



The Ham Radio Promoter

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



Issue number six

<http://www.neoham.org>

Summer 2008

Clubs promote ham radio at Field Day locations



Promotional banners were used at several Field Day sites such as at the Lake Farmpark, Kirtland, Ohio.

Field Day 2008 gave radio clubs great opportunities to promote Amateur Radio to the public. Banners such as the one above available from the Promotion Project were used by clubs to provide clear identification of the type of activity under way.

The ARRL reported that there were hundreds of media hits across the country as a result of publicity efforts by clubs participating in Field Day.

“We noted there were a lot more TV hits than in the past and many had more than one story up,” reports Allen Pitts, W1AGP, the League’s Media & PR Manager. He also said that there was a group of soldiers working Field Day from Iraq!

The next promotional event that offers us a chance to emphasize ham radio is National Preparedness Month during September. Sponsored by the U.S. Department of Homeland Security, the event helps raise awareness of citizens for the need for emergency readiness. Amateur Radio certainly can be tied into this event. For more information, go to: www.ready.gov, or www.listo.gov. ■

Kid’s Day special event showcases Ham radio for young people

Kid’s Day on the Air was celebrated at the Mentor, Ohio, library June 21st thanks to the Lake County Amateur Radio Association. The nationwide event was sponsored by the ARRL. Young visitors enjoyed hands-on demonstrations at three stations set up in an emergency communication van (see photo) with help from a two-element yagi on a portable mast.

Organizer Bill Wihebrink, N8IJG, called the event a success. He points out that ham radio “Is a great hobby for young people. It provides opportunities to learn basic radio and electronics while having fun communicating with others across town or around the world.”

The free event ran from 10:00 a.m. to 5:00 p.m., with the portable stations set up in the parking lot adjacent to the main library. ■



The Kid’s Day stations used the ARES emergency van that was located in the Mentor Public Library parking lot.

K8YHZ photo

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

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Editor: Devere "Dee" Logan, W1HEO, 9901 Cypress Circle, Mentor, OH 44060. Telephone (440) 352-8292 or (440) 357-4471 <delogan@ameritech.net>

Steering committee: David Dennis, W8DDD, Treasurer, Indian Hills Radio Club; Jack Goldfarb, W8WGO, Cleveland Chapter One, QCWA, <jgldfrb@roadrunner.com>; D.E. "Dee" Logan, W1HEO, Indian Hills Radio Club, <delogan@ameritech.net>; Don Ritchie, K8ZGW, Cleveland Hamfest, dritchier@dr.com>

Publicity help: D.E. Logan Public Relations, (440) 357-4471 or 352-8292, <delogan@ameritech.net>

Website: <<http://www.neoham.org>>

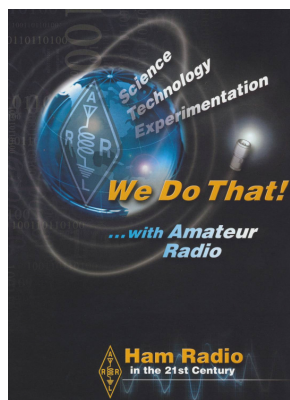
Ham Radio Promotion Project Clubs

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. • **Gil-mour 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. • **Huntsville ARC**, Huntsville, AL. Contact: K4XH, k4xh@aol.com. • **Indian Hills RC**, Wickliffe, OH. Contact: W1HEO, delogan@ameritech.net. • **K2ZIN**, Kingston, NY • **Lake County ARA**, Painesville, OH. Contact: KA8YHZ, vanceroth@att.net. • **Lake Erie ARA**, Beachwood, OH. Contact: W8AZO, marvg@apk.net. • **North Coast ARC**, Cleveland, OH. Contact: WB8RNI, henry.hausmann@fosecomet.com. • **Northern Ohio ARS**, Elyria, OH, Contact: W8KYZ, tporter161@oh.rr.com. • **Northwest ARS**, Houston, TX. Contact: KD5KR, kd5kr@arrl.net. • **Sandusky Radio Experimental League**, Sandusky, OH. Contact: K8RPU, donohly25@wmconnect.com. • **Warren ARA**, Warren, OH. Contact: K8OUA, k8oua@yahoo.com. • **Western Reserve Emergency Communications Society**, Chagrin Falls, OH. Contact: N8QZ, n8qz@yahoo.com. ■

New ARRL campaign "We Do That" celebrates technology

The ARRL unveiled a new promotional effort at the 2008 Dayton Hamvention that shows the world the technological activities and creative imaginations that Amateur Radio's people love. This is the third public relations campaign, and follows the 2006 "Hello" effort that emphasized the fun, friendship and hobby side, and the 2007 Emergency Radio theme.

