

Boy Scouts of America

Jamboree-on-the-Air 2012



K2TD, Burlington County Council, NJ



Table of Contents

Table of Contents	2
Jamboree-on-the-Air	3
Executive Summary	4
Committee Organization	5
Committee Action Items	5
Committee Progress Report	6
Communication and Promotion	7
Scouting Audiences.....	7
Amateur Radio Audiences.....	8
ICOM America	9
Station Registration	13
Email to Registered Stations	14
Website Traffic	15
Morse Code Interpreter Strip	16
JOTA 2012 Results	17
JOTA 2013 Improvement Suggestions	18
Appendix --- Links to JOTA Media Coverage	19

Jamboree-on-the-Air

The Jamboree-on-the-Air, JOTA, is the largest gathering of Scouts in the world. It takes place on the third full weekend of October. In 2011, nearly 750,000 Scouts participated from over 6,000 amateur radio stations from 150 countries around the world. Boy Scouts of America reported 3,185 participants from 68 stations.

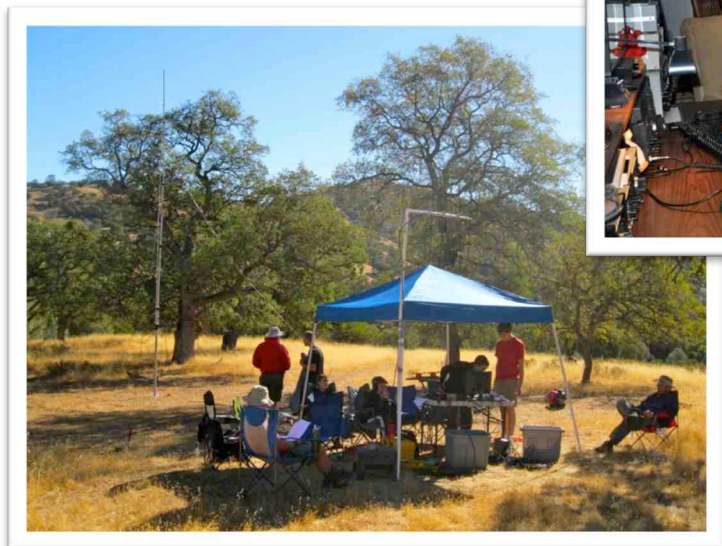
For the 2012 event it was determined that participation in the USA could be improved even more. A key element of this improvement would be communication around the event, enhanced supporting materials, and then improved reporting of results.

K2TD Event, Burlington County Council, New Jersey, using ICOM Loan Station



I do not think I can precisely express in words the wonderful experience for all involved, but in a very special way for all our youth, the Scouts. These young individuals had in about 30 hours combined lessons that will last a lifetime. They learned about geography, physics, math, languages, world citizenship, science, friendship, team work and so many other skills that most kids their age are never able to experience. These kids' minds have been stamped forever with the experience of communicating with other human beings around the corner and across the world.

Max Stiles, BSA Unit Commissioner, after attending JOTA event



NS6T, San Francisco Bay Area Council, California



K9S, Calumet Council, Indiana

Executive Summary

In early 2012, the National Radio Scouting Committee was trimmed from 22 members to 8 by selecting only those members who signed up for an improvement task. Those tasks included generating Radio Merit Badge training slides, an JOTA Activity Book for use during the event, updating the JOTA website, building an automated online registration and reporting system, building a comprehensive frequency listing, and generating extensive promotional campaigns across a number of media outlets designed to reach Scouting volunteers, Scouting professionals, and amateur radio operators. In the course of this effort they also worked with the BSA Awards and Insignia Committee to introduce the Morse Code Interpreter Strip to recognize those members with Morse Code proficiency that are available to fulfill communication needs. In addition, ICOM America stepped up to promote JOTA as a part of their sponsorship agreement with the BSA around JOTA and the 2013 Jamboree, and to provide loan stations to local councils --- with five stations in action for Jamboree on the Air.

All that effort resulted in a 200% growth in the number of stations reporting their activities along with a nearly 500% increase in the number of reported Scout participants. Stations reported on their events from 136 councils and 41 states.

	2010	2011	2012	Percentage Change 2011 to 2012
Stations	31	68	204	200%
Scouts	454	3,185	18,537	482%



KF7LTG, Great Salt Lake Council, Utah

Committee Organization

In December 2011 and January 2012 a list of recommended action items was developed by the National Radio Scouting Committee and members were asked to sign up for one or more of the items. In February 2012, the committee was reorganized to include only those members who signed up for specific action items. This then brought the committee size to 8 in 2012, down from the original 22 in 2011. This, in turn, made for a more nimble and action oriented committee.

