



the REACTer

Official Publication of REACT International, Inc. (Radio Emergency Associated Communications Teams)

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San Antonio REACT Team #3622's Vice President, Roy Botello (right) meets with the National American Red Cross President, Elizabeth Dole (left), during her November 6, 1991 tour of the local Red Cross Chapter Headquarters where the Team's disaster radio communications center is located.

REACT International, Inc.

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How And Why

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RECRUITING REACTers

by Ron McCracken

Every REACT Team can use a new member or two or three.

Many Teams wish to expand into other radio services but find the equipment costly and funds scarce. Have you thought of aiming your recruitment guns at people already active in those radio services?

Some business people in your area likely use UHF radios. The same radios may handle our GMRS frequencies. Appeal to their public-

spiritedness and your Team may quickly have its first GMRS capability.

Amateurs offer your Team a similar source of added radio capability. Many REACT Teams already have one or more amateurs as members. Yours can too. Talk to local hams. Those hams already involved in ARES or RACES may be really interested in your REACT program since it is similar.

Your Team can demonstrate to these new recruits the value and potential of CB in emergency radio communica-

tions. Your new recruits can acquaint the Team with the capabilities of their radio services. Your ham recruits can help more of your members to qualify for their ham licenses.

REACT needs these added radio capabilities, particularly to do the job emergency agencies require in disasters. Think about recruiting members who can bring to your Team new radio services and expertise it seeks.

There is more than one means to achieve a goal.

ON THE COVER

Hear Ye! Hear Ye!

REACT INTERNATIONAL'S 30TH ANNIVERSARY DECAL

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Southwestern REACT #C475
1993 Convention Committee
P.O. Box 21277
El Cajon, CA 92021

On November 6, 1991 San Antonio REACT was invited by the San Antonio Chapter of the American Red Cross to participate in two events on the same day.

The first was an area wide hazardous materials disaster exercise involving all local county and city emergency agencies who belong to an organization called Local Emergency Planning Commission (LEPC for short). The scenario called for an Air Force F-16 Jet to crash on the southeast side of San Antonio near the intersections of IH-37 and Loop 410 (two major arteries in this area). The area selected has a refinery, plus pipelines for oil and natural gas as large as 36" feeding into the area.

REACT's part was to monitor radio communications

from the Red Cross Chapter to the remote Disaster Assistance Teams in the field, plus the units located at the "mock" evacuation shelters.

The exercise kicked off with a bystander calling "911" to report the accident. The appropriate agencies were then notified by "911".

REACT member Sharon Early coordinated the Red Cross's efforts from the Chapter, while other members (Judy Walden, Lyle Myers, and Frank Graves) served with the DAT Teams or monitored from the REACT Communications Center at the chapter. Upon "official" notification to REACT that shelters would be opening, the Red Cross Disaster Communications Chair, Bill Lynch (W5ZJC), was contacted by

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Well another year has come and gone. The staff here at Headquarters hoped every member had a safe and happy holiday season.

We would also like to congratulate all members, Teams and Councils for a productive 1991. Headquarters chartered 40 Teams during 1991. That's a record amount of new Teams gained. Checking our records this hasn't happened in over 5 years. Not only has 40 new Teams been chartered but those Teams are bringing in a record amount of new members. For example, imagine our surprise when we received a new charter application from Southern California with 32 members listed. Lemsar REACT Team #4828 out of Lake Elsinore, California did just that. A warm welcome goes to Lemsar REACT and a sincere thank you to the Southern California REACT Council for their timely help in chartering this new Team. This shows real team work and isn't that what REACT is all about?

Headquarters has been quite busy lately in filling informational requests about REACT. We know that a lot of these requests stems from activity current Teams and Councils are performing. You as members, spreading the word about REACT is the best public rela-

tions tool International has. Keep up the good work and keep Headquarters busy filling these requests in 1992! Let's make it our goal to break our record of 40 new Teams every year. With your help, I know REACT can do it.

This issue of the magazine is full of informative information that we know you'll enjoy. Don't miss out on the information on page 12 about the 1992 Convention. We've even provided a registration form on page 13. Mail yours in today! This is promising to be one of the best conventions ever.

Remember too, that the modules provided by the Training & Development Committee as still available for \$7.00 each. More information is provided for your use on page 16.

Is your Team interested in disaster assistance within your community? Then don't miss the article on page 20, written by High Country REACT Team #4817, "Incident Pre-Planning: How and Why". This is just another great example of what one of our newest teams is doing within their community.

Keep Headquarters informed on your Team projects this coming year. Remember, to send your articles and Team events in today!

1992 REACT SPECIAL!!!
ORDER YOUR 30TH ANNIVERSARY
LOGO DECAL SHEETS TODAY!
A SPECIAL PRICE OF \$8.00 FOR
6 FULL SHEETS IS NOW IN EFFECT!!!
WHEN ORDERING, PLEASE MARK YOUR
ORDER FORM WITH "JANUARY SPECIAL".



Thirty years later, the monitoring REACT Teams do on Channel 9 matters more than ever. Why?

When REACT began back in 1962, very few people had CB radios or relied on them for their personal safety. Today, some 40 million people have them and rely heavily on them for their personal safety.

Back in 1962, REACT Teams offered the only monitoring of Channel 9. It wasn't even Emergency Channel 9 then.

The REACTer is available on audio cassette tape for the blind. Certain conditions and costs are involved. For more information please contact:

**Kathleen Coyne
Recording
for the Blind, Inc.
404 W. 30th Street
Austin TX 78705
(512) 477-9390**

MONITORING MATTERS MOST

Police did not join REACT in this important service to the public for some time.

Today, manpower shortages and budget cuts have forced many police agencies to abandon their Emergency Channel 9 monitoring. Once more REACT Teams are often the sole monitors for emergency calls in those regions. Our role is again growing.

REACT built a reputation on its monitoring of CB Emergency Channel 9. Reputation and reasonability go hand in hand. We have a responsibility to be there for those 40 million CB users when they need the help REACTers are able to provide. How well is your Team honoring its responsibility to the travelling public?

Excuses abound for neglecting our basic REACT responsibility to travelers. Sunspot activity, foul language, skip shooters, linears, etc., etc., discourage us all at times. Beware, however, that you and your Team don't give in to them.

Newer technology can lure us away from our basic CB responsibility too. Cellular, GMRS, amateur, etc., offer REACT Teams definite benefits. For Team communications, they may often be preferable to CB and should certainly be used to your advantage.

Remember, though, that those 40 million travelers, truckers and boaters usually have only CB. They are relying on the REACT reputation for dependably monitoring CB Emergency Channel 9. We have a responsi-

bility to justify their faith in REACT. How well is your Team doing its part?

Some REACT Teams monitor emergency frequencies in other radio services (marine, GMRS, etc.) as well as CB Channel 9. That is commendable. It broadens our service to the public, while maintaining our commitment to monitoring CB Emergency Channel 9.

Similarly commendable is monitoring other CB channels along with Channel 9. Newer radios make this easily possible. Some REACT monitors use two or more older CB radios to achieve the same end.

These REACT Teams have found ideal ways to increase their service to the travelling public. Their monitors also gain extra satisfaction from their "multiple monitoring" while guarding Channel 9.

Nothing REACT Teams do matters more than monitoring CB Emergency Channel 9. REACT monitors have helped save many, many lives by their Channel 9 monitoring in thirty years. What higher purpose could we have?

Emergencies that REACTers handled regularly on Channel 9 sharpen our radio skills for the potential disaster we hope never occurs. Our Channel 9 monitoring is on-the-job training for anything major that may occur. Take advantage of the opportunity.

Involvement in community events (walkathons, parades,

(Continued on page 5)

(Continued from page 4)

etc.) offers major PR benefits to REACT Teams. Again, they can also provide in-service training and exercise for your members radio skills. Nevertheless, they should always supplement your Team's Channel 9 monitoring program. Be sure your Team keeps its focus on Channel 9.

Violence is giving CB Emergency Channel 9 renewed importance these days. It is one more reason why your Team's monitoring is so essential. Be sure your monitors are there for callers whatever their need.

As REACT enters its

fourth decade, how does your Team measure up in its CB Emergency Channel 9 monitoring responsibilities? How can it increase its monitoring? How can it achieve 24-hour coverage? Where does it already excel?

Renew your Team's commitment to Channel 9 for our 30th anniversary. Determine to do more monitoring than last year. Resolve to recruit new members who can help your Team monitor more.

Monitoring matters most.

Find ways your Team can help. REACT's reputation was established on its Channel 9 reliability. Help keep that reputation strong.

UPCOMING FIELD DIRECTOR'S ELECTION

by Robert Riechel, Vice President

As the Chairperson of the Membership Committee that is responsible for overseeing the Field Directors Election, I want to encourage you to consider running for election as a Field Director. This is the time for those of you who have desired to have more of a say in the day to day running of "our" organization to officially let your desires be known.

