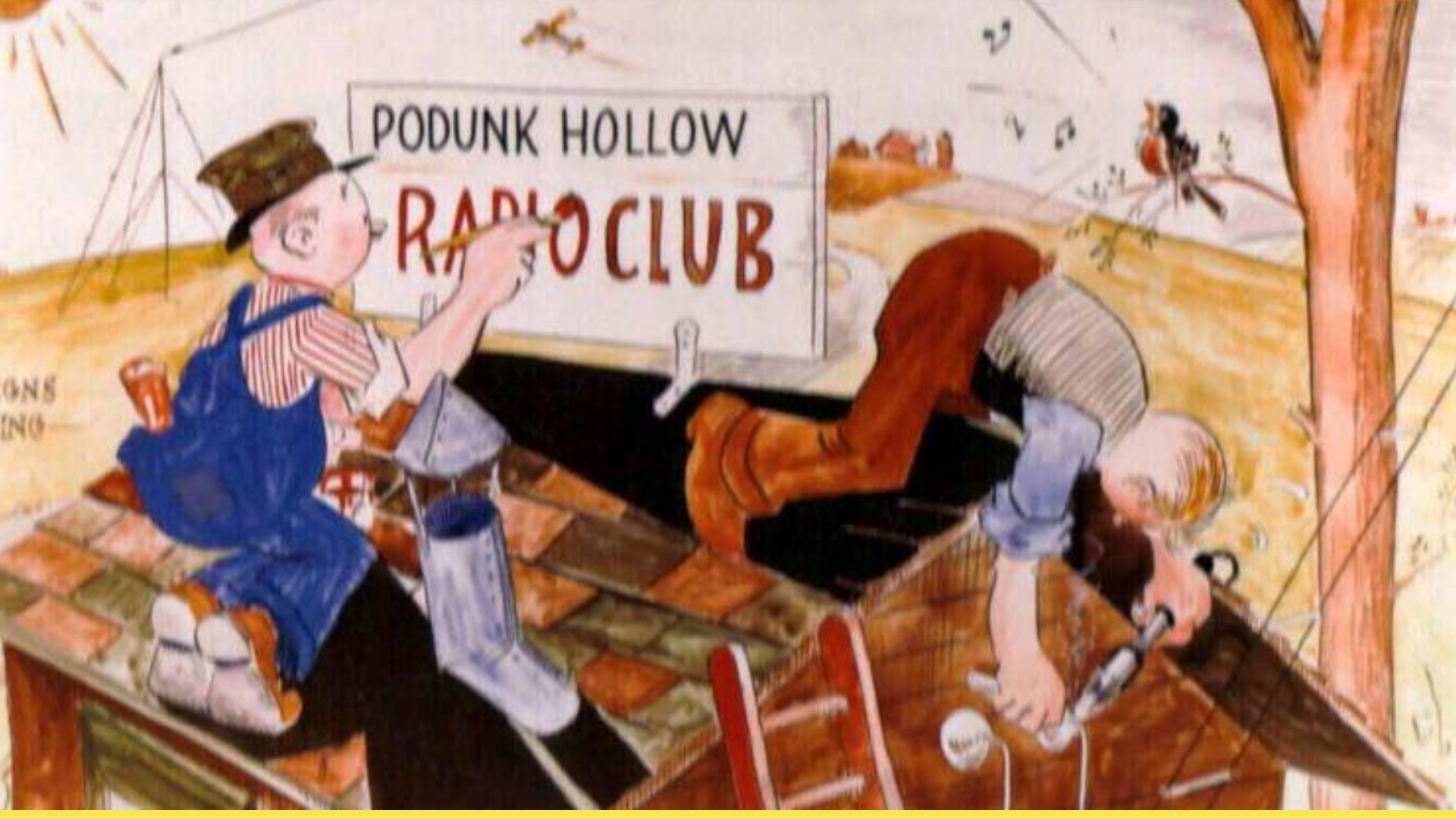




ARRL The National Association for
Amateur Radio®



PODUNK HOLLOW
RADIO CLUB

Best Practices & Tips for Promoting ARRL Field Day

Presented by the
ARRL Public Relations Committee
April 23, 2026



ARRL
The National Association for
Amateur Radio®



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2026 ARRL Field Day is June 27 - 28



AMATEUR RADIO
FD★26
A NATIONAL RESOURCE



AMERICA



YEARS IN THE MAKING

COUNTDOWN TO AMERICA'S 250TH ANNIVERSARY:

71 Days : 5 Hours

Prepare for July 4!

