

## Field Day...The Days Before and the Day of!!!

By Scott Roberts KK4ECR – Northern Florida Section PIC

Field Day will be here before you know it! Field Day is not just a day for us to set up radios and see who can make the most contact. It is an OPEN HOUSE for how we as Amateur Radio Operators support our communities.

As the PIO for your ARES Group or Amateur Radio Club what should we be doing to help promote our great hobby? Here are a few things that we can do, not only as a PIO, but as an EC, AEC, Club President, etc. to help make Field Day a real success in our counties, cities, or towns:

- Make a list of every:
  - News anchor, reporter, meteorologist, and station manager in your area.
  - Public official – Mayor, School Board Director, Police Chief, Fire Chief, Emergency Manager, Town/City Council Member, etc.
  - Pastor, Youth Pastor, Kid's Cub Director, etc.
  - *Make sure your list has first and last name, name of the organization they are with, and email address.*
- Send every one of these people a personalized email.
  - *I use Google Sheets and then install a plug-in called "Mail Merge with Attachments."*  
*This will allow you to create a template sheet and send "bulk" personalized emails.*
- Visit your local TV and Radio stations to promote Field Day to reporters (take food with you!)
- Ask local radio announcers and TV reporters to promote your Field Day event on the air.
- Find every online Community Calendar in your area and submit your event. You will be surprised at how many online community calendars you can find.
- Put up Field Day Flyers everywhere you can (with permission).
  - Local Grocery Stores
  - Barber Shops
  - Beauty Salons
  - Churches
  - Schools
- Be sure to reply to every inquiry that you receive. People will want more information.

Now that we have done the work to invite the public, the media and public officials, we need to be ready for guests on Field Day. What do we do on Field Day?

- Have a sign in sheet for guests – you want Name and email address at a minimum.
- Have brochures to give them. You want them to have something in their hands to take with them.
- Be presentable.
  - Be dressed decently
  - Look refreshed – you may be tired and hot, but you need to look refreshed.
  - Have fresh breath
- Know how you will greet your guests – have an idea of what you will say.
- Give guests an opportunity
- Take time with each guest that comes to visit on Field Day.

This, by far, is not everything that you need to do to prepare for Field Day, or do on Field Day, but hopefully it will get the wheels of creativity turning. Be creative...this is our hobby and we are passionate about it. Field Day is our day to show our communities what we do and how we are there to support them. Let's make it a huge success.

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