

Providing Emcomm Services Directly to the Public

Presented by

Marty Woll N6VI

Assistant District Emergency Coordinator, ARES-LAX
Training Officer and Battalion Comm Unit Leader,
LAFD Auxiliary Communications Service
Past Vice-Director, ARRL Southwestern Division



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Topics we'll cover

Why work with the public?

Connecting with your target audience

“Teach them to fish”

Benefits to Amateur Radio – and to YOU



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47 CFR 97.1

Basis and Purpose:

Recognition and enhancement of the
**value of the amateur service to
the public . . .**



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Why work with the public?

Less rigorous time commitment

No uniforms, exams or credentialing

“Start where you stand”

Support neighbors; they'll support you



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Create awareness with outreach

Preparedness Fairs

- Set up a booth or exhibit

- Offer a presentation on Emcomm

Neighborhood evacuation drills

- Set up a “contact your family” table

- Generate radiograms for visitors



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Sample Event Radiogram Text

TESTING MY ABILITY TO REACH
YOU VIA AMATEUR RADIO IN
A DISASTER X DELIVERING OPERATOR
MAY HELP YOU CONTACT ME
IF NORMAL COMMUNICATIONS ARE DISRUPTED



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Ready-made target audiences

CERT teams and programs

Neighborhood watch groups

Community associations

Property-owner associations – even HOAs



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Engage your target audience

Are they thinking about preparedness?

Do they have a safety committee?

Have they considered communications?

Do they rely on fragile phone systems?



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“Teach them to fish”

YOU can teach them to:

- Understand their communication needs
- Use FRS and GMRS radios properly
- Use efficient, effective protocols



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Their communication needs

How are they organized?

- Functional teams (Search, Medical, etc.)
- By block, apartment complex, etc.
- Free-for-all (no teams)



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FRS & GMRS Concepts

Licensed vs. unlicensed services

Radio coverage and limitations

Battery options

“Privacy tones” – NOT!



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Good Radio Practices

Tactical callsigns

Calling sequence – what to say

Pro-words and clear language

Voice levels and noisy backgrounds



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Teach, then Practice

Conduct radio exercises and drills

Weekly nets – not radios in a drawer

Add comms to existing exercises

Help them make a Comm Plan



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Improve your own capability

Develop your NTS / RRI messaging skills
(welfare messages may be voluminous)

Back-up power for your own station

Take local training (CERT, CPR, etc.)

Prepare your own household

Get to know local ARES / RACES groups



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Benefits to Amateur Radio

Hams are seen as assets, not liabilities

Support for fewer antenna restrictions

Visibility with community leaders

Potential new Amateur licensees



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Thank you!

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