

Communications and PR Committee Report For 2010

Continuing activities have been the publication of President's Newsletters, articles for magazines and a Grand Prix Newsletter.

The activities of the FAI website are covered in the separate report from the webmaster.

Flying Aces have a contract in place to cover FAI air sports events, although their budget has been trimmed in the past year with the likelihood that this will reduce their ability to cover a wide range of events.

The FAI has learnt a great deal from the 2009 World Air Games and the challenge for the future is creating partnerships for the presentation of our sports that will allow for development work to be undertaken.

The FAI/IGC has launched a twitter account and this is being used, along with emails on the igc-discuss and igc-news email lists, to notify news and information to anyone who cares to register on twitter at http://twitter.com/FAI_IGC

Our safety initiatives will include briefing videos. When they are ready, they will be placed on YouTube to provide access to this information across the whole gliding community.

As usual, the biggest challenge we face with public relations and communications, especially using social media sites, is the time that it takes to constantly refresh the information and chase stories. So, my plea is for the provision of news and information that is useful to the wider gliding community to be provided to the IGC Secretary and the Webmaster.

Also, please review and update your contact lists for magazines, key people in your organisation, and national media outlets and send this information to the IGC Secretary.

**Bob Henderson
President, IGC**