

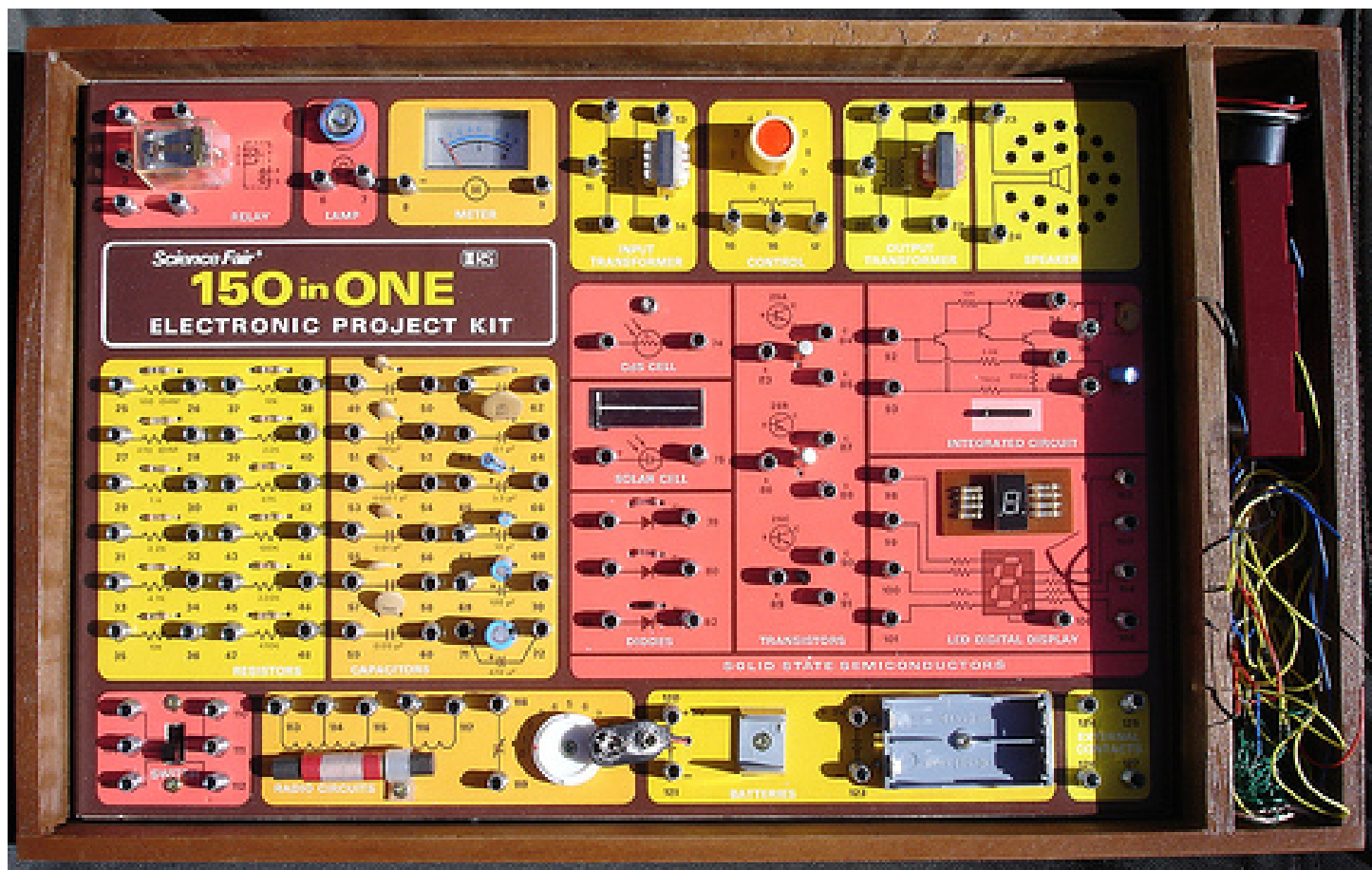


SEA-PAC

The ARRL Northwestern Division Convention

Bob Inderbitzen

NQIR



Licensed in 1981
KA2PZD





ARRL staff in 1991 – 28 years!

