

# ARRL Public Relations Committee

## Report to the Board of Directors January 2025

Officially reported on the ARRL website under “other committees”, the following make up the Public Relations Committee:

- **Sierra Harrop, W5DX, Public Relations & Outreach Manager (Chair)**
- Bob Inderbitzen, NQ1R, Director of Marketing & Innovation (Staff Liaison)
- **Roy Hook, W8REH, Great Lakes Division Vice Director (Board Liaison)**
- **Desiree Baccus, N3DEZ**
- **John Bloodgood, KD0SFY**
- **Ed Efchak, WX2R**
- **Andy Milluzzi, KK4LWR**
- **Gordon Mooneyhan, W4EGM**
- **Scott Roberts, KK4ECR**
- **Angel Santana, WP3GW**
- Alan Griffith (RAC Representative)

The committee met monthly on the first Wednesday of each month via Zoom. Shown in bold are members with regular attendance. All of the active members of this committee exhibit an impressive level of dedication, experience and commitment to the critical efforts they see. In December, due to her commitment to re-enter the workforce we received the resignation of Desiree Baccus, N3DEZ. We have been so very fortunate to have had her actively participate on the PR Committee as well as her many other Rocky Mountain Amateur Radio passions. We will expect her to return someday, even more prepared for a future leadership role.

Storms Helene and Milton presented our field organizations with plenty of media opportunities.

Several of the committee members were very forward thinking taking what little advance planning time that would be available to provide significant preparation ideas for World Amateur Radio Day (WARD) and celebration of the IARU centenary. Our committee chair presented the proposal to leadership and other departments in early August. She reported back that PRC should focus on outward elements of raising ham radio's value. We offered our help to whatever departments might want our involvement including Radiosport and Field Organization.

Scott Roberts, KK4ECR and Desiree Baccus, N3DEZ are close to completing a new edition of the PR Handbook.

Committee member Ed Efchak, WX2R has been a very active liaison with HamSCI.

Our January committee meeting was postponed because of the conflict with the New Year's holiday delaying plans for judging awards for this year's media efforts.

Respectfully Submitted,  
Roy Hook, W8REH  
Board Liaison for the Public Relations Committee