At the 1991 International Convention the decision was made to seek input from the membership on the re-organization question(s). Re-organization will not be decided overnight. There will be the need for work between the Board and the membership before the finalized proposals can be put before "you the membership" for a vote.

REACT can be considered to be on the threshold of

what could be major changes in the 3 "W's."

WHO is REACT?

WHAT is REACT doing?

WHERE is REACT going?

There are members who have attended most of the recent International Conventions and seem to always be working behind the scenes to assist "your organization." I would encourage these members to stand for election for the Board positions.

Your Team received the nomination forms necessary for you to run for a Field Director position in early November. Please fill the nomination form out completely. Return the form to REACT International, Inc., Headquarters postmarked no later than February 29, 1992.

CALENDAR OF EVENTS

January 25, 1992 - Tentative meeting scheduled to develop a Massachusetts REACT Council. For further details please contact John Mahon at 508/586-6443.

February 1-2, 1992 - Pennsylvania Council of REACT Teams, Inc. Meeting. To be held at the Knights Court in Breezewood, PA. For further information please contact Fred Lanshe, President, P.O. Box 8797, Allentown, PA 18105-8797 or phone 215/434-3235.

March 7, 1992 - Texas State REACT Council Meeting. Hosted by Lake Palestine REACT. For further details please contact the host Team or the Council.

March 14-15, 1992 - Nebraska State Council of REACT Teams, Inc., Spring Conference. For further details please contact the Council.

March 21-22, 1992 - New Jersey Annual Convention. To be held at the Ramada Inn, Raritan Center, Edison, New Jersey. For further information contact Dorothy DePoe at 908/218-9760. Or contact Dick Cooper at 609/259-7088 or Prodigy CHGM62A.

June 22, 1992 - Texas State REACT Council Meeting. To be hosted by Rockwall County REACT Team. For further details please contact the Team or a Council representative.

July 20-23, 1992 - REACT International Convention, to be held in Anderson, Indiana. Further details in this issue of the REACTer.

GMRS...Rx

by Bill Simpson

Most of us have heard - at some point - about NiCad battery "memory effect"...the tendency of a nickel cadmium battery to suffer an apparent decrease in voltage and capacity during discharge, following shallow charge and discharge cycles. In other words, they're not as strong, and don't last as long, or so it seems.

Actually, according to an article in *Mobile Radio*

Technology, February 1989, true memory effect is rather rare, since it requires several shallow discharges to exactly the same point, followed by recharging. What we are probably experiencing is a voltage depression, caused by 1) overcharging, 2) discharging below one volt per cell, or 3) charging at high temperatures. These all can give the illusion of memory effect.

How do we prevent the lowered performance?

First charge all batteries to 100% capacity. Most trickle chargers provide only 80% capacity initially, then slowly boost the capacity to 100%, maintaining the charge on low trickle. We really don't have to "do" anything, if we have a good charger - one that's designed for the battery. Let the battery crash...not until the radio is completely dead, but until the squelch is open, and the "battery"

light goes on, now recharge as above.

Do not fast charge batteries which have been stored for more than six months, or batteries which are at temperatures under 40 degrees Fahrenheit.

In both cases, use a slow trickle charger. And finally, don't charge batteries at high temperatures. Remember, most batteries have a temperature switch to indicate complete

charging. It's very easy to overcharge them.

A little care and thoughtfulness goes a long way toward keeping batteries in operation for a long time.

Now for the commercial...we've read about the new training modules prepared by the Training & Development Task Group. The monitoring guide is available now, so order early. Yes, I've paid my fee and taken the test...NO, it's not difficult. Should everyone take it? Yeah, I think so. You don't necessarily learn anything new... you simply remember things you learned earlier. If we all took the test after reading the book...we would all be monitoring, calling, etc., the same way. I could go to Florida, Texas, California, Washington or Maine and know what information each monitor would need in a given situation. People could visit Wisconsin and

DO NOT...

Fast charge batteries stored for more than 6 months...

Or batteries which are at temperatures under 40 degrees Fahrenheit...

Finally, don't charge batteries at high temperatures.

know what information I'd need.

Hands on training by an experienced monitor is tremendously effective, but only if the experienced monitor is correct, and covers every topic in the book. This guide should be used as a training aid for all new members, and as a refresher guide for experienced monitors. The cost is not prohibitive... the return is worth the cost!

For years we've been saying that International doesn't do enough for the members. International is providing standardized training for all of us. We're short changing ourselves and those we wish to help, by not taking the training.

Used Items For Sale

- a) I-Com U16 portable, user friendly (good price)
- b) I-Com U16 portable, lots of extras - charger, mike, case and battery
- c) Fujitsu 10 Com, 16 channel, user friendly mobile (good price)
- d) GEMPS portable, 64 channel with many extras
- e) Two Maxon portables, toned on 462.675 Repeater and Direct
- f) Bear Cat 760 XLT scanner

Council Officers: We are considering a nationwide individual GMRS directory, and need your help. Please compile a list of interested users, frequencies, tones and general location in your state and send it to me. This will only be for REACT use...I don't send lists to anyone! Note that all this information is public knowledge...if you send it, it simply saves me an afternoon at the FCC office looking through the files.

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SHAWNEE COUNTY TEAM #4801 OFF TO A GOOD START

by Larry Cobler, President

For years the **Kansas REACT Council** has wanted a Team in it's capital city of Topeka. It finally happened.

Shawnee County REACT went on the air at 5:00 p.m., January 28, 1991. What a start!

At 6:15 p.m., (one hour and fifteen minutes after we signed on), myself and Field Operations Officer, Brian Conn heard a man calling for assistance. He had encountered furniture blocking an exit, Interstate Highway 90. After hearing no one else respond to the distant signal, we assisted the motorist...south of Spokane, Washington, an estimated 2,000 miles away.

"We verified the informa-

tion and contacted the Kansas Highway Patrol. We explained the situation and requested a teletype message be sent to the Washington State Highway Patrol," Conn said.

Other calls answered was for assistance at a car fire in East Topeka and a report of a hit and run accident. Soon after the report, the Shawnee County Sheriff's Department stopped the vehicle that fled the accident scene.

Exactly one week later was the most exciting yet. Around 5:30 a.m. on February 4, I was driving home from a shift I don't normally work. The roads were wet from a light rain. I noticed a brown Nissan pick up truck sitting east-west on a rail

road track that runs north-south. The truck was about 10 feet north of the street, which connects with US Highway 75, (a major north-south highway in eastern Kansas).

The driver, from Topeka, said he was eastbound and slid off the roadway. The truck had become somewhat "high centered" and unable to move.

Two minutes after I stopped to help the motorist, a local taxi cab driver pulled up. I asked him to notify the Shawnee County Sheriff's Department, and ask them to also notify the rail road companies. Less than ten minutes after the taxi driver pulled up, we had an Amtrax passenger train sitting approximately 50 yards south of us.

According to Joseph Caracci, a reservation-sales agent for Amtrax in Chicago, "the Super Chief was en-route from Los Angeles to Chicago."

The Nissan pick up truck was rescued by a tow truck 45 minutes later.

I'm Kansas certified as an Emergency Medical Technician. I have heard and seen what trains can do to vehicles. Anytime you have this type of situation (a vehicle stuck on the rail road tracks) priority number one is preventing injuries. Then getting the law enforcement notified. When you call the law enforcement, you are doing two things; 1) getting help and 2) most importantly, the law enforcement will contact train companies and get any area trains slowed down if not stopped.

There was no injuries and no major damage.

Team Events

Lakewood REACT Team #4677, Tacoma, Washington held a Safety Break at Sea-Tac Rest Area (Federal Way, Washington) November 22 through November 26, 1991 with the help of eight members of **Rainier REACT Radio Watch**. During the three and a half day break the members served 2750 cups of coffee, 359 cups of hot chocolate, 54 cups of tea and 186 cups of McDonald's orange drink. We were very lucky in that other than some rain, it wasn't as cold as is usual for the end of November. At this particu-

lar rest area the district DOT office had okayed a sharp looking wood and plastic front for the "gazebo", which can be rented by any group putting on a Safety Break. On December 14th, 1991 **Lakewood REACT** held its' Annual Awards Banquet at Elmers Steak House in Tacoma. The members of **Rainier REACT Radio Watch** who helped out at the break were guest of Lakewood. **Lakewood REACT** presented a check for \$200.00 to the Greenwater Fire Department. The Team voted three years ago to help support this all volunteer fire department each year.

**PUT YOUR TEAM EVENTS
HERE IN THE REACTER!!!**

(Continued from page 2)

REACT president, Lee Besing (N5NTG). Bill was asked to mobilize the San Antonio Radio Club (SARO) to provide amateur radio volunteer operators to "man" the shelters and provide 24 hour radio communications back to the chapter.

