

## **ARRL Public Relations Committee Report to the Board of Directors, July 2015**

The 2015 committee pleased to serve is:

Committee Chair: Katie Allen, WY7YL

Ward Silver, N0AX

Scott Westerman, W9WSW

Sid Caesar, NH7C

Randy Hall, K7AGE

Media and Public Relations Manager: Sean Kutzko, KX9X

Board Liaison: Jim Boehner, N2ZZ

This year the Public Relations Committee is comprised of new members with a new philosophy for outreach. The new small group has been working every month to identify our new purpose, which at this point has been self-defined. With the expertise in this group, we have been looking outward and forward on bringing people to the amateur radio hobby, and ultimately to the ARRL. This focus has the group utilizing the document "Outreach through Discovery" as its main tool. This document was previously distributed to the Board, authored by Sean and Ward.

### **Philip J. McGan Silver Antenna Award 2015**

The PRC respectfully nominates Randy Thompson, K5ZD for the 2015 Philip J. McGan Silver Antenna Award for excellence in telling the Amateur Radio story to the public at large for years, regarding WRTC 2014. The committee recognizes that WRTC has received much attention throughout the amateur community; however the work created by Randy excels beyond all measure. From newspaper and television coverage over years, he was able to put Amateur Radio in a format that easily mainstreamed for a variety of audiences.

### **Social Media Outreach**

With a conscious strategy this first part of the year of infusing social media outlets with constant content, there has been a broader reach to a wide audience utilizing Facebook and Twitter. While in Dayton, Sean and Katie posted to both regularly using the #hamradio hashtag with success in terms of shares and re-tweets. This experience did provide the opportunity for the committee to discuss how to better reach the attendees while at shows, in order to gather additional photos and content. We are discussing how to have outreach areas and/or roving committee members at Hamvention where direct access to the people can be better achieved, rather than waiting and hoping for visits to the booth. Social media for ARRL also experienced a huge burst of activity with postings regarding Nepal, demonstrating that devastating events generate a tremendous amount of interest and activity.

## **PIO/PIC Reporting Form**

The committee reviewed several ideas for data gathering from the field, in order to use the information when lobbying or sharing the story of Amateur Radio. Upon discussion of this project in motion with ARRL staff already on a larger scale, the committee decided to wait until the overall program is developed and then provide input specific to the public relations aspect.

## **National Parks on the Air**

The PRC stands ready to assist with this project should it be approved by the Board of Directors. The committee believes this will be an easy way to create engagement with on-air activity and generate interest.

## **Outreach through Discovery & Strategic Planning**

The committee has spent a great deal of time strategizing how Outreach through Discovery can be used within the process that the ARRL Strategic Planning Committee (SPC) is working on now. Members of the PR committee that attended the Dayton Hamvention met with SPC Chair Jim Fenstermaker to discuss how our committee could assist.

There are additional activities in the pipeline at this time such as completion of the updated PR-101 course; partnership with Virginia Tech and students on a project called HamCSI; and identification of communities (target audiences) to share the story of Amateur Radio through common interests with the goals of augmenting our hobby and our membership.

The committee is committed and excited to work on these various projects. While mostly self-tasked, any feedback or participation in our monthly meetings is most welcome. We meet the first Thursday of the month via web meeting at 7:00PM EST. We all appreciate the opportunity to serve and look forward to the second half of the year.

Respectfully submitted,

Katie Allen, WY7YL  
Chairman