

FÉDÉRATION AÉRONAUTIQUE INTERNATIONALE

BALLOONING COMMISSION (CIA)COMMISSION D’AEROSTATION

**CIA Public & Media Relations (PMR) Sub-Committee (SC)**

**Minutes of Meeting on**

**Wednesday 15th March 2023 from 16:15-17:15**

**For CIA Plenary - Hasle-Rüegsau, Switzerland**

***Addendum to PMR SC Minutes***

**PMR SC Action Items for 2023**

1. **Legends of Ballooning – Create prominent web page collection**

* World Champions – Gas, Hot Air, Women’s, Juniors
* Award including Montgolfier Diplomas
* Record Holders
* FAI Ballooning Hall of Fame

***Information Sources***

* CIA Documents page
* Champions Page from Erwin
* World Ranking List (WRL) on WatchMeFly.net

1. **CIA Social Media Presence**

* CIA News
* YouTube
* Facebook, Flickr
* Instagram
* TikTok, Twitter

1. **CIA News Releases**

* CIA Newsletter
* Automated news release when new stories hit media pages?
* referrals from CIA Delegates, Competitors: Contacts with a story to share
* Subscribers on CIA home page: CIA Public Mailing List.

Page 2 of 2

1. ***Hot Air TV***

* Lessons learned from setting up GBTV that can be helpful as setup *Hot Air TV*
* Manager for Program (Find Person with Social Media & Balloon Competition Expertise)
* Coordination with CIA Sanctioned Events and their media person(s)
* On-site at CIA Sanctioned Events, working with event media person(s)
* Daily Summary (Edit for Day)
* Daily Introduction of flight (tasks & weather – Live)
* Live Task/Target (Live)
* Pilot/officials interviews, Daily at 11AM (Edit/Live)