The 2012 committee members are: Frank Krizan, KR1ZAN; Gary Wilson, K2GW; Reed Graham, KK6WZ; Christian Ingerslev, AB2SN; Frank Kisselbach, W7PAQ; Grant Laughlin, W5XJ; Doug Cook, KD5PDN; and Jim Wilson, K5ND.

Committee Action Items

A number of recommendations and thoughts were provided during the reporting phase of the 2011 JOTA activities. In addition, several best practices emerged from station reports. These items were moved into a list of action items and committee members signed up for areas of interest with a promise to set deadlines and take action. Here's the list and the committee members who signed up for each one.

1. Design the JOTA patch early and use it in the promotion as soon as March. Jim Wilson.
2. Review and update JOTA website with new/revised information. Consider re-organization for increased user-friendly access to needed information. Frank Krizan and Grant Laughlin.
3. Build station registration database system with easy data entry for station operators and with data used to provide station reports after the event. Gary Wilson and Jim Wilson.
4. Designate IRLP Reflector Nodes and D-Star Reflectors for JOTA Activity. Designate or establish a JOTA Echolink Node. Include APRS. Frank Krizan.
5. Provide support materials for Radio Merit Badge. Christian Ingerslev and Frank Krizan, with assistance from Gary Wilson.
6. Provide workbook of ham radio related activities that could be used to keep Scouts busy while waiting their turn on the radio. Frank Kisselbach, Reed Graham and Doug Cook.
7. Build full promotion plan that takes advantage of lessons learned in 2011. Jim Wilson.
8. Send report reminders every two weeks after the event right up until December 1. Jim Wilson.
9. Provide a reward for completing the report. Grant Laughlin, Frank Krizan, and Doug Cook.

Other action items included contacting the Girl Scouts to coordinate JOTA information and support, monitor ham radio interpreter strip proposal progress with the Awards & Insignia Committee, ship Radio Scouting patches to the committee members.

Committee Progress Report

All the action items noted above were implemented in the run up to the 2012 Jamboree on the Air. Here's a reasonably comprehensive listing:

- Patch introduced in March and extensive promotion completed to all key audiences.
- Website was updated throughout the year with a new navigation menu on the right side of the page with better organization of information.
- Station registration system provided by BSA Research Service and implemented in the summer.
- Frequency listing developed including designated Scouting IRLP Conference Node 9091 and D-Star reflector REF033A.
- Radio Merit Badge materials updated and added to website.
- Workbook of ham radio activities developed and published on the website.
- Promotion plan in place and implemented across all key media, see later report.
- Report reminders will be sent right after the event and every two weeks thereafter.
- Certificate developed for each station that completes and submits their JOTA report.
- Girl Scouts were contacted and ARRL initiated contact as well. No progress achieved to date.
- Morse Code Interpreter Strip successfully introduced in May.
- Radio Scouting patch introduced as recognition for committee members and others.
- Contacted New York QSO Party to facilitate avoiding JOTA frequencies.

This has been a very productive year building the supporting systems, materials, and promotion for Jamboree on the Air. In addition, the introduction of the Morse Code Interpreter Strip has generated a great deal of interest in amateur radio within Scouting.

A supporting action item was the naming of ICOM America as the official 2013 Jamboree sponsor for transceivers and repeaters. Part of the sponsorship agreement included promoting Jamboree on the Air through ICOM advertising and ham fest exhibit promotion as well as a council station loan program. The loan program has resulted so far in five stations being sent to local councils to support JOTA and Radio Merit Badge workshops. More loans are expected over the coming years, with 10 complete stations available from ICOM.

Communication and Promotion

The committee identified four key audiences that needed to be reached to meet our goals, these are:

- Scouting Unit Leaders (action and organizing role)
- Ham Radio Operators/Clubs (action and organizing role)
- Scout Council Employees (support role)
- Scout Council Volunteers with a key link with International Representatives (support and information role)

While 2011 saw promotion of JOTA reach a very level volume, 2012 set new records for getting JOTA and Radio Scouting into many media channels through JOTA activities, the ICOM sponsorship, and the introduction of the Morse Code Interpreter Strip. A summary listing is shown in the tables below.

