

SIXTH EDITION
JANUARY 2019



(The) Texas ABATE Confederation, Inc.

GUIDEBOOK FOR SUCCESSFUL
MOTORCYCLIST LEADERSHIP

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WHAT IS ABATE?

ABATE began in the early 1970's when a mandatory helmet law was first introduced in the state of California. Easyrider Magazine and a few supportive groups formed an organization which they called ABATE to fight that law. Since that time, ABATE groups have organized in over 36 states. ABATE also began in Texas in the 1970's and has reorganized three times since then, the latest reorganization coming in 1990. (The Texas ABATE Confederation, Inc. is organized and operated as a corporation not for profit.

ABATE is governed by a Board of Directors comprised of elected representatives from each of its chapters, and administered by state officers elected by the Board of Directors. Chapter officers are elected by chapter members. All administrative and financial records are available at reasonable times for inspection by the members.

The name "ABATE" was initially an acronym for "A Brotherhood Against Totalitarian Enactments." Since that time, various state organizations have also used "American Bikers Against Totalitarian Enactments" and "American Bikers Aiming Toward Education."

However, in Texas, ABATE is NOT an acronym. Webster's Dictionary defines the word "abate" to mean "to make less in amount, degree, force, etc." or "to put a stop to; end; quash." ABATE seeks to lessen government control of our personal lives; to put a stop to unreasonable and unfair motorcycle legislation; to end the discrimination experienced by motorcyclists on a daily basis.

The primary purpose of ABATE is to educate individuals in the political process. ABATE monitors activity in the U.S. Congress and State Legislature and reports back to its members through the organizational newsletter, legislative bulletins, and when necessary and feasible, by phone. ABATE represents its members at legislative hearings where motorcycle related issues are being considered. ABATE works with other rights organizations to collect, process, and exchange information, which supports the views of its members. Whether legislative actions threaten on the State or Federal level, ABATE keeps its members informed. And because ABATE is a "grass roots" organization, ABATE encourages

members and shows them how to participate in the political process by getting involved at the local level.

ABATE recognizes the importance of motorcycling's public image. Therefore, it supports a wide variety of charitable events as well as safety education and awareness programs for both riders and the driving public. ABATE chapters around the state are well known for their community involvement.

The State of Texas is as big as they come, and therefore, chapters have been formed in a number of locations around the state. Many members find that participation at the chapter level enables them to be better informed and more active in their communities; but chapter affiliation is not necessary. Motorcyclists choosing to join ABATE can join as independents, or as chapter members.

As an ABATE member, you become part of one of the largest motorcyclists' rights groups in the state of Texas. You will receive a membership card, an exclusive ABATE patch, a subscription to the quarterly newsletter, event fliers, and an invitation to the annual general membership meeting. You will have the opportunity to meet and ride with some of the greatest motorcycle rights advocates in the country, and the knowledge that you are helping to support the fight for motorcyclists' rights and freedom at our National and State Capitols.

PROGRAMS & BENEFITS

A Texas ABATE newsletter keeps you informed on upcoming local, state and national events and issues affecting motorcyclists.

Members are encouraged to be politically informed on affairs of their local city council, county planners, Texas State House and Senate, United States House and Senate. Local, state, and federal law enforcement and regulatory agencies are monitored for motorcycle legislation, and represent your best interest as a Texas motorcyclist.

As a member of Texas ABATE you will receive a complimentary accidental death and dismemberment (AD&D) insurance policy through American Income Life insurance company, at no cost to you, with no obligations.

ACCOMPLISHMENTS

(The) Texas ABATE Confederation Inc. has been a leader on many issues and, most certainly, a leader in the effort of "Unity", which effectively combines the efforts of all Motorcycle Rights Organizations (MRO's) and Texas Legislative "Freedom Fighters". No issue could, or would, have been successful without the efforts of all organizations and their members. To the present, here are some distinct accomplishments of Texas MRO's:

1. Rights to full use of High Occupancy Vehicle (H.O.V.) lanes
2. Instituted Handicapped License Plates for motorcycles
3. Re-instatement of the Motorcycle Education Fund
4. Require Texas Department of Transportation (TxDOT) to use the dedicated Motorcycle Education Fund to continue to educate riders with beginner and advanced classes
5. Require the Texas Education Agency (TEA) to include information relating to motorcycle awareness, the dangers of failing to yield the right-of-way to a motorcyclist, and the need to

Share the Road with motorcyclists be included in the curriculum of any driver education or driver safety course

6. Revised medical exemptions for Freedom of Choice when wearing helmets or no helmets
7. Require new motorcyclists to take a Motorcycle Safety Course prior to becoming licensed
8. Allow Motorcycle Safety Course attendance for Defensive Driving Course, as a requirement after some traffic offenses
9. Resisting the onset of "No-Fault" insurance in the State of Texas
10. Increase penalties for failure to yield violations to a minimum of \$500, if bodily injury is caused
11. Instituted a classification for 3-wheel licensing
12. Created AMSEP (ABATE Motorcycle Safety Education Program) a non-profit 501(c)(3) corporation dedicated to safety.

