

**ARRL Public Relations Committee
Report to the Board of Directors, January 2018**

The 2017 Committee Members:

Committee Chair, Scott Westerman, W9WSW
Katie Allen WY7YL
Sid Caesar, NH7C
Randy Hall, K7AGE
Angel Santana, WP3GW
Jeff Davis, KE9V
Andy Milluzzi KK4LWR
Communications Manager David Isgur
Board Liaison, Jeff Ryan, KORM

Mission, Purpose, and Scope

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.

During the second half of 2017, the ARRL Public Relations Committee focused on the transition to a new Communications Manager:

Sean Kutzko – KX9X left the organization after 10 years of exemplary service. In his 6 years as contest manager and 4 as Media and Public Relations Director, Sean became, for many, a positive face of the ARRL. He was one of HQ's most active on-air employees, helped create the National Parks On-The-Air initiative, the League's most successful outreach effort and radically expanded the organization's social media presence. After an extensive search, we identified David Isgur as an able successor and have engaged an outside public relations firm to do an assessment of our strategic and tactical landscape. David began his service in October.

David and CEO Tom Gallagher NY2RF met with the committee to seek feedback on priorities and provide input on several initiatives that are under development, including development of a podcast targeting new amateurs and the creation of a PIO/PIC boot camp to be offered in 2018.

The committee is also considering strategies to expand the reach of the ARRL social media footprint, create more video content and improve participation in the public relations email reflector. A particular emphasis for the New Year will be providing support for newly licensed amateurs.

Katie Allen – KY7YL has submitted her request to retire from committee service beginning with the New Year. Andy Milluzzi - KK4LWR replaces her.

We continue to be grateful to serve the board and look forward to more great things in 2018.

Respectfully submitted,

Scott Westerman – W9WSW
ARRL PR Committee Chair