After assigning two REACT members to serve as interim shelter managers, the team's president and vice president, Roy Botello, proceeded to check out local availability of food supplies for the shelters. (Lunch time!) They returned with

a full report in time to participate in the successful conclusion of the exercise, and to participate in the second event mentioned earlier.

Former Secretary of Labor, Elizabeth Dole, toured the Red Cross Chapter HQ that same day, and was scheduled to tour the REACT Communications Center as well. In the afternoon, Mrs. Dole made several presentations to representatives of the local Red Cross and Military Bases. Mrs. Dole is the current national president of the American Red Cross. REACT Team president, Lee Besing, and vice

president, Roy Botello, were able to meet briefly with her and Roy was able to take many pictures, including having one taken of himself and Mrs. Dole. The highlight of the presentations included Mrs. Dole recognizing the contributions of three local firms (USAA Insurance, Valero Energy, and Diamond Shamrock). The local Red Cross Chapter received recognition for their outstanding support during Operation Desert Storm.

— Lee W. Besing, President
San Antonio REACT Team #3622

AWARDS & RECOGNITION TASK GROUP REPORT

The Awards and Recognition Task Group has the responsibility of selecting winners for the K40 Awards. Awards are given quarterly to Individual and Team winners as well as annually to Individual, Team and Council winners.

We as a task group wish to make the best decision possible. You, as the REACT members, teams and councils who make the nominations, are in the position to make our job easier. You can help us by filling out the front of the K40 Award form completely and also by telling us something about the nominee. For individual nominees, tell about their REACT activities but also tell more about their activities outside of REACT - are they active in other organizations or the community, a little bit about their job, are they retired or not working, etc. In general, a

working person would not have the time to monitor that a non-working person would. If that is the case, 100 hours monitored may be equal to 300 hours monitored. These are only suggestions and comments, but they help to give a better idea about the nominee. If the nomination is for team or council award, be sure to give all the activities that the nominee is involved in and programs they may have. For all nominations, list all activities, meetings, etc., for the prior 12 months only.

When filling out the Award Form, be accurate concerning the number of meetings, monitoring hours, activities, etc. Remember that 365 (days) x 24 (hours) = 8760 hours! Do you usually monitor or attend meetings or participate in team or council activities while on vacation or shopping or visiting

or in a motel/hotel room?

Another consideration is that often when we have 2 or more nominations, the scores are very close, sometimes within a tenth (.01) of a point. If your nominee did not win, send in another one.

If you have any questions feel free to call or write to me.

Mary Cooper, Chairperson
RD 3, Box 2533
Allentown, NJ 08501
609/259-7088

**HAVE YOU MAILED
IN YOUR TEAM'S
RENEWALS YET?**

**REMEMBER,
THE EARLIER YOU
MAIL THE MORE
CHANCES ON THE
LOTTERY YOU GET!**

CLASSIFIED SECTION

For Sale

Emergency Communications Course: a 13 lesson correspondence course on managing emergency communications for small organizations. Continuing Education Units and credit towards ESTI Diploma program. \$33.00 from Emergency Services Technical Institute, 3624 Citadel Drive North, Suite 309, Colorado Springs, CO 80909.

Two Way Radio Equipment: to all REACT Teams and Members. Receive a 20% discount on all Uniden and Motorola products. For further details contact: Ed Hines at (814)445-4379.

Miscellaneous

Registered Disaster Specialists: professional certification by examination for emergency communications personnel. For an application contact VASI, 3624 Citadel Drive North, Suite 309, Colorado Springs, CO 80909.

Try placing a classified ad in the classified section of **the REACTer**. Cost is only \$.45 per word for members and \$.65 per word for non-members. Phone numbers automatically count as two (2) words. For further details telephone Headquarters at (316)263-2100.

TeamEvents

McLennan County REACT Team #4747, Waco, Texas President Mike Ammons, was included in a ceremony at the Northside Church of Christ in Waco on June 30th, 1991. Various members of the community were honored including the Chief of Police of Bellmead, Bellmead City Council members, the Bellmead City Manager, police officers from Bellmead and Waco, the Fire Chief of Bellmead and a McLennan County Sheriff's deputy. These officials were recognized as people to turn to in times of need, and McLennan County REACT feels proud to be included with these distinguished people.

REACT had a very good turnout, as members from three area Teams attended. These members were; Keren and Richard Pratz from Bell County REACT as well as Kathy and Rick Skelton from McGregor REACT.

Members from McLennan County REACT included;

Bobby and Deborah Evans, B.J. Martin, Jeanie Lawson, Wally Smith and David Martin. These members were warmly welcomed by the congregation and many questions were asked about REACT.

As the Preacher introduced each honored guest, he told the person's position, but when he got to Mike, he had a story to tell. One day the Preacher had his car's engine cleaned and was returning home when the car stalled. He was on a one lane bridge that enters onto Interstate Highway 35. Mike came along and assisted in getting the car started by drying out the distributor cap and wringing water out of the foam rubber air filter. Mike then followed him home to make sure that he made it OK. This event has been mentioned many times to various members of the Church.

McLennan County REACT would like to thank the Northside Church of Christ for including the Team in this ceremony and for allowing them to hold their monthly meetings at the Church.



LIFE MEMBERSHIP CORNER

I hope that all of you have had a very happy holiday season, and a great prosperous new year to come. A new year has begun again and it is time to get the nominees for International Board of Directors submitted.

Remember that the International Convention will be July 20 thru 23, 1992, in Anderson, Indiana. And of course we shall have our annual banquet meeting, where I really hope to see many more Life Members and several new Life Members.

Last year, we passed at the Life Member Meeting, a proposal on Removal of Life Membership status. This year, we

should look at a proposal for a more expeditious solution of the selection of the three committee members, other than by appointment by the Life Membership Chairperson. If anyone has any ideas on this selection process, please drop me a line, so a proposal can be drafted and ready for convention.

We happily receive the following new Life Members into our growing family:

LM #478
Marvin Wyrick
Spokane County REACT #2904
Spokane, Washington

LM #479
John L. Moses
Tri-City REACT #C071
Lakewood, California

LM #480
Owen J. Ocheltree
Evergreen REACT #2869
Everett, Washington

R.T. Gamble, LM #226
REACT Life
Membership Chairman
P.O. Box 63
Kirkland, WA 98083-0063
(206)823-8129
Prodigy "JHJMO7B"

REACT AMATEUR RADIO CLUB NET TIME (?)

The REACT ARC 10 Meter Net still meets Sunday afternoon, 28.380-28.420 MHz, 2030 UTC, but we have not got the participation from as many REACT Team Members as we had expected.

Our goal was to allow participation from as many members as possible, thus the decision to go with 10 Meters, even though it is the most fickle HF band. Once we select 10 Meters, this implies a daytime net for national/international propagation.

To try to improve participation, I would like to pose the following questions:

1. Have you tried to check-in

but couldn't find the net?

2. Is there a different time that you would like to suggest?
3. Would you like to participate in any other or additional REACT Nets? For example, 80 or 40 meters, or CW?
4. Are you operating any regional nets (such as two meters, or even on GMRS) that would allow for coordination and "tie-ins"?
5. Any other suggestions or comments regarding nets?

Please send your responses to Ned Smith, WQ3Z, 105 E. Germantown Pike, Plymouth Meeting, PA 19462-1506, or WQ3Z @ WB3JOE.PA.USA.NA.

Side Tones

We are trying to add Packet BBS addresses to the membership lists (which will be coming out shortly). If you are on packet please send your home BBS address to WQ3Z @ WB3JOE.PA.USA.NA.

Correction from September/October and November/December: In the 1991 Convention Report (September/October) I reported that Eric Ward passed his Technician License test; actually Phil Ward passed Element 2. In November/December, I made a "typo" in the correction (sorry Phil for having to "correct the correction").

73 DE WQ3Z (ex-KA3EQT)

17TH REACT INTERNATIONAL CONVENTION

BACK HOME IN INDIANA

The REACT event of 1992 will most certainly be the 17th REACT International Convention, July 20-23 being held at the Holiday Inn - Holidome in Anderson, Indiana. Located just 26 miles northeast of Indianapolis, this central location is ideal for all REACTers from across the country and around the world.

Highlights of this years' Convention schedule include...

- A 30th Anniversary Birthday and Welcome Party on Sunday July 19th.

- Committee and Task Groups will work on projects vital to the REACT organization.

- Workshops on subjects of interest to every REACT member.

- The Board of Directors will be meeting with Council Presidents, Task Group Leaders and Committee Chairmen.

