

**Oct 2007**

The following 7 audio PSA's are meant to be a suite. They are a matched set which is intended to position Amateur Radio in a positive light in the minds of people.

We are creating a mental image of ham radio. Parallels are on your TV or broadcast radio every evening. For example, look at an auto commercial – say Toyota for example. They show the car and an attribute of it. They do not add in “C'mon down to Sleazy Eddie's Used Car Sales.” They just want to put a positive emotion linked to their car in your mind. Like much of modern advertising, there is no specific “call to action.” None is needed as the purpose is to create positive ideas and feelings in the mind of the public about Amateur Radio, irrespective if they will ever become hams themselves or not. In an age of antenna restrictions and frequency challenges, positive images about the Service in the minds of people can be just as critical as recruitment to local club memberships. I hope you will distribute them to your local radio stations, acting for benefit of ALL Amateur Radio operators.

If the station needs the scripts: they are below.

If you wish to make up your own audio PSA using this format, write to me at [APitts@arrl.org](mailto:APitts@arrl.org) and I can send you the matching music bed.

Special thanks to Don Carlson and Gary Pearce who aided in making this collection.

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## **#1 - Amateur**

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The word “Amateur”

The word *CAN* mean a lack of skill

But it can also mean someone that does it simply for love of the activity  
Like in Amateur Sports.

Ham Radio people are Amateurs in the best way  
For over 70 years they have provided emergency communications for free.

Bringing thousands of dollars of their own equipment, hundreds of people  
and  
Serving their communities – all for free.

The Amateur Radio Emergency Service are Amateurs  
in the best sense of the word.

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## #2 - Friendly

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Consider the word “Friendly”

- To find commonalities and make alliances with other people
- To create warm relationships, even with strangers

Amateur Radio operators make friends with people all over the world.

Using voice, digital or even old Morse code communications, hams share ideas and events with others, across the street or across continents.

In an age when people are often isolated and hardly know their neighbors Ham Radio makes a global neighborhood of friends.

Ham Radio. It's Friendly.

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## #3 – Reliable

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The word “Reliable”

In an emergency  
You need something that WORKS.  
Something that you can count on

For over 70 years ham radio operators have been there  
Passing critical messages in emergencies  
Working in the background to make other people look like heroes

And while hurricanes, fires, floods earthquakes and tornados  
Still happen

You can count on the Amateur Radio Emergency Services to still be there too.  
Ham Radio – it's reliable.

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## #4 - Radio

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The word “Radio”

You are listening to a radio  
Your cell phone is a radio

The wireless devices you have are all radios.

Radio is all around you every day.

And who were the first people to experiment with radio?  
Who had these mobile phones and digital wireless before you ever heard of them?

Amateur Radio Operators.

Hams used these long before the public. And you should see the future they are experimenting with now.

Ham Radio people love “Radio.”

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## #5 – Emergency

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The word “Emergency”

It means something unexpected has gone terribly wrong.  
Normal ways of doing things are not working.

The fastest way to turn an emergency into a full disaster is to lose communications.

Hams radio people understand emergencies.

For over 70 years they have provided free emergency communications for organizations  
Ham Radio -When normal ways of communications fail or get overloaded  
The Amateur Radio Emergency Service –  
we’ll be there.

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## #6 – Wireless

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“Wireless”

You hear the word used a lot today.

We have wireless telephones  
Wireless internet systems  
Wireless microphones

What is actually means is that they are radios.

And who knows more about radios than Amateur Radio operators

Call them Amateurs - or call them hams  
They know the modern wireless world  
(pause)  
They helped create it.

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## #7 – Silence

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We've all had it  
The terror of being "trapped in silence"  
The nightmare of crying out for help  
But no one can hear you

Disable your internet and telephones  
and that nightmare can become very real

Yet that's exactly what happens in many emergencies,  
Floods, Hurricanes, Tornadoes, Earthquakes

How will you tell anyone you are there?  
Amateur Radio people know how.  
Nothing has ever been able to keep ham radio trapped in silence.  
(pause)  
Ham Radio Works