



ARRL
the national association for
amateur radio®

IN-NEWSLETTER

January 29, 2021

Vol. 46, No. 2

Covering January 10–January 24, 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.

HamCation 2021 Special Edition (virtual)

February 13 – 14 @ <https://www.hamcation.com/>

QSO Today Virtual Ham Expo

March 13 – 14 @ <https://www.qsotodayhamexpo.com/>

Administration & Finance Committee Meeting

February 10 @ Zoom

ARRL Podcasts: Downloads and Charts

Reported by Michelle Patnode, W3MVP, and Carla Pereira, KC1HSX

ARRL Audio News surpassed 850K downloads this week!

ARRL Audio News most recent episode dated January 29, 2021:



<https://blubrry.com/arrlaudionews/73226001/arrl-audio-news-january-29-2021?sbe=1>

- Downloads: 858,839
- This episode hit #40 on Apple Podcasts USA Tech News

Eclectic Tech Episode 26 most recent episode dated January 28, 2021



<https://blubrry.com/eclectictech/71944845/arrl-eclectic-tech-episode-26/>

- Downloads: 128,555
- Currently #231 on Apple Podcasts USA Technology

On the Air Episode 13 most recent episode dated January 14, 2021



<https://blubrry.com/arrlontheair/72449147/arrl-on-the-air-episode-13/>

- Downloads: 84, 271
- This episode hit #131 on Apple Podcasts USA Technology

Chief Executive Office

Reported by Carla Pereira, KC1HSX

The ARRL Board of Directors held their 2021 Annual Meeting of the Board on January 15 – 16 via Zoom, the second to be held virtually. This was the first Board of Directors meeting with David Minster, NA2AA, attending as CEO, as well as for new Directors Lippert, AC0W, Zygielbaum, K0AIZ, and McIntyre, K6WX, and new Vice Directors Yonally, N8SY, Propper, K2DP, and Temples, K9HI. The very full schedule included the appointments to the Board committees for 2021; a complete list can be found on the website at <http://www.arrl.org/board-committees>. The minutes will be posted to the website and shared with members as soon as they have been approved by the Board. The Board meeting reports can be viewed at <http://www.arrl.org/committee-reports>.

The new Board members as noted above, with the addition of Dan Grady, N2SRK, participated in the New Director Orientation on January 13, held virtually for the first time. Coordinated by Carla Pereira, the group had the opportunity to meet with managers from every department for an overview of different HQ functions and the distribution of responsibilities. Thank you to all of the Board members and managers for their time.

David Minster and Diane Middleton, W2DLM, resumed a heavy schedule of meetings following the Board meeting. They held department meetings with the Radiosport, Marketing Communications, Field Services, Lifelong Learning, Marketing Sales, Development, and IT departments, in addition to numerous meetings with individual managers and staff on a variety of initiatives.

Dee Methe, KC1MHN, and Carla continue to work on a number of follow-up items related to the Board Meeting.

Communications

Reported by Michelle Patnode, W2MVP and Carla Pereira, KC1HSX

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

Top Social Media Post

Twitter: HamCation QSO Party Set <http://ow.ly/OXsT50DbK7E> #ARRL #HamRadio
<https://twitter.com/arrl/status/1351271794628583432/photo/1>, news story.

Total Number of Social Media Followers through January 23

Main Facebook: 85,681

Main Twitter: 38,008

ARES Twitter: 18,437

Instagram: 12,768

On the Air Facebook: 1,945

LinkedIn: 1,715

Follow ARRL on social media! www.arrl.org/arrl-social-media

Field Services

Reported by Steve Ewald, WV1X

Leona Adams, W1LGA, reports that Bob Turner, W6RHK, Section Emergency Coordinator of Orange (CA), has been nominated to run for the re-solicited next term of office for the Orange Section Manager position that begins on October 1, 2021. Orange SM Carl Gardenias, WU6D, decided not to run for a new term of office when the original nomination deadline of December 4, 2020, arrived. Carl has been Section Manager since 2003. Since no nominations arrived by the December deadline, nominations are being re-solicited until the new deadline of June 4, 2021. The new term will be for 18-months instead of the usual 2-year period.