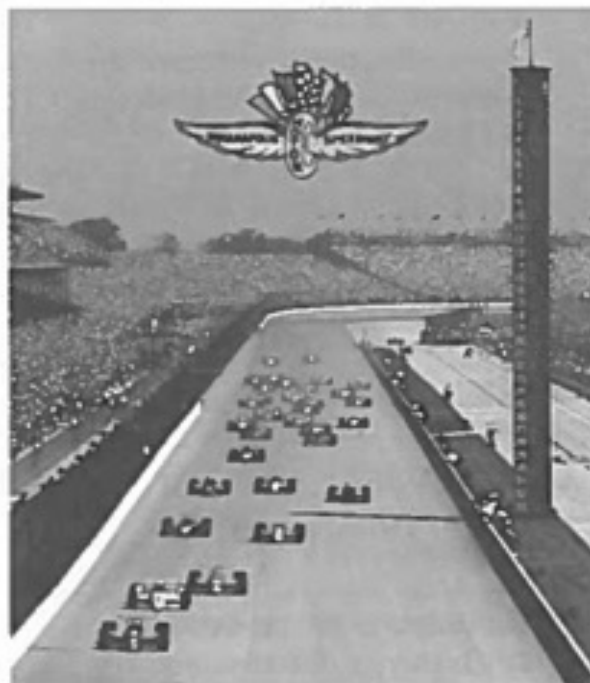
- The newly elected Field Directors will be announced.

- The Board of Directors will be available throughout the Convention for discussion of questions and ideas with all attendees.

This year several important decisions will be made which will affect every REACT Team and Member. The International Convention provides an opportunity to be more directly involved in this decision making process. Talking with your Board members and participating at the Open Board Meeting held during the

Convention is an option not available in many organizations.

A "Fun Trip" is planned for all attendees which includes a tour of the Indianapolis 500 Mile Race Track, Hall of Fame Museum and Memorabilia Store. Then on to the Beef & Boards



Dinner Theater for a buffet (no Bob - not smorgasbord, buffet) dinner and Broadway Show. This outing has become a *NOT-TO-BE-MISSED* afternoon and evening of our Conventions.

Much will be available to occupy your time besides meetings and brainwork....

- The First REACT International Ping-Pong Tournament will be held.

- Life Membership Dinner
- Amateur Radio Breakfast.
- Dining at over 25 restaurants within walking distance.

distance.

- Shopping - Convention Shirts - Commemorative Souvenir items - Door Prizes.

- REACT Supply Store.
- Meet and talk with Deanne Earwood, Headquarters Office Manager.

- Make and renew friendships with REACTers from across the country and round the world.

- More to be announced as plans are finalized.

Plan your calendar. Send in your registration now. (Registration form on page 13, copy as needed).

Make your room reservations at the Holiday Inn - Holidome. You have a selection of accommodations and room rates, so reserve early to secure your choice. Room selection is on a first-come first-serve basis.

The Convention Committee requests that registration forms be filled out completely so that adequate

preparations can be made for charter buses, dinners, breakfasts, souvenir items, etc. Those who wait until arrival to sign up for the Fun Trip, special functions, souvenirs, etc., will be on an "as available" status. Don't be disappointed, plan now and guarantee your place at YOUR 30th Anniversary REACT International Convention.

Looking forward to seeing you in July!

Russell Willis
Convention Chairperson

1992 30th Anniversary REACT International Convention
"Back Home Again In Indiana"
July 20 - 23 Holiday Inn Holidome,
Anderson, Indiana

Hosted by: Indiana REACT Council, Inc.

Please Print or Type - One Person Per Form

Name: _____
 Address: _____
 City: _____ State/Prov: _____
 Zip _____
 Code: _____ Phone: _____ LifeMemberNo: _____
 Team _____ Team _____
 No: _____ Name: _____

.675 FCC Call Sign: _____ Unit Designator: _____
 (Example: Indiana 1, Circle City 29, Chicago 217, Ohio 1, etc.)
 .600 FCC Call Sign: _____
 Describe any special medical, dietary, or other needs you may have: _____

Prior International Conventions you have attended:

1976 _____ 1977 _____ 1978 _____ 1979 _____ 1980 _____ 1981 _____ 1982 _____ 1983 _____
 1984 _____ 1985 _____ 1986 _____ 1987 _____ 1988 _____ 1989 _____ 1990 _____ 1991 _____

There are two discounts available for this Convention. The standard **Early Bird** (Post Marked by **May 2, 1992**) and a site discount for those staying at the Convention Hotel.

	Early Bird	May 3, 1992 Postmark and thereafter	
Staying at the Convention Hotel	60.00	75.00	
Staying off-site	95.00	110.00	Enter your registration amount: \$ _____

Other Items and Activities:

Tuesday, **FUN TRIP** - Tour of the Indianapolis Motor Speedway and Museum followed by Dinner and Show at the Beef and Boards.

	Number	Price	Cost
FUN TRIP , including Bus Charter	_____ @	37.50	_____
Convention Picture	_____ @	6.00	_____
Life Member Picture	_____ @	6.00	_____
Life Member Banquet	_____ @	15.00	_____
Amateur Breakfast	_____ @	8.50	_____
Additional Banquet Tickets	_____ @	25.00	_____
Ping Pong Tournament Entry Fee	_____ @	1.00	_____
Commemorative 30th Anniversary Shirts (Picque Knit):			
Circle S M L XL	_____ @	17.00	_____
Size XXL XXXL	_____ @	19.00	_____

Total Amount Enclosed: . . . \$ _____

Make checks payable to: **1992 REACT International Convention.**

All prices are in United States dollars and payment must be made in United States Dollars.

Any payments made in non-United States currency will be returned at payers expense.

There will be a charge of \$25.00 for checks with Insufficient Funds.

I will be traveling by: Auto _____ Plane _____ Bus _____ Train _____

Arrival Date: _____ Time: _____ Airline: _____ Flight Number: _____

I will need transportation from: Indianapolis International Airport _____ Indy Bus Station _____ Indy Amtrack _____

To insure transportation from these locations we must receive complete and accurate arrival information.

Convention Travel Agency:	Convention Hotel:	Convention Information:
Edgewood Travel - Ray or Carol Renner	Holiday Inn - Holidome	Russell Willis
501 W. 8th Street	5920 Scatterfield Road	(317) 643-4871
Anderson, Indiana 46016	Anderson, Indiana 46013	
(317) 642-7300	(317) 644-2581	
	1-800-HOLIDAY	

All room rates	Queen (1 Bed, Outside Perimeter) - 45.00	Standard (2 Beds, Courtyard) - 55.00
are for 1 - 4 persons	Standard (2 Beds, Holidome) - 65.00	King (1 Bed + Sofabed, Ctyd) - 55.00
Plus Tax	King (1 Bed + Sofabed, Holidome) - 65.00	

Mail Registration to: **Indiana REACT Council, Inc.**
3036 E. 8th Street
Anderson, Indiana 46012



MULTIPLE-FUNCTION MARINE LOUD HAILER

A three-in-one marine alert/communicator system, Model 78-400 Power Max Loud Hailer, has been introduced by Midland International for the value-minded. The 78-400 is a high-power loud hailer and pager, eight-function fog horn and intercom all in one compact unit. The hailer function delivers 120 watts of peak power (30 watts RMS). From its front panel, the operator can control optional

speakers to sound either forward or aft, or simultaneously. The same speakers will also amplify received voice information from another vessel or craft not equipped with a hailer. The FOG horn/notifier is multi-functional. Four FOG 400 Hertz alerts are available for power boat underway; power boat stopped; sailboat, fishing boat, tow boat; and vessel under tow. In addition,

the units custom computer-type microprocessor generates "bell" sounds for Vessel at Anchor and Vessel Aground, plus a "yelping" for Coast Guard and water patrol craft; and a manually controlled tone blast of any duration. Intercom operation to four areas is possible with optional speakers. Though not submersible, the unit is highly water-resistant, with special water seal gaskets, a backlit and waterproof mylar touch panel and waterproof monitor speaker and microphone. An optional dash-

mount kit permits mounting of the Power Max 78-400 directly into the dashboard. For complete information on Midland's Power Max, or the entire line of Midland VHF marine products, contact Midland International Corporation, Consumer Communications Division, 1690 N. Topping, Kansas City, MO 64120.

NEW EXPANDED SPECTRUM RECEIVER FILTER

This new low loss Celwave wire line filter has been specifically designed for extra filtering in the "A" trunking bands. While it virtually eliminates returning, the PD5198 maximizes signal reception and rejects land mobile and SMR frequencies by a minimum of 35 MHz above 851 MHz. A combine filter, the PD5198 uses a unique, folded design to save space and reduce cell site equipment requirements. For complete technical information, contact Celwave, Route 79, Marlboro, NJ 07746 or phone (201)462-1880.