TEXAS ABATE MANAGEMENT TIPS

Twenty-Two Deadly Sins

1. Appearing unprepared.
2. Starting late.
3. Handling questions improperly.
4. Apologizing for yourself or the organization.
5. Being unfamiliar with knowable information.
6. Using audio visuals unprofessionally.
7. Seeming to be off schedule.
8. Not involving participants.
9. Not establishing personal rapport.
10. Ending late.
11. Appearing disorganized.
12. Not establishing a positive image.
13. Not covering the promised objectives.
14. Not scheduling and honoring breaks.
15. Practicing bad habits.
16. Not checking environment.
17. Not updating material.
18. Not admitting mistakes.
19. Using inappropriate humor.
20. Using inappropriate language.
21. Coming on as an expert, a know-it-all.
22. Using poor grammar, pronunciation or enunciation.

TIPS ON CONDUCTING A MEETING

No activity is blamed for wasting more time and creating more antagonism than the monthly meeting.

The finger is rightly pointed at unorganized, unplanned meetings which only end up causing tension, frustration and confusion. Ineffective meetings waste an organization's two most precious commodities -- its people and its money.

Meetings can and should produce acceptable plans, worthwhile goals, profitable decisions, and foster a climate that encourages teamwork.

Is this really necessary? Other than an expected regular meeting of the membership, is a proposed committee meeting, etc. really necessary? Some meetings have become more of a tradition rather than being held for a specific reason. Committee meetings prior to a big event are critical for key people with responsibilities.

Consider the logistics Coordination, locale, convenience, and attendees. Plan all aspects in advance.

Notify the membership Give at least two weeks' notice, include specific location, time and date, contact number and map.

Draw up an agenda and stick to it! Determine all the topics for discussion and results to be accomplished by the meeting's end. The general Order of Business is: (1) Minutes; (2) Reports of Standing Committees; (3) Reports of Select Committees; (4) Unfinished Business; (5) New Business; (6) Good of the Order.

1. Key officer should preside over the meeting.
2. Don't dictate.
3. Explain or hand out your agenda and time table prior to the start of the meetings and mention there are intentions of sticking to the agenda. Encourage ideal exchange so that everyone has a chance to participate and lend something to the goals.
4. Use Robert's Rules.
5. Don't go over 60 minutes without a break. NEVER have a meeting last over two hours.
6. Sum up and restate key points make sure no questions remain and that everyone is clear on the information that came out of the meeting. Every member should know what their responsibility is if they are affected by any of the decisions.
7. Minutes, always take minutes for the Chapter records so that they can be referred to if necessary.
8. Evaluate the meeting, you might wish to talk to a few of the members after the meeting to see how they feel about the meeting. How can meetings in the future be improved?

9. Follow-up on action, check on those members who were supposed to take some action as a result of the meeting.

10. No matter what technological advances appear in the future, there will be no substitute for face- to-face meetings. The reason is readily understandable; meetings provide immediate human contact.

11. Meetings are here to stay. Getting positive results from a meeting, whether you run it or attend it, is an important job skill that all the ABATE leaders need to develop or improve or sharpen. Bull sessions are not meetings. As an individual handling the meeting, it's your job to get opinions, ideas, suggestions and facts voiced and on the floor during the meeting within the realm of business at hand. The rest is conversation for before or after the meeting. This can be as valuable -- get in on it.

12. All Chapter members are to work within the Bylaws and Constitution, keep up with membership and financial matters and maintain contact with the Texas Abate Confederation and other Chapters. Keeping this in mind, an individual Chapter will have to work their Chapter's program to the best of its ability. Each Chapter may warrant a different approach to things based on personalities, lifestyles, ideas and locale.

FINANCIAL GUIDELINES POLICY HOW TO KEEP FINANCIAL RECORDS

Use **ONLY** financial forms supplied to you by the State Treasurer

Income - Enter amounts into appropriate columns. If a column is not listed to suit you, list it as miscellaneous income and explain the source in the description column.

Expenses - Use this as a check register, to record each expense. Enter the name on check into **TO WHOM** column, or cash if paid with cash. You can use more than one sheet if needed.

Records - Your monthly record sheets are to be maintained in a notebook and this gives you a running set of books.

State Sales Tax - ABATE is a Non-Profit Organization doing business in the State of Texas and therefore falls under many of the laws of the state and federal government. We are exempted from paying sales tax on items we purchase for resale only.

(The) Texas ABATE Confederation Inc. has a State Sales Tax Number. What this means is, we are able to purchase products (example is event T-shirts) that are to be sold, and we do not pay sales tax on them when we purchase them. When they are sold, we are then responsible for sending the State Comptroller the tax collected for this product. The State Treasurer will handle this tax filing and bill each chapter their portion of sales tax due. Sales Tax is due by January 20th each year.

NOTE: You are to use the **FINANCIAL** report form to record your runs. This gives you a record of how the run did. Forward a copy to the State for their records. This will **NOT** take the place of a monthly report.

Please help people understand that Texas State Sales Tax Exemption has nothing whatsoever to do with Federal IRS Income Exemption. We believe that this has been a confusing thing for a lot of people.

Membership log – This form is to be used with any exchange of monies for membership. They will be a constant record for you with a copy being sent monthly to the State Membership office and the State Treasurer.

GUIDELINES TO ROBERTS' RULES

Duties of the Chairman

To acquire a working knowledge of parliamentary law and procedure and a thorough understanding of the Texas ABATE Confederation Constitution and Bylaws and standing rules of the organization.

