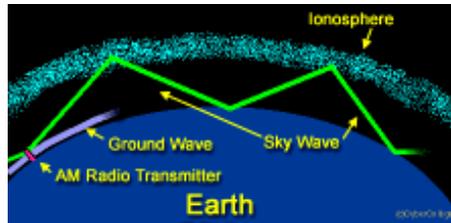


The Hertzian Herald



N8DXR's Ground Waves



We are well past the first half of the year and the frenzy of amateur radio events that accompany it. The Great Lakes Ham Radio Convention Ver. 2.0, aka GLHamCon 2018, is the next major event for us and will be held October 6 and 7. Planning for the event is moving forward and doing well. The new web site is up and running and tickets sales are now available on line. As many of you know the MCRCA is charged with conducting the on-site ticket sales at the event but there are other areas that can use volunteers. If you would like to volunteer to participate in this great event you can do so on the web site. On the front page of the web site is a drop-down menu that will take you to the volunteer form which you can fill out.

The summer months and the rest of the year offers plenty of time for a variety of radio activities. Even though band conditions are down as a whole there are still openings for DX on the upper bands, sometimes on the lower bands and occasionally 6 meters opens for some good contacts. Then there are the digital modes where more contacts can be made than one can count regardless of the band situations. You can also participate in the ARRL International Grid Chase which offers another source of contacts on all modes including amateur satellite communications.

And then when all else fails, and the dog days of summer calls, you can find a cool quiet spot and a book to catch up on one of the many facets of amateur radio theory. All of which will undoubtedly lull you into a much-needed peaceful summer nap.

Have fun and enjoy summer, family and friends and get on the air when you can.

Hope to see you at our meetings.

73

John - N8DXR



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MCRCA Minutes:

June 21, 2018

Meeting called to order at 7:30 pm, by John Copeland N8DXR

Pledge of Allegiance

Introductions: 1 new member, no upgrades and 1 guest.

PROGRAM: Field Day Plans: Saturday setup starts at 9:00 AM usual location, go on the air at 2:00 PM Saturday, GOTA, Phone, CW, emergency power generator. 6:00 PM Potluck dinner, bring a dish to pass. Operate until 2:00 PM Sunday. Barring weather that makes things too hard, will manage as we can (resource dependent)

BREAK

DOOR PRIZE DRAWING: John N8DXR, Jim KF8LT, and Robert KD8ZUI

50/50: Sandy KE8CQW \$5 to winner \$15 to Scholarship.

MINUTES: Motion by Bob AC8DZ, supported by Sandy KE8CQW, to approve as written in the Herald. Approved.

TREASURER REPORT: Not available

DX REPORT: Tom KG8P, 10m and 6m Bands are open. FT8 activity is good, expect continued high use of this digital mode. Baker Island coming on, may be 10 years before it comes on again, get it now. Group with many ops, with digital, about 2 weeks of ops. 5th on list of most wanted. Starts around June 27th 160m - 6m bands - KN7Z call.

TESTING: Next session - Sat. August 18, 2018. Depending on Paul.

ARPSC: Bi-annual year for Fermi Exercise - Fully evaluated. Next week Tues/Wed is the drill. Aug. more drills/exercises - stand by 146.72 to help out. More info will be on Monday night net 146.72 net. Top of Michigan - scores

ARRL: Board meeting in July - some legal issues to evaluate. ARES update.

RRRA: 4 repeater/digipeaters. Some upgrades to remote sites for 146.72 repeater ongoing. Maybe some work with Raspberry Pi, slow steady progress, will be tested out fully before in full service.

GLHamCon: Glen K8GO - Oct 6-7, 2018. Still looking for help with our part of this, (ticket sales) will be in a trailer with sales windows. Please check website for more general information. 4 hours of work gets you free admission for the weekend, also Mi Section.

OLD BUSINESS: Hamfest still being evaluated, expect a full report in July. It is believed it was a good year based on general look of things on the day of the hamfest.