(Continued on page 15)

**SUPPORT THE MAGAZINE ADVERTISERS!!!
MAKE SURE WHEN TALKING TO THEM
YOU TELL THEM YOU SAW IT HERE...
IN THE REACTOR!!!**

(Continued from page 14)

SECRET SIGNALS - THE EURONUMBERS MYSTERY

by Simon Mason

The ending of the Cold War hasn't brought a corresponding end to those mystery stations sending out coded numbers night and day, all over the shortwave radio bands!

Here's a fascinating look at the numbers stations of Europe from a man who has studied them for years, monitoring thousands of transmissions in the process. Many of these mystery stations can be heard in North America and this book is an indispensable aid in tracking them.

Learn about "Bulgarian Betty", "Papa November", "The Lincolnshire Poacher", "Swedish Rhapsody", "The Russian Man" and many more. The book

includes numerous traffic excerpts, identifiers, schedules and clues turned up by hearing mistakes in transmissions.

Includes a full, by-frequency log with over 300 entries, complete with notes on formats and schedules.

Priced at \$9.95 plus \$2.00 shipping & handling (\$3.00 foreign). US Funds Only. Visa/MasterCard welcome.

If you enjoy exploring shortwave's dark side here's your ticket to fascinating listening. ISBN: 0-936653-28-0. For further details please contact Tiare Publications, P.O. Box 493, Lake Geneva, WI 53147, or phone (414)248-4845.

MFJ-1268 PC MEMORYKEYER NOW AVAILABLE

MFJ Enterprises, Inc., announces the release of the new

MFJ-1268 PC Memory Keyer -- an amazing combination of IBM compatible software and hardware that turns your computer into the world's most powerful memory keyer for only \$49.95.

MFJ-1268 PC Memory Keyer hooks easily between your computer and radio. You get a total of 100 function key macros that you can easily set to send any messages or characters. You can set a macro to send a second macro at any point. Also, you can set a macro to pause a pre-set period for you to key in characters (or use paddle). You can also set them to send some characters faster or slower than others.

Many useful messages come pre-set in the macros. However, you can easily change them to say whatever you want. Plus you get a full featured CW Tutor with Test Administrator that lets you give a code test on screen or printed out. It comes with MFJ's one year guarantee.

For more information contact any MFJ dealer or MFJ Enterprises, Inc., P.O. Box 494, Mississippi State, MS 39762, or call (601)323-5869, Fax (601)323-6551 or order at 800/647-1800.



CHALLENGE '92

MONITOR

CB CHANNEL 9

TODAY

Training & Development Committee

Publicity

What is it and how do you get it?

by Bonnie Zygmunt

Many times we'll hear members discussing Public Relations in terms of ads, posters, speakers and the media (newspapers, radio and TV). But that is lumping together many different aspects that need to be understood separately. Advertising is different from publicity, publicity is different from promotion and promotion is different from personal selling. They're all part of a successful P/R program.

Advertising

This is a campaign to influence people to accept a product or idea that is designed, pre-tested on target markets, post-

tested for results, and presented through selected media. It is usually something you have to pay for, not run for free. Advertising can help boost a recruitment campaign, but ads in papers and posters in stores by themselves are not going to be successful in acquiring volunteers.

Promotion

Is marketing activities that project your message. This would include displays, speakers bureau's presentations, and booths at local fairs and events, etc. These are usually one shot deals and are designed to be a way to gain positive attention and

share information with the public.

Personal Selling

Is having your satisfied volunteers relating their positive experiences to encourage others to become involved, either on a spontaneous or a targeted basis. Most members don't realize when they're sharing their pleasure from belonging to REACT they are doing spontaneous personal selling (or P/R). Targeted selling involves having a carefully chosen and well-trained representative go to a specific individual or group. The representative

(Continued on page 17)

TRAINING REGISTRATION FORM

Subject:] 101 Monitoring] 201 GMRS

Fill in your name and address, your REACT Team number and REACT member ID number (as found on your REACT card). Enclose \$7.00 for each training manual you request.

Name _____

Address _____

City _____ State _____ Zip _____

--	--	--	--

Team #

--	--	--	--	--

Member ID #

MAIL TO:
REACT International, Inc.
P.O. Box 998
Wichita, KS 67201

Monitoring Manual (\$7.00)

GMRS Manual (\$7.00)

Total Enclosed \$ _____

(Continued from page 16)

would give a designed presentation and follow through to get the desired results, either for recruiting members or securing funding.

Publicity

Is developing and distributing news and promotional material designed to bring favorable attention to an organization or cause. It is usually carried by the media free of charge which is how it differs from advertising. It plays a key role in perceptions and needs to be clear, up to date and realistic as it comes across to the public.

Focusing in on Publicity

The challenge to publicity is to have a story that a reporter really wants to hear and you want to tell. Look at your story from their viewpoint. Reporters want to know, "Why is this news? Why should people care about this? What's so unique about it?"

Television

When you're pitching a story to TV, remember, it must have a VISUAL element. Such as filming a member using their radio in their home to help a motorist or Team members working at a scene of a disaster. Contact the cable stations. They are typically eager for news that can impact the community. If you do call a TV station with an idea for a story, do so in the early part of the day in case they might want a taped or live interview on their news program. Work within their schedules and deadlines.

Pay attention to the reporters and TV stations that cover topics like community

groups or human interest stories. Offer them a contact from your Team as an expert resource in highway conditions or emergency communications. Whatever your Team's expertise is in. Send a letter introducing that person, along with a Rolodex card with their name, the name of your Team and area of expertise filled out. Call a few days later and suggest some ideas to see if there is any interest. Such as the types of calls being reported from the roads during severe winter weather. Be sure to choose your Team contact carefully — not everyone comes across well on TV.

The Interview

If you do get contacted for an interview, either for TV, radio or newspaper, choose one or two points you want to emphasize. Everything you say may not be used in the final product, so be sure you get the important part across. Remember, during the interview, everything you say should be considered "on the record." Don't guess at answers if you aren't sure. Don't be pressured into saying something that may not be true. Don't exaggerate or tell half-truths. Take your time. Speak plainly without jargon.

How To Get Your Team Into Print

In preparing your press releases, keep in mind a recent survey showing what newspapers are looking for. The poll of managing editors and publishers at over 10,000 U.S. newspapers revealed the following preferences:

The desire for graphics, cartoons, and photos was appar-

ent. More than three-fourths of editors would like more graphics, and well over half wanted cartoons and photos. Send them a computer graph of the numbers and types of calls received by your members or a graph of the community events or emergencies your members have worked and the total hours they volunteered for the past year.

A majority of editors asked for more information on consumer issues.

Nearly two-thirds of respondents wanted health information of any kind.

A majority asked for more material on topics of interest to senior citizens.

At least a third of editors would like more information on education, the environment, child care, safety, travel, and editorial commentary.

Fifty-five percent prefer to receive 250-word press releases; 37 percent want 500-word releases; and 26 percent say they have no preference.

The survey was conducted by News USA, a news service that distributes columns by nonprofit authorities to newspaper editors throughout the country. For more information, contact News USA at 1199 National Press Building, Washington, D.C. 20045, (202-682-2400).

How to write a newspaper article

If an article is well written and sent to the right person on the paper's staff at the right time (deadline) it will have the greatest chance of getting printed.

(Continued on page 18)

(Continued from page 17)

Knowing the specific rules regarding articles will make your P/R more successful.

1. Always TYPE copy, double spaced.
2. Keep it short, crisp, and to the point.
3. Identify the writer, add phone number, etc.
4. Include the 5 "W's":
 - a. Who — use title correctly; make sure spelling is accurate. Name local people where possible.
 - b. When — tell when action occurs; insure news is timely.
 - c. What — what's hap-

pening? Be specific and clear. State facts, don't editorialize.

- d. Where — give specific information that tells reader where action is to take place.
 - e. How — explain specifics of how the action is to come about.
5. Use simple words; avoid jargon; keep sentences and paragraphs short.
 6. Understand "inverted pyramid" concept which puts the most important information in the first paragraph, the next most in the second, and so on. This allows the editor to cut down on the length of your article without cutting important information. (Cuts usually occur

for spacing needs.)

Know who the key reporters/editors are on your local papers and who is assigned to handle your stories. Learn the deadlines of all the papers you submit to. Make sure the information is current or in the future. An event last week is not news.

So to get publicity you need to make your message stand out, be unique. Give the newspapers and television stations what they want.

TeamEvents

On November 18, 1991, the members of **Marathon County REACT #4730**, Wausau, Wisconsin were busy with traffic and pedestrian control for the "Third Annual Night of Lights & Magic Christmas Parade", held in Wausau.

