

**MARC – Public Information Officer (PIO)**  
**(Draft)**

The Mid-State Amateur Radio Club (MARC) Public Information Officer (PIO) is a position appointed by the MARC President. This position reports directly to the MARC President with a working relationship to the ARRL Section Public Information Coordinator (PIC). The selected individual for this role must be an active ARRL and MARC member, with publicity or market experience preferred. It is also recommended that the individual complete the ARRL PR-101 course or its successor ASAP following selection.

**Responsibilities:**

- Establishes and maintains a list of media contacts in the local area; strives to establish and maintain personal contacts with appropriate representatives of the media. Should have a basic understanding how stories should be submitted to media outlets to ensure their communications.
- Be a contact for the local media and assure that editors/reporters who need information about amateur radio know where to find it.
- Keeps informed of activities by local hams and identifies and publicizes those that are newsworthy or carry human interest appeal.
- Attempts to deal with and minimize any negative publicity about amateur radio and/or correct any negative stories which are incorrectly ascribed to amateur radio operators.
- Generates timely advance publicity through the local media of scheduled activities of interest to the general public, including licensing classes, ham-fests, club meetings, Field Day operations, and other special club activities.
- Helps the club develop and promote good ideas for community projects and special events to display amateur radio to the public in a positive light.
- Keeps current and familiar with available ARRL promotional materials and ARRL Public Service Announcements (PSAs); knows appropriate websites and social media to post information, 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.
- Seeks to constantly improve his/her skills by attending appropriate training.
- Submits articles and photographs to ARRL section and other sources as deemed appropriate.

**Working with others:**

- Provides leadership to the MARC-PIO committee which serves as a sounding board and work group for publicity projects and activities. Regularly meets with committee to solicit input and delegate activities that broaden the PR impact.
- Helps promote MARC club and service activities in a manner that maximizes their likelihood of success.
- Works with local government liaisons to establish personal contacts with local government officials where possible and explain to them, briefly and non-technically, about the role of amateur radio in the community.
- Keeps MARC President and board informed of public relations issues that may impact the club and amateur radio.
- Keep ARRL Indiana Section PIO informed of MARC activities in support of amateur radio and ARRL goals in the community.
- Networks with other area radio club PIOs to facilitate joint cooperation and activities where and when the opportunity present themselves.

**Activities during an emergency:**

- The MARC PIO along with the club president serve as the voice of the local amateur radio community during time of emergencies. Any public statements on behalf of the club, its activities, and/or role during an emergency situation must be directed through the MARC PIO or club president. This ensures the accuracy and best interest of the emergency efforts.
- The MARC PIO should be familiar with MARC emergency plan, local emergency protocols and establishes relations with the lead governmental response personnel.
- Keeps ARRL Section PIO officer informed of club activities related to emergency response and handles release of ARRL news releases related to emergency response actions.
- Works closely with the MARC club president, emergency coordinators (ARES/RACES) and governmental emergency officials to coordinate communication to the general public.
- May assist and serve in other support activities as assigned in the best interest of emergency response efforts.