

## **ARRL National Public Relations Committee Report to the Board of Directors, July 2014**

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 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

Bill Morine, N2COP  
Mark Kraham, W8CMK  
Ed Tyler, N4EDT  
Jack Sovik, KB8WPZ  
Christopher Tate, KJ4UBL

The members of this committee are some of the most talented and creative people that it is my pleasure to work with each of them. They all have a passion for amateur radio and letting the world know about our wonderful hobby. I especially welcome the addition of Christopher Tate, KJ4UBL. Christopher brings an enthusiasm and insight the entire group welcomes. Christopher has already shown himself to be a valuable asset after bringing the surprising results of a poll, he researched on his own, regarding the social media outlets his fellow 8<sup>th</sup> graders participate in.

## **Board of Directors Requests**

During the January 2014 Board of Directors meeting, 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 will allow the league to provide a new service to it's members in having a library of PowerPoint presentations available for download.

The second request was to put together a first draft of a "Report to America" on Amateur Radio. This first draft is included in your board materials in the form of a PowerPoint presentation. One thing we found out while working on this presentation, the information required to present certain sections appropriately, simply doesn't exist. The primary reason for this, only about 25% of the sections ever report any of their activities to headquarters.

## **The ARRL Centennial 2014**

The PRC spent part of the first half of 2014 putting the finishing touches on the PR presence at the Centennial Convention. Allen Pitts, W1AGP has led the charge in this area with the rest of the committee in support.

## **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. It will be available for download on the PR portion of the ARRL website very soon.

## **Brochure Update**

The committee is continuing the process of updating our three primary PR brochures. The entry brochure is in the final stages of design and should be ready soon. We have started working on a new version of the Emergency Communications/Public Service brochure. We will continue this process during the last half of 2014 and releasing it as soon as practical. In addition, the committee will also start looking at the Technology brochure for needed improvements.

## **Philip J. McGan Silver Antenna Award 2014**

The PRC would like to respectfully nominate Brian Short, KC0BS for the 2014 Philip J. McGan Silver Antenna Award for excellence in telling the Amateur Radio story to the public at large. The following is an excerpt from Brian's nomination form:

*“Brian’s work as a PIO in the Kansas City area is well known to me over several years. He has always been one of the most productive people we have in the Midwest for publicity. His many contacts led him to entice NPR station KCUR to do a piece about modern Amateur Radio on their “Up to Date” program.*

*Up to Date focuses on pressing issues, both local and national, including politics, economics, planning and design, history and entertainment - topics that have an impact on the lives of the Greater Kansas City region. The inclusion of modern Amateur Radio is an example of Brian showing that it’s not just “old technology.”*

## **The Last Half of 2014**

During the last half of 2014 we will continue to put the finishing touches on the PowerPoint presentation library and get it up and running.

We will work with the board on the “Report to America” should they wish to continue with that project understanding the lack of true data.

We will finish the new entry level brochure and get it ready to release. While at the same time, we will continue working on the new Emergency Communications/Public Service brochure.

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