

ARRL National Public Relations Committee Report to the Board of Directors, January 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 2013 the committee is made up of the following members;

Media and Public Relations Manager: Sean Kutzko, KX9X

Board Liaison: James Boehner, N2ZZ

Committee Chairman: Kevin O'Dell, N0IRW

RAC Liaisons: Alan Bauld, VE3CBR & Vincent Charron, VA3GX/VE2HHH

Bill Morine, N2COP

Don Carlson, KQ6FM (SK)

Mark Kraham, W8CMK

Steven Polunsky, W5SMP

Ed Tyler, N4EDT

Jack Sovik, KB8WPZ

Katie Allen, WY7KRA

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 mid-year addition of Katie Allen, WY7KRA. Katie brings an enthusiasm and knowledge the entire group welcomes. Also new to the group is Vincent Charron, VA3GX/VE2HHH, RAC Director of Communications and Fundraising. Vincent has already jumped in with both feet in the beginnings of our brochure re-write.

The ARRL Centennial 2014

The committee has spent a lot of time during the last half of 2013 working on ideas for the ARRL Centennial. The PRC has completed a PowerPoint presentation, of the 5 Pillars. The 5 Pillars presentation can be used as is or modified to the needs of the presenter. The committee would like to thank Jeanne Ulrich, W7CEO for her assistance in the overall design and production of this PowerPoint presentation. This, along with a PowerPoint on the Centennial Convention and related graphics, the ARRL Centennial Time Line are on CD and are being presented to the Directors and Vice Directors at the Board Meeting. It will also be made available to Section Managers allowing all to make presentations promoting the Centennial.

Allen Pitts, W1AGP will be in charge of the PR presence 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" as well as an audio recording booth to record and receive finished Amateur Radio Public Service Announcements for use on their local radio stations.

We are also planning a series of forums on various PR topics with national level presenters including John Amodeo, NN6JA, Producer of the television series "Last Man Standing" which introduced Amateur Radio to millions of viewers this past season and Mark Kraham, W8CMK, News Director, WHAG-TV Hagerstown, Maryland.

Bill Leonard Award 2013

The ARRL Bill Leonard Award honors three professional journalists each 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 and C. Print/Text.

This year the committee would like to recommend the following nominees for the 2013 Bill Leonard Award.

Audio Category: Jim Rash, WGMD-FM, "Amateur Radio" – Adding To The Fold

Visual Category: Rich Luterman, Chief Meteorologist, WJBK-TV, "Ham Radio Operators Play A Crucial Role During Weather Emergencies"

Print/Text Category: Kim Hoey (Writer), Gary Emeigh (Photographer), The News Journal (Wilmington, DE), "Calling Fans Of Ham"

Brochure Update

The committee has started the process of updating our three primary PR brochures. We have been working on the re-write of the "Hello" brochure first. We plan on having this new brochure ready for printing in the last quarter of 2014 with a release in January 2015. We plan on updating the Emcomm brochure for release in 2016 and the Technology brochure for release in 2017.

Special Recognition

The PR Committee would also like to recommend a special award be presented to John Amodeo, NN6JA for his efforts to get Amateur Radio presented to a mass audience of millions through the ABC series "Last Man Standing". John has succeeded in getting Amateur Radio story lines in the show along with the main character being a ham himself.

The committee recommends a plaque and a personalized 2014 Centennial Handbook be purchased and presented to John for his efforts on behalf of Amateur Radio. Funds for this award would come from the PRC funds in the 2013 budget or the Media & Public Relations Department budget.

The First Half of 2014

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 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