

ATVMN.ORG



ATV Minnesota

"Your Voice For ATV Recreation in Minnesota"

April 29, 2023

120 New Members This Year

Welcome...Let's Ride!



**Are You Ready To Ride & Roast?
And...Plan Now To Ride & Rally!
*Full Details, Registration, Lodging
And Sponsorships Now Available!***

It's all online at atvmn.org under the "Events" tab!

Ride & Roast: 140 have pre-registered!

Thanks to these early sponsors:

Bronco ATV/UTV (Corporate sponsor)

Northern Traxx ATV Club ("Ignition" sponsor)

Ranger Snowmobile & ATV Club ("Ignition" sponsor)

Link to registration, sponsorship/donation opportunities are online!

**Ride & Rally: Friday President's Ride, 10 Saturday Rides starting
at various locations!**

Thanks to these early sponsors:

Bronco ATV/UTV (Corporate sponsor)

Super 8 by Wyndham in Eveleth ("Half-Throttle" sponsor)

AmericInn by Wyndham in Virginia ("Half-Throttle" sponsor)

Link to registration/ride choice, lodging/camping and sponsorship opportunities are online!

New 40th Anniversary Clothing Added To ATV MN On-Line Store

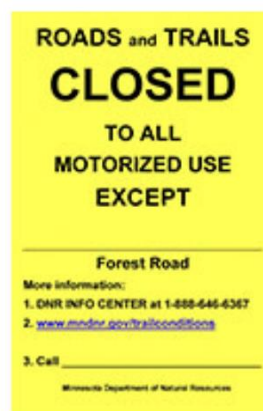
To celebrate 40 years of building trails, teaching youth safety classes, protecting public access, promoting responsible riding and much more, ATV Minnesota and its statewide board of club leaders are proud to introduce a gear-box full of new clothing.

Long and short-sleeve Ts, a cool blue cap, new windbreaker and more. Check out all the new and current best-selling items at atvmn.org. Just tap the "Store" tab to start shopping. Wear it with pride on all your rides, and thanks for supporting ATV MN!



Before You Head Out To Ride, Check Out The DNR Website's Closure Page

A few State ATV Trails are open. Others will be opening in May as normally scheduled. However, many will have delayed opening dates, due to wet conditions and damage from trees that blew down in winter storms and must be removed. Watch for signs posted at OHV trails and State Forest roads, and always check their open/closed status on the Minnesota DNR website, at this link: <https://www.dnr.state.mn.us/ohv/closures.html>



Can You Lend A Hand And A Chainsaw?

Last December, severe storms blew down thousands of trees onto snowmobile and ATV trails. Snowmobile clubs sent out an SOS, recruiting volunteers to help them clear trails. For some clubs that took weeks. Then the snow came and it turned out to be a great snowmobile season.



White Pine Riders Needs Help May 6th

Thousands of trees still cover ATV trails that aren't also snowmobile trails in winter. ATV clubs across central and northern Minnesota need help.

One of them is the White Pine Riders ATV Club. It maintains the 15-mile Solana Loop trail, near McGrath off the Soo Line South Trail, and needs as many volunteers as it can get for a trail work day, scheduled for Saturday, May 6th. If you can help, please contact Erv Kleinschmidt, club president. Email

Erv to sign up and for details on time and parking, at: ervin@whitepineriders.com

If your club needs extra help repairing damage in order to open your trail, send us an email and we'll publicize it to riders statewide in this newsletter. Email details to: d.halsey@atvmn.org. Thanks! The more we all pitch in the earlier we can ride.

Tips For ATV Clubs When Called By Reporters

This month, two tragic ATV accidents in Minnesota resulted in the deaths of three children. The Twin Cities broadcast and print media contacted ATV Minnesota for comments. They were referred to Ron Potter, ATV MN president and our main media contact. As often happens, some reporters asked pointed questions looking for someone or something to blame, including the ATV manufacturers. This article,

reprinted from the newsletter of the National Off Highway Vehicle Conservation Council (NOHVCC), contains advice worth saving by ATV club leaders.