The chairman should be careful to abstain from the appearance of partisanship, but he has the right to call another member to the chair while he addresses the assembly on a question.

Don't stand during debate or while a report is being given.

Don't take part in debate while you are in the Chair. If you must speak, turn the chair over to the next officer in line; return to the Chair only after the vote has been taken.

To preside and maintain order.

To explain and decide all questions of order.

To entertain only one main motion at a time and state all motions properly.

To permit none to debate motions before they are stated and seconded; to encourage debate and assign the floor to those properly entitled to it. No member may speak twice on the same questions if there are others who wish to claim the floor.

To remain seated while discussion is taking place or reports are being given.

To enforce the rules of decorum and discipline.

To talk no more than necessary when presiding. To be absolutely fair and impartial.

To extend every courtesy to the opponents of a motion even though the motion is one that the presiding officer favors.

To perform such other duties as are prescribed in the Bylaws.

Highly recommend you buy a copy of "Robert's Rules of Order" to ensure a complete working knowledge of parliamentary procedure.

Duties of the members

To obtain the floor before speaking.

To stand and identify yourself and remain standing while speaking.

To avoid speaking upon any matter until it is properly brought before the assembly by a motion.

To keep upon the question pending.

To yield the floor to calls for order (point of order).

To abstain from all PERSONALITIES in debate. To avoid disturbing, in any way, speakers of the assembly.

Rights of the Members

To offer any motion that is germane to the organization.

To properly explain or discuss that motion, or any matter, before the meeting

To call to order, if necessary (a point of order can interrupt a speaker). It is raised to ensure orderly procedures, particularly when there is a breach or violation of rules or Bylaws, or when a member is not speaking on the motion before the assembly.

To hold the floor, when legally obtained, until through speaking.

It is also the right of every member, who notices a breach of a rule, to insist upon its enforcement.

BEING AN EFFECTIVE LEADER

Become a Friendlier Person

- Don't criticize, condemn or complain.
- Give honest, sincere appreciation.
- Arouse eagerness in the other person.
- Become genuinely interested in other people.
- Smile.
- Remember that a person's name is the most important sound in any language.
- Be a good listener; encourage others to talk about themselves.
- Talk in terms of the other person's interests.
- Make the other person feel important - do it sincerely.

Win People to Your Way of Thinking

- The only way to get the best of an argument is to avoid it.
- Show respect for other's opinions - never tell a person they are wrong.
- If you are wrong, quickly admit it.
- Begin in a friendly way.
- Get the other person saying "yes, yes" immediately.
- Let the other person feel the idea is theirs.
- Let the other person do the most talking.
- Try to see things from their point of view.
- Be sympathetic to their ideas and desires.
- Appeal to their nobler motives.
- Dramatize your ideas.
- Throw down a challenge.

Be a Leader

- Begin with praise and honest appreciation.
- Call attention to other's mistakes indirectly.
- Talk about your own mistakes before criticizing others.
- Ask questions instead of giving orders.
- Let the other person save face.
- Praise every improvement, however slight it is. Be "heartly in your approbation and lavish in your praise."
- Give the other person a fine reputation to live up to.
- Use encouragement - make the fault seem easy to correct.

- Make the other person happy to do what you suggest.

Principles For Overcoming Worry

- Live in "day-tight" compartments.
- Face trouble.
- Ask yourself, "What is the worst that can possibly happen?"
- Prepare to accept the worst.
- Try to improve the worst.
- Remind yourself of the exorbitant price you pay for worrying in terms of your health.

Techniques in Analyzing Worry

- Get all the facts.
- Weigh all the facts before making a decision.
- When you make a decision, act on it!
- Write out and answer the following questions:
- What is the problem?
- What are the causes of the problem?
- What are the possible solutions?
- What is the best solution?

Break the Worry Habit

- Keep busy.
- Don't worry about things of little or no importance.
- Use the law of averages to outlaw your worries.
- Cooperate with the inevitable.
- Decide how much anxiety a thing is worth, and refuse to give it more.
- Don't worry about the past.

Cultivate a Positive Mental Attitude

- Fill your mind with thoughts of peace, courage, health and hope.
- Never try to "get even" with your enemies.
- Expect ingratitude.
- Count your blessings, not your troubles.
- Do not imitate others.

Don't Worry About Criticism

- Remember that unjust criticism is often a disguised complaint.
- Do the very best you can.

- Analyze your own mistakes and criticize yourself.

Prevent Fatigue and Worry

- Rest before you get tired.
- Learn to relax at work.
- If you have a household, protect your health and appearance by relaxing at home.
- Apply these good working habits:
- Clear your desk of all papers except those relating to the immediate problem at hand.
- Do things in order of importance.
- Solve a problem as soon as you have the facts necessary to make a decision. Learn to organize, deputize and supervise.
- Put enthusiasm into your work.
- Don't worry about insomnia.

Enthusiasm

- Enthusiasm can do more for you than anything your emotional drive can do, and do more to help you succeed than your education.

Remembering Names

- Hear the person's name.
- Get a clear impression of the person.
- When being introduced to someone for the first time, listen, concentrate and get the name right.
- If you did not hear the name clearly, say "I'm sorry, will you please repeat your name."
- If you still cannot grasp the name, ask them to spell it for you.
- Some names are so difficult, you may have to ask them to write it down on paper and ask them to repeat it.
- Use your will power - say to yourself, "I want to remember this name, and I will."

