

# Autumn 2004 Meeting Update



# **New Additions to the P.R. Team**

- Rick Lindquist, N1RL
- Scott H. Stevens, N3ASA

# Announcements

- Up to one week prior on the SAREX list
- Also on LM\_Net, a School Librarian e-mail list - abbreviated during school year
- A/V from AMSAT-JA via Satochi
- ARISS-EU announcements from Gaston retransmitted to SAREX list
- Post-contact stories on ARRL

# Ideas under Development

- Material we want from contact sites
  - 2 way audio
  - photos
  - video
- In the meantime, working with mentors to return audio and visual materials to Rick & ARISS team.
- Defining an on-site PR designated person to work with mentors and schools.

# NASA & ARISS Public Relations

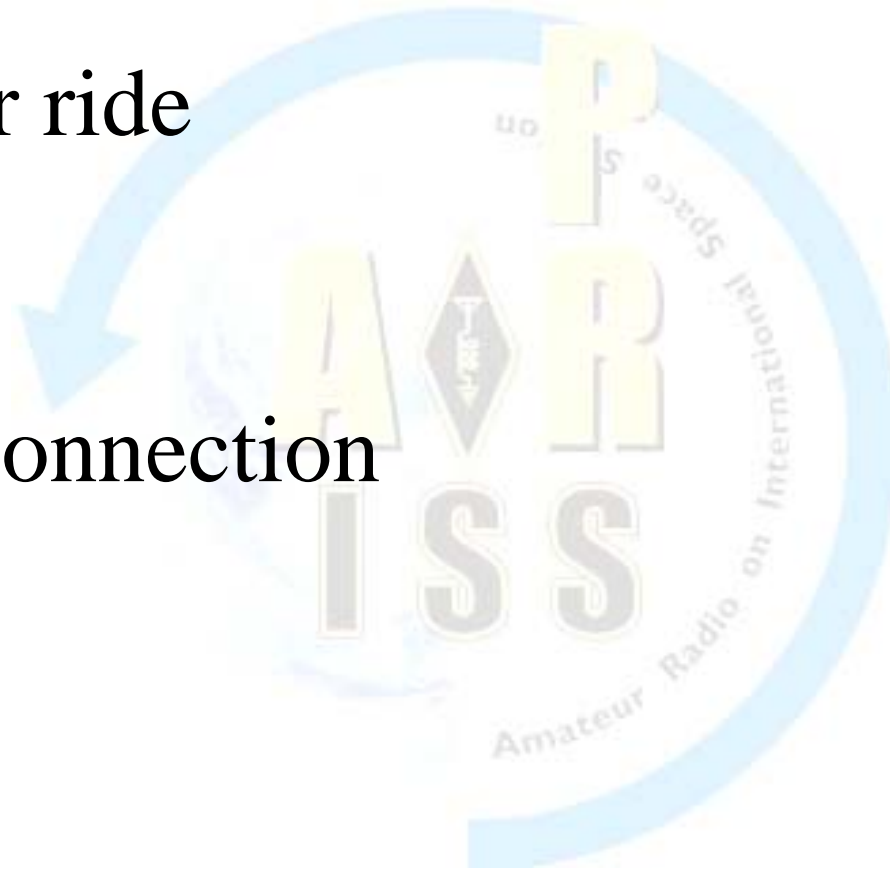
- Rick's stories for the ARRL Website come from contacts around the world.
- These stories are forwarded to NASA HQ in weekly reports.
- Often the URL is passed to high ranking NASA officials in headquarters.

# Future Challenges

- Develop strong relationships with space agencies
- Outreach to national/local media
- Develop relationships between ARISS and amateur communities (RAC, ARRL, AMSAT, etc.)
- ARISS-NA develop relations with AMSAT-NA & ARRL PR departments
- Your talent: Web assistance, graphic artists, etc

# What is ARISS?

- The elevator ride
- Imagine
- Contact = Connection



# Expanding the Programme or Our Newest PR Members

**YOU!**

- Delegates
- Mentors
- Operations
- Every single one of us working to make ARISS happen





**Keep up the good work!**

