

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 12 June 2007 at 1400
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Adrian Bond Paul Applegate Robin Durie Eddie Jones Paul Ledden Mike Rust	Communications Chairman Chairman of Council
In attendance:	Kieran Brady Tony Butler Lesley Gale David Hickling John Hitchen Grant Richards Martin Shuttleworth Karen Taylor	Co-opted Technical Officer Editor, <i>Skydive Magazine</i> Chairman, Insurance Subcommittee (from item 22) NCSO Co-opted Secretary-General Membership Services
Apologies for absence:	Robin Durie Paul Moore	
Observer:	Martin Crossley Craig Poxon	(from item 21)

Item Minute

19/07 Minutes
Paul Applegate proposed, and Paul Ledden seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 17 April 2007 should be approved as a correct record.

Approved

20/07 Matters arising

**20.1 Unauthorised use of the BPA logo by the Extreme Sports Café website
www.extremesportscafe.com (minute 12.1)**

The Office reported that the Extreme Sports Café website was using the BPA logo expressly against BPA policy and they had declined to remove it despite a number of requests. The Office had therefore contacted their Internet hosting company, which was based in the USA. The hosting company had said they required documentary evidence that the BPA logo was a registered trademark before they could take any action. The Chairman said he believed that a trademark could be registered for about GBP 300. However, before considering registration, the Chairman of Council said he would report the matter to the BPA's own website hosts, who had originally provided advice on what to do, to see if they had any suggestions on how to resolve the matter.

Action: Chairman of Council

20.2 Mailsort (minute 12.2)

Lesley Gale said that Royal Mail was issuing a new update of the Mailsort program that had to be installed before the mailing run for the August 2007 Magazine in order to attract the pre-sorting discount. She said it was imperative to install the update and that she would try to arrange this with Mike Gorman.

Action: Lesley Gale & Mike Gorman

20.3 Photographic competition in Magazine (minute 14)

Lesley Gale reported that her recent contact with Olympus Cameras had led her to believe that it might now be unlikely after all that Olympus would be willing to donate a camera as a prize for a photographic competition in the Magazine. She hoped to have a definite answer by the next meeting.

Action: Lesley Gale

20.4 Editorial Report (minute 13)

Lesley Gale apologised that she had not submitted a written Editorial Report to the last meeting, which she had been unable to attend.

20.5 April 2007 issue of Skydive Magazine (minute 17)

The Committee discussed the image of a condom in an advertisement for a UK Drop Zone on page 50 of the April 2007 issue of *Skydive Magazine*. Lesley Gale said she had recognised as soon as she had seen the artwork for the advertisement that it raised the issue of taste, and had asked the advertiser to replace the image. The advertiser had declined. The advert had been redesigned with the image smaller but the advertiser had again declined. She said this was a difficult area because whereas safety issues in advertising were objective, taste was subjective. The alternative to publication would have been to turn down the advertisement and lose the advertising revenue.

The Chairman asked whether the advertisement met Advertising Standards Authority (ASA) guidelines. Lesley Gale said she would ask Warners Group Publications if and how they worked with the ASA and if they had any standard guidance on matters of taste.

Action: Lesley Gale

The Chairman of Council said it would be best to bring to the Communications Committee anything that was questionable. Lesley Gale said her difficulty was that artwork for advertisements was often not received until less than a week before the print deadline and suggested it would be most practicable to discuss any potential problems with the Communications Chairman.

Grant Richards said that the information about his Centre, UK Parachuting, on the Affiliated Centres page of the April 2007 issue had been printed without their logo and with an old telephone number. Lesley Gale apologised and said she would correct it in the next issue.

Action: Lesley Gale

Kieran Brady said the article on wind tunnels in the April 2007 Magazine had included the comment 'indoor meets are cheaper than outdoor meets'. He questioned how prudent it was to say this, as it may make Drop Zone Operators feel uncomfortable. He said that Drop Zones were facing significant increases in costs this year, including fuel and insurance. Lesley Gale said that an increasing number of BPA Members were visiting wind tunnels. Paul Ledden said that tunnel competitions were not skydiving: no one wore a parachute or had to complete parachute training before they could compete.