Scouting Audiences

Communication Vehicle	Audience	Dates
Scouting Website	All audiences	Updated with new information, support materials, and a list of registered stations. Traffic levels reported below.
International Newsletter	Scout Council Volunteers	January 2012 covering 2011 results. July 2012 on getting involved with 2012 event with link to website.
Booth Promotion	Scout Council Volunteers/Employees	International Department Booth at National Annual Meeting in May, Top Hands Meeting in August.
Commissioner Newsletter	Scout Council Volunteers	February issue covering 2011 results and new patch. May issue covering the 2012 event.
Scoutwire E-Newsletter	Scout Council Employees	January 30 covering 2011 results, March 28 new patch design, April 26 visit ARRL Field Day, June 6 ICOM station loans, August 3 ICOM station loans, October 11 JOTA Takes to the Airwaves.
BSA Facebook	Scout Council Volunteers	March new patch design. May 22 JOTA and ICOM sponsorship. September 4 patch --- 600+ likes and 215 shares. October 16 JOTA --- 442 likes, 181 shares, 26 comments.
BSA Twitter	Scout Council Volunteers	March new patch design. August 7 on ICOM sponsorship. September 5, reminder of event.
Scouting Magazine	Scout Council Volunteers	September/October issue carried brief story on the 2012 JOTA under mark your calendar as "Get on Our Wavelength".
Scouting Magazine, Bryan's Blog	Scout Council Volunteers	April 3 JOTA story. April 20 ARRL Field Day and JOTA. May 4 Morse Code Interpreter Strip. June 12 ICOM station loans. Facebook posting August 4 on ICOM station loans. October 22, ISS contact for JOTA.
Council Newsletters/Websites	Scout Council Volunteers	Several councils publicized their local events
Yahoo Groups	Scout Council Volunteers and Ham Radio Operators	Posted information to several Scouting and Ham Radio related Yahoo Groups

Amateur Radio Audiences

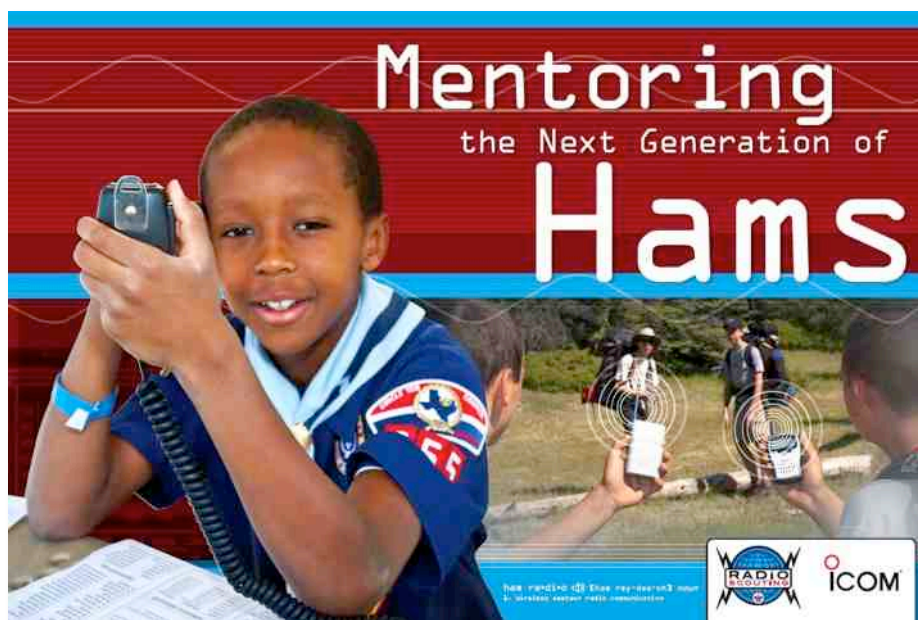
Communication Vehicle	Audience	Dates
Booth Promotion	Ham Radio Operators	Dayton Hamvention in May with Scout booth in ARRL location, ICOM Booth ran promotion around JOTA and station loans. Many other ham fests covered by ICOM booth.
ARRL Website	Ham Radio Operators	May 8 coverage of Morse Code Interpreter Strip. May 19 coverage of ICOM sponsorship. Starting September 27 ICOM banner ad on JOTA. October 15 posting of full story of Radio Scouting efforts written by K5ND. October 16 posting of JOTA article.
ARNewsline.org Website	Ham Radio Operators	May 11 interview on Morse Code Interpreter Strip. June 1 announcement of ICOM America sponsorship. October 8 interview of K5ND on JOTA.
ARRL Contest Update	Ham Radio Operators	September 15 reminder of event. September 26 link to JOTA video.
ARRL Letter	Ham Radio Operators	May 10 story on Morse Code Interpreter Strip. May 24 story on ICOM sponsorship. Weekly e-newsletter sent to all members.
Ham Club Newsletters/Websites	Ham Radio Operators	Several clubs publicized their local events
ARRL QST Magazine	Ham Radio Operators	July 2012 coverage of Morse Code Interpreter Strip. September 2012 article on Ham Radio and Scouting also separate article on JOTA. September 2012 construction article on power cart used at Jamboree.
ARRL Contact Newsletter	Ham Radio PIOs	September write up on how to implement publicity around JOTA.
Yahoo Groups	Scout Council Volunteers and Ham Radio Operators	Posted information to several Scouting and Ham Radio related Yahoo Groups
Ham Radio NOW online video	Ham Radio Operators	May 27 posting of 17 minute video interview of Ray Novak, ICOM, and Jim Wilson, BSA on sponsorship and Radio Scouting activities.
Amateur Logic TV	Ham Radio Operators	May posting of Dayton coverage of the ICOM Sponsorship announcement.
YouTube Video	Ham Radio Operators	September 15, three minute video promoting Jamboree on the Air and how to get involved. Also linked from ARRL site and K2BSA site.
Ham Nation	Ham Radio Operators	Episode 66 on September 26, ran three minute JOTA video. Episode 68 on October 10 brought to you by ICOM and JOTA, three minute advertisement on JOTA and numerous mentions.
Email to Registered Stations	Ham Radio Operators Scout Leaders	See full report on email to registered stations below.
K2BSA	Ham Radio Operators	The K2BSA Amateur Radio Association hosts a website, Facebook page, and Twitter feed. A great deal of promotion happens on this site year-round for JOTA and Radio Scouting efforts.

