

Amateur Radio on the International Space Station

PR Committee Report March 2004

Ken Pulfer VE3PU Rosalie White K1STO



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- Japanese somewhat out of date?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



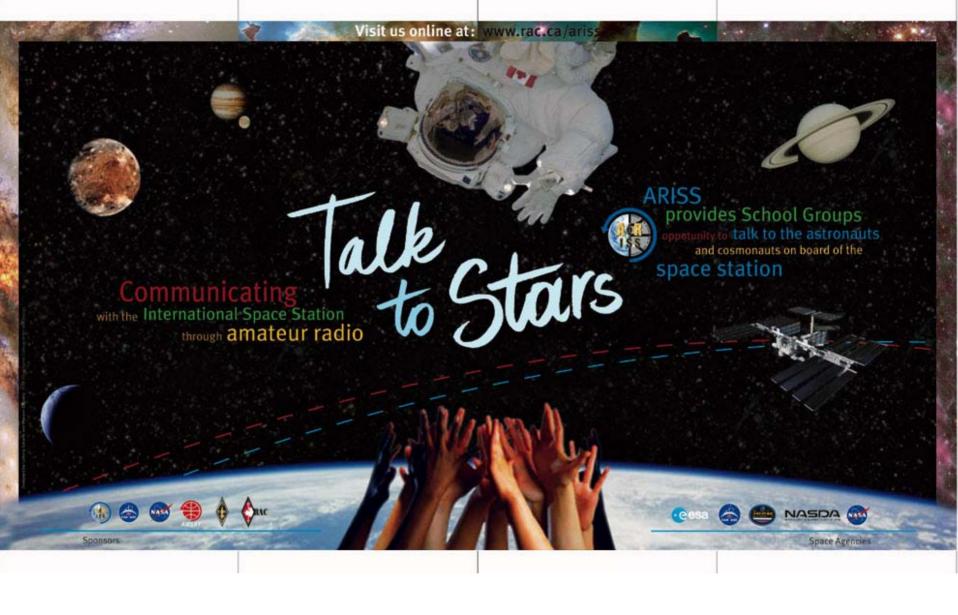
Information for Amateurs

- 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









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