



FÉDÉRATION

AÉRONAUTIQUE INTERNATIONALE

BALLOONING COMMISSION (CIA)
COMMISSION D'AEROSTATION

CIA Conference

CIA Public and Media Relations (PMR) Subcommittee Minutes 2018

PMR 2017: Garry Lockyer, Canada,
Debbie Spaeth, USA

Observers: Markus Haggerty (FAI), Andy Baird (USA), Sabu Ichiyoshi (JPN), Benoit Pelard (FRA), Bengt Stener (SWE), Yuri Mityagin (RUS), Vladimir Karnaukhov (RUS), Marcel van der Veen (NED), Cheri White (USA), Branko Ambrožič (SLO)

- **Review of CIA Documents regarding PMR and its “mission.”**

From CIA Internal Regulations 2000:

“The PRD duties include those duties delegated to the individual WG and specifically:

1. To distribute aerostation information to balloonists and the general public.
2. Develop media contacts in the press, TV, radio and the Internet.
3. Create and support opportunities for the development of new opportunities for sport aerostation.
4. Liaison with the FAI Public Relations Committee.
5. Perform any other PR or development tasks as required by the CIA President, Bureau, or Plenary session.”

PMR activities during 2018 will be on those that are externally focused – primarily items 2 and 4 in the above list.

- **Interaction of CIA PMR and FAI.**

ACTION ITEM: PMR Chair to contact appropriate FAI staff to introduce the reactivation of the PMR SC and to establish working relationships.

- **Review of past PMR minutes to understand what items/activities previous subcommittees (before the subcommittee was put “on hold”) considered and took action on.**

No action taken during 2017 or SC meeting.

- **PMR related actions during 2017.**

Activities during 2017 were limited to slight assistance in reviewing the new FAI Website. The new website is a great improvement over the previous site. FAI staff (lead by Faustine) is congratulated on the current content of the CIA site. Articles on records, significant flights and historical events are real examples of FAI staff using their databases to find interesting topics.

- **Potential project related to the Coupe Aeronatique Gordon Bennett.**

ACTION ITEM:

Garry Lockyer to work with FAI to create a Coupe Aeronatique Gordon Bennett “mini website” to preserve Gordon Bennett history and results, and to make website facilities available to future hosts. Content will be drawn from websites (with content owners’ cooperaton and consent) such as:

Results from the last years: <http://www.wydera.de/balloon/Gordon-Bennett-Ballonpost.html>

Example of a FAI mini-site: <https://www.fai.org/WCWF2017>

Data from the last races:

www.gordonbennett2017.ch

2016.gordonbennett.aero

2015.gordonbennett.aero

Benoit Pelard (FRA) will assist.

This activity will serve as a prototype for working with future events and preserving past results.

- **Other activities/initiatives that PMR will undertake in 2018.**

ACTION ITEM: Markus Kalousdian (BRA) to be our “editor-in-chief,” responsible for finding, creating, editing etc. articles for the CIA Website. Notion is “one article per month” similar to the articles currently published by FAI.

ACTION ITEM: Debbie Spaeth to lead development of a “marketing plan” or “value proposition document” to explain the value that FAI, CIA, Delegates and Experts bring to potential event organizers.

- **Any other matter**

Markus Kalousdian presented a proposal related to the 1st South American Youth Camp. In addition to ballooning, this camp will also include other airsports such as paragliding, parachuting, gliding and aeromodels. PMR is supportive of this initiative because it will produce tangible outcomes (documentation, brochures, video) about the camp, that other NACs and events will benefit from. See motion below.

- **Recommendations**

None.

- **PMR 2018**

Chairperson: Debbie Spaeth (USA)

Members: Markus Kalousdian (BRA)
Jan Suchi (CZE if agreeable)

Experts: Benoit Pelard (FR)

PMR is very open to additional members and experts wanting to actively contribute to the activities of the newly revitalized PMT SC!

Motion: That CIA support the 1st South American Youth Camp with a grant of 2 500 Swiss francs.