

Report of the Public Relations Committee January 2024

The ARRL Public Relations Committee Consists of Sierra Harrop, W5DX, Public Relations and Outreach Manager (Chair); Bob Inderbitzen, NQ1R, Director of Marketing and Innovation (Staff Liaison); Scott Yonally, N8SY, Great Lakes Division Director (Board Liaison); Desiree Baccus, N3DEZ; John Bloodgood, KD0SFY; Ed Efchak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Scott Roberts, KK4ECR; Angel Santana, WP3GW.

The PR Committee met throughout 2023. Meeting minutes were recorded by Committee member Gordon Mooneyhan or others in his stead.

In February, the Committee discussed publicity for 2023 World Amateur Radio Day and began working on ways to better collaborate with one another.

In April, the PR Committee discussed the 2023 ARRL Bill Leonard Professional Media Award and the ARRL Philip J. McGan Silver Antenna Award. The Committee made motions to bring to the Board of Directors for their Second Meeting in July.

Committee members, who are quite scattered geographically, contributed a regular source of media hits and happenings, especially with respect to local ARES[®] and related EmComm response to emergencies and disasters. Each member also contributed significantly to PR and media activities in their own communities and regions.

In May, Committee members worked on ways to encourage ARRL Members to participate in the member dues survey.

In June, Committee members collaborated on a training video to help local clubs and volunteer PIOs maximize their efforts for ARRL Field Day publicity.

In July, the Public Relations Committee welcomed members of the Legislative Advocacy Committee for a joint session to inform and collaborate regarding the work of the LAC on the land use legislation.

ARRL Hudson Division Vice Director Ed Wilson, N2XDD, was appointed to the Public Relations Committee in August.

That same month, to accommodate a better flow of information and to foster collaboration, the meeting format was changed to allow for some informal time before and after the normal meeting, and a roundtable check in was added to each meeting agenda.

Throughout the late summer and autumn, the Committee worked to brainstorm ideas to help promote HamSCI's Solar Eclipse QSO Party, for which Committee member Ed Efchak, WX2R served as Public Information Officer. ARRL was a partner with HamSCI in the event.

In December, a subcommittee consisting of Desiree Baccus, N3DEZ and Scott Roberts KK4ECR began work to overhaul the outdated PIO training course.

Respectfully submitted:

Sierra Harrop, W5DX, Public Relations and Outreach Manager and Scott Yonally, N8SY, Board Liaison for the Public Relations Committee:

Sierra Harrop, W5DX, Public Relations and Outreach Manager (Chair); Bob Inderbitzen, NQ1R, Director of Marketing and Innovation (Staff Liaison); Scott Yonally, N8SY, Great Lakes Division Director (Board Liaison); Desiree Baccus, N3DEZ; John Bloodgood, KD0SFY; Ed Efchak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Scott Roberts, KK4ECR; Angel Santana, WP3GW.

About the Public Relations Committee (from the Director's Workbook; 5.7-D) Public Relations Committee

Committee Created: Annual Meeting 1987, Minute 70

Terms of reference revised: July 2003 Board Meeting

Terms of Reference: The 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 recruiting and retaining ARRL members. The second is to support and encourage the development of the local Public Information Coordinators and Public Information Officers in the field 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.