

# CCARC PUBLIC INFORMATION OFFICER

## **Introduction:**

- a. The CCARC Public Information Officer (PIO) is responsible for the outward reach of the club purpose and activities to the community at large.
- b. The PIO is appointed by the President.

## **Duties and Responsibilities:**

- a. Establish and maintain personal contacts with appropriate representatives of the local media (e.g., editors, news directors, science reporters, etc.). Promote club activities and answer questions. Ensures that editors or reporters who need information about Amateur Radio know where to find it.
- b. Understands how stories should be submitted to media outlets and knows the rules for successful media submissions by media type.
- c. Establish personal contacts with local government agencies and officials and explain to them, briefly and non-technically, about Amateur Radio and how it can help their communities.
- d. Establish and maintain a close working relationship with the WWA Section Public Information Coordinator (PIC), Northwestern Division and the ARRL PIO functions sharing information as appropriate.
- e. Establish and maintain a close working relationship with the Officers, Directors, and members of the club.
- f. Stays informed of activities of the club and identifies and publicizes those that are newsworthy or carry human interest appeal to the community. This is usually done through news releases or suggestions for interviews or feature stories.
- g. Deals with and minimizes any negative publicity about Amateur Radio and corrects any negative stories which are incorrectly ascribed to Amateur Radio operators.
- h. Generates advance publicity through the local media of scheduled club activities of interest to the general public to include club meetings, licensing classes, hamfairs, and Field Day operations.
- i. Develop and promote good ideas for community projects and special events to display Amateur Radio to the public in a positive light.
- j. Provide presentations to non-amateur radio based civic and community groups that may request it.
- k. Knows appropriate websites and social media to post relevant media, brochures and audiovisual materials; contacts local radio and TV stations to arrange airing of Amateur Radio PSAs; secures appropriate brochures and audiovisual materials for use in conjunction with planned activities.

- I. Seeks to constantly improve their skills by attending regional training sessions, Public Relations (PR) Forums and other training activities endorsed by section PICs.

**Desirable Prerequisites:**

- a. Completion of ARRL PR-101 Public Relations course or equivalent.
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as of: 2015-08-19