NEW BUSINESS: none

ANNOUNCEMENTS: Scholarship winner will try to come to Field Day Sunday, Field Day June 23 & 24.

Check out the new web page at mcrca.org

ADJOURNED: 8:10 pm

ATTENDANCE: 14

KA8PQH Neil	KC8SKP Wes	KD8ZUI Robert
KF8LT Jim	KG8P Tom	N8DXR John
N8KUF Mike	N8NYP Terry	WA8EFK Dale
AC8DZ Bob	KE8CQW Sandra	W8GPR Gary
AC8WE Donald	Chuck Tyrrell (guest)	

Committees

Classes

Club Station

Wes Busdiecker KC8SKP

DX Net

Field Day

Jeff Breitner KA8NCR

Finance

Paul Trouten W8PI (chair)
Fred VanDaele KA8EBI
Dale Williams WA8EFK

HamFest

Fred VanDaele KA8EBI

Hertzian Herald

Fred VanDaele KA8EBI

Historian

Paul W8PI

Public Relations

Jeff Breitner KA8NCR

Scholarship

Fred VanDaele KA8EBI

School Liaison

open

Programs

open

Membership

open

Planning

open

Property Custodian

open

Beyond Newsletters

One of the things that's most alluring about amateur radio is the ever-expanding variety of communication modes at our disposal. From the dots and dashes of Morse code to the digital packets that can carry everything from voice to data, there is truly something for every interest. Hams prefer to create and consume their content in a variety of ways. The best strategies for public relations take these preferences into consideration.

Once upon a time, I was editor of the Oak Park Amateur Radio Club's "RST" newsletter. I pulled together a variety of information that I thought club members might find interesting, cutting it into column inches. I pasted these onto sheets of paper that multiplied courtesy of the office supply store copy machine. A plethora of electronic publishing applications make this process easier than ever these days and many club newsletters approach the quality and feel of a micro version of QST.

But how many of us prefer the printed page these days?

In my work at the Michigan State University Alumni Association, about 80% of our graduates say that our Alumni Magazine is the primary way they keep connected with us. Likewise, a broad swath of hams eagerly await each issue of QST and CQ. Some who are attracted deeper into the technical arena subscribe to QEX.

On the electronic side, a growing fanbase looks forward to receiving the electronic ARRL Letter. It may be one of many digital resources we rely on to keep up to date on information and innovation.

How important is interacting in this new digital world?

Kelsey Weekman, who publishes "The Daily Tar Heel" at the University of North Carolina surveyed an audience of 18-35 year old's, discovering that about 50% read electronic newsletters regularly. According to a 2016 report published the Pew Research Center and the Knight Foundation, Over 40 percent of American adults get news on Facebook.

Once you've become an enthusiast of a social platform, you are even more likely to turn to it for information. The bulk of Reddit, Facebook and Twitter users get their news there.

What is the lesson for those of us who help spread the word for our local clubs?

Go where the audience is.

Back in the days when the Mad Men were enticing us to buy exciting, new and improved products, they appropriated the word "campaign" from the military as a way to describe the organized tactical application of messaging across multiple media. After researching how consumers responded to appeals, advertising agencies crafted a relentless diet of impressions designed to influence behavior. An elaborate campaign in the 1960s often included television and radio, direct mail, print and billboard advertising, telemarketing and sometimes door to door sales to move the needle of awareness.

We can take lessons learned from those days and apply them to today's media toolbox to put the right words in front of the right eyes and ears.

Most vibrant amateur radio clubs reflect a broad demographic cross section of age and interest. Understanding how they consume content can help you target your own time and talent to foster deeper engagement with the organization.

The Anatomy of a Strategy

Every communication initiative begins with a compelling message. It works best if the product is good and can be connected with an inspiring narrative. Great clubs have a full menu of initiatives, designed to attract and retain both new and experienced amateurs. An effective communications strategy addresses both the broad club narrative and amplifies individual events that are connected to it.

