



2018 FIELD DAY PUBLIC RELATIONS CHECKLIST

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1. GETTING READY

Field Day Dates: **JUNE 23-24 2018**

Time You Will Be There:

Your Field Day Location:

Directions To Your Location:

Topic/Theme For Your Event:

Events/Demonstrations/Speakers You Have Planned:

1. a
2. b
3. c.

Any Special Attraction Or Event(s) Planned:

Table(s)

Chairs

Club Signage/Banner

Paperweights (to hold your brochures down)

Visitor sign in sheet (Name/Organization/email/phone number)

2. IN YOUR PUBLIC RELATIONS GO KIT:

- Club brochures
- Club /ARRL membership forms
- ARRL "What Is Ham Radio?"
- ARRL "The DIY Magic of Ham Radio"
- ARRL "Scouting And Amateur Radio"
- Club business cards
- Club QSL cards
- Pencils/Pens
- Note pads

3. PUBLICITY

- Invitation mailing list (legislators, town officials, OEM, etc.)
- Letters of invitation to key officials/guests, etc.
- Club Flyers
- Talking points about your club and amateur radio
- Press release written
- Press release sent /posted (NLT 2 Weeks Prior to Field Day)
 - Local newspaper (daily)
 - Local weekly newspaper (print)
 - Local weekly newspaper (digital)
 - Local event site (such as Eventbrite, etc.)
 - Your email lists
 - Your social media (Facebook, Twitter, etc.)
 - Your website

4. PUBLICITY FOLLOW UP

- Press Release and/or photo of your event to local news media
- Thank you notes to all media

5. MEDIA CONTACT LIST

Contact	Source	Email	Office Phone	Cell Phone

6. ARRL NNJ Media Contacts

Public Information Coordinator
Ed Efchak
WX2R
802-282-6700
WX2R@ARRL.NET

Public Information Officer
Dawn Payne
AD2P
609-955-2193
AD2P@EARTHLINK.NET