

Minutes
CIA Public & Media Relations (PMR) SC
On-line Meeting
on 17th Feb 2021 from 12:00-13:48 UTC

Chair: Ms. Debbie Spaeth (USA) [Email CIA-media@fai.org]

1. Roll call

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

Observers

Mr. Benoit Pelard (FRA)
Mr. David Strassman (GER)
Ms. Ilona Gizatullina (RUS)
Mr. Marc Andre (SUI)

2. Apologies for absence

Ms. Marina Kalousdian (BRA) -2021 Member
Mr. Markus Kalousdian (BRA) -2020 Member
Mr. Cameron Wall (USA) - Member

3. Review of 2019-2020 Stories published on FAI-CIA Web Site

This is the most active the PMR committee has been. The PMR Chair thanks the PMR Sub-committee members for their work and time, especially as many of the stories were written as the world was on lockdown for the COVID-19 pandemic.

Complete stories can be found on the FAI-CIA web page:

https://www.fai.org/sport/ballooning?upcoming=1&f%5B0%5D=fai_event_year%3A2021&display=list

Jan 2021 – Katsura Endo – Japan National Championship, Watarase, Japan
Dec 2020 – Colleen Johnson – Snowmass Balloon Festival, Colorado
Nov 2020 – Maury Sullivan – Scottsbluff, Nebraska Pivot CV-19 Protocols
Nov 2020 – Claude Weber – Balloon Live Technology
Nov 2020 - Jonas Maes- Early Birds 2.0 Virtual Competition
Sept 2020 – Katie Griggs – Campinar for Junior Balloonists
Sept 2020 - Jonathan Perron-Clow- 10 hours, 10 Km. & A Canadian Record
May 2020 – Ruth Wilson -Gordon Bennett Cup 2020 Postponed to 2021
May 2020 – Debbie Spaeth - CIA Bureau ‘Zooms’ To Handle CIA Business
Mar 2020 – Kim Magee – Record Flight March 2019
Feb 2020 - Alicia Hempleman-Adams, Record Flight
Jan 2020 – Katsura Endo – Saga Intl Balloon Fiesta, Japan
Jan 2020 – Julia Hamm – Balloon Youth Camp in Czech Republic
Jan 2020 -Markus Kalousdian – Balloon Youth Camp in Brazil
Dec 2019 - Cameron Wall – US Junior Balloon Event, Texas
Dec 2019 - Isabell Maus – Junior Balloonist Camp, USA
Nov 2019 – Ruth Wilson CIA Hall of Fame Induction Ceremony – Pritchard & Bononno
Sep 2019 – Kim Magee – Michael Emich & FAI/CIA Sporting Badge Gold with 1 Diamond
July 2019 – Kim Magee – Cold Day for Hot Air Records

4. Articles anticipated for 2021 ballooning activities

SC Members brainstormed on ideas and plans for stories during 2021.

Any additional stories, or contact persons for possible stories, can be shared with CIA PMR Chair (CIA-media@fai.org) for follow-up.

Anticipated Stories:

2021 CIA Plenary Meeting (on-line) 17-20 March 2021 (Debbie Spaeth)

2019 & 2020 CIA Awards Announcements March 2021 (Ruth Wilson)

Women's World Championship, (Ruth Wilson)

Russian 1-Day Winter Race Feb/Mar 2021 (Ilona Gizatullina)

German-French Youth Camp, Bitterfeld, Germany, 24-31 July 2021 (Volker Loschhorn)

Balloon Youth Camp, Czech Republic, July 2021, (Organizer)

BFA Junior Balloonist Camps June & July 2021 (Katie Griggs)

Australian National HAB Championship, August 2021 (Ruth Wilson)

US National Junior Champ, Texas June 2021 (Cameron Wall)

US Nationals, August 2021 (Kim Magee or Cameron Wall)

World Junior Championship, Leszno, Poland, August 2021 (Need Volunteer)

Gordon Bennett Race, Wroclaw, Poland, August 2021 (Need Volunteer)

European HAB Championship, Szeged, Hungary, Sept 2021 (Need Volunteer)

Honda Grand Prix, Japan, 5 Locations during 2021, (Katsura Endo)

US Team Nationals, Louisiana USA June 2021 (Kim Magee)

Canadian Nationals, St.Jean-sur-Richelau, QC Canada June 2021 (Jonathan Perron-Clow)

Virtual Competition – Early Birds 2.0- Check if hosting competitions this year. (Debbie to contact)

Benni Eimers Record Setting Flight in Feb 2021. (Debbie /Ruth)

5. PMR Interaction with Named PR Officer for Cat One events.

The CIA Sanctioned Event Application includes a request for the name and contact details of the PR Officer for Sanctioned Events. How to make use of this relationship for Social Media to benefit PR for CIA & the Event Organizer?

Goal to have PMR Member reach out to Event PR Officer to facilitate potential article, photos shared, who are they trying to reach, local vs global reach, etc.

