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**FAI Ballooning Commission/CIA**

**Public & Media Relations/PMR SC**

**13 March 2025 SC Meeting**

**New Delhi, India**

**Minutes**

Minutes of PMR SC Meeting held at 14:00 Local – New Delhi, India

Meeting included attendees via Zoom meeting as well as in-person in New Delhi.

***Note: Motion#1 for Plenary to approve minutes of the 2025 PMR SC Meeting.***

1. **Roll Call**

**2024 CIA Public & Media Relations SC members**:

**Chair:** Debbie Spaeth (USA)

**Members:**

* Jonathan Perron-Clow (CAN)
* Jan Suchy (CZE)
* Hiromi Furukawa (JPN)
* Katsura Endo (JPN)
* Erwin Pellegrom (NED)
* Branko Ambrožič (SLO)

**Permanent Members:**

* CIA Secretary - Sanne Haarhuis (NED)

**Observer:**

Kshetrimayum Imochoaba Singh (India) –

With questions on Balloon Youth Camps. Ballooning in India would be Oct to Feb. Shared information from CIA web pages including CIA BYC Guidelines and application form for CIA Financial Support. Deadline for 2025 support passed. Advised 2026 application deadline is December 15, 2025.

1. **Apologies for Absence.**

* Marina Kalousdian (BRA)
* Kim Magee (USA)
* Chair EDS- Lindsay Muir (UK
* Benoit Pelard (France) Note: Leaving PMR SC
* David Strasmann (SUI)

1. **Balloon Youth Camps (BYC) & CIA Support –2024 & 2025.**

***NOTE: CIA Plenary approved an annual BYC Support budget of CHF4000.***

***The maximum scholarship per country in any one year is CHF1000.***

1. **Review of 2024 Balloon Youth Camps (BYC).**

***CIA Supported Camps in France, Germany, Poland & USA.***

***All Countries completed the required reports and were paid 1000CHF by FAI/CIA.***

***Delegates will speak for up to 2 minutes with highlights of their 2024 BYC.***

* Reports on the camps can be found on the CIA Web page.
* **France**: <https://fai.org/news/french-german-international-balloon-camp-lorraine-2024?type=node&id=24299>
* **Germany:** <https://fai.org/news/2024-german-french-balloon-kids-camp-adventure-above-and-beyond?type=node&id=24299>
* **Poland**: <https://fai.org/news/german-polish-balloon-school-exchange-2024?type=node&id=24299>
* **USA:** <https://fai.org/news/mother-nature-shines-summer-balloon-youth-camp-usa?type=node&id=24299>

1. **2025 Balloon Youth Camp Applications for CIA support.**

***Four Applications for CIA Support were received by the 15December 2024 Deadline.***

***Attachments PMR#1 thru PMR#4.***

App#1 – France. For Ages 7-12 yrs. Date: Oct 27 to Nov. 1, 2025.

App#2 – Germany. For Ages 13-18 yrs. Date: July 26 to Aug 2, 2025

App#3 - Lithuania. For ages 16-28 yrs. Date: Aug. 13-20, 2025.

App#4 – USA. For ages 13-17 yrs. Dates: June & July 2025

1. **New requirement for Camps to share social media**

*Social media contact person for the camps has been added to the BYC Support form. PMR requests cooperation and collaboration with the BYC organizers so can post Camp information on CIA Facebook page during the camp.*

1. **PMR Motion#2 to Plenary for CIA support of 2025 Balloon Youth Camps in amount of CHF1000 each country (France, Germany, Lithuania & USA). Max Budget is CHF4000.**
2. **Legends of Ballooning Project**

*Thanks to Erwin Pellegrom for organizing an outline of the project. (PMR Attachment #7).*

* This will be a publicly available database of Championship winners, record holders, etc.
* Concept Based on the Gordon Bennett Legends of Ballooning. This will feature Hot Air Champions.
* Sanne shared that a link can be added to CIA website linking to WMF for Legends as well.