ICOM America

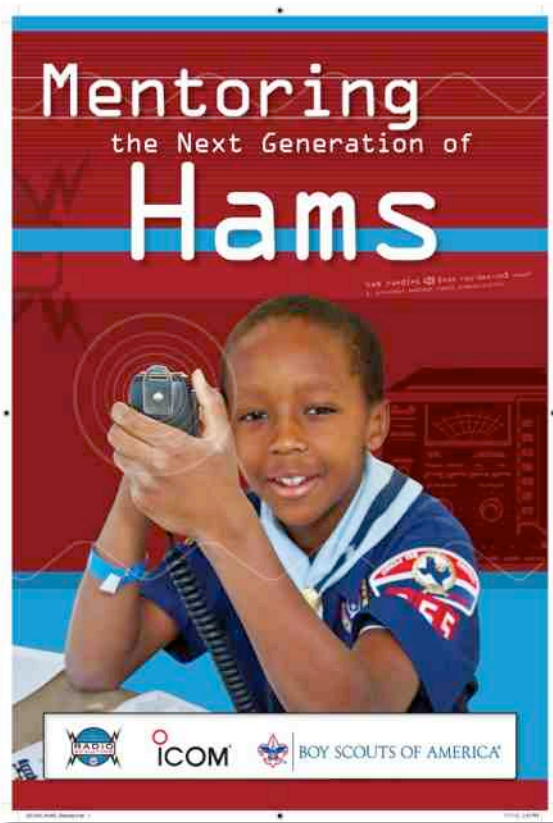
In Summer 2012, ICOM America produced an extensive array of point of purchase promotional materials for use by their 31 dealers in promoting Jamboree on the Air. The designs were generated by the Creative Design Team of the Communication Services Department at the National Council of the Boy Scouts of America. The image below is the banner. The next pages provide snapshots of the other items.

Beginning September 27 through JOTA weekend, ICOM America placed a banner ad on the ARRL webpage. This generated 80 to 100 visitors per day to the landing page at <http://www.k2bsa.net/icom-jota-support/>. In addition, ICOM America placed a top-level banner ad on the ARRL Letter emails that were sent on October 11 and on October 18. This generated over 300 visitors on the day of mailing followed by nearly 200 the next day. Overall total traffic to the landing page was 2,522 visitors.

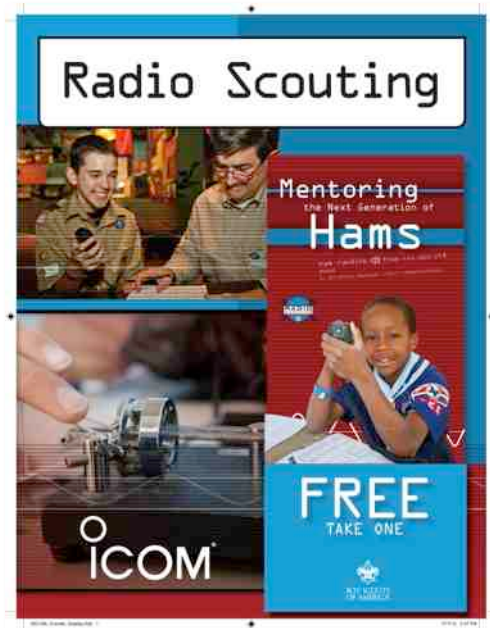
ICOM further provided advertising on the Ham Nation television show episode #68 that ran the week of October 10. The show starts with “Ham Nation brought to you by ICOM and Jamboree on the Air”. There is also a three-minute ICOM sponsored advertisement that uses all this time to promote Jamboree on the Air as well as numerous mentions throughout the show. You can see the episode here <http://twit.tv/show/ham-nation/68>



