

2020 ARRL FIELD DAY – JUNE 27-28 SPECIAL MEDIA ADVISORY KIT

FOR ARRL PUBLIC INFORMATION OFFICERS & PUBLIC INFORMATION COORDINATORS

Thank you for supporting media attention for 2020 ARRL Field Day. We hope you find the enclosed resources are helpful as you prepare to promote Field Day participation in your area through local media, news, and social media outlets.

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2020 ARRL Field Day logo (full page); additional versions available at www.arrl.org/FieldDay

Additional ARRL Field Day resources are available at www.arrl.org/FieldDay

**Additional Public Relations resources are available at
http://www.arrl.org/files/file/Field-Day/2020/3_4a-2020%20New%20Field%20Day%20PR%20Kit.pdf**

**Photo/Model Release Form (use for minors under 18 years of age)
<http://www.arrl.org/files/file/Model%20Release%20/ModelReleaseForm.pdf>**

2020 ARRL FIELD DAY – JUNE 27-28

ARRL PUBLIC RELATIONS CALENDAR: JUNE 2020

IN SUPPORT OF MEDIA DEVELOPMENT

TRADITIONAL MEDIA (Newspapers, Broadcast TV and Broadcast Radio)

- June 1-12 Book guest appearances on broadcast news and talk shows
HINT: For radio bring MP3 files of sound actualities of CW and digital
For TV, bring “B” roll video of past Field Day operations
- June 17 Send release and contributed photos to weekly newspapers for their
June 24 editions
HINT: Any minor under age 18 needs a [signed release](#) from parents or guardians
- June 22-26 Guest appearances on radio and TV
- June 24 Send releases to broadcast TV news assignment editors to place in weekend file
- June 25-26 Send releases to daily newspapers
- June 26-27 Send reminders to all daily media

TIPS

- Include PIO’s cell number in all releases
- Use the 5 “W”s – who, what when, where and why
- Include background material and hyperlinks for more information
- If your FD is outside, make sure all ops know how to get in contact with PIO

SOCIAL MEDIA TIPS

Primary Hashtags **#ARRLFD**

Secondary Hashtags **#ARRL #HamRadio #AmateurRadio #YourCommunityHashtags**

- 1) Establish a social media account (Facebook, Twitter, Instagram, etc.)
- 2) Make a couple of posts each week, with increasing frequency during the final two weeks before Field Day. Start posting early to build up a following (for example, T minus 6 months, 5 months, etc.).
- 3) If you know people or stations who will be live streaming, publicizing their profile or streaming link starting a week out.
- 4) Prep a social media team if possible and conduct just-in-time training and assign tasks now through the event. Put together a list of some of the things/people you might want to highlight. Encourage local Field Day participants to send you photos.

IMPORTANT: a lot of social media is image-centric, so remind members about appearance and safety prior to making videos or taking pictures. A picture of someone doing something unsafe will garner a ton of not so kind comments and unwanted attention. A couple of weeks before Field Day, practice posting photos and videos, streaming live video, and making sure your systems are operating correctly, you can frame things nicely, have good light, WiFi/cellular coverage, etc. Get a boost battery (or two) if relying on a cell phone.

The day before Field Day, make sure all batteries are charged, all system/software updates are done (then tell Windows to pause updates for seven days).

ARRL's sample **2020 ARRL Field Day Media Advisory**
(Use Section or radio club letterhead. Keep to a single page.)
ARRL Field Day logo http://www.arrl.org/files/file/Field-Day/2020/ARRL-FD_2020.jpg

Contact:

[LOCAL CONTACT's NAME] [LOCAL CONTACT's TITLE, if any]
[EMAIL]
[PHONE]

MEDIA ADVISORY

2020 ARRL Field Day — June 27 – 28

[alt headline] **Ham Radio Operators On the Air for Nationwide Event June 27 – 28**

Ham radio operators from the _____ [name of your radio club or Section] in _____ [name of your community] will be participating in a national amateur radio exercise from [start time] on Saturday until [shutdown time] on Sunday, June 27 – 28. The event is [ARRL Field Day](http://www.arrl.org/FieldDay) (www.arrl.org/FieldDay), an annual amateur radio activity organized since 1933 by ARRL, the national association for amateur radio in the United States.

Hams from across North America ordinarily participate in Field Day by establishing temporary ham radio stations in public locations to demonstrate their skill and service. Their use of radio signals, which reach beyond borders, bring people together while providing essential communication in the service of communities. Field Day highlights ham radio's ability to work reliably under any conditions from almost any location and create an independent, wireless communications network.

Due to the pandemic, this year's event will be markedly different from years past. Continuing public health restrictions and social distancing practices will limit group gatherings for Field Day. Instead, hams from _____ [name of your region] will use the radio stations set up in their homes or taken to their backyards and other locations to operate individually. Many hams have portable radio communication capability that includes alternative energy sources such as generators, solar panels, and batteries to power their equipment.

