



IN-NEWSLETTER

May 8, 2020

Covers the period April 27, 2020 – May 3, 2020

Vol. 45, No. 17

UPCOMING MEETINGS AND EVENT

Most upcoming events have been cancelled until further notice. This section will be updated as new information becomes available.

ARRL Podcasts: Downloads and Charts

Reported by Michelle Patnode, W3MVP and Carla Pereira, KC1HSX

ARRL Audio News two most recent editions, dated May 8, 2020:



<https://blubrry.com/arrrlaudio/news/60201670/arrrl-audio-news-may-8-2020?sbe=1>

- Download: **686,560**
- This episode is currently ranked #41 on Apple Podcasts USA Tech News

Eclectic Tech Episode 7 dated May 6, 2020



<https://www.stitcher.com/podcast/arrrl-2/eclectic-tech>

- Downloads: **27,011**
- This episode is currently ranked #113 on Apple Podcasts USA Technology

On the Air Episode 3 dated April 9, 2020



<https://blubrry.com/arrrlontheair/58288312/on-the-air-episode-4/>

- Downloads: **20,589**
- This episode is currently ranked #104 on Apple Podcasts USA Technology

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Barry Shelley, N1VXY, and Diane Middleton, W2DLM, continue to monitor the Governor's mandates and guidelines for businesses in CT during the pandemic, including participating on web meetings with other local businesses.

Barry participated on several calls during the week, many with Diane, including updates from different departments, Personify updates, podcasts and a Management Council meeting. They also continue regular communication with the Board of Directors.

Dee Methe, KC1MHN, continues to assist the Marketing Communications and Product Development staff in preparing for the 2021 National Convention.

Carla continues to support some media and public relations needs, including daily monitoring of the @newsmedia and @disgur email accounts.

Lab

Reported by Bob Allison, WB1GCM

The ARRL Laboratory Staff has been in regular contact with Lab Manager Ed Hare. The Lab Staff continues to take phone calls and answer email.

Zak Lau, W1VT, reports that he has received emails from inactive Radio Amateurs who have turned on their radios after a long hiatus. Zak explained the ins and outs of propagation at the bottom of the solar cycle and the use of RF power amplifiers to them. Zak continues to work on the ARRL's Technology web pages. Off hours, Zak reports he participated in an E Skip opening on 6 meters, working several Central American stations.

Paul Cianciolo, W1VLF, continues to assist members with their RFI issues, with favorable results. Paul's enthusiasm has been known to make every member he speaks with feel better and more informed. Paul reports there were two new RFI cases referred by the ARRL to the FCC. One case, an unknown source, the other case involved power line noise. As with Zak, Paul tells of elderly hams getting back into the hobby and needing advice about antennas and how to download the Handbook properly.

Says, Paul, "One of my most memorable contacts, was with ham radio operator, Dr. John Gregory. He needed help planning a system for use in the remote South American jungle. Dr Gregory deals with COVID 19 patience in places I can't even pronounce. He is part of Doctors Without Borders. He thanked me". A good story, but typical of the work of the ARRL Laboratory Staff. It is amazing to realize the COVID 19 virus has reached the remote jungles of South America.

Bob Allison continues to work on web content. Bob also assisted a local Radio Amateur who is reviewing a high-performance HF SDR transceiver for QST. The reviewer was having difficulty with an unknown noise source on transmit, which added a low frequency rumble to the modulated waveform when using amplitude modulation. The solution was to use a linear power supply. More investigation is to be performed with other switching and linear supplies to find if it's a transceiver issue, or just a power supply issue.

Kathy Allison, KA1RWY, captured Bob (with pandemic beard) in the photo at right, taken for a recently completed QST Product Review of the AlexLoop Premeir Magnetic Loop Antenna. The loop works amazingly well on 40 through 10 meters.



WIAW

Scott Gee, WB9RRU, worked on slow and fast code practice run files for the week. Scott processed eleven VUCC applications for a total of 393 credits.

Joe Carcia created the texts for the week's WIAW Qualifying Runs. He also updated the code practice *QST* source and Qualifying Run schedules web pages.

