

ARRL National Public Relations Committee Report to the Board of Directors, July 2013

The ARRL National Public Relations Committee appreciates the support and interest of the ARRL Board of Directors and hereby respectfully submits its mid-year report.

The Public Relations Committee (PRC) is a national-level committee, which reports to the ARRL Board of Directors via the Board Liaison. Members are appointed by the ARRL President for one-year terms, with options for reappointment. The PRC has two primary missions. The first is to provide guidance to the ARRL PR staff in presenting the story of Amateur Radio to the public at large, the press and to the amateur community at the national level. This includes recommending strategies for attracting new hams and for the recruitment along with retention of ARRL members. The second is to support and encourage the development of the local Public Information Coordinators and Public Information Officers in the Field Organization by providing PR education, guidance and public relations tools to assist them in their efforts. The PRC also from time to time undertakes special projects as assigned by the ARRL Board of Directors and/or the ARRL President.

In 2013 the committee is made up of the following members;

Board Liaison: James Boehner, N2ZZ
Committee Chairman: Kevin O'Dell, N0IRW
RAC Liaison: Alan Bauld, VE3CBR

Bill Morine, N2COP
Don Carlson, KQ6FM (SK)
Mark Kraham, W8CMK
Steven Polunsky, W5SMP
Ed Tyler, N4EDT
Jack Sovik, KB8WPZ
Doug Lamb, K4EK

First, I would like to note the passing of our fellow committee member and good friend, Don Carlson, KQ6FM. Don was a gifted talent in his voice, which he gave freely, his writing and his thoughtful ideas. He will be greatly missed by all of us on the PRC.

The members of this committee are some of the most talented and creative people that it has been my pleasure to work with. They all have a passion for amateur radio and letting the world know about our wonderful hobby.

The ARRL Centennial 2014

The committee has spent a lot of time during the first half of 2013 working on ideas for the upcoming ARRL Centennial in 2014. We had a joint webinar between the PRC and the Centennial Committee to get some guidance on ideas we had floated. This was a very beneficial collaboration. Out of that discussion, the PRC has been working on a list of talking points for the Five Pillars of the League. These talking points will be turned into PowerPoint presentations, one for each pillar and one combining all 5 pillars. This along with a PowerPoint on the Centennial Convention and related graphics, the ARRL Centennial Time Line and other information will be made available to Directors and Section Managers on CD allowing them to make presentations promoting the Centennial. We have the PowerPoint's in production now and expect this disk to be available for delivery sometime in September.

Discussions are ongoing about what our PR presence will be at the Centennial Convention. We are planning to have a video booth on the convention floor that will allow ARRL members to come in and give us a quick stand-up and say to the camera, "Hi, I'm (name and call), I really enjoy (DX, Moonbounce, etc) and I am the ARRL" We are also planning a series of forums on various PR topics with national level presenters.

Field Day 2013

In April, the PRC hosted a Field Day PR Training Webinar. Topics included;

How to get inactive hams out to Field Day.
How to get your elected representatives and served agency heads to come out.
Actually getting the media to show up.
How to put together great information packets and make sure all guests get one.

The Webinar was very well received by all that attended. With more comments about how informative it was verses questions.

Philip J. McGan Silver Antenna Award 2013

The PRC has decided to recommend the League does NOT award the Philip J. McGan Memorial Silver Antenna Award for 2013. All of the members agreed none of the entries met the criteria for the award. However, one of the entries will make an outstanding entry for the Bill Leonard Award later in the year.

The Second Half 2013

We've had some preliminary discussions about the future updating of our 3 PR brochures "Hello", "Emcomm" and "Technology". We are proposing to update them starting with "Hello" in 2015, "Emcomm" in 2016 and "Technology" in 2016. One of the current ideas being tossed around is changing the name of "Hello" to "Amateur Radio, New Friends Made Daily..."

The committee will continue to plan for the 2014 Centennial in the coming months and will be on the lookout for every opportunity to promote the event.

We've had some concerns over the lack of a fulltime Public Relations and Media Manager at Headquarters since Allen's retirement this past October. This has now been resolved with the promotion of Sean Kutzko, KX9X to the position. The entire committee congratulates Sean on his new position and look forward to working with him.

We would also like to thank Allen Pitts, W1AGP for his continued support and efforts on the part of the PRC and the League.

I know I speak for the entire committee when I say "Thank You" for the opportunity to serve on this committee with such talented people all striving to share the story of Amateur radio.

Respectfully submitted,

Kevin N. O'Dell, N0IRW
Chairman