



husseyseating

YOUR PARTNER FOR SEATING SOLUTIONS

POW/MIA Chair of Honor Donation Program PR Commitment Plan & Requirements

Greetings! Thank you for your interest in participating in Hussey Seating Company's POW/MIA Chair of Honor Donation Program.

The purpose of this program is to give you the option of having Hussey donate either a fixed or portable POW/MIA chair for a venue anywhere in the United States.

This chair donation program revolves around PR materials. You can help spread the word about POW/MIAs and encourage other installations to happen via positive media coverage, social media activity, and promoting these chair installations.

If you allow Hussey Seating to have a representative at your dedication ceremony and provide Hussey Seating with high-resolution photos of the dedication ceremony, high-resolution video footage, and copies of media coverage (articles, newscasts, website postings, etc.) within 15 days of receiving the chair, we will donate the chair for free and all that will be billed is shipping.

Getting started is easy: fill out & sign this page, complete the local media section on the following page, and return both.

We have provided a PR plan with hints & tips that will show you how to generate the PR. You will be surprised at how willing the media is to come out and cover your story – remember they are always looking for news, and their “customers” (our friends and neighbors) rate positive stories highly.

All Donation Program PR materials need to be submitted to: pow-mia@husseyseating.com.

Print Name

RT Chapter

E-mail

Venue Installing Chair

Dedication Date

Venue Address, City, State & Zip

Affiliated Sports Teams (if applicable)

Signature

Date

By signing this document, I agree to allow a Hussey Seating representative at the dedication ceremony. I also agree to provide Hussey Seating Company with high-resolution photos and video footage of the chair dedication ceremony, along with copies of all other media coverage (articles, newscasts, social media & website postings, etc.) within 15 days of receiving the chair in order to secure the donation of the chair. I will obtain all rights/permissions from photographers, videographers and media outlets for re-use of their materials by myself, Hussey Seating Company and Rolling Thunder[®], Inc.

Hussey Seating Company

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My Local Media Outreach

- Step 1: List below all the local media outlets you will be targeting. A good place to start for a list of local media in your area is: <http://www.easymedialist.com/usa/index.html>. The first line in the table below gives you some examples of medial outlets in each segment. Include a “news” email address for each.
Tip: Don't buy a list – when you are ready to contact the media, go to a target's website and look for a spot to submit a news tip or a “contact us” area.
- Step 2: Create a press release about your upcoming event to provide to the media so they have enough information and can do a little background research in advance.
Tip: All local Associated Press bureaus will also accept press releases for free via their websites! Check out a press release Hussey did to see what one looks like: <http://www.marketwired.com/press-release/-1848079.htm>
- Step 3: Contact the media outlets at least one week in advance of your dedication and (with the venue's permission) offer them access to cover the ceremony and interview a Rolling Thunder member in exchange for copies of the material they publish.

TV Station & Network/Cable Channel	Radio Stations: AM & FM	Newspapers	Magazines	Local Internet News Sites
<i>WBZ TV 4 (CBS) Email: newstips@wbztv.com</i>	<i>WRKO AM 680 Email: news@wrko.com</i>	<i>Boston Globe Email: bhealy@globe.com</i>	<i>Boston Magazine Email: editor@boston.com</i>	<i>www.seacoastonline.com news@seacoastonline.com</i>

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My Local Hussey Representative

In most cases, a local Hussey Seating dealer or company representative will be able to attend the event on Hussey's behalf.

Agreeing to have these reps present, facilitating their access (i.e.: procuring the necessary passes or tickets if the dedication happens during a game or event), recognizing the Hussey chair donation during the dedication ceremony, and allowing them to take pictures will result in an additional wave of PR before and after the dedication that will enhance the POW/MIA message.

- Step 1: I made arrangements with the venue for the necessary passes/tickets for the Hussey Rep(s) to attend the dedication.
- Step 2: I have contacted the Hussey Seating representative directly to complete arrangements.

Enhance Your Dedication Ceremony

There are two good ways to increase local media interest in coming out to cover your dedication ceremony. For best results, start working on these a month before the ceremony.

- Step 1: Issue an invitation via your venue's contact to a high profile (i.e.frequently covered in the news) member(s) of their organization to help unveil the chair during the dedication ceremony. This could be a team owner, team manager, head coach or a star player. Then follow up and confirm their participation.
Tip: Phrase your invitation indicating your respect: "We would be honored if Robert Kraft could help us unveil the chair during the ceremony, could you please extend the invitation to him?"
- Step 2: Invite a high-profile elected official to say a few words and help unveil the chair during the dedication ceremony. This could be a U.S. Senator/Representative, state senator/representative or a local mayor. Ask your venue contact if they are ok with including the official beforehand, then issue the invitation, follow up and confirm participation.
Tip: Before issuing an invitation, check their stance on POWs/MIAs, current status in the media (i.e.: under an investigation, embroiled in a scandal, in a disagreement with anyone associated with the venue) and use your common sense when considering whom to invite.
- Step 3: Include in your press release and all contact with the media that these dignitaries will be part of the event.

