

BOARD CONFIDENTIAL

Phase 2 – Tomorrow's ARRL

Prepared by Steve Ford, Norm Fusaro, Deb Jahnke, Sean Kutzko, Diane Petrilli
& Becky Schoenfeld



Refresher:

What percent of Never Member Technicians are active?

Q. 6 Currently active in Amateur Radio?

39%

vs.

73% for current member Techs

If we fail to get hams active:

Who will buy radios?

What will happen to equipment manufacturers/vendors?

Who will advertise in *QST* and other ARRL publications?

Who will other hams talk to?

What will happen to Amateur Radio?

What will happen to ARRL?



ARRL The national association for
AMATEUR RADIO®

Refresher:

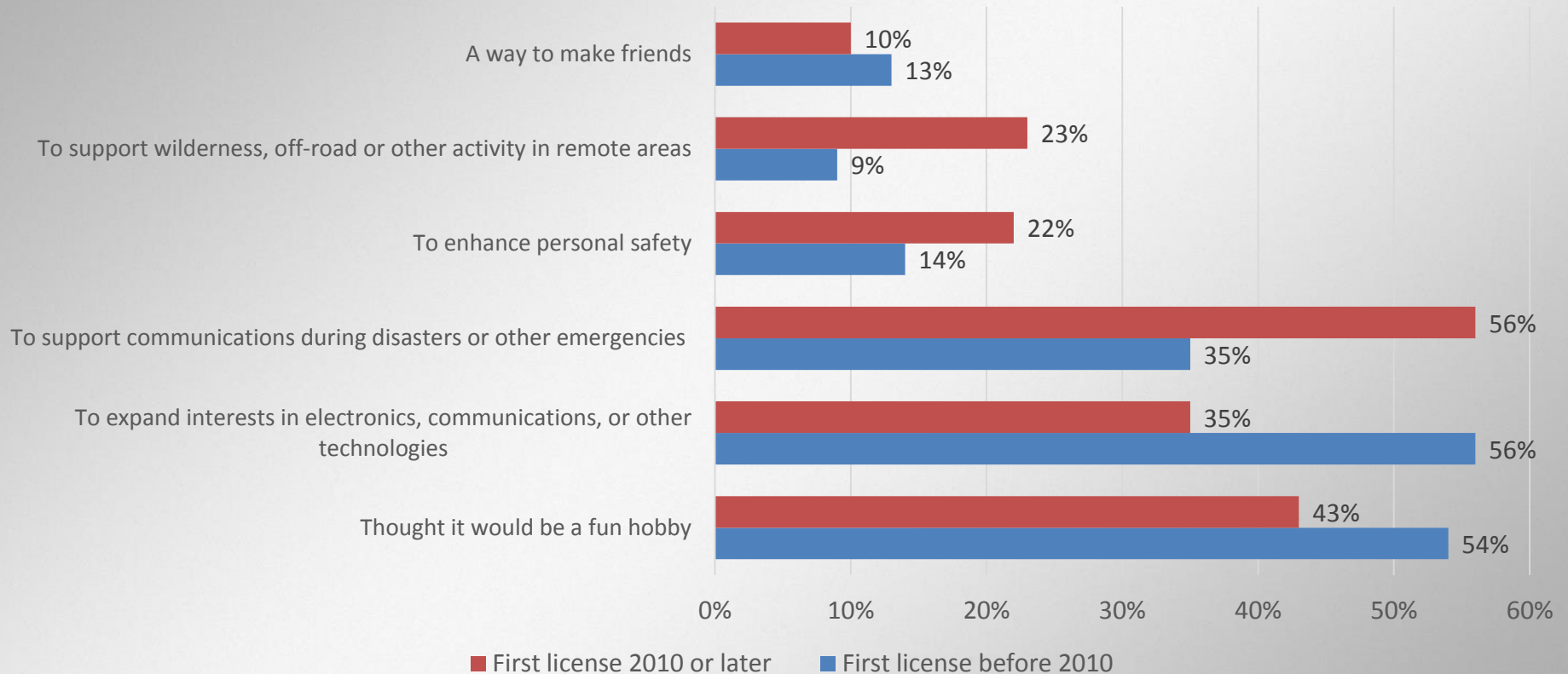
Perception of Hypothetical ARRL Member Benefits among Never Member Technicians