ARRL is a Supporting Partner of America250





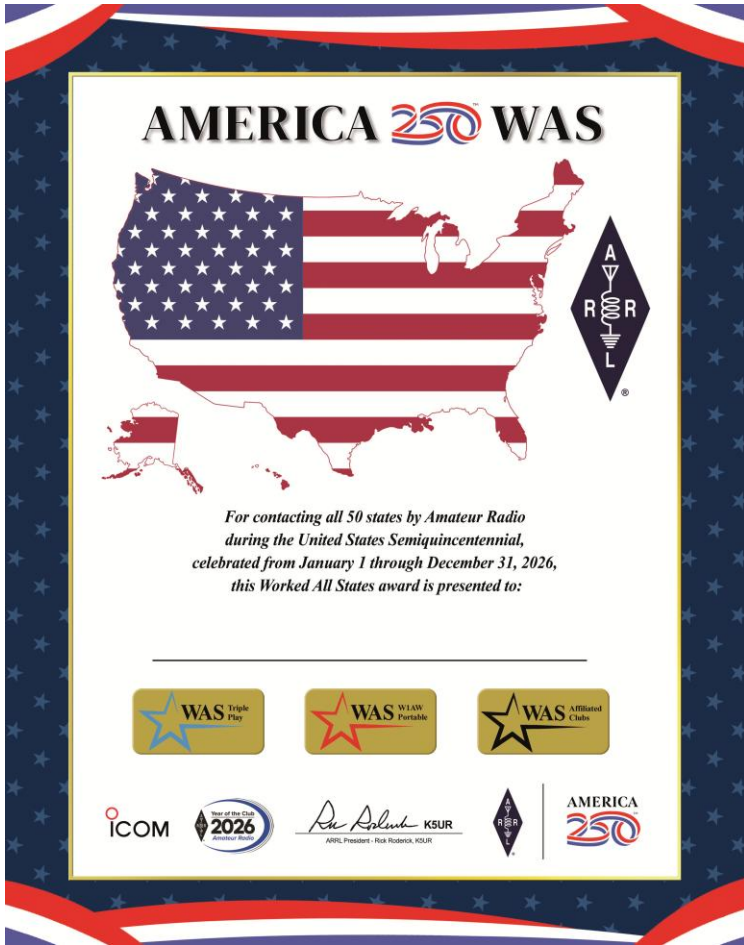
America250 is charged by Congress to lead the commemoration of the signing of the Declaration of Independence – America’s 250th Anniversary.

Amateur radio is part of the American story: advancing the nation’s communications capabilities by fostering technical innovation, developing a pool of trained and skilled operators, strengthening emergency and public service communications, and promoting international goodwill.



“Amateur radio has been part of the American story since the earliest days of wireless communication,” said Rick Roderick, K5UR, President, ARRL The National Association for Amateur Radio®. “For more than a century, the Amateur Radio Service has advanced the nation’s communications capabilities by fostering technical innovation, developing a pool of trained and skilled operators, strengthening emergency and public service communications, and promoting international goodwill. These enduring contributions reflect why amateur radio continues to serve the public interest as a uniquely resilient and volunteer-driven national resource.”