Responding To The Media

You're the president of an ATV club, going about your business, when you get a call from a newspaper reporter. They start asking tough questions. You feel unprepared. Do you:

- A) Give the reporter some off-the-cuff answers and hope for the best.
- B) Tell them you're not interested and hang up.
- C) Politely respond that you'd like to talk to them, and set up a time that works for both of you, giving you time to 1) get the facts and make an appropriate, factual response, or

2) be able to refer the reporter to an industry representative who deals with the media everyday.

Of course, the answer is C. Now here's the rest of the story.

At the annual NOHVCC Conference, representatives from the Motorcycle Industry Council (MIC) and the Specialty Vehicle Institute of America (SVIA) gave a presentation titled "Responding to the Media."

Today, in addition to traditional media, we're bombarded with an endless stream of social media, blogs, and reports from "citizen journalists" who like nothing more than to express their views, biased or not. "There is a blurring of the lines between news and opinions and you have to be very careful about that," the presenter said. "Comments never go away, they're up there forever, so handling the media becomes very important."

Many organizations have guidelines or a process for handling media inquiries. Typically, a media relations staff or an agency will screen each inquiry: vet the reporter, ask about the story, find out who else is being interviewed, confirm the deadline, and decide who is best to handle the inquiry.

The Basics of Responding To The Media

Back to you. You're the club president being put on the spot. What do you do?

Here are "The Basics," as presented by MIC and SVIA. Assume you are the designated spokesperson for your club or association:

1) Remember who you are to the reporter. You represent your organization.
2) Do not give personal opinions. In most all cases, you know more than the reporter and the public, so:

- Focus on what you want to say. You want to get your story, issue, or messages across. Focus on three key message points and stay on task. Less is always more.
- Work on your messages so they are clear and brief. Craft your messages into quotes or sound bites. Don't use jargon or slang.
- Do not make off-the-cuff comments. Assume everything is being recorded, even if you are told it is not.
- Never speculate. Stick to what you know. If you do not know the answer to a reporter's question, say you don't know. Do not try to "fake it." It will come back to haunt you.
- Control the message by being proactive. From a 30 to 60 minute interview, perhaps only a single 9 to 15 second quote may be used.
- Don't think of a reporter as an adversary. You both need something from each other. You need coverage of your issue or organization. The reporter needs a story that will interest his or her audience.
- It is never good to ignore a press inquiry. Cooperation does not guarantee sympathetic treatment but, at least, more objective reporting. If you don't provide information, reporters will rely on their own assumptions and this most always causes problems.
- Assume every camera and microphone is always recording. Never say anything you don't want broadcast. An interview is never over until the reporter and camera crew are in the car and driving away.

- Prepare. Prepare. Prepare. Practice makes perfect.
- Always remember who you are, why you're being interviewed and your three key messages.
- Only talk about what you're comfortable with. You can always refer a report to another person with more knowledge on the topic, or a professional public relations person.

Finally, if your ATV club leaders are uncomfortable or unprepared to answer questions about ATV safety, trails, regulations or other issues, you can refer reporters and others to ATV Minnesota.

An Important Message To Everyone Who Enjoys Winter Recreation In Voyageurs National Park

From the Voyageur Country ATV club:

We have an opportunity to participate in a decision to open some winter ATV use into Voyageurs National Park on frozen

lake accesses. This includes ice fishing on areas on Rainy Lake, Kabetogama Lake, and Mukooda Lake. (Snowmobile activity is not effected.) David Culbert and EJ Dawson have been working with the Park Service and our US Congressman's office on this issue for a couple years. But now they need everyone's help. **We need a strong showing of support following disappointing meetings with the National Park.**



