

## Groups looking for speakers

Good public relations includes informing and educating the membership of the organization and informing and educating the general public about the organization. Anytime you can get 40-80 people together who are a "captive audience" for 20-30 minutes is a good place to talk about ham radio and the good works that are done by hams.

Most of these types of organizations are made up of professional and business people, the leaders of the community, even people who are elected to the city councils and serve on planning commissions. Even if you don't land someone who is interested enough to ask how to get licensed, you still do the amateur community a service by exposing community leaders to the value of Amateur Radio. Talk about the perfect PR opportunity!

Read the "happenings," the club meeting listings, the business pages and the "calendar" sections of the local and weekly newspapers and the business journals to see which business groups would be a good fit for your topic. Call the phone number listed and ask for the program chair or meeting planner, then offer yourself as a free speaker.

If you need to leave a phone number where you can be reached be sure to leave days and times when you are available to take the call. Also indicate if there is an answering machine or voice mail at the number. If you cannot take the return call at the times you have indicated make sure a knowledgeable person answers the phone. It is important that you give the impression that you are responsible and professional.

Here's a list of groups that regularly need speakers for meetings:

Local Chamber of Commerce

Civic clubs such as Jaycees, Lions, Kiwanis, Rotary, and their youth groups

Auto and Motorcycle Clubs

Local university

Adult Education department of your local high school

U.S. Coast Guard Auxiliary

Local Marina (people live aboard boats)

Boy Scout troop and Girl Scout troops and leadership meetings

Boy's & Girl's Clubs, Big Brothers & Big Sisters

YMCA and YWCA

Local recreation centers

Local public officials / OEM (Office of Emergency Management) and legislative groups

Served agencies

School Boards and administrators, PTA, PTO and similar groups

Fire Department, Police and Sheriff departments and their youth explorer groups

Men's, Women's and Youth Clubs of churches and synagogues

Model Airplane or Model Boat Club

*(Continued...)*

Non-Profit Arts Council  
Historical Society  
Audubon Society  
Hiking, Caving, Boating, Skiing, Mountain Climbing, Geocaching, and other outdoor activity groups  
Science Museum  
Senior centers  
Fraternal organizations such as Elks, Moose, Eagles, Shriners and Masons & their youth groups  
Youth groups such as 4-H and FFA  
Soroptimists  
Homeowners Associations  
Association of University Women  
Retired Engineers  
AARP  
Retired Federal Employees  
RV resorts  
Veterans' groups  
Pilots' groups and local pilot training schools