



The ARRL PIO's Field Day Plans for 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Is your site listed on http://www.arrl.org/field-day-locator If not, make it happen!
2 Read ALL of www.arrl.org/field-day	3 Download http://www.arrl.org/files/file/Field-Day/2012/2012-FD-PR-Info-V2.pdf	4 Learn how to place PSA's on your local stations http://www.arrl.org/placing-audio-psas	5 Download the audio PSAs at the bottom of http://www.arrl.org/contact-may-2012 Put on CD's and take to your local radio station in person – so you can talk	6 Fill in the back of some ARRL FD posters with your local info and put in storefronts.	7 Have you talked to your local politicians? How about the served agencies and EmComm?	8 Check with your local TV stations. What weekday do the set weekend assignments?
9 Nothing is worse than a person who thinks they can shoot from the hip – and misses. Prepare your talking points NOW. Write them down.	10 Got a GOTA? It's the best way to involve visitors and get them hooked	11 Who has local events on their websites in your area? Email them. Set up interviews	12 Got your handouts ready to share with visitors?	13 What TIME/DAY do you want press to come to your site? Get it agreed with others. Who will be there?	14 Got info packs ready to give to the press & VIPs? http://www.arrl.org/field-day-info	15 What clothing will y'all wear to make a good impression?
16 Start using a little notebook for ideas and actions so you don't forget something.	17	18 Get press release to weekend community newspapers. Back it up with a phonecall.	19 TV stations make weekend assignments – call yours today	20 If a visitor comes and has interest, who and what is their "next step?" All remaining media releases go out	21 Reinforce VIP invites with a phone call and "We'll be looking for you."	22 Morning interviews on local radio Scheduled visits by TV crews
23 Visitors? Greeters? Look good!	24 Follow up with thanks to reporters and helpers	25 Put your feet up – Ya Dun Gud.	26	27	28	