ICOM Dealer Banner



Window Cling



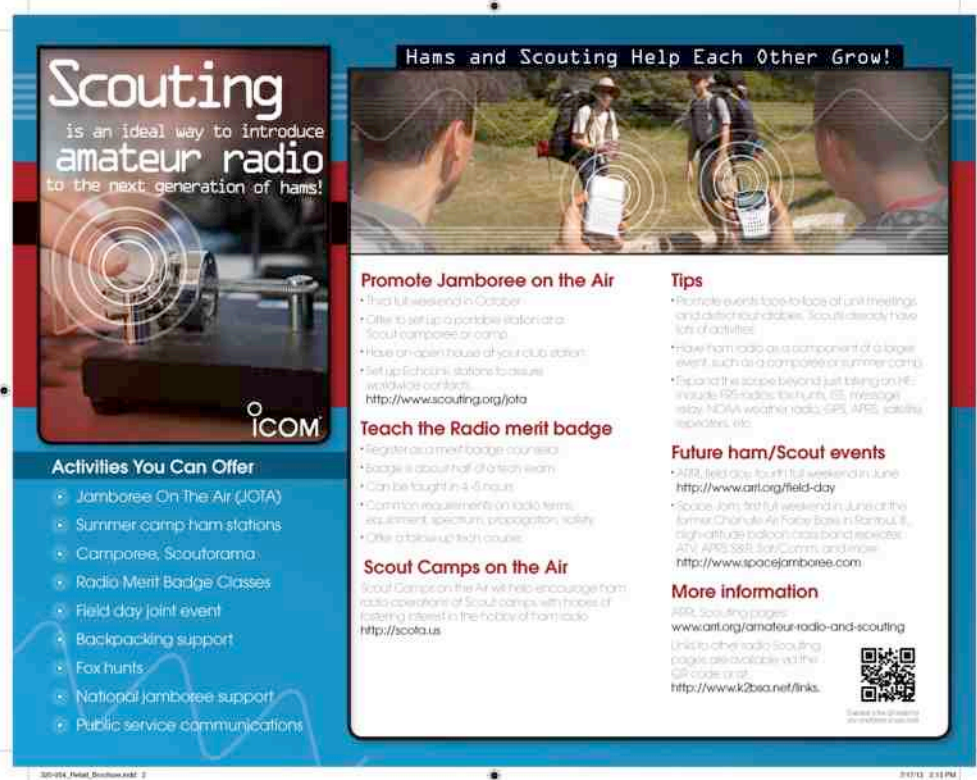
Counter Card with Brochure



Takeaway Information Sheet



Brochure Front and Back



The ICOM America station loan program set up 10 complete amateur radio stations for loan to local councils and BSA introduced the program in May 2012. The first applications arrived in late summer and five total stations were approved for use during Jamboree on the Air (Denver Area Council, Burlington County Council, Buckeye Council, Los Angeles Area Council, and Tecumseh Council). This program generated a great deal of interest not only in Jamboree on the Air but all Radio Scouting activities and STEM topics in general.

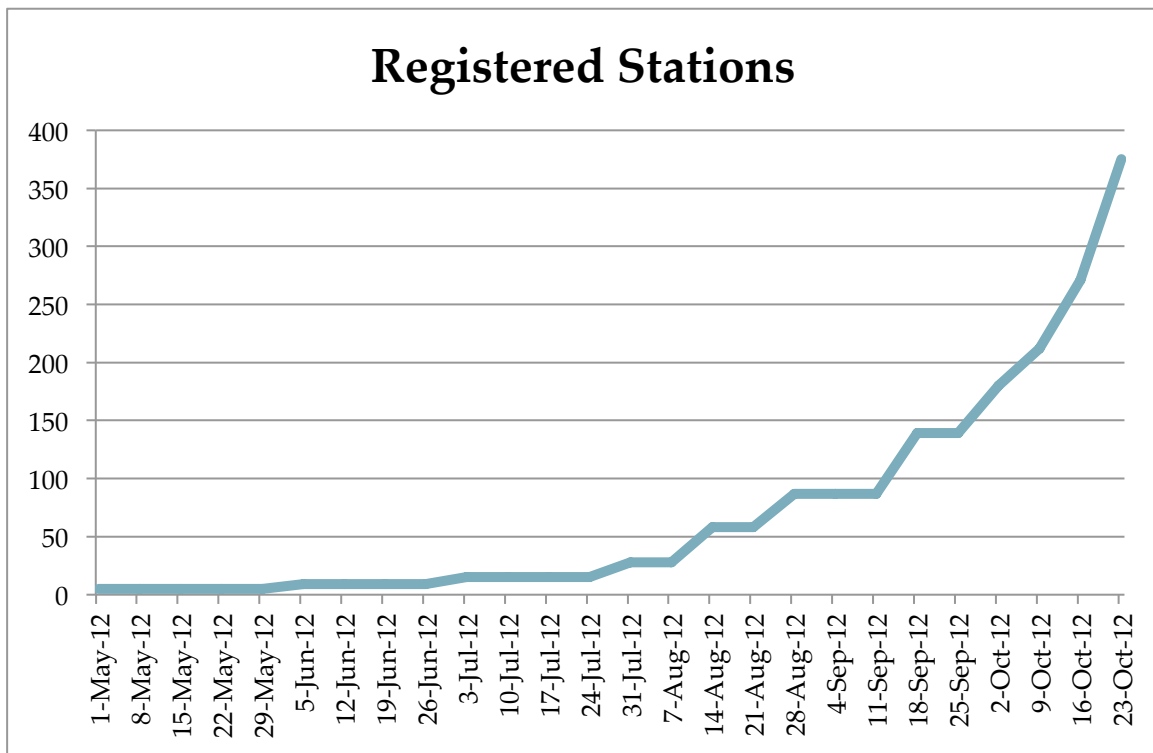
ICOM further provided promotion at several Hamfests in their booth, showing the loan station along with JOTA materials and a special Radio Scouting sweeper provided by the BSA.



