



PUBLICITY TIP SHEET

-Ideas to help you promote Amateur Radio Week and Field Day-

1. Retype the enclosed news releases onto your club letterhead. Be sure to fill in your club's name and contact in the appropriate blanks. Feel free to lift any text from this release and add it to one you've already created.
2. Mail or fax the news releases to the city editor of your local paper, radio and television stations. You may wish to follow up with a telephone call within a few days to see that it was received and offer any additional information. When making follow-up calls, first ask the reporter if he or she is on deadline and if there would be a better time to call back.
3. Promote Field Day as a serious training exercise that prepares local Amateur Radio operators in the event of local or statewide emergencies. This is also a good time to promote the purpose of the Simulated Emergency Test in October.
4. Avoid Amateur Radio jargon in any press materials and in conversations or interviews with media representatives.
5. Designate someone who will be able to greet media, talk about Amateur Radio and explain what is happening at your Field Day event. Be sure the person you pick is your most articulate spokesperson.
6. Take a lot of good action photos of your Field Day event. If you are interested in submitting your pictures for possible use in *QST* or elsewhere, be sure to use a good camera and use high-quality development with a glossy finish or high resolution .jpg electronic pictures.
7. Give the enclosed backgrounders to reporters looking for more information or use them to help you write up your own publicity materials.
8. Approach your local cable TV and radio stations with the ARRL public service announcements. If they're aired, you'll get good exposure for Amateur Radio, Field Day and other club activities. The audio public service announcement can be downloaded right off the web at www.arrl.org/pio.
9. Post colorful, easy-to-read fliers in prominent places: libraries, supermarkets, schools, etc.
10. Invite your mayor or other local official to your Field Day site. Have him or her make a few contacts!
11. Write a letter to the editor of your local paper and invite readers to visit your Field Day site and learn more about Amateur Radio.
12. Volunteer to speak about Amateur Radio at a local Rotary, or other club meeting. Information and tips on how to give such a talk is available on the web and on the "Swiss Army Knife 05" for PIO's.
13. Check with your local Boy Scouts and Girl Scouts. Participating in your Field Day event may help them earn a merit badge.
14. If your club has a Web page, make sure you pass the URL on to the media you are working with. Publishing local contacts for possible new hams is important for following up!