Newsletters, websites and group platforms (like groups.io, Yahoo Groups, and others) can provide a broad brush to paint both the big picture and more detailed portraits of events and activities.

Social Media provides a tool set to engage in real time. Depending on the makeup of your audience, you should have identities on Facebook, Twitter, Instagram and SnapChat. Learn the unique languages and interactive cultures associated with each. The best way to do this is to follow popular amateur radio voices there (Here's an incomplete and growing list of some interesting amateur radio twitter voices). How you say it is equally important to what you say in these ecosystems.

One of the benefits that come with social media is the ability to leverage **Advertising** there. Carefully designed Facebook ads can put your message in front of a targeted audience, encouraging them to visit your page. Major hamfests still promote their events in QST "the old-fashioned way" with a display ad. Truly old school methods that can still be effective include posters on community bulletin boards. The MSU Amateur Radio Club uses this method to get the word out in our residence halls.

Do **snail mail** and **phone trees** still work? Again, it depends on your audience and your budget. Dropping a "save the date" postcard to remind the club about an annual banquet might make sense. A phone tree equivalent might be having a presence on one or more of the popular local VHF nets.

Use amateur radio to help spread the word. This may seem like something that goes without saying, but our own medium can be a powerful way to circulate information about your club. Talking about your hamfest in the middle of a rag chew roundtable not only gets the attention of those in the conversation, it may be heard by a broader audience who is listening "on the side".

Podcasts have emerged as a popular platform for conversation. ARRL The Doctor is In, Ham Radio 360, QSO Today and the Dit Dit Podcast are three examples of how amateurs are leveraging a parallel universe to talk about our beloved hobby. Earning a guest spot on one of these programs to talk about something special your club is doing can be as important as an appearance on your local radio or TV station.

The bottom line is that your group will benefit from a mixture of media that gets your message to the audiences you desire. That mix will depend on the diversity of your membership, your comfort level with your skill sets in each communications domain and your budget - of both time and money.

By necessity, this discussion is oversimplified out of consideration for space and attention span. If you're interested in learning more about how campaign strategy can be a powerful tool to electrify your communications plan, much more information is just a Google search away.

"Clubs fade," notes former ARRL President, Kay Craigiep - N3KN,

"when outreach to members isn't proactive..."

The key messages I hope I've inculcated into your brain are these:

- Have a good product.
- Know your audience.
- Speak their language.
- Be mindful of how and where they consume content.
- And circulate in those worlds.

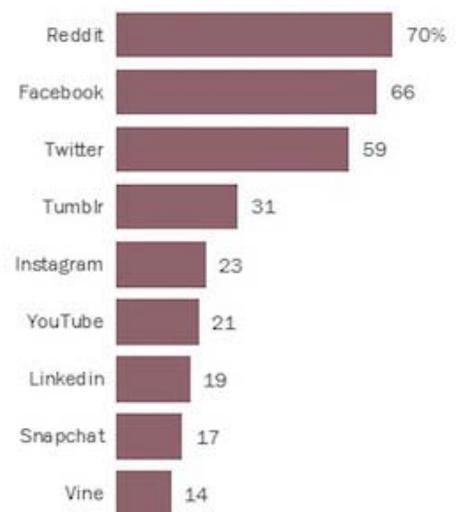
As a CW enthusiast, it took time to learn the language, especially in a high pressure contest environment. Ultimately, I found out where fellow travelers hung out, connected with them both on and off the air and made a point to regularly interact in dots and dashes. In time, I grew in skill and confidence. Ever the student of my passion, I soon evolved into a teacher, sharing my discoveries with new generations, realizing that the most rewarding dimension of our essential avocation is our ability to "pass it on".