The Field Organization Team has been providing administrative support to Section Managers and the Field Organization with regard to section budget expense reports, Field appointment records, and correspondence to new appointees. The December Field Organization activity reports arrived at Headquarters, and editorial work on the Field Organization Reports column for March *QST* wrapped up.

Lab

Reported by Joe Carcia, NJ1Q

WIAW

Week Ending January 24:

Joe Carcia began construction of additional common-mode filters for placement on some of the Mitsubishi HVAC units. These filters are intended to assist with the reduction of RF noise being generated by these units. He also worked on some AREDN equipment installation for eventual testing.

Scott Gee, WB9RRU, processed seventeen electronic VUCC applications for a total of 1696 credits. He also worked on slow and fast code practice files for the week.

Week Ending January 10:

Joe Carcia processed three Qualifying Run certificates and one endorsement. He also prepared QSL cards to be sent to all the stations who worked WIAW in the 2021 SKN event. Joe also began to prep materials for some additional AREDN work.

Scott Gee, WB9RRU, processed ten paper and sixteen electronic VUCC applications for a total of 2,063 credits. He also worked on slow and fast code practice files for the week.

Lifelong Learning

Reported by Kris Bickell, KC1BIC

The Lifelong Learning department has partnered with Steve Goodgame, K5ATA, as an Instructional Design consultant. Steve brings a range of skills to this role, including a background as a classroom teacher, a popular online YouTube presence, and an extensive knowledge of amateur radio. We are excited to have Steve help us develop and expand our Lifelong Learning program!

ARRL's Learning Network started 2021 with the following webinars:

- "QSLing in an Online World" Presented by Anthony Luscre, K8ZT on 1/5
- "VHF/UHF Contesting and SOTA; A Perfect Match" Presented by Brian Betz, W7JET, on 1/7

- "Amateur Radio Logging" Presented by Anthony Luscre, K8ZT, on 1/14
- "Emergency Communications: Why Train?" Presented by Greg Evans, K5GTX, on 1/21

The upcoming schedule and previous recordings can be found online at:

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

Proposals for new topics are accepted on a rolling basis. If you have a topic you would like to present, please use the following form:

