

## **Report of the Public Relations Committee January 2022**

The Public Relations (PR) Committee met in 2021 on January 6, February 3, March 2, April 14, May 5, June 2, August 4, September 1, October 6, and December 1.

Following the January 2021 ARRL Board of Directors Meeting, President Rick Roderick, K5UR, made the following appointments for the Committee: Bob Inderbitzen, NQ1R (Chair); Scott Yonally, N8SY, Great Lakes Division Vice Director (Board Liaison); John Bloodgood, KD0SFY; Ed Efchak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Kevin O'Dell, N0IRW; Scott Roberts, KK4ECR; Angel Santana, WP3GW, and Alan Griffith (RAC Representative).

The Committee expressed its gratitude to former Chair, Sid Caesar, NH7C, and former Board Liaison, Roanoke Division Vice Director Bill Morine, N2COP, for their dedicated contributions to the Committee and our wider community of ARRL PR volunteers.

At the 2021 ARRL Board Meeting in January, and based on the PR Committee's recommendation, the Board awarded the 2020 Bill Leonard W2SKE Professional Media Award for Video Reporting to Josh B. Nass, KI6NAZ. ARRL HQ produced a plaque for Mr. Nass, which was accompanied by a \$250 honorarium. Also following the recommendation of the PR Committee, the Board approved a change to the timing of the Philip J. McGan Silver Antenna Award and Leonard Award. The nomination deadline for both awards has been changed to March 31 each year. This brings the cycle of the two media awards into alignment with five prominent ARRL awards. Nominations for these awards will cover the previous calendar year. The change is effective with the March 31, 2022, nomination deadline, covering the period January 1 – December 31, 2021.

In March 2021, the PR Committee provided counsel and review for resources drafted by Bob Inderbitzen to help promote World Amateur Radio Day (April 18). Angel Santana produced Spanish-language versions. The resources were shared with ARRL Public Information Coordinators (PICs) and Public Information Officers (PIOs), and via the ARRL website.

In April and May 2021, the Committee organized a series of four Zoom training sessions to help engage PICs, PIOs, and other Field Organization volunteers with tips and best practices to help in their roles to promote ARRL Field Day (June). The Committee also reviewed the PR and media resources produced for the ARRL Field Day package, and produced Spanish-language versions.

In May, the Committee made its recommendation to award the ARRL 2021 Philip J. McGan Memorial Silver Antenna Award to John P. Levo, W8KIW. The ARRL Board designated the award at its July meeting. ARRL HQ produced the plaque, which was presented to Mr. Levo by Great Lakes Director Dale Williams, WA8EFK, and Vice Director Scott Yonally, N8SY, at the Highland Amateur Radio Association's meeting on December 14 in Hillsboro, Ohio.

The Committee assisted with developing the two new job descriptions for positions that will support the Public Relations and Outreach Department at HQ: *Public Relations and Outreach Manager* (formerly Communications Manager, and PR Manager), and *Social Media Strategist* (formerly Digital Communications Marketing Specialist). Bob Inderbitzen engaged the Committee to help review some resumes. However, he reports that the positions have been difficult to fill, an incident of the current labor shortage and lack of qualified candidates. Once filled, the Public Relations and Outreach Manager will help support regular interface with the PR Committee.

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.

Members of the Committee drafted an Excel workbook with spreadsheets designed to help club PIOs organize tasks and milestones associated with promoting various events (Field Day, Severe Weather Awareness Week, Jamboree on the Air, SKYWARN Recognition Day, Hamfests & Conventions, etc.). The workbook will be finalized soon.

Respectfully submitted:

Bob Inderbitzen, NQ1R, Director of Public Relations and Innovation  
Chair

For the Committee: Bob Inderbitzen, NQ1R (Chair); Scott Yonally, N8SY, Great Lakes Division Vice Director (Board Liaison); John Bloodgood, KD0SFY; Ed Efchak, WX2R; Andy Milluzzi, KK4LWR; Gordon Mooneyhan, W4EGM; Kevin O'Dell, N0IRW; Scott Roberts, KK4ECR; Angel Santana, WP3GW; Alan Griffith (RAC Representative)

**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.