



# ARISS PR Committee Report

March 2016 - August 2016

David Jordan, AA4KN

Debra Johnson, K1DMJ

Gaston Bertels, ON4WF

Ken Yakamoto, JA1CJP

Sergey Samburov, RV3DR

John Spasojevich, AG9D

Ciaran Morgan, M0XTD

John Briar, KG4AKV

Kenneth Ransom, N5VHO Barrios Technology

Tracy Thumm, Barrios Technology

## Notable Photos from ARISS Events

Between

March and August 2016

The Principia Mission

was celebrated at No. 10 Downing St. London

by ARISS school participants, ESA Astronaut Timothy Peake

and newly appointed UK Prime Minister Theresa May on

July 18, 2016





ARISS contact at Briargreen Public School, Nepean, ON, Canada - June 13, 2016



ARISS contact at YOTA Camp 2016 IARU-R1, Salzburg, Austria - July 18, 2016

## **CONCISE LISTING OF CURRENT ARISS PROMOTIONAL OUTLETS**

- ARISS School Contact announcements by Charlie Sufana, AJ9N
- ARISS School QSO Press Releases by Dave Jordan, AA4KN
- ARISS News Releases (ANR) by Dave Jordan, AA4KN
- ARISS facebook postings by Dave Jordan, AA4KN
- ARISS Twitter postings (@ARISS\_Status) by Dave Jordan, AA4KN
- ARISS Twitter Postings (@ISS\_HAM\_RADIO) by Tracy Thumm, Barrios Technologies
- ISS HAM (@RF2Space) by Kenneth G. Ransom, N5VHO, Barrios Technologies
- AMSAT News Service (ANS) by AMSAT NA (multiple editors)
- ARISS-Europe News Letter by Gaston Bertels,
- ISS Fan Club by Alain IZ6BYY and Claudio IK1SLD
- Southgate ARC at <http://www.southgatearc.org/news>
- Radio Amateurs of Canada (RAC) at <http://wp.rac.ca/category/news/>
- ARISS website - [www.ariss.org](http://www.ariss.org)
- ARISS Europe website - [www.ariss-eu.org](http://www.ariss-eu.org)
- ARISS Japan website - [www.jarl.org/ariss/](http://www.jarl.org/ariss/)

### **A Brief Overview of Statistics for the most Frequently Updated ARISS PR Services**

#### **ARISS Contact Press Releases**

Purpose: Provides information about upcoming contacts to email lists [amsat-bb@amsat.org](mailto:amsat-bb@amsat.org), [ariss-press@amsat.org](mailto:ariss-press@amsat.org), [amsat-eu@amsat.org](mailto:amsat-eu@amsat.org) and [ariss-i@amsat.org](mailto:ariss-i@amsat.org).

Number of releases sent between March through August 2016: **51**

## **ARISS News Releases**

Purpose: To provide information on significant ARISS-related issues to various space-related publications.

Number of releases sent between March through August 2016: **7**

## **Official ARISS Twitter account - @ARISS\_status**

Purpose: To provide information covering current ARISS events and points of interest to the general public and news sources. Information posted by ARISS are referred to a “tweets”. Entities that sign up to receive our tweets are called Followers.

Followers added between March through August 2016: **1286**

Total Followers at the end of August 2016: **5687**

## **ARISS Facebook account - Amateur Radio on the International Space Station (ARISS)**

Purpose: A current source of ARISS event information for the general public incorporating a timeline format. Also including an collection of album archives consisting of photos of ARISS contact events and various videos.

Facebook metrics:

One of the important Facebook metrics we track is referred to as our “Reach”. This is the total number of people who were shown the post through our unpaid distribution.

The average Reach per week between March through August 2016:

<u>Month</u>	<u>Reach</u>
<b>March</b>	<b>1982</b>
<b>April</b>	<b>2940</b>
<b>May</b>	<b>1260</b>
<b>June</b>	<b>28</b>
<b>July</b>	<b>767</b>
<b>August</b>	<b>265</b>

NOTE: The variation in Reach figures between the months of March and August were likely due to the more significant events and activity occurring between the first of March and end of May. Some of the media drawing large Reach figures during that period came from NASA-produced ARISS videos on ARISS contact #1000, videos from Tim Peake’s activity on the Principia mission, the SSTV Commemorative event, the Huntsville Space Hardware Club contact video and the IK1SLD Telebridge Station Operation video. The notable drop off in Reach figures starting in June and continuing through August may be due to a noticeable lack of interesting media being made available during that time frame.

Another metric for Facebook posts is called “Like”. A person invoking a “Like” to you posting means they enjoyed or agreed with your posting.



Number of Likes by the end of August 2016: **1998** (an increase of 210 since the last 6 month PR Committee Report)

### **ARISS Instagram account - ariss\_int**

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and video, and share them either publicly or privately on the app as well as through other networks such as Facebook, Twitter, Tumblr and Flickr.

Event posted: This account is relatively new. It's only posting is of ARISS activities during the 2016 Dayton Hamvention.

## **ARISS Highlights Between March and August 2016**

July 19, 2016: The United Space School in Seabrook, Texas hosted a successful ARISS contact with the ISS. The school contact was joined by a production crew from the cable television show Xploration Outer Space. The crew spent much of the day documenting the contact and interviewing personnel from United Space School and ARISS volunteers that were on hand. The show is in production and is expected to air during the month of October 2016.



Kenneth Ransom N5VHO being interviewed by Xploration Outer Space

producer, Emily Calandrelli

<http://www.rotfeldproductions.com/srp-shows/xploration-outer-space/>

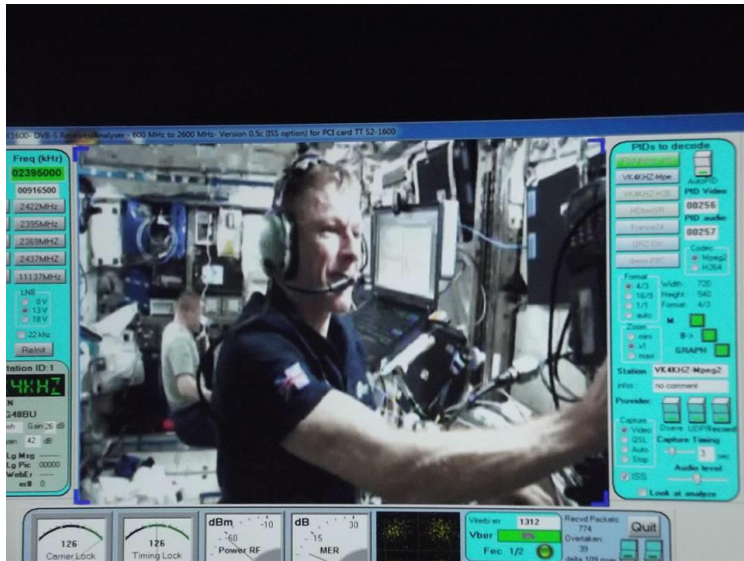


Photo of the first live HAMTV video as received over Australia during the Briargreen ARISS contact - June 13, 2016



SSTV Image from the ISS commemorating the 15<sup>th</sup> anniversary of ARISS on the ISS. This event took place in mid April 2016.