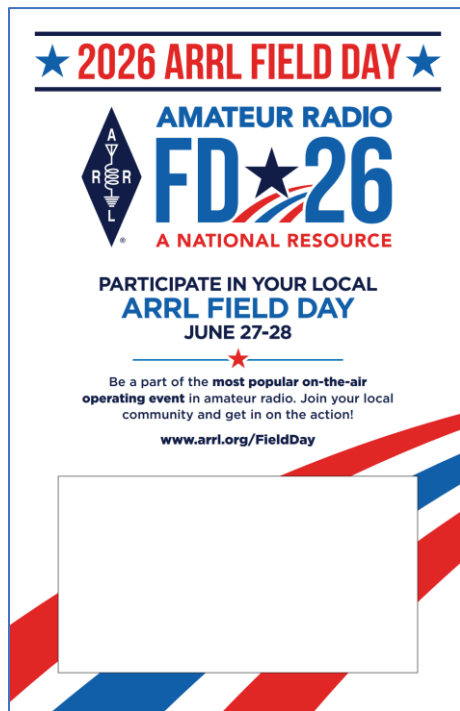
ARRL America250 Worked All States

www.arrl.org/america250-was

2026 is the ARRL Year of the Club



Poster



★ 2026 ARRL FIELD DAY ★

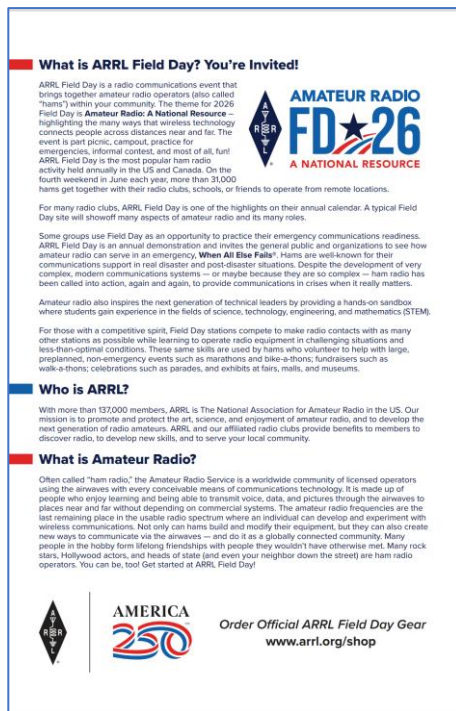
ARRL
AMATEUR RADIO
FD★26
A NATIONAL RESOURCE

PARTICIPATE IN YOUR LOCAL
ARRL FIELD DAY
JUNE 27-28

Be a part of the **most popular on-the-air operating event** in amateur radio. Join your local community and get in on the action!

www.arrl.org/FieldDay

The poster features a central graphic with the ARRL logo, the text 'AMATEUR RADIO FD★26 A NATIONAL RESOURCE', and the event details 'PARTICIPATE IN YOUR LOCAL ARRL FIELD DAY JUNE 27-28'. Below this is a call to action and the website URL. The bottom of the poster is decorated with a red, white, and blue striped border.



■ **What is ARRL Field Day? You're Invited!**

ARRL Field Day is a radio communications event that brings together amateur radio operators (also called "hams") within your community. The theme for 2026 Field Day is **Amateur Radio: A National Resource** — highlighting the many ways that wireless technology connects people across distances near and far. The event is part picnic, campout, practice for emergencies, informal contest, and most of all, fun! ARRL Field Day is the most popular ham radio activity held annually in the US and Canada. On the fourth weekend in June each year, more than 31,000 hams get together with their radio clubs, schools, or friends to operate from remote locations.

For many radio clubs, ARRL Field Day is one of the highlights on their annual calendar. A typical Field Day site will showcase many aspects of amateur radio and its many roles.

Some groups use Field Day as an opportunity to practice their emergency communications readiness. ARRL Field Day is an annual demonstration and invites the general public and organizations to see how amateur radio can serve in an emergency. **When All Else Falls**®. Hams are well-known for their communications support in real disaster and post-disaster situations. Despite the development of very complex, modern communications systems — or maybe because they are so complex — ham radio has been called into action, again and again, to provide communications in crises when it really matters.

Amateur radio also inspires the next generation of technical leaders by providing a hands-on sandbox where students gain experience in the fields of science, technology, engineering, and mathematics (STEM).

For those with a competitive spirit, Field Day stations compete to make radio contacts with as many other stations as possible while learning to operate radio equipment in challenging situations and less-than-optimal conditions. These same skills are used by hams who volunteer to help with large, preplanned, non-emergency events such as marathons and bike-a-thons, fundraisers such as walk-a-thons; celebrations such as parades, and exhibits at fairs, malls, and museums.

