



## IN-NEWSLETTER

June 4, 2021

Vol. 46, No. 19

Covering May 24 – 30, 2021

### Upcoming Meetings and Events

*Please note: events listed below are still subject to cancellation at any time as circumstances change. This section will be updated as new information becomes available.*

#### Executive Committee Meeting

June 8 @ Zoom

#### Indianapolis Hamfest

July 9 – 10 @ Indianapolis, IN

#### Investment Committee Meeting

June 8 @ Zoom

#### Administration & Finance Committee Meeting

July 15 @ Windsor, CT

#### ARRL Tennessee State Convention

June 19 @ Knoxville, TN

#### Programs & Services Committee Meeting

July 15 @ Windsor, CT

#### Annual 13-Colonies On-Air Event

July 1 – 7 @ <http://www.13colonies.us/>

#### 2021 Second Board of Directors Meeting

July 16 – 17 @ Windsor, CT

### ARRL Podcasts: Downloads and Charts

Michelle Patnode, W3MVP, and Carla Pereira, KC1HSX

ARRL Audio News hit the Top 40 (Tech News – USA) for the 2<sup>nd</sup> week in a row! Please also be sure to check out the new episode of *Eclectic Tech*, released yesterday.

ARRL Audio News most recent episode dated May 28, 2021:



<https://blubrry.com/arrlaudionews/77737911/arrl-audio-news-may-28-2021/>

Downloads: 942,340

This episode hit #36 on Apple Podcasts USA Tech News

*Eclectic Tech* most recent episode dated June 3, 2021



<https://blubrry.com/eclectictech/76820438/arrls-eclectic-tech-episode-35/>

Downloads: 171,597

Currently ranked #224 on Apple Podcasts USA Technology

**On the Air** most recent episode dated May 13, 2021



<https://blubrry.com/arrlontheair/76808990/arrls-on-the-air-episode-17/>

Downloads: 115,407

This episode hit #166 on Apple Podcasts USA Technology

### **Chief Executive Office**

Carla Pereira, KC1HS

David Minster, NA2AA, held meetings regarding Field Services, Assortment Planning, Marketing, Membership and Communications, and W1AW, as well as assorted meetings and calls with staff, membership, and Board members. The Management Council met last week as well.

Planning and preparations continue for the 2021 ARRL 2<sup>nd</sup> Board of Directors Meeting this July which will be fully in-person for the first time since January 2020. Advance notice of the meeting and accommodations were distributed to all attendees.

### **Lifelong Learning**

Kris Bickell, K1BIC

To view a recording of this presentation and previous sessions, and to register for upcoming webinars, please visit:

<http://www.arrl.org/arrl-learning-network>

Presentation proposals are accepted on an ongoing basis:

<http://www.arrl.org/ARRL-Learning-Network-Speakers-Form>

ARRL's Teachers Institute will be offered virtually during the week of July 12, 2021. Applications are now being accepted. A program agenda and application form can be found online:

<http://www.arrl.org/teachers-institute-on-wireless-technology>

### **Membership, Marketing and Communication**

Diane Petrilli, KB1RNF

May ended with 158,119 members, putting us behind YTD forecast by 1,116 members. We lost 1,304 members this month; a loss of 103 was forecast. Several new initiatives, including recruitment mail and emails, are under way to try to recover from this month and reverse the trend. We are also emailing lapsed members to gather additional information about their membership experience.

<b>ARRL Association Dashboard</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>
<b>Membership Change %</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>
<b>Curent Member Total</b>	<b>158,984</b>	<b>159,386</b>	<b>159,659</b>	<b>159,423</b>	<b>158,119</b>
Previous Year Member Total	156,681	156,516	156,659	157,626	157,530
<b>New Member Change %</b>	<b>26%</b>	<b>3%</b>	<b>-7%</b>	<b>-10%</b>	<b>-30%</b>
<b>Current Year New Members</b>	<b>2,647</b>	<b>2,572</b>	<b>2,562</b>	<b>2,155</b>	<b>1,783</b>
Previous Year New Members	2,106	2,497	2,769	2,399	2,533
<b>Conversion %</b>	<b>50.15%</b>	<b>46.00%</b>	<b>44.76%</b>	<b>41.67%</b>	<b>41.44%</b>
<b>Conversions (Actual)</b>	<b>503</b>	<b>472</b>	<b>419</b>	<b>425</b>	<b>421</b>
Conversion Candidates (F)	1,003	1,026	936	1,020	1,016
<b>Y2+ Renewal %</b>	<b>77.27%</b>	<b>73.82%</b>	<b>71.96%</b>	<b>66.78%</b>	<b>66.77%</b>
<b>Y2+ Renewals</b>	<b>6,649</b>	<b>5,996</b>	<b>5,753</b>	<b>6,232</b>	<b>6,208</b>
Y2+ Renewal Candidates (not F)	8,605	8,122	7,995	9,332	9,297
<b>Total Renewal %</b>	<b>74.44%</b>	<b>70.70%</b>	<b>69.11%</b>	<b>64.31%</b>	<b>64.28%</b>
<b>Total Renewals</b>	<b>7,152</b>	<b>6,468</b>	<b>6,172</b>	<b>6,657</b>	<b>6,629</b>
Total Renewal Candidates	9,608	9,148	8,931	10,352	10,313

### Product Development

Bob Inderbitzen, NQ1R

#### Accessibility for radio amateurs with disabilities

In March, we began posting the weekly ARRL Letter in an accessible format for hams who are blind or have a print-reading impairment. Production Coordinator Maty Weinberg, KB1EIB, prepares the text-only version each week, and posts it to the Blind-hams Groups.io email group service; <https://groups.io/g/blind-hams> -- which is a group dedicated to discussions about amateur radio as it concerns blind hams, and related topics including ham radio use of adaptive technology. As we increase our visibility and support for these valued members of our community, we're learning how, and where else, to dedicate additional resources to this effort.

