



The Ham Radio Promoter

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

Issue number fourteen

<http://www.neoham.org>

Fall 2011

U.S. Amateurs Now Total 700,000; An All-time High

Technicians are the largest category

ARRL VEC Manager Maria Somma, AB1FM, made the calculation and said that the high numbers mean “that hams are upgrading and renewing in larger numbers and staying interested in the hobby.”

The number of Technician class licensees peaked in March of 2011 at 342,575, while in September 2011 Generals peaked at 159,861 and Extras at 125,661.

“These are compelling statistics,” comments Somma, “and I am thrilled to see the highest number of amateur radio licenses ever! When I began working at the ARRL back in the mid 1980s, there were approximately 450,000 amateurs in the U.S.

She said the VEC program conducted an average of 55 sessions a week then, but today “we administer approximately 150 exam sessions each week, and our total number of licensees across all three license classes continues to grow each year.”

While the number of licensees has grown over the years, the numbers include some who are no longer active. A recent survey by ARRL indicates that more than 80 percent of those responding are active.

The past 40 years shows the strong rate of growth:

- December 1971: 285,000
- December 1981: 433,000
- December 1991: 494,000
- December 2001: 683,000
- September 2011: 700,221

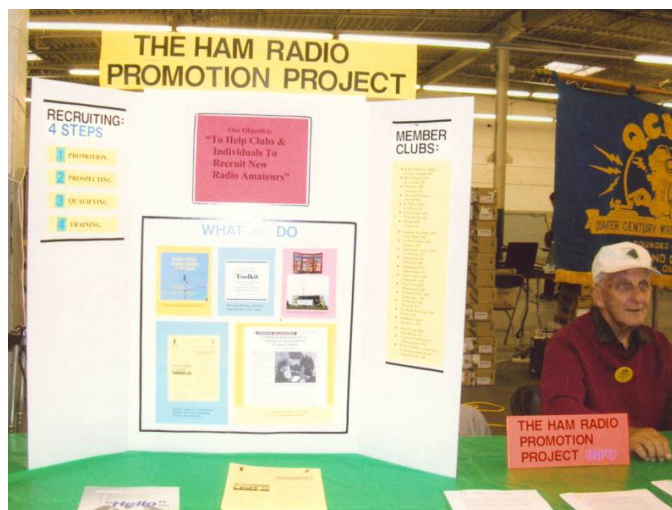
Our thanks to members of the Ham Radio Promotion Project whose clubs have sponsored licensing classes that contributed to this healthy growth. ■

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

Use Displays to Promote Ham Radio and Your Radio Club

A great visual way to spread the word

The Cleveland Hamfest provided a good opportunity to inform area hams and clubs about the promotion project, so we made a display that added visual interest. Radio clubs might consider such a technique



to use at local hamfests, fairs, libraries etc. Handouts such as club newsletters could be available, along with a club representative to answer questions. The Toolkit supplied to member clubs contains plans for a display. Send us a photo of your display. ■

Ham PR by the Numbers

- There are more than 18,362 ARRL Facebook members
- There are 7,848 ARRL field organization appointments
- There are 401 people following ARRL PR on Twitter
- There are 95 PIOs who have passed the PR-101 course
- 76 percent of Internet users get news online ■

The Ham Radio Promoter

Published by the Ham Radio Promotion Project. Copyright © 2011 by the Hamfest Association of Cleveland and Chapter One of the Quarter Century Wireless Association. All rights reserved. Reprinting is permitted with proper credit.

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, n8kb@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. •

Indianapolis RC, Indianapolis, IN. Contact: W9PSE, rosterhous@iquest.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, w1mh@sparc.us •

Tallahassee ARS, Tallahassee, FL. Contact: K4SBZ, k4sbz.stan@gmail.com. • **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 recruiting New radio club members

It can be a fun team sport!

Groups that stop growing can face a gloomy future. Radio clubs that don't recruit new members are no exception. So how can a club organize its recruiting?

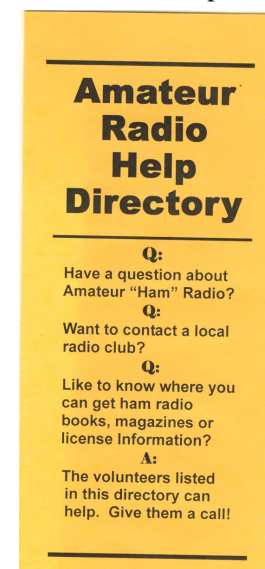
First, set a goal and develop a simple plan that is understood and supported by members. Having a member lead the effort will help. Get members fired up and excited by offering some special prizes or awards. Maybe free dues, or radio gear.

Two main targets are usually licensed local hams, or "newbies" who are graduates of a club licensing class.

Prepare some recruiting tools such as sample newsletters or a printed list of club features and

benefits that are your selling points. Get these into the hands of your members to pass on to prospects. If your club has a Website, include this information.

The "Help Directory" shown includes local club contacts and information on meetings, classes etc. This easily developed handout can be created on a computer with programs such as Word or Publisher. Print copies on colored stock.



Plan some activities that enable your club to showcase itself and promote amateur radio to the public. A special presentation on ham radio can be arranged with local libraries, community centers, service clubs, youth groups, or scouts. Have a special meeting designed to introduce area hams to your group. Get an interesting speaker with a hot topic that will attract an audience.