Discussion points:

- Has not been formal interaction in the past.
- Interest of organizer may be more local than international.
- Suggestions on ways to implement for CIA Championships, via EDS.
- Proposal for Sanctioned Event Checklist to advise Organizer.
- Gordon Bennet already has formalized document. Marc Andre shared this document. (Copy Attached)
- Check with FAI Office on setting up a Championship Page for Hot Air, Women's & Juniors. Work with Organizers to use this page for 1 year, up-to and thru final results.
- Concerns about language – Need English, Local Language for Event location & language for competitor field. Multiple contacts??
- Ask competitors for information on the local media outlets in their home area. Request CIA Competitors Committee to survey pilots.
- CIA PMR to build the contact list for media outlets around the world. Long-term goal.

Item 5 continued:

- Becomes Value-Added item for CIA & Competition organizers. Who to handle keeping up to date? Sending out what type of information?
- Maybe an FAQ document for each type of CIA Sanctioned event – Gordon Bennett, World Hot Air, World Juniors, World Women's. Can be shared on web page. Who to write?
- 2021 Canadian Nationals are working on public interest points such as Live Tracking, Live camera feed from target sites, Local TV segments. Jonathan will share what they learn.
- Establish CIA PMR document about mandatory use of FAI-CIA Facebook page and other Social Media feeds.

6. Balloon Youth Camps –

- a. 2020 in-person Balloon Camps cancelled in Brazil, Europe & USA.
- b. Balloon Federation of America (BFA) held a “Campinar” (virtual camp) in July 2020. Four days with 4 hours of speakers and on-line interaction each day.
- c. No CIA Sponsorship fund available in 2021 for Balloon Youth Camps. Budgets are tight.
- d. Recognizing the importance of BYC for the next generation of balloonists, what other ways are there for CIA funding BYC in light of tight budgets due to CV-19 cancellations..

2021 Plan of Action:

- Explore options for CIA marketing opportunities during 2021.
- Kim Magee proposed creation of a central website to sell logoed items to support the youth.
- Find a designer willing to work with PMR to create interesting logos and items (e.g. Women's/ Juniors, HABC, Youth Programs)
- Sanne Haarhuis will plan additional Zoom meeting for a marketing group to come up with a plan.
- Marketing Group open to PMR Members, other Subcommittees & interested persons.
- Report back to PMR SC.

e. Announced Plans for 2021 Balloon Youth Camps

Europe: Czech Republic 14-21 July 2021
Contact: IYC Hot Air Ballooning [organisationiyc@gmail.com]

German-French Youth Camp, 24-31-July-2021 in Germany/ Bavaria,
nearby Regensburg
Contact: Volker Löschhorn [volker@loeschhorn.name]

USA: 3 Locations. Contact: bfaoffice@bfa.net

- Rio Grande Camp - Albuquerque, New Mexico - July 10th, 2021
- Southeastern Balloon Camp - Gaffney, SC - June 22, 2021
- High Sierra Camp - Reno, NV - June 20, 2021

7. Motion to the Plenary Meeting

- a. Regarding CIA Scholarship/Support of International Balloon Youth Camps.

MOTION#1:

PMR SC motion that the CIA Plenary reinstate CIA funding of the Balloon Youth Camp scholarships for 2022, using CIA Reserve funds.

Suggested Budget – CHR4000 to be shared among applications received from Balloon Youth Camp Organizers. Maximum (1) scholarship per country or camp organizer.

8. Balloon Youth Camp (BYC) Guidelines –

**Updated document for March 2021 presentation to CIA Plenary. (Kim Magee, Lead)
[Copy attached]**

- a. The BYC Guidelines had not been updated since the original publication in 1999.
- b. Social Media, as we know it today, did not exist at that time.
- c. Thanks to Kim Magee for her work on the update. Thanks to those who took time to comment.
- d. Final Comments before submission to CIA Plenary? None received.

MOTION#2:

PMR SC motion to approve the Updated CIA document “Guidelines to Organize Balloon Youth Camps”2021 Edition, Effective 31 March 2021.

9. Comments on Zoom meeting of PMR SC.

Consensus about Zoom meeting format was very positive. It allows PMR members and observers to meet and to share ideas, without concerns about travel costs. In the future, if a process can be established to incorporate virtual visitors into live meetings, for a hybrid meeting format, that was supported.

10. Proposal for CIA Sanctioned Event Organizers Checklist (Document attached)

PMR Chair, Debbie Spaeth, shared a suggestion for a checklist that would be available to event organizers as an attachment to the EDS Event Application form. An Outline to share the basic information for topics that should be handled at various stages of planning. The Outline would include references to various CIA documents along with the checklist of items.

A draft of a PMR version is in the proposal.

This document was shared with all CIA Subcommittee chairs for their review, comments, format ideas, etc. for future action.

11. Committee members 2021/2022.

Chair: Ms. Debbie Spaeth (USA)

Members:

Ms. Ruth Wilson (AUS)

Mrs. Marina Kalousdian (BRA)

Mr. Jonathan Perron-Clow (CAN)

Mr. David Strasmann (GER)

Ms. Katsura Endo (JPN)

Ms. Sanne Haarhuis (NED) – CIA Secretary

Ms. Kim Magee (USA)

Mr. Cameron Wall (USA)

Meeting adjourned @ 13:48UTC.

Attachments:

- 1) “Guidelines to Organize Balloon Youth Camps”2021 Edition, Effective 31 March 2021.
- 2) Proposal for CIA Sanctioned Event Organizers Checklist
- 3) CIA “Website & Social Media Guide – Coupe Aeronautique Gordon Bennett” (Ver 2019)

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