

Getting Publicity for Your HPS Chapter

Purpose: The purposes for publicizing your HPS chapter are to:

- Increase the chapter's membership.
- Increase the funding from members' dues.
- Increase attendance at local chapter meetings.
- Increase the public's awareness of the profession of radiation safety.
- Spread information on what your chapter does for Science Fairs, Science Teacher Workshops, Career Days at local schools, Technical Learning Meetings, Local Career Networking, etc.

Means: Some ways to better publicize your HPS chapter may include:

- Set up a chapter Web site if you don't already have one. You can get HPS help with this by contacting [Ruedi Birenheide](#). Also, for some ideas of the existing chapter Web sites, visit <http://hpschapters.org/>.
- If you have a chapter Web site, **KEEP IT UP TO DATE**—update at least once a month. Reporting on a May meeting the next September makes the chapter look like it is inactive.
- Publish a chapter newsletter about one month BEFORE each local chapter's meeting. This can be mailed as hard copy and/or emailed as a Web-based file. If it is a Web-only chapter newsletter, send out an email to every chapter member, giving the newsletter's URL on the chapter's Web site.
- Get the email addresses of all the HPS members in your state or local cities (see the [HPS Membership Directory](#) on the Web) and mail a personal invitation to each person not currently a chapter member to join and attend the next chapter meeting. For example:

____, I see that you are a fellow member of the HPS and live in our local chapter's area. We are having a meeting on (technical subject, time, place) and I want to invite you to attend this meeting, if you have time. This is a great time to meet other radiation safety experts and network or learn new aspects of our profession. You can register for the meeting by _____. You can apply for chapter membership at the next meeting or by submitting an application form to _____.

I am looking forward to seeing you at our next meeting.
Sincerely, John Doe, RSO, River City Complex