

<i>Subject:</i>	2018 - Report IPC Webmaster & Media Liaison	Annex No. -	5.3
<i>Author:</i>	Susan Dixon, IPC Webmaster and Media Liaison Officer	Agenda ref. -	5.3
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### **Report of Media Liaison Officer and Web Administrator - 2018**

[www.fai.org/commission/ipc](http://www.fai.org/commission/ipc) - Make sure you bookmark this url!

At the Plenary in Sofia 2018 I was so happy to be able to announce the arrival of our 'new' FAI/IPC Web Site and explained how it was designed primarily to sell the idea of the World Air Sport Federation to the public. Despite its failings, we had been used to a system designed for members of that Federation and thus for those seeking information on their Air Sport, relatively easy to negotiate. We have now lost that navigation ethos: as air sport users we have had to learn new navigation and one that is neither self evident nor user friendly (in my, and many users, opinion).

Accepting all of that, I started the year full of hopes and excitement although aware that I too would be on a steep learning curve. I really looked forward to the individual Mini-Sites for each FCE with the idea that I would be able to create an exciting individual site for each Competition, an expansion of the pages I had created in the past. I had not realised that I would have to wait for someone in the FAI to create the Mini-Site before I could work on them, and would not be given editorial rights to that aspect of the site. Unfortunately, this was either done in a hurry or the nominated person was away from the office and left parts of it unfinished, which made their completion more difficult for me. In addition, the editorial expression I had previously enjoyed was even more restricted than in the past - the ability to load pictures (selling our sport is about its pictorial impact) quickly and easily and subsequently place them where I chose within an article had gone. But much more upsetting was the realisation that once an FCE was over it became a nightmare to find it easily again. I feel there is a need for me to create a front page article on 'how to' navigate the IPC site without finding yourself back on the main FAI site at each click. As many of you have found out when searching the Documents field, the 'Back' button does not take you back to the page you were on!

The site is still being worked on but there is a lack of communication from those at the FAI doing this work in letting us know what changes are being made and what are planned. There is also a lack of information when the site is down for a reason, hence when we arrived in Voss for the first FCE of our calendar year it was to find the site had gone down (the server on which our results site sits, and it was a weekend so nothing could be done until the Monday).

That is my annual moan out of the way.

I have requested the statistics of the number of 'hits' our Mini-Sites have had over the year and attach them as an annex to this Report, along with those from Fay for our existing Results Website.

It has been a fantastic year for competition and either Fay or myself have been looked after exceptionally well at each FCE we have attended and I only have a huge thanks to give to the organisers responsible for each event. Not only have we been made welcome and offered help and support at each venue the actual media effort and output on the organiser's part has been fantastic. We have had live-streaming of the event - National Television coverage - local TV and radio coverage, Facebook, Instagram and Twitter output: my personal memory of 2018 will be waiting with the competitors to enter the 'arena' at the opening of the Canopy Piloting World Championships in Wroclaw, Poland. The organiser warned us that the stands set up in front of the 'pond', which would form the back drop to the opening ceremony, contained 5,000 spectators. This was taken by us all as a little poetic licence on his part and mutters of "500 more like" were heard from the experienced amongst us. Imagine, when we marched out behind our flags, around the corner of the hangar to be faced by 'the public' closer to 10,000 than 5,000! Every day the stands were full.

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Those of you who followed the Wingsuit Flying FCE will remember the daily report from the Drop Zone and Regan Tetlow - or the daily output from Skydive-TV at the World Parachuting Championships in Australia - and the live-streaming of both our Indoor events. Our organisers are working hard to promote our sport to the public and are succeeding.

Unfortunately, due to my health problems, I was unable to be in Australia or Bahrain and Fay kindly covered for me - my gratitude knows no bounds, particularly when you bear in mind the fact that her stop over on the way to the Gold Coast in Hong Kong left her with a broken ankle - but instead of flying home to remedial care she continued, not only to Australia, but then to Bahrain, so that she could fill her role as Media Liaison Officer and keep the Web Site up-to-date. Earlier in the summer she had also covered for me in Bulgaria at the Accuracy Landing and Freefall Style World Championships as I was in Prostejov as a Jury member, and also, of course, taking care of the Web Site report. Thank you Fay, to me you represent the part played by so many in our sport - the volunteers - without whom our FCEs could not work.

