



IN-NEWSLETTER

January 3, 2020

Covers the period December 16 – 29, 2019

Vol. 45, No. 1

UPCOMING MEETINGS AND EVENTS

On the Air Staff Launch

January 7 @ HQ, Newington, CT

LoTW Committee Meeting

January 15 @ HQ, Newington, CT

New Director Orientation

January 15 @ HQ, Newington, CT

Administration & Finance Committee

January 16 @ HQ, Newington, CT

Programs & Services Committee Meeting

January 16 @ HQ, Newington, CT

2020 ARRL Annual Board Meeting

January 17 – 18 @ Windsor, CT

ARRL Midwest Conference (Winterfest 2020)

January 24 – 25 @ St. Louis, MO

ARRL Northern Florida Section Convention (Orlando HamCation)

February 7 – 9 @ Orlando, FL

ARRL Podcasts: Downloads and Charts

Reported by Michelle Patnode, W3MVP and Carla Pereira, KC1HSX

ARRL Audio News dated December 20, 2019:

<https://blubrry.com/arrlaudionews/53364354/arrl-audio-news-december-20-2019?sbe=1>

- Downloads: 612,653
- #25 Apple Podcasts USA Tech News

So Now What? dated November 14, 2019

<https://blubrry.com/arrlnowwhat/51892681/16-navigating-the-nets/>

- Downloads: 136,451
- #82 on Apple Podcasts USA Hobbies

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Planning and preparations are actively under way for the 2020 Annual Board Meeting.

Communications

Reported by David Isgur, N1RSN

David Isgur provided information to the co-host of the *National Public Radio (NPR)* podcast “Short Wave” for an episode that was based on a story from the ARRL News web page about scientific stations on Antarctica broadcasting Christmas carols via HF (<http://www.arrl.org/news/christmas-carols-to-be-broadcast-on-hf-from-antarctica>). The episode included an interview with HamSCI founder Nathaniel Frissell, W2NAF, who was handling QSL requests and who has participated as part of the chorus in past

years while studying in Antarctica. Please click below to listen to the episode: (<https://www.npr.org/2019/12/23/790945955/a-shortwave-christmas-carol>).

David also worked with a reporter from *The Washington Post* who was working on a story about Brian Justin, WA1ZMS, of Forest, VA, who was working to replicate the 1906 Christmas Eve broadcast by Reginald Fessenden, (credited as the inventor of radiotelephony.) Fessenden claimed to have made his first voice — and music — broadcast on Christmas Eve in 1906 from Brant Rock, MA. Justin planned his low-power broadcast on Christmas Eve and again on New Year's Eve, as Fessenden did. Here is a link to the story: <https://www.washingtonpost.com/history/2019/12/31/its-ritual-virginia-man-recreates-purported-year-old-christmas-eve-radio-broadcast-each-holiday/>

David worked with members of the ARRL Public Relations Committee on balloting and vote tabulations for the Committee's recommendations for recipients of the 2019 Leonard Awards, awarded for outstanding print, video and audio reporting about Amateur Radio.

David also completed his report for Diane Middleton, W2DLM, about the Communications Department's accomplishments during the final six months of 2019 for inclusion in her report to the ARRL Board of Directors at its annual meeting in January.

Michelle Patnode W3MVP, who was out the week of December 23 and December 30, worked with intern Cydney Martin to generate Merry Christmas and Happy New Year posts on the ARRL's social media platforms.

Media Mentions

Among the notable stories posted to the Media Hits (www.arrl.org/Media-Hits) web page recently were:

- *Scouting Magazine* featured a story about assistant scoutmasters helping to train scouts to be amateur radio operators
- An alum of the ARRL's Teachers Institute program was interviewed by a Missouri newspaper on how he put his training to use during an amateur radio contact with the International Space Station
- A Florida television station did a feature story about how Santa was visiting with children in a local hospital via amateur radio

Top Social Media Posts: (the same post for all 4 platforms this week):

Facebook/Instagram/LinkedIn/Twitter: Merry Christmas! ARRL wishes everyone a happy holiday season #ARRL #AmateurRadio #HappyHolidays

Lab

Reported by Joe Carcia, NJ1Q

W1AW for week ending 12/22/19

W1AW received as a donation from Larry Gauthier, K8UT and Steve Smith, N8AR *Mortty nanoIO CW/RTTY* and *Mortty CW Keyer* kits (<https://hamprojects.info/mortty/>). These kits will be used in conjunction with *fldigi* for handling our scheduled digital transmissions, beginning in 2020.