Walter Westerman, W9WSW

<https://www.w9wsw.com/?p=1180>

Reddit, Facebook and Twitter users most likely to get news on each site

% of each social networking sites' users who get news on the site



Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

Greetings:

Sooner than we think, the ARRL Michigan Section Convention will be here. AKA Great Lakes Hamcon. www.Glhamcon.org A lot of changes have been made, with more activities, more vendors, more food, and more of everything good, based on last years' experience. Dates are Oct. 6-7, at the Michigan International Speedway.

However, we still have not figured out how to have someone else run our show. So, we need a few volunteers. There are plenty of activities for all and will try to place volunteers in an area of interest. First come, first serve though. Volunteers will be asked to work a four-hour shift and receive in return a full two-day pass for all the forums, workshops, commercial and flea exhibits.

What we need: People who can assist in the following areas: Friday set-up, Parking, Vendor Assistance, Flea Market and Forum Hosts, Security, Sunday Clean-up and just general "gofers". There will be a lot of interaction with the campground this year, if that interests you.

This letter is being sent to all the "Charter Clubs" who supported last year's event and made it the success it was. Two or three members of each club is all that is needed, although we will not turn down anyone! To avoid a problem we had last year, we will need Names, Call Signs, and Individual Contact information. There is a sign-up form on the website www.glhamcon.org. If it is convenient please use that form. If not, PLEASE CALL OR EMAIL me direct. I do need the information no later than September 1st, to ensure we get all the positions filled. Those who show up at the gate and are not on the list of volunteers, may be asked to pay gate admission. Please, this information must be passed on to your club members, to ensure we get the bases covered, for a successful convention.

Persons who choose to participate will be contacted by me, so they have the specifics of their position. Thank you for your support. 73, Dale H. Cole, K8TS, GLARA, (k8ts@arrl.net) 517-783-4761



Post Hamfest Report 2018

Another Hamfest has come and gone and this one makes 23 years I have been chairing the Hamfest.

Everything went very smoothly and I didn't hear anything but compliments from the people I talked to. Many people told me that our hamfest is their favorite hamfest, which is good to hear.

We did a little better than last year even with the hot weather, and we managed to fill all our tables this year by the middle of May which has never happened before.

We had less help this year with only a total of 19 people helping to setup, run and sell tickets. I would like to thank everyone that helped out this year. Sorry if I missed anyone.

Mike Karmol N8KUF
David Buchko AC8SI
Jeff Breitner KA8NCR
Tom Jenkins KG8P
Kyle VanDaele
Gary Pratt W8GPR

John Copeland N8DXR
Keith Saari K8YKD
Wes Busdiecker KC8SKP
Brenda VanDaele KB8KQC
Lance Charter KE8BYC
Dave Benoit W8IIE

Dale Williams WA8EFK
Neil Remaklus KA8PQH
Fred VanDaele KA8EBI
Dalton Dagget KE8DDM
Ted Pirolli W8RZZ
Terry Kolton N8NYP

Bob Rehahn AC8DZ

Thanks to all that helped set up Saturday morning and also helped to tear down Sunday afternoon, and a special thanks to all the people that sold tickets out at the gate Sunday morning. That job is a long hard job. Thanks to Tom KG8P for stepping up and spending the night to watch over everything when Tim couldn't make it.

This hamfest is the big event of the year and provides a large portion of support for the club, and only about one third of the members help out each year. It's so nice to work with dependable people on such an important project, Thank you all very much. Fred KA8EBI, Hamfest Chairman.

Shot Tower Historical State Park

Getting out and making nature your shack might not be for everyone. However, if you have HOA restrictions or want to venture out, this is an option.

During the ARRL National Parks program, hams were encouraged to go and activate from a park. Other programs like the POTA and WFF also encourage this. I have been pleasantly surprised how far you can work with 100 watts and a wire antenna.

So....here is a bit about one of my last ventures outside.

This excursion started out to just drive to North Carolina to pick up my mother in law. A straight thru drive meant 10 hours each way. But that adjusted at the last minute to drive down Monday and return on Tuesday, and that opened the possibility of activating a park along the way.

