



IN-NEWSLETTER

Vol. 42, No. 43

November 10, 2017

Covers the period October 29 – November 4, 2017

Upcoming In-Person Meetings and Event

Administrative & Finance Committee Budget Meeting

November 11 @ HQ, Newington, CT

2017 Director and Vice Director Elections Ballot Count

November 17 @ HQ, Newington, CT

New Director/Vice Director Orientation

January 17 @ HQ, Newington, CT

Administrative & Finance Committee Meeting

January 18 @ HQ, Newington CT

Programs & Services Committee Meeting

January 18 @ HQ, Newington, CT

2018 Annual Board Meeting

January 19-20 @ Windsor, CT

ARRL Audio News

Please listen to the latest edition of the *ARRL Audio News Podcast*, dated November 3, 2017:

<https://www.blubrry.com/arrlaudionews/28660557/arrl-audio-news-november-3-2017/>

Chief Executive Office

Reported by Tom Gallagher, NY2RF

Tom Gallagher and Ed Hare met with the Chief Technology Officer of SigFox Networks (which operates part 15 on 902Mhz nationwide) when they came to visit HQ last week. SigFox has offered ARRL a cache of equipment for experimental use. The CTO is a French ham.

Tom forwarded a letter he received from the Red Cross' Executive Director of Recovery Operations to all of the volunteers who answered ARRL's call, along with his own note of thanks. See more details below.

Communications

Reported by David Isgur

A letter from the American Red Cross was distributed to section managers thanking the ARRL and its members for the tremendous response to ARC's call for volunteers to help with hurricane relief efforts in Puerto Rico. (Included in that communication was a note that introduced Dave Isgur as the new ARRL Communications Manager) The letter was promoted across ARRL's social media platforms.

ARRL's Red Cross volunteers were also recognized in a press release from FCC Chair Ajit Pai. He also tweeted his remarks. Please read his comments here:

<http://www.arrl.org/news/fcc-chairman-recognizes-amateur-radio-in-praising-those-assisting-puerto-rico>

The Communications team worked with Member Services in crafting messages and replying to dozens and dozens of calls and emails that came to us about two issues – anger and disappointment over the portrayal of ham radio operators in the hit CBS show “NCIS” on Oct. 31, and a rumor circulating on the Internet that ARRL was working with MARS and the federal government to take down the national power grid over the Nov. 4-6 weekend. Kris Koenig, KE0NIG, introduced us to an NCIS technical advisor and to Mark Harmon, the Executive Producer. Tom Gallagher sent them comments regarding the program.

We also began working on a social media strategy for promoting the International Grid Chase 2018, which will be officially announced in the December issue of *QST*.

Top Social Media Posts October 29 to November 4:

Facebook – Tonight's episode of "NCIS" (on the CBS network at 8 p.m.) has a story-line that focuses on a ham radio operator and uses ham radio to solve a murder. Be sure to check it out! Get more details here:

<http://www.tvguide.com/tvshows/ncis/episode-6-season-15/trapped/100320/>

Twitter – Tonight's episode of "NCIS" on the CBS network at 8 p.m. has ham radio as a central plotline. Be sure to watch!

<http://ow.ly/NWJd30gfz7p>

Instagram – Happy #Halloween from all the ghouls and goblins from #ARRL! #Share61 @fox61news

Instagram Video – It's #WhatisitWednesday with Bob Allison, WB1GCM, of the #ARRL Lab. What is it?

LinkedIn - <https://lnkd.in/eWfTgKz>

Development

Reported by Lauren Clarke, KB1YDD

A recent analysis of the donations to ARRL following Board President Rick Roderick's call to action on Hurricane Maria showed that 853 individuals contributed a total of \$111,486; 36 clubs contributed a total of \$24,574; and 4 other organizations, including Heil and the YASME Foundation, contributed a total of \$13,864. The total monetary response from Rick's letter totaled \$149,924!

Returns from the Fall Spectrum Defense solicitation mailing have started coming in.

Lauren and Michelle Patnode, together with Rick Lindquist and David Isgur, will be strategizing for Giving Tuesday, which is November 28.