This year's event is also noteworthy given the arrival of a rather active early hurricane season. "Hams have a long history of serving our communities when storms or other disasters damage critical communication infrastructure, including cell towers," said _____ [name and volunteer role or title], (call sign XXXXXX). "Ham radio functions completely independently of the internet and phone systems and a station can be set up almost anywhere in minutes. Hams can quickly raise a wire antenna in a tree or on a mast, connect it to a radio and power source, and communicate effectively with others," [last name] added.

During Field Day 2019, more than 36,000 hams participated from thousands of locations across North America. According to ARRL, there are more than 750,000 amateur radio licensees in the US, and an estimated 3 million worldwide. "Throughout COVID-19, hams around the world have continued to be on the air practicing their skills, in part as a way to help overcome social isolation and online fatigue," said ARRL spokesperson Bob Inderbitzen, NQ1R.

Hams range in age from as young as 9 to older than 100. A self-study license guide is available from ARRL: [The ARRL Ham Radio License Manual](http://www.arrl.org/shop/Ham-Radio-License-Manual) (www.arrl.org/shop/Ham-Radio-License-Manual) and for Kindle (<https://read.amazon.com/kp/embed?asin=B07DFSW94G>). For more information about ARRL Field Day and ham radio, contact _____ [club or personal contact info] and visit www.arrl.org/what-is-ham-radio.

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ARRL FIELD DAY TALKING POINTS for PIOs and PICs

- Largest all-volunteer radio communications exercise in the world
- Started by ARRL, the national association for Amateur Radio® in 1933
- This is the 82nd annual ARRL Field Day (subtract 1942-1946 when amateur radio was suspended during World War II by the FCC)
- 755,000 federally licensed amateur radio operators in the U.S.
- Must take written examinations on scientific knowledge and regulations to obtain license
- The word “Amateur” means operators cannot accept payment for services
- Amateur radio is over a century old
- “Ham radio” is the nickname for amateur radio. “Ham” origin is believed to be a folklore reference to early telegraph operators
- Normally ARRL Field Day consists of about 1,500 public outdoor stations, many organized by radio clubs
- Hams donate equivalent of millions of dollars per year in of emergency and public service communications tax free
- Today’s operators use traditional voice and Morse code, and state-of-the-art digital modes
- Amateur radio is a springboard for scientific and engineering careers
- No age restrictions to obtain a license. Operators range in age from 5-108.
- Wholesome hobby with a great purpose; technology and serving our communities
- Prominent Americans who are licensed amateur radio operators include comedian Tim Allen, former FEMA Director Craig Fugate, Harvard University President Lawrence Bacow, Nobel Prize laureate Joe Taylor, guitarist Joe Walsh of the Eagles, and astronaut Bob Behnken, who is currently aboard the International Space Station and who rode aboard the Dragon SpaceX rocket to get there.

What is ARRL Field Day

ARRL Field Day is the single most popular on-the-air event held annually in the US and Canada. On the fourth weekend of June of each year, more than 35,000 radio amateurs gather with their clubs, groups or simply with friends to operate from remote locations.

Field Day is a picnic, a campout, practice for emergencies, an informal contest and, most of all, FUN!

It is a time where many aspects of amateur radio come together to highlight our many roles. While some will treat it as a contest, other groups use the opportunity to practice their emergency response capabilities. It is an excellent opportunity to demonstrate amateur radio to the organizations that amateur radio might serve in an emergency, as well as the general public. For many radio clubs, ARRL Field Day is one of the highlights of their annual calendar.

The contest part is simply to contact as many other stations as possible and to learn to operate our radio gear in abnormal situations and less than optimal conditions.

We use these same skills when we help with events such as marathons and bike-a-thons; fundraisers such as walk-a-thons; celebrations such as parades; and exhibits at fairs, malls and museums — these are all large, preplanned, non-emergency activities.

But despite the development of very complex, modern communications systems — or maybe because they ARE so complex — ham radio has been called into action again and again to provide communications in crises when it really matters. Amateur radio people (also called “hams”) are well known for our communications support in real disaster and post-disaster situations.

What is the ARRL?

Founded as The American Radio Relay League in 1914, ARRL is the national association for Amateur Radio® in the USA, representing over 170,000 FCC-licensed amateurs. ARRL is the primary source of information about what is going on in ham radio. It provides books, news, support and information for individuals and clubs, special events, continuing education classes and other benefits for its members.

What is Amateur Radio

Often called “ham radio,” the Amateur Radio Service has been around for a century. In that time, it’s grown into a worldwide community of licensed operators using the airwaves with every conceivable means of communications technology. Its people range in age from youngsters to grandparents. Even rocket scientists and a rock star or two are in the ham ranks. Most, however, are just normal folks like you and me who enjoy learning and being able to transmit voice, data and pictures through the air to unusual places, both near and far, without depending on commercial systems.

The Amateur Radio Service 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 can create whole new ways to do things.

