



The Ham Radio Promoter

The newsletter for radio clubs participating
In the Ham Radio Promotion Project
“Working together to recruit new Amateurs”



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<http://www.neoham.org>

Summer 2011

Field Day and public events Showcase amateur radio

How's your club doing?

Field Day is one of the best activities to show amateur radio in action. We hope your club took advantage of the 2011 event to publicize your participation and to invite the public. There are bonus points for publicity, and having a display of ham radio literature is easily put together (see photo below).



This display of amateur radio literature was set up next to a Field Day station housed by a motor home. ARRL has a number of promotional literature handouts available.

Public events such as fairs and festivals are ideal locations to demonstrate amateur radio. A portable station can provide live on-air examples of ham radio, and a “greeter” can explain our hobby to visitors and pass out literature. (A copy of the club newsletter would be a good addition.) Inviting people to be part of a QSO in progress can be interesting and exciting. Remember to issue a news release announcing your demonstration ahead of the event. ■

ICOM Comic Books

ICOM America has produced a series of comic books based on amateur radio for youngsters. “The Adventures of Zack and Mac” are downloadable ready to print in pdf file format from the ICOM America website.

Please circulate this newsletter to your radio club's officers and directors. Thanks!

New public relations course by ARRL is now downloadable

Good tips for radio club publicity people

The ARRL Public Relations course, PR-101, that was first offered in CD format, is now available free by downloading it from the League at:

< <http://p1k.arrl.org/pub/pr/> >

The content draws upon the skills and experiences of experts in various aspects of public relations to provide volunteers with the basics of PR. The course covers everything from the basic news release to Web sites and video work.

The course is conveniently set up for you to complete on your own schedule. At the end of your studies you're guided to the Web for a final exam. Those who successfully complete the course will be directed to a special area where they can create, print and save a certificate of completion. ■

ARRL & Boy Scouts team up

New memo of understanding signed

After a century of cooperation of providing Scouts with the ability to learn radio communication, the ARRL has officially teamed up by signing a memo of understanding. This designates the League as a key resource for K2BSA and radio merit badge training at the national Scout Jamboree.

A short video made by the BSA during the signing is available for download at

<<http://p1k.arrl.org/pub/pr/>>.

It could be a good discussion starter at your club.

The annual Jamboree on the Air (JOTA) is planned for October 15-16, so keep it in mind as you plan coming events. ■

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Editor: Devere "Dee" Logan, W1HEO, 9901 Cypress Circle, Mentor, OH 44060. Telephone (440) 352-8292 or via e-mail to: deverelogan@gmail.com

Steering committee: David Dennis, W8DDD, Treasurer, <w8ddd@comcast.net>; Jack Goldfarb, W8WGO, <jgldfrb@roadrunner.com>; D.E. "Dee" Logan, W1HEO, <deverelogan@gmail.com>; Don Ritchie, K8ZGW, Web administrator, <donritchie@sbcglobal.net.com>

