

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**

**2022 CIA PMR Members**

• Ms. Debbie Spaeth (USA) – Chair PMR

• Ms. Ruth Wilson (AUS)

• Ms. Marina Kalousdian (BRA)

• Mr. Jonathan Perron-Clow (CAN)

• Mr. David Strasmann (GER)

• Ms. Katsura Endo (JPN)

• Ms. Kim Magee (USA)

• Ms. Sanne Haarhuis (NED) – CIA Secretary (Permanent Member of PMR)

• Ms. Lindsay Muir (UK) – Chair EDS (Permanent Member of PMR)

1. **Apologies for Absence:**

* Ms. Marina Kalousdian (BRA)
* Ms. Ruth Wilson (AUS)
* Mr. Jonathan Perron-Clow (CAN)
* Ms. Kim Magee (USA)

2) **Review of 2022 stories published on FAI-CIA Web Site** –

Twenty-Six stories were published during 2022. This included World & National Championships, Coupe Aéronautique Gordon Bennett, Record-setting flights, Montgolfier Awards, Hall of Fame Inductees, Balloon Youth Camps, Balloon Live Update, WRL/World Ranking List Update, CIA Meeting in Rome and Ballooning in Georgia.

*Stories can be found at:* [*https://fai.org/page/cia-news*](https://fai.org/page/cia-news)

3) **Ballooning Stories anticipated for FAI-CIA web page during 2023**

NOTE: Delegates are reminded to share balloon events, national/world balloon record stories, etc. in your countries. PMR is happy to assist with the English translation.

PMR SC had an on-line meeting in January 2023 to share ideas for potential stories in the year.

a) *For 2023 -Story Ideas, events & activities*:

- 6th FAI Junior World Hot Air Balloon Championship, Grudziądz, POLAND, 21 Aug-26 Aug 2023

Erwin will contact Dutch Competitors and ask if one of them would be a reporter from the event. And Deb to contact the organizers about featuring pilots in pre-event stories.

-5th FAI Women's World Hot Air Balloon Championship, Northam, AUSTRALIA, 02 Sep-09 Sep 2023

Katsura will work with the Japanese female competitors on a story about several generations female pilots, those who have been competitors for many years, and those who are newer to

Competition flying.

- For FAI Ballooning FB page – have a competitor do daily posts leading up to the event general briefing.

PMR members to ask their contacts in Junior event if they might be interested in this.

- Idea to highlight 3 competitors each time as leadup to the Junior & Women’s Championships. PMR Chair to work with Event organizers PR person on this opportunity.

- Other story ideas & Suggestions are welcome from delegates and balloonists around the country.

4) **New FAI Media Document published -**

1. FAI published the new *"FAI Media and Social Media Policy*" on the website: <https://www.fai.org/sites/default/files/fai_media-social-media-policy_jan2023.pdf>

***All SC members, delegates and event organizers are encouraged to review this update.***

As explained in the introduction page of this document:

1 *INTRODUCTION*

*- Media and social media create excellent opportunities to promote air sports and FAI, but their use also generates responsibilities and risks.*

*- The purpose of this social media and media policy is to provide guidelines and rules for the responsible use of social media channels and websites, and other tools and services on the internet, when such use is linked with FAI.*

*- It supplements other FAI policies and standards, including the FAI Code of Ethics. (www.fai.org/documents > Other documents).*

- FAI bodies, for example Commissions, must communicate these guidelines to all FAI

participants and third parties linked to them.

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1. **Discussion of social media for CIA Events** –

-Need for Coordination between FAI, CIA and Event Organizers. And how to grow the CIA Social media Presence.

- PMR Member to be assigned to interface with Media Liaison for CIA Sanctioned Events. (Debbie)

- Discussion about value of social media for potential sponsors. And making it easier to find documents on CIA Web Page.

- Sanne & Debbie are working on re-organization of the CIA web documents page to make it easier to find helpful documents.

- Discussion about how to attract more followers to CIA social media sites.

- Sanne is coordinating a zoom call to gather ideas about enhancing social media presence. Jonathan, Kim and Maria Chiara volunteered to share as their jobs include social media work. Others are welcome to join the meeting if they have ideas to share.

-Branko reminded us to check the social media links are working in publications. He found some were not working in a World 2022 story. People quickly lose interest and move away from the event if encounter broken links.

- Helpful information would be to require CIA events to provide Media reports after the event so PMR can see what and where visitors clicked on the various social media platforms. -Learn from past so spend time and money in best way for future events.

- The question of “who is our audience” continues to be an important one. This is discussed each year. This is important as relates to the type of stories we wish to generate.

- Need to have ‘catchy” titles for articles on flicker, twitter, etc. to attract- the younger demographic.

- The Competitor Sub-Committee included items related to social media and “will you help”. CSC will share the results with PMR.