For More Information visit: www.arrl.org

ARRL HAM RADIO ON TOUR

UNITED STATES

- ALABAMA
- ALASKA
- ARIZONA
- ARKANSAS

CALIFORNIA

- EAST BAY
- LOS ANGELES
- ORANGE
- SACRAMENTO VLY
- SAN DIEGO
- SAN FRANCISCO
- SAN JOAQUIN VLY
- SANTA BARBARA
- SANTA CLARA VLY
- COLORADO
- CONNECTICUT
- DELAWARE

FLORIDA

- SOUTHERN FL
- NORTHERN FL
- WEST CENTRAL FL
- GEORGIA
- HAWAII/PACIFIC
- IDAHO
- ILLINOIS
- INDIANA
- IOWA
- KANSAS
- KENTUCKY
- LOUISIANA

- MAINE
- MARYLAND/DC

MASSACHUSETTS

- EASTERN MASS
- WESTERN MASS
- MICHIGAN
- MINNESOTA
- MISSISSIPPI
- MISSOURI
- MONTANA
- NEBRASKA
- NEVADA
- NEW HAMPSHIRE

NEW JERSEY

- NORTHERN NJ
- SOUTHERN NJ
- NEW MEXICO

NEW YORK

- EASTERN NY
- NORTHERN NY
- WESTERN NY
- NYC/LONG ISLAND
- NORTH CAROLINA
- NORTH DAKOTA
- OHIO
- OKLAHOMA
- OREGON

PENNSYLVANIA

- EASTERN PA
- WESTERN PA
- PUERTO RICO
- RHODE ISLAND

- SOUTH CAROLINA
- SOUTH DAKOTA
- TENNESSEE

TEXAS

- NORTH TX
- SOUTH TX
- WEST TX
- US VIRGIN ISLANDS
- UTAH
- VERMONT
- VIRGINIA
- WEST VIRGINIA

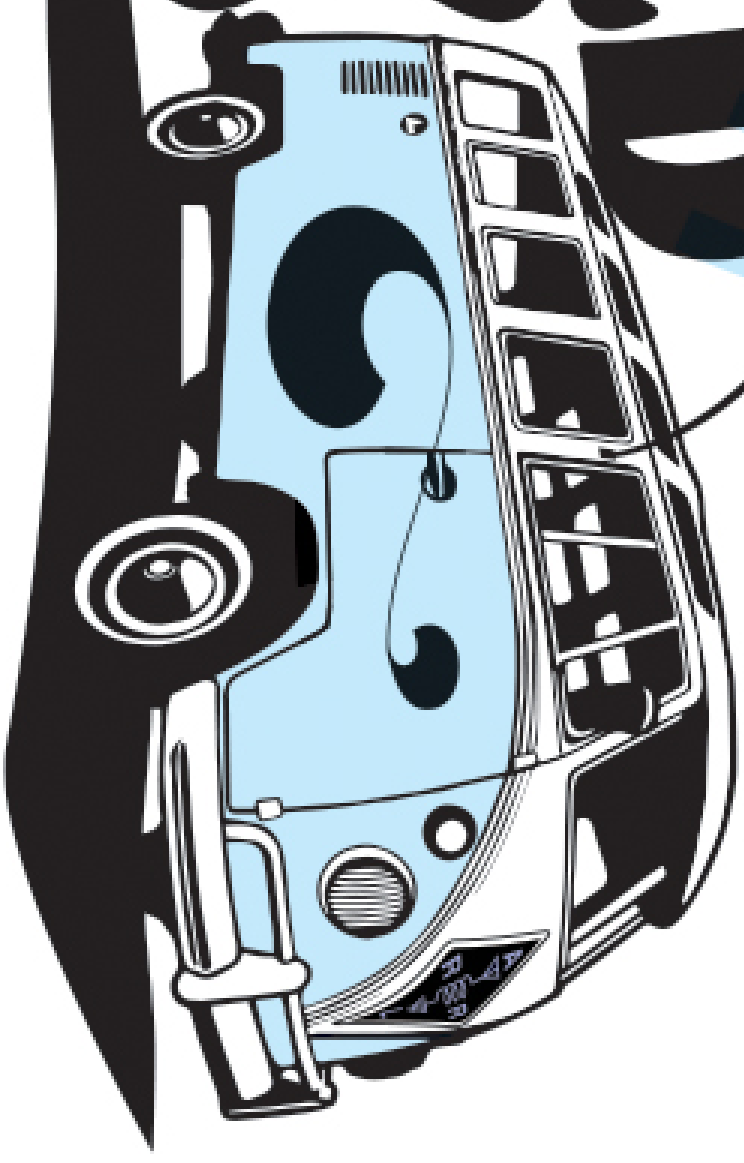
WASHINGTON

- EASTERN WA
- WESTERN WA
- WISCONSIN
- WYOMING

CANADA

- ALBERTA
- BRITISH COLUMBIA
- GREATER TORONTO
- MANITOBA
- MARITIME
- NEWFOUNDLAND/
LABRADOR
- NORTHERN
TERRITORIES
- ONTARIO EAST
- ONTARIO NORTH
- ONTARIO SOUTH
- PRINCE EDWARD ISLAND
- QUEBEC
- SASKATCHEWAN

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WWW.ARRL.ORG