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

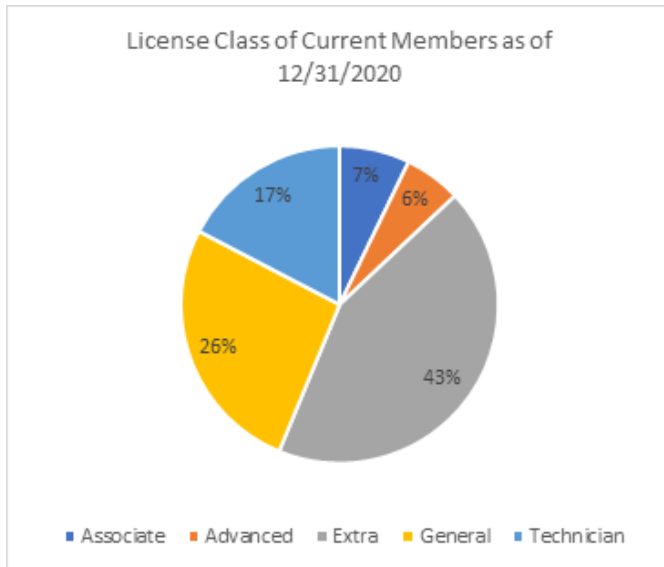
Membership, Marketing & Communications

Reported by Kathleen Callahan, KC1MBY

Membership Insights

Reported by Diane Petrilli, KB1RNF

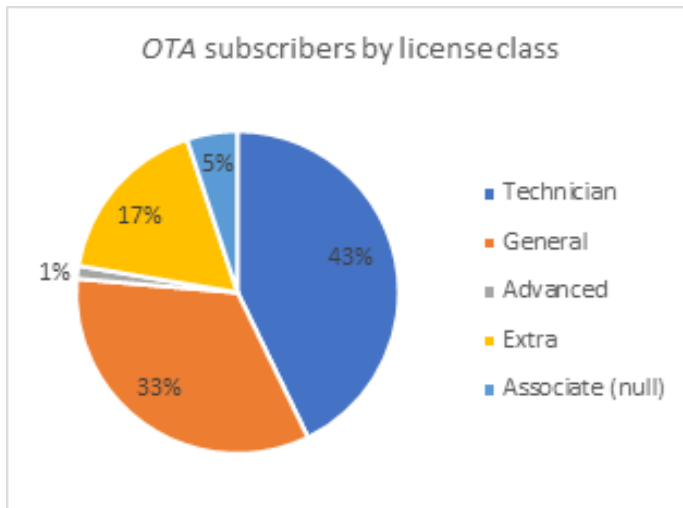
The chart below shows the license class among current members: 43% of all members are Extra class licensees, followed by Generals at 26%.



Novices and Tech Plus make up just under 1% of membership.

On the Air Growing Interest Among All License Classes

As of December 31, 2020, **18,025** members have selected *On the Air* as their magazine choice. A breakdown of those members, by license class, is below. Novice class licensees make up under 1%.



Marketing Updates

Reported by Kathleen Callahan, KC1MBY

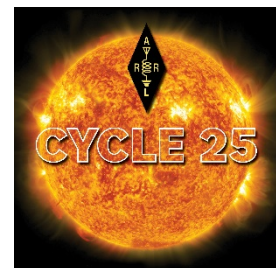


A preview of the 2021 Field product line was launched in December, and the full Field Day product line is set to be announced during the first week of February.

A permanent, non-dated Field Day logo was also recently created and be featured on future products intended for Field Day's year-round promotion.



Created to support a larger initiative led by Bob Inderbitzen, NQ1R, and a cross-departmental team, the Cycle 25 logo will begin to appear on merchandise within the e-store in February.



Publications & Products

Reported by Jackie Ferreira, KB1PWB, and Lisa Tardette, KB1MOI

[The 2020 ARRL Periodicals](#) on DVDs are now shipping.

[The ARRL Repeater Directory](#) 2021 Edition is expected to be in stock in mid-February.

Last call for **2020 ARRL Calendars** featuring Gil cartoons, any employee wanting one for their office, we have placed the last few in the lobby. Help yourself to one while they last and enjoy the lighter side of ham radio all year long!



Dealer sales and the warehouse have been busy, with a record-breaking first three weeks of 2021. Sales totaled \$174k compared to \$84k in January 2020, primarily due to Amazon sales.

Speaking of Amazon, the Amazon Smile program, formerly managed by Marketing, is now managed by Development. If any members inquire about it, please direct them to Melissa Stemmer. If you shop Amazon, you can sign up for free and select ARRL as your charity of choice and help support the League with every purchase. Learn more at <http://www.arrl.org/amazon-smile>

Creative Services

This week is Tim Norcia's last week as ARRL's Creative Services Manager. For the interim, work orders for graphic design should be submitted to Kathleen Callahan (kcallahan@arrl.org). Since we will temporarily be without an in-house designer, please allow your projects a bit more time. Tim will continue to work with us as one of our freelance designers.

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Yvette Vinci reports that members of the warehouse and fulfillment groups supported the annual physical inventory on Monday, January 4. The auditor gave the warehouse a thumbs-up. This is the fifth consecutive year of perfect counts. Due to the swift and good work of everyone involved, we were able to resume shipping orders just after noon-time on Tuesday, January 5.

Yvette also reports that our team of Member Service Representatives handled 3,330 calls in December (vs. 3,366 in December 2019). The team includes Margie Bourgojn, KB1DCO, Jon Faasen, AA1EZ, Liz Karpiej, KA1DTU, Kim McNeill, KM1IPA, and Cathy Stepina. The support calls included helping customers place orders, renew memberships, check on order status, help with magazines app, call transfers, etc.

Steve Capodicasa, ARRL Warehouse Supervisor, reports that December was a very busy month. The warehouse processed 1,308 packages on the last four shipping days of 2020. He also reports that his team processed 66,298 packages for individual and dealer orders in 2020 (vs. 48,784 in 2019).