■ **Who is ARRL?**

With more than 137,000 members, ARRL is The National Association for Amateur Radio in the US. Our mission is to promote and protect the art, science, and enjoyment of amateur radio, and to develop the next generation of radio amateurs. ARRL and our affiliated radio clubs provide benefits to members to discover radio, to develop new skills, and to serve your local community.

■ **What is Amateur Radio?**

Often called "ham radio," the Amateur Radio Service is a worldwide community of licensed operators using the airwaves with every conceivable means of communications technology. It is made up of people who enjoy learning and being able to transmit voice, data, and pictures through the airwaves to places near and far without depending on commercial systems. The amateur radio frequencies are the last remaining place in the usable radio spectrum where an individual can develop and experiment with wireless communications. Not only can hams build and modify their equipment, but they can also create new ways to communicate via the airwaves — and do it as a globally connected community. Many people in the hobby form lifelong friendships with people they wouldn't have otherwise met. Many rock stars, Hollywood actors, and heads of state (and even your neighbor down the street) are ham radio operators. You can be, too! Get started at ARRL Field Day!

ARRL
AMATEUR RADIO
FD★26
A NATIONAL RESOURCE

AMERICA
250

Order Official ARRL Field Day Gear
www.arrl.org/shop

The informational poster is divided into sections by colored bars. It includes text about the event, its purpose, and the ARRL organization. It also features the ARRL logo, the 'AMERICA 250' logo, and information about ordering official gear.



Remember Our Objective

To spread the word about amateur radio via **ARRL Field Day** (“get coverage”)

Maximize The Opportunity

- Ahead of Field Day
- During Field Day
- Following Field Day



“This is my first time doing this...!”

A simplified process

1. Write Your Press Release. (The most critical piece of your press release is your angle)
2. Find Local Media Outlets. (Easy, right?)
3. Find the Right Media Contacts. (A bit harder, but...)
4. Craft Your Email Query (aka Pitch) (No one told me that I was in sales!)
5. Send Your Pitch Email & Follow Up. (Initial note and reminder)
6. Respond to Journalists. (Timing/Courtesy/Accuracy)
7. Cultivate a Relationship With Journalists. (Make a new friend!)
8. Thank you and follow-up



Know your audience: Some things I've learned about journalists

- They are always curious (that's good)
- They are usually generalists (that's often good, but not always)
- They are always time-strapped (code word: deadlines)
- They are largely valued (and compensated) by what they produce (clicks)
- They are increasingly multi-talented (video, etc.)
- They do not know you or about this event. And likely nothing about amateur radio (or radio for that matter). Never make assumptions. Your job is to make them quick learners.
- If you find a reporter who is also a ham, you have attained Nirvana. Nothing more needs to be said; you will be friends for life.





Hints About Working With The Press (No order of importance...but all are important)

1. Remember 5W 1 H: What, Why, Who, When, Where and How
2. Look to provide compelling stories with real people.
3. It's all about the story. ...facts vs. emotion
4. Build relationships with journalists and producers.
5. Remember deadlines, especially for local press.
6. Think carefully about how you use interviewees.
7. Consider the changing media environment.
8. Make the most of social media.



Building Relationships with Media and Served Agencies in Your Area

Steps for success...

- NOW: Create a list of your media contacts
- SOON: Send an invitation (not a press release); come to our Field Day!
- THEN: Follow-up with key media (persistence!)
- EARLY MAY: Send a follow-up invitation
- T-MINUS 2 WEEKS: Send a press release

Map out your plan on a calendar now!



Invite yourself!

Offer yourself for on-air interviews.

- Radio
- TV
- Meteorologists



Media Advisory

MEDIA ADVISORY

2026 ARRL Field Day — June 27–28

Contact:

[LOCAL CONTACT's NAME] [LOCAL CONTACT's TITLE, if any]

[EMAIL]

[PHONE]

Amateur Radio Operators Demonstrate “A National Resource” During Nationwide Event

Ham radio operators from the [NAME OF CLUB OR SECTION] in [COMMUNITY, STATE] will be participating in a national amateur radio exercise from [START TIME] on Saturday, June 27 until [END TIME] on Sunday, June 28, 2026. The event is ARRL Field Day, an annual amateur radio activity organized since 1933 by ARRL The National Association for Amateur Radio.

