

Communications and PR Committee Report For 2009

During 2008 we have maintained the President's Newsletters and, as often as possible, articles for publication in the magazine *Segelfliegen*.

A Grand Prix Newsletter has 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 are now in discussion with the FAI to provide coverage of air sports events over an extended period of time. In part, the agreement will require Flying Aces to advise the local organisers of a Championships if they will not be present to enable local coverage of the event to be sourced. The Flying Aces coverage does not exclude local TV news items..

We have to accept that our sports do not attract payments from Television companies; rather we have to provide the coverage to them for free.

We continue to work with the FAI to seek opportunities to create media coverage of all air sports and the next test of this capability will be the 2009 World Air Games in Italy.

The IGC website has a new look but, as per my previous reports, we still need enthusiastic journalistic volunteers to assist with articles despite the request made last year for assistance. This year we recorded 730,345 impressions on the IGC web so this is a great site to practice your blogging style if you wish with significant exposure.

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