Develop the Aura of Being in Charge

- Have the courage to make decisions and accept the responsibility for your actions, you'll find that people will usually defer to you.
- Seize every opportunity that offers you increased responsibility.
- Do every job you are given to the best of your ability.
- Accept honest criticism and admit your mistakes.

- Stick to what you think is right; have the courage of your convictions.
- Take full responsibility for the failures of the people under you, as well as your own failures.
- Take responsibility for your successes.

Remember Criticism Destroys

- When a mistake is made, correct it, but don't criticize the person who made it.
- When you see something wrong, or a mistake being made, simply walk over and ask, "What happened?"
- You can hear the difference between asking, "What happened?" and, "Who did it?" - One is asking for information, the other is looking for someone to blame.
- Get all the pertinent facts first. Your policy should be: "Don't tell me what I'd like to hear-tell me what I have to hear."

Other Pointers

- Show confidence in yourself and always act as if it were impossible to fail.
- Remain cool in the midst of trouble.
- Cooperation from others is one of the major factors of success. To gain the cooperation of others, you must give them your cooperation and support first.
- Practice absolute honesty and truthfulness at all times.
- Make your word your bond.
- Never make a promise you can't keep.
- Never make a decision you cannot support.
- Never issue an order you can't perform.
- Be accurate and truthful in all your written statements.
- Stand up for what you believe is right.
- Be ready to accept the blame if you are wrong.
- Be willing to lend a helping hand. If you see someone struggling with something or someone who needs a break - stop and help.
- Make people feel important.

BECOMING AN OFFICER

ABATE is a voluntary organization. The word "voluntary" is the key as to a person's ability to succeed or fail as an ABATE officer. Not only do you always have to remember your time is given freely, but everyone you deal with in ABATE also gives their time free, and when the demands become too high, we achieve what is referred to as "burn out."

Organize your thoughts before you become a "voluntary" official in ABATE. Understand a need for several hours or more per week devoted toward a cause. Can you work an hour or two each day into your schedule toward ABATE affairs without disrupting your entire lifestyle?

If we haven't scared you off yet, check the rest of this out. The idea is to hopefully help you ease through that dues paying time and ultimately help bikers in the State!

Consider that you will be dealing with all types of bikers in ABATE and a multitude of personalities: American brand riders (Harley- Davidson, Indian); foreign brand riders (BMW, Honda, Kawasaki, Suzuki, Yamaha, etc.); clubbers, AMA crowd; retreads; TT riders; touring riders; bikers who don't ride; ladies who ride; ladies who don't ride; all age groups; wannabes; dirt bike riders; dealers; legislators; independents; and on and on.

If you can organize your time and delegate projects with the proper diplomacy, and if you have good people behind you, then we would estimate a Chapter could develop and operate a successful program spending several hours per week within this group.

These are only estimates and averages. For example; during an event week, swap meet or whatever, you may devote every waking hour to ABATE and then lay off for a while. Again, it has to work with your schedule. Each individual will have to determine and justify their time to ABATE.

The key is ORGANIZE YOUR TIME. Do not waste it! Establish from the very beginning when it is most convenient for the membership to reach you. This helps prevent receiving calls and visitors all hours of the day and night.

HANDLING DIFFICULT PEOPLE

by Jeffrey Atwood

"I know all about this ...Let me tell you when I was ..." We have all had to deal with them. The "know-it-all" or the "wiseguy" who is bent on destroying our credibility or the training session. No matter how well prepared your material is, if you haven't prepared a contingency for one of these people, you could be in trouble.

New and experienced adult educators alike are often left in doubt when faced with certain individuals. Unfortunately there is no cure-all for every situation. It takes practice and a bit of awareness on your part to overcome difficult situations.

The one consistent method, learned through experience, is to stay cool, remain in control and use reverse psychology on the person. Let their fellow participants handle them. Peer pressure is a strong medicine and by using it, you take yourself out of the potential situation of being the "know-it-all."

By turning comments and questions back to the group, the participants reap the benefits of varied knowledge. You get them involved and you may even learn something new yourself. Remember, if you're spending all your time as a referee, you can't be doing your job as the facilitator.

The following are some suggestions on how to handle those difficult people:

KNOW-IT-ALL Turn the comments made by the know-it-all over to the peers for their opinions. Building the group's confidence level into a team atmosphere will prevent them from allowing such imposition of views.

ARGUMENTATIVE Always "keep your cool." Don't lose the respect of the whole group just to stop one member. Use questions to draw out the individual and use the group to generate a discussion. The shift of the argument develops between the individual and the class - NOT YOU. In that case it doesn't matter who is right and wrong. It generates a good discussion and you come out a winner either way.

SHY Draw these people into the conversation by calling them by name and asking simple questions. Once they have answered correctly, praise them. Use many open-ended questions and ask them how they feel about others' answers.

OBSTINATE A close-minded individual who has decided not to learn needs to win your friendship. Tell this person you will help him or her "get through" this session with a minimum of effort. When this person disagrees or voices discontent, quickly get a majority opinion on this person's statement. Spotlight and applaud any positive comments that person might inadvertently make.

