

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 5 December 2006 at 1430

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

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

Item Minute

37/06 Minutes

Paul Moore proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 10 October 2006 should be approved as a correct record.

Approved

38/06 Matters arising

38.1 New promotional leaflet for skydiving (minute 32.3)

Lesley Gale tabled comments on the draft leaflet that she had received from Drop Zone Operators. Most had been positive. A few had suggested constructive changes. Already, orders had been placed for 5 boxes of the leaflets. Only one Drop Zone, Black Knights, had responded to this consultation by saying that it preferred a different approach to publicity and would not therefore be purchasing copies of the new leaflet.

The variations suggested by Drop Zones were considered by the Committee and the final content of the leaflet was agreed. 50,000 copies of the leaflet would be printed for sale to Drop Zones, etc, at a significantly more cost effective price than if they had commissioned their own general publicity leaflet. It would be launched, together with the new promotional posters (minute 38.3), at the AGM on Saturday 20 January 2007.

Copies of the leaflet would be available to purchase from the BPA Office. The cost for a box of 2000 would be £120 plus postage (currently £12.46), or a box of 1000 for £60 plus postage (currently £10.70).

Action: Launch at AGM

38.2 New promotional posters (minute 32.4)

The production of two new promotional posters, one depicting a solo jump and the other a tandem jump, had also been agreed. These would also be launched at the AGM. The posters would be available for sale to Drop Zones, etc, from the BPA Office. The cost would be £3 for 10 copies, plus postage (currently £2.10 for first class and £1.80 for second class).

38.3 BPA Skydiving Calendar 2007 (minute 32.5)

John Hitchen and Paul Applegate suggested a variation to the form of words used about 'safety' on the outside back cover of the calendar 2007. Lesley Gale said that this was standing copy that had been used the year before, and that she would be pleased to note the variations for use next year.

Action: Lesley Gale

Kieran Brady raised concerns about safety issues in the photographs. For example, the canopy shot with a bridle was a safety violation. Also, a number of photographs showed skydivers who were not wearing helmets as required in the UK, which meant that the photographs had been taken outside the UK. This included the cover shot that showed skydivers without helmets but with a British flag, which unfortunately had a tear in it. Kieran Brady said that the number of photographs taken outside the UK was more than some Members found acceptable. Kieran Brady said that the message for next year was 'Keep it British!'.

Lesley Gale said she appreciated these concerns but wished more closely to examine exactly what was meant by the term 'British photographs'. Did the Committee classify a photograph of a British skydiver over an overseas Drop Zone a British or a foreign photograph? The CF World Record formation had taken place outside the UK but had included British jumpers. Was it fair to classify this as a foreign photograph? And the Birdman flock had been the largest ever, and had included British jumpers. The photographs had been selected in order to seek to reflect the year gone by. In fact, there were only two photographs that had no British link, all the rest did.

Tony Butler recalled that, in previous years, Lesley Gale had consulted this Committee on which photographs to select for the calendar from a shortlist she had drawn up. The Chairman said that this had not happened this year because the Committee had been short of time. He said it was a good point that next year's Committee should take on board and asked that a diary note should be made for the October 2007 meeting.

Action: Bring forward at October 2007 meeting

Kieran Brady said that, in his view, the purpose of the photographs in the calendar was not to recognise achievement but to attract the attention of the public through Members displaying the calendar on their walls at home or work. He believed that the photographs chosen for publication in the calendar needed above all to be bright, colourful and eye-catching. The actual subject of the photograph therefore became a secondary consideration.

The Chairman summarised the Committee's policy on the selection of photographs for the annual BPA Skydiving Calendar as: "British if possible, always safety conscious." Lesley Gale said this was a call to action to BPA Members to submit more high quality British photographs. If the photographs available for publication were not of a sufficiently meritorious quality and subject content for BPA Members as experienced skydivers to feel inclined to display, the images would never reach the general public simply because they would not have the opportunity to see the calendar.

38.4 October 2006 issue – 'Kit News' (minute 33.2)

Lesley Gale said that it had been an error that Paul Applegate, in his capacity as Chair of Riggers', had not been sent a copy of the draft of 'Kit News' in the October 2006 issue of the Magazine, for which she apologised. She said she would ensure that Paul Applegate received drafts of 'Kit News' for future issues.

Completed

38.6 Unauthorised use of the BPA logo by the Extreme Sports Café website

www.extremesportscafe.com

The Extreme Sports Café website was continuing to use the BPA logo in contravention of the BPA's policy on the use of the BPA logo, as follows, and which had been pointed out to Stephen Northcott of the Extreme Sports Café:

The BPA logo may be used on advertisements or promotional material that promotes sport parachuting in a positive manner and has no financial return for the vendor or promoter. Only BPA Affiliated Clubs & Centres and BPA Registered Display Teams may use the BPA logo on advertising or promotional material that promotes any sport parachuting activity from which the vendor or promoter may gain financially. The above terms and conditions may be varied only by the written authority of the BPA.

