

Before you make a presentation to school leadership ...

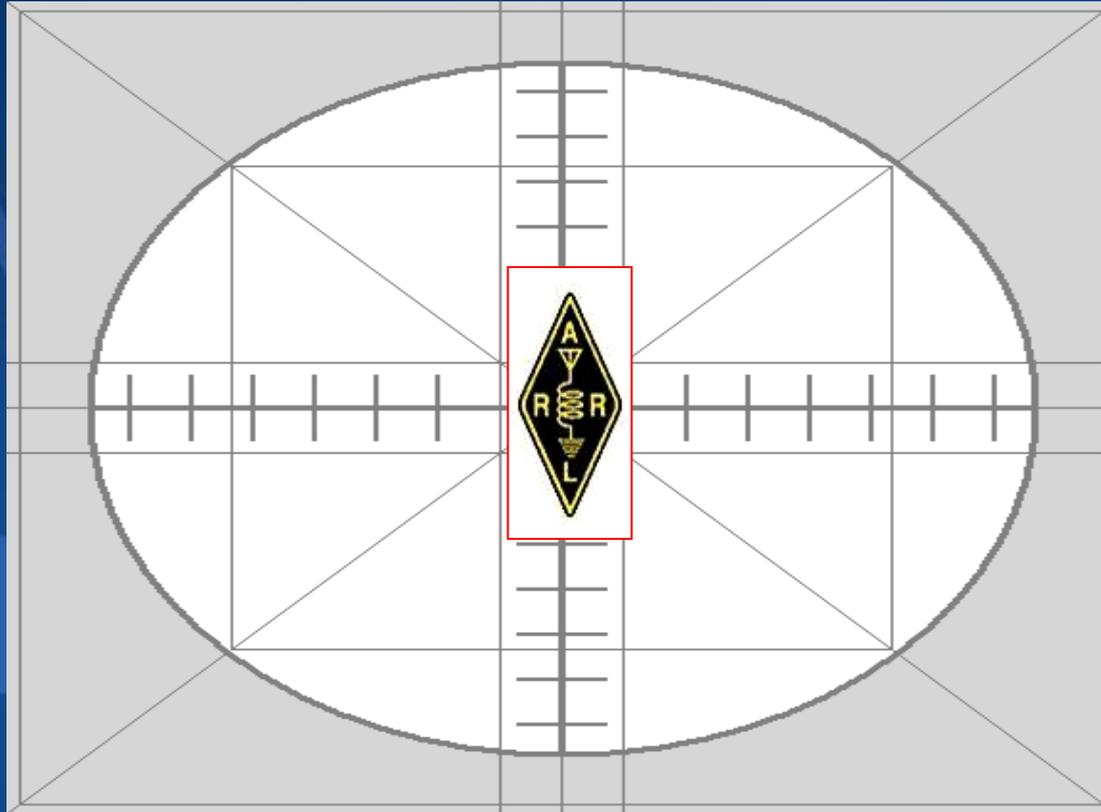


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Get focused !



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What is your goal?

You love Amateur Radio

You want to see kids getting into the hobby

You want to have it in your local school system, *BUT...*

As lofty as your desires may be, there are some very heavy limitations on schools.

Time, funding, increasing numbers of “mandates” and the demands from every group from soccer moms to the chess club for more resources are competitors for a school leader’s attention.

- **What is your specific goal? What specifically do you want them to do – and what are YOU willing to do to make that happen ?**

Write it down in 2 sentences or less.



Who should make the presentation?

You may be a wizard at Amateur Radio , BUT...

are YOU really the best person for the job?

- ✓ Do you have teaching experience?
- ✓ How much do you know about the local school system?
- ✓ How polished are your public speaking skills?
- ✓ If they start asking questions, will you have the answers?
- ✓ Can you summarize Amateur Radio to a non-ham in under two minutes?
- ✓ Who is going to be with you?
- ✓ Do you have a history in local politics that might help or hurt?

All of these questions and more should be considered in choosing the right person to make an approach to school leaders in the community.



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What training may help?

Situations vary by community, but there are several aids to help prepare you.

1. Be sure you review the materials provided to prepare you on the website resource page for outreach to teachers and schools at <http://www.arrl.org/outreach-to-teachers-and-schools>, including “[Frequently Asked Questions: How to Approach Your Local School](#),” and the background articles.
2. Be familiar with the Education & Technology Program (ETP), including the Teachers Institute on Wireless Technology (TI) and the ETP resource materials. You’ll find all of this information accessible at <http://www.arrl.org/education-technology-program>.



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What training may help?

Situations vary by community, but there are several aids to help prepare you.

3. In addition to this preparation, look over <http://www.arrl.org/pr-tools-for-pics-and-pios> for general information.
4. Consider taking the PR-101 course (<http://www.arrl.org/pr-courses>) . This provides good training for presentations to the public.



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What other preparations should you make?

Go over the presentation, then go over it again.