At the Plenary last year, I proposed the development of a single designed IPC Results Web-Site. You accepted the budget prepared for us by Namespace (known to all of us with their InTime Scoring systems) {Claire King and Dirk Venter} and they have delivered exactly what we were looking for. This was ready for a 'live' trial in Australia and finalised in Bahrain. So I also extend my 'Thank Yous' to Claire and Dirk.

They are preparing a budget item for submission to you for on-going improvements/expansion of the site for 2,500 Euros which will be submitted at the Plenary. One aspect I had not considered was the need to show the date and time for the posting of a result to meet the '2hrs for a protest' in our rules and so the Noticeboard on site at each FCE had to remain the 'official site'. Thanks to the input from the Judges and R & R Committees, Claire and Dirk have come up with a solution which if acceptable to the Judges & R & R committee, they have budgeted to cost around 1,000 Euros for this year. Now that we have the site and people are able to appreciate what it can give us, we are asking for a further 1,500 Euros for development during 2019 should we find something that needs immediate implementation.

The creation of this site led us to source a 'Name' for the new site and thanks to Elisabet we now have a results site as a sub-site of <https://www.worldskydiving.org> which is <http://results.worldskydiving.org/> - another important url to bookmark. This new results page includes an Archive link to the former website ensuring the previous ten years of results remain available. The costs of acquiring this name was an over-budget spend for 2018 (small) and the ongoing costs will be built into future Media budgets.

It has also been wonderful this year to have other Bureau members posting stuff on Facebook and Instagram as well - as with all social media sites they need to be constantly updated with news items and it is great to have help in doing so.

During the year Fay and I have continued with our work on maintaining the Rankings Listings on the site and updating the IPC YouTube Channel with the videos from each FCE and I have maintained the Web Site with the work of bringing news and documents as the year has progressed. I do not understand why, when I post a link (and checked before posted) that it should stop working - this is something I have to work with Faustine and Visa-Matti of the FAI for the future. Please continue to let me know if you are struggling to find your way around the site or you come across something that does not work as you expect it to.

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As to the future - as I write this report I am working with the Bureau on the planning of the Workshop "Pointing in the right direction" which includes Media as one of the main topics. Hopefully this will give us a clear vision of how we want to move things forward.

When I first took on this role as Web-admin for IPC I signed a contract with FAI/IPC and the role is clearly outlined in my contract which is available in our [Internal Regulations](#). My decision early on to attend as many FCEs as I could (depending on other duties as a Judge or Jury member) and write a live report, meant that more and more organisers used me to liaise with media contacts they had and Graeme Windsor's bureau rolled the two roles together. My earliest experience was at the Mondial in Dubai 2012 when I ended up running their media office with many foreign media personnel represented on site and I produced my first 'idiots guide to parachuting' to explain in layman's terms what each discipline was about. I also tried to work with the FAI to offer advice on skydiving/media questions, but they prefer to use their own staff and contacts who have professional journalistic backgrounds and see themselves appealing to a different audience. My professional PR experience is set in a different era and I admit I find it hard to keep up with today's media expectations. I am hoping that the Workshop looks at Media and the way forward for our sport in a much more expansive direction, giving a far more professional approach to the Media Liaison role. I have never been included in any plans for WGs or WAGs and although I was invited to work with A Sports for their Swoop World Championships, this clashed with other events I was committed to, but I did work with their media people and took what they produced and put it onto the IPC site. Over the years the two roles have become merged and I still believe that my role as Web-admin as outlined in the contract is more to my strengths. However although I love attending FCEs and really enjoy creating the story for those not on site, I do believe that this is a cost for IPC and hopefully the Workshop will find a way of keeping the spirit alive but reduce the cost.

Last year I announced that Fay and I would be retiring at the end of 2018, but now I am looking it in the face and don't want to give it up! but there does not appear to be anyone really eager to take on the role. I have had a couple of individuals express interest but they have not followed that up or come forward with any concrete proposals. I am, at the moment, happy to continue with the work of maintaining the IPC/FAI Website based from home and help whoever/whatever plans are made for the future of the two different roles. It is for that reason I have not prepared a budget for Media for 2019 until the Workshop has concluded.

Thank you again to everyone for their support and kindness this year and I look forward to meeting many of you in Lille 2019.

Susan Dixon  
November 30th 2018

Attached Annex 5.3.1: Recorded 'Hits' on both the FAI/IPC site and IPC Results site.