DISINTERESTED usually in the group because they have been directed by their boss or because the program fulfills some professional standard. A good method to use is to circulate around the class before you begin teaching or during the introductions to find out individual motives for being in the class. These people will tell you quickly if they are there against their will or are not interested. Once armed with that information you may get them involved by asking their advice or direct questions about their job. Find out about their interests and try to relate the class to them.

GRUDGE-BEARING Try to avoid the person's area of "Pet Peeve." Set the groundwork for the person by explaining that any issues to be discussed through case studies, role plays, or examples are for the benefit of the majority and not platforms for personal complaints. If there is rivalry between two participants, keep them apart.

TALKATIVE Do not call on them and avoid eye contact. If they get control, tactfully interrupt and ask others to comment. Ask others for opinions. It may be necessary to ask the talkative person to politely refrain and give others a chance.

INDECISIVE these people like to debate issues ad infinitum. They will always cause their discussion group to run past time allowed. They constantly try to get your opinion as a leader, to force a decision. Refer the question back to the class and then to the individual for their opinion.

RESENTFUL Resents other's opinions, especially when it relates to how they perform their job. This person may be or feel that he or she does their

task best. Get them to contribute to the others and keep them involved without letting them dominate. They then feel they are demonstrating their expertise and may be more cooperative.

PROMOTION

PUBLICITY

Publicity is defined as information with attention or support. It may advance the interests of a person, organization, institution, place or cause. It is conveyed through the written and spoken word as well as all kinds of visual materials. As Joseph Pulitzer said, "Without adequate publicity, all else fails."

The following distinctions may be useful:

Publicity Information with news value.

Public Service/Information Announcements Free messages printed or aired about the community programs or projects of non-profit organizations.

Advertising usually includes a range of activity -- news, advertising, and also an attempt to promote activity on behalf of a program or project.

Public Relations can include all of the above, as well as day-to-day contacts with the public and activities designed to build sound and productive relations between an organization and the community in order to enhance a group's reputation and its ability to serve.

MEDIA RELEASES

The Wrong Way

ABATE will be holding a meeting the candidates forum Tuesday. If you have any questions, please write them down in advance and send them to us. We'll try to get the politicians to answer the questions. (Run this Sunday)

Here are the problems with this release...

1. What is ABATE? Members will know what it is, but most of the general public would not know.

2. Which Tuesday? There are just too many Tuesdays in the year. When writing to the news media, be specific. Give both the day and the date.
3. Is the meeting free and open to the public?
4. Where is the meeting?
5. What time is the meeting?
6. Who is the contact? Please make sure you have a contact with a telephone number on the release just in case a reporter has any additional questions.
7. Anticipate questions regarding activity. Always state the Who, What, Where, When, Which, Why and How. Where do you send the question you want to ask the candidates and should they be addressed to a specific person? Which candidates will be there? If you don't send in written questions, can you still ask questions at the forum? Don't leave the reader guessing.
8. Run it on Sunday? Sunday is the biggest circulation day but if a paper ran everything on Sunday, they would only have to put a paper out once a week. Submit the release well in advance and provide a time frame for running it. In addition to the "Calendar" or "Events" column, submit to each department or feature section. Media agency will not send copies to other departments. If news is of widespread interest, send to Metro Desk, Weekend events- to "Weekend Editor." If appropriate to special interest group, send to news feature (business, legal, legislative, social news, etc.) department. Feature material is a major news consideration. It has more background than a routine news story and treats an aspect of program in depth. Some papers have columns devoted to recognizing local people along with their interests and activities. Competition for this space is intense. Prepare material carefully and contact paper weeks in advance of event. If you are uncertain, discuss your item with a newspaper representative. Your contacts with the heads of the various departments are extremely important.

The Right Way

The Arlington Chapter of Texas ABATE Confederation will hold a Meet the Candidates Forum Tuesday, February 14, 1990, 7:30p.m. at the Chamber of Commerce, 301 West Main Street, Arlington, Texas. All Democratic candidates running for office in Tarrant County will be there.

If you have any questions you would like the candidates to answer, please address them to: Betty Biker, Chairperson, 1234 Center Street, Anytown, USA 01234. If you don't send questions in advance, you'll still have an opportunity to ask questions at the meeting. The meeting is free and open to the public. Texas ABATE Confederation is a non-profit organization.

(Please run in Sunday's UPCOMING EVENTS and Tuesday's WHAT'S HAPPENING TODAY columns. For addition information contact Betty Biker at (817) 555-1313.

The following process should be followed in the preparation of materials to the media:

Paper Use plain white stock, 8"1/2 x 11".

Format Type on only one side of the paper. Double-space the copy, using upper and lower case letters. Frame the copy with generous margins. Indent each paragraph with five spaces. Upper Left In the upper left corner, single- space type your name, address, and telephone number.

Release Instructions always type "FOR IMMEDIATE RELEASE." Indicate "Hold for Release" and the date if you submit copy early. However, don't expect editor to act as filing clerk by sending it in long before event.

Date should be on all material sent. Use date release is written, include in upper right corner.

Heading is usually left to the editor. Leave space on release for headline. If you can compose a succinct, catchy phrase that captures the essence of the release, use it.

Content and Length If there is more than one page to release, write "MORE" at the bottom of the page. Don't end a page in the middle of a sentence or paragraph. "Slug" each page as the first (Upper Left, Date, Topic-page #). Conclude release with an end mark ###.

