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Communications Committee

Minutes of the meeting held on
Tuesday 15 February 2005 at 1430
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Chris Allen Paul Applegate Adrian Bond Kieran Brady Ralph Fielding Elizabeth Stoodley	Committee Chairman Chairman of Council (from item 6.3)
In attendance:	Lesley Gale John Hitchen Lucie Fenton Sue Moran Martin Shuttleworth	Editor, <i>Skydive Magazine</i> NCSO <i>Skydive Magazine</i> Administration Secretary Secretary-General
Apologies for absence:	Tony Butler Tony Goodman	Technical Officer

Item Minute

01/05 Minutes
Elizabeth Stoodley proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 7 December 2004 should be approved as a correct record.

Approved

02/05 Matters arising

2.1 Advertising to editorial ratio (minute 42.1)

Lesley Gale tabled a chart of the ratio of editorial to advertising pages since 1999. The total number of pages per issue had increased but the percentage of editorial pages had remained consistent. Elizabeth Stoodley suggested that a summary of this data should be published in the Magazine.

2.2 Financial outturn on BPA Calendar 2005 (minute 42.2)

Lesley Gale tabled a statement of the financial outturn of the Calendar 2005. This showed a cost to the BPA of £2,829 after taking into account a contribution from advertising revenue of £2,781. The unit cost to the BPA of printing and distribution had therefore been 44p.

2.3 Disclaimer the Magazine (minute 42.3)

The Committee approved the draft wording of a disclaimer to go in the Magazine about the need to check with a CCI the UK equivalence of training and qualifications obtained outside the UK. The Committee left Lesley Gale to decide where in the Magazine the disclaimer might best be positioned.

Action: Lesley Gale

2.4 Magazine website (minute 42.4)

Lesley Gale said she would be putting forward an Action Plan target for more Magazine articles to be posted on the Magazine website in pdf format (minute 3).

2.5 Freedom of the Skies' brochure (minute 44)

A distribution list had been circulated.

03/05 Communications Action Plan 1 July 2005 to 30 June 2006

3.1 Start to publish pdf files on the Magazine website - budget £300

Adrian Bond proposed, and Elizabeth Stoodley seconded, a motion in support of a suggestion by Lesley Gale to publish more pdf files of articles on the Magazine website. Action Plan budget £300.

Carried unanimously

3.2 Run a competition in the Magazine further to improve reader interaction - budget £200

After discussion of a suggestion by Chris Allen, Kieran Brady proposed, and Paul Applegate seconded, a motion to hold a competition in the magazine (such as a photographic competition) for which a prize (such as a good camera) would be offered – Action Plan budget £200 to find a sponsor and run the competition.

Carried unanimously

3.3 Update the Starter Mag for first-time jumpers - budget £5K

Elizabeth Stoodley proposed, and Adrian Bond seconded, a motion to update the *BPA Starter Mag* for first-time jumpers – budget £5K (from routine expenditure).

Carried unanimously

The Committee asked Lesley Gale kindly to estimate when the new issue of the Starter Magazine would be needed based on the forecast level of use of existing stocks, so that work on the new issue could start in time.

Action: Lesley Gale

3.4 Update the 'Freedom of the Skies' leaflet - budget £3.2K

Kieran Brady proposed, and Ralph Fielding seconded, a motion to review the format of, update and reprint a new version of the *Freedom of the Skies* leaflet – budget £3.2K (from routine expenditure).

Carried unanimously

See also minute 5.

3.5 Publish a BPA skydiving calendar 2006, subject to consultation - budget £2K

Elizabeth Stoodley proposed, and Adrian Bond seconded, a motion to publish a BPA Skydiving Calendar 2006, subject to the outcome of consultation with the membership by the membership survey 2005 - budget £2K (from routine expenditure).

Carried unanimously

3.6 Publish a skydiving poster

Lesley Gale suggested that, in the event that there was sufficient underspend on the Magazine budget in autumn 2005, a sum of £2K might be allocated to publish a skydiving poster. In discussion, the Committee believed that it would be difficult for any one poster, however good, to satisfy the whole membership bearing in mind the wide range of skydiving disciplines and specialisms encompassed by the BPA. The view was recorded that posters should ideally be sent out unfolded in cardboard tubes, but that this would probably be prohibitively expensive. Elizabeth Stoodley believed that any underspend would be better applied to expanding the articles in the Magazine. No proposal to publish a skydiving poster was forthcoming.

No action

04/05 Report on Skydive Magazine

4.1 Editorial Assistant

Lesley Gale introduced Lucie Fenton, her new Editorial Assistant who would be working on the Magazine.

