

Communications and PR Committee Report For 2010

The publication of the President's Newsletters continues to our regular form of communication with Delegates. The newsletter is also provided to a number of soaring magazines.

Twitter and Face Book links have been activated by the FAI headquarters and are used to notify the gliding community of new posts on the website.

The addition of a communications person (Faustine Carrere) to the staff at the headquarters is hoped to provide us all with better coverage of stories and news, but this then places a responsibility on us all to provide Faustine with news and information that she can publish.

One of the key issues with PR is for us to ensure that we create the right FAI brand image with our championships. The use of the FAI flag and the FAI logo is critical to us gaining recognition and – as the Secretary General says:

Brand + **Recognition** = **Value**

The track record on the branding of our championships is not great. The logo needs to be prominent on websites, letterheads, documents, scores sheets and so on. Faustine is working on a branding strategy to improve the use of the FAI brand by everyone in the FAI.

The Flying Aces contract is being revised, but at the moment they have the right to turn up at any FAI Championship. They are required to advise us at the beginning of the season if they do not intend to take film of a championship so that the local organisers can arrange for coverage of the event. The contract with Flying Aces does not exclude coverage being given by local TV news outlets.

Last year I reported that our safety initiatives would include briefing videos. These have yet to be prepared as they are relatively manpower intensive and we have limited capability. We are working with the FAI headquarters for assistance with this project.

My annual request is for information, stories and just good old fashioned news to be sent to the Webmaster and to the FAO office so that it can be published.

I am thinking that we should instigate an "IGC Prize" for the best story published on the website about developments or initiatives in gliding that either improve membership or enhance youth gliding. Your ideas in this area would be appreciated.

Bob Henderson

President, IGC