



Amateur Radio on the International Space Station

PR Committee Report

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Public Relations

What is PR ?

- Image
- Promotion
- Public information



Our Image

- ARISS Logo
- Web sites
- Communication with our constituents (hams, Space agencies, schools, general public)



ARISS Promotion

- Publicizing the positive
- Responding to critics



Public Information

- News
- Information for Amateurs
- Information for schools



ARISS Public Relations

- Strengths
- Weaknesses
- Proposed terms of reference
- Recommendations



Strengths

- Image
 - Distinctive logo widely used
 - QSL cards
 - Multilingual web site(s)
 - Mentors, technical volunteers,



Strengths

- Promotion
 - School Program
 - Public Presentations
 - Articles in amateur journals
 - Space agency support



Strengths

Public information - internet

- ARISS English and French language web sites
- ARISS Europe web site and newsletter
- ARISS Japan web site



Strengths

Public information

- AMSAT NA web site, and newsletter
- ARRL web site and newsletter
- Other IARU member Societies and AMSATs
- NASA, CSA, ESA, NASDA? Energia?



Weaknesses

- No terms of reference for PR committee
- No planned and coordinated promotion
- Lack of a central news depository and source for referral
- Inconsistent circulation of news items
- Lack of a volunteer champion to deal with weaknesses in an effective way



Proposed Terms of reference

- The PR committee
 - is composed of members elected at two year intervals by the delegates
 - monitors public information and promotion activities



Proposed Terms of reference

- Reports regularly to the ARISS delegates through the Chair on:
 - ARISS promotion and image control
 - relations with Space Agencies
 - relations with IARU societies
 - relations with AMSAT societies



Proposed Terms of reference

- Also reports regularly on:
 - news coordination and dissemination
 - communication with the amateur public
 - communication with schools



Proposed Terms of reference

- And recommends specific action where appropriate



Recommendations

- Approve terms of reference
- Find and approve a volunteer champion to coordinate promotion and dissemination of public information