The Extreme Sports Café claimed they believed the BPA had given them “tacit approval to use the logo when your committee met [to consider the matter] on the first occasion and came to no negative conclusions”. The Committee re-confirmed that use of the BPA logo by the Extreme Sports Café on their website was in contravention of BPA policy and that the BPA required its logo to be taken off the website. Extreme Sports Café were refusing to comply with this request.

The Chairman suggested, and the Committee agreed, that the unauthorised use of the BPA logo was a matter that should be called to the attention of the Internet Service Provider (ISP) hosting the Extreme Sports Café’s website. The Committee decided to write to Stephen Northcott of the Extreme Sports Café to give him 7 days to remove the BPA logo from his website. If he failed to comply, the BPA would report the Extreme Sports Café to its web-hosting company pointing out that the site was using the BPA logo without authorisation and requesting them to take appropriate action.

Action: BPA Office

38.7 Use of the BPA logo on the www.ukskydiver.co.uk website

Paul Applegate noted that the BPA logo had been used on the ‘uk.skydiver’ website to illustrate a news article about the BPA Council election. The ‘uk skydiver’ website was not a commercial website, and therefore the BPA Office’s interpretation was that use of the BPA logo by this website complied with the BPA’s policy (see minute 38.6) on the use of its logo.

However, Paul Applegate believed that use of the BPA logo by the ‘uk skydiver’ website might be mistaken by some to imply some sort of formal or official link with the BPA, however tenuous. He therefore invited the Committee to consider whether or not the existing policy on use of the BPA logo should or could be tightened with a view to the possibility of precluding uses such as this.

Action: Next meeting

38.8 Editorial Report

Lesley Gale had circulated her Editorial Report in advance.

38.1 December 2006 issue - content

Lesley Gale reported that the December 2006 issue of *Skydive Magazine* had used a quality British image on the front cover, on which she had already received positive feedback. The DZ pages had been re-designed, with military and non-military centres shown together in the same unified listing. Centres had been identified in their header by the name by which they were probably best known. Lesley Gale said she had had no negative feedback to date. Kieran Brady said that this unified listing was long overdue.

The Chairman said that the photography in the issue, including the cover, was strong. He noted a contribution to the letters page that had asked for more articles for the benefit of less experienced jumpers. He believed that this would be a good idea even if it meant re-running articles that had previously been published. Lesley Gale said she was trying hard to procure new articles for next year to appeal to new skydivers who were coming into the sport. She also said that she would consider how better to promote the Mag website, which was a repository of educational articles aimed at less experienced jumpers.

Action: Lesley Gale

Lesley Gale advised the Committee that the main available space in the Magazine for educational articles tended to be available in the February and April issues because there were fewer skydiving events in the UK to report during the periods leading up to those issues.

38.1 Magazine distribution

Lesley Gale said that there had been a problem with the Mailsort program that generated mailing data for distribution of the October and December issues. The mailing house, Warners, had advised that the data supplied by the BPA Office had apparently not been fully compliant with the

new requirements that Royal Mail had introduced in August 2006 as part of their 'pricing in proportion' initiative. The BPA Office merely ran the program; Mike Gorman had written it and he was therefore the person to make any adjustments that might be required. Lesley Gale said she would liaise with Mike Gorman to ask him to update fully the program to meet Warners' data requirements.

Action : Lesley Gale

39/06 Communications Action Plan: 1 July 2006 to 30 June 2007

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

See minute 32.1.

Completed

39.2 Magazine website improvement study

Lesley Gale reported that this study was on schedule. She planned to report to the Committee in February 2007. This would enable the Committee to consider the report in time for the possible inclusion of any agreed actions in formulating the Communications Action Plan for 2007/8.

Action: Lesley Gale / Next meeting

39.3 Advertising leaflet

See minute 38.1.

To be launched at the AGM 2007

39.4 Promotional poster

See minute 38.2.

To be launched at the AGM 2007

39.5 BPA Calendar 2007

See minute 38.3.

Achieved

40/06 Date of next meeting

This was the last meeting of the year, and the last meeting of the present Communications Committee before the AGM on Saturday 20 January 2006. The Chairman thanked all Members, Lesley Gale as Editor, and BPA staff for their hard work and contributions during a year that had seen many achievements in the field of BPA Communications.

Meetings of the Communications Committee 2007, for those involved, would be held at 1400 on the same dates as meetings of the full Council (to be decided at the inaugural Council meeting).

The meeting closed at 1540.