The parade is put on by the Downtown United Corporation of Wausau, and for the second year this REACT Team had been asked to help with it. Starting at 4:00 p.m. that day Team members were busy blocking off intersections for the parade traffic. The temperature was 39 degrees and cloudy with a chance of rain, and that is just what happened. At 7:00 p.m., the start of the parade it started to rain. Everything went good with no real problems, Santa arrived and was escorted to his house at the downtown mall by the REACT members.

By 9:30 p.m. the rain had turned to snow and continued for the next 24 hours dropping 11 inches. That should tell anyone coming to Wisconsin, if you don't like the weather; stick around it will change, and sometimes real fast.

HIGHWAY FRIENDS

A mother and child sit alone in a car,
The sky is so dark, not even a star.

The fear increases with each beat of her heart.
If only the car would turn over and start.

This road is new to her, no houses around,
It may be miles to the nearest town.

Lights appear in the rear view mirror,
Putting a hold on the rising fear.

Suddenly, like a beacon in the night,
It pulls up behind with a flashing amber light.

Now she can put her mind at rest,
Help has arrived from one of the best.

No one knows what lies around the bends,
But REACT is there, our **HIGHWAY FRIENDS**.

by Judy Kelly, Secretary
Hancock County REACT Team #4820
Findlay, Ohio



K40 ACHIEVEMENT AWARDS

SITE SELECTION COMMITTEE

THIRD QUARTER 1991

Individual: Barbara Griffith from Tri-City REACT #C071, Lakewood, California has served as "Traffic Watch" monitor four to five times per week over the past four to five years. This "Traffic Watch" program is conducted on GMRS for the Los Angeles and Orange County area for the Repeater Users Group (RUG). Over the past 12 months Barbara has monitored 1500 hours and attended 12 of the last 12 team meetings as well as 3 of the last 4 council meetings. In addition, Barbara has worked in civic events and has served in numerous team offices.

Fellow Team members report that Barbara is a real asset to her team and to REACT in general. Barbara has been instrumental in recruiting new members and is very diligent in all of the activities she performs for the Team.

Team: Hagerstown REACT #C022, Hagerstown, Maryland is one of the oldest REACT Teams in existence as well as one of the most active. During the past 12 months Hagerstown REACT has taken over 2,750 calls during 52,531 hours of monitoring. Hagerstown REACT began several years ago providing a unique brand of communications service to other organizations in the area. During the past year the

team provided over 2,500 man-hours over a 54 day period to non-profit organizations and local government.

Out of the 49 active members and several membership applications pending, Hagerstown has a network of 23 members with GMRS capabilities. The use of GMRS provides better coverage for the part rural, part mountainous, part urban area covered by the Team. Though based in Hagerstown within Washington County, Maryland, the Team also covers some areas of Pennsylvania and West Virginia.

Safety Breaks have always proven a deterrent to holiday accidents and Hagerstown REACT has provided Safety Breaks along Interstate 70 for many years. During the last four breaks held more than 1,000 travelers were served coffee, hot chocolate, hot tea, cold drinks and snacks.

Between the regular monthly meetings (including a family picnic in June and a family dinner in December), the civic service activities, work with the Fire and Rescue, Hagerstown REACT members are committed to serving the community an average of one day in three. Add to this their monitoring of Channel 9 and training sessions (including CPR and First Aid) and you have a very busy Team with very committed members.

by Azella Tingler,
Chairperson

Well another Convention has gone by and we can say that it was a great success. Walt and his crew did a wonderful job. It was nice visiting with all the friends I have made over all the past 10 years.

I want to thank all those members who helped on the Committee this past year. You do a good job as always.

1992 will be a hard one for us, I have mailed out three packets for Convention bids for 1994. I wish each applicant good luck. You have a hard job ahead of you. If anyone else is interested in preparing an Eastern Region Convention Bid Package, please contact me.

I am looking forward to a successful year this year and am looking forward to July 1992 in Indiana.

If you don't know by now, San Diego is the site for the 1993 International Convention. I know they will put on a good convention. There is a lot to see and do in California.

More later!

REMINDER!!!

**DEADLINE FOR
BOARD NOMINATIONS
ARE DUE BY
FEBRUARY 29, 1992!!!**

**SEND IN YOUR
NOMINATION FORM
TODAY!!!**

**SUBMIT YOUR K40 NOMINATIONS FOR
THAT "SPECIAL" MEMBER, TEAM OR COUNCIL!!!**

Y

Walter G. Green, III, RDS
President
Country REACT Team #4817

ents and a map survey, we
a likely plan. Then we
e plan by walking or
the actual ground to see if
be able to communicate
ely. Finally we write the
n with maps or diagrams
illustrate the response.
ne finished plan is given to
ch member and to all the
encies we will work with.
An example of one of our
e-plans for flash flooding
shown. The pre-plan
entifies the **TYPE** of
mergency and the **RE-**
PONSE AREA where it
ay happen. Because we
ay work with other groups
at use Universal Coordin-
ated Time, we specify
hether we will use local
TIME or **UTC** for logs and
essages. The **MAPS** used
e included so that our
operations leader will know
hich maps to pull from our
ortable emergency opera-
ons kit. What we basically
xpect to have to do is
belled out as a **MISSION**
ASK.

The next five lines tell
members how to respond.
ALERTING directs
hether to use our standard
erting roster or some
pecial procedure.
EQUIPMENT tells what to
ring. **ASSEMBLY** estab-
shes the point for join up to
o to the scene, and
ROUTE tells how to get

(Continued on page 21)

(Continued from page 20)

there by the most direct or practical route. If we stage resources at a point for use by the County Incident Commander, we identify that point in the **STAGING** section and on the map.

TACTICAL PRIORITIES set out what we plan to do and where we will put our stations in the order of most important to least important. This allows us to scale back our effort if we have fewer resources available, while still making a reasonable contribution.

INCIDENT COMMAND tells who is in overall charge of the response from the County. The line for **REACT OPERATIONS LEADER** identifies which member will direct our Team's response.

The **COMMUNICATIONS** section sets out the types of communications and channels we will use for specific functions. The **REPORTING** section gives instructions on what type of information is to be passed when. Finally **TERMINATION** describes when we will quit.

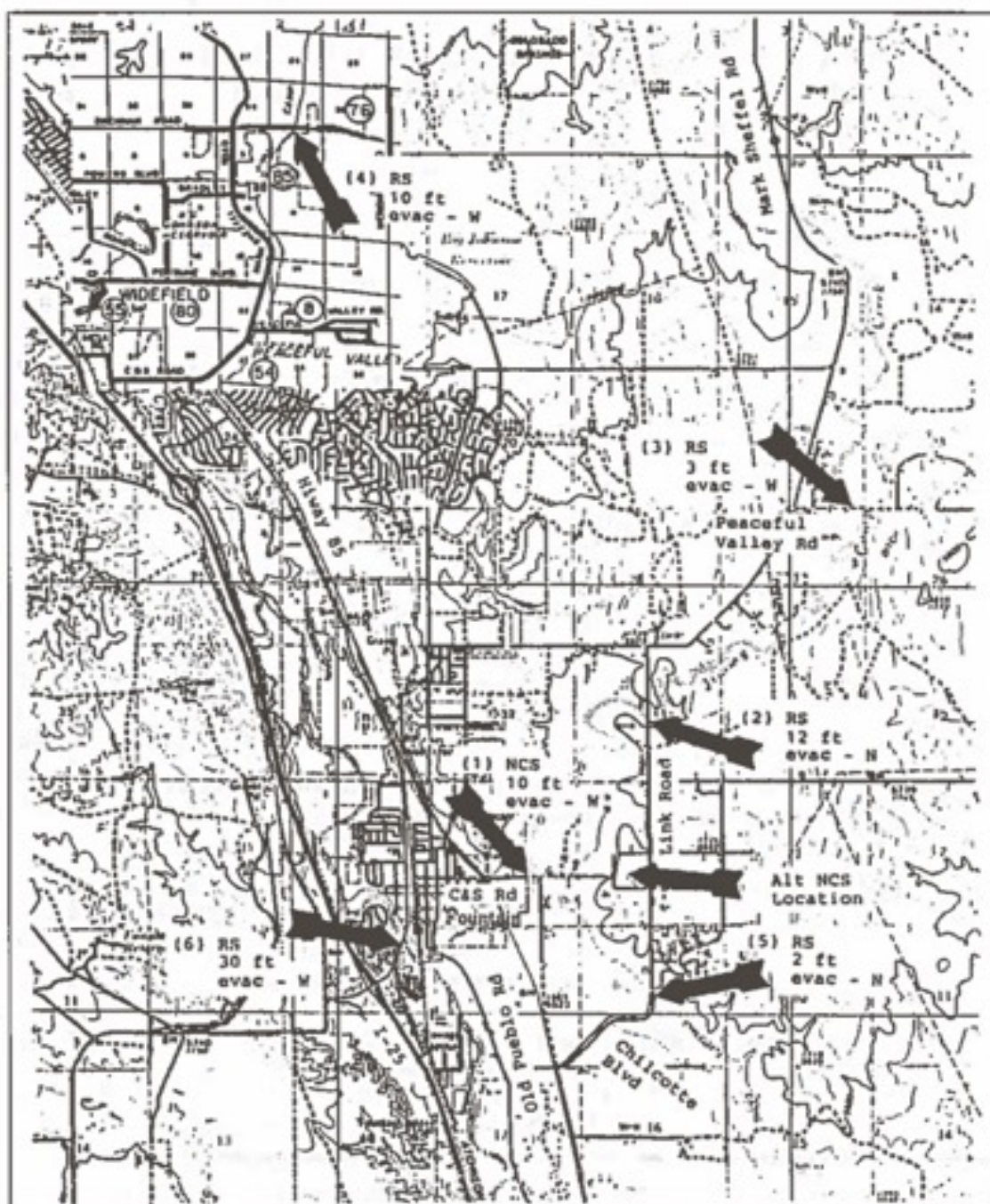
We print a response area map on the back of the pre-plan. This gives everyone a map of the area and the assignments. The type of map used depends on the type of incident - in this case a topographic map for elevation information in flooding.