ICOM America Loan Station
Complete radio station with antenna and Pelican carrying case

Station Registration

The online registration system saw 375 stations register their operations prior to the event. They estimated that 31,000+ Scouts would participate in their events. The graph below shows the cumulative number of stations that registered and when they registered. From this it appears that opening up the registration system in July or August would be soon enough.



Email to Registered Stations

We began using an email campaign system (Mail Chimp) in early September 2012. This allowed us to send formatted messages in a campaign model with full result tracking capabilities.

Campaign	Date	Sent	Number Opened	Percent Opened	Clicks
2011 Stations Register Your Station	5 Sept 12	153	107	72%	61
2012 Stations New Website Content	5 Sept 12	80	65	81%	37
2012 Stations Number Registered	17 Sept 12	129	110	85%	73
2012 Stations Count Down to JOTA	1 Oct 12	163	130	80%	73
2012 Stations 12 Days to JOTA	8 Oct 12	192	159	83%	91
2012 Stations CQ to All Scouts!	15 Oct 12	247	185	75%	105
2012 Stations JOTA NOW!	19 Oct 12	327	225	69%	121
2012 Stations Reports Due	22 Oct 12	326	191	58%	33
2012 Stations Last Call for Reports	5 Nov 12	349	208	60%	60
2012 Stations Final Reminder	9 Nov 12	349	183	52%	58

The “Opened” measure shows the number of people who opened the email.

The “Clicks” measure shows the number of people who clicked a link from the email.

It is somewhat surprising that as the email list grew the percentage of recipients who opened the email declined. Not sure if this is due to junk mail filters or if it represents that the late registering stations are not as inclined to open a related email message. I have been informed that some blocks were encountered at Comcast.net and Aol.com due to scouting.org problems unrelated to JOTA efforts.

Website Traffic

During the 2011 JOTA promotion campaign we looked closely at traffic over the 30 days prior to the event. Here's how the traffic compared on the www.scouting.org/jota webpages ----

Webpages Traffic over the 30 days prior to JOTA	2011 Page Views	2012 Page Views	Percent Change
JOTA Homepage	4,306	8,350	+94%
Registered Station Listing	2,074	3,160	+52%
Ham Operators Guide	1,148	3,340	+191%
Station Registration Form	837	890	+6%
Patch Ordering	728	894	+23%
Participation Certificate	679	800	+18%
Event Report Form	485	533	+10%
Scout Leaders Guide	421	581	+38%
Radio Merit Badge Resources	New in 2012	915	n/a
JOTA Activity Books	New in 2012	990	n/a

In addition to the www.scouting.org/jota pages, the www.k2bsa.net website was placed into action to serve as a landing page for the ICOM America banner advertisements with the ARRL website and the ARRL Letter email. That page is <http://www.k2bsa.net/icom-jota-support>. The banner ad on the ARRL website went live on September 27. Traffic immediately jumped to 70 visitors per day up until October 10. On October 11, the ARRL Letter email newsletter was mailed resulting in 264 visitors to the page which quickly dropped to the 100 per day range until the next ARRL Letter was sent on October 17, resulting in 202 visitors on that day.

Over the 30 days prior to the Jamboree on the Air, the K2BSA website received a total of 2,522 visits to the ICOM JOTA Support landing page.

