

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

The 2018 Committee Members

Committee Chair, Sid Caesar NH7C

Angel Santana, WP3GW

Andy Milluzzi, KK4LWR

Ed Efchak, WX2R.

ARRL Communications Manager David Isgur, N1RSN

Board Liaison, Bill Morine, N2COP

RAC representative Alan Griffith

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.

Activities Report

In February 2018, Scott Westerman, W9WSW, stepped away from the committee to focus on his duties at Michigan State University. Sid Caesar, NH7C, was appointed by President Roderick to be the new PR-COM chairman.

In addition to welcoming a new PR-COM Chairman, the PR-COM also welcomed a new ARRL Board liaison, Bill Morine, N2COP. Mr. Morine takes over the position from Jeff Ryan, KORM, who served as the Board Liaison for many years. The PR-COM appreciates the time and efforts that Mr. Ryan provided during his tenure.

The PR-COM has decided on a new set of goals and objectives for the Committee that are focused on empowering Public Information Officers (PIOs) and Public Information Coordinators

(PICs) to raise the visibility of and awareness about the Amateur Radio community. In the coming months, the PR-COM will endeavor to enhance awareness of the Public Information/Public Relations role of the PIO/PIC cadre, increase cooperation and collaboration between the PR-COM and the PIO/PIC cadre, and enhance the tools and resources for PIOs and PICs to enhance their abilities to support the ARRL.

Among those tools and resources will be a revamped Contact! E-newsletter that will offer tips, suggestions, and “best practices” ideas for PIOs and PICs; a re-energized PR reflector that will share success stories and examples of what works and what doesn’t in pitching media outlets; and the introduction of a 2018 events calendar, to give PIOs and PICs a hook for drawing media attention to the world of Amateur Radio. In addition, the PR COM will continue exploring ways to assist PIOs and PICs with their outreach to traditional media outlets (newspapers, television and radio stations), as well as their use of social media.

2018 Philip McGan Silver Antenna Award

The PRC-COM considered all of the nominations that had been received for the 2018 Philip McGan Silver Antenna Award for volunteer excellence in public relations on behalf of Amateur Radio. The PR-COM decided to recommend nominee E. Gordon Mooneyhan, W4EGM, PIO, Grand Strand Amateur Radio Club, in Myrtle Beach, SC, for the 2018 McGan Silver Antenna Award.

2017 Bill Leonard Awards

During this reporting period, the PR-COM selected the following nominees for recommendation for the 2017 Bill Leonard Awards:

Video - Jim Cantore and The Weather Channel for their story on ham radio response to Hurricane Maria.

Audio - “The Takeaway” of WNYC public radio for its story on hams transmitting safety and wellness messages following Hurricane Maria.

The PR-COM also decided to give special recognition to nominee WCIV – ABC News in Charleston, SC for the depth and quality of its story on a Solar Eclipse QSO Party.

2018 Hamvention

Chairman Caesar, Mr. Milluzzi and Communications Manager Isgur represented the PR-COM at the 2018 Dayton Hamvention, in Xenia, OH. The PR-COM teamed up with the ARRL Emergency Preparedness Manager to provide a PR-COM specific briefing at the ARRL booth during Hamvention.

We are grateful to serve the ARRL and look forward to the exciting future of the PR-COM.

Respectfully submitted,

Sid Caesar – NH7C
ARRL PR Committee Chair