

**ARRL Public Relations Committee
Report to the Board of Directors, July 2017**

The 2017 Committee Members Are:

Committee Chair, Scott Westerman, W9WSW
Katie Allen WY7YL
Sid Caesar, NH7C
Randy Hall, K7AGE
Angel Santana, WP3GW
Jeff Davis, KE9V
Tommy Gober, N5DUX
Media & Public Relations Manager Sean Kutzko, KX9X
Alan Griffith, RAC Representative
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 first half of 2017, the ARRL Public Relations Committee focused on the following primary objectives:

- 1) Completion of the ARRL Public Relations 101 manual rewrite**
- 2) Provide guidance on increased social media and video content from ARRL HQ**
- 3) Advance the Collegiate Amateur Radio Initiative**
- 4) Facilitate ARRL media awards, and promote other ARRL awards**

Public Relations 101 Re-write

After seeking input from PRC members and PIOs, the committee retained a professional writer to help complete the full rewrite of the Public Relations 101. While the writing was completed, other elements are still in process. The Committee remains at the service of PR Manager Sean Kutzko to help him complete this task.

Provide guidance on increased social media and video content from ARRL HQ

The acquisition of a full-time PR Assistant, and the needed hardware to create in-house video at ARRL HQ, can only be viewed as a huge step forward for the organization. The Interactive Advertising Bureau (IAB) notes that 80% of brand and agency executives will increase their spending on original digital video content in 2017, to twice their

costs for digital video in 2015. ARRL's strong social presence at the Hamvention and the positive reaction to the videos recorded there are further testaments to our progress in this area. ARRL should continue to expand its output in online and video media as its budget allows. Several members of the PRC have extensive training in modern media creation and distribution, and we are happy to offer our expertise to ARRL staff to continue to increase new media output originated at ARRL.

The Collegiate Amateur Radio initiative

I was honored to attend and support the Collegiate Amateur Radio Initiative (CARI) at both the Orlando Hamcation and Hamvention in Ohio. PR Committee members are also regular participants in the weekly national collegiate amateur radio net hosted by Yale University station W1YU. The Committee will have representation at the Foxboro CARI event in September. With a significant donation to CARI from Dr Ed Snyder, W1YSM, outreach efforts will continue throughout 2017. The key objective is to get CARI representation at as many hamfests as possible to expand participation in and awareness of the initiative.

2017 ARRL Phil McGan Award Nomination

Upon review of submitted nominations, the PR Committee recommends that Dennis Moriarty, K8AGB, of Canton, Ohio, be awarded the 2017 ARRL Phil McGan Silver Antenna Award for public relations efforts to the general public.

We were excited to welcome Jeff Davis, KE9V and Tommy Gober, N5DUX to the Committee in January. They are a welcome addition to the team.

All of us are deeply grateful for the opportunity to serve the Board and appreciate Sean's attentive support amid his myriad of responsibilities.

Respectfully submitted,

Scott Westerman – W9WSW
ARRL PR Committee Chair