



STRATEGIC PARTNERSHIPS WITH PUBLIC LIBRARIES BY HAM RADIO CLUBS: UPDATES

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LIBRARIES AS SERVED AGENCIES FOR EDUCATION AND OUTREACH

- We struggle to reach out to young people and women in the U.S. to engage them in the joy of amateur radio as a hobby. Schools are the first reaction to reach young people. But they are challenging to gain entry. In addition, teachers change positions very frequently, necessitating a “do over” with recruitment to find another one to engage in ham radio.
- Gallup organization research shows that US adults attend public libraries:
 - 10 months out of the year with women **twice a frequently** as men
 - Young adults (18-29 yrs) attend more than any other age group, with 30-49 group next
 - This tapers off after age 50 (which is why **you** gray-beards don't think anyone goes to the library anymore!)
 - Women and young people visit libraries **twice** as often as movie theaters
 - Home-schooled children are very frequent library patrons as parents use them for educational resources. *Schools are not the only places where children are “schooled”*
- Public libraries should be viewed as an educational “served agency” like EOCs are in our EmComm activities. We have 14 SAs with ARRL MOUs: see <http://www.arrl.org/served-agencies-and-partners>

PLANT THE SEED, SOW THE FUTURE INITIATIVE

ARRL Clubs

Donate the ARRL Book Set
to YOUR Public Library



*Plant the seed!
Sow the future*

ARRL Library Book Set
Complete set, 10 books,
at the special price of \$200/set
Shipping included!



Just before the Covid-19 Pandemic, I created the initiative on the left using the **ARRL Library Book Set** product, shown on the right, as the basic tool.

David K5UZ launched this as a Delta Division Initiative at the Annual Division Meeting here in Jackson. It stalled due to the Pandemic.

Recently, the ARRL BoD approved this as a national League program.

ARRL Library Book Set

The ARRL Library Book Set includes our popular ARRL license manuals and publications, intended for clubs or individuals who wish to gift or donate to a local library or school. The set is available at a special price of \$250 – over a 45% discount – and includes ground shipping.

You Get All This:

- The ARRL Handbook for Radio Communications (Softcover)
- The ARRL Antenna Book for Radio Communications (Softcover)
- The ARRL Operating Manual for Radio Amateurs
- The ARRL Ham Radio License Manual
- The ARRL General Class License Manual
- The ARRL Extra Class License Manual
- Understanding Basic Electronics
- Basic Radio – Understanding the Key Building Blocks
- Basic Antenna – Understanding Practical Antennas and Designs
- Your First Amateur Radio HF Station
- Get On the Air with HF Digital
- FCC Rules & Regulations for the Amateur Radio Service

These resources are to encourage potential new amateur radio operators, students, youth, and to provide support to current licensees who are library users.

Orders must be pre-paid and must include the name of the library or school intended to receive the library book set. Orders must be placed directly through ARRL Field Services at clubs.arrl.org.

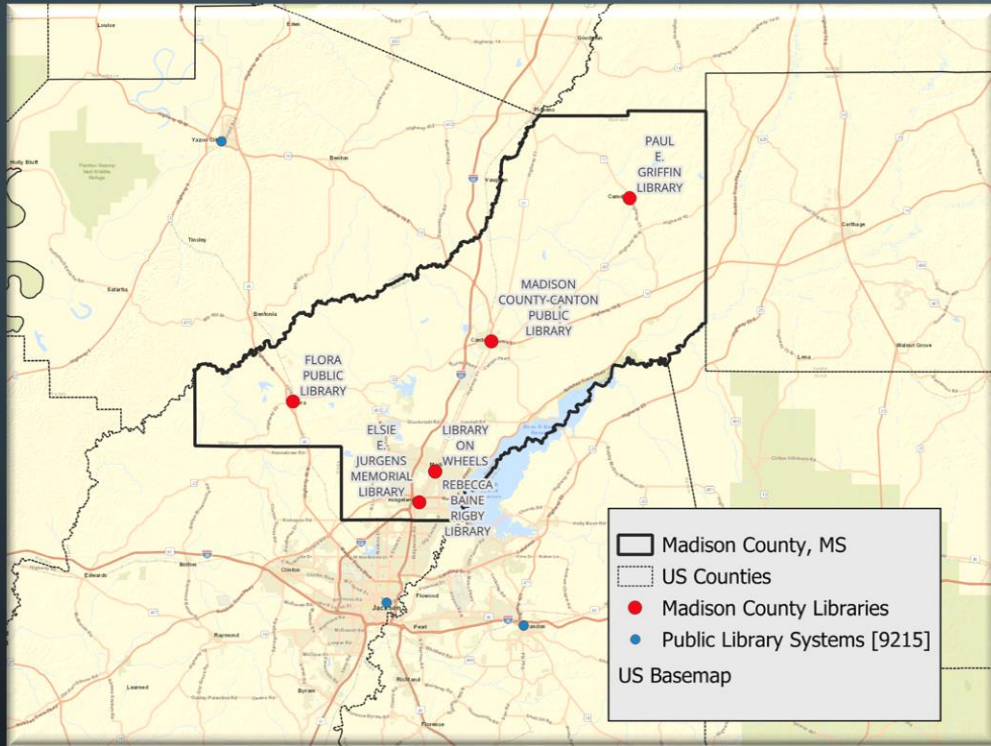
Description and Terms: The ARRL Library Book Set is available at the special price of \$250 and includes popular ARRL publications intended for clubs or individuals that wish to make a gift to a local library or school. Price includes ground shipping throughout the 48 contiguous states. For other shipping options call (866) 594-0200. Editions sent will be those available at the time the order is received. Publications and prices are subject to change without notice. Applies to orders purchased directly from ARRL.



