

# ARRL FIELD DAY PUBLIC RELATIONS KIT

## FOR ARRL PUBLIC INFORMATION OFFICERS & PUBLIC INFORMATION COORDINATORS

Thank you for supporting media attention for 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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Field Day logo (full page); additional versions available at [www.arrl.org/FieldDay](http://www.arrl.org/FieldDay)

**Additional ARRL Field Day resources are available at [www.arrl.org/FieldDay](http://www.arrl.org/FieldDay)**

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

## **EARN BONUS POINTS FOR YOUR FIELD DAY PUBLIC RELATIONS STRATEGIES**

ARRL Field Day is amateur radio's open house. It is a tremendous opportunity to show the public who we are and what assets we bring to our communities. That helps keep amateur radio visible, which is important to the long-term sustainability of our service and hobby. By the time your radio club is setting up the antennas, your PR and outreach strategy should have been in operation for quite some time. Experience has taught us that promoting your Field Day effort is a task that should be assigned to a specific person, just as you would have a person responsible for the generator or captain of a specific station. If your club has a Public Information Officer (PIO), this task is right up his or her alley. If you don't have one, find a club member who is articulate, outgoing, and comfortable talking with visitors to be your club's spokesperson. Depending on the size of your Field Day effort, it may be helpful to have additional public relations volunteers. In addition to the media, you should be reaching out to schools, churches, and other civic groups, such as scouts, 4-H, etc. and inviting them to come visit, learn, and discover. ARRL has given clubs a way to promote Field Day to your community and earn your club up to 600 additional points for your club's score.

- 1) Set up in a public location:** Many clubs like to set up away from high-traffic areas, like a hilltop or a campground, but by setting up in a parking lot of a shopping mall or community center, you can increase amateur radio's visibility to your community. **Bonus: 100 points.**
- 2) Spread the word:** Contact your local newspapers and TV and radio stations about your plans for Field Day. Your club's Public Information Officer (PIO) should have a list of media contacts in your area already developed. Having the media outlets (such as TV, radio and newspapers) cover your event helps make the public aware of your Field Day site and keeps amateur radio in the public eye. A sample press release, sample media advisory, and tips for press release success are included. **Bonus: 100 points.**
- 3) Don't forget social media!** Keep your club's Facebook page active with updates, photos, and information on how your Field Day is going. Use Twitter to tweet your experiences to your followers and include the hash tag #ARRLFD to keep your club visible on the national level. And be sure to build your social media network with local media outlets, reporters, bloggers, and other community VIPs. **Bonus: 100 points.**
- 4) Create and staff a welcome table at your Field Day site:** A welcome table complete with an engaging greeter and brochures about amateur radio helps visitors to your site feel more involved. Provide tour guides to help steer your visitors through your site and explain what your visitors will see and hear. Include a signup sheet for visitors to provide contact information, so your club can follow up with those who want to learn more about amateur radio. **Bonus: 100 points.**
- 5) Invite your local elected officials to visit:** Making our state, county, and local elected officials aware of how amateur radio can benefit your community is a critical outreach goal. Extend the invitation to all your elected governmental representatives; if you invite them and they show up, everybody benefits! **Bonus: 100 points.**
- 6) Build relationships with served agencies:** Most ham radio clubs involved with public service are looking for ways to build or enhance their relationships with their local served agencies. Instead of going to someone's office and giving a lecture about what amateur radio is, invite them to come see and experience your group in action. **Bonus: 100 points.**

Your efforts to promote Field Day could have a much greater effect than merely boosting your score by 600 points. If done properly, you can raise awareness about amateur radio within your community, which could have an impact on relationships with your local first responders, open minds of city council members on issues of antenna restrictions, and a host of other benefits. Do your best to showcase amateur radio; it can make a world of difference!

## **PUBLICITY TIP SHEET**

Ideas to help you promote Amateur Radio Week and ARRL Field Day...

