

## **Communications and PR Committee Report For 2008**

During 2007 we have maintained the President's Newsletters and, as often as possible, articles for publication in the magazine *Segelfliegen*.

A Grand Prix Newsletter has again been published periodically with information about the Grand Prix races.

Coverage of gliding championships and events seems to have increased over the year with both Flying Aces and Air Sports Live achieving significant TV and internet exposure for our sport.

Flying Aces provided TV footage of the Women's WGC at Romorantin, achieving segments of around 4 minutes on key broadcasters such as Reuters, SNTV, EBU and Transworld Sports. They also achieved hour-long segments on networks such as SkySports, Start TV and Fox Sports.

Air Sports Live provided live internet coverage of the 2007 FAI GP-Final. This attracted 5.4 million hits and 55,000 unique visits from 38,000 unique visitors over 10 days to the website. Around 25% of website visitors watched some video and some 3,500 visitors registered and subscribed with 1,000 paying for high resolution/delayed coverage. 90% of subscribers selected the full 6-day option.

However, we are still in the situation where TV coverage is being given to the networks to show, not bought by the networks or covered by sponsorship – so we still have a journey to complete to see any real return to us for the use of our sport on TV.

We continue to work with the FAI to seek opportunities to create media coverage of all air sports. A significant opportunity will be coming our way with the 2009 World Air Games in Italy.

The IGC website has a new look but we still lack enthusiastic journalistic volunteers to assist with articles despite the request made last year for assistance.

The contact list for key people, national magazines and national gliding federations is as full as we can manage but it is by no means complete. Please help us by providing details of your local and national media contacts to our Secretary.

**Bob Henderson**  
**President, IGC**