

British Parachute Association

5 Wharf Way
Glen Parva
Leicester
LE2 9TF

Tel: 0116 278 5271
Fax: 0116 247 7662
e-mail: skydive@bpa.org.uk
www.bpa.org.uk



Communications Committee

Minutes of the meeting held on
Tuesday 13 June 2006 at 1430
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Paul Applegate Kieran Brady Tony Goodman	Committee Chairman
In attendance:	Liz Astill Adrian Bond Tony Butler Martin Shuttleworth	Administration Secretary Technical Officer Secretary-General
Apologies for absence:	Lesley Gale John Hitchen Paul Moore	Editor, <i>Skydive Magazine</i>

Item Minute

18/06 Minutes

Paul Applegate proposed, and Tony Goodman seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 11 April 2006 should be approved as a correct record.

Approved

19/06 Matters arising

19.1 Use of the BPA logo (minute 10.1)

The Chairman reported that the Council had agreed the Committee's updated policy on use of the BPA logo.

Completed

19.2 Magazine advertising rates (minute 10.2)

Adrian Bond reported that he had now received from Warners four years' data on advertising in the Magazine. He was currently analysing this, and planned to circulate his findings for discussion at the next meeting. He said that Warners were likely to recommend that the advertising rates should be increased this autumn. Warners were finding it difficult to attract non-core advertising, and Adrian Bond said he had a couple of ideas he would put to them. The Chairman thanked Adrian Bond for his assistance in this area.

Action: Adrian Bond

The BPA Office reported that, because of the way in which the Magazine website had been constructed, it was not technically possible, in-house, to make a link from the BPA website to the subscription page on the Magazine website, only to the front page of the Magazine website which, in turn, linked to the subscription page. This link between the BPA website and the Magazine website had been in place since the websites were established. The Committee agreed that it was not worth seeking the chargeable involvement of the BPA's web consultants to install a direct link from the BPA website to the subscription page on the Magazine website.

No further action

19.3 Editorial actions (minute 11)

The Chairman reported that he had spoken with Lesley Gale who had confirmed that she had completed the actions in minute 11, Editorial Report, namely (i) advised the advertiser that an Air Travel Organisers' Licensing (ATOL) number had to be quoted in any advertisement for a product or service that included air flights; and (ii) increased the size of the disclaimer in the Magazine about advertisements for training outside the UK.

Completed

19.4 New printing of Starter Magazine (minute 12)

The Chairman reported that the new printing of the Starter Magazine had been successfully completed. Copies of the Starter Magazine, together with its production costs, were tabled. It was well received by the Committee. The printers had failed to apply a gloss coating to the cover, and had made a financial allowance for their error. The Chairman reported that this, together with advertising revenue that had been slightly higher than budgeted, had meant that the entire production and printing had been achieved at no net cost to the BPA. The Committee was delighted with this, as it considered that the uncoated cover looked just as good with the particular cover photograph that had been used.

Completed

The Chairman said that, following the discussion at the last meeting, Lesley Gale had spoken to the advertisers about their quoting prices in their advertisements in the Starter Magazine, bearing in mind that the newly-printed stock was intended to last for about two years, during which the prices of the goods and services advertised might increase. Advertisers were now aware of the matter, but there had not been time to ask them to redraft advertisements in which prices were quoted. This could be considered for the next reprint.

19.5 Proposal from the Airkix wind tunnel (minute 15)

The Chairman reported that this was being progressed by the Development Committee.

19.6 Clubs & Centres page in the Magazine (minute 16)

The Chairman confirmed that he had spoken to Steve Scott of Skydive Weston to confirm that the Committee had agreed to his request for Skydive Weston to be listed as a civilian centre.

The Committee agreed to defer consideration of a draft updated format for the Clubs & Centres page, without the civilian or military classification, until its next meeting in August. The Chairman said he would inform Lesley Gale of this decision.

Action: Chairman

20/06 Editorial Report

The Chairman reported that Lesley Gale had tendered her apologies for absence from today's meeting as she was covering the Jersey Boogie that was taking place at the moment.

Lesley Gale had circulated her Editorial Report to the Committee, which covered the June and August 2006 issues of Skydive Magazine and a report on the new printing of the Starter Magazine (minute 19.4) and the Communications Action Plan 2006/7 (minute 22).

20.1 June 2006 issue

The Chairman reported that he wished to defer to the next meeting discussion of the publication in the June issue of an article on insurance, which the Insurance Subcommittee had seen but had not had an opportunity to discuss at a face-to-face meeting, before they had been published in the Magazine. He said that it did not appear that the correct procedure had been followed through the Communications Committee with regard to publication of this article. The Committee agreed on the need to review this matter with Lesley Gale at the next meeting.

