



Amateur Radio on the International Space Station

PR Committee Report March 2004

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Public Relations

April 2004 Status

- Image
- Promotion
- Public information
- Strengths and weaknesses
- Recommendations



ARISS Logo

- Used on many web sites
- Used on posters and information brochures
- Widely recognized
- No need for revision at this time



ARISS web sites

- English, European, French, maintained and up to date
- Japanese somewhat out of date?
- New Portuguese web site added, with current information
- No information about a Russian web site?
- ARISS.org URL not operational



ARISS Promotion

- Responding to critics
 - AMSAT-NA critics and responses
 - Occasional e-mail questioning relevance
 - Lack of enthusiastic support from IARU



ARISS Promotion

- News dissemination
- Special Events
- Communications with constituents



News

- Good involvement of press with School contacts
- Regular weekly status reports on Web site
- Preparation of school success reports – US, Japan, Canada, and Europe
- Much improved coordination and distribution of news items, although still ad-hoc.



Special Events

- Roy Neal commemoration and certificates
- Field Day promotion
- Special ISS contact passes for amateurs
- Joint ARISS / AMSAT-NA meeting



Communication with constituents

- General public
- Amateurs
- Schools
- Space Agencies



Information for General Public

Displays , posters and brochures

- Displays at large public events
- Displays in museums
- Displays at showing of IMAX film
- Astronaut guest appearances



Information for Amateurs

- Detailed reports about new initiatives, hardware, packet etc. via:
 - Web Sites,
 - ARRL News,
 - AMSAT NA News.
 - ARISS Europe News
 - Participation in amateur meetings



Information for Schools

- Basic information on web sites
- Mentor interaction with amateurs & teachers
- Charlie Sufana's regular e-mail school contact status reports for mentors, coordinators, and "ARISS press".
- ARRL and RAC Youth Education promotion material
- Use of displays at teachers meetings
- Astronaut guest appearances

Communicating
with the **International Space Station**
through **amateur radio**

Talk to Stars

ARISS provides School Groups opportunity to talk to the astronauts and cosmonauts on board of the space station

Sponsors: ARISS IARU NASA AMSAT RAC

Space Agencies: ESA CSA ESTEC NASDA NASA

Ham Radio

How Ham has Evolved

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Benefits of Ham on the International Space Station (ISS)

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Youth Education Program

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ARISS Amateur Radio on the International Space Station

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Objectives Sparks students interest in Science and Technology. Crew family contact, psychological ops. Promote interest in amateur radio. Long duration space flight awareness. Experimentation.

Canada's Space Program

Our Prasence on the ISS

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History of the Canadian Space Agency (CSA)

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International Partners

Canada, Belgium, France Germany, Italy, Japan, Netherlands, Rusia, USA.

Careers in Communication

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Careers in Space Exploration

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Teacher Information

Process Until Contact

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Education Ideas Pre and Post Contact

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Ham Requirements

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Contact Information

www.rac.ca/ariss

Joe McSmith
p 902 555 3561
f 902 555 3965
a joemcsmith@rac.ca



Direct Contact— Talk to the International Space Station



ARRISS
Amateur Radio on the
International Space Station

International Member Websites

- Canada <http://www.rac.ca/ariss>
- Europe <http://www.ariss-eu.org/>
- France <http://c.avmdti.frea.fr/ariss/index.htm>Germany
- Japan <http://www.jarl.or.jp/ariss/Netherlands>
- USA <http://www.arrl.org/ARRISS/>



Information for Space agencies

- Basic information on web sites
- Charlie Sufana's regular e-mail reports
- Regular status reports to NASA
- Results reports to NASA
- CSA – no formal reporting
- ESA – Debriefs by Gaston
- Energia ? NASDA ?
- Participation in NASA symposia



Public Relations Weaknesses

- Lack of a volunteer champion to deal with weaknesses in an effective way, and to plan and coordinate promotion
- Lack of communication with Russian PR activities



Recommendations

- Find and approve a volunteer champion to coordinate public relations effort
- Continue to look for better PR communications with Russian members of ARISS team
- Find a server and get a central web site home page working with an “ARISS.org” URL