

genevieve's journal 3.22.06

Welcome to the third installment of Genevieve's Journal available on WomenRidersNow.com.

>>I've received word of a new motorcycle show that Oxygen network is interested in airing. A casting call has gone out for six female riders to star in this show. I've heard secondhand what the show entails and that Oxygen is the network to air it. I also heard secondhand that the premise is "The Simple Life" on motorcycles. I've emailed the producer for additional information before I post the casting call on WomenRidersNow.com. I don't want to post secondhand information. The casting call announcement does not have a lot of pertinent information, I think. I like visitors to the site to have as much info as possible so they can make an informed decision about whether or not to be involved with such a project. All I can say at this point is stay tuned to WomenRidersNow.com.

>>The subject of women and motorcycling received some good national press coverage recently thanks to Harley-Davidson's satellite media tour taking place during Daytona Bike Week. On Saturday, March 11 at 8:12 a.m. the weekend edition of the "Today Show" aired a segment on women riders showing footage from Daytona Bike Week. I've not seen it but was told it was a pretty good segment.

On March 4, an article appeared in USA Today entitled "Women finding camaraderie in biker clubs." The story centered around women motorcycling clubs mentioning several from Florida, the coverage

most likely triggered by the presence of bikers in town for Daytona Bike Week. It's a fair story that mentions several clubs like Chrome Angels, Chrome Divas as well as the national statistics of women riding motorcycles.

>>*Friction Zone*, the very popular all-brands motorcycle magazine distributed free throughout dealerships in California, Arizona, the west and northwest has expanded to the east coast. The magazine is currently at dealerships in these states: Ohio, Penn., New York, New Jersey, Connecticut, Rhode Island, West Virginia, Virginia, Delaware, Maryland, Georgia, Kentucky, Tennessee. This is the same *Friction Zone* in which my monthly column appears. Congratulations to publisher, Amy Holland, for her successful expansion. For more on the expansion, visit the Way To Go Girl! link soon

>>If you've not seen my interview on Harley-Davidson's Web site I encourage you to do so. I am very grateful to Harley for the coverage and think they did a good job with the interview presentation. Visit www.harley-davidson.com and navigate to the women and motorcycling section.

>>Next week, a big international motorcycle safety conference is taking place in Long Beach, California, hosted by the Motorcycle Industry Council. Safety representatives from every facet of motorcycling will be on hand to discuss a variety of topics all with a goal of finding ways to keep motorcyclists safer on the road. The three-day conference is from March 27 to 29.

Journalists have been invited to the second day of presentations. I plan on attending and will report back on any interesting information I hear.

>>Last week I posted a story about Speed Channel's Greg White receiving the AMA's Award for Media and Reporting. I know Greg personally from when we worked together at Speed Channel. I was correspondent on the show "Bike Week" for six years. I just want to say I can't think of a more deserving individual for that award. Greg works very hard at what he does and is a bright young man with an incredible future in motorsports television. Congrats to Greg White! **GI**