Action: Next meeting

The Committee also considered a letter published on the letters page in the June issue from BPA Member Dr Josh Burrill concerning medical packs at Drop Zones, which had also alleged censorship of articles in the Magazine. The Chairman said that he had spoken to Lesley Gale about this, who had informed him that Dr John Carter, the BPA's Medical Adviser, had declined her invitation for him to reply to the letter in the same issue; and that she had taken the editorial decision to publish the letter to help to disprove the allegation of censorship.

Tony Butler said that the lack of any official comment from the BPA in reply to the letter might leave readers with the impression that its content was accurate which, in his view, it was not. The fact that Dr Carter may have declined to comment did not necessarily mean that other relevant parties in the BPA, through this Committee, might wish to do so, as the letter also raised issues outside the scope of the Medical Adviser. The Committee agreed to discuss with Lesley Gale at its next meeting the process of arranging an appropriate response to letters to be published in the Magazine.

Action: Next meeting

Paul Applegate asked whether there had been any feedback from Drop Zone Operators about the four-page article on the wind tunnel extravaganza. The Chairman said that to date he had received no feedback.

20.2 August 2006 issue

The Committee noted the list of planned features and articles for publication in the August 2006 issue of *Skydive Magazine*, as listed in Lesley Gale's editorial report. As usual, a selection of material from this list would be published according to the quality of material available to the Editor at the appropriate time.

21/06 Communications Action Plan: 1 July 2005 to 30 June 2006

13.1 Start to publish pdf files on the Magazine Website **Achieved**

13.2 Run a competition in the Magazine to further improve reader interaction

Target completion date extended to December 2006

13.3 Publish a BPA skydiving calendar 2006, subject to consultation **Achieved**

13.4 Update the *Freedom of the Skies* brochure to attract new BPA members **Achieved**

13.5 Update the BPA Starter Magazine for first-time jumpers **Achieved**

The Chairman thanked the Committee, the Editor and all involved in the Magazine for their help in achieving the Communications Action Plan targets during the year.

22/06 Communications Action Plan: 1 July 2006 to 30 June 2007

22.1 Distribution of minutes

The Chairman reported that printed minutes had been issued as an insert to the June 2006 issue of *Skydive Magazine*, and would also be included, for the last time, in the August 2006 issue. A clear note both on the minutes and in the Magazine had stated that minutes were available for inspection and to download from the BPA website, and continued to be available in hard copy via Drop Zones and on request from the BPA Office.

22.2 Magazine website improvement study

This would be carried out in the Action Plan year beginning on 1 July 2006. The target date for completing the study was February 2007.

Action: Lesley Gale

22.3 Advertising leaflet

This was to be progressed in the new Action Plan year beginning on 1 July 2006. The target date for completion was December 2006.

Action: Lesley Gale

22.4 Promotional poster

Lesley Gale had circulated a first draft of the promotional poster. This acted as a springboard for discussion, in which the following points were recorded.

- Kieran Brady believed the photograph on the poster should show a solo skydive rather than a tandem. He said that centres generally found it harder to recruit AFF and RAPS students than tandems. People who went to the wind tunnels would generally be more likely to be attracted to a solo skydive than to a tandem. Tony Butler said it would be wise to ask Clubs & Centres what they wanted, as those that did not offer AFF may be

unlikely to wish to see an AFF photograph on the poster. Another possibility might be to use a montage of photographs, although this might lessen the impact of the poster, and the Committee's consensus was that one good photograph might be most effective.

- The Committee agreed that the photograph on the poster needed to be taken from above, to give the perspective of the ground below.
- The Office believed that the poster should aim to encourage people to contact their nearest Drop Zone or log onto the BPA website, rather than telephone the BPA Office. The Committee agreed, and suggested that the wording on the poster should be adjusted accordingly. Also, the space for Drop Zones to add their own contact details, and the BPA web address, should be made bigger, and the telephone number of the BPA Office should be reduced in size.
- Tony Goodman asked that thought should be given to re-wording the headline on the draft poster, "Fancy a Skydive?", although no immediate suggestions were offered from around the table.

The Chairman thanked Lesley Gale in absentia for the first draft of the poster, which had prompted a useful discussion. The Committee looked forward to seeing the second draft at the next meeting.

Action: Lesley Gale

22.5 BPA Calendar 2007

The 2007 BPA skydiving calendar would be produced for insertion to the December 2006 issue of *Skydive Magazine*. The calendar would be free-of-charge to Members.

Action: Lesley Gale

23/06 Dates of next meeting

Tuesdays at 1430 at the BPA Office: 15 August, 10 October and 5 December 2006

The meeting closed at 1520.