



## **FÉDÉRATION AÉRONAUTIQUE INTERNATIONALE Ballooning Commission**

### **Public & Media Relations (PMR) Minutes**

**Thursday 22nd March 2012**

**11:00-12:30**

#### **2011 PMR Subcommittee:**

Chair: Donatella Ricci(ITA)

Felicity Clegg (SAF), Sabrina Handl (GER), Martine Besnainou(FRA), Pit Thibo (LUX), Yury Mityagin(RUS), Hiromi Fukurawa (JPN)

#### **1. Roll call, apologies for absence**

Attendance list :

Member : Martine Besnaniou, Pit Thibo, Hiromi Furukawa

Observer : Li Tong (CHN), Stanislaw Fuodoroff(RUS), Andy Chau(HKG), Olexandra Semenyshyna(UKR), Alex Nagorski (CAN)

Absence : Donatella Ricci, Felicity Clegg, Sabrina Handl, Yury Mityagin

#### **2. Summary of 2011 PMR activities**

- "Latest News on" CIA website - All the "latest news on" which PMR member made reports can be found on the CIA website.
- CIA Web Site updating - The CIA website has been updated for each event with a text extracted by the "latest news on" document and with important information. PMR SC will be continuing to update and to introduce new features such as photos or links.
- -Collaboration with FAI Communication Manager  
We kept the collaboration with the FAI Communication Manager, Faustine Carrera. The members can publish articles, photos etc. on facebook "FAI" page, Youtube "Air Sports channel", Flickr "FAI photostream". These are fundamental channels for distributing and promoting our activities. People can easily access those "tools" from the front page of website of FAI and CIA..

#### **3. PMR 2012 list of possible activities**

**<The Chairman>**

- Will check the FAI Communication Manager for the overall plan for 2012 and for the future.
- Will Provide the following information to the members to smoothen the activities.
  - Set up the format so called "style sheet" to make the report easier and clear
  - Make the schedule of publication of information and clearly assign each member the activities to be performed or achieved during 2012
    - Pit Thibo proposed to give information about Airship in May.
    - Andy Chau and Hiromi Furukawa proposed to give information about the activities in Asia around May.

**<Subcommittee>**

- a. Create a brochure which can be downloaded from the website of CIA with basic information about CIA and with photos to let people, either balloonists or the general public, to be informed about the activities of CIA.
  - \* to check if FAI communication manager has planned to do any of these activities.
- b. “Latest News on”
 

The 2012 events to be followed with the “Latest News On” document will be 8 sanctioned and each event will be assigned to one team member. The documents have to be prepared and emitted at least one week before the event itself. The document will be distributed with the FAI mailing list and also put on the Facebook FAI pages and on the CIA web page.

PMR team will try to follow the end of these events and to present also results and photos.
- c. “CIA Web Page updating”, utilize also Facebook/Youtube/Flickr
 

PMR will continue to collect information related to CIA and update the CIA web pages, and all the possible channels together with FAI Communication Manager. Create the group of CIA on Facebook.
- d. Put the links to the website of each country’s federation on CIA website.
- e. To promote the activities of CIA putting the information about badges, diplomas and medals where people can easily find on the website to encourage people to visit.
- f. For the future plan.
  - Create an archive on the CIA website to store information such as magazines which were offered by federations etc. (2013-2014)
  - Choose the correspondences from each country to collect as much latest information of the country as possible. As for 2012 PMR SC member will be from as many areas as possible.

**4. Request to the delegates**

- 1) distribute information received to all the related people
- 2) encourage people to give PMR SC support to get as much new information as possible on time.

**Member Status and new members****a) New Members**

The 2012 PMR SC members and chairman proposed are:

Chairman : Donatella Ricci (ITA)

Members : Felicity Clegg (SHA) –competitor/South Africa  
 Sabine Handl (GER) -gas balloon /Europe  
 Pit Thibo (LUX) -Hot air airship /Europe  
 Olexandra Semenyshyna (UKR) -Eastern Europe  
 Hiromi Fukurawa -Observer/Asia(Japan)