4.2 Editorial report

Lesley Gale tabled her editorial report. The publication date of the February issue had been 12 February because it contained the membership renewal form. The Magazine had been two days' late because Lesley Gale had been off sick for two days. It had been posted on Friday 11 February and delivered yesterday. Lesley Gale summarised the content.

Discussion followed about a promotional message for Brian Vacher's canopy flying school at the end of his article on canopy control. Lesley Gale confirmed this was editorial and not a paid-for advertisement. She said that there had been a precedent with the *For Starters* series, in which the featured case studies had included promotions such as for the RAeC Bursaries.

Kieran Brady said that the juxtaposition of the promotion with the article might be taken to imply that the Magazine was giving an endorsement to that particular canopy flying school. He said he would have preferred to see the promotional message on any other page than with the article. Elizabeth Stoodley agreed that the promotional message was stepping slightly over the line, and that she would have preferred to see a 'thank you' snippet elsewhere in the Magazine.

The Chairman summarised the view of the Committee that in this case the differentiation between editorial and advertising had not been as clear as it should have been.

The Committee considered the content of the article to have been well written. The Chairman confirmed that, as a matter of routine, technical articles were reviewed by the TO/NCSO before publication. Chris Allen said that articles on canopy handling needed to tie in with the BPA's new Canopy Handling Progression System. Lesley Gale said that she would welcome a series of articles from the Canopy Handling Working Group. Chris Allen said that the relevant publications would be going onto the BPA website and that a coaching webpage on canopy handling was also planned.

Elizabeth Stoodley said she thought that the February Magazine was excellent. Lesley Gale said that more of the advertisements were on facing pages to help to break up blocks of advertising.

The Committee was satisfied with the planned range of articles to be included in the April issue, this list as always being provisional subject to the availability of space and to the receipt of appropriate material on time.

4.3 Magazine budget

Lesley Gale tabled a financial statement of performance against budget. This showed a lower expenditure than budgeted and higher advertising income. She said she was keeping a close eye on subscription income. With regard to a question Lesley Gale asked about the purchase of a second-hand exhibition stand for the Magazine for use at the AGM, the Chairman re-confirmed the Committee's policy was that Lesley Gale did not need to bring planned items of expenditure of £250 or less to the table for approval.

4.4 Online subscriptions

The Committee asked for an updated total of online subscription sales to date to be circulated.

Action: BPA Office (Sue Moran)

4.5 BPA Shop sales of the BPA Calendar

Lesley Gale reported that very few calendars had been sold through the BPA Shop, although she noted that the Shop had been on answer 'phone around Christmas.

05/05 'Freedom of the Skies' brochure

Publication of a new, updated *Freedom of the Skies* brochure had been included as a target in the Communications Action Plan 2005/6. The purpose of the brochure was to enable Affiliated Clubs and Associated Organisations to purchase a glossy, full colour publicity leaflet at a fraction of what it would cost to print their own. The saving was achieved by an economy of scale in bulk printing and by using the design expertise of the team that produced the BPA magazine. This meant that a highly professional result could be achieved at a remarkably low cost. Clubs & Centres could overstamp copies with their own contact details, and include a separate sheet with their own centre-specific information such as opening hours, jump prices and a location map.

The current stock was 3000 copies, which was less than 6 months' supply. Lesley Gale said that the film used to print the brochure was no longer available and in any case printing technology had moved on and film was now obsolete. It would therefore be necessary to start again. The Chairman said this was no problem because the content needed to be updated. The Committee discussed the possibility of reducing the number of pages from 8 to 4, which would reduce the price and save on postage. Lesley Gale tabled preliminary information on costs. A budget of £3.2 K was allocated, although this was an initial outlay that, over time, was turned into a profit as the brochures were sold on to Clubs, etc.

The Chairman said that a 4-page format appeared to be best. He invited Committee members to canvass opinions on this, and said he would consult with DZ operators at the DZO Forum meeting to be held at the BPA Office on Tuesday 8 March 2005. The format would then be decided at the next meeting.

Action: Next meeting

06/05 Communications Action Plan targets for 2004/5

6.1 Publish a BPA skydiving calendar 2005

Achieved

6.2 Conduct a membership survey by questionnaire

A copy of the membership survey questionnaire that had been included as an insert (as an integral part of the membership renewal form) in the February issue of *Skydive Magazine* was tabled. Returned questionnaires would be analysed by Sue Moran at the BPA Office.

Achieved

07/05 Dates of future meetings in 2005

Tuesdays at 1430 at the BPA Office, Leicester: 19 April, 14 June, 16 August, 11 October and 6 December.

The meeting closed at 1650.