

CIA Public & Media Relations (PMR) Sub-Committee (SC)
Minutes of 2022 PMR SC Meeting
Held via Zoom on Thursday, 3rd March 2022 @ 1300 UTC
Report for CIA Plenary Meeting 18-19 March 2022

4 pages total

1) Meeting Attendees/Apologies:

CIA PMR Members

- Ms. Debbie Spaeth (USA) – Chair PMR
- Ms. Ruth Wilson (AUS)
- Mr. Jonathan Perron-Clow (CAN)
- Mr. David Strasmann (GER)
- Ms. Katsura Endo (JPN)
- Ms. Kim Wooge-Magee (USA)
- Ms. Sanne Haarhuis (NED) – CIA Secretary

Observers:

- Mr. Mark Sullivan (USA) CIA President
- Mr. Revaz Uturgauri (GEO)
- Ms. Hiromoi Furukawa (JPN)
- Mr. Arek Iwanski (POL)

Apologies for Absence

- Ms. Marina Kalousdian (BRA) – PMR Member
- Ms. Lindsey Muir (UK) Chair EDS (Permanent Member of PMR)

2) Review of 2021 stories published on FAI-CIA Web Site (See Appendix 11.1 Stories on Web for FAI-CIA)

MOTION for Plenary Approval: (passed unanimously in PMR SC):

The CIA Plenary commends the PMR SC for their work to bring (27) ballooning stories to the CIA Web site during 2021. It is noted that in 2014-2015, CIA stories on the web page were 4 each year. During 2021, Ballooning stories on the CIA web page included interviews and extended graphics, enhancing the Social Media footprint of the CIA.

3) Ballooning Stories anticipated for FAI-CIA web page during 2022

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.

a) For 2022 -Story Ideas, events & activities:

Author/Coordinator: Story/Event Idea

- Ruth- Australian Nationals in Northam, end of April/early May. Also site of the 2023 Women's Worlds.
- Ruth- St Gallen, Switzerland for the 2022 Gordon Bennett Race. Doing media.
- Jonathan – Canadian Championship in St. Jean-Sur-Richelieu. New Events in established locations.
- Marina – South American Stories in Brazil & Argentina, Active ballooning countries. And find ballooning related stories in other/new countries.
- Katsura - Inter-College Balloon competition for University Students scheduled. 10 university Teams could be participating. Officials and competitors are all University Students.
- David – Blaser Cup revival of event with World Grand Prix type structure, similar to HONDA World Grand Prix (1998-2006). Event in proof-of-concept stage. Watch for more details.
- Zolton – Central European Cup Sept 9-13. International Air Show with sanction for Cat 2 event.
- Sanne will coordinate series of Long Jump Stories.
- Debbie -Work with Organizer for stories on World HAB Championship in Slovenia in Sept 2022.
- Debbie -Balloon Youth Camps – Stories from Organizers (Requirement of CIA BYC Scholarships)
- All - World & Continental Ballooning Records
- Jonathan shared a video trailer from 2021 Canadian HABC. Documentary will be released in Spring 2022. After official release of the documentary, he will share the details via a CIA story.

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b) Related Topic – New ways to spread the word that CIA web page has stories to share:

- Ruth- Working with local pilots to write stories for National ballooning publications. Find activities to link ABF to FAI stories.
- Sharing stories among ballooning magazines/sites with credit to original magazine. Example: US *Ballooning Magazine* has shared articles over the years.
- Japan Balloon Federation is working on English translation of their site (for wider audience). In process.
- CIA Info Page – Working on a FAI-CIA Subscription page open to public who are interested in Ballooning
- Delegates & SC Members to setup ways to share with balloonists in their countries. Via National Balloon Federation web site, etc.
- Competitors Survey asked question about helping with publicity. *See Copy below.*

43. The CIA's Public and Media Relations (PMR) committee is trying to increase readership, and gather media-friendly stories about ballooning from around the world.

If you - or someone you know - is interested in sharing ballooning news from your country, please contact the PMR committee, or leave a comment below. Thanks!

email: cia-media@fai.org

4) Balloon Youth Camps (BYC)

Background:

With the cancellation of the majority of 2020 events, CIA cancelled all BYC scholarship funding for 2020-2021.

At the 2021 CIA ePlenary meeting, the delegates approved reinstatement of the CIA funding of the Balloon Youth Camp (BYC) scholarships for 2022.

The CIA 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) 2022 CIA Budget of CHF4000 to be shared across approved BYC applicants with a maximum payment of CHF1000 per country.*

DEADLINE FOR 2022 APPLICATION SUBMISSION: Monday, 20th December 2021.

Note: *All applications for 2022 camps were received inside the deadline.*

a) Reviewed BYC Applications received for 2022 CIA BYC Scholarships.