Morse Code Interpreter Strip

In May 2012 the Morse Code Interpreter Strip was approved by the BSA Awards and Insignia Committee for uniform wear. In early October the BSA Supply Group reported that the strip had already become the second highest selling interpreter strip with nearly 1,000 already purchased in the first five months of availability.

The requirements center around sending and receiving Morse Code at 5 words-per-minute. The interpreter strip program is implemented at the unit level by the unit leader with support from appointed adult leaders to administer the proficiency examinations as needed.

This new recognition of Morse Code and, in turn, amateur radio has proven highly popular and helped get a broader message out about amateur radio and Jamboree on the Air.



JOTA 2012 Results

In 2012 the number of registered stations jumped from just over 200 to 375. Of that, 204 stations filed a report after their event, a staggering increase of 200% from 2011. From those reports we tallied over 18,000 Scouts and participants that got to experience the fun, technology, and magic of amateur radio while communicating across town and around the world. That's an increase in participation of nearly 500% from 2011.

	2010	2011	2012	Percentage Change 2011 to 2012
Stations	31	68	204	200%
Scouts	454	3,185	18,537	482%

The station reports represented 136 Scout Councils and 41 states. 1,011 amateur radio operators were involved across 434 stations (among the 204 events reported). Of those stations 36 used Echolink, 19 used IRLP, and 17 used D-Star as part of their communication. All 50 states were contacted along with 66 countries.

WR9ARC Event, Gateway Area Council

“ The Scouts cheered when the Canadian Scouts in Alberta reported having snow falling. They also practiced rudimentary Spanish with a Mexican Scouter and tried -- and failed -- to have a German Ham understand that the "9" in our call was not "nein" ("no").



K6CAR, Greater Alabama Council, Alabama

JOTA 2013 Improvement Suggestions

These suggestions were noted by the JOTA organizer during the event. Also listed are summaries of the comments provided in the station reports. This list will be used by the National Radio Scouting Committee to determine their action list for the 2013 event.

- Add email listing opt out in registration system --- not sure this is a good idea. Perhaps a warning that they will be shared with other stations who download the spreadsheet of all stations. --- Better yet drop all email addresses from the spreadsheet --- they have the call signs, look them up on QRZ.
- Ensure that final window of registration system confirms that the registration was received and when the list will be updated. Determine if email can be sent from the system to confirm registration.
- Set deadline for registration --- a week before the event so that the list can be published and used during the following weekend.
- Recommended additional JOTA event during the year. Is this something that could focus on ARRL Kids Day?
- Consistent feedback that the council was not aware of the event and either unresponsive or not supportive.
- Change QSO Contact Log sheet to one per 8.5 x 11 page rather than 4 per page.
- Build after JOTA summary video for promotion on websites and HamNation
- ARRL/QST article on JOTA results and how to get involved next year.
- Refresh JOTA webpages with new images from 2012 JOTA activities.
- Add online ordering of the JOTA patches
- Confusion over official information and which website to consult --- could this have been due to email addresses pulled from station list into groups?
- Request for special JOTA logging software.
- Request for more emails from Radio Scouting during the rest of the year to keep people informed. Found them to be very helpful in the run up to the event.
- Suggestion for JOTA net operations on the HF bands.
- Contest interference from New York QSO Party and Worked All Germany contest. Suggestion to better promote the use of WARC bands to avoid contest traffic.
- Start on USA Friday nights to take advantage of weekend camporee attendance.
- Tie in Citizenship in the World merit badge requirements to entice older Scouts to attend.
- Prepare "talking points" for amateur radio operators and clubs to use when requesting to work with Boy Scout councils and districts to create a JOTA event.

Appendix --- Links to JOTA Media Coverage

The following links were collected during the JOTA weekend and following week that highlighted several operations around the country.

Storytelling Online --- making compelling stories for digital media

<http://www.storytellingonline.info/audio-slideshows/wd9bsa/>

The Post-Journal, Jamestown, New York

<http://post-journal.com/page/content.detail/id/612026/Air-Jamboree.html?nav=5057>

The Daily Beacon, University of Tennessee

<http://utdailybeacon.com/news/2012/oct/24/radio-club-scouts-use-ham-radio/>

The Press-Register, Mobile, Alabama

http://blog.al.com/pr-community-news/2012/10/boy_scouts_take_part_in_jambor.html

The Times-News, Twin Falls, Idaho

http://magicvalley.com/news/local/scouts-get-on-the-air-with-ham-radios/article_5d8a118a-5bbf-52bb-b412-768cadaf8077.html

The Brownwood Bulletin, Brownwood, Texas

<http://www.youtube.com/watch?v=ygKfkliWcIo>

KMVT Channel 11, Twin Falls, Idaho

<http://www.kmvt.com/news/local/Local-Scouts-Participate-in-Jamboree-On-The-Air-175110001.html>

