

ARRL Centennial Celebration Committee
Report to the ARRL Board of Directors
January, 2012

Ladies and Gentlemen:

We are off to a good start in our discussion of how to commemorate the ARRL's centennial in 2014. General areas of focus are a possible National Convention, special publications and products, public relations (with the Amateur community and with the general public), and operating events.

Our goal is to create a program of publications and activities that will have a lasting effect beyond the year 2014.

Events should cause people to KNOW something, to DO something, and/or to FEEL something they had not done before.

- We want members to become well informed about the history and traditions of the ARRL.
- We want members to increase their pride in the past, present, and future of ham radio.
- We want as many members as possible to participate in the centennial and to have felt involved.
- We want there to be an international dimension, showing ARRL's significance in the world of ham radio and highlighting cooperation and friendship among Amateur Radio societies worldwide.
- We want hams to know more about the people who changed Amateur Radio and changed the world through Amateur Radio.
- We want the general community to increase its appreciation of Amateur Radio, both nationwide and in Connecticut because it's the League's home base.

Story-telling will be an important focus. We will not present just bare facts about what happened or who did something, but will interpret how these events and actions made a difference as prolog to the Amateur Radio world we live in now.

The event will focus on the past, of course, but we will always be looking towards the future. Past events bring us to where we are now and where we can go in the future.

Special publications will include a centennial edition of the ARRL Handbook, and we have also talked about a series of articles in QST and other historical-themed publications that will not be dry as dust because their relevance to the present day and the future will be highlighted. We hope to make good use of our historical archive of documents, objects, and images. The web site and the digital edition of QST will present some opportunities.

An operating event is in the works which will in some ways resemble the Hiram Percy Maxim birthday events. The difference will be that every ARRL member will be able to append a special identifier making him or her worth extra points to participants. We have also talked about having W1AW operated from all USA call districts during the year. We would like to gain permission to use the callsign W100AW and will look into the possibility of that.

We have touched base with the Public Relations Committee, via Allen Pitts, and will continue to seek their input on how to make the most of the centennial. Not all the PR work has to be national in scope. For example, a suggestion already received from the membership in the Atlantic Division is to hold an observance at the grave of Hiram Percy Maxim, who is buried in Hagerstown, Maryland. This can become a good opportunity for local and regional public relations in cooperation with the local Affiliated Club and the Maryland/DC Field Organization. One of the ideas gleaned from the report on the Wireless Institute of Australia's 100th anniversary, kindly shared with us by VP Bellows, is to encourage local Amateur organizations to key some of their own activities to the national organization's anniversary.

Work has already begun by Staff in developing ideas for a centennial logo. It is important to brand the event clearly and effectively. We do not want members to confuse the centennial with the Second Century Campaign. Good feelings engendered by the centennial activities should promote enthusiasm for supporting the Second Century Campaign, but while the two projects are related, they are not the same thing.

After the first of the year, we will solicit input from the Board, members, and Staff for centennial activities and will plant the idea that Affiliated Clubs can leverage the League's centennial for their own public relations outreach activities.

Respectfully submitted,

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