To receive more details on the current plan and its negative impact on recreation and local businesses, contact Bruce Beste at brucebeste@outlook.com. The more comments submitted, the better to help ensure that park regulations align with resident and visitor use and enjoyment. **Please comment on this plan before the June 3 deadline!**

We recommend typing your comments using your favorite word processing tool. Then copy and paste into the online form. The site sometimes gets stuck, and if it does while you are typing, your words will be lost. To read about the current proposal and submit your comments electronically, go to <https://parkplanning.nps.gov/VOYA-frozen> . Click the "Open for Comment" link at left, then the Newsletter link, then the "Comment Now" button. To comment by US Mail, send written/typed comments to: Frozen Lake Surface Access and Use Plan, Voyageurs National Park, 360 Hwy 11 East, International Falls, MN 56649.



ATV MINNESOTA *"Your Voice To Ride"*

Dedicated Volunteers
Building Fun & Sustainable
ATV Trails

For The Riding Public
(And Bridges, Boardwalks,
Kiosks, Parking & More)

**Invite friends and family to
join today.**

Gift memberships available!

See the mailing label on your
Minnesota Wheelin magazine for
your membership renewal date.

Be sure to include your email
address on the renewal form we
send you to

receive newsletters. Send
renewals to ATV MN, PO Box
300, Stacy, MN 55079.

Belonging to ATV Minnesota, you

join thousands of riders throughout the state, have fun, and help create a positive future of ATV riding in Minnesota.



**See the mailing label on
your Minnesota
Wheelin magazine for your
membership renewal date.**

Be sure to include your email address on the renewal form we send you to receive newsletters. Send renewals to ATV MN, PO Box 300, Stacy, MN 55079. You can also join or renew at atvmn.org.

Belonging to ATV Minnesota, you join thousands of riders throughout the state, have fun, and help create a positive future of ATV riding in Minnesota.



As a family or individual member, for just \$20 you receive:

- A subscription to Minnesota Wheelin magazine (6 per year).
- Twice-monthly newsletter by email with the latest news.
- Membership card and ATV MN logo sticker for your ATV.
- Invitations to events, including our Legislative Summit, Vision Conference, Ride & Roast in the spring, and State Convention "Ride & Rally" in the fall, as well as membership meetings.
- A full-time lobbyist at the State Capitol, helping create pro-ATV legislation, and moving forward bills that help provide funding for new trail systems.

As a business member, for \$75 you receive:

All of the above, plus:

- Your business name and contact information listed in our Minnesota Wheelin magazine and on the ATV Minnesota website
 - Discounts on advertising in Minnesota Wheelin. For details, send an email to Creston Dorothy at Pro Print in Duluth: cdorothy@proprintus.com
 - Opportunities to reach more customers by sponsoring or donating to our events
- To join, contact **ATVAM** or call (800) 442-8826.



New Program! As a Corporate Sponsor:

Your financial support will help ensure a positive future for ATV recreation in Minnesota.

Four levels: \$2,500 Bronze / \$5,000 Silver / \$10,000 Gold / \$25,000 Platinum

Each includes ads in Minnesota Wheelin magazine, and publicity of your business, organization or club at ATV MN events, on websites, social media and more!

To learn more, visit atvmn.org and tap the "Sponsorships" tab.



Thanks To Our First Corporate Sponsor: Bronco ATV/UTV

A full-throttle thank-you to Bronco ATV/UTV for being an ATV MN Corporate Sponsor at the Silver Level. Watch for an article about Bronco ATV/UTV, its history building everything from ball joints to winches, sales trends it is seeing, and more in the March/April issue of Minnesota Wheelin. Learn more about its many products, including videos, at

broncoatv.com.

ATVMN.org

Follow us for all the latest news!



ATV Association of Minnesota
PO Box 300, Stacy, MN 55079
800-442-8826
atvamoffice@atvmn.org
www.atvmn.org

Connect with us



ATVAM | PO Box 300, Stacy, MN 55079

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by atvamoffice@atvam.org powered by