Showing the promotional video is an easy way to start a public presentation or licensing class. Information on the DVD "Amateur Radio: Wireless Window to the World" is on our Website <<http://www.neoham.org>> Also, find pictures, notes and ham radio presentations at <www.arrl.org/campaign-1>. Good luck! ■

Promotional Panorama

Ideas from here and there

Community relations is seldom mentioned by radio clubs, but the Northwest Amateur Radio Society (NARS) of suburban Houston certainly practices it. Hams often provide emergency communication for fire departments, but NARS did more. Recently the club donated \$100 to help the fire fighters who battled many wild fires in



the area due to the severe drought. Shown in the photo: Keith Dutson, NM5G, left, presenting the check to Fire Chief Randall Parr of Tomball, Texas.

Promotional resources are available from the ARRL, and here are three. If you need pictures, notes and presentations about ham radio, go to: <www.arrl.org/campaign-1> and <<http://www.arrl.org/pr-tools-for-pics-and-pios>> If you're looking for brochures and things for a booth, it's <<http://www.arrl.org/shop/Forms-and-Media-Warehouse>>.

The media beat: Visits to newspaper Websites attracted 20 percent more visits by adults 18-plus compared to the previous year. The Newspaper Association of America also noted that websites had an average audience of 110.4 million. Another study by the Pew Research Center shows that eleven percent of adults now own a tablet computer. Users spend an average of 90 minutes a day on them. These statistics underscore the importance of sending ham radio news releases to local newspapers and websites. ■

Kit building is a great way to Introduce youth to ham radio

A fun activity for all ages

Building kits is one of the most popular ways to introduce youth to the fun of ham radio. Many physics and electronics teachers use kit building as a part of their laboratory activities and after school radio clubs. Adults can help with the process, starting with basic soldering



techniques as shown in the photo.

Richard Castanet, WD4DMZ, works with physics students at a Richmond, VA high school, and uses a variety of kits. He built an FM transmitter for a class and says that "we have a ball with it as I let students play disc jockey.

"I've purchased quite a few of the small LED Christmas trees and hearts for the students to build," he reports. "They can be built in under 90 minutes by someone who has never soldered before."

He has used several Ramsey kits, including an \$8 infrared barrier kit that is two kits in one, a transmitter and receiver. Castanet also uses 130- in-1 kits, saying that the students love them.

Crystal radio kits are one of the most popular items, but today there are many others spanning electronics, physics, digital technology, audio and much more. The Ramsey catalog, for example, is 64 pages long and loaded with an amazing number of interesting projects. Do a Google search or contact Ramsey at <www.ramseykits.com> ■

What's an ARRL Public Information Officer?

Something that's good to know

Getting the word out about ham radio involves both radio clubs and a network of ARRL-appointed Public Information Officers (PIOs). The PIOs are usually chosen from club publicity chairpersons, are full ARRL members and are recommended to have completed the League's PR-101 course.

Good "grass roots" public relations activities involve regular publicizing of ham radio happenings through local media plus community activities. Among them are school programs, presentations to service clubs and community organizations, exhibits and demonstrations and other efforts that create a positive public image for amateur radio.

PIO duties include building a list of local media contacts, establishing contacts with editors, news directors and science reporters etc., and knowing how stories should be submitted to media outlets. The PIO also serves as a contact for the local media, stays informed of local ham activities, and attempts to deal with or minimize negative items about amateur radio.

Among the publicity topics for PIO releases are activities of interest to the public, including licensing classes, hamfests, club meetings and Field Day operations.

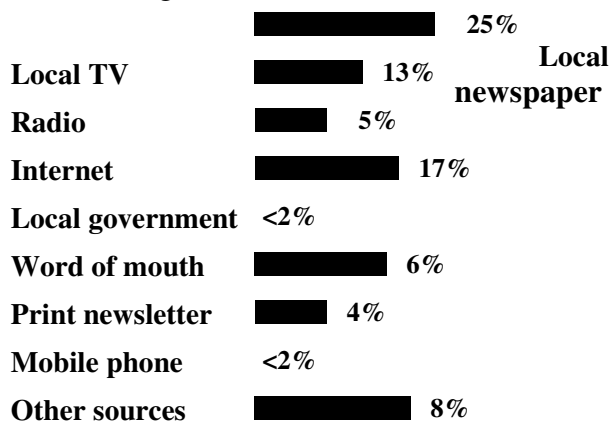
Radio clubs can benefit from working with their local Public Information Officer, and should keep them informed of the club's activities. If you don't know your closest PIO, contact your ARRL Section Manager or its Public Information Coordinator who is responsible for coordinating the section's public relations matters and PIO activities.

In addition to PR-101 courses from ARRL, there's also a good public information course available free from the Federal Emergency Management Agency (FEMA). The email address is: www.fema.gov/emergency/nims/PublicInformation.shtm so take a look, and invite other club members involved in your publicity activities to do also. ■

Which sources do people turn To for local event news?

The mix is changing

A recent local news survey conducted by the Pew Research Center, the Project for Excellence in Journalism and the Knight Foundation, asked this question. The survey covered adults age 18 and older, and here is their ranking:



Cable TV offers a good place To showcase ham radio

Check out your local cable provider

Channel surfing your local cable will likely reveal channels that televise school and government messages and programs. These public access channels are set aside as part of the contract with local communities, and your radio club could qualify for video time.

A Cleveland-area radio club is promoting itself on a local COX cable system's bulletin board. Hal Rogers, K8CMD, reports that a graphic message includes an invitation to visit the club's website. Certainly a solid way to keep ham radio in the public eye, and there's no charge.

So consider contacting your local cable company and chat with them about getting your club included. Some cable firms can also produce local programs, which is another option.

The promotional DVD would be worth including. ■