

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 15 August 2006 at 1540
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

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

Item Minute

24/06 Minutes

Paul Moore proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 13 June 2006 should be approved as a correct record.

Approved

25/06 Matters arising

25.1 Magazine advertising rates (minute 19.2)

Adrian Bond reported that the sales ledger showed an underpayment of £546 last month by Warners, which had been called to their attention. He was also checking the previous year's sales ledger.

Adrian Bond tabled a paper that contained a graphical analysis of the number of advertising pages plotted against income. He said that 2005 had been one of the better years, although income had shown seasonal fluctuation between issues. It appeared that the more pages per issue, the lower the advertising income per page. Adrian Bond said he planned to discuss these figures with Lesley Gale and Warners. He asked Committee Members to consider his paper for a more detailed discussion at the next meeting. The Chairman thanked Adrian Bond for the analytical work he was carrying out to help to ensure that the BPA was receiving optimal income from the sale of advertising space in *Skydive Magazine*.

Action: Next meeting

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

The Chairman confirmed that he had advised Lesley Gale of the Committee's decision that Skydive Weston would be listed as a civilian centre.

25.3 Communications Action Plan 2005/6: Run a competition in the Magazine to further improve reader interaction (minute 21.2)

The Chairman deferred consideration of this item until the next meeting when Lesley Gale would be present.

Action: Next meeting

26/06 Communications Action Plan: 1 July 2006 to 30 June 2007

26.1 Reduce expenditure on printing and posting hard copies of BPA minutes

Hard copies of Council and STC minutes would no longer be distributed with the Magazine from the October 2006 issue. A standing note in the Magazine would state that minutes were available for inspection and to download from the BPA website, and in hard copy at Drop Zones and on request from the BPA Office.

Completed

26.2 Magazine website improvement study

The target date for completing this study was February 2007.

Action: Lesley Gale

26.3 Advertising leaflet

Lesley Gale had provided a mock-up of the A4 gatefold advertising leaflet to promote skydiving. The Chairman asked Committee Members to take a copy with them and consider and consult on it for discussion at the next meeting.

Action: Next meeting

26.4 Promotional poster

Lesley Gale had submitted four different draft designs of a poster to promote skydiving. The Chairman asked Committee Members to consider the relative merits of each design, with a view to selecting one at the next meeting for production.

Action: Next meeting

26.5 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

27/06 Proposed Magazine budget 2006/7

A proposed magazine budget for the financial year 2006/7, prepared by Lesley Gale, was circulated. The Chairman asked Committee Members to consider this for discussion at the next meeting.

Action: Next meeting

The Chairman noted that the Magazine budget for the year ended 30 June 2006 (circulated) had balanced out with a decrease in membership income offset by an increase in advertising revenue.

28/06 August 2006 issue of Skydive Magazine

Paul Applegate said that he had received comments from two Drop Zones that there was too much foreign material in the Magazine and that "it wasn't a British Magazine any more". The Chairman said that this was a perennial issue that centred on the quality of the material submitted to the Magazine. Given equal quality, he knew that Lesley Gale, Editor, would favour home-produced over foreign material. But in a Magazine where many articles depended on high quality photographs for their impact, factors such as the sometimes better light quality abroad could have a significant influence. The Chairman said that the call, as always, had to be for Members to send in more good quality material from the UK. If good quality UK material was being submitted but not used, he asked that the material should be called to the attention of the Committee, which would review it. But the Chairman had every confidence that Lesley Gale was selecting the best material available to her to produce a quality magazine, which was undoubtedly the best skydiving magazine in the world.

Lesley Gale had submitted an Editorial Report on the August and October 2006 issues. As she could not be present today because of skydiving commitments in Belgium, the Chairman deferred consideration of the report until the next meeting.

Action: Next meeting

29/06 Dates of next meeting

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

The meeting closed at 1555.