Activating a park means you, your radio and antenna must all be in the park property. There are some guidelines and an awards program, but the fun is just operating. You learn new things about the parks, the history, as well as meeting other visitors and park personnel.

Looking at the map of travel route, Shot Tower Historical State Park in Virginia looked promising. Easy off the expressway, parking and a rest room. Also, no one had operated from this park, so I could be rare dx....We arrived a bit later than I had wanted with traffic and construction and this limited chances for working Europe. Yes, you can work Europe with 100 watts and a wire. I use an end fed vertical and an Icom 706 radio.

The tower is 75-foot-tall and lead from a nearby mine was used to mold shot for muskets. Shot was molded at the top of the tower and then dropped to a large kettle of water another 80 feet below the surface. The thought was this made a better shot. It was interesting to know that Daniel Boone had visited the lead area.

The pictures show the set up and location. Normally, I would stay away from trees but the near 90 and humidity made shade a consideration. Cell service was great and the big downside was the semi traffic, so ended up using headphones.



Got onto the Facebook site and clusters and a nice steady pile on 20 cw started. In 30 minutes I managed 21 contacts. This included each coast, and the list of states included CA, OR, UT, AZ, TX, MS, KY, NJ, NY, SC, MD, IN, AL, NE. Some dx was worked including British Columbia, Belgium and the Azores.

And then the sky got real real black and as it started to rain we packed up and continued to North Carolina with heavy rain the next hour and a half. See you down the coax.... De KG8P, Tom.

You can find more information about this park by googling Shot Tower Historical State Park in Virginia or going to this link for a pdf.

<http://www.dcr.virginia.gov/state-parks/document/shottower.pdf>



The American Radio Relay League's round-up of the forthcoming week's DX activity on the amateur radio bands

This week's bulletin was made possible with information provided by N1DC, The Daily DX, the OPDX Bulletin, 425 DX News, DXNL, Contest Corral from QST and the ARRL Contest Calendar and WA7BNM web sites. Thanks to all.

FIJI, 3D2. Harold, WJ2O is QRV as 3D2/WJ2O from Viti Levu Island, IOTA OC-016, until July 17. Activity is on 40 to 15 meters using only CW. QSL direct to N2ZN.

TUNISIA, 3V. Look for 3V8CB to be QRV in the IARU HF World Championship. QSL via LX1NO.

TIMOR-LESTE, 4W. Gordon, K7TRB is QRV as 4W6VA from Dili, IOTA OC-148, until the middle of September 2018. Activity is currently on 20, 17 and 6 meters. QSL to home call.

ALGERIA, 7X. A group of operators are QRV with special event call sign 7V5ID during the month of July to celebrate the 57th anniversary of Algeria's Independence from Stidia, Mostaganem. Activity is on 160 to 10 meters using CW, SSB and FT8 with five stations active. QSL via 7X4CZ.

OMAN, A4. Members of the Royal Oman Amateur Radio Society will be QRV as A47RS in the IARU HF World Championship. QSL via bureau.

BALEARIC ISLANDS, EA6. Andreas, DK5ON is QRV as EA6/DK5ON from Mallorca Island, IOTA EU-004, until July 28. Activity is on 40 to 6 meters using CW, SSB, and various digital modes including FT8. QSL to home call.

IRELAND, EI. Olivier, ON4EI is QRV as EI8GQB until July 18. Activity is on 160 to 10 meters. He plans to be active as EI7T in the IARU HF World Championship as a Single Op/Low Power entry. QSL via PA3249.

ST. PIERRE AND MIQUELON, FP. Eric, KV1J is QRV as FP/KV1J from Miquelon Island, IOTA NA-032, until July 17. Activity is on 80 to 10 meters using some CW, SSB, RTTY and FT8, as well as some satellite activity. This also includes being an entry in the IARU HF World Championship. QSL to home call.

SARDINIA, ISO. Miguel, EA5ZD will be QRV as ISO/EA5ZD from July 16 to 21. QSL to home call.