Joe Carcia updated the web code practice files and their archives. He also processed nineteen Qualifying Run certificates and six endorsements. He also created the W1AW Qualifying Run texts for the third week for December.

Joe configured and installed IP cameras in W1AW and the ARRL Lab as part of the AREDN testing. The cameras are now visible via laptop in the ARRL Lab.

Scott Gee, WB9RRU, worked on slow and fast code practice runs for the week. He also processed four paper and nine electronic VUCC applications for a total of 561 credits.

W1AW for the week ending December 28, 2019

Thanks to Steve Ewald, WV1X, and Dan Wall, W1ZFG, for covering the morning shifts on Monday, Thursday and Friday for Joe Carcia, who was working these night shifts for the vacationing Scott Gee, WB9RRU.

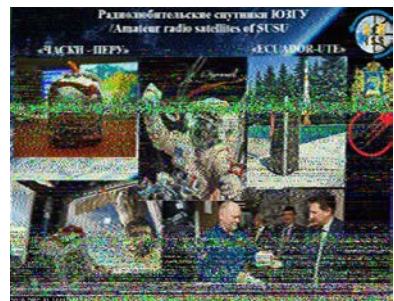
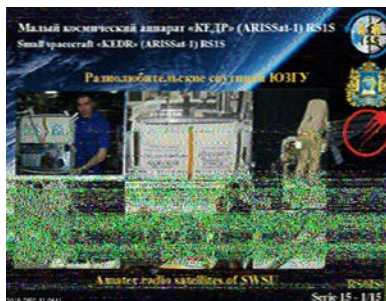
After a couple of false starts, Joe finally got the W1AW Raspberry Pi IRLP node (#4292) functional. IP issues kept the node from seeing the outside world.

Joe created the W1AW Qualifying Run texts for the fourth week of December.

Joe readied two more Ubiquiti Powerbeam M5-300 units for firmware flashing to AREDN software.

Joe also sent ARRL Arizona Section Manager Rick Paquette, W7RAP, authorization to use W1AW/7 during the 2020 ARRL Southwestern Division Convention that will be held in Yuma, Arizona in February.

On December 24, the ISS sent SSTV pictures to commemorate cosmonauts Alexei Leonov, Valery Bykovsky, and Sigmund Jaehn: <http://www.arrl.org/news/commemorative-ariss-slow-scan-tv-transmissions-set>. Below are some SSTV shots Joe received at W1AW. There was some noise picked up, but the pictures are still pretty cool!



Membership

Diane Petrilli, KB1RNF

December ended with 156,755 members which puts us 253 members *ahead* of year-end goal. Completing the fourth year after the 2016 dues increase, membership stayed essentially the same from 2018 (2018 ended with 156,899 members). That makes the official percentage loss for 2019 less than 1% (-.09%.) To ensure that year-end goal was met, a larger than usual amount of e-mail was sent in December.

The *on-time* renewal rate for December expirees was 72% vs. 73% last December. The *overall* renewal rate for 2019 was 82% vs. 78% for the industry average for associations with individual memberships* (not trade associations).

*2019 Membership Marketing Benchmarking Report prepared annually by Marketing General Incorporated.

Below is a breakdown of *acquisition* sources for 2019:

	2019	2019
Direct Mail - 120 days	4,936	19%
E-mailings	3,570	14%
Web site	7,807	30%
Field-based Recruitment	838	3%
Renewal notices	2,759	11%
Phone	1,361	5%
New Ham Mailings	2,473	10%
All other sources	2,198	8%
	25,942	100%

Overall, percentages are on par with previous years. Field-based recruitment, at 3%, continues to be the weakest source of acquisition.

