysis provided in your home to determine current and future needs. You will also receive additional information on voluntary supplemental insurance benefits for which you may qualify.

3. Are they going to sell me insurance?

American Income offers members additional supplemental insurance benefits. It is a voluntary program, but they do offer supplemental benefits that you may find of value.

4. Am I covered only at work?

No, the coverage is 24 hours a day, 7 days a week.

5. How did they get my name?

You were sent a letter and enclosed with your letter was a (yellow) reply card that was sent back to AIL. Someone in your home would have sent back the card and the representative would have that information or a friend or family member may have referred you.

6. Someone called and said they are from the Organization:

They are with AIL and they are contacting you to set an appointment to deliver the no-cost benefits and your certificate of coverage for the Accidental Death and Dismemberment benefit.

7. Someone dropped by the house:

They are with AIL and they dropped by when visiting other members in the area. They are trying to set a meeting to deliver the no cost benefits and your certificate of coverage for the Accidental Death and Dismemberment benefit.

8. I had an appointment with AIL and they never showed up:

The policy is for the representative to contact you and let you know they are running late and give you the option to reschedule. Do you have the representative's name or number? I will investigate, find out what happened, and have the appointment rescheduled.

If a member calls with a question, comment or concern, please refer them to me so that I can make sure I can provide the best experience for them. I appreciate your assistance in making this program a positive experience for your members.

Katherine Pratt
Public Relations Manager
American Income Life
330-413-0463
kpratt@aillife.com



1

BE THE EXPERT



Become the de facto expert for journalists covering topics related to your field

2

BE THE RESEARCHER



Become a resource by conducting a case study related to your field and publishing the results

3

BE THE SPEAKER



Showcase your knowledge through speaking engagements in your community

4

BE THE NETWORKER



Make it a point to connect with media at conferences and trade shows.

5

BE THE HOST



Host your own industry events and invite the media to attend.

6

BE THE SOURCE



Invite local media members to casual meetings and show them you're a source for content

7

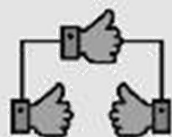
BE THE CREATOR



Create a blog and use it to link your content to other news, sites, and journalists

8

BE THE SOCIALITE



Leverage social media and trending topics to promote your stories

9

BE THE CONTRIBUTOR



Become a contributing author at a news site and use it as a platform to publicize your nonprofit

10

BE THE OPEN BOOK



Build trust with your constituents by communicating your story openly and honestly

READY, SET, PR.

A big part of getting press coverage is the willingness to try new things. The PR process isn't governed by concrete rules set in stone. Be spontaneous, break the mold, be the first to do something new, and get creative to have your story noticed.



Handbook Copies Compliments of