1. Checking into plan to have information reside on WatchMeFLy (WMF).
2. Requested feasibility and software development costs from NTSC & WMF.
3. Needed information is available already from Erwin’s Championship history information & FAI/CIA web sites. Confirm preparation needed for WMF integration,
4. Discussed adding FAI Ballooning HOF Inductee information. Sanne will follow-up with Lynn Newton at Anderson-Abruzzo Albuquerque Balloon Museum (AAABM) to improve their online presence for the FAI Ballooning Hall of Fame.
5. **PMR Motion#3 to Plenary to request funds for software development & graphic design for “Legends of Ballooning” in amount up to CHF2000.**
6. **CIA Website stories** [**https://fai.org/commission/cia**](https://fai.org/commission/cia)

* PMR Members to find and write stories for CIA Web site.
* And encourage others to share stories.
* If delegates have a story to share, please contact the PMR Chair. Email: [cia-media@fai.org](mailto:cia-media@fai.org)

1. **Review of PMR Champions of the Sky Video Project @ 2024 WHABC in Szeged, Hungary, 08-14 Sept 2024**
2. PMR Project Summary for CIA @ 2024 Gen. Conf – *See PMR App#5*
3. CIA Budgeted amount: CHF3500
4. PMR raised CHF2500 Sponsorship

-Thanks to Ultramagic Balloons, Cameron Balloons US and Sparv Embedded AB

1. Link to FAI-CIA Mini Page- stories & videos [25th FAI World Hot Air Balloon Championship | World Air Sports Federation](https://www.fai.org/cia-szeged2024)
2. Social Media stats – *See PMR App#6*

*Jan & Hiromi – Summary of pre-event work, Motion Crew, etc. Goal was to establish a plan that can be used into the future for other events. Budget & sponsorships. Videos during event published on CIA/FAI sites. Some used by organizers. Have raw materials which are saved on a PMR hard drive (Hiromi has now.)*

1. **PMR Work to be done for CIA Sanctioned Event for Champions of the Sky videos**

Discussed the upcoming events and the need to maintain momentum from the 2024 WHABC. Importance of collaboration with the event organizers as the organizer support is crucial for the video teams’ access to the event

* Ballooning Expert on-site- Budget CHF1300 for accommodation/travel. Recommendations from delegates for who would be close to event location and good for job. English Language important
* PMR Members are continuing to pursue outside sponsorship opportunities.
* Negotiate with MotionCrew to potentially optimize video team size and reduce cost.(Jan)
* Shorter video for European with NO summary Video?
* What content is better than just more pretty balloons?
* Talk to Event Director.
* Talk to the Organizers.
* Get Permissions for Video Crew.
* Drone Permission.

1. **PMR Champions of the Sky Video Project - support of 2025 & 2026 CIA Sanctioned Events**
2. *2025 Sanctioned Competitions* –

* 16 -23 Aug 2025, 23rd FAI European HABC in Wieselburg, AUT
* PMR working with Kathi who is PR for Organizers (PMR Contact: Hiromi)

1. *2026 Sanctioned Competitions*

* 19-26 Sept 2026, 25th FAI World HABC in Krosno, Poland
* PMR to confirm PR contact for Organizers

1. *2027 European HABC* (to be awarded March 2025)
2. **PMR Motion#4** Request for CHF5000C for “Champions of the Sky” Video Projects including 2025 European HABC and other social media projects.

1. **Instagram Account and the value to activate– Tabled for now**

* Is it needed? Is there value for CIA to have an Instagram account.
* FAI Needs a justification of CIA account activation & they will proceed.
* Instagram needs to be an active account during entire year. How to handle.
* Need a balloonist/consultant to advise the correct strategy.
* Are there ballooning experts within the ballooning community.
* Determine Cost of keeping active? Volunteer?

1. **Motion#5 for Nominations for PMR Chair –** Debbie Spaeth (USA)
2. **Motion#6 for 2025-2026 PMR Members**

Members:

* Marina Kalousdian (BRA)
* Jonathan Perron-Clow (CAN)
* Jan Suchy (CZE)
* Hiromi Furukawa (JPN)
* Katsura Endo (JPN)
* Erwin Pellegrom (NED)
* Branko Ambrožič (SLO)
* Kim Magee (USA)

Permanent Members:

• CIA Secretary - Sanne Haarhuis (NED)

• EDS Representative- Cedric Gauch (SUI), Co-Chair EDS

1. **Adjourn**

**Appendix documents included:**

PMR App#1 Balloon Camp Support Appl -France

PMR App#2 Balloon Camp Support Appl-Germany

PMR App#3 Balloon Camp Support Appl-Lithuania

PMR App#4 Balloon Camp Support Appl-USA

PMR App#5 PMR Video Project Summary for CIA Pres-FAI GC-Add Sponsors

PMR App#6 Social Media Stats -Insights

PMR App#7 Legends of Ballooning Outline Proposal

PMR Motions to Plenary summary page

**\*END\***