Field Services

Reported by Steve Ewald, WV1X

Reports on successful Simulated Emergency Tests from across the country continue to arrive at Headquarters. Although the first full weekend of October was the focal-point weekend, ARRL Sections

and local emergency coordinators are encouraged to hold their respective exercises at various times throughout the year and especially the autumn season. This flexibility allows various schedules to match and to maximize participation with ARES members and others along with partner organizations and agencies.

Leona Adams has prepared the January QST announcement concerning the open nominations for Section Manager. Petitions for this SM election cycle are due at Headquarters by March 9, 2017, and the terms of office begin July 1. With the end of the year starting to approach, an increased number of Section related expense reports have also been submitted.

Lab

Reported by Joe Carcia, NJ1Q

WIAW

Joe processed three Qualifying Run certificates and one endorsement. He also processed regular QSL card requests. He worked the Thursday and Friday early afternoon/night shifts for the vacationing Scott Gee.

Scott worked on fast and slow code practice texts for the week. He processed one paper, and five electronic VUCC applications, for a total of 281 credits.

Production/Editorial

Reported by Becky Schoenfeld, W1BXY

This week, ARRL Digital Media Support Specialist Alli McLellan joined the *QST* staff, to become our newest Assistant Editor. Alli wrote several pieces for the 2016 Annual Report, and has had bylined articles in *QST*. We are pleased to have her officially on board!

QST will roll out a redesign with the January 2018 issue, as a result of research among ARRL members and non-member hams, as well as out in the publishing industry. We've spent a great deal of time looking at the material *QST* presents, and what our intended audience says about it. We've also spent a great deal of time in discussion with each other, with key ARRL department managers, and with ARRL senior management about what we learned, and what to do with that knowledge.

Key elements of the *QST* redesign include:

- *QST*'s trim size (the magazine's length and width) will be slightly reduced to one of the publishing industry's standard sizes – 8 × 10.5. The magazine's current trim size is nonstandard. Making the small reduction to a standard trim will be a cost savings, and won't affect the readers' experience.
- *QST*'s page count will be reduced to 144 pages (not including the cover). In recent years, the editorial page count of *QST* became unnaturally inflated, to a point where our editorial process was stretched to its limit every month. We ended up running more editorial in each issue than we could give proper attention to. Reducing the page count “right-sizes” *QST* to a page count closer to the current publishing industry standard, and – most importantly -- will afford the editorial staff the time to shape each piece more thoughtfully, for the readers' benefit. And, of course, it'll also save a great deal of money.

- A new approach to copy. We'll be making an effort to present information in smaller chunks, rather than long swaths of text. It will take some time for the *QST* staff and those of you who contribute to *QST* to get familiar with the new way of doing things. Those of you who write for *QST* will receive a new template and style guide. In the meantime, it's perfectly fine for you to submit material using the current template.

Please feel free to come to the *QST* staff with any questions about the rationale for the changes, or how to work within the changes. It's a time of adjustment for us, too, so we sympathize!

The fourth edition of the FCC Rule Book is at the printer.

The 2018 Repeater Directory is at the printer.

We are currently testing the new iOS and Android app builds for digital *QST* before they go live.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	2 Weeks
Logbook Processing Time	2 – 3 Business Days
2017 DXCC Applications	9478
2017 WAS Applications	1337
2017 VUCC Applications	499
2017 WPX Applications	496

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

This department report covers two weeks; Oct 25-Nov 5

Jackie Ferreira reports that October product sales were \$351,411. This is short of the sales forecast of \$555,602 due to our sales strategy for the new edition *Handbook* (offered to members with a personalized call sign badge), which has spread distribution across October, November, and December. Net sales in October was short by \$105,714 – again, largely due to shifting *Handbook* sales across the 4th quarter. Year-to-date sales are \$2,634,803 (\$2,575,870 for the same period in 2016); \$247,214 short of forecast. Royalties earned on sales of our Kindle e-books were \$8,499 in October; \$8,833 forecast (\$77,821 YTD; \$88,334 forecast).

