

ARRL HAM RADIO OPEN HOUSE for WORLD AMATEUR RADIO DAY 2025

PUBLIC RELATIONS KIT

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

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Ham Radio Open House graphic www.arrl.org/world-amateur-radio-day

Additional ARRL Ham Radio Open House resources are available at
www.arrl.org/world-amateur-radio-day

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

LEVERAGING STRONG PUBLIC RELATIONS STRATEGIES

ARRL Ham Radio Open House is a tremendous opportunity to show the public the latest in technology that is used by amateur radio. We know there are exciting advancements being used daily by hams and we want to share that with our communities. Visibility to our friends and neighbors is important to the long-term sustainability of our service and hobby. Well before the day of the event, your PR and outreach strategy should have been in operation for quite some time. Experience we've learned from other events has taught us that promoting your club's 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 their 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 Ham Radio Open House effort, it may be helpful to have additional public relations volunteers. In addition to the media, you should be reaching out to schools, astronomy clubs, and other civic groups, such as scouts, 4-H, etc. and inviting them to come visit, learn, and discover.

1) Set up in a public location: Ham Radio Open House is intended to be for clubs. This is not the time to invite the public into your home station. If your group has a clubhouse or works out of a facility accessible to the public, it is your time to shine. Other clubs wishing to participate are encouraged to find a public venue, much as they do for ARRL Field Day, to set up. The time of year may dictate this being an indoor location, for many regions.

2) Spread the word: Contact your local newspapers, TV/radio stations, and social media outlets about your plans for Ham Radio Open House. 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, newspapers, blogs, and local social media outlets) cover your event helps make the public aware of your Ham Radio Open House site and keeps amateur radio in the public eye. A sample press release, sample media advisory, and tips for press release success are included.

3) Prioritize social media! Keep your club's Facebook page active with updates, photos, and information on how your Ham Radio Open House is going. Use X or BlueSky to share your experiences to your followers and include the hashtag #ARRLHROH 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.

4) Create and staff a welcome table at your Ham Radio Open House 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.

5) Invite your local elected officials to visit: Making your 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!

Your efforts to promote Ham Radio Open House will help 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 World Amateur Radio Day and ARRL Ham Radio Open House...

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. Message the moderators or curators of any local social media groups or pages – or post in the community groups yourself. 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 they have time to talk.
3. Ham Radio Open House may be a technology demonstration 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 Ham Radio Open House 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. Make heavy use of social media to promote the event. If your club doesn't have social media accounts, start them 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 Ham Radio Open House site.
7. Take a lot of good action photos of your Ham Radio Open House 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 obtain a photo release). Avoid taking shots of people just standing around or back shots 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 Ham Radio Open House Soapbox at 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 Ham Radio Open House site. Get photos!
10. Write a letter to the editor of your local paper and invite readers to visit your Ham Radio Open House site and learn more about amateur radio.
11. Print and share handouts for non-hams to learn more at your Ham Radio Open House site; www.arrl.org/brochures-and-exhibit-materials.

HAM RADIO OPEN HOUSE 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, X, and other social media accounts.
- 2) Bring up the need for PR at your club's Ham Radio Open House 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 March 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 April 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 representatives. 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 representatives have accurate spellings of names, titles, and call signs.

After:

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

ARRL HAM RADIO OPEN HOUSE 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 of CW and digital.
For TV, bring “B” roll video of past Ham Radio events and 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 **#ARRLHROH**

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

- 1) Establish a social media account (Facebook, BlueSky, Instagram, X, etc.).
- 2) Make a couple of posts each week, with increasing frequency during the final two weeks before Ham Radio Open House. 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 Ham Radio Open House 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 Ham Radio Open House, 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 an extra battery (or two) if relying on a cell phone.

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

Sample Ham Radio Open House Media Advisory

Contact:

[LOCAL CONTACT's NAME]

[LOCAL CONTACT's TITLE, if any]

[EMAIL]

[PHONE]

MEDIA ADVISORY

20XX ARRL Ham Radio Open House — April XX
[alt headline] Ham Radio Operators On the Air for Nationwide Event April – XX

Ham radio operators from the _____ [name of your radio club or Section] in _____ [name of your community] will be participating in a nationwide amateur radio event on [date and time].

The event is ARRL Ham Radio Open House (www.arrl.org/world-amateur-radio-day), and the public is invited to attend and participate.

Ham Radio Open House is an exciting opportunity for members of the public to get hands-on with ham radio and wireless technology. It is all a part of Citizen Science Month in April where ordinary people across the country will work to document 1 million acts of science. This local event is part of a nationwide effort organized by ARRL The National Association for Amateur Radio® in collaboration with HamSCI (Ham Radio Science Citizen Investigation) and SciStarter.

Some hams from _____ [name of your region] will use the radio stations to communicate with other ARRL Ham Radio Open House locations. Members of the public will be welcome to experience communicating via the latest in technology available.

The timing of Ham Radio Open House coincides with World Amateur Radio Day, which is observed on April 18. It is celebrated worldwide by radio amateurs and their national associations which are organized as member-societies of the International Amateur Radio Union (IARU). It was on this day in 1925 that the IARU was formed in Paris. ARRL Co-Founder Hiram Percy Maxim was its first president. A major theme for 2025 is celebrating 100 years of IARU.

