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DID YOU TELL ANYONE ABOUT AMATEUR RADIO THIS WEEK?

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THE FOLLOWING NEWS CAN BE HEARD FROM OUR AUDIO SERVICE
Available in Audio RIGHT NOW
http://www.wiaq.org.au/ftp/vk4_qnews_64.mp3

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Hello, I'm Geoff Emery, VK4ZPP, and I've been thinking.

Sshh... can you hear that? No nor can I hear the other items on QNews. They seem to be lost in the cyber world or floated of into cyber space.

It seems that the older forms of communication are finding it hard to hold traction within our hobby. Without contributions the news sources are but a shadow of what they used to be and that includes our broadcast news and our masthead publication "Amateur Radio".

Often the question has been put, "Who did you tell about amateur radio, this week?" and the answer is something that is up to you. However, in the time it takes to update a personal blog or record a podcast, you can increase the immediate coverage by sending your copy to the Publications Committee, National News or even this very QNEWS.

Then the thing is that instead of trying to attract followers, clicks and likes you have already put your story out to a ready made audience. This is a complementary experience as the print and radio consumers can also end up clicking on the web posts and the samei in reverse.

As I put things, before, "The person who follows the news can turn up to your swap meet or want to sign on for the next training course". So the news we distribute to readers and listeners can not only inform our neighbours in the hobby but also those who can see the thrill of getting on air, of experimenting and designing and building projects whether it is hardware or software. The person with their nose in a book, or their eyes following a tablet can be engaged in some arty activities and as educators tell us, it is the arts that skill us in creative things and creating, making is a big thing in amateur radio.

With contests on the calendar, with training courses coming up with sprucing up for the summer wet and storms, with events that attract

people there is much to report on the news. If we make the telling of our story part of the getting ready and then the wrap up, we demonstrate to others how vibrant, how interesting and how strong is the following to amateur radio, our hobby.

If we stop and remember to when we first heard of amateur radio the things that attracted us then led us to look for more information. Some of that information is what our magazine and our broadcasts provide. Remember when we were looking and remember where we found out. Let's spread the news.

Instead of listening to the quiet breeze outside the open door, how about we answer when we hear, "who did you tell about amateur radio, this week?"

I'm Geoff Emery and that's what I think....how about you?

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TO SUPPLY QNEWS ITEMS:-

Send SCRIPT to qnews@wia.org.au
send audio to <http://www.wia.org.au/members/broadcast/upload/>

QNEWS Tips to get MORE out of your weekly newscast on VK4WIA

If you would like to submit club news items for inclusion in the QNEWS broadcasts, please email your item in text to:-

qnews@wia.org.au

THEN submit audio:- Read "how to submit items" in the weekly news page on <http://www.wia.org.au/members/broadcast/contribute/>

Remember the sooner you submit audio material the more the likelihood of it being broadcast in the very next edition QNEWS. Each item will only be broadcast once, if you want a couple of mentions, please submit different slants to keep your event 'fresh .'

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