Steve Capodicasa reports that the first week of November saw over 1,600 packages ship from our warehouse, including many orders for the hardcover 2018 *Handbook* with personalized call sign badges. The first-ever Member Call Sign Badge offering will end on November 22. It continues to be a team-effort to coordinate the batches of personalized badges for laser-engraving, and then to assemble these with member orders for the *Handbook*. Feedback from members has been excellent!

ARRL has received an additional payment for commissions earned on new and renewal subscriptions of RFinder Repeater app made during the second quarter. The total second quarter earnings is \$11,346; YTD \$16,264 (\$23,532 for FY 2016). ARRL established an agreement with RFinder, creator of a web and app-based directory of Amateur Radio repeaters, in February 2016 to be our preferred online resource of repeater frequencies.

Yvette Vinci reports that the department handled 3,878 calls in October, versus 3,533 in Oct 2016. During the first week of November, our team handled a lot of additional phone calls following a non-ARRL YouTube posting about a DOD communications interoperability training drill, Nov 4-6. The drill, which included Amateur Radio participation through the MARS program, received attention on the ARRL news crawl on October 24. The calls were mostly from non-hams, who were directed by our staff to official information about the drill.

Yvette reports that in October we processed 14 paid-in-full Life Memberships and 13 new Life Membership pledges. She also finalized the 2018-19 print schedule for *QST*, sharing it with Production and IT for operations planning.

Now shipping: [ARRL's Best of the Doctor is In](#), Volume 1.

Planning is underway to introduce some merchandise to support participants in next year's International Grid Chase; shirts, mugs, pins, stickers, etc. We're also planning the merchandise for 2018 ARRL Field Day.

ARRL earned \$3,328 in October for royalties attributed to the ARRL Visa Credit Card. The largest source of program growth is email conducted by ARRL on behalf of U.S. Bank. YTD (Jan-Sep), ARRL has earned \$36,703 (\$38,844 Jan-Oct 2016). There are 2,612 open cards. Card holder sales volume is nearly \$6.4 million YTD. ARRL earns royalties on newly opened cards and on net purchases. Per the bank's compliance group, Bob Inderbitzen has updated Information about the card, available at www.arrl.org/visa.

On October 31, Bob and Jackie participated with a handful of their colleagues in a demonstration of an email and marketing automation platform. They're part of an intradepartmental team investigating ways to improve targeted communication to members and prospective members. This planning is ongoing, and results will be presented in 2018.

Summary of Sales and Marketing Department telephone group, reported by Yvette Vinci:

Week Ending	Calls Answered	Calls Per Hour	Total Talking Duration	Average Speed of Answer
11/3/2017	1124	24.9	42:19:56	10 seconds
10/27/2017	924	20.5	34:05:22	12 seconds
10/20/2017	876	19.4	31:29:01	10 seconds
10/13/2017	797	17.7	27:56:31	9 seconds
10/6/2017	795	17.6	26:38:18	12 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
11/3/2017	1,604	502
10/27/2017	1,028	526
10/20/2017	1,398	770
10/13/2017	1,472	220
10/6/2017	1,077	408

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Leona Adams	11/10	PTO
Shelly Bloom	11/10 – 11/14	PTO
“	11/22	PTO
Steve Capodicasa	11/10	PTO
Joe Garcia	11/22	PTO
“	12/08	PTO
Steve Ewald	11/27 – 12/05	PTO
Jackie Ferreira	11/22	PTO
Steve Ford	11/22	PTO
“	12/07	PTO
“	12/22 – 01/02	PTO
Tom Gallagher	11/20 – 11/24	PTO
	12/18 – 01/02	PTO
	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Dan Henderson	11/20 – 11/22	PTO
“	12/18 – 01/05	PTO
“	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Gail Iannone	12/18 – 12/29	PTO
Caroline Kenney	11/20 – 11/22	PTO
Monique Levesque	11/20 – 11/24	PTO
Diane Middleton	02/20 – 02/23	PTO
Michelle Patnode	12/07 – 12/08	PTO
“	12/26 – 12/29	PTO
Carla Pereira	11/22	PTO
“	12/22 – 12/29	PTO
“	01/18 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Barry Shelley	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Maria Somma	11/20 – 11/22	PTO

*Compiled and Edited by:
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