- Q. 29 ARRL is considering new programs, products and services. Whether or not you are currently a member, how valuable is each to you? (multiple answers allowed)
1. **79%** Training and support for newcomers (setting up first station, basic operating techniques, building basic antennas)
 2. **78%** Tie: Courses for Amateur Radio licensing/upgrading & Practical radio operating training
 3. **77%** Training for public service and emergency communication volunteers
 4. **65%** Tie: Continuing education on technical topics & Online live help to get answers about ARRL and ham radio

Refresher:

Primary reasons for getting involved in Amateur Radio

by First License Date



Refresher

Emergency Preparedness Take-Aways

- Emergency communications is the primary reason why Technicians get involved in Amateur Radio
- Natural disasters and other emergencies are episodic in nature and require less continuous training
- We are left with a large pool of inactive hams who are less likely to join ARRL
- ARRL's Emergency Preparedness staff reports that the role of Amateur Radio in EmComm is being greatly reduced due to improved technology. How will ARRL address this and keep new hams interested?

QST & technicians/new hams

2015 Readex Market Study

26a. Whether or not you have ever been an ARRL member, how valuable is (or would be) each ARRL benefit as a radio amateur? (Top 2 box)

	<u>Current Members</u>				<u>First license < 2010</u>	<u>2010 or ></u>
	<u>Tech</u>	<u>General</u>	<u>Extra</u>			
QST magazine (mailed monthly)	73%	89%	89%		65%	43%

2000 Readex QST Subscriber Profile Study

Overall, how do you rate QST for covering your interests in amateur radio? (Top 2 box)

<u>Technician</u>	<u>General</u>	<u>Extra</u>
66%	77%	74%

1992 ARRL Readex Market Study ... Excerpt from recommendations

This group of relatively young, relatively inexperienced amateurs – those who have never been ARRL members, holding Technician licenses – represents the avocation's and the association's future. The obstacles they face are more basic than those faced by more advanced amateurs and can be addressed by ARRL in more straightforward ways...and most especially, either creating a magazine for Amateur Radio beginners, or restructuring QST so a portion of its content is clearly relevant to their needs. Addition of editorial directed at beginners ... could do a lot for ARRL's effectiveness in attracting new, younger members.

ARRL Membership Funnel

Get people interested in Amateur Radio

Get them to get Amateur Radio license
outreach

MOST IMPORTANT

Get them Active

knowledge/community

Get them to join

Retain them as members
membership

**ACTIVE hams are 33%
more likely to join/renew**



ARRL The national association for
AMATEUR RADIO®

Top Priorities

Phase 2

Get Hams Active

1. Develop “Lifelong Learning” Department

Get new hams active & develop a clear knowledge path for all hams at all levels

2. Refocus Priorities of Emergency Preparedness Department

Develop plan to address current trend in EmComm that creates growing pool of passive licensees.

Improve our Value Proposition

3. Test material that is targeted to the interests of newer hams

The content would include a strong emphasis on serving communities, agencies, and partners; digital communications, and human interest. Projects would be simple.

1. Develop “Lifelong Learning” Department

ARRL members are **active** hams. Giving amateurs resources (information and community) that helps them be active will likely increase the chance they join and stay an ARRL member.

A: Outline a clear path that gives amateurs the knowledge and community they need to get active and have fun

- Address the needs of hams at different skill levels, from pre-licensed to Amateur Extra
- Define segments, identify experience path, develop resources for every level across all outreach channels (digital and traditional)
- Establish metrics of success, track results, and adjust programs as needed

1. Develop “Lifelong Learning” Department

B: Enlist the Amateur Radio community to help new hams get active

- Marketing/PR initiatives
- Cultivate brand ambassadors and provide them with resources
- Internet based communities to connect like-minded individuals

C: Collaborate with organizations that support non-ham activities that hams enjoy

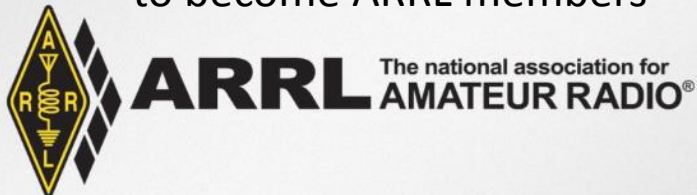
- Use digital media (Facebook, Twitter, etc.) for this messaging
- Make ham radio look fun, cool, and more user friendly
- Show hams how other communities can augment their interests in Amateur Radio

2. Refocus Priorities of Emergency Preparedness Department

Possible Tactics:

- Develop clear path of training for those interested in Emergency communications.
- Recruit tech savvy people
- Create "fun" competitive activities (with an EmComm twist) that they cannot find anywhere else that help develop critical skills
- Systematically expand their interest beyond EmComm

Benefits: If we can get this large pool of inactive hams active, they are more likely to become ARRL members



2. Refocus Priorities of Emergency Preparedness Department

Our volunteers want:

- Defined service terms
- Flexibility in how they contribute (not just ARES)
- Acknowledgement of their contribution
- Utilize technology – social media, apps, data, etc.
- To be relevant

2. Refocus Priorities of Emergency Preparedness Department

Our partners (served agencies) want:

- Seamless transition to backup communications
- To work with familiar communications media (e-mail, SMS text)
- Interconnection of devices
- Message ownership

3. Re-Focusing ARRL Media

Quick Summary of Sample Comments from Survey

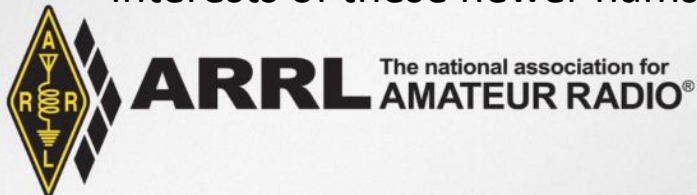
“The hobby still seems geared a bit towards older people.”

Newer hams and future readers of *QST* said they want:

- More relevant articles for young, busy professionals with young families
- Ways they can be involved in amateur radio without a large time commitment
- Very basic articles that are designed for beginners
- More information for new hams and casual users – those that do not have a lot of time and money to dedicate

We are quickly losing our base of loyal, hard-core hams who are devoted to spending hours on the hobby. It is evident from the survey comments, and data from multiple other sources, that people engage with ham radio in a more casual way these days.

People want simple and less expensive ways to get involved (possibly with their families), without a big time commitment. Our media offerings should reflect the interests of these newer hams.



3. Re-Focusing ARRL Media

Sample Comments from Survey

“The hobby still seems geared a bit towards older people. I felt like there were not a lot of articles relevant to young, busy professionals with young families. Ways that we could be involved in amateur radio without a ton of time commitment.”

“I got my general license mostly as a challenge to myself and thought I'd spend time learning the hobby but most of what is in QRZ (should be QST) magazine and other ARRL resources are just too far beyond my basic understanding and what I want to learn about amateur radio. Maybe if there was more attention to directing the new Ham I would have stayed interested.”

“Putting out some real basic articles that are designed for beginners. There seemed to be all kinds of articles about all the how to maximize your this or that, but nothing about ‘so you have your first radio... now what.’ That alone would have got me started and more interested.”

“I joined ARRL on a trial basis. I am lost in the field of HAM radio. I felt ARRL would help me. QST magazine is too advanced for me right now.”

“You might want to think about splitting your monthly publication into two or more specialized areas of amateur radio (e.g., DX and UHF/FM).”

“The magazine was way over my head as a new ham radio operator. Too much technical articles and hardly any for new radio operators like me. If more was offered for the entry level radio operator, I might actually use my radio and learn.”

“Include more information for new hams and casual users. Most of the things that I saw were geared to people that have been in the hobby for a long time and have a lot of time and money to dedicate.”

“More pertinent articles in QST and less ads...Perhaps offer sister magazines in the mix.”



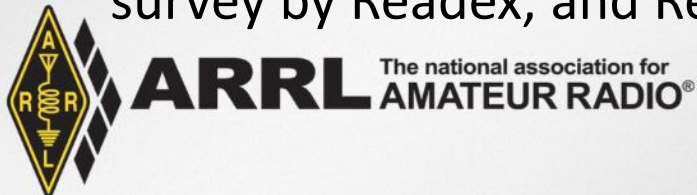
3. Re-Focusing ARRL Media – Research

Research Vehicle: A package of content targeted to new hams will be tested in the format of a 32-page magazine. People who receive the test material will also receive a survey about the material and their media consumption habits.

Although the content will be tested in a print magazine format, we will rely on the survey responses to inform us as to what media formats the new ham audience prefers.