Publicity help: D.E. Logan Public Relations, (440) 352-8292

Ham Radio Promotion Project Clubs

Benzie Amateur Radio Friends, Beulah, MI. Contact: K8BTE, schooner@charter.net. • **Blossomland ARA**, St. Joseph, MI. Contact: N8KBG, n8kbg@comcast.net. • **Cleveland Chapter One, QCWA**, Contact: W8WGO, jgldfrb@roadrunner.com. • **Fond Du Lac (WI) ARC**, Contact: W9GPI, w9gpi@arrl.net. • **Fulton ARC**, Oswego, NY, Contact: AI2N, ai2n@twcny.rr.com • **Gilmour Academy ARC**, Gates Mills, OH, Contact: KG8DN, kenkane@windsteam.net. • **Gratiot County ARA**, Alma, MI. Contact: NO8V, Gibson@alma.edu. • **Highlands County ARC**, Avon Park, FL. Contact: AA4ME, seelyf@aol.com. • **Indian Hills RC**, Wickliffe, OH. Contact: K8ZGW, donritchie@sbcglobal.net. • **K2ZIN**, Kingston, NY • **Lake County ARA**, Painesville, OH. Contact: KA8YHZ, vanceroth@att.net. • **Lake Erie ARA**, Beachwood, OH. Contact: WD8JMM, wd8jmm@leara.org • **Northern Ohio ARS**, Elyria, OH, Contact: W8KYZ, tporter161@oh.rr.com. • **Northwest ARS**, Houston, TX. Contact: KD5KR, kd5kr@arrl.net. • **Overlook Mountain ARC**, Hurley, NY, Contact: n2vot@aol.com • **QCWA Blue Ridge Chapter 76**, Etowah, NC, Contact: W4DK, w4dk@arrl.net • **Rochester Amateur Radio Association**, Contact: KC2PCD, (585) 210-8910 • **Shore Point ARC**, E. Haven, CT, Contact: W1MHZ, w1mhz@sparc.us • **Upper Rio FM Society**, Albuquerque, NM; Contact: Larry Goga, AE5CZ; lgoga@swcp.com • **Western Reserve Emergency Communications Society**, Chagrin Falls, OH. Contact: N8QZ, n8qz@yahoo.com. ■

Some tips on writing your News releases

Increasing the odds of having them used

Who should get a release and insuring that it will be used are two main considerations for those handling your publicity. Although the old "who, what, when and where" facts are important, the first challenge is getting the attention of the press. So in the first couple of lines, include something that will grab their attention. This is step one in avoiding a quick toss of your release into the trash can.

Make yours a multimedia release, not just a text-only version. According to PR Newswire, readers are 3.5 times more likely to share a multimedia release. So FAX it, get it on the internet, use e-mail, Face Book, Twitter, Tweet etc. Broadcast your release to a wide audience and encourage them to pass it on.

Be visual: Adding a photo to your release will bring 14 percent more views, and using video can boost that number to 20 percent. Using both will hike viewership by 48 percent.

Consider building a file of photographs during club activities such as Field Day, and have them available in both print and digital formats for use with future releases.

Keep contacts current by updating your press list. Make a call and verify who should receive your release and periodically update e-mail addresses and FAX numbers.

The study also found that people view traditional text releases for about 9.5 days, but multimedia distribution will keep releases alive for nearly 20 days.

Be sure to include a contact person with both a telephone number and e-mail address and be sure that they're available and ready to answer questions.

Avoid ham jargon: Be careful not to use ham lingo in releases. Keep it simple. Explain that "amateur radio operators are licensed by the government to operate in various radio frequencies and often use their radio communication capabilities during emergencies."

Some clubs make an effort to identify the reporters who likely will cover amateur radio activities and even meet with them over coffee or lunch to brief them on ham radio's public service and international friendship advantages. ■

Promotional Panorama

Ideas from here and there

Public service announcements explaining the benefits of amateur radio, including emergency communications, are available on line. Check them out at: <www.arrl.org/now-hear-this> You can download them and offer them to local radio and TV stations.

America's media addiction: The increasing use of digital media and Web-connected devices is spurring America's media addiction.

The average person now squeezes media into seemingly every moment of their lives says a new study by Arbitron and Edison Research. Americans are spending close to 20 percent more time consuming Internet content as well as broadcast media like radio and TV than they were 10 years ago.

A ham radio definition that can be used in news releases reads like this: "Often called ham radio, the Amateur Radio Service is a worldwide community of licensed operators using the airwaves in a variety of communication technologies. It is made up of people who enjoy learning and being able to transmit voice, data and pictures through the air to unusual places, both near and far, without depending upon commercial systems."

An additional point could be to stress that: "Amateur Radio frequencies are the last remaining place in the usable radio spectrum where you as an individual can develop and experiment with wireless communications. Hams not only can make and modify their equipment, but create whole new ways to do things."