Proofread the document. Never staple the pages. Avoid cover letters. Have it arrive on or before media deadline. ALWAYS have more than one copy of the release for YOUR files.

PUBLIC SERVICE ANNOUNCEMENTS

To get your foot in the door, there are a number of questions that you need to ask:

Radio:

1. What format does the station require? Live, interview spots? Prerecorded messages? Scripts for their personnel to read?
2. How long should the PSA last? Ten, 20, 30, 45 or 60 seconds?
3. Who will write the copy? Should you just submit the information, or attempt to write a script that producers will then edit?
4. Will the station provide production services, such as sound effects or background music? Should you bring tapes?
5. How much lead time (time between first notice and requested air date) do they require? Two weeks or longer?

Television:

1. Who will appear on screen - you or a station announcer?
2. Do you need to prepare a script or will the station take your information and do the writing?
3. Will the station want to dramatize your message?
4. Can they use background video footage of your activity?
5. Will the station provide production services such as remote film crews, studio effects, and graphics?
6. If you are providing videotape, what size do they need? (1/2 inch VHS)
7. Can they use 35mm color slides, 8x10 matte (dull) finish photographs or digital? Should you restrict pictures to horizontal images?

Talk Show and/or Interview Guests (Radio or TV):

1. How long will you be on the air?
2. Does the host/interviewer need preparatory material, such as info sheets, biographic sketch, copy of book or pamphlet, list of questions and answers?

EVENTS

FUND RAISING

A. PLAN AHEAD

1. Most failures are due to poor planning.
2. Plan 6 months in advance.
3. Proper advertising takes time.

B. DON'T TAKE OFF ON FIRST IDEA - All pros and cons should be discussed

- a. Competing events.
- b. Weather.
- c. Money to cover costs, etc.

C. DON'T GET TOO AMBITIOUS

1. Only limited number of weekends.
2. Too many events cause burned out members.
3. Too far (to event) can turn members off.

D. SELECT PROPER CHAIRPERSON

1. This person can make or break an event.
 - a. Must have drive, enthusiasm, diplomacy.
 - b. Must be able to keep people working together and happy.
2. Decides what sub-committees are needed.
 - a. All should be aware of the whole plan.
 - b. Checklist should be used (don't rely on memory).

E. PLAN A BUDGET

1. All projected income and expense on paper.
 - a. How many people are expected?
 - b. What should the cost be (don't scare people away).
2. Use suppliers that will bill you after the event.
3. Shop around for best prices.

F. ADVERTISE

1. People need to know what's happening.
2. Print flyers early (place them in motorcycle shops, grocery stores, taverns, parts stores, etc.).
3. Make sure your flyer has complete information

- a. Date, time, place, directions, prices, events.
- b. Don't assume people know about the event.

G. DELEGATE THE WORKLOAD

- 1. Make list of jobs.
- 2. Arrange them in shifts.
- 3. Give everyone some time to kick back.

H. ATTITUDE IS ALL-IMPORTANT

- 1. Positive attitude will create a successful event.
- 2. Workers and sponsors must believe in event.
- 3. Put your best foot forward.
- 4. Thank people for coming.
- 5. "Please" and "Thank you" are your most important words.
- 6. No drill sergeants.

I. GIVE PEOPLE THEIR MONEY'S WORTH

- 1. Charge fair and reasonable admission.
- 2. Be reasonable on food and beer prices.
- 3. Higher gate fees, even if they include freebies, tend to scare people away.
- 4. Freebies tend to cause extra cleanup work.

J. REMEMBER THE DETAILS

- 1. Use a checklist.
- 2. Anticipate problems.
- 3. Have plenty of supplies.
- 4. Have two people in charge of money and paying bills.
 - a. Get receipts.
 - b. Pay by check.

PLANNING YOUR ENTERTAINMENT

RESPECT CAN MAKE THE DIFFERENCE

Research

Entertainment

Saving Money

Promotion

Entertainers Contracts

Thank You

A. RESEARCH

1. Location.
2. Size of room-hall or tent or even a field.
3. Source of electrical power.
4. Equipment available, stage, lights, and flatbeds.

B. ENTERTAINMENT

1. Type-DJ., live band, etc.
2. Style-country, rock & roll, topless, etc.
3. Will they sound the same at your event as they did where you heard them?
4. Don't use the good "buddy band" unless it is a small party or a not-for-profit event.
5. The good buddy bands can hurt you more times than not. They can hurt you future events also.
6. Many bands are great at home, but take them out of their area, they may not sell. Be careful.
7. Try to keep in mind the fact that it takes people outside of your own immediate area to make an event profitable or at least to break even. That's not to say you can't have a good event with just your own people because you can, but it doesn't always make a profit. We always try to encourage outsiders to come to our event.
8. Try to have entertainment that can please your people and all others, someone who can play some of most kinds of music, etc.
9. Don't worry you will never satisfy 100% of the people that come to your event.

C. SAVING MONEY -OR- PRICE YOU PAY

1. Set your budget.
2. Don't try to hire cheap entertainment.
3. Trying to cut corners on entertainment can hurt the event and can hurt your events in the future.
4. Like it or not over 75% of the people at your event are there for the entertainment and party!

D. PROMOTION

1. When to start, you want flyers out no later than 3 months ahead of the event.

2. Start right away-as soon as you get you dates confirmed get started.
3. Send flyers right away-make posters, then 90 days later send more flyers, 60 days, 30 days, etc.
4. Form a good public relations committee.