Set Up Your Social Media

Does your chapter have their own Facebook site, YouTube channel, or Twitter handle and website blog? If not, you should get set these up about a month before the dedication ceremony.

- Step 1: Create a Chapter Facebook site
- Step 2: Create a YouTube channel
- Step 3: Start a Twitter account
- Step 4: Add a blog page to the chapter's website

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Work Social Media Before The Event

Usually best results are achieved in the week to week and a half before the ceremony.

Tip: Keep an eye on the time and day of your postings – choose a time when most of your friends/followers/subscribers will be monitoring their social media. Try to avoid early morning and late night postings and anything on Mondays before lunch.

Tip: Search Twitter for common hash tags & handles that directly relate to the issue, organization, venue & team. Include them in your tweets but don't overdo it.

- Step 1: Create an event on your Facebook site & invite your friends. Ask them to share it.
- Step 2: Post a picture of the venue's sign to Facebook and send it in a tweet with a comment indicating your excitement and the date of the dedication.
- Step 3: Do another set of posts & tweets a couple days before the event saying "Hope to see you there" and include the day, time & venue.
- Step 4: Do a final set of posts & tweets on the day of the event, at least a couple of hours before it saying "On our way . . ." and include the time & venue. If your chapter has a ride going in, including a picture of the bikes all gathered together before taking off is ideal.

Gather Your Own Social Media Material At The Event

Tap your chapter members – someone will have a good digital camera, and you will probably find someone else with a video camera. Ask them to take photos and video of the event.

Tip: Use two people – one focused on taking pictures and the other focused on filming.

Tip: If no one has a camera or video camera, ask your members if anyone has smartphones or tablets they bought in the last year and use those to take pictures & record video.

- Step 1: Take pictures: before unveiling, at the moment of unveiling and after. Include all dignitaries.
- Step 2: Take video: before unveiling, during the entire ceremony, and after. Include all dignitaries.

Gather Coverage From All Media At The Event

Follow up within two business days after the event with the reporters who were on site, and get copies of everything they have published.

Tip: Start off by thanking the reporter for coming out and covering the event.

Then search the web for what got posted there: look at the media outlet's websites, Facebook pages, YouTube channels & Twitter feeds to see what content they have posted. Google it and see if anyone else re-posted anything. Make an electronic copy of everything you find, and keep a document of links with the addresses to the pages where you found the coverage.

- Step 1: Contact every reporter by phone, follow up to ensure they got the promised materials to you.
- Step 2: Do the web searching about 3 days after the event, downloading, copying or making prints of everything you find.

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Work Social Media After The Event

Usually best results are achieved in the first one to two weeks after the ceremony.

Tip: People love to look at pictures and videos – always include one or the other.

Tip: Make sure any video segment is less than 3 minutes. If the footage you want to post is longer, break it up into shorter segments.

- Step 1: Make a new album just for the event on your Facebook site & upload your pictures and videos.
- Step 2: Post all your videos to your YouTube channel – make sure to populate the video name, description & keywords with high interest yet short words and phrases people might search for.
- Step 3: Send out individual thank you tweets to the venue, team, & dignitaries using the applicable hash tags and Twitter handles.
- Step 4: Write a blog, include pictures and video. One you post it, do a Facebook post about the new blog post and send a tweet. Include links to the post with both.
- Step 5: E-mail the best photo you have to joe.dentremont@rollingthunderma1.org to have it added to the POW/MIA Chair of Honor web page.

Send All Your Materials to Hussey

Send all your materials to Hussey within 15 days of the dedication of the chair to make sure you get your chair for free. Include high-resolution files of all the photos you have taken and collected, your high-resolution video footage, and add copies of all of the media materials you have collected (articles, newscasts, social media & website postings, etc.).

Tip: When in doubt about what to send, send everything!

- Step 1: E-mail your materials to pow-mia@husseyseating.com. Follow up in a separate email and ask if your materials came through.
- Step 2: If your materials are too big to e-mail, go to www.dropbox.com and sign up for a free account. Create a folder, upload all your materials to it, and then use the “Sharing” menu to the left to share that folder with pow-mia@husseyseating.com.

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