One trend of concern receiving our attention is the percent of first-time members that make up total *acquisition*. See below:

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Broken/Lapsed	57%	55%	51%	52%
First	43%	45%	49%	48%

Below is a graph that shows membership (plan vs. actual) for 2019:



December continued to be very busy with Personify meetings several hours every week.

Product Development

Reported by Bob Inderbitzen, NQ1R

With Kris Bickell's, K1BIC, help, and permission from the Radio Society of Great Britain, we have added an intro to amateur radio video shared by Vice Director Mark Weiss, K6FG and produced by the RSGB in 2015, to the ARRL website. It's now included on our What is Ham Radio page <http://www.arrl.org/what-is-ham-radio> and the ARRL online Library <http://www.arrl.org/library-video>. Even after 4 years, it still holds-up as a good video – and includes clips of active, younger hams. We previously promoted the video via the ARRL Collegiate Facebook page.

On the Air magazine (as reported by Diane Petrilli)

The following tables include a summary of members who have selected *On the Air* as their print magazine benefit. The bump-up in first-time members for the week ending Dec 22 followed an email that encouraged existing first-time members receiving QST to convert to OTA.

Week ending	Total members with print OTA selected	Increase from previous week	Total first-time members with OTA selected
November (3 weeks)	657	291	219
12/1/2019	933	276	284
12/8/2019	1,321	388	368
12/15/2019	1,671	350	453
12/22/2019	2,152	481	598
12/29/2019	2,457	305	678

By License Class (through 12/29/2019)	Total members with print OTA selected	Total first-time members with OTA selected
Novice	2	0
Technician	1,120	444
General	776	133
Advanced	35	1
Extra	426	33
Associate (null)	98	67
TOTAL	2,457	678

Radiosport

Reported by Sharon Taratula

For week ending 12/29/19

Paper/Fieldcheck Processing Time	2 weeks
Logbook Processing Time	3 – 5 business days
2019 DXCC Applications	11,916
2019 WAS Applications	2,065
2019 VUCC Applications	941
2019 WAC Applications	114
2019 WPX Applications	802
2019 WAZ Applications	771

For week ending 12/22/19

Paper/Fieldcheck Processing Time	2 weeks
Logbook Processing Time	1 – 2 business days
2019 DXCC Applications	11,624
2019 WAS Applications	1,996
2019 VUCC Applications	928
2019 WAC Applications	112
2019 WPX Applications	787
2019 WAZ Applications	749

Hamfests/Conventions/Meetings with ARRL Representation/Vacations

Leona Adams	01/16 – 01/20	PTO
Steve Ford	01/10	PTO
Norm Fusaro	01/17 – 01/18	Annual Board Meeting, Windsor, CT
Scott Gee	03/30 – 04/03	PTO
“	09/12 – 09/19	PTO
Dan Henderson	12/16 – 01/03	PTO
“	01/17 – 01/18	Annual Board Meeting, Windsor, CT
Bob Inderbitzen	12/23 – 01/03	PTO
Michael Keane	12/16 – 01/06	PTO
Dee Methé	01/16 – 01/18	Annual Board Meeting, Windsor, CT
Howard Michel	01/02 – 01/06	PTO
“	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	01/24 – 01/26	ARRL Midwest Conference, ST. Louis, MO
“	02/07 – 02/09	ARRL Northern FL Section Convention, Orlando, FL
“	03/20	Fairlawn Amateur Radio Club, Fairlawn, NJ
“	04/02	Keystone VHF Club, York, PA
“	04/03 – 04/13	PTO
Diane Middleton	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	03/06	PTO
“	03/09	PTO
“	03/12	Jury Duty
“	03/30 – 04/07	PTO
Michelle Patnode	12/23 – 01/03	PTO
“	02/05 – 02/11	PTO
Carla Pereira	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	01/22	PTO

Compiled and Edited by: Carla Pereira, KCIHSX, Executive Manager