

**ARRL Board of Directors  
Second Board Meeting  
July 2005**

**Report of the Public Relations Committee**

The Public Relations Committee (PRC) is composed of 12 members from diverse areas of the country, most of whom have extensive backgrounds in journalism and/or public relations. The Committee conducts business via monthly conference calls, a special reflector, and a face-to-face breakfast meeting during the Dayton Hamvention® weekend in May. Former PRC member Gary Pearce, KN4AQ joined the group at the breakfast. (As always, travel and lodging for Hamvention is at the member's own expense).

**Public Relations Committee Efforts During the ARRL National Convention**

The traditional Sunday morning PR forum at the Dayton Hamvention® focused on the Public Relations aspects of BPL. Members Bill Morine N2COP, Jim McDonald KB9LEI, Rich Moseson W2VU, and Sherri Brower W4STB were joined by Gary Pearce KN4AQ. ARRL Media and Public Relations Manager Allen Pitts, W1AGP took an active role in the forum, playing the “shady” BPL salesman. The forum was well attended and everyone agreed that it was entertaining and educational.

On stage in the ARRL Expo area the committee presented a variety of mini-forums. On Friday Sherri, W4STB made a special presentation of the award given to the ARRL and Martin County, Florida RACES/ARES® for emergency communications during the hurricanes and the White Dove Holiday Project (toy drive). This award was given to us by the Martin County (Florida) United Way Volunteer and Community Resource Center. Allen Pitts, W1AGP and Bear accepted the award on behalf of the ARRL. Also, on Friday, Sherri, W4STB did a presentation about ways to promote amateur radio other than the standard press release. Also on Friday, Bill, N2COP talked about speaking to civic groups and Rich, W2VU spoke about promoting clubs and ARES® groups. On Saturday Jim, KB9LEI gave a presentation titled “Every Ham is a PIO.”

In addition to the committee presentations Allen, W1AGP spoke about the PR tool known as “the Swiss Army Knife” and ARRL Vice President Kay Cragie, N3KN gave a presentation about speaking to first responders and non-hams about ARES/RACES.

The Media and Public Relations Department committed to a booth in the Expo area. Committee members staffed the booth along with PIC and PIO volunteers from around the country. We wish to thank the following amateurs for assisting at the booth: Cheryl Walter KC8TDU, Kevin O'Dell N0IRW, Walter O'Brien W2WJO, Melissa Hall W4RXG, Hope Smith WB3ANE, Cheryl Muhr N0WBV, Jack Sovick KB8WPZ, Myra Kitchen K3PGH, and Norm Schklar WA4ZXV. During the three days at Dayton the group answered questions, provided assistance for Field Day and BPL issues, and over 150 copies of the “Swiss Knife” were distributed.

Members of the PRC attending the Hamvention® agreed that the biggest public relations event at the convention was the ARRL Expo itself. Amateurs from around the world were able to see the ARRL programs and speak with the employees and volunteers.

### **Public Relations Grassroots Outreach**

All members also conduct PR work in their home sections. Rich, W2VU has talked about hobby radio at his local elementary schools and the classroom presentations include an IRLP link to the Palmer Station in Antarctica. Bob Josuweit, WA3PZO has written and published several magazine articles about Amateur Radio emergency communications. The presentations on the Expo stage in Dayton all reinforced the Grassroots Initiative. Committee members also conduct forums at local hamfests when time slots are available.

PR volunteers at all levels of the organization continue to share press releases, media hits, ideas, and assistance on the PR reflector as part of the Grassroots Initiative. Committee members are active on the reflector answering questions and giving encouragement and praise to the PIOs and PICs. Members often communicate with PIOs off reflector to assist with individual issues.

Several PRC members joined Directors, Board Liaison Henry Leggette WD4Q, Section Managers, other ARRL members and Riley Hollingsworth as listeners on “Take Your HT to Work Day.”

After hearing the audio PSA that Allen Pitts made, the PRC found volunteers to add additional sound and to turn it into a video. Hence, a PSA that would have cost up to \$12,000 was made at no cost. The Media and Public Relations Department continues to get requests each week from radio and television stations for this PSA.

### **Work on Programs and Services Committee Directives**

In 2003 the League’s Volunteer Resources Committee, now the Public Services Committee (PSC) recommended outreach to the SMs about PR. Information about the Speakers Bureau and PR ideas is ongoing by Sherri’s postings to the SM reflectors. Steve Ewald, WV1X of Field and Educational Services has also posted messages to the SMs about PR tools. Several SMs obtained the “Swiss Knife” at Dayton and at least 6 SMs have requested copies since Dayton.

The PSC also recommended that PICs be encouraged to participate in existing online resources, including the PR reflector and Contact! online newsletter. The PRC continues to work on several projects to assist the SMs, PICs and PIOs. These projects include the Speakers Bureau, training ideas for PIOs, and chapters of the online PIO handbook.

### **The Speakers Bureau Project**

Allen’s “Swiss Army Knife” contains all of the information about the Speakers Bureau that the committee compiled for the pilot sections. A posting to the SM reflector in mid June by Sherri, W4STB mentioned this fact and asked for feedback about the existence of bureaus in the sections and the usefulness of the material on the “Swiss Knife” CD. This tool provides information to all sections about establishing and promoting a Speakers Bureau. SMs were

encouraged to set up a link to their e-mail, or that of their PIC, with the phrase “Request a speaker” on their section web page.

The pilot section project did not make additional progress this year and was, in part, abandoned by several sections due to Section Manager and PIC changes. Additionally, since the “Swiss Knife” contains all of the needed information about the Speakers Bureau, the pilot project is no longer necessary. The targeted opening of the program to all sections was met in early 2005.

In conjunction with the 2006 Hello campaign (see Media and PR Manager Report) a separate website is expected to be established and publicized providing simple access to basic information for non-hams. Linkage on this website will include how to find a club in your home area ([www.arrl.org/findaclub](http://www.arrl.org/findaclub)) and how to find a speaker in your area. This site will provide information and guidance for persons willing to be speakers and link the inquiring public with their local clubs, PICs or SMs who have a list of available speakers. This will accomplish the requested task. A detailed proposal of the speakers referral function is included with the Committee report to the PSC.

### **Awards**

The committee has judged and recommended to the BOD a recipient of the McGan Award.

### **Projects for 2005**

The PRC expects to be working with Allen in the development of a proposed unified Public Relations Campaign for ARRL. A generic brochure, new PSAs and other tools will be designed around a single theme and ready for the winter holiday season when PSAs can most easily be placed. The Committee has spent considerable time discussing the Hello campaign and is enthusiastic about this concept. We see many opportunities in it. A campaign of this importance cannot be done solely by volunteers, any more than the ARRL Expo was done by volunteers and donated space. The Committee will volunteer their time for some of the work and will search for competent volunteers to assist in the project but commitment of ARRL funds is needed.

Work will continue on revisions to the PIO handbook, training for PICs and PIOs.

Committee members plan to develop ways to reach outdoor enthusiasts and members living in mobile QTHs, such as RVs and boats, with emphasis on working with the US Power Squadron for maritime mobiles.

Respectfully Submitted,  
Sherri Brower, W4STB  
Chairman, Public Relations Committee.