The Eagle, Bryan-College Station, Texas

http://www.theeagle.com/news/local/article_98a16fdf-71cc-5fdd-83cd-6f1c5128e632.html

KSBY San Luis Obispo, California

<http://www.ksby.com/news/local-scout-troop-uses-technology-to-connect-with-scouts-around-the-world/>

Fort Monmouth Amateur Radio Club, New Jersey

<http://www.youtube.com/watch?v=HSIMgmhdUXg>

Macon Amateur Radio Club, Georgia

http://www.youtube.com/watch?v=HpSTU_6jhgY&feature=related

Gun Digest

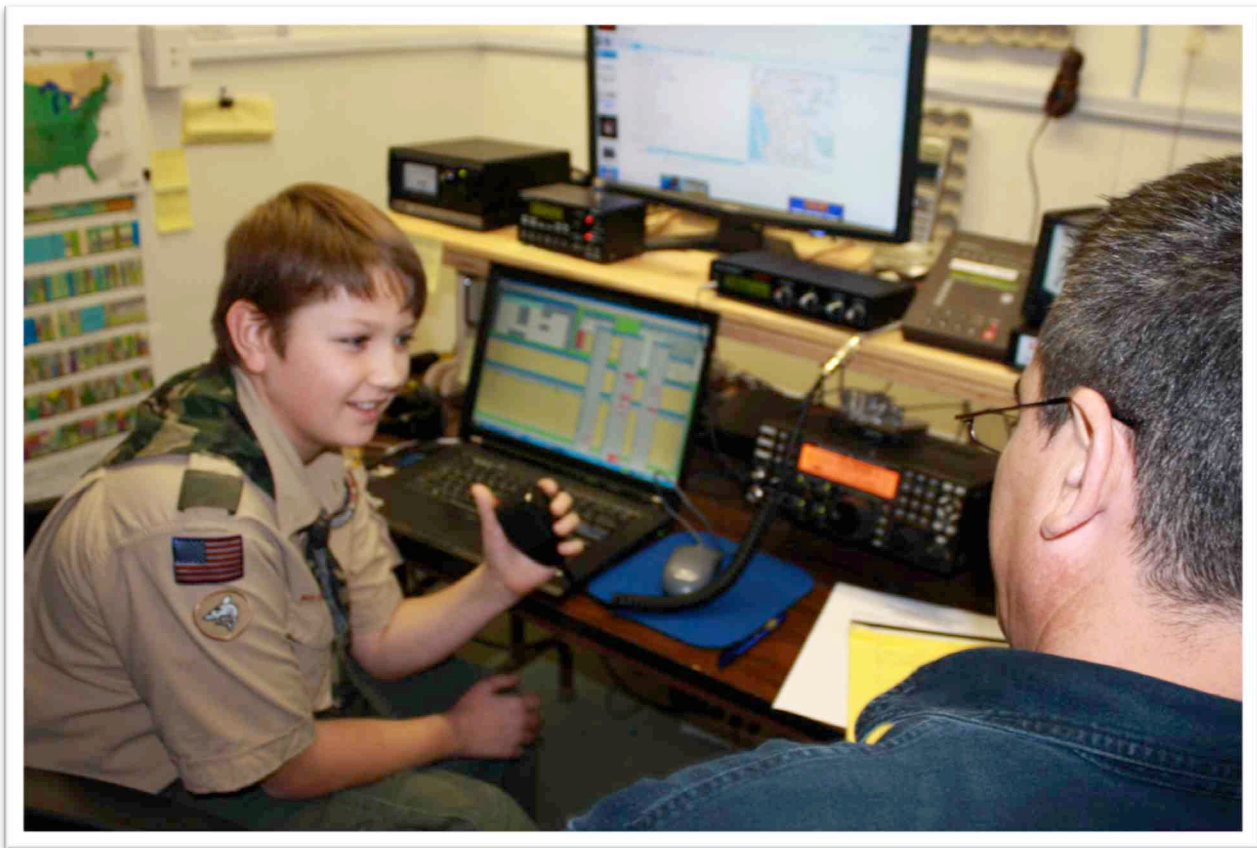
<http://www.gundigest.com/survival/emergency-radio/always-prepared-boy-scouts-on-the-air-this-weekend>

Marysville Advocate, Marysville, Kansas

http://www.marysvilleonline.net/articles/2012/10/31/family_living/doc509023777bb42496320650.txt

KSBY News at 11, Troop 413 operating as N6CP, the California Polytechnic Amateur Radio Club

<http://www.youtube.com/watch?v=AMuAOPjhBC4>



KL7AA, Great Alaska Council, Alaska