1. Copy and paste the enclosed news release/media advisory onto your club letterhead. Be sure to fill in your club's name and contact in the appropriate blanks. Or feel free to lift any text from this release and add it to one you've already created.
2. Email the news release/media advisory to editors at your local paper, radio and television stations. Follow up with a telephone call within a few days to see that it was received and offer any additional information. Remember to check if the person is on deadline or if he or she has time to talk.
3. Field Day may be a training exercise that the media will enjoy, but make sure to talk about all aspects of what amateur radio is: public service, a hands-on way to learn science, and a great time.
4. Avoid amateur radio jargon in any press materials and in conversations or interviews with media representatives.
5. Designate someone at your Field Day site who will be able to greet media, talk about amateur radio and explain what is happening at the event. Be sure the person you pick is someone who can answer questions in a clear, concise and professional manner.
6. Utilize all that social media has to offer. If your club doesn't have a Facebook page or Twitter account, start one now. Find a club member to be your social media content developer. "Friend" or "follow" as many local media representatives as you can. Provide regular content to your social media pages, so your club doesn't appear to be stagnant. Distribute your press release via your social media accounts and invite local journalists via social media to visit your Field Day site.
7. 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 the high-resolution setting (and for under age 18 youth photos for *QST*, obtain a Youth Release for each youth pictured). Avoid taking shots of people just standing around or backshots of people on a radio. Get faces. Get smiles! Get pictures that highlight the activities taking place at your event. Post your story and photos to the Field Day Soapbox at [www.arrl.org/soapbox](http://www.arrl.org/soapbox).
8. Post colorful, easy-to-read flyers in prominent places: libraries, supermarkets, schools, etc.
9. Invite your mayor or other local official to your Field Day site. Get photos!
10. 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.
11. Print and share handouts for non-hams to learn more at your Field Day site; [www.arrl.org/brochures-and-exhibit-materials](http://www.arrl.org/brochures-and-exhibit-materials).

## **FIELD DAY PR - BEFORE, DURING, AND AFTER**

### **Before:**

- 1) Create a list of media contacts in your area. Include phone numbers and email addresses. Connect with them also on Facebook and Twitter and other social media accounts.
- 2) Bring up the need for PR at your club's Field Day planning meetings. Begin recruiting volunteers for the info booth at your site.
- 3) Send out initial press releases and invitations to officials no later than May 15; earlier if possible. Begin sending out regular updates via your social media accounts.
- 4) Create a schedule of who will staff your information table and list what their duties are.
- 5) Make follow-up phone calls within a week of sending out your press releases.
- 6) If you don't receive any replies to invitations by June 1, make a second inquiry.

### **During:**

- 1) Make one more call to the media if time allows.
- 2) Keep your social media stream active with photos, posts, and invitations for the public to come visit.
- 3) Greet media representative(s). Get their business card and give them your contact information.
- 4) Have printed fact sheets or backgrounders available for media to take with them.
- 5) Don't interrupt or interject during media interaction unless absolutely necessary.
- 6) Be sure media representative has accurate spellings of names, titles, and call signs.

### **After:**

- 1) Thank media representative(s) if appropriate.
- 2) Be sure to get ample copies of coverage.
- 3) Share coverage with participants, club members and the ARRL. Post on your club's Facebook page.
- 4) Look for "secondary exposure" opportunities.

# ARRL FIELD DAY PUBLIC RELATIONS CALENDAR IN SUPPORT OF MEDIA DEVELOPMENT

## TRADITIONAL MEDIA (Newspapers, Broadcast TV and Broadcast Radio)

1 month – 3 weeks before:

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.

2 weeks before: Send release and contributed photos to weekly newspapers for their Thursday editions. HINT: Any minor under age 18 needs a [signed release](#) from parents or guardians.

Week of event: Guest appearances on radio and TV.

Week of event: Send releases to broadcast TV news assignment editors to place in weekend file.

3-4 days before: Send releases to daily newspapers.

2-3 days before: 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, publicize 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 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/2023/2023%20ARRL%20Field%20Day%20Logo%20DO%20NOT%20EDIT%20OR%20MODIFY.jpg>

Contact:

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

[EMAIL]

[PHONE]

### MEDIA ADVISORY

**20XX ARRL Field Day — June XX – XX**

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

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 XX – XX. The event is [ARRL Field Day \(www.arrl.org/FieldDay\)](http://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.