1. **Need for more video content on FAI-CIA Ballooning**

* 2022 Worlds had 90 second summaries at the end of each day that were fun, colorful and informative. Sadly, these have already been lost. Need to act quickly at end of the event to save videos to FAI Ballooning social media pages..
* As Balloon Youth Camps for videos to post.
* WHAT do we want for content? Competition, BY Camps, Record Flights, CIA Work by SC, Officials at events,
* Build our video library with member content.
* Evaluate what content has been collected in next 12 months. And decide on next step(s) that make sense. Start with free things and see if we need funding as the projects go forward.
* Need for more content on Instagram. NOTE: the FAI Ballooning Instagram seemed to be broken at meeting time.

1. **Discussion of adding “Legends of Ballooning” “mini” website on FAI-CIA Page–**

* FAI Communication can create a space for this on the CIA web page.
* What Info should be included?
* Erwin has an extensive data base with historical details of past championships events. He has graciously allowed PMR to have access for this project.
* Photos & short bio of Balloon Champions for Gas, Hot Air, Women’s & Junior Champions.
* CIA Hall of Fame inductees with photo & bio. [Debbie will contact AAA Balloon Museum, host of the CIA HOF to ask about sharing the bios they have in their display area.)
* Montgolfier Diploma Winners – Photo & paragraph on accomplishment. (Research needed from old CIA Minutes, looking for nomination details.)
* Funding needs? Start with collection of this data and decide next steps in 12 months.

1. **Need for sharing with delegates, SC members and others when new stories appear on CIA web page.**

- Ask FAI Communication if there is an automated process for sending out an announcement of stories.

- If not, setup PMR member to publish the CIA Newsletter on a regular basis.

9) **Balloon Youth Camps (BYC)**

*Background*:

At the 2021 CIA ePlenary meeting, the delegates approved reinstatement of the CIA funding of the Balloon Youth Camp (BYC) scholarships as follows.

The CIA annual budget for BYC scholarships is a total of 4000CHF with the funds to be distributed as follows:

1) Maximum one (1) BYC scholarship per country per year.

2) Annual CIA Budget of 4000CHF to be shared across approved BYC applicants with a maximum payment of 1000CHF per country.

*Note: All applications for 2023 camps were received inside the deadline of 20th December 2022*.

It should be noted that BYCs are an important way to generate interest in ballooning among future generations of potential pilots.

As CIA events are competition oriented, BYCs are encouraged to include a session on competition flying. Having a competitive pilot do a demo of the Balloon Live App, and throwing markers from a hillside may generate interest in some future champions.

When sending BYC reports, host countries are encouraged to provide video of camp activities as well as photos.

a) Review BYC Applications received for 2023 CIA BYC Scholarships.

(PMR Appendix 1) Czech Republic-Jan Suchy, Delegate, Velka Jesenice, 29 July -5August 2023

(PMR Appendix 2) France – Benoit Pelard, Delegate; BYC in Art Sur Meurthe, 4-11 Nov. 2023.

(PMR Appendix 3) Germany – Uwe Schneider, Delegate; BYC in Baden-Wurttemberg, 29 July-5 Aug 2023

(PMR Appendix 4) USA-Andrew Baird, Delegates; BYC in 5 locations:

Vienna, Georgia, 20-25 June 2023.

Albuquerque, New Mexico 8-13 July 2023; Reno, Nevada 16-21 July 2023.

Vernal, Utah 24-25 August 2023 and Boise Idaho 2nd Sept 2023

b) **MOTION for Plenary Approval of CIA Scholarships**

Motion by PMR SC for approval of 1000CHF per camp (4000CHF total) CIA expenditure for CIA Scholarship Funds to the following 2023 Balloon Youth Camps, subject to the CIA PMR Scholarship rules and documentation prior to payment of funds. For BYC in the following countries: Czech Republic, France, Germany & USA.

c) 2022 Balloon Youth Camp Reports by Delegates (limited to 2 minutes each).

- USA

- France

- Poland

- Germany

Note: 2022 camp scheduled in Czech Republic was cancelled due to lack of participants.

All camps are required to submit a written report prior to payment of the CIA BYC Scholarship. 2022 Camp Reports attached.

(PMR Appendix 5) 2022 Poland Camp Report

(PMR Appendix 6) 2022 France Camp Report

(PMR Appendix 7) 2022 Germany Camp Report

(PMR Appendix 8) 2022 USA Camp Report

9) **For CIA Plenary Approval: PMR Subcommittee members 2023**

Chair:• Ms. Debbie Spaeth (USA)

Members:

* Ms. Ruth Wilson (AUS)
* Ms. Marina Kalousdian (BRA)
* Mr. Jonathan Perron-Clow (CAN)
* Mr. David Strasmann (GER)
* Ms. Maria Chiara Cremoni (ITA)
* Ms. Hiromi Furukawa (JPN)
* Ms. Katsura Endo (JPN)
* Mr. Erwin Pellegrom (NED)
* Mr. Mr. Branko Ambrožič (SLO)
* Ms. Kim Magee (USA)
* Ms. Sanne Haarhuis (NED) – CIA Secretary (Permanent Member of PMR)
* Ms. Lindsay Muir (UK) – Chair EDS (Permanent Member of PMR)

**END**