#### End-Fed Half-Wave Antenna Kit

Our partnership with a maker of a quality EFHW antenna kit is a hit! We're approaching sales of 500 units, and more are on the way. The kit provides us with a rich foundation for developing lots of additional content. Already, it's featured on its own web page and most recently in *On the Air* magazine and the supplemental Field Day pull-out in *QST*. We've also captured a bunch of recorded video to support a series of upcoming construction-and-use videos. The entire effort supports our goal to more deeply engage members in project building, experimentation, and experiences that lead them to being (more) radioactive.

#### The ARRL Radio Lab

A handful of new project milestones have been completed to outfit the former W1HQ station as a working extension of the Lab. New laboratory work-desks and chairs have been ordered, and

professional drawings have been completed to commit the layout. A custom wiring chase is being fabricated, which will navigate the entire perimeter of the room.

Bob Inderbitzen had a lot of fun volunteering to activate W1AW for the Dayton Hamvention QSO Party, held on Saturday, May 22. A couple of hundred SSB contacts were made, including QSOs that surprised and delighted Hamvention Committee volunteers operating as W8BI for the Dayton Amateur Radio Association.

Bob supported press inquiries from the Boston Globe and WFSB Channel 3 (Connecticut) generating some nice attention for amateur radio and ARRL in some large media markets. Carla continues to support a curated list of media hits at <http://www.arrl.org/media-hits>.

### **Public Relations & Outreach**

Michelle Patnode, W3MVP and Carla Pereira, KC1HSX

#### **Media Hits**

This week's highlights include a television news segment out of Utah recognizing a 100-year-old amateur radio club that is still thriving.

Please go to <http://www.arrl.org/media-hits> for these and other amateur radio news items highlighted on our Media Hits page.

#### **Top Social Media Posts**

**Facebook:** 20 Towns in 20 Days: Newington is home to the American Radio Relay League | WFSB - Channel 3 Eyewitness News, Connecticut. [https://www.wfsb.com/news/20-towns-in-20-days-newington-is-home-to-the-american-radio-relay-league/article\\_2f59b992-bcb3-11eb-bcc8-d75ac7d696b0.html](https://www.wfsb.com/news/20-towns-in-20-days-newington-is-home-to-the-american-radio-relay-league/article_2f59b992-bcb3-11eb-bcc8-d75ac7d696b0.html)



**Instagram:** ARRL's Lab Manager, Ed Hare, W1RFI, will be giving an interview with Ham Nuggets on the 2021 YouTuber's Hamfest on Sunday 1815 UCT (2:15 PM ET). Tune into the interview at [bit.ly/3oWVP9p](https://bit.ly/3oWVP9p). Visit [youtubershampfest.com](https://youtubershampfest.com) for more of this weekend's guests and topics. #HamRadio #ARRL

#### **Total Number of Social Media Followers through May 29**

Main Facebook: 85,861

Main Twitter: 38,535

ARES Twitter: 18,661

Instagram: 13,542

On the Air Facebook: 2,252

LinkedIn: 1,897

**Follow ARRL on social media!** [www.arrl.org/arrl-social-media](http://www.arrl.org/arrl-social-media)

ARRL Newsletters Circulation through June 3

*The ARRL Contest Update: 25,856*

*The ARRL Letter: 110,976*

*The ARES Letter: 38,414*

**Radiosport**

Sharon Taratula

Paper/Fieldcheck Processing Time	2 Weeks
Logbook Processing Time	3 – 5 Business Days
2021 DXCC Applications	4,326
2021 WAS Applications	1,485
2021 VUCC Applications	465
2021 WAC Applications	68
2021 WPX Applications	421
2021 WAZ Applications	340

**Hamfests/Conventions/Meetings with ARRL Representation/Vacations**

Ken Bailey	06/28 – 07/02	PTO
Kathleen Callahan	06/14 – 06/18	PTO
Steve Capodicasa	06/04 (half day)	PTO
“	06/11	PTO
“	06/18	PTO
“	06/25	PTO
Joe Garcia	07/02 – 07/09	PTO
“	07/16	PTO
“	07/23	PTO
“	07/30	PTO
“	08/06 – 08/13	PTO
“	08/20 – 08/23	PTO
“	08/27	PTO
“	09/03	PTO
“	10/01	PTO
“	10/11	PTO
“	12/03	PTO
“	12/10	PTO
Scott Gee	08/16 – 08/17	PTO
“	09/13 – 09/20	PTO
Riley Hollingsworth	07/09 – 07/10	Indianapolis Hamfest
Dee Methe	06/11 – 06/14	PTO

“	06/18 – 06/21	PTO
“	07/02	PTO
“	07/15 – 07/17	ARRL Board Meeting
Diane Middleton	07/15 – 07/17	ARRL Board Meeting
David Minster	07/15 – 07/17	ARRL Board Meeting
Carla Pereira	07/15 – 07/17	ARRL Board Meeting
Diane Petrilli	06/04	PTO
“	06/11	PTO
“	06/18	PTO
“	06/25	PTO
“	07/02	PTO
“	07/09	PTO
“	07/16	PTO
“	07/23	PTO
“	07/30	PTO
“	08/06	PTO
“	08/13	PTO
“	08/20	PTO
“	08/27	PTO
Maria Somma	06/23 – 07/02	PTO
“	08/11 – 08/16	PTO

*Compiled and Edited by Carla Pereira, KC1HSX, Executive Manager*