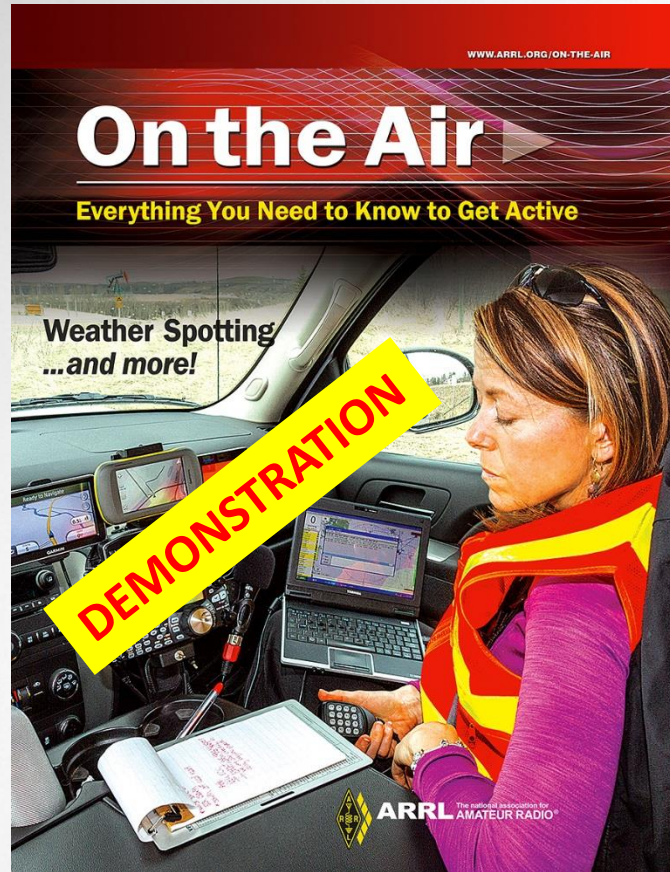
Survey Audience: A statistically valid sample of newly licensed amateurs.

Cost to Develop and Test: Approximately \$50,000 – for the printing of the test material, the development and administration of the survey by Readex, and Readex’s analysis of the results.



3. Re-Focusing ARRL Media – Research

Test Image and Design



3. Re-Focusing ARRL Media – Research

Test Table of Contents

On the Air ▶ Contents

Volume 1 Number 1 July 2017



3 Eavesdropping on Airplanes

Kevin Parmenter, KG5Q
Modern aircraft transmit their positions, speed and much more. Here's how you can listen in.



5 Why Are They Called HTs? (And Which One Should I Buy?)

Becky Schoenfeld, W1BXY
Purchasing a handheld radio is not as easy as it seems. You have many options to consider.



8 Get on the HF Bands from Your Back Yard

Dave Patterson, WB8ISZ
If you can't put up a permanent antenna, try a portable telescoping whip antenna instead.



9 The Care and Feeding of Batteries

Bart Jahnke, W9JJ
If you own a handheld transceiver, you also own a battery. Learn the different types and how you can get the most bang for your buck.

12 Troubleshooting 101: Where's the Buzz?

Steve Ford, WB8IMY
If interference at home is driving you crazy, we have the cure.



14 You've Earned the License, Now Enjoy Yourself!

Rick Palm, K1CE
An Amateur Radio license opens the door to possibilities you've yet to imagine!



18 All About Microphones and Headsets

Craig Tucker, N6ATQ
Wired and wireless, with many options to boot!



22 Tone Magic

Steve Ford, WB8IMY
Your FM radio sends more than just your voice!



Radio Resources

- ARRL Frequency Chart
- ICS 213 General Message Form
- Worked All States Map
- Grid Square Map
- Q-Signal List
- Morse Code Character Chart



3. Re-Focusing ARRL Media – Research

Timetable: Survey mailings would begin in fall 2017. The test audience will receive a copy of the test material, along with a survey. They will be asked for their opinions of the content, along with a number of other questions. Readex will provide survey results to the committee in Q1 of 2018. Committee analysis and a summary report will be available later in Q1.

Expectations: The research will reveal the media needs and preferences of new hams, which we suspect are substantially different from those of our core ARRL membership. This information will provide the basis for determining what media formats may be worthwhile and feasible for ARRL's media outreach going forward.

Top Priorities -- Summary

Get Hams Active

1. Develop “Lifelong Learning” Department

Get new hams active & develop a clear knowledge path for all hams at all levels

2. Refocus priorities of Emergency Preparedness Department

Develop plan to address current trend in EmComm that creates growing pool of passive licensees

Improve our Value Proposition

3. Test material that is targeted to the interests of newer hams

The content would include a strong emphasis on serving communities, agencies, and partners; digital communications, and human interest. Projects would be simple.