



## **IN-NEWSLETTER**

Vol. 44, No. 01

**January 4, 2019**

**Covers the period December 23 – December 29, 2018**

### **Upcoming In-Person Meetings and Events:**

#### **LoTW Committee Meeting**

January 16 @ ARRL HQ, Newington

#### **New Director/Vice Director Orientation**

January 16 @ ARRL HQ, Newington

#### **Administration & Finance Committee Meeting**

January 17 @ ARRL HQ, Newington

#### **Programs & Services Committee Meeting**

January 17 @ ARRL HQ, Newington

#### **ARRL Annual Board Meeting**

January 17 – 19 @ Windsor, CT

### **Chief Executive Office**

Reported by Carla Pereira, KC1HSX

Planning and preparations for the ARRL 2019 Annual Board meeting are in full swing.

### **Communications**

Reported by David Isgur, N1RSN

David Isgur, N1RSN, has been working with the Public Service Enhancement Working Group (PSEWG) on revisions to the proposed ARES Strategic Plan and is crafting an executive summary for the ARRL Board to highlight how suggested changes from the ARES field leaders are being incorporated into the plan.

David has been putting together material for the ARRL Public Relations Committee, which will be reviewing nominations for the 2018 Leonard Media Awards and will be making recommendations to the ARRL Board of Directors on potential winners of the awards (for best reporting on Amateur Radio.)

David and Michelle Patnode, W3MVP, have been working on a Social Media Guide that will describe for ARRL Directors (and others) the various platforms that we use and how content varies between platforms. It will provide analytics on the number of followers of each platform and the growth of each account, and in addition, there will be some “best practices” information.

Michelle sent the top 4 most-read articles from January Digital *QST* analytics to Yvette Vinci.

David and Michelle went to the CT Humane Society with Carla Pereira, KC1HSX, to drop off holiday donations made by ARRL staff. Michelle took photos that were used in social media posts --

<https://www.facebook.com/ARRL.org/photos/a.10150606751017408/10156272034142408/?type=3&theater>

(Michelle was on PTO Dec. 26 – Jan.1)

### *Media Mentions*

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

- A profile of E. Gordon Mooneyhan, W4EGM, recipient of the 2018 McGan Award for publicity efforts on behalf of Amateur Radio
- A feature story in an Iowa City newspaper about the value of Morse Code and a look at those operators who still use it
- A story from a Pennsylvania TV station about an amateur radio operator who has been decorating his radio tower with Christmas lights and a star for more than 30 years, to the delight of his neighbors

### *Top Social Media Posts*

*December 16 to December 22:*

**Facebook:** TI-1 participant Dan Pooler's, AC1EN, 10-year-old daughter Mackenzie Pooler, KE1NZY, passed her Amateur Extra exam. Way to go Mackenzie! Read more about how she got involved with amateur radio here: <https://www.n1fd.org/2018/12/14/ke1nzy-10-year-old-amateur-extra/?fbclid=IwAR3mVksJn8VsILYuMzurbOvtdQUizM5EVIADFGkjrKK3CoR1Y-z7A3j1BRE> #HamRadio

**Twitter:** WD9EWK Wins the December QST Cover Plaque Award <http://ow.ly/1Up1101p1WR> #ARRL #HamRadio

**Instagram:** As of December 19, more than 1 billion contact records have been entered into ARRL's Logbook of The World (LoTW) system. And, while 1 billion QSO records represents a significant milestone, a more important statistic may be the nearly 187 million contacts confirmed via LoTW over its 15-year history. The one billionth record was uploaded by 7X3WPL, the Sahara DX Radio Club, at 23:32 UTC for a 20-meter SSB contact with Davide Cler, IW1DQS, that took place on December 28, 2016. The upload resulted in a match (QSL). <http://www.arrl.org/news/arrl-s-logbook-of-the-world-tops-1-billion-qso-records> #ARRL #QSO #LOTW

**LinkedIn:** TI-1 participant Dan Pooler's, AC1EN, 10-year-old daughter Mackenzie Pooler, KE1NZY, passed her Amateur Extra exam. Way to go Mackenzie! Read more about how she got involved with amateur radio here: <https://lnkd.in/eFwQZ6c> #HamRadio

*December 23 to December 29:*

**Facebook:** Happy Holidays from all of us at #ARRL HQ!

**Twitter:** Happy Holidays from all of us at #ARRL HQ!  
<https://twitter.com/arrl/status/1077187493131444225/photo/1>

**Instagram:** Happy Holidays from all of us at #ARRL HQ!

**LinkedIn:** Happy Holidays from all of us at #ARRL HQ!



### **Field Services**

Reported by Steve Ewald, WV1X

With special thanks to the Mailroom Staff, Section Manager election ballots and candidate statements were mailed on or before the January 2, 2019, mailing deadline. ARRL members in Arizona, Iowa, and North Texas have until Friday, February 15, to return their completed ballots to ARRL Headquarters.