Some hams from \_\_\_\_\_ [name of your region] will also use the radio stations set up in their homes or taken to their backyards and other locations to operate individually or with their families. 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 that a particularly active hurricane season is predicted. "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 2021, more than 26,000 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.

Among the tenets of the Amateur Radio Service is developing and practicing skills in radio technology and radio communications, and even contributing to international goodwill. 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 \(www.arrl.org/shop/Ham-Radio-License-Manual\)](http://www.arrl.org/shop/Ham-Radio-License-Manual) and for [Kindle \(https://read.amazon.com/kp/embed?asin=B07DFSW94G\)](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](http://www.arrl.org/what-is-ham-radio).

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## ARRL's sample ARRL Field Day Media Advisory for TV and Radio Stations

(Use Section or radio club letterhead. Keep to a single page.)

Contact: [LOCAL CONTACT's NAME] [LOCAL CONTACT's TITLE, if any] [EMAIL] [AREA CODE & PHONE]

### MEDIA ADVISORY

#### **Amateur Radio "Field Day" - June XX and XX - Will Focus on Skill, Service, Science**

**WHO/WHAT** Members of the \_\_\_\_\_ [club name] will be participating in the national amateur radio Field Day exercise, June XX – XX at \_\_\_\_\_ [Location]. Since 1933, ham radio operators across North America have established temporary ham radio stations in public locations during Field Day to showcase the science and skill of amateur radio. This event is open to the public and all are encouraged to attend.

**WHEN** Saturday and Sunday, June XX and XX. On Saturday, June XX, from [start time] to [shutdown time] and on Sunday, June XX, from [start time] to [shutdown time]

**WHERE** \_\_\_\_\_ [Location]. *(If necessary, include a link to a map that pinpoints the location.)*

**WHY** Field Day is a showcase for how amateur radio works reliably under any conditions from almost any location to create an independent communications network. *"Ham radio functions completely independent of the Internet or cell phone infrastructure, can interface with laptops or smartphones, and can be set up almost anywhere in minutes. That's the beauty of amateur radio during a communications outage,"* says Bob Inderbitzen, NQ1R, spokesperson for ARRL The national association for Amateur Radio®, ([www.arrl.org](http://www.arrl.org)), which represents amateur (or "ham") radio operators across the country. *"In today's electronic do-it-yourself (DIY) environment, ham radio remains one of the best ways for people to learn about electronics, physics, meteorology, and numerous other scientific disciplines, and is a huge asset to any community during disasters or emergencies if the standard communication infrastructure goes down,"* Inderbitzen adds. Anyone may become a licensed amateur radio operator. There are more than 750,000 licensed hams in the United States, as young as 9 and as old as 100. And with clubs such as \_\_\_\_\_ [name of your club], it's easy for anybody to get involved right here in \_\_\_\_\_ [name of your community]. For more information about Field Day or amateur radio, contact \_\_\_\_\_ [your club's Field Day contact info] or visit [www.arrl.org/what-is-ham-radio](http://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
- **2023** is the **83<sup>rd</sup>** annual ARRL Field Day (subtract 1942-1946 when amateur radio was suspended during World War II by the FCC)
- 750,000 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; fund-raisers 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](http://www.arrl.org)**

## **ARRL SOCIAL MEDIA AND ARRL FIELD DAY**

Social media plays an increasingly important role in how the world communicates, so it's important we use these tools to communicate what ham radio is up to during our largest on-air event of the season. Help promote amateur radio and your club or group to the general public; you'll find it very rewarding, in many ways.

Promoting your club's Field Day effort just got even more rewarding! Using social media such as Facebook, Twitter, Instagram, LinkedIn, and YouTube can earn you a quick 100 points toward your Field Day score.

You can use social media to announce your Field Day site, invite the public, interact with elected officials or your local served agencies, post photos or videos of activities, blog about the Saturday night potluck, and much more.

To qualify for this bonus, you must be using this contact method frequently during your Field Day operation. Simply posting a single tweet on Twitter (something like "come join our Field Day event") does not qualify. The intent is to have an ongoing, active presence on your chosen social media platform/s during your entire operation. For example, use the hashtag #ARRLFD and tag ARRL's social media platforms when posting about your event.

