**The ARRL *PowerPoint* Author’s Guide**

*Revised April 4, 2014*

**What We’re Looking For**

Hundreds of clubs, groups, and individual hams have created *PowerPoint* presentations covering a host of Amateur Radio topics. We’re looking for the really good ones. We hope to create a place on the ARRL website where they can be easily found and freely shared with members.

Outstanding presentations will need to have a common framework, be understandable without the need for extra scripts or text, and present accurate information. And, of course, they will need to free of material that infringes on somebody else’s copyright.

With that in mind, we’re looking for *PowerPoint* programs that are likely to be useful to the highest percentage of our members. We present two basic types of material: technical and general interest.

* A **technical presentation** presents a project or idea that is useful and engaging to most hams, such as a description of an HF antenna that can fit in a small attic. Information should be presented in a logical, step-by-step manner.
* **General interest presentations** tell an engaging story. If you’re presenting a story about amateur operations from a far-flung island, make it more about the activity and less about you personally. Give the audience a sense of what it was like to be there. The more you can paint vivid pictures in our minds, the more likely we are to accept your presentation.

**Five Tips for PPT Creators**

1. **Use conversational language.** Use words your audience knows. Keep ham radio jargon to a minimum. Craft the presentation in the same way that you talk, and let your personality and experience shine through.
2. **Use active language.** Specific, active verbs will engage the viewer and keep the presentation moving. Find and use action pictures too. For example, a picture of four people *raising* a Yagi is a lot more interesting than a picture of four people standing in front of a Yagi.
3. **Make technical presentations benefit-oriented.** When you present technical material, your audience wants to know: (A) what they can learn from your presentation, and (B) how your presentation can help solve their problems. They don’t care about your life story, awards you’ve won, and so on.
4. **Keep sentences short.** When readers see presentations with long sentences, long paragraphs and no bullet points or subheads, they stop reading. Lists and bullet points can help keep the screen from seeming full of text.
5. **Front-load your point.** Making your readers wade through paragraph after paragraph to get to the point, will cost you their attention. Get to the point in the first few slides, then go step by step in later slides, informing the audience about important background.

**Preparing Your *PowerPoint* File**

When preparing your presentation, please observe the following guidelines:

* Make sure your name, call sign, postal address and e-mail address are included.
* ARRL’s e-mail system will **not** accept large attachments (they can be a security risk).
* Put your PPT file onto a CD or DVD disk along with separate files that include the required additional information (see “Needed Additional Files,” below).
* All PPT slides and files must use the standard ARRL blue background. This is available for download at **http://www.arrl.org/XXXXXXX**
* **Photos**
	+ All photographs should be captioned. Captions should tell what is going on in the photo, where it was taken, and so on. If people are shown prominently, include their names and call signs. The caption should end with the name and call sign of the person who took the photo, so he or she receives credit for taking it. For example, “Photo by Hiram Maxim, W1AW.”
	+ Release forms should be included for all people depicted in photos. Release forms for adults can be found at:[**http://www.arrl.org/adult-picture-release-form**](http://www.arrl.org/adult-picture-release-form)If children appear in your images, you *must* be able to supply written *parent* permission for the images to be published. Release forms for children can be found at:[**http://www.arrl.org/child-picture-release-form**](http://www.arrl.org/child-picture-release-form)
	+ ***DO NOT***send images captured from websites, or scanned from magazines, newspapers, catalogs, or other media without obtaining the *written* permission of the author, webmaster, company, etc. You must include a copy of that written permission with your additional files on the CD/DVD.
* **Illustrations**
	+ Sketches and/or schematic diagrams you supply should be as clear as possible so that people can see and understand them even when projected on a screen in a meeting. We do not require professional line drawings from you. Even pencil drawings are acceptable if they are clear and legible.
	+ All illustrations must include the following:

-- Component labels and values (for example: C3 – 10 F)

-- Dimensions of all construction components (PVC tubes, wires, aluminum tubes, etc)

-- Text captions on the drawing that clearly describe what is being shown. *Note:*Schematic diagrams must include captions that list *ALL* part values.

* **Project Source Codes *—*** In keeping with the spirit of Amateur Radio, the ARRL supports open-source software. If your project includes a microprocessor or other device that functions with instructions that you have written, the source code must be made available *at no cost* to any reader who requests it. You can supply the code to us for distribution from the ARRLWeb, or you can distribute it from your own site or via e-mail. Wewill not accept a project presentation unless the source codes are freely available to the public.
* **Potential Copyright Violations** — PPT submissions may be declined due to confirmed or suspected copyright violations. Also, if ARRL receives notification of a copyright violation in a PPT presentation, ARRL will remove the presentation from availability immediately. Authors of PPT presentations indemnify ARRL against copyright violations.

**Needed Additional Files**

* Your CD/DVD should include the following, along with your PPT file:
	+ A text file that includes your name, call sign, mailing address, e-mail address, and phone number.
	+ PDF scans of all releases and permissions needed for pictures or other copyrighted materials used in your *PowerPoint* presentation.

*Note:* It is a good idea to make a copy of your CD/DVD before sending

it to ARRL HQ. Material can get lost in the mail.

**Send your disk with the PPT and supporting files to:**

**ARRL**

**ATTN: Media and Public Relations Department**

**225 Main St**

**Newington, CT 06111**

**If Your Presentation is Accepted**

If your *PowerPoint* presentation is accepted, you will receive a notice by mail or e-mail. Presentations accepted for distribution become the property of The American Radio Relay League, Inc. We must acquire all rights because the ARRL has sharing agreements with our IARU sister societies worldwide. To fulfill these agreements, our media must be available for distribution overseas without copyright encumbrances from the original authors.

That having been said, it is important to point out that we only acquire rights to your presentation as it is published in our media. We do not hold rights to your ideas, designs, software, etc., which you remain free to use as you choose.

You retain full rights to your material and may use it as you choose. (Technically, you are granting ARRL a limited use license for your work. If you distribute the work independently, you must remove all ARRL identification from it.)

Before we can post a *PowerPoint* presentation for distribution, we must have your written permission to do so. This is the purpose of the *author’s release form*, which will be sent to you along with the acceptance notice. The release form specifies that the material you have submitted is original, except as noted; has not been submitted or published elsewhere, except as noted; and contains suitable credit for circuits, pictures, or ideas borrowed from already published material.

When your *PowerPoint* presentation is ready for distribution on the web, we will notify you and let you see or download it quickly. This will be your “proof” copy. Check it carefully for errors, and then contact us as soon as possible with any necessary changes.

**Compensation**

This is a voluntary effort by hams helping out other hams. There is no monetary compensation for *PowerPoint* presentations accepted for this activity, nor will there be any charge to members who want to download and use them.