E. ENTERTAINERS

1. Entertainers are people just like you, they have feelings just like you, treat entertainers the same way that you want to be treated.

F. CONTRACTS

1. When to sign (as soon as you have confirmation on a location).
2. Terms, if outdoor event, ensure that a rain clause is included.
3. Make it very clear what you expect from your entertainment.
4. Make it very clear what your entertainment can expect from you.
5. Make price clear.
6. Make method of payment is to be made clear.
7. Make clear who is to receive payment.
8. Make clear when payment is to be made.
9. Always use a legal and binding contract.
10. Always have a contract on your entertainment whether or not you're paying or if it is free

G. THANK YOU!

1. This is something you don't hear enough of.
2. Don't be afraid to say thanks or thank you.
3. It can help.
4. I don't say thanks enough to myself.

"TO GET RESPECT YOU MUST FIRST KNOW HOW TO GIVE IT ----
--- IT MUST BE EARNED"

LIABILITY & RISK MANAGEMENT

LIABILITY

Liability is a legal term for responsibility. It is a legal obligation. Liability can be incurred under practically any circumstances, and in recent years plaintiffs' lawyers and courts have been stretching the dimensions of liability.

Liability is often connected with an image of authority. Authority implies responsibility, and when you are responsible in a social context, you become liable in a legal context. Consequently, when something goes wrong at an organized event, someone may sue the organizer. The organizer in his position of authority is responsible.

Liability is sometimes aggravated by a perception of assets. Plaintiffs' lawyers are not always seeking justice. Sometimes, they are seeking money, and their aggression can be directly related to the assets that they know or believe the defendant has. It's called the "deep pocket theory," where suits are not directed so much at who is to blame but rather toward who can pay.

Liability can be exaggerated when the public is involved. When you advertise your event to the public your liability increases in direct connection with the number of people you attract, whether they are participants or spectators. Each is a potential plaintiff.

LIABILITY, RISK AND INSURANCE

However, it would be wrong to suggest that liability is connected only with the other guy; with the amount of public you attract or the aggression of the plaintiffs' lawyers looking for someone to sue. Liability is most directly connected with risk, and risk to a certain extent, can be controlled by conducting events in a responsible manner.

Any attorney can tell you how to totally eliminate liability. It's simple ...you simply go out of business. But for most this is not an acceptable alternative. We choose to continue what we're doing either because it's profitable or because we enjoy it. In other words, we judge the benefits to be worth the risks.

Naturally, our benefits and rewards will increase at the rate we can control and reduce our risks. But we cannot totally eliminate risk, and that is the

purpose of insurance. Through liability insurance we contract off the risk to a company that will accept a premium fee against the chance that it will have to fund our potential liability. Only those who can readily pay tens of thousands in legal fees and perhaps hundreds of thousands in settlements and judgments can afford to assume the risk for their own negligence.

LOBBYING

DIRECT LOBBYING

Direct lobbying is any attempt to influence local, state or federal legislation by contacting any member of a legislature, legislative staff or government employee to persuade him or her to propose, support, oppose, change or otherwise influence legislation. Direct lobbying may include:

- Correspondence with members of the legislature;
- Phone calls to a member, their staff or employee of the legislature;
- Giving reports, fact sheets and other analysis to a legislative member or staff person supporting or opposing a specific legislative proposal; and
- Presenting testimony on legislation to a committee or subcommittee.

The following information is provided to help you prepare for the mission of direct lobbying. It has been derived from the following sources:

- American Motorcyclist Association, How to Communicate With Government, Department of Government Relations, 1993
- Texas ABATE Confederation, 1995 Helmet Repeal, Charlie Warren, State Legislative Officer, 1994
- National Coalition of Motorcyclists, A Biker's Guide to Communicating with Government
- Texas Department of Health, Think Child Safety, Injury Prevention Manual, 1996

WRITTEN COMMUNICATION

The written word is probably your most convenient and useful tool in putting over your government relations message. For every written letter received, a legislator tends to assume that other constituents may feel the same but haven't taken the time to write. There is power in the fact you

took the time to write. You do not have to be an expert to write a letter, but be sure to follow the guidelines listed below for the biggest impact.
HOW TO WRITE

1. Address your letter properly

U.S. Senator

The Honorable (Full Name) United States Senate Washington, D.C. 20510

Dear Senator (Last name)

U.S. Representative

The Honorable (Full Name)

United States House of Representatives Washington, D.C. 20515

Dear Representative (Last name)

State Senator

The Honorable (Full Name) Texas Senate

P.O. Box 12066

Austin, TX 78711

Dear Senator (Last name)

State Representative

The Honorable (Full Name) Texas House of Representatives

P.O. Box 2910

Austin TX 78769

Dear Representative (Last name)

2. Identify yourself. Include your address at the top of the letter or at the bottom under your name. Use your voter registration number. You may mention your affiliation with a motorcycle rights organization.

3. Be specific. When writing about specific legislation use the bill number. If none, briefly describe the issue that concerns you. Limit your letter to one topic and one page. State your purpose clearly in the first paragraph. Explain how this will affect you.

4. Be polite. Members of the legislature deserve respectful treatment. Don't be threatening, demanding or abusive. That's an immediate turnoff.

