

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 10 October 2006 at 1430

at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

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

Item Minute

30/06 Minutes

Paul Applegate proposed, and Kieran Brady seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 15 August 2006 should be approved as a correct record.

Approved

31/06 Matters arising

31.1 Magazine advertising rates (minute 25.1)

The Chairman thanked Adrian Bond for the clear and helpful document on trends in Magazine advertising income that he had tabled at the last meeting. This had been very useful in identifying trends, and in demonstrating to Warners Advertising Agency, which was responsible for advertisement sales in *Skydive Magazine*, that the BPA was a proactive publisher. This year, there had been more advertisements, the cost per page had gone down, but overall advertising income had increased. This was the way that the advertising world worked – the question was how far do you go with a discount? Warners took the decisions on this based on their professional experience, but it was important for this Committee to keep trends under review to ensure that advertising income continued to be optimised. Lesley Gale said a factor that needed to be taken into account was that a page took less in advertising revenue if it sold as a whole page rather than as four quarter pages. Lesley Gale also asked Adrian Bond if any further analysis he carried out could be based on the financial year of 1 July to 30 June.

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

Lesley Gale reported that her contact at Olympus Cameras, with whom she was hoping to negotiate the donation of a prize for a photography competition to run in *Skydive Magazine*, had gone on a six month sabbatical. The Committee agreed to defer this item until the February 2007 meeting when Lesley Gale hoped to be able to give an update.

Action: February 2007 meeting

32/06 Communications Action Plan: 1 July 2006 to 30 June 2007

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

Council and STC minutes were no longer issued as printed inserts in *Skydive Magazine*. They were available (with minutes of all other BPA Committees) on the BPA website, and hard copies of Council and STC minutes were also being sent to Clubs & Centres for the noticeboard.

Completed

32.2 Magazine website improvement study

Lesley Gale reported that this was on target for completion in February 2007.

Action: Lesley Gale

32.3 Advertising leaflet

At the last meeting, Lesley Gale had provided a mock-up of the A4 gatefold advertising leaflet to promote skydiving. The Chairman said that the Committee had now had time to consider this and that the Committee was content with the format and layout. The idea was to provide Clubs & Centres with generic high quality advertising at a more economical cost than if they each individually commissioned their own material. The skill and expertise of the Magazine ensured that the material would be of the highest professional quality, both in content and production. The Committee aimed to at least recover the cost of production by sale of the material to Clubs & Centres.

Lesley Gale tabled details of the cost of various print runs. The Committee decided on a print run of 50,000, to be sold to Clubs & Centres at 6p each, or £60 per thousand, plus postage and packing. The Committee asked Lesley Gale to send a sample to each Club & Centre before the leaflet went to press, to invite comment. The Chairman said that if there was a reasonable take up, he estimated that the first print run might provide about one year's supply.

Action: Lesley Gale

32.4 Promotional poster

Lesley Gale had previously submitted four different draft designs of a poster to promote skydiving. The Committee selected two of the designs for production as a poster, one of a tandem and the other of a solo jumper. Lesley Gale tabled the costs of printing in A3 and A2 size. The Committee decided to order 1000 copies of each of the two posters in A3 size to be sold at 30p each plus postage and packing to Clubs & Centres.

Action: Lesley Gale

32.5 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 issued free-of-charge to Members. Lesley Gale reported that 9, possibly 10, of the advertising slots in the Calendar had so far been sold. Advertising at a special rate had been offered to all British Drop Zones. One major advertiser who had previously supported the calendar had cut back on its all its advertising, not just with the BPA. Lesley Gale invited suggestions for potential new advertisers for Warners to approach and a contact was suggested.

Action: Lesley Gale

Lesley Gale was pleased to report that there should be no increase in postage costs for the calendar this year. This was because the Royal Mail's new *Pricing in Proportion* charges were based more on size than weight. The Magazine was well within the basic weight category and so should take the addition of the calendar in December without incurring a further charge.

33/06 Editorial Report

33.1 June 2006 issue

Kieran Brady referred to Paul Moore's item on insurance in the June issue of the Magazine, and the response to it by Tony Butler that was also published in the same issue. Following the special resolution on insurance passed at the AGM in January 2006, the Insurance Subcommittee, which reported to the Council through the Development Committee, had at the time been in the process of considering some very complex and sensitive issues. Paul Moore's article was a valuable contribution to this discussion, from his perspective as a Member of the Insurance Subcommittee. However, Kieran Brady believed that it was inappropriate that the

article should have been published in the Magazine at that time. The BPA's insurers read the Magazine and the article had caused them concern. Kieran Brady had spoken to Paul Moore and had established that the article had been written in response to an invitation by the Magazine. Kieran Brady believed that complex and controversial issues of this nature needed to be fully discussed around the table, and not run as a debate in the Magazine. It was for the elected Council to decide the Association's policy and for the Magazine to promulgate and explain that policy. The risk was that a debate could run in the Magazine without a full exposition of all relevant facts, which would be of no help whatsoever to the membership. He said that the purpose of the Magazine was to promote the sport, not to act as a forum for argument on a matter for which there was already a BPA Subcommittee working hard to resolve the issues in the best interests of the membership.

Lesley Gale tabled a timeline of the article and said that she had e-mailed a pdf of it to all Members of the Insurance Subcommittee prior to publication. She had received only one response, and this had not said 'do not publish'. Lesley Gale said that, as Editor, there were sometimes difficult decisions to make about the content of the Magazine.

The Chairman said that the lesson was that in future, any proposed article, item or letter for publication in the Magazine to do with BPA policy should be immediately referred to the Chairman of the relevant Committee for advice.

33.2 October 2006 issue

Lesley Gale had circulated her editorial report covering the October and December 2006 issues. She reported that the October 2006 issue of the Magazine had been 5 days' late because of a binding machine breakdown at Warners printers. As a gesture of goodwill, Warners had given the BPA a discount on the cost of printing the Magazine. Warners had also helped by running at no cost to the BPA, a mailsort report in line with the new Royal Mail pricing requirements because the BPA's mailsort programme had yet to be updated.

Paul Applegate said that he could not recall having received an e-mail about the 'Kit News' item in his capacity as Chairman of the Riggers' Subcommittee, and Lesley Gale said she would look into this.

Action: Lesley Gale

34/06 Magazine budget 2006/7

Lesley Gale had circulated the draft 2006/7 budget for the Magazine to the last meeting. It was designed to return 7% of the Magazine subscriptions to the BPA, which came to £6,020, over £1 per Member. Lesley Gale noted that the Magazine component of the BPA subscription had not increased since 1999. The budget included some cost savings, on printing and postage, as changes to the postal rates reduced the Magazine's inland mailing costs. The Committee noted that the budget projected that a decrease in subscription income would be offset by an increase in advertising revenue.

Paul Applegate then proposed, and Kieran Brady seconded, a motion that the Magazine budget for 2006/7 should be approved.

Carried unanimously

35/06 Unauthorised use of the BPA logo

Correspondence between the Office and Stephen Northcott of the Extreme Sports Café website had been circulated. The website was using the BPA logo. This was not in accordance with the BPA's policy on use of its logo (minute 10.1). The Committee therefore decided that a formal request should be made to Extreme Sports Café to remove the BPA logo from its website.

Action: BPA Office

36/06 Date of next meeting

Tuesday 5 December 2006 at 1430 at the BPA Office, Glen Parva, Leicester.

The meeting closed at 1545.