

# PROMOTING AMATEUR RADIO

Amateur radio is a communication hobby. We're great at communicating with other amateurs, but what about the rest of the world? Here are some notes on how amateurs and clubs can raise awareness of the hobby.

## Club Website

This is the front door to your club, and potentially to amateur radio in your area. Take a cold hard look at your club's website (or better still, ask a non-amateur to have a look), and answer the following questions:

Is your site there to bring new people into the hobby, or just to serve existing members?	Does the front page explain what amateur radio actually is?
Does your club's "About us" page explain why someone would want to join your club? Or is it a list of club callsigns & silent key announcements?	Do your front page and "about us" have lots of photos or videos, to catch the eye and encourage people to keep reading? Or is it a list of meeting reports and club news?
If you were asked to recommend a site for someone thinking of taking up the hobby, would your site be the first you'd recommend?	Does the front page contain jargon that a non-amateur wouldn't understand? "GX0QQQ: QSL via Bureau". If you need a page for amateur speak, don't make it your home page.
Does the front page contain a <b>call-to-action</b> , such as: "Join our club", "Visit our next club night", join our mailing list", "train with us" or "follow us on Facebook & Twitter"?	Is there a clear <b>"become an amateur"</b> page? Would a new possible amateur get a clear understanding of what to expect from your club's Foundation course. Lots of photos & videos?
Does your club's homepage rank well in Google? Can people find it without knowing the name of your club?	Are your upcoming public events well publicised. Key phrases include: "all are welcome", "free", "come and meet us".

*Generic Amateur Radio videos: [www.sxham.uk/vids](http://www.sxham.uk/vids)*

## Club Events

Getting the hobby in front of the public is key, but it's important to the right first impression. A few ideas on how to promote amateur radio at events:

Does your event appeal to passers-by? Headphones-on and backs-to-the-public is pretty off-putting, so be visible, smile, and if you're more interested in operating than promoting the hobby, have a colleague on hand to chat to the public.	Do you have plenty of literature on hand for anyone who seems keen? At a minimum, consider some generic RSGB leaflets, information about your club's activities, plus details of training in your area. Business cards work too.
Are you showing multiple aspects of the hobby? As well as voice (and CW), how about a recording of some PSK31 traffic, SSTV, or a scrolling video about the hobby.	PR. Take lots of photos, put them on your website and social media, and see if the venue will also post them to their site and followers. Could the local press be interested?

*Handy event planning resources: [www.sxham.uk/docs](http://www.sxham.uk/docs)*

## Other Ideas

A few extra thoughts on how to get a little more exposure to our hobby:

Ask your club's members to mention your club and/or events on their Facebook and Twitter feeds.	When attending any event, including those not run by your club, have a leaflet or business card on hand.
Find places to promote the hobby. Got a friend or family member who might let you leave leaflets on their shop counter or staff noticeboard? Perhaps think libraries, colleges, schools and community centres.	The more amateur radio can be seen in the community, the better. Could you have a small stand at your village fair? Can RAYNET help supply radio communication for a local charity event? Could a local event be an opportunity for a station?

## The Media

Has your club or group done something interesting recently? Email a photo and a small amount of text to the local papers, and you may be featured on a quiet news day. Otherwise, a press release to local press is worth considering. There's a good media guide and template press release available on the RSGB website.