A writing style tip: One of the best books on writing is *The Elements of Style* by Strunk and White. We like rule 17: Omit needless words. They state that "Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts." Or, KISS, keep it simple. Readership improves as a result. ■

Using online news outlets

For ham radio promotion

Some timely tips you can use

Ideas from KC5FM as posted on: <http://arrlok.blogspot.com/> from Lloyd Colston.

1. Find your local media Web pages and add your club meetings and special events to their local calendar listings.
2. Use Craigslist and EBay community sections to announce club activities, meetings and programs.
3. Remember Twitter and Facebook to promote ham radio and club licensing classes.
4. Blogs such as WordPress and LiveJournal offer clubs pages at very little cost.
5. Email lists like YahooGroups and GoogleGroups are ways to send one e-mail to reach local members. ■

Summertime, is the perfect Promotion time

Outdoor events are publicity targets

The "good ole summertime" provides lots of outdoor opportunities to showcase amateur radio. Among the more popular events are fairs, festivals, scout camps, parades, walkathons, bike-a-thons, and much more.

Field Day is, of course, one of the best ways to show ham radio's emergency communication capability as well as the hobby aspects. This demonstration of radio in action can be a powerful attraction for visitors and to promote a club as well.

Fairs and festivals also present good events for ham radio displays and demonstrations. A booth at a fair, for example, could include an operating station, displays of ham equipment and literature and more. Having friendly hams on hand to greet visitors and explain things would be a plus. Even a mobile station could serve as a demonstration point.

Look around for upcoming events that would lend themselves to ham radio demonstrations and go for it! ■

Sales of promotional video Pays for banners & signs

Clubs receiving them free!

The first task of the Ham Radio Promotion Project was the production of the 15-minute video, "Amateur Radio: Wireless Window to the World." It was the need for a video tool to help clubs promote ham radio that led to the formation of the Project.

With the help of Frank Benesh, K8IFH, and Hank Ellenbogen, K2ZIN, we were able to create an interesting, informative DVD that clubs could use to promote ham radio to the public.

Dozens of videos have been purchased over the years —currently \$10 plus \$2 shipping. Since the Project is a non-profit organization



that is associated with the Hamfest Association of Cleveland, monies are dedicated to assisting member radio clubs. So how have these funds been used?

The answer is that in addition to covering the modest administrative costs of the Project, money is being used to produce a variety of promotional signs and banners at no charge to member clubs. (See photo for typical banner.)

If your club hasn't updated its registration and indicated its needs, then we must assume that your club is no longer interested in participating in the Ham Radio Promotion Project. If you received a registration form with this newsletter, and wish to continue your membership, please complete it and return it promptly.

We hope that your club remains on board and stays active in promoting amateur radio. ■

Hams active in emergencies Provide great PR potential

Some tips for getting the word out

This has been a bad year for violent weather. The major storms, tornadoes, quakes, and fires have disrupted normal communications and provided radio amateurs many opportunities to help.

Mike Corey, W5MPC, ARRL's Emergency Preparedness Manager, wrote in *QST* that the tornado that struck Tuscaloosa brought "damage and devastation beyond description. Among those helping with the recovery effort were local amateur radio operators, the Tuscaloosa Amateur Radio Club in particular."

There is no better opportunity than such emergencies for amateur radio to receive recognition for its service. The important point is that in such instances, actions speak volumes, and how we point out our role should be done carefully.

Before an emergency is when we need to educate local officials and the media about the public service communications that ham volunteers provide. Using ARES literature such as the brochure at right, can make this easy. During an emergency isn't the time to conduct an educational briefing.

Having business cards that include emergency communications in a title, can be provided at appropriate times at the scene by those involved. A club representative not involved in the communication activity can be near the scene and provide information to media personnel on the role of local hams. Care should be taken not to appear too aggressive by trying to "sell" the ham radio aspect.

Clubs that have an emergency communication van bearing the name of the organization will be a plus when present at the scene. ■