Summary of warehouse fulfillment activity (reported by Steve Capodicasa):

Week of	Packages fulfilled
1/15/2021	1,222
1/8/2021	891 (short week/inventory)
1/1/2021	1,309 (short week/holiday)

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

Week of	Calls Answered	Calls Per Hour	Average Calls Per Day
1/15/2021	873	19.4	174
1/8/2021	950	21.1	190
1/1/2021	735	20.1	183

Product Development

Reported by Bob Inderbitzen, NQ1R

Week Ending January 24

In the days following the demonstrations and violence at the Capitol, members shared our concern about instances in the media cycle and in online chatter suggesting radios were/could-be/are misused. ARRL published a message intended as a counterbalance -- by rightfully claiming our role as good stewards of radio communication and radio technology, and by recognizing our proud history of public service. The message was quickly picked up by web searches, assuring us that anyone who needed to hear some or all of our message will know that ARRL publicly condemns the misuse of amateur radio frequencies. Following publication of our message and the FCC's Advisory, Bob Inderbitzen handled direct media inquiries and those referred to him by members, using the opportunity to inform and educate reporters about the basis and purpose of our hobby and service. He also responded to many messages and phone calls from members and Field Organization volunteers. He turned around some members who initially reacted by promising to cancel their membership, one replying to Bob by writing, "I have to admit that I'm surprised and flattered that you took the time to respond. Please know that it is appreciated. ... In fairness, I may now renew my membership."

Bob produced a 4-minute video about the ARRL QSL Bureau featuring Rose-Anne Lawrence, KB1DMW, and with help from Bart Jahnke, W9JJ. Initially intended to be viewed during a club presentation made by Bart, the video has now been posted to ARRL's YouTube channel: <https://youtu.be/Vxgcn3sMVtU>. Special thanks to Rose-Anne for her willingness to help us create a video tour of the QSL Bureau that everyone can enjoy. The video was recorded and edited entirely on Bob's iPhone 12 Pro in Dolby Vision 4K.

Bob also completed editing for the instruction sheet that will accompany ARRL's Intro to Radio Receiver Kit.

Week Ending January 17

The Chairman of Dayton Hamvention, Rick Allnut, WS8G, made a personal call to us with news of their decision to cancel 2021 Hamvention. We've helped share their announcement via ARRL News and social media outlets. Similarly, SEA-PAC canceled their June convention held in Seaside, Oregon.

Bob Inderbitzen participated in several meetings including the monthly Public Relations Committee meeting, Management Council, and a discussion with Kathleen Callahan, KC1MBY about developing a pool of ARRL presenters for club meetings and hamfests.

Our planning with the QSO Today Virtual Ham Expo, which will be held Mar 13-14, is ongoing. An ARRL News item and social media posts were made to support our partnership with the event.

Bob handled a national-level media inquiry from CNN.

Radiosport

Reported by Sharon Taratula

Week Ending January 25

Paper/Fieldcheck Processing Time	3 Weeks
Logbook Processing Time	1 Week
2021 DXCC Applications	803
2021 WAS Applications	339
2021 VUCC Applications	87
2021 WAC Applications	0
2021 WPX Applications	72
2021 WAZ Applications	52

Week Ending January 17

Paper/Fieldcheck Processing Time	3 Weeks
Logbook Processing Time	2 Weeks
2021 DXCC Applications	297
2021 WAS Applications	268
2021 VUCC Applications	70
2021 WAC Applications	12
2021 WPX Applications	47
2021 WAZ Applications	41

Week Ending January 10

Paper/Fieldcheck Processing Time	3 Weeks
Logbook Processing Time	2 Weeks *
2020 DXCC Applications	186
2020 WAS Applications	177
2020 VUCC Applications	26
2020 WAC Applications	0
2020 WPX Applications	30
2020 WAZ Applications	24

* 2021 Logbook applications will be processed once 2020 DXCC applications are completed. The expected processing date of 2021 Logbook applications is January 25, 2021.

Hamfests/Conventions/Meetings with ARRL Representation/Vacations

Kathleen Callahan	02/11 – 02/12	PTO
Scott Gee	05/10 – 05/17	PTO
“	05/20 – 05/21	PTO
“	09/12 – 09/20	PTO

Compiled and Edited by Carla Pereira, KCIHSX, Executive Manager