Another feature is that we restrict a pre-plan to one page. Experience

shows that long plans don't get used. One pager in a notebook, with points rather than paragraphs, should help our members follow the plan in an actual disaster.

Why bother? Pre-plans makes responses easy - the routine thinking is done ahead of time. When disaster strikes we have procedures every member can follow. As part of pre-planning, many members will have already seen the disaster

area. This frees our operations leader to concentrate on making important decisions, rather than trying to figure out how to get where we need to be (and how to tell the others). The pre-plan gives County officials a look at how we will do business and a way to make suggestions on how to best fit in to the response. And it gives us an excellent way to present our Team as a professional response agency. Try it - we think you will like it!



FIELD DIRECTOR'S REPORT

by Robert M. Riechel,
Vice President

(The following article is a follow-up to my article in the July/August, 1991 issue on page 15.)

I received the following reply from Mr. Robert H. McNamara, Chief, Special Services Division of the FCC in Washing-

ton D.C. dated 25 November 1991:

This is in response to yours of November 14, 1991. "You wanted to know if there are any FCC regulations that govern whether an individual can put up a Citizens Band (CB) or General

Mobile Radio Service (GMRS) radio antenna when homeowner covenants restrict it."

"The FCC regulations governing antenna height in the CB and GMRS radio services are Sections 95.408 and 95.51, respectively (47 C.F.R. para 95.408 and 95.51). There are no FCC regulations that specifically address this issue of CB or GMRS antennas and local homeowner covenants. For your information, the Commission did adopt a Memorandum Opinion and Order (MO&O) that preempted certain state and local laws concerning amateur antennas (see 47 C.F.R. para 95.17[e]). The pre-emption, however, did not cover covenants reached in private contractual agreements (see footnote 6 in the referenced MO&O)."

NOTE

I have forwarded a complete copy of the above referenced MO&O to International should anyone desire a copy. If any individual or team has established an agreement with their local homeowners group allowing an exemption to written covenant restrictions concerning antenna erection, please forward a copy of your complete agreement and supporting documents to my attention so we can share your successful methods with others.

REACT INTERNATIONAL, INC. TEAMWEAR ORDER FORM

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		
Team #	Team Name				
Address (Please use physical street only)					
City		State	Zip Code		
Country	Daytime Phone Number				

Please specify quantity and sizes on order form

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Small	Medium	Large			TOTAL ORDERED
LIGHT LINED SUMMER JACKET \$31.00 EACH (Includes shipping and handling)					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Small	Medium	Large			TOTAL ORDERED
QUILT LINED WINTER JACKET \$35.00 EACH (Includes shipping and handling)					

AMOUNT ENCLOSED \$ _____

MAIL ORDER FORM AND PAYMENT TO:
REACT International, Inc.
P.O. BOX 998
Wichita, KS 67201

Publicizing REACT



by PR Task Group

"WELCOME" CBers

Many CB radio operators today use their radios only on long trips (vacations, moving, family visits, etc.). Just check out all the "antenna farms" on the highways, especially during major holiday periods.

Be sure they can get REACT CB Safety info as they travel. That's when they need and will want it.

Provide a supply of our "Getting Help by CB Radio" to state/provincial welcome centers, your area Chamber of Commerce offices, local tourist info centers, area motels and gas stations, etc. Another idea for your team is to provide the "Getting Help..." pamphlet together with the REACT litter bags to your area RV centers, car dealers, truck centers and area camp grounds.

Remember, your PR success benefits every REACT Team and police forces everywhere. Not to mention the countless CB owners who may not have any idea how to correctly use the radios they're relying on for emergency communications.

In this mobile society, we have to "catch them on the run."

"PIGGYBACK" IT

Check with your local businesses or community service organizations that use leaflets to advertise in motels, tourist offices, welcome centers, etc. They may be glad to include the "Emergency" graphic (see the REACTer, July-August, 1991) for your Team to fill extra space. You both benefit.

Have your printer use the "Emergency" graphic on the back of Team (or personal) business cards, too. Make them all the more useful to those that receive them.

"GET LISTED"

Does your town publish a directory of community groups through its Recreation Department? How about your public library? Does it keep a file of community service groups? Is your Team listed in all of these? Be sure you are.

Give them multiple telephone numbers so people can contact someone easily. Place your REACT Team name under as many as possible of the various headings: "Human Services", "Self-Help and Support Groups", "Volunteer Opportunities", "Emergency Services" and "Radio Communication Equipment & Systems". Also contact your telephone book people. Your Team may be able to get a free listing in the government or human services section. Have your listing begin with REACT and then your Team name

(REACT - XYZ Bay Area REACT Team). Cash in on the FREE PR.

AN OPEN DOOR POLICY

The Texas State REACT Council encourages all Texas REACTers to attend its meetings. It wants everyone to learn how the Council works to serve its Teams. It wants them to "network", get new ideas, make new friends and take an interest in council activities.

But, the Texas Council goes further. It invites non-members and potential members to its council meetings too. They can experience council and meet many REACTers from a number of Teams even before they join REACT.

And the Texas Council is sending its newsletter "BREAK 9" to all REACT Affiliates in the state. It expects to match some of the affiliates up with nearby teams or with one another to establish new teams.

What PR! Consider trying their ideas. It is a small wonder they have such a strong council with approaches like these. Great work.

TARGET YOUR MARKET

Getting media attention for your REACT message takes some smarts.

What are they?

First, link your story to

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consumers concerns. Safety matters to people, not REACT, per say, (which they may know nothing about).

Beginning with a question may invoke them quickly about family travel, senior citizens driving, young wives with children alone, etc.).

Then, tell how REACT can ease their concern. Keep sentences brief and simple. Always give a sample C.L.I.P. message to help them learn correct emergency CB use. This same C.L.I.P. message can be used if they call directly on a cellular car phone.

Issue REACT news releases at least 6 weeks in advance, some may need more lead time, depending on the type of media contacted, before peak holiday travel weekends, the arrival of winter driving, summer travel, etc., etc. The media appreciate lots of "lead time" to help them plan. **IT PAYS.**

Avoid being too specific. Talk "holiday" travel, not "Thanksgiving" travel. This extends the life of your release. Scarce space may prevent its use at "Thanksgiving", but space may be available, from then till New Years. For the same reasons, avoid using dates if possible. Help the media in these ways and they will remember your Team fondly. **IT PAYS.**

Use names, use quotes by a Team officer to make your release more personal, more interesting. **IT PAYS.**

Always include a *CLIP* card or a copy of "Getting Help..." with the release. Add your business card, too. Make the reporter's job easier. **IT PAYS.**

Have the release typed and double spaced. Leave lots of room all around the margins for the reporter to make notes, changes, etc. Type on only one side of the page.

Keep sending releases to all local media. Sometimes the media contact may have had their schedule filled and could have used it for their next run but your team did not send one in. They may or may not have saved it for the next run or program. Persistence pays off.

Weekly or suburban papers may be easier to get into. They have smaller staffs and tend to welcome articles they receive.

Remember, local publications geared to seniors, tourists, etc. Check your local library for names and addresses of all publications in your Teams' monitoring area.

Council PR officers can apply the same principles to publications serving your Council's area and at your state government level.

Share your samples with REACT Headquarters.

Remember the Wright brothers didn't fly after only one attempt but through persistence. The bottom line is the same one we stress to the public about Channel 9: keep trying. **IT PAYS.**

Received a press release dated November 8, 1991 from Unity REACT, Inc., P.O. Box 358, Western Springs, IL 60558, that sure seems to be right to the point. Attached with it was a two sided tri-fold entitled "We're Out There" that has useful and valuable information on how to call in a report even if the calling party does not hear a receiving party. On the back is a checkoff list for more information on REACT.