Product Development Manager



A





Recruiting New Hams



Bob Inderbitzen, NQ1R

RADIO

COMMUNICATIONS

SKILL • SERVICE • DISCOVERY



ARRL The national association for
AMATEUR RADIO[®]
www.arrl.org



Context is everything

- Be approachable
- Reach them where they're at...
- Avoid lingo, ELI5
- Avoid ego, explain how easy it is
- Make a connection





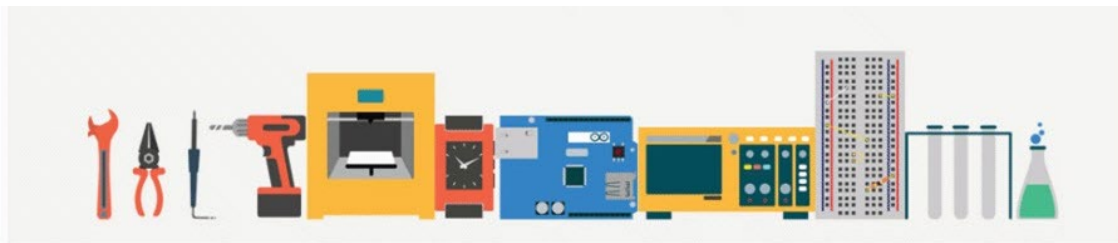
Public Image

- Assume Amateur Radio means nothing to them
 - It actually may not!
 - What's important for them to know?
 - No context
 - Weird voices on a radio talking in lingo with a lot of static isn't very exciting!
- If possible, avoid "pop references"
- Have an "elevator speech"



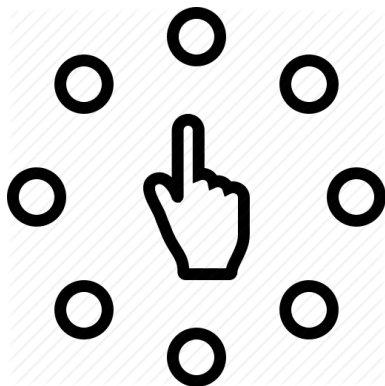
Assumptions

- No concept of Amateur Radio
 - Amateur radio as defined in Part 97
 - Public service, pursuit of technology, experimentation, training, lifelong learning
 - Then personalize it:
 - what does radio mean to you?
 - Realize there are other corners of the hobby.
- Know your audience
 - What defines them?
 - What brought you in contact?
 - Scouts
 - Makers
 - Bike race
 - General public





Connecting Points



- Seek common ground
- Use their identity as a connecting point
 - What's the filter effect?
 - Scouts = generational age gap, focus on technology similarities
 - Makers = focus on what ham radio allows you to *do*
 - General public = gauge interests
 - Family? "Just in case"
 - Solo? Connections
 - First responder?
EmComm/augmentation
- Have a hook
- Offer a "salad bar" of opportunities



What's next?

- “Fine, I understand what you’re doing; what’s next?”
- No hard sell
 - Maybe not today, tomorrow, this year - but one day...
- Have resources at the ready
 - Handouts are memorable
 - Have intro cost estimate



Resource Ideas



ARRL
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- Upcoming events
- ARRL Field Day is coming up - be ready!
 - Build interest in area hams, get them on the air
- Contact list - have someone contact “leads” in a couple weeks
- Memorable handout
 - Card, 1/4 page, something to “find” and remind themselves they’re interested
 - Check out handouts at: www.arrl.org/shop
- Be a little judicious
 - They’re cheap, but they do cost.
 - Make it count.
 - If you run out - you can always collect more

Web presence

- Website is for newcomers, not just members
- Avoid lingo
- Be SEARCHABLE
- Visit club website periodically
- User experience ...is site intuitive?
- Memorable URL
- Updated graphics
- Social Media



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All of us at ARRL are here to serve you,
our members.



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Credit:

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