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](http://www.arrl.org/shop/Ham-Radio-License-Manual) (www.arrl.org/shop/Ham-Radio-License-Manual).

For more information about ARRL Ham Radio Open House and ham radio, contact _____ [club or personal contact info] and visit www.arrl.org/what-is-ham-radio.

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ARRL HAM RADIO OPEN HOUSE TALKING POINTS FOR PIOS AND PICS

- Amateur radio is at the cutting edge of technological innovation.
- Software defined radios and digital modulation modes have kept ham radio as a testbed for new technologies.
- Ham Radio Open House is happening nationwide.
- ARRL is working with HamSCI and SciStarter to help people engage in 1 million acts of science in April.
- April is Citizen Science Month – ham radio is a great way to participate.
- 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.
- Hams donate equivalent of millions of dollars per year in 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.
- There’s a vibrant community among collegiate amateur radio clubs.
- 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.

WHAT IS ARRL HAM RADIO OPEN HOUSE

ARRL Ham Radio Open House is designed to help promote amateur radio science and technology, and to honor the 100th anniversary of the International Amateur Radio Union (IARU). ARRL is inviting radio clubs and schools to organize a Ham Radio Open House in April, centered around World Amateur Radio Day on April 18, 2025. The event is intended to highlight the Amateur Radio Service for its development and practice of the latest radio communications and technology, and as a hands-on pathway into science, technology, engineering, and mathematics (STEM) fields for the next generation.

One Million Acts of Science

ARRL has teamed up with HamSCI -- Ham Radio Science Citizen Investigation -- and the science community organization SciStarter to invite the public to participate in One Million Acts of Science during April, which is Citizen Science Month. By hosting a Ham Radio Open House at your group's station around April 18, you'll introduce individuals who might never otherwise find out about today's amateur radio where science and technology intersect with fun and learning. Clubs are encouraged to showcase the latest weak-signal modes, such as FT8 using WSJT-X or other digital modes. This could be a great opportunity to explore new areas of amateur radio and demonstrate how the service is at the cutting edge of electrical engineering.

HamSCI and SciStarter Collaborations

HamSCI (hamsci.org) has built a community by connecting radio amateurs and citizen scientists in ionospheric research. The Solar Eclipse QSO Parties held during the 2023 annular eclipse and the 2024 total solar eclipse provided significant data for researchers studying the ionosphere's response to the eclipses, wrapped into fun operating events. SciStarter is working to engage people from all walks of life in one million acts of science during Citizen Science Month in April (scistarter.org/citizensciencemonth), to promote public participation in scientific research. ARRL's Ham Radio Open House provides a unique opportunity to help achieve that goal.

Who is ARRL?

Founded as The American Radio Relay League in 1914, ARRL is The National Association for Amateur Radio® in the USA, representing over 135,000 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 SOCIAL MEDIA AND ARRL HAM RADIO OPEN HOUSE

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 Ham Radio Open House 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 Ham Radio Open House score.

You can use social media to announce your Ham Radio Open House 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 Ham Radio Open House operation. Simply posting once on X (something like "come join our Ham Radio Open House 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.org](https://www.facebook.com/ARRL.org),

X: [@arrl](https://twitter.com/arrl)

Instagram: [@arrlhq](https://www.instagram.com/arrlhq)

LinkedIn: [ARRL The National Association for Amateur Radio](https://www.linkedin.com/company/ARRL-The-National-Association-for-Amateur-Radio)

YouTube: [ARRLHQ](https://www.youtube.com/ARRLHQ)

TikTok: [@arrlhq](https://www.tiktok.com/@arrlhq)

SAMPLE HAM RADIO OPEN HOUSE 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 Ham Radio Open House event, **date/time** at **location**.

Ham Radio Open House is an exciting opportunity for members of the public to get hands-on with ham radio and wireless technology. It is all a part of Citizen Science Month in April where ordinary people across the country will work to document 1 million acts of science. This local event is part of a nationwide effort organized by ARRL The National Association for Amateur Radio® in collaboration with HamSCI (Ham Radio Science Citizen Investigation) and SciStarter.

Some hams from _____ **[name of your region]** will use the radio stations to communicate with other ARRL Ham Radio Open House locations. Members of the public will be welcome to experience communicating via the latest in technology available.

The timing of Ham Radio Open House coincides with World Amateur Radio Day, which is observed on April 18. It is celebrated worldwide by radio amateurs and their national associations which are organized as member-societies of the International Amateur Radio Union (IARU). It was on this day in 1925 that the IARU was formed in Paris. ARRL Co-Founder Hiram Percy Maxim was its first president. A major theme for 2025 is celebrating 100 years of IARU.

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.

Ham Radio Open House 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

Having an official proclamation issued by state or local authorities is always a 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.” 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.

Whereas, Amateur radio operators are on the forefront of modern communications technology; and

Whereas, Amateur radio has provided a pathway for the next generation of technical career leaders to grow and learn about wireless technology; 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, ARRL is the national association for amateur radio in the USA; and

Whereas, the ARRL Amateur Radio Ham Radio Open House will take place on April XX-XX, 20XX and is a means to welcome members of our community to learn about and engage with these technologies; now

Therefore, I ___name____, _____title_____ of the ___place_____, do hereby officially recognize and designate April XX-XX as Amateur Radio Week In the ___place_____

Signed_____ Title_____

Seal