DO LIBRARIES WANT HAM RADIO?

- After publishing the research on public libraries and promoting the Initiative, I thought I should put my money where my writing has been!
- I visited my county's public library system office in Canton, MS to get some 3D printing done. My visit lasted over an hour as we explored what amateur radio clubs could offer and what they could use from us.
- The mutual benefits became rather clear from our discussions.

MADISON COUNTY LIBRARY SYSTEM SNAPSHOT



Madison County Public Libraries: 2021 Program Data (latest)				
County Pop Served	Total Programs	Youth Programs	MLA Staff	State Govt Revenue
109,813	1,258	632	8	\$212,623
Hours Open/Year	Total Attendance	Youth Attendance	Librarians	Fed Govt Revenue
13,050	36,033	18,387	26.9	\$0
(9am-6pm weekdays 9am-5pm Saturday)	Attend/Prog	Attend/Prog	Total Staff	Other Income
	28.9	29.1	31.2	\$190,623
Registered Users		Age K-5 Prog		Total Op Revenue
51,164		269		\$2,445,769
Total Circulation		Age K-5 Attendance		Total Op Expenditures
287,312		3,270		\$2,345,254
Children's Circulation		Attend/Prog		
121,910		12.2		
Children/Total Pct		Age 6-11 Prog		
42.4%		363		
		Age 6-11 Attendance		
		15,117		
		Attend/Prog		
		41.6		
		Young Adult Prog		
		73		
		Young Adult Attendance		
		1,354		
		Attend/Prog		
		18.5		
		Adult (age 19+) Prog		
		538		
		Adult (age 19+) Attendance		
		15,571		
		Attend/Prog		
		28.9		

Madison County MS has both wealth and poverty. The MCLS serves the range of these extremes. Almost one-half of the county population are registered users! They have a strong youth program, both in terms of content and programs. But they are not funded to the level necessary to easily add cutting-edge programs like “maker spaces” and similar things. **They are a prime candidate for a partnership.**

MCLS LIBRARY ADMINISTRATIVE STAFF

- MCLS Library Rep will comment now on this partnership.
- Tamara Bates, Technology Training Specialist, MCLS
- “What do public libraries need from amateur radio clubs?”

What can MCLS do for Ham Radio?

Provide Meeting Space:
We have large meeting rooms in our Ridgeland, Madison, Canton and Flora Branches available for club meetings and educational events.



Outreach to a diverse age range of the population who don't know about Ham Radio and may want to learn more!

3D print Ham Radio accessories at minimal cost.

Possible future Ham Radio set up available for instruction classes and events.



JACKSON ARC AS PARTNER TO MCLS

- JARC has established a formal partnership with the MCLS system.
- Donated \$2,000 retail value of books and materials.
- To help build-out “maker spaces” in MCLS Branch Libraries, JARC applied to the ARRL Foundation for a \$3,000 grant to purchase another 3D printer.
- **It was not funded.** *JARC has decided to purchase TWO 3D printers out of it's own funds and donate them to the MCLS anyway. However, a revision focusing on ham equipment has been funded by the ARRL Foundation for \$3,000.*
- JARC has other grant proposals in development to further support MCLS in offering STEM programming via “maker spaces”.

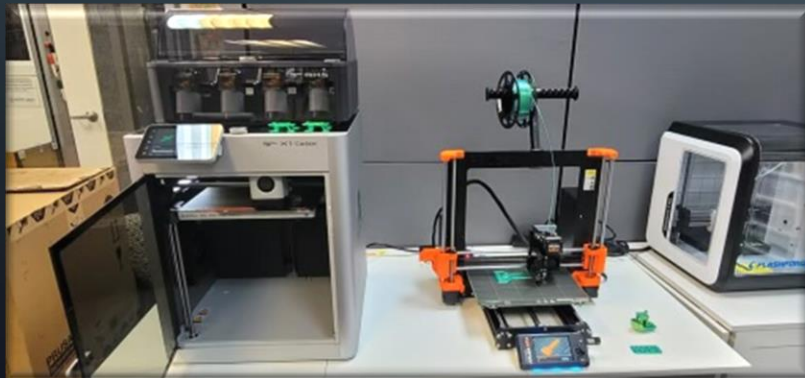
JARC BOOK AND MATERIALS DONATION TO MCL



JARC 3D PRINTER DONATION TO MCLS

In late May 2024, the Jackson ARC donated two 3D printers to the Madison County Library System. Picture in operation below.