Section Managers have been submitting their final expense report forms for 2018 to the Field Organization staff for initial processing. Thanks to the Controller's Office Staff for handling these Field Organization expenses.

### **Membership**

Reported by Diane Petrilli, KB1RNF

December ended with 156,899 members – putting us 999 members *ahead* of year-end goal. This represents a net *loss* for 2018 of 1.36% vs. the 2.0% originally forecast (1.5% loss reforecast in October).

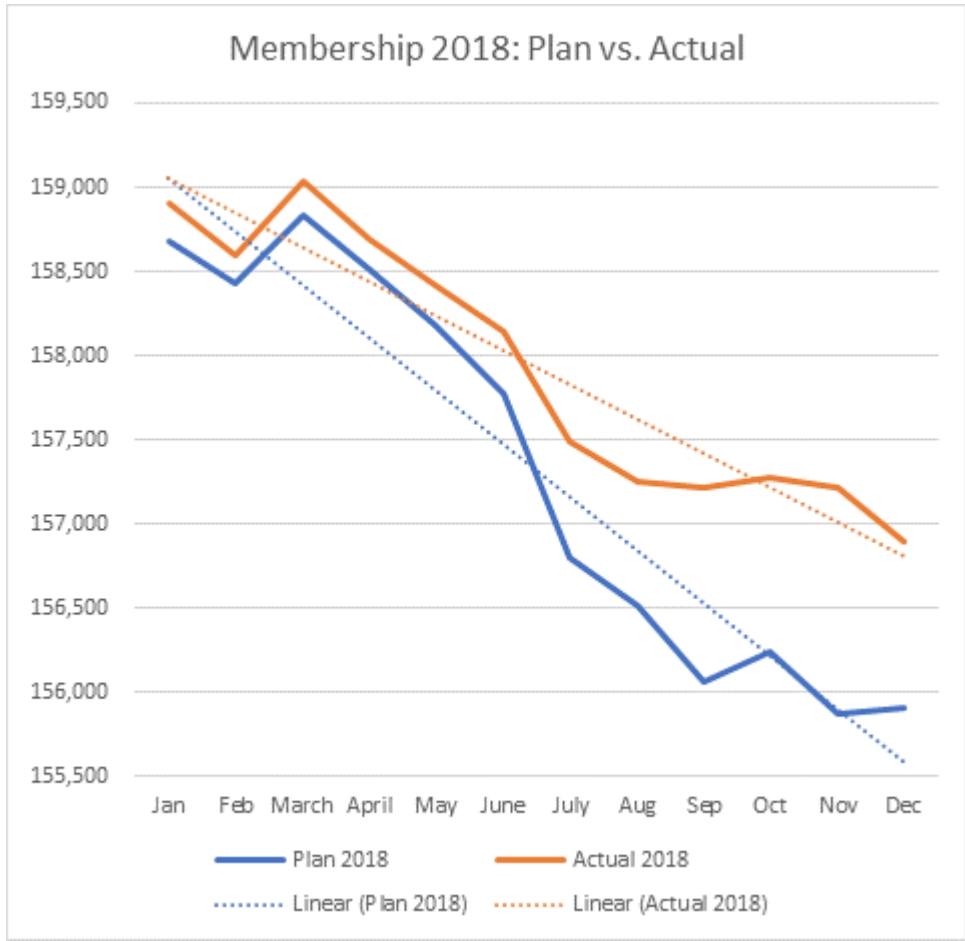
To ensure that year-end goal was met, an unusual amount of e-mail was sent in December and 424 members were acquired via e-mail campaigns -- the second highest month (March returned 602 members) for 2018.

