

**ARRL Public Relations Committee
Report to the Board of Directors, January 2016**

The 2015 Committee Members Were:

Committee Chair, Katie Allen WY7YL
Ward Silver, NOAX
Scott Westerman, W9WSW
Sid Caesar, NH7C
Randy Hall, K7AGE
Media & Public Relations Manager Sean Kutzko, KX9X
Board Liason, Jim Boehner, N2ZZ

During 2015, the ARRL Public Relations Committee was comprised of a small dedicated group focused on creating new ways to reach out in the world and share Amateur Radio. With the various skill sets and backgrounds of the membership, several items were addressed throughout the year. The first half of the year activities were reported on in the July report to the Board of Directors. As a refresher, we provided a nomination to the Board of Directors for the 2015 Philip J. McGan Silver Antenna Award to Randy Thompson, K5ZD; committee members attended Dayton and expanded ideas on Social Media interaction as well; NPOTA and PIO Reporting forms, and efforts related to strategic planning. The activities from the second half of the year are addressed below.

2015 Bill Leonard, W2SKE Professional Media Award

The PRC respectfully nominates two journalists this year for the award in the print and video categories. The committee determined there were no qualified nominations for the audio category this year. The first nomination is in the print/text category and the PRC nominates Don Keith, N4KC author of the article "Wave of Popularity" published in February edition of The American Legion magazine. The second nomination is in the video category. The committee received the nomination for Jackie Lucas, anchor/reporter for News 12 Long Island. The video provided an excellent report on the Great South Bay Amateur Radio Club's Fire Island Lighthouse Event held in August for the Lighthouse Special Event.

National Parks on the Air

The committee would like to recognize the work done by Sean Kutzko, KX9X and the headquarters staff in getting the many details together for this new on-air event for 2016. The Facebook page garnered many visitors and people providing great enthusiasm for becoming activators in the new year. Sean and the staff developed a comprehensive FAQ page, many people were referred there for answers and new questions that came in were added. Sean participated in two episodes of the podcast "100 Watts and a Wire" to talk about the event, both were very well received. National Parks on the Air started January 1st with a bang and we anticipate it to be a very popular on-air event throughout all of 2016.

PR101

The committee began work on the re-write of the PR101 document. A Google Document that the committee can share work is being utilized, as well as tool called "Trello" where each committee member is able to pick certain aspects of the materials and take ownership of it. It is a great tool to managing the process with ease. The committee originally discussed editing the original PR101 document, however after lengthy review and discussion we determined it would be more effective to create a new outline and each member takes ownership of the areas

where their knowledge is best suited. Committee member Ward Silver is functioning as chief editor for us. We expect this project to be accomplished in the first half of 2016.

Field Training

In early September, staff member Sean Kutzko, KX9X and PRC chair Katie Allen, WY7YL traveled to Michigan State University at the invitation of committee member Scott Westerman, W9WSW. The purpose of this trip was to have intensive training on public relations and marketing, with particular focus on social media with Scott and his team at the MSU Alumni Association. We attended one-on-one sessions to learn about crowdfunding, social media strategy, analytics, podcasting, member engagement and clubs. What we found quite interesting was the similarities both organizations face. We also visited the college ham station and met with college and local ham club members, also met with the Dean of College of Engineering. Sean and Katie provided some feedback for the club which was implemented and expanded in to college special event activities for the hams and alumni. One take-away that will be implemented in January 2016 is the addition of a college public relations and marketing intern to work with Sean. The student begins at the start of the semester and is attending Central Connecticut State University. The committee is excited to see what will develop from this addition to the staff.

Mission, Purpose, and Scope

Based on the activities of the year and the process of self-definition, the following was developed and authored by Ward Silver, NOAX:

The Public Relations Committee's (PR-COM) mission is to ensure the ARRL's public relations practices and techniques are effective in presenting Amateur Radio and the ARRL to amateurs, served agencies, and the general public.

The committee's purpose is to advise the Board of Directors via the committee's Board Liaison on policy regarding public relations strategy, allocation of resources to public relations, and the structure of public relations activities. In addition, the committee works with the Public Relations Manager (PR MGR) to define, guide, and review public relations components.

The committee's scope includes media and messaging techniques, resources allocated to PR, policy governing PR activities and components, and evaluation of PR activities. The committee is not responsible for the creation or implementation of specific PR components.

HamSCI

While ARRL is not officially a partner, the PRC members are lending support and expertise to the activities of this group, spearheaded out of Virginia Tech. At the time of this report, Ward Silver is completing an article for QST to highlight the activities and events of this event to garner support and attention.

It's been our pleasure to serve on the committee during 2015.