

Report of the  
CENTENNIAL CELEBRATION COMMITTEE

Ladies and Gentlemen:

The committee came to the conclusion earlier this year that before Staff can design a suitable logo for the centennial, we should settle on a theme or slogan for the year. Suggestions for a theme were invited from the Board, the Staff, and the Public Relations Committee. Thirty unique suggestions were received, tweaked, discussed at length, and pared down to twelve items for further consideration. The committee's overwhelming preference led to choice of the following as the centennial's theme:

"Advancing the Art and Science of Radio -- since 1914"

You will notice that this bears a distinct resemblance to our current vision statement, which makes a great deal of sense.

To involve members in development of ideas for the centennial, a survey was developed and put on line. This survey, which used the Zoomerang service, involved both free-form opportunities for input and check-box questions ("select all that apply"). The volume of response to the survey was not as large as we would have liked, but doing the survey was definitely worthwhile.

It was worthwhile because some of the ideas already in the queue proved to be popular – such as centennial operating events, special publications, a centennial-theme for Field Day, special merchandise. Some of the ideas from the free-form section of the survey are now being considered. One of them, for example, was to produce a video in which an actor portrays Hiram Percy Maxim walking through the decades of Amateur Radio from his own day to ours. We may not end up doing such a video, but in my opinion the idea was striking.

We asked what local clubs might do to mark the centennial in ways that would promote Amateur Radio locally and give club members interesting activities. The suggestions did not break any new ground, but they did cover the right territory. We also asked what kind of supporting materials and resources the League might create to help members and clubs get some PR mileage out of the centennial. The responses give us guidance on what kinds of "stuff" – promotional literature, web presentations, etc. – members and clubs would like to have available.

We are now engaged in processing the membership input. We will pull together the trends and striking ideas and feed this back to the membership both to thank them for their participation and to stimulate additional suggestions. We will continue to call upon the Public Relations Committee for their help in crafting the PR segment of the centennial observances.

I would like to thank Jackie Ferreira for her help in creating the Zoomerang survey and putting the results into useful form.

One of the suggestions that several members have made is to ask the U.S. Postal Service to create a commemorative stamp, as they did years ago – the purple 5-cent stamp. The USPS just doesn't do that kind of thing anymore, so there is no point in asking. However, one of the goals in creating the centennial logo is to make artwork that will scale well for different applications, large and small. There are web sites where legal postage stamps can be created using one's own artwork. At this time I don't know whether we will market postage stamps with the centennial logo or simply provide the logo to members so they can use the stamp-creation web site of their choice. If members ask you about a commemorative stamp, please feel free to share this information with them.

The idea of a centennial National Convention has been brought up by two potential sponsor / hosts. Presentations of those proposals are expected at the Board meeting. The committee *per se* has not been involved in development of either proposal, although individual members of the committee may have been.

Respectfully submitted,

Kay Craigie N3KN  
Chair