Lifelong Learning

Reported by Kris Bickell, K1BIC

Due to the current health pandemic and the uncertainty around social distancing this summer, the Lifelong Learning department has canceled the 2020 Teachers Institute. We commend all teachers for their efforts in teaching remotely during this difficult time. For more information:

<http://www.arrl.org/news/arrl-2020-teachers-institute-sessions-are-canceled>

Membership

Diane Petrilli, KB1RNF

April ended with 157,626 members. Though we are behind year-to-date goal by 112 members we had a gain of 967 members over last month! A gain of 434 members was forecast for April. This gain is in large part due to a series of e-mails sent to lapsed members during the month. The help of Jackie Ferreira, KB1PWB, in designing and sending these e-mails was key (and much appreciated). As expected, acquisition from website-related sources was up significantly this month.

New ham acquisition continues to be down. Here are some quick facts:

- Of the new hams who got license in January, February or March (through the 18th) 2020, 11.6% joined and paid by April 30, 2020.
- Of the new hams who got license in January, February or March (through the 18th) 2018*, 14.9% joined and paid by April 30, 2018.

*2019 data is unreliable as the government was shut down the first couple months of the year and it took several weeks for the mail room to catch up.

We have been unable to send hard copy mailings to approximately 1,300 new hams since March 18. Those mailings will resume where we left off when ARRL staff return to HQ.

A mailing to lapsed and never members was sent at the end of the month.

The *on-time* renewal rate for April expirees was 68% vs. 71% last April. With Jackie's help, a series of emails were sent to current members whose membership was going to expire in the next 4 months, encouraging them to renew by phone or online for quickest processing. An email was also sent to current members announcing that QEX and NCJ were now available digitally as a new member benefit. (Page 14 of *QST* was also updated to include this new benefit.)

We have 10,281 current member OTA print magazine subscribers! We've reached one of the metrics of success on this front.

Exit surveys were emailed to March expirees asking the primary reason they let their membership lapse. I will continue to gather this feedback monthly and see if one last touchpoint increases the response rate of

those who renew 30 days after their membership expires.

Surveys were also emailed to 20,000+ lapsed members (24 months of expirees, excluding previous months expirees), gathering 1,100 responses. Dozens of responses required follow up and/or record maintenance (such as SK, requests to be removed from future solicitations, etc.). Thank you to all of the Customer Service Representatives who helped.

Several comments mirror results from other surveys though comments overall leaned more negative. Relevant comments were shared with appropriate staff. Comments fell into a few main categories:

1. Lack of leadership and transparency; politics; lack of progress made on parity, HOA and other policies
2. Lack of response (returned calls) from ARRL
3. Expense (beyond membership fee) - shipping costs too high for books; equipment is expensive; need more material on operating on a shoestring budget (and less focus on DXing which many considered an activity for “affluent” hams)
4. Membership – digital-only membership for less money
5. ARRL’s relevancy: Competition of free information on Internet vs. quality of our books and other material
6. *QST* - content and dissatisfaction with digital version

When asked their primary reason for not renewing their membership, the replies, in order, were:

1. I can no longer afford the membership
2. I did not receive the expected value to justify the cost
3. I did not find the member benefits, programs or services useful/relevant

Training and set up continues on the Personify transition. Diane participated in close to twenty Personify Zoom meetings in April, including participation in a day-long virtual event, Personifest, gaining additional training on various topics.

Product Development

Reported by Bob Inderbitzen, NQ1R

Please find the latest news and information on the impact of the coronavirus pandemic to ARRL members and our global amateur radio community at www.arrl.org/COVID-19. The page is curated by Michelle Patnode and Bob Inderbitzen.

Bob participated in meetings throughout the week: Management Council; enhancing social media engagement for 2020 Field Day; and panning for the ARRL National Convention at Orlando HamCation in February 2021.

Bob continues to work with Lifelong Learning and the instructional design team as they create a course development process for the future online learning platform.

Bob was interviewed by an undergraduate student (and ham) from the University of Arizona who is producing a podcast for a final project for his classes. The student is a sound design and engineering student, and the podcast highlights the importance and relevance of amateur radio today. Bob is liaison for the ARRL Collegiate Amateur Radio Initiative.

