



# Amateur Radio on the International Space station

PR Committee report

July 2008

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July 2008



# July 2008 status

- Image
- Communications with stakeholders
  - General Public
  - Space Agencies
  - General Amateur population
  - IARU societies and AMSAT societies
  - Educational organizations (ie National Science Teachers Association)
- ARISS PR Committee membership

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# Image

- ARISS name is now well established and recognized
- Web site is available in all ARISS regions' languages except Russian
- Occasionally local news people cannot distinguish between ARISS and a space agency. Occasionally news people don't include ham radio in the story. Guidelines to local amateurs on aiding local news people would help.

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# Communications with first stakeholder: general public

- Most school contacts fairly well publicized
- However...
  - Need a consistent way of encouraging and thanking local school ham teams for their PR efforts
  - Review membership of e-mailing lists
  - Review and update some pages of web site

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# Communications with first stakeholder: general public

- Guidelines are needed, both to help amateur teams supporting a school contact, and those who would like to generate news items about other ARISS projects.

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# Communications with second stakeholder: Space Agencies

- Communications with various offices (ie PR, Education, technical) in Space agencies is not uniform
- NASA and ESA are in the loop, but others, particularly the CSA are not
- Perhaps the newly formed ARWG can help bridge this gap

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# Communications with the third stakeholder: the general amateur

- IRLP and distribution of audio from school contacts seems to work well and has become part of standard procedures for most contacts – congratulations to these volunteers
- However, outside the satellite and education communities, there is still very little knowledge of, or interest in, ARISS

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# Communications with third stakeholder: the general amateur

- The world of communications is evolving rapidly, with audio and video podcasts, You-tube, and personal blogs gradually taking over from the print media. ARISS must keep pace with this changing environment
- The PR committee should consider making recommendations on what might be done to keep pace

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# Communications with the fourth stakeholders: IARU societies

- Communications with some IARU societies is good, particularly those in countries who participate as members of the ISS international team
- Many others are still outside, and the IARU does nothing to encourage support

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# Communications with the fourth stakeholders: AMSAT societies

- In spite of some resistance from those amateurs interested only in unmanned satellites, in general the communication with AMSAT societies is good and is improving

For the fifth stakeholders,  
educational organizations, we do poorly

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## Committee membership

- Its time to review and update membership to reflect changes in the organization of the ARISS team
- Replacement needed for Ken VE3PU as chair
- Ken would stay on the committee if asked, but not as chair

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