

ARRL National Public Relations Committee Report to the Board of Directors, January 2015

The ARRL National Public Relations Committee appreciates the support and interest of the ARRL Board of Directors and hereby respectfully submits its January 2015 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 2014 the committee is made up of the following members;

Media and Public Relations Manager: Sean Kutzko, KX9X

Board Liaison: Bill Hudzik, W2UDT

Committee Chairman: Kevin O'Dell, N0IRW

RAC Liaisons: Vincent Charron, VA3GX/VE2HHH

Allen Pitts, W1AGP

Bill Morine, N2COP

Mark Kraham, W8CMK

Ed Tyler, N4EDT

Jack Sovik, KB8WPZ

Christopher Tate, KJ4UBL

Katie Allen, WY7YL

Board of Directors Requests

During 2014, the PRC was requested to perform two specific tasks. The first was to discuss and put in place standards and procedures for requesting, accepting and posting online PowerPoint presentations. This has been accomplished and will allow the league to provide a new service to its members by having a library of PowerPoint presentations available for download. The Public Relations Committee will serve as editors evaluating appropriateness, quality and screening for possible copyright issues.

The second request was to put together a first draft of a “Report to America” on Amateur Radio. This first draft was included in your July board materials in the form of a PowerPoint presentation. However, the information required to present certain sections appropriately was not available to us. Using the PRC’s work as a template, the task of filling in the slides that needed information was passed on to the Operations staff.

PR-101.2

The upgrade for PR-101 was completed during the first half of the year. The new PR-101.2 is in the form of a PowerPoint presentation produced by Suellen Petersen, K6CPA. As an experienced educator, she then used it as the basis for an “in person” class setting held over two weekends. Feedback about the class to the PRC came from several sources and was consistently very positive. We hope that this alternative option of teaching PR skills to radio amateurs in a classroom setting will quickly be endorsed by HQ staff and her teaching plans and materials be made generally available.

Brochures

While the committee worked on updating our three primary PR brochures, the Media & Public Relations Manager determined that a one-sheet flier was more efficient than actual brochures. There was subsequent discussion on the appropriateness of the flier’s main graphic. Resolution was achieved with the promised availability of two versions of the flier, with and without the questioned picture.

Bill Leonard Award 2014

The ARRL Bill Leonard Award honors three professional journalists per year whose outstanding coverage highlights the enjoyment, importance and public service value the Amateur Radio Service has to offer. The award was created as a tribute to the late CBS News President Bill Leonard, W2SKE. He was also an avid Amateur Radio operator and advocate.

The Award is divided into three categories, based on format:

- a. Audio
- b. Visual
- c. Print and Text

Nominations are judged by members of the ARRL Public Relations Committee, and the final decision is made by the ARRL Board of Directors at their meeting in January 2015. Each recipient receives an engraved plaque and a \$250 contribution will be made in each of their names to the charity of their choice.

The PRC nominates to the Board the following three entries:

Video

Christine Kim, KSNV TV Las Vegas

“Local Heroes” profile of Nevada ARES

<http://www.mynews3.com/content/video/default.aspx?videoId=5373029&nAvCatId=32665>

Print

Marti Attoun “American Profile” magazine

“Radio Active” a look at Amateur Radio Emergency Preparedness

<http://americanprofile.com/articles/radio-active-video/>

Audio

Steve Kraske, KCUR FM Kansas City

“Exploring Ham Radio in a Digital World” interview with Brian Short, KCOBS

<http://kcur.org/post/exploring-ham-radio-digital-world>

2015

For 2015 we will continue to put the finishing touches on the PowerPoint presentation library and get it up and running.

We are *very* aware of the continuing public relations problems caused by amateurs presenting limited or even negative descriptions of the hobby to media. Despite actual data, the “fading hobby” stereotype is often reinforced by our own members. We will be researching and discussing programs and ways to reduce and/or counter these unfortunate incidents.

“Thank You” for the opportunity to lead this committee with such talented people in the service of ARRL and all Amateur Radio.

Respectfully submitted,

Kevin N. O’Dell, N0IRW
Chairman