These two additional 3D printers will continue to enhance the MCLS ability to facilitate their “maker spaces” in branch libraries. This includes getting area ham operators to use the inexpensive services to fabricate parts for their homebrew work.



Caption (from left to right): Kristina Normon, Assistant Director (in training); Tammie Terry, MCLS Executive Director; Braley Reed, System Administrator (in training); Jim Armstrong, JARC President; Margaret McClarty, JARC Treasurer; Tamra Bates, MCLS Technology Training Specialist; Frank Howell, ARRL Assistant Director, Delta Division; Ray Myers, MCLS Assistant Director / System Administrator

JACKSON ARC AS PARTNER TO MCLS (CONT.)

- Madison County MS is a fertile ground for membership with about 250 licensed hams. But no club per se. JARC is a club for the metro area of Jackson, covering Madison County (and six others).
- K4FMH is reviving his **S.M.A.R.T.** (*Saturday Morning Amateur Radio Time*) concept with MCLS and JARC as the strategic club providing programming.
- JARC will host quarterly events at the Madison Library Branch:
 - Intro to today's amateur radio with more specialized topics building on that introduction
 - Live activations behind Library using their garden gazebo and picnic tables with tall oak trees!
 - With sufficient patron interest, a Technician license class and VE testing

GARDEN AREA BEHIND MADISON LIBRARY BRANCH



This area has many tall trees for wire antennas. Portable tables inside the Gazebo will facilitate “over the shoulder” viewing of portable operations. Battery power with solar panels will be used. Signage at the Library entrance will direct spontaneous traffic but the event will be well publicized by MCLS.


GET S.M.A.R.T. @ THE LIBRARY

JARC will present quarterly programs for the public; it began on March 2, 2024 in Madison.

We will organize an activation event there in mid-summer.

A program to complement the approved Club-Library partnership is "Libraries on the Air (LiOTA). Note the female operator in logo.

World Radio League logbook (worldradioleague.com) has tentatively agreed to host LiOTA logs in the Fall 2024.




S.M.A.R.T.
Saturday Morning Amateur
Radio Time @k4fmh
March 2, 2024
10am - Noon
Get S.M.A.R.T. at the Library!

AMATEUR RADIO: DO THEY STILL DO THAT?

The Jackson Amateur Radio Club (msham.org) will show you it's far different than you might think. "Hams" save lives, talk to astronauts, some are famous, and all make friends everywhere. Come learn. At the Madison Public Library.

This is not your father's "radio"!

Rebecca Baine Rigby Library - Madison MS
994 Madison Avenue
Madison, MS 39110



JARC RECEIVES ARRL FOUNDATION GRANT TO SUPPORT S.M.A.R.T. AT MCLS

In June 2024, the Jackson ARC received a notice of award from the ARRL Foundation in the requested amount of \$3,000 to support *Saturday Morning Amateur Radio Time* at Madison County Libraries. This award will fund some of the equipment to put permanent ham radio stations in two branch libraries. The JARC or other donations will fund any remaining equipment necessary to implement this project. Most will involve VHF/UHF equipment but there will be a portable HF station housed in a Gator Case for movement to library branches as necessary in the immediate future.

MCLS now has a commitment to have an amateur radio station with at least one library staff member licensed via the JARC VE Program at each library branch. A total of 6 staff members are now studying for their Technician license. This is a significant step in getting amateur radio in front of the target recruitment market delineated above that may have never been done before: *thousands of library patrons in Madison County MS.*

This step of engaging public libraries “institutionalizes” amateur radio in a local library system. The partnership-building by an area amateur radio club can result in far more than simply donating a set of books for the library shelves. This book donation, however, is a critical first step in the process.

GET S.M.A.R.T. @ THE LIBRARY IS INTERNATIONAL

- In South London UK, the Sutton & Cheam ARS has just begun a “smart-radio” program at an area library (see <https://smart-radio-uk.blogspot.com/>)
- Martin Butler M1MRB & Chris Howard M0TCH leading effort
- 8 week program on what is amateur radio?
- Separate website for Smart-Radio UK to promote concept, cross-linked back to k4fmh.com
- Can be replicated as desired

ARRL COMMENTS ON CLUB-LIBRARY PARTNERSHIP

- David Norris K5UZ, Delta Division Director
- Ed Hudgens WB4RHQ, Delta Division Vice Director
- “What is the ARRL’s view of Club-Library Partnerships?” [*David & Ed both view it as a highly positive development being organically grown in the Delta Division. Ed’s club near Nashville TN has had success with library outreach.*]
- “What is the League doing to facilitate these grass roots efforts at educational outreach?” [*David encouraged the JARC to resubmit our unfunded grant proposal to the ARRL Foundation to focus on getting ham equipment into the libraries. It was just funded (see above).*]

WHAT IS YOUR CLUB WILLING TO DO TO ENGAGE WOMEN AND YOUTH IN AMATEUR RADIO?



Ball is in your court. JARC is dribbling...

For more information on the Club-Library Initiative, visit my main blog site at K4FMH.COM

