

THE ARES SPEAKER'S GUIDE

by D. W. Thorne, K6SOJ

[This Speakers Guide was sent by author David Thorne (Sacramento Valley SEC, lazyt@cot.net) to all SECs via the ARRL SEC Reflector at the end of August 2002. He relates: "I was recently asked by a new DEC for some public speaking guidance and/or material to use for presentations at amateur radio clubs and other community groups. First, I asked at HQ to send him one of the ARRL "Public Information Kits". However, the DEC's request motivated me to produce something that I have wanted to do for a long time, a "Pocket Speaker's Guide". I shared my original draft with Jim Maxwell, W6CF, Director Pacific Division, and Steve Ewald, WV1X, ARRL Public Service Specialist. They both provided some "fine tuning". Steve then suggested that I share it with others. Use as you see fit and feel free to share it with others on your team, and to modify and include information that may be more applicable in your area. A tip: I print mine out on 5½" x 8½" cardstock for handy reference when speaking. .]

NOTE: This is only intended to be a **guide** or **outline**, to assist ARES leaders when speaking to radio clubs and other groups. Feel free to omit or shorten portions and add other material depending upon the situation.

I. HISTORY - "A Look Back"

- Few hams understand the reason for the amateur service...even fewer know its historical significance.
- From the beginning of time man has needed to communicate beyond the "line of sight".
- "Runners", drums, signal fires, lights, heliographs, telegraph, telephone.
- All of these were slow, unreliable, or required landlines.
- Ships had no communications beyond the horizon.
- First trans-Atlantic radio signal by Marconi (1901).
- SOS from S.S. Titanic saved over 700 lives (1912).
- The need grew for skilled and disciplined Morse operators.
- ARRL founded in 1914 by Hiram Percy Maxim and others.
- 1921 Maxim and a few other operators sent a message (via CW) from east coast to west coast and back in just under seven minutes!
- Communications Act of 1934 created the FCC.
- AREC (now ARES) formed as public safety arm of ARRL in 1935. NTS formed in 1949.

2. WHAT IS AN AMATEUR?

- Amateur ("amour", "amor'e") One who does something for "the love of it".
- NOT (necessarily) an incompetent!
- Become a proficient operator!
- Compare to Olympic Athletes...AMATEURS! The BEST!
- Can be as good (or better) than a "professional".

3. WHY EMCOMM TODAY?

PREPAREDNESS + COMMUNICATIONS = SAVING LIVES AND PROPERTY!

- Review FCC part 97.1, "a" through "e".
- Emergency communications is the first "purpose".
- Provides for the advancement of the "art".
- Encouragement and improvement through rules!
- Expansion of the "pool of trained operators, technicians".
- International goodwill.
- Hams may be the only Morse operators in the future.

- Today amateur radio operators still making very significant contributions in the world of science, engineering, and space technology.
- Cell phones and public service radio (especially newer computer controlled) systems are the first to “crash” or become overloaded in major events.
- Effective, accurate, and timely communications during disasters and other emergencies will make a difference between additional loss of life, injury and loss of property.
- WELFARE traffic helps to mitigate suffering.
- Amateur radio is the ONLY communication “system” that utilizes multi-band, multi-mode, wide-area networks that are INDEPENDENT of the “infrastructure” or commercial power sources.
- A prepared EMCOMM operator can be on the air in minutes with range of 50-300 miles using only a 12-volt battery and a wire NVIS HF antenna a few feet off the ground. UHF/VHF of course is much quicker.
- BUT...it takes training, skill, coordination and discipline to effectively do this. In a word: TEAMWORK!
- Can you imagine a symphony orchestra, a ship’s crew, or a sports team that has never trained, practiced, drilled as a TEAM?

4. THE ROLE OF THE AMATEUR RADIO EMERGENCY SERVICE:

- A private, non-government, non-profit national resource.
- Does not fight fires, find or rescue lost people, direct traffic or perform any other law enforcement service.
- ARES members MAY do some of these things, and occasionally use amateur radio in the process, but they do it as employees or volunteers under other agency supervision.
- ARES primary mission is: TRAINING, PREPAREDNESS, and COORDINATION of the amateur resource.
- ARES is the primary provider of emergency and auxiliary communications to non-government disaster relief organizations (e.g. - American Red Cross, etc.).
- Many ARES members are also registered with a RACES unit...skills learned and practiced under ARES are most applicable.
- The ARES is not a club, and is not part of, or subject to, any club(s). ARRL officials appoint the leaders. (Review ARRL Field Organization.)
- Clubs support ARES by making repeaters available to the ARES, and often other “hardware” such as communications vans, radios, space for training classes, and a forum for recruitment of public service minded operators.
- As a licensed ham, how can you help?
 - Join!
 - Take the basic ARES orientation and training in your area.
 - Participate in local and regional nets.
 - Get your emergency station and field gear ready to respond when needed.
 - Be willing to work as a “team player”.
 - Once you are trained and have some experience, volunteer to be an AEC or other leader when the opportunity is presented.
- Review, remind or recite “The Amateur’s Code”.
- Call for questions, discussion.