SVALBARD, JW. Members of Amateur Radio Club SP3PET will be QRV as JW100PUT from Petuniabukta, Spitsbergen, IOTA EU-026, from July 18 to 31 to celebrate the 100th anniversary of the Academic Ham Radio Club of the Poznan University of Technology. Activity will be on 80, 40, and 20 meters, as well as 2 meters and 70 centimeters, using SSB and FM. QSL via SP3PET.

AUSTRIA, OE. Special call sign OE100RAD will be QRV during the IARU HF World Championship. QSL via operators' instructions.

ARUBA, P4. Rick, N1DC will be QRV as P4/N1DC from July 14 to 26. Activity will be holiday style on 40 to 10 meters using CW, with some SSB and FT8, and running QRP power. QSL to home call.

FERNANDO DE NORONHA, PYOF. Renner, PY7RP is QRV as PYOF/PY7RP until July 16. Activity is on the HF bands, and 6 meters using FT8. This includes being an entry in the IARU HF World Championship. QSL to home call.

CANADA, VE. Pierre, VE3KTB is QRV as VY0ERC from the Eureka Weather station from Eureka, Nunavut, IOTA NA-008, until July 21. Activity is on 40 and 20 meters using slow CW, SSB and other digital modes. This includes some satellite activity on the FM birds. QSL via M0OXO.

BERMUDA, VP9. Steve, KU9C is QRV as KU9C/VP9 until July 17. Activity is on the HF bands, including the newer bands and 6 meters, as well as FM on satellites SO-50 and AO-85. This includes being active as VP9HQ/RSB in the IARU HF World Championship. QSL both calls to home call.

LAOS, XW. Bruce, 3W3B is QRV as XW4XR from Vientiane until July 22. Activity is on 40 to 10 meters, and possibly 6 meters, using CW, RTTY, JT65 and FT8. QSL via E21EIC.

CAYMAN ISLANDS, ZF. Operators Mike, NA6MB and Gayle, K6GO are QRV as ZF2NA and ZF2GO, respectively, from Grand Cayman Island, IOTA NA-016, near Bodden Town, until July 15. Activity is on 160 to 6 meters. This includes being active as ZF1A in the IARU HF World Championship. QSL ZF2GO and ZF2NA via K6GO. QSL ZF1A via K6AM.

THIS WEEKEND ON THE RADIO. The IARU HF World Championship, QRP 20-Meter CW Fox Hunt, NCCC RTTY Sprint, NCCC CW Sprint, FISTS Summer Unlimited Sprint and the QRP ARCI Summer Homebrew CW Sprint will certainly keep contesters busy this upcoming weekend.

The Run for the Bacon QRP CW Contest is scheduled for July 16.

The CWops Mini-CWT Test and Phone Fray are scheduled for July 18.

The ARRL International Grid Chase runs during all of 2018.

Please see July QST, page 83, and the ARRL and WA7BNM Contest Web Sites for details.

Amateur Radio Examinations Monroe, MI

Monroe County Radio Communications Association Amateur Radio examinations are held the 3rd Saturday of every even numbered month at:

American Red Cross Chapter Bldg.
1645 North Dixie Highway
Monroe, MI 48161

Walk-ins are always welcome.

2018 Schedule:

February 17 April 21
June 16 August 18
October 20 December 15

TESTING BEGINS PROMPTLY AT 9:00 AM

Applicants are expected to have all forms filled out and be ready to take tests at that time. Coffee and doughnuts are available at 8:30 AM. For more information or to make reservations, call Paul Trouten - W8PI at 734-854-2224

Join us at the next meeting

July 19th at 7:30 pm
American Red Cross Chapter Bldg.
1645 North Dixie Highway
Monroe, MI 48162

Local Net

ARPSC Net - Every Monday evening on '72-Monroe (146.72 Mhz) starting at 8:00pm.

ARPSC Meeting first Thursday of every month at the EMD office on Raisinville Rd.. 7:00 PM