There are three interlocking parts to the current program: public service announcements (PSAs), brochures (shown) and a new special Web site created for the campaign. PSAs that radio stations can use to tell the public about the benefits that ham radio operators provide are available. Check out the ARRL PIO Web site: <<http://www.arrl.org/pio/>> for details on downloading mp3 files for local use.



Brochures that celebrate ham technology show hams doing many exciting activities, from Green Radio — hams using renewable energy sources — to the search for extraterrestrial intelligence. These brochures are available in packs of 25 from ARRL at no cost except for a small shipping fee. Information at: <<http://www.arrl.org/brochures/>>

The Website <<http://www.wedothat-radio.org/>> uses some newer technologies similar to the blog format, allowing for easy topic additions and even providing a place for visitors to ask questions.

Stickers with the "We Do That" theme have been produced that are great to use for presentations to kids. Supplies are limited, so check with ARRL soon. ■

Promotional videos available

DVD Copies of the video "Amateur Radio: Wireless Window to the World" are available for distribution to schools, libraries etc. Single copies are \$20. Quantity pricing for clubs. Send check payable to "HAC/RP Fund, and mail to: Ham Radio Promotion Project, P.O. Box 19, Willoughby, OH 44096-0019. ■

Mastering Media

Getting the word out about radio club activities involves contacts with a variety of local media. It's a good idea to develop a list ahead of time, and even print up mailing labels. Who should be included on your media list?

Certainly your local newspapers (dailies and weeklies), radio-TV stations, magazines, cable channels, schools, and service clubs should be considered. Additionally, some advertising "shoppers" distributed widely may welcome your news releases, and even company newsletters run items about employee activities, and this would include ham radio.

Making a database: After listing the most obvious media outlets, your club may want to check for other targets. Go on line and find the media for your area as listed on the Web site hosted by The Center for Public Integrity.

<<http://tinyurl.com/3xeodl>>

Put in your zip code and then click on the tabs for Summary, TV, Radio, Cable, Broadband and Newspapers to see who's out there. (*Thanks to the ARRL PIO newsletter "Contact."*)

Keep your list current by updating it as you become aware of changes in current media or discover additional outlets.

Personal contacts with local editors and reporters can sometimes be arranged, allowing your club to provide background information on Amateur Radio and your club. Sending your club newsletter on a regular basis also can help maintain a good line of communication. ■



Good media relations involve doing your homework; be familiar with the publication before you suggest a story. ● Alert the media at least one week prior to a club event such as Field Day. ● Be honest, credible and accurate. ● Be creative; think like a reader or listener/viewer. ● Respect a reporter's deadline. ● Return calls promptly. ● Get to the point; don't waste a reporter's time. ● Anticipate questions and prepare your possible answers ahead of time. ■

Telling youth groups about Ham Radio fun & excitement

Young people represent an important group of potential radio hams, but our approach needs to be different from the past. Today, kids are surrounded by technology — cell phones, computers etc. — so Amateur Radio may be seen as old hat. Yet, there are many "cool" and fun things to do with ham radio. Software defined radios, internet links with radio, satellite communication, digital voice, meteor scatter, contacts with the space station and via moon bounce are just a few.

Lots of young people will find today's ham radio an attractive activity, but we must deliver our message with enthusiasm and a bit of razzle-dazzle.. So who do we approach? Here are a few candidates:

- ▶ Scouts, including Cub, Boy, Girl, and Camp Fire Girls;
- ▶ 4H clubs or similar fraternally sponsored groups;
- ▶ Church youth programs;
- ▶ Summer camps.

Schools pose a challenge today, as the emphasis is on meeting specific academic standards resulting in less time for non-core subjects. So the best bet may be to offer a demonstration as part of an after school club or to a home-schooled group.

Presentations that involve various senses such as sight, sound, and touch will provide the most impact. Demonstrations, too, are effective as Field Day activity has shown. Using newer technologies such as IRLP, Echolink, DX contacts, software-defined radios, digital modes, and similar references lend a more 21st century look to a presentation.

A reminder: the video "Amateur Radio: Wireless Window to the World," is available and provides a very easy and entertaining way to introduce your audience to our hobby. DVD ordering information is found on page two or on line at the Promotion Project Web site <www.neoham.org>.

Literature to take home can include various ARRL publications, radio club newsletters and information sheets. Radio magazines with stickers listing your radio club contact and meeting information can be distributed as well.

Follow through can be done with a personal phone call from a club member with an invitation to a club meeting, shack visit or licensing class. In the Cleveland area we have enlisted several volunteer "Elmers" or mentors who agree to be first contacts with the public. We distribute this list as part of our presentations. ■