

**ARRL Public Relations Committee  
Report to the Board of Directors, January 2019**

**The 2018 Committee Members**

**Committee Chairman, Sid Caesar NH7C**

**Angel Santana, WP3GW**

**Andy Milluzzi, KK4LWR**

**Ed Efchak, WX2R.**

**ARRL Communications Manager, David Isgur, N1RSN**

**ARRL Communications Content Producer, Michelle Patnode, W3MVP**

**Board Liaison, Bill Morine, N2COP**

**RAC representative Alan Griffith**

**Mission, Purpose, and Scope**

*The Public Relations Committee's (PRC) 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 ARRL Communications Manager 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**

The PRC has continued its progress toward the new set of goals and objectives set for the Committee, focusing on engaging and empowering Public Information Officers (PIOs) and Public Information Coordinators (PICs) throughout the ARRL, to raise the visibility and awareness about the Amateur Radio community. In the coming months, the PRC will endeavor to enhance awareness of the Public Information/Public Relations role of the PIO/PIC cadre, increasing cooperation and collaboration between the PRC and the PIOs/PICs, and enhancing the tools and resources for PIOs and PICs to enhance their abilities to support the ARRL.

### **PRC Strategic Plan**

Chairman Caesar and the PRC are spearheading the development of a 1-3 year plan that will outline the duties and responsibilities of the PRC, to better shape public relations communications goals and objectives within the ARRL. When completed, this “living document” will allow PIOs/PICs to have the knowledge of the public relations/public information goals and objectives of the organization. The PIOs and PICs will have an opportunity to read, review, and discuss the PRC Strategic Plan with the PRC, to assure buy-in and consistency.

### **PRC Membership**

One of the major priorities of Chairman Caesar and the PRC was to fill the open positions on the PRC. The PRC has adopted and enacted a more inclusive process to find energetic and talented members for the PRC. The PRC is striving to find individuals interested in joining the PRC who can strike a balance between traditional and social media. As of the time of this report, the members of the PRC are currently vetting prospects to provide to the ARRL President for his consideration.

### **Field PIO Outreach**

To address the outreach related concerns of the PRC, numerous activities have been initiated by the PRC, during this reporting period. The ARRL Communications Manager David Isgur, N1RSN, has begun a revitalization of the monthly PIO/PIC newsletter on the PR reflector. PRC member Ed Efchak, WX2R, is in the process of updating the PR-101 course, to assure training continuity for all new and experienced PIOs/PICs. The updated PR-101 course will serve as the initiation of the PRC’s efforts to provide current and meaningful training to the PIOs and PICs. The PRC feels that there is a need for the PIOs/PICs to complete public relations and public information training, to increase the amount of field and headquarters level capability and understanding of the role of the PIOs/PICs. With this type of training available, the PRC projects increases in PIO/PIC activity levels, better understanding of the roles and responsibilities of the PIO/PIC in the field, and a marked improvement of greater engagement between PIOs/PICs with their SMs and SECs.

### **Review of the McGan and Leonard Awards**

The November 30, 2018 submission deadline for this year produced just two nominations for the Bill Leonard W2SKW Professional Media Award, both submissions were in the print category. There were no nominations in Video/TV or Audio/Radio. The PRC has noted the same

lack of interest for the McGan Award. The PRC has been discussing ideas to reinvigorate the promotion of these two important awards, formulating plans to keep these awards alive and relevant.

Two award presentations occurred during this reporting period. ARRL CEO Howard Michel, WB2ITX, and ARRL Emergency Preparedness Manager Mike Corey, KI1U, traveled to New York City on December 6 to present the 2017 Bill Leonard Award for Audio Reporting to the producers and staff of “The Takeaway” program, which is a joint production of Public Radio International (PRI), WGBH, and WNYC. The program aired a number of stories about Amateur Radio’s role in supporting disaster relief agencies in Puerto Rico following Hurricane Maria that featured ARRL’s Corey. Also, the 2018 Philip J McGan Award was presented on December 3, 2018 to Gordon Mooneyhan, W4EGM, of Myrtle Beach, SC.

### **Board and SM Social Media Guides**

Bill Morine, N2COP, the PRC Board Liaison requested that the PRC develop a short written “primer” regarding the operation, monitoring, and posting guidelines for social media accounts. The Social Media Guide will be used to start the discussion with Directors and Section Managers about the purpose and value of engaging with ARRL members on the various social media platforms. The goal of the Social Media Guide would be to bring a consistent and cohesive set of messages which leverage off other Ham posts through synergy, thus elevating the number of social media hits nationally and internationally. The ARRL Communications Manager David Isgur, N1RSN, and Michelle Patnode, W3MVP, the ARRL Communications Content Producer have begun the development of the Social Media Guide, with input from the PRC.

We are grateful to serve the ARRL and look forward to the exciting future of the PRC in 2019.

Respectfully submitted,

Sid Caesar – NH7C  
ARRL Public Relations Committee Chairman