Field Day is the largest on-the-air operating event in North America and demonstrates amateur radio's ability to provide reliable, independent communications under any conditions from almost any location. Local participants will set up temporary radio stations at [LOCATION] and invite the public to see ham radio in action.



Media Advisory

The 2026 theme, “**Amateur Radio: A National Resource,**” highlights the vital role amateur radio plays in emergency preparedness, public service, and community resilience. Operators will demonstrate how quickly a communications network can be established using portable equipment, including radios powered by generators, batteries, and solar energy.

“Amateur radio has been part of the American story since the earliest days of wireless communication,” said Rick Roderick, President of ARRL. “For more than a century, the Amateur Radio Service has advanced the nation’s communications capabilities by fostering technical innovation, developing a pool of trained and skilled operators, strengthening emergency and public service communications, and promoting international goodwill. These enduring contributions reflect why amateur radio continues to serve the public interest as a uniquely resilient and volunteer-driven national resource.”

Field Day 2026 is especially significant as ARRL joins America250 as a Supporting Partner in the nationwide commemoration of the 250th anniversary of the United States. Amateur radio operators will take part in this historic milestone by showcasing their long-standing contributions to innovation, service, and civic engagement.

Locally, visitors will have the opportunity to:

See live amateur radio demonstrations

Learn how emergency communications work when infrastructure fails

Talk on the air with licensed operators

Discover how to get involved in amateur radio

In addition to Field Day, ARRL is celebrating 2026 as the **Year of the Club**, recognizing the essential role of local radio clubs in mentoring new operators and strengthening communities nationwide.

More than 35,000 amateur radio operators participated in Field Day across North America in recent years. Today, there are more than 750,000 licensed amateur radio operators in the United States and approximately 3 million worldwide.

For more information about ARRL Field Day and ham radio, contact _____ [club or personal contact info] and visit www.arrl.org/what-is-ham-radio.



Ask the Mayor for a Proclamation:
Amateur Radio Week
Amateur Radio Month
Amateur Radio Day

...or the governor
...or the state legislature
...or your US Senators
...or your US Rep.



#ARRLFD
#AmateurRadio #HamRadio #ARRL



Social Media

- Follow your local TV News, Newspapers, and Radio Stations. But do not stop there!
 - Follow reporters, anchors, meteorologists, producers, editors, photographers, MMJ (multi-media journalists), etc.
 - Interact! Use your social media accounts to interact with the talent and the outlets.
- “Let's say a reporter posts something about a park. You can respond back that the park is one of the places you like to make ham radio contacts from. Start a conversation.”**
- Don't just "Like" a post or Tweet, share it!...Especially if it is about ham radio stuff.
 - Use hashtags (#) with key words like **#ARRLFD #AmateurRadio #HamRadio #ARRL**. Use at least 1, but no more than 3.
 - Including images. Social media favors posts with photos!
 - o Facebook: Shared images = 1200x630, Event announcements 1920x1005
 - o X (formerly Twitter): Shared images = 1200x675 (16:9)
 - o Instagram: Shared images = 1080x1080, Stories 1080x1920
 - Sometimes it helps to form a PR team so you can divide up tasks or cover for each other.
-



COMING SOON! 2026 ARRL FIELD DAY MERCH

Amateur Radio: A National Resource



Available for order late March/early April

Thank You!

www.arrl.org/field-day



ARRL
The National Association for
Amateur Radio®

Support ARRL | www.arrl.org/join

When you support ARRL, YOU support amateur radio!

- **Join ARRL** and renew annually. *Setup auto-renewal*
- Get active in your local **ARRL Affiliated Radio Club**.
- Become a **member-volunteer** in the ARRL Field Organization.
- Donate to the **ARRL Diamond Club** – monthly, annually...*often*

Your participation in the ARRL Diamond Club provides critical resources – beyond dues – to support ARRL's programs and services for amateur radio! www.arrl.org/donate



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