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 a 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