

Report of the Public Relations Committee January 17, 2023

Following the January 2022 ARRL Board of Directors Annual Meeting, President Rick Roderick, K5UR, made the following re-appointments for the Public Relations (PR) Committee: Bob Inderbitzen, NQ1R, Director of Marketing and Innovation (Chair); Scott Yonally, N8SY, Great Lakes Division Vice Director (Board Liaison); John Bloodgood, KD0SFY; Ed Efcak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Kevin O'Dell, N0IRW; Scott Roberts, KK4ECR; Angel Santana, WP3GW.

The PR Committee met throughout 2022. Meeting minutes were recorded by Committee member Gordon Mooneyhan.

In March, the Committee organized a series of two Zoom training sessions to help engage Public Information Coordinators (PICs), Public Information Officers (PIOs), and other Field Organization volunteers with tips and best practices to help in their roles to promote World Amateur Radio Day and Field Day activities.

In April, the PR Committee discussed the 2022 ARRL Bill Leonard Professional Media Award and the ARRL Philip J. McGan Silver Antenna Award. As there were no qualified nominations for either award this year, the Committee had no 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.

PR Committee member Scott Roberts supported ARRL-sponsored presentations for the ARRL National Convention at Orlando HamCation in February, and then Dayton Hamvention in May.

In September, the Committee started working on a questionnaire to send out to all PICs and PIOs to get their input on how Public Relations is working in their particular areas and how ARRL could help them with their duties. The questionnaire was necessarily long. Our goal for it was to help us make informed decisions on the future activities of the Committee. Just before Thanksgiving in November, survey invitations were sent out to PIOs and PIOs. Section Managers were also enlisted to help share the survey with known public information volunteers in their areas, including those associated with local radio clubs. We were pleasantly surprised with over 225 completed surveys. The results are still being finalized, but the preliminary results have already shown some very positive input from our volunteers in the field, including their existing levels of activity and support, and opportunities to increase and improve our support for them. Thanks especially to Committee member Ed Efcak for coordinating drafts of the survey, for working with staff on implementation, and for his ongoing effort to digest and present the results.

Vice Director Scott Yonally participated in interviews for the open staff position of Public Relations & Outreach Manager. Bob Inderbitzen reports that a candidate who was interviewed in November has accepted the position and will begin in January 2023.

Respectfully submitted:

Scott Yonally, N8SY, Board Liaison for the Public Relations Committee:

Bob Inderbitzen, NQ1R (Chair); Scott Yonally, N8SY, Great Lakes Division Vice Director (Board Liaison); John Bloodgood, KD0SFY; Ed Efcak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Kevin O'Dell, N0IRW; 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.