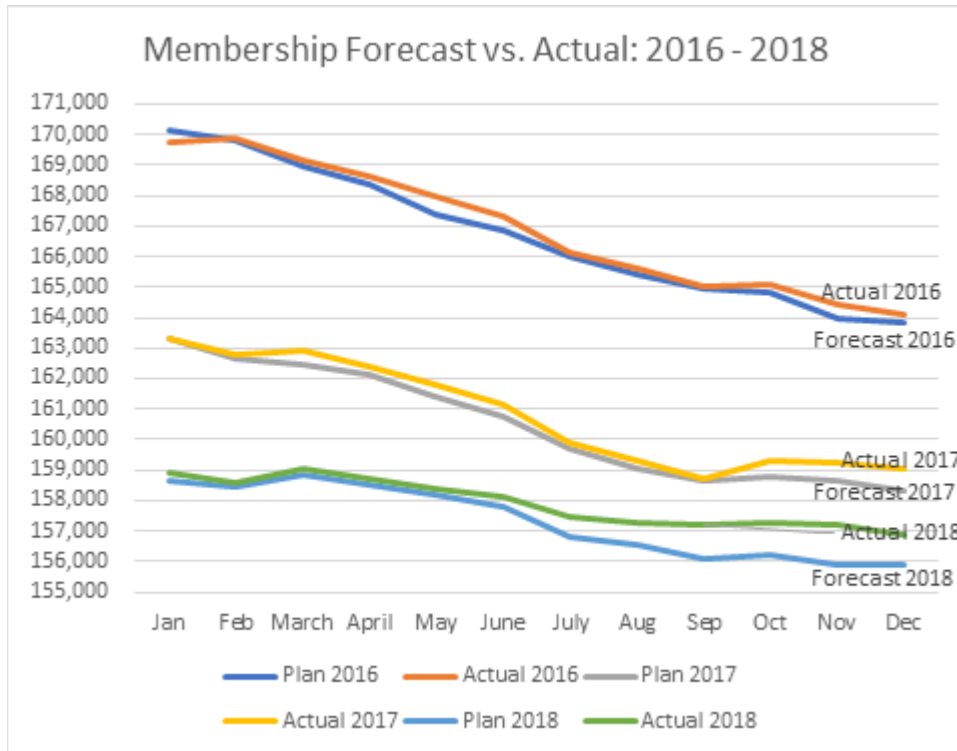
The *on-time* renewal rate for December expirees was 73% vs. 72% last December. The *overall* renewal rate for 2018 was 83% vs. the industry average for associations with individual memberships (not trade associations) of 78%. (2018 Membership Marketing Benchmarking Report prepared annually by Marketing General Incorporated).

Below is a breakdown of *acquisition* sources for 2018:

	2018
Direct Mail - 120 days	20%
E-mailings	9%
Web site	30%
Field-based Recruitment	3%
Renewal notices	12%
Phone	5%
New Ham Mailings	11%
All other sources	10%
	100%

Below are also two graphs that show membership (plan vs. actual). The first graph shows 2018 and the second shows the past three years (since the dues increase). Overall, we followed forecast very closely in 2016 and 2017 but had a less “steep” loss in 2018 (see the trend lines) than planned.





**Radiosport**

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	4 weeks
Logbook Processing Time	Currently solely processing 2018 applications
2018 DXCC Applications	13,948
2018 WAS Applications	2,456
2018 VUCC Applications	1,009
2018 WPX Applications	980
2018 WAZ Applications	993

**Hamfest/Member Contact/ARRL Representative/Meetings/Vacations**

Leona Adams	01/10 – 01/11	PTO
Steve Ford	01/07	PTO
“	01/29 – 01/30	PTO
Norm Fusaro	01/17 – 01/19	ARRL Annual Board Meeting, Windsor, CT
Dan Henderson	12/17 – 01/07	PTO
“	01/17 – 01/19	ARRL Annual Board Meeting, Windsor, CT
Howard Michel	01/04 – 01/05	Ham Radio University, Brookville, NY
“	01/17 – 01/19	ARRL Annual Board Meeting, Windsor, CT
Diane Middleton	01/17 – 01/19	ARRL Annual Board Meeting, Windsor, CT
Carla Pereira	01/17 – 01/19	ARRL Annual Board Meeting, Windsor, CT

*Compiled and Edited by: Carla Pereira, Assistant to CEO*