Bob continues to support some media and public relations needs, including administering and moderating the PR reflector. This week he assisted the ARISS Committee and Public Relations Committee with the distribution of a special news release to our volunteer Public Information Officers and Public Information Coordinators. The information promoted an ARISS ham radio contact scheduled for Thursday, April 30 with school group in Northern Virginia, and using an experimental Multipoint Telebridge Contact via Amateur Radio approach. Bob also promoted the live-streamed YouTube event on ARRL's Facebook page, and he tuned-in for the successful astronaut-student radio contact.

EAA AirVenture, the large annual airshow and aviation celebration, has been canceled for 2020. The next AirVenture will be Jul 26-Aug 1, 2021. Bob shared news with our member-volunteers who have supported our "Radio Communications" exhibit, which he organized for the event since 2018. In 2019, we connected with over 600 ham-pilots at the event.

Radiosport

Reported by Sharon Taratula

Paper/Fieldcheck Processing Time	7 Weeks
Logbook Processing Time	2 Business Days
2020 DXCC Applications	4,551
2020 WAS Applications	757
2020 VUCC Applications	236
2020 WAC Applications	40
2020 WPX Applications	322
2020 WAZ Applications	311

Sales & Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that:

- April product sales were \$165,978, falling short of the sales forecast of \$198,817
- Direct sales were \$152,255; dealer sales were \$13,723
- Amazon, our largest purchaser, put a hold on all non-essential orders and will unfortunately have an impact for the weeks to come

Jackie reports that an email promotion was sent to members on May 1 (National Space Day). This campaign featured an autographed copy of Steve Ford's new book *Amateur Radio Satellites for Beginners* and generated over 416 book orders. Special thanks to Steve for his willingness to sign so many copies!

Jackie also reports that there were 932 orders placed over this past weekend, an "all-time record" for orders placed on a regular two-day weekend!

Yvette Vinci, Kim McNeill, KM1IPA, and Jackie Ferreira participated in ongoing Personify training meetings in April via Zoom while working remotely from home. The ARRL team has been making good progress working in the Personify e-business environment. Inventory items, descriptions and images have been added and we will begin work on the next phase of the project.

Yvette had collaborated with the Library of Congress to obtain an official ISSN serial number for *On the Air Magazine* (ISSN 2691-4638). The ISSN (International Standard Serial Number) is a unique, internationally used identification number for serial publications.

Warehouse Supervisor Steve Capodicasa reports that April was a very busy month. With minimal staff, the warehouse successfully processed over 4,400 packages. As of May 6, there were over 2,600 orders (totaling \$113,892) that await fulfillment. While the warehouse continues to operate with a reduced staff, we anticipate that it will take some time to catch up.

Now Shipping: [2020 ARRL Field Day supplies](#)

Our team of Member Service Representatives continue working remotely and have handled a total of 2,919 calls in April vs (3,269 in April 2019). The team includes Margie Bourgoïn, KB1DCO, Jon Faasen, AA1EZ, Kim McNeill, and Cathy Stepina.

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

Week Ending	Calls Answered	Calls Per Hour	Average Calls Per Day
5/1/2020	637	14.1	127
4/24/2020	662	14.7	132
4/17/2020	697	15.4	139
4/10/2020	659	14.6	131
4/3/2020	706	15.7	141

Summary of warehouse fulfillment activity during HQ shutdown, reported by Steve Capodicasa:

Week Ending	Packages fulfilled
5/1/2020	914
4/24/2020	923
4/17/2020	784
4/10/2020	736
4/3/2020	1063

Hamfests/Conventions/Meetings with ARRL Representation/Vacations

Leona Adams	06/26	PTO
“	07/09 – 07/13	PTO
“	08/20 – 08/24	PTO
Joe Carcia	07/06 – 07/10	PTO
“	07/17	PTO
“	07/24	PTO

“	07/31	PTO
“	08/03 – 08/07	PTO
“	08/14	PTO
“	08/21	PTO
“	08/28	PTO
“	10/09 – 10/12	PTO
“	12/04	PTO
“	12/11	PTO
Regina Galuppi	08/08 – 08/15	PTO
Scott Gee	09/14 – 09/19	PTO
Bob Inderbitzen	05/21 – 05/29	PTO
Diane Middleton	06/22 – 06/26	PTO

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