5. Request specific results. Ask for specific action that is practical, such as support or opposition to a bill or signing on as a co-sponsor.
6. Ask for an answer. You've told him/her where you stand, now ask for their stance. Request (don't demand) a reply to your letter. Thank the legislator and reiterate any actions you wish them to take.
7. Write a thank-you letter. Write a letter of appreciation whenever your legislator does something that meets your approval.

DO NOT USE FORM LETTERS OR LETTERS WITH MULTIPLE SIGNATURES

HAVING A PERSONAL MEETING

1. Your legislator is very busy and occupied with some large issues that may not even concern you. They are bombarded with a profusion of issues and legislation activity, especially when the legislative body in session. For introductory meetings, try to meet with your Representative or Senator in their home districts rather than the capitol. The home office is often more convenient for the member when the legislature is not in session and may offer a more relaxed and comfortable environment.
2. Elected officials employ a staff to help them manage all the legislative activity. The staff is to track details and progress on each bill, develop legislation, handle constituent casework and serve as a liaison between the member and state agencies, lobby groups and constituents. Often times more progress is made in dealing with staff, as they are the ones who advise your elected official on issues he or she may have no knowledge of.

HOW TO MEET

1. Make an appointment. "Hi! My name is Andy Stoodly, I am a voter in Senator Harris's district. I am also a member of the Arlington Chapter of the Texas ABATE Confederation. I will be in Austin on Monday January 22 and would like to make an appointment to discuss motorcycle related issues. I probably only need ten or fifteen minutes of

the Senator's time. Would it be possible for me to see the Senator on Monday?"

2. Be prepared. Know with whom you are meeting. Do your homework on the member's background, voting record and other important issues. Prepare a fact sheet, keep it as concise as possible.

If possible leave a handout with the official and staff members who may be present at the meeting. Anticipate any questions you could be asked and be prepared to answer them.

3. If you cannot answer a question asked by a legislator or the staff, be honest and tell them you do not have that information but will try to obtain it. Then follow up with the requested information. Do not give inaccurate information or appear uncommitted to your issue. This does not create the image of a confident advocate for the cause.

4. Avoid going it alone. Take one or two other motorcyclists with you to the meeting if possible.

5. Don't overwhelm them with a large group, but a few may be more effective by drawing on each other's strong points. Then, someone you take with you may be more at ease, a better speaker and better abler to answer specific questions.

6. Take care of business. A legislator's time is precious. Be cordial and break the ice, but get down to business quickly. Don't let it turn into a chat with no direction and no decisions. Take a note pad and pen; record any questions or problems that will need addressing later.

7. Stay in touch. Follow up with a letter thanking your official for taking the time to meet with you and restate your position. Include additional information or facts that they may have requested.

8. Report the results. Report the results of the meeting to the officers of an MRO.

DO NOT NEGOTIATE A BILL ON ANY LEVEL & ACCEPT NO COMPROMISE

TESTIFYING AT HEARINGS

For a bill to become law, it must go through the legislative process. That means that after it is introduced and read on the floor of the chamber, it is assigned to a committee. These committees then meet and discuss the bill before it. All bills must have a public hearing. We must be present at these hearings to voice our support or opposition to the proposed legislation. There is a long-term schedule for each committee, but only a couple of days' notice of the agenda for that meeting.

Offering testimony at hearings requires preparation to make sure that the information you present about the issue and your position on a specific piece of legislation are clearly communicated. The time permitted for each person's testimony is usually limited to five or ten minutes.

HOW TO SPEAK

1. Register to speak. It is necessary at a formal public hearing to sign up to speak. There will be a table or committee secretary with "witness slips." You will need to sign up as an "opponent" or "proponent." Each MRO will designate probably one or two official spokespersons for the organization. Most speakers will be speaking as interested parties. There are also "technical witnesses" who may be employees of state agencies who are supposed to give facts and not opinions. You may request to speak first or last or whenever. Don't be crushed if they don't accommodate you, have an alternate plan.
2. Know your stuff. Be intimately familiar with the piece of legislation at hand, and be aware of amendments that may already have transpired, and why. Know problems these bills had in the past and how to counter those problems. Have more than one speaker so one person can concentrate on a specific point. Know who is going to cover what so there is little overlap.
3. Know the opponent's argument. Study the opposition's point of view and have answers or rebuttals ready whenever possible. Scientific studies may bolster your arguments but caution must be used with

statistics. Only those that are very knowledgeable in these studies should bring them up.

4. Be prepared. You may want to have a "position paper" explaining why you are for or against the legislation. If you do, have ample copies for the committee members. Visual aids (charts, graphs and the like) may work, but you are limited on time, space and working room.

5. Target your comments. Try to be aware in advance of the attitude and position of each committee member. Address the opposition members that you think are subject to reasonable persuasion. Don't waste valuable time on the members who are already convinced of your point of view, and don't hammer away at a tough nut you know won't be cracked.

6. Organize your thoughts. When called on to speak, state your name and why you are interested in the legislation, and get on with your presentation. Have an outline with you, this is not the time to get tongue-tied or forget a point. Don't just read from a script. Eye contact and body language are extremely important. Relax, think "confidence," and just assume you are one reasonable person talking to another.

7. When closing formally summarize your comments asking the committee to vote in your favor.

8. Ask if they have any questions of you, and thank them for allowing you to speak.