Primary Hashtags **#ARRLFD**

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

**Facebook:** [ARRL Field Day \(Annual Event\)](#), [@ARRL.org](#), [@ARRLOTA](#)

**Twitter:** [@arrl](#), [@w1aw](#), [@arrl\\_ares](#)

**Instagram:** [@arrlhq](#)

**LinkedIn:** [ARRL, the national association for Amateur Radio](#)

**YouTube:** [ARRLHQ](#)

**TikTok:** [@arrlhq](#)

Note that this bonus only applies to recognized social media. Simply having something on your club's website about Field Day doesn't qualify.

For more information on utilizing social media for ARRL Field Day, visit the ARRL Field Day Webpage at [arrl.org/field-day](http://arrl.org/field-day)

**SAMPLE FIELD DAY INVITATION LETTER**  
**to elected representatives or officials from served agencies**  
**(copy this on your club letterhead, if you have some)**

[Name of invitee]

[Title of invitee]

[Address]

[City, State, Zip]

[Date]

Dear [Name of invitee],

As **your title** of **your club's name**, I would like to extend an invitation for you to meet with the amateur radio operators of your community as we participate in the national Field Day event, **date/time** at **location**.

Amateur radio operators provide a critical public service for our community; during times of disaster, we are able to provide reliable communications when the normal infrastructure is offline. Licensed by the Federal Communications Commission and trained in the art and science of radio communication and basic electronics theory, we own and maintain our own communications equipment and are prohibited by federal law from receiving payment for our services. ARRL, our national organization, has built relationships with several served agencies including FEMA, the Red Cross, the Salvation Army, and many others.

This public service is easily extended during non-emergency civic events, such as parades, marathons, and street festivals.

Field Day is our chance to show the science, service,  
and skill we can offer to our community free of charge.

We would love the opportunity to show you our capabilities in person.

I look forward to hearing from you soon.

Regards,

**Your Name**

**Your Title**

## **SAMPLE PROCLAMATION**

While there is no bonus for having an official proclamation issued by state or local authorities, it is always good way to stir up interest and public awareness. On occasion clubs will seek to have the local town or city mayor/officials proclaim an "Amateur Radio Week." While there is no bonus for such a proclamation, it is good recognition for the club and amateur radio.

*The following is a rough draft of language for a proclamation. Modify it to fit your local city or regional leadership.*

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**Whereas**, Amateur radio operators are celebrating over a century of the miracle of the human voice broadcast over the airwaves; and

**Whereas**, Amateur radio has continued to provide a bridge between peoples, societies and countries by creating friendships and the sharing of ideas; and

**Whereas**, Amateur radio operators have also provided countless hours of community services both in emergencies and to other local organizations throughout these decades; and

**Whereas**, these Amateur radio services are provided wholly uncompensated; and

**Whereas**, the State also recognizes the services amateur radio's people also provide to our many Emergency Response organizations, including \_\_\_\_\_ **add local and gov't served agencies**; and

**Whereas**, these same individuals have further demonstrated their value in public assistance by providing free radio communications for local parades, bike-a-thons, walk-a-thons, fairs and other charitable public events; and

**Whereas**, the \_\_\_ **state/city** \_\_\_ of \_\_\_\_\_ recognizes and appreciates the diligence of these "hams" who also serve as weather spotters in the Skywarn program of the National Weather Service; and

**Whereas**, the ARRL is the national association for amateur radio in the USA; and

**Whereas**, the ARRL Amateur Radio Field Day exercise will take place on June **XX-XX, 20XX** and is a 24-hour emergency preparedness exercise and demonstration of the radio amateurs' skills and readiness to provide self-supporting communications without further infrastructure being required; now

**Therefore**, I \_\_\_ **name** \_\_\_, \_\_\_ **title** \_\_\_ of the \_\_\_ **place** \_\_\_, do hereby officially recognize and designate June **XX-XX** as Amateur Radio Week In the \_\_\_ **place** \_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

**Seal**