- ✓ Practice! Make your presentation to your family, make it to your friends and your club or group
- ✓ Do it again
- ✓ Get people to watch you and critique
- ✓ Note those areas where you stumble – and rehearse them to make them smooth
- ✓ Keep a folder of basic, related information handy and indexed.

Such as: how many hams in your town/state
the contact people for other schools' teachers or clubs
recent media clips about your group



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Things to avoid

- Do not overwhelm the audience with your own personal achievements. They don't care and it gets off the main topic. It's about them – not you.
- Do not use too many technical terms. They will probably not understand you and will just tune you out.
- Do not use “ham slang.”
- Do not assume that everyone in your audience even knows what Amateur Radio is. Many will not know.
- Don't forget to watch your audience's “body language.” It will tell you a lot.



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Know your audience!

WHO will you be talking to?

How many people will be there?

Will you need a projector?

Can you maintain eye contact while you are talking?

What are their names, titles and roles?

Knowing their names and titles allows you to inject some individuality into the talk

USE the name of as many as you can in the talk without being obvious

“As Tom knows, the required mandates recently.... “

Will they be able to make a decision on their own or have to check with someone else first?

This goes along with your goal – which is to achieve WHAT?

Can these people help you achieve that goal even if they wanted to do so?

Don't ask something they cannot do.

Ask, and expect, them to do what they CAN do.



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Know the battlefield

WHERE will you be meeting?

There's a big difference between doing a stand up presentation and sitting across a table.

If you end up talking to someone across their desk, it's usually a waste of effort.

Will there be phones or other people interrupting?

Do you need a screen or projector? Will they be able to see you well?

Will there be food there? (A distraction – talk first, eat later. Groups have a tendency to agree to most anything so they can stop and get at the food.)



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Know your time limits

You only have...

3 seconds to make a good first impression. That's how fast people size you up. Live with it.

1 minute to form an alliance of understanding. You are either an intrusion to their day or a helper. Showing understanding marks you as a helper. This is where knowing their names, roles and responsibilities comes into play.

1 minute to get your main, key point across before serious objections rise. After that, the audience is thinking ahead of you and coming up with reasons why it cannot be done.

2 minutes to show how to overcome these objections and achieve the goal. If you do not anticipate and perform a "course correction" for their thoughts, you will lose them in the 4th minute.



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Time... continued

In the best of all worlds, by the end of the 4th minute you are into a dialog with your audience and looking at ways to accomplish the goal. It is already clear that everyone agrees the goal is desirable.

The question now is IF and HOW you can, working together, make it happen.

From here on, expect questions and interruptions. *This is good!*



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What to bring - handouts

Make sure you have enough materials for every person in the room.

1. The “Hello” brochures from the ARRL are good and go well with this presentation. You can preview these brochures and order them from ARRL through an online order form. Find more information at: <http://www.arrl.org/brochures-and-exhibit-materials>
2. You can order “10 Good Reasons ... 3 Ways to Do It” brochures that have been developed specifically to accompany presentations about Amateur Radio to school administrators and teachers. You can order these from the ARRL Education Services Department. You’ll find more information on the ARRL website at: <http://www.arrl.org/outreach-to-teachers-and-schools>.

Read more about this brochure ...



What to bring - handouts

“10 Good Reasons ... 3 Ways to Do It”

This brochure was developed with the help of educators, media people and amateurs who have “been there – done that.” Some points that you should know...

- It is NOT for general distribution! It is intended to be used when you actually have a face-to-face meeting with educational leaders.
- It is crafted to go with the trainings included here to make the best presentation possible. Please **do not assume** you already know everything needed. We can ALL learn more!
- It takes the most common problems that presenters face and turns them into positives for your case.

Be sure to have good contact information already printed into the space on the back page of the brochure if your audience wants to follow up on your meeting.



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What to bring - handouts

Do not pass out brochures until AFTER your presentation or your audience will be looking through them and not listening to you!



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What about computers and video?

We suggest you do NOT use them!

There's a big difference between doing a stand up presentation and sitting with them, not talking at them. This forms better relationships. You want to be a friend, not a used car salesman.

Video usually shows only what others have done, not what YOU can do for them.

Too many presenters use PowerPoint and video as a crutch for poor preparation work.

If you feel you absolutely must have a video, you can use the [Induced Magnetics.wmv](#) file as an example and discussion starter. This is an excerpt from a Teachers Institute classroom discussion. But be prepared: you must be ready to explain it to a science teacher!



Want more help?

- Home Page for American Radio Relay League <http://www.arrl.org>
- Welcome to Amateur Radio <http://www.arrl.org/campaign-1.html>
- ARRL Amateur Radio Education & Technology Program <http://www.arrl.org/education-technology-program>
- ARISS Amateur Radio on the International Space Station <http://www.arrl.org/amateur-radio-on-the-international-space-station/ARISS>
- Amateur Radio in the Classroom <http://www.arrl.org/amateur-radio-in-the-classroom>
- ARRL Brochures and Exhibit Kits <http://www.arrl.org/brochures-and-exhibit-materials>



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