(App.11.3) Czech Republic – Jan Suchy, Delegate; BYC in Velka Jesenice, 27July – 03 August 2022

(App.11.4) France – Benoit Pelard, Delegate; BYC in Greisheim-Pres-Molsheim, 23-30 July 2022

(App.11.5) Germany – Uwe Schneider, Delegate; BYC in Baden-Wurttemberg, 29 Oct – 2 Nov 2022

(App. 11.6) Poland – Andrezej Olszewski, Delegate; BYC in Wojska Polskiego, 8-13 August 2022

(App.11.7 & 11.8) USA-Andrew Baird, Delegates; BYC in 3 locations: Vienna, Georgia, 21-26 June 2022

Albuquerque, New Mexico 9-14 July 2022

And Vernal, Utah 26-28 August 2022

PMR reviewed the BYC applications. Discussion about different aspects of the camps. Range of ages for students is 8 years to 27 years. Younger ages to develop early interest in and experience Ballooning. Older ages to encourage starting/completing pilot training. Countries with access to Government funding (Europe) versus privately funded (USA). Importance of supporting all camps to encourage the 'next generation' of balloonists around the world.

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MOTION for Plenary Approval: (passed unanimously in PMR SC):

Motion by CIA PMR SC for approval of 800CHF per camp (4000CHF total CIA expenditure) for CIA Scholarship Funds to the following 2022 Balloon Youth Camps, subject to the CIA PMR Scholarship rules and documentation prior to payment of funds. For BYC in the following five countries.

- Czech Republic
- France
- Germany
- Poland
- USA

REMINDER TO DELEGATES:

- Balloon Youth Camp (BYC) CIA Scholarship Application is available on-line on the CIA Documents page.
- Please share application information with Balloon Camp Organizers in your country.
- Deadline for application for 2023 BYC is: Tuesday, 20th December 2022.
- Application Reminder to be included in the Autumn CIA Newsletter.

5) CIA Hot Air Championship Event Website & Social Media Guide (New Document)

(Appendix 11.2a-Replaces Draft Version)

- a) Thanks to Ruth Wilson (AUS) and Jonathan Perron-Clow (CAN) for their work on this document.
- b) Discussion on whether use of the CIA Social Media guide is Mandatory or Suggested. Decided *Suggested* is best.

The CIA Sanctioned Event is a partnership and should encourage organizers to use the guide as a reminder of Social Media 'to-do' items. Beneficial to work together for both organizers and FAI-CIA media.

MOTION for Plenary Approval: (passed unanimously in PMR SC):

Motion to approve the **CIA Hot Air Championship Event Website & Social Media Guide** (2022 Edition) for publication on the CIA website. This PMR document is for the support of, and use by, sanctioned event organizers.

6) CIA Documents Web Page to be updated (Report by PMR Chair)

In Q4-2022, CIA Secretary will work on documents to be sorted on the FAI-CIA web page for additional clarity.

<https://www.fai.org/cia-documents>

PMR is working with the CIA Secretary on re-organization & re-order of documents available on the CIA Documents page.

IMPORTANT NOTE: This is NOT an update to the FAI-CIA web page. Work is to update section titles, change the order of presentation for documents, removing/archiving old documents, etc.

Request to CIA Subcommittee Chairs:

- CIA Subcommittee chairs are asked to review and update on-line materials during 2022.
- Where there are "Contacts" within documents, Chairs are asked to use a "generic" email, that can be issued by FAI IT.
- The "generic" email address will keep the document up-to-date as FAI will forward mail to the personal address of the chair, without documents needing update.
- Example: For CIA PMR Chair, the email issued by FAI is: cia-media@fai.org
- The cia-media@fai.org email can be used in CIA documents as the PMR Chair Contact. No changes are needed for CIA documents when the chair changes.
- This CIA PMR Chair email is setup to automatically forward to the personal email of the current chair of PMR.

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7) Add CIA Secretary as Permanent Member of PMR SC.

CIA Secretary, Sanne Haarhuis, suggested the CIA Secretary be added as a permanent member of the PMR SC. The Chair of the EDS (Event Development Service) SC is already a permanent member of PMR. This grouping will help keep the CIA Bureau, CIA Events Sanctions and PR/Social Media in contact related to all aspects of CIA sanctioned events.

MOTION for Plenary Approval: (passed unanimously in PMR SC):

Motion that permanent members of the CIA PMR (Public & Media Relations) Subcommittee will include the Chair of EDS (Event Development Service) and the CIA Secretary.

8) For CIA Plenary Approval: PMR Subcommittee members 2022/2023

Chair: Debbie Spaeth (USA)

Members:

Ms. Ruth Wilson (AUS)

Ms. Marina Kalousdian (BRA)

Mr. Jonathan Perron-Clow (CAN)

Mr. David Strasmann (GER)

Ms. Katsura Endo (JPN)

Ms. Kim Wooge-Magee (USA)

Ms. Sanne Haarhuis (NED) – CIA Secretary

Ms. Lindsay Muir, Chair, EDS Subcommittee

Appendices:

- 1) CIA Hot Air Championship Event Website & Social Media Guide for Event Organizers FINAL 16Mar2022
- 2) Info Paper: Public Subscription Point added to CIA-Public-Mailing-List 16Mar2022

END