Every Team should consider having such a tri-fold.

If you would like to exchange your newspaper or would like to receive other Team or Council newspapers, drop this column a note. State your newspaper with your editor's full name and address including zip code. This column will attempt to publish as many as possible to help you exchange your newspaper exchange.

Publicizing REACT Column
Robert M. Riechel
P.O. Box 563
San Bruno, CA 94066-0563

"RESCUE 911" STILL LOOKING FOR REACT STORIES

Last issue we announced that the producers of "Rescue 911" wanted to present REACT to their viewers.

Since then Headquarters has received some very, very good incidents. Headquarters appreciates your quick responses, but is still looking for more of those unique items.

For the first 25 Teams submitting an item to be presented to "Rescue 911", Headquarters will issue a Certificate of Appreciation".

This is a great public relations tool for not only your Team but for all REACTers. So mail you incidents in today.

Send your item(s) to: REACT International, Inc., P.O. Box 998, Wichita, KS 67201. Mark the envelope Rescue 911 to help the staff spot it quickly. Items can be hand written, but please write on only one side of the paper, double spaced.

PRINCE WILLIAM REACT PROVIDES SUPPORT TO COMMUNITY AND GREAT PUBLIC RELATIONS

by Jim Donaldson, Editor
Unit 33, KN4IJ

Team President Edgar McConnell called our Labor Day Safety Break a "success" at our September meeting. The Team was not only successful in serving the public, but enough profit was made to finance the next break. Once again donated items were provided. Five hundred dollars was allotted for the break. In all, \$210.67 was spent on supplies and we took in \$523.77 in donations. Using previous accounting methods, it is estimated that we served 2500-3000 travelers between 6 p.m. Friday and 6 p.m. Monday. Team participation was fantastic. Only two members did not participate in some way. Even eleven people showed up for our cookie bagging party. Leftover cookies were provided to the public assistance groups *ACTS* and *SERVE*. We have since received thank you notes from both groups stating that these donated items were treats they usually can't provide to those who use their services.

Once again we were assisted by members of Rappa-Anna REACT. Seven members participated for 12.1% of the man-hours, thus getting their Team their share of the profits. President McConnell presented a check for \$75.00 to Rappa-Anna Vice President Jeff Keyes, Unit 607, at the September meeting.

The only major problem of the weekend was one "micro-burst" that upset the tent a little. Following a phone call, 8 members showed up in a very short amount of time to reset the tent.

Eleven Team members

had the opportunity to tour the Prince William County Communications Center on October 26, 1991. The two-and-a-half hour tour was arranged and conducted by Sam Somers, Communications Engineer for the county, with assistance from Fire Lieutenant William Yowell and Police Sergeant Bill Weland.

Team members were treated to coffee and doughnuts during an orientation session before the tour. During this time and in a close-out discussion many individual questions were answered.

Fire and Rescue and Police incoming call reception, handling and dispatching were observed and explained. The 911 Enhanced system was demonstrated, and a description of its internal operational features was provided.

In addition to seeing the equipment and its operation, a number of facts and helpful suggestions were provided to aid the Team in interacting efficiently and effectively with Police and Fire and Rescue call takers and dispatchers.

All those attending found it to be very enjoyable and informative.

Comm Officer, Erich Geppert, was able to provide some excellent publicity for the Team recently. Erich was interviewed by the major local newspaper which ran the story on the front page of their November 11 edition. The article pointed out the volunteer nature of REACT and that "we do it just for the sake of helping people" to quote Erich. The article listed the number of calls for help the Team responded to the past year and mentioned the twice yearly safety breaks. The story concluded on an inside page with a photo of Erich at his home base station and a request for any persons interested in joining to request an application for membership. Great PR job by Erich.

Erich is also spearheading the Team's entry into GMRS use. With the assistance of Al Hanger from Herndon REACT, six additional Team members have applied for their GMRS licenses.



Prince William REACT Team C109 members set up a Safety Break at the intersection of Interstate 95 and Rt. 234 near Dumfries, Virginia.



WORLD BAND RADIO

By R.C. Watts

Our own Voice of America will be 50 years old in 1992. When VOA formed during World War II, it took over the commercial shortwave stations of CBS, NBC, Crosley, GE and others. The Bethany, Ohio relay (ex-WLWO of Crosley) is already sending out special QSL cards for correct reports direct to the station. Try 7405 KHz heard early p.m. in Eastern USA.

Congratulations to REACT International for the

currently available self study training course on "Monitoring" and upcoming "GMRS" Guidelines." Long overdue and I hope the membership will use this program. While into training, don't forget the free FEMA HS courses on disasters/emergencies and the opportunity for a Technician grade Amateur License. None of us are too young, too old or too dumb to learn and to use what we learn -- if we want to!

Some monitoring; all times Eastern USA. All 5 hours for UTC. Radio Monte Carlo Middle East has had Arabic on 5960 KHz at 22:00 via Radio Canada International. Hot from the Yugoslav War zone has been Croatian Radio Zagreb on 7415 KHz at 19:00 by way of WHRI in Indiana. Rock and British DJ's on Radio Luxembourg, best here after midnight if the 19 meter

band stays open. "The Big L" or Luxie" is on 15350 KHz. Booming in here evenings on medium wave AM has been Radio Reloj, Cuba - 590 KHz (listen for clock ticks and CW "RR"), Trans World Radio, Bonaire - 800 KHz, Radio Taino, Cuba - 1180 KHz (tourist radio with some English and great Cuban music) and Radio Paradise, St. Kitts - 825 KHz.

C. Crane Company, 147 Watson Lane, Fortuna, California 95540 tested several antennas for reception of shortwave broadcasts and issued the results in their "SHORT WAVE ANTENNAS For the Non-Rocket Scientist" booklet. One of the best performers was the "FIRESTICK" CB antenna. I think I will try one for dual CB and SWL use with a coax switch to separate the two units.

73 de RCW

NEW TEAMS CHARTERED

#4826	Philadelphia County REACT Philadelphia, Pennsylvania 10-14-91	#4030	Candlelight REACT Choses, New York 12-13-91
#4827	Pend Oriella County REACT Ione, Washington 11-07-91	#4031	Morris County REACT Denville, New Jersey 12-16-91
#4828	Lemsar REACT Lake Elsinore, California 11-12-91	#4832	Concord NH REACT, Inc. Concord, New Hampshire 12-16-91
#4829	Southern Pittsburgh Area REACT Pittsburgh, Pennsylvania 12-12-91	#4833	REACT London London, Ontario CANADA 12-18-91
	#5037	REACT Jersey St. Helier, Channel Island United Kingdom 12-18-91	



MORE PR HELP



When seconds count . . .

In an emergency, reliable communications may make the difference between life or death.

REACT is a volunteer public service organization comprised of private radio operators who serve their communities with emergency two-way radio communications. "**REACT**" stands for Radio Emergency Associated Communications Teams.

REACT Teams use CB, Amateur, GMRS or other radios. They strive to promote the proper use of radio frequencies, including CB Emergency Channel 9. Local Teams establish working relationships with emergency agencies, including the American Red Cross, Salvation Army, NOAA, FEMA, RACES, and ARES. **REACT** Teams often help at public events such as holiday highway safety breaks, parades, bike rides, walk-a-thons, among others.

Interested in a challenge or public service?



Publicity is absolutely vital to every **REACT** Team. We must get our story out. Any PR your Team develops benefits every other **REACT** Team too. Do your part.

Thanks to the PRTG, we have a new publicity "piece" Teams can use. It will help make **REACT** better known, locally and nationally.

It can be used in a variety of ways by your Team. Send us samples of the uses your Team finds for it.

Headquarters is hard at work on PR for your Team too. This new publicity already appears in the latest Popular Communications "Buying Guide."

Lee Besing, San Antonio **REACT** (TX), did the layout used by PC. He did it in just four days to enable **REACT** to meet the short PC deadline. Without his aid, **REACT** would have missed this important PR opportunity.

Its small size will encourage editors your Team approaches to publish it. They can use it as a "filler". This helps them as they help your Team.

It's another example of **REACT** people in the field helping to make things happen for the good of all.

Well done, everyone. Now let's make it work for us.

REACT International, Inc.
P.O. Box 998
Wichita, KS 67201

316/263-2100

JANUARY 1992

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A Monumental Classic

The 29. Since hitting the road over a decade ago, the most talked on, most traveled, most dependable CB of our time has been renamed. THE 29 LTD CLASSIC. Continuing to prove itself as the CB that comes thru loud and clear, time and time again. Maybe it was meant to roll forever.

 **Cobra**
DYNASCAN CORPORATION