

## REPORT OF THE CENTENNIAL CELEBRATION COMMITTEE

Following the approval last July of the Connecticut proposal for a National Convention in 2014, several Directors have spoken to me about including other 2014 ARRL conventions in the celebration. Realistically, there are many members who will not be able to travel to Connecticut to attend the National. It is to everyone's benefit to spread the celebration around to other conventions held in the centennial year. That ideal requires some fleshing-out, however. The Board was asked to confer with the organizations that would likely be hosting ARRL conventions in their Divisions in 2014 and to suggest

- What the ARRL could provide to the conventions that would make their events special for the centennial (signage, programming, a mini-ARRL Expo?)
- What the conventions would be able and willing to do in order to qualify for special centennial convention support.

Not very many Directors have provided input on this, so the question will be asked again during the Board meeting, perhaps on Thursday evening in the informal session.

The PR Committee was very helpful in 2012. The summary of the report received from them is as follows: "The PRC proposes to publicize suggested club and individual activities through the PR reflector and other methods, host webinars aimed at maximizing these efforts, and assist with supportive materials. The committee encourages an early start on centennial promotional efforts and recommends a focus on licensed hams who are not ARRL members. The committee will recommend affinity groups who should be targeted as a lesser priority, along with building a promotion around a time capsule and encouraging joint Canadian participation." Please see the PR Committee's report to the Board for additional plans to use the centennial to best PR advantage.

The point about including Canadians is well taken but must be handled with care. The national society in Canada, Radio Amateurs of/du Canada, has a historical relationship with the ARRL unlike any other national society. The RAC was formed in 1993 when the Canadian Radio Relay League merged with another national organization of hams called the Canadian Amateur Radio Federation. The CRRL came into being in 1979, as a sort of dual identity for the Canadian Division of the ARRL, which had been formed in 1920. By the time of the CRRL/CARF merger in 1993, the CRRL had been spun off into a corporation entirely independent of the ARRL. That's probably more than you wanted to know, but this plus the fact that all Canadians, hams or not, are loath to feel like a tail wagged by another dog, shows why we must be sure to recognize the Canadian contribution to the ARRL's history while demonstrating due respect to our neighbors' sensibilities.

Members' suggestion that a new, short video should be produced to mark the centennial was well received by both the PR Committee and the Centennial Committee. Allen Pitts was asked to work on that project. Its status will be taken up with the new Media Relations Manager, dependent on the funding being included in the 2013 Plan. The video would be useful for several years beyond 2014, and it is noted that the ARRL does not have a recent video at this time.

I met with Steve Ford in November to discuss centennial-related publications. The summary of ideas is as follows:

**Books:** A Century of Technology, 100 Years of QST Advertising, 2014 ARRL Centennial Handbook. All of these projects are already underway.

**QST:** A series of OpEds from various amateurs (not necessarily prominent amateurs) describing their visions of Amateur Radio's future. The series would be published throughout 2014 and would conclude with a view towards the future in December.

**QST:** A series of articles profiling hams from the League's formative years published throughout 2014, including such personalities as Hiram Percy Maxim, Clarence Tuska, Ross Hull and others. The profiles would attempt to reveal the "human" sides of the individuals and not be simply a collection of facts.

**QST:** In 2014, expand the 75/50/25 column to one page and ask Al Brogdon to use the page to describe highlights of an entire decade of ARRL history.

**ARRL Letter:** In 2014 each Letter would include a "This Week in ARRL History" story with possibly a link to a PDF reproduction from an ARRL book or the QST archive.

**ARRL Web:** Throughout 2014 each month would be dedicated to a historical theme such as the history of Amateur Radio public service. The theme would be reflected in a carousel graphic and through several related web features throughout the month.

**QST:** Re-publish a few of the famous "The Old Man" editorials on the QST OpEd pages throughout 2014.

**QST:** Re-publish selected letters from old QST Correspondence columns in our modern-day Correspondence section (mixing them among present-day member letters). We could select letters that were prophetic, poignant or unintentionally humorous (such as one appearing in a 1929 QST that predicted the imminent demise of Amateur Radio). Of course, it would be noted that these letters were originally printed in 1929 or whenever.

Suggestions for theme merchandise are under consideration by Bob Inderbitzen's department. The RSGB is observing their centennial in 2013, and we note that they are offering some theme merchandise. Some of this merchandise may involve licensed use of the logo by manufacturers, while other merchandise may be produced in-house.

Although it is not our area of tasking, we appreciate the work done by those who are planning the 2014 National Convention. We have heard that Amateur Radio society officials from abroad may be visiting the convention and are pleased to see that the WRTC 2014 organizers and the ARRL are working cooperatively and not at cross-purposes.

I would like to thank the committee for their good work, with a special note of appreciation to Allen Pitts and the PR Committee for their interest and creative input.

Respectfully submitted,

Kay Craigie N3KN Chair