

Why have a “Generic” Ham Identification?

The Sierra Madre Emergency Communications Team came together in the year 2000. We had nothing and after a few years we decided to make a visual identity for ourselves.

I decided to create a hat that DID NOT tie itself to our group or any other group or organization except Ham Radio. Why? Because we were but a few and would get lost among others. In addition, our group being small counts on support from other Ham groups along the foothill range as well as our members support of other foothill groups.

Shouldn't we all look the same? We provide the same services, use common equipment, and speak the same language. Why should we look different if we are in a mix of Hams? I could see ARES doing ARES stuff or CERT doing CERT stuff together looking like ARES and CERT but when we cross organizational lines we should look like a unified organization (of Hams).

Even the ARRL swag boldly advertises the ARRL NOT Ham Radio! Look at their on-line product store,



ARRL is in huge type on most of their swag and below it is Amateur Radio in small print. You would expect the ARRL to promote Ham Radio first not the organization that promotes Ham Radio.

For instance, when the Pasadena Radio Club, Altadena ALERT and South Pasadena Amateur Radio Club members help at the Montrose Christmas parade we should all look the same. The Generic Ham!

Or to be more descriptive, Ham Mutual Aid Identification that consists of a generic hat & shirt.

HAM RADIO

Emergency Communications

(Your call sign on the back as an option)



So, the Hat became our standard. I purchased 15 hats initially and our members and members of other groups that supported us bought them. After that, others went directly to the T-Shirt Factory Outlet* and bought theirs. Matching plain unadorned orange t-shirts also became a signature. At an event we definitely stand out!

Why “Ham Radio” and not “Amateur Radio” – because “Ham Radio” is more recognizable to the general public and the word “Amateur” even though it is in the FCC rules and regulations (Amateur Radio Service 47 C.F.R, Part 97), does not have a positive connotation.

When our supporters from other cities assist, we all look the same. The police even direct people to us by saying, “for information ask the guys in the orange hats”.

Consider adding Ham Mutual Aid Identification swag to your Ham Radio hat collection.

Allen Wolff – kc7o

Sierra Madre Emergency Communications Team

*T-Shirt Factory Outlet

50 S Rosemead Blvd, Pasadena, CA 91107

(626) 585-8810

Orange Hat:

Manufacturer: DECKY

Style No: 761

Neon Orange

~\$20 for the monogrammed hat plus an additional \$5 for your call letters