There was now a standing arrangement whereby Magazine content on wind tunnels was circulated to this Committee before publication. Lesley Gale confirmed she had done this for the most recent article.

Paul Applegate said that coverage of tunnels in the Mag was a question of how much, how often. The Chairman said that was precisely the point and called for a show of hands. There was a unanimous view that there was too much space in the content of the June Magazine devoted to wind tunnels.

Kieran Brady proposed, and David Ibbotson seconded, a motion that Lesley Gale be asked to address the amount of coverage of wind tunnels in the light of this policy guidance from the Committee.

Carried unanimously

21/07 Editorial Report

Lesley Gale tabled her editorial Report, and highlighted the planned articles for the August issue. As always, there were more articles planned than there was space to run them and she would make the final selection based on the availability and quality of the material submitted, with due regard to the overall balance of the issue. The Committee was content with the plan.

Eddie Jones asked Lesley Gale kindly to update the name of the BPA Gasco representative on page 1 in the next issue, to Kieran Brady.

Action: Lesley Gale

22/07 Communications Action Plan: 1 July 2007 to 30 June 2008

22.1 Online Membership Survey

The Chairman said he was preparing a note for Committee Chairs to ask them, through their Committees, to submit questions for the online Membership survey.

Lesley Gale said she believed that an online membership survey should go hand in hand with an online membership renewal facility, otherwise she believed that the excellent response rate of 68% to the last membership survey would be unlikely to be repeated. After discussion, the Committee agreed that it would put 'a toe in the water' with an online survey, because this could lead the way to more online services in the future. If the online survey was not successful, it could always be repeated on paper. The Committee considered that online renewal was a far more complex issue and that, in comparison, a survey should be relatively straightforward. The major advantage of an online survey was that the hours of laborious manual analysis of returned questionnaires would be completely eliminated by the use of a computer program.

Action: Chairman

22.2 Enhancement of the BPA website

A draft specification by Paul Moore and the BPA Office for the planned competition for BPA Members to re-design the front-end of the BPA website had been circulated. The Chairman said that this needed the addition of various terms and conditions to meet legal requirements. He would advise further on these in due course. Meanwhile, he invited the Committee's feedback on the draft.

Grant Richards proposed, and Paul Applegate seconded, a motion that the Committee should approve the document as a draft to go forward to the next stage of finalisation for preparation of a final draft for publication in *Skydive Magazine* and on the BPA website.

Carried unanimously

22.3 BPA skydiving calendar 2008

Lesley Gale reported that the net cost to the BPA (production costs less advertising revenue) of the skydiving calendar 2007 was GBP 1587. The Office confirmed that the budget set out in the Action Plan had been corrected to show GBP 2K from running costs. Lesley Gale said she would put a reminder in the next issue of the Mag to invite readers to submit photographs for consideration for the calendar.

Action: Lesley Gale

22.4 Trial promotional DVD

Paul Ledden reported that he had approached two men's magazines with the idea of them supporting a promotional DVD on skydiving as a gift to their readers. To date he had received no response. The reason for approaching only a couple of magazines to start with was to be able to offer exclusivity whilst at the same time testing the temperature of the water. The next stage of his plan would be to pitch the idea to many more magazines in the hope that one of them would respond.

David Ibbotson suggested that another approach might be to offer a free jump to the Editor of an appropriate magazine. As most magazines were based in the south of the UK, it would be

helpful if a southern Drop Zone could be persuaded to give a free jump. Paul Ledden said he would bear this in mind.

Action: Paul Ledden

22.5 Feasibility study into extending e-commerce on the Magazine website

David Ibbotson tabled copies of a printout about online photographic sales from the website of a local newspaper. Lesley Gale spoke about a similar facility from another website, Flickr. In discussion, the Committee noted that the BPA could not simply assume copyright of photographs. The sale of a photograph had to be subject to the photographer's agreement, and the price had to cover a percentage contribution to the photographer and the cost of processing the order. The Committee agreed that Lesley Gale and David Ibbotson should discuss this further, with the aim of assessing the cost of the appropriate software against forecast sales.

Action: Lesley Gale & David Ibbotson

Lesley Gale reported that she was planning to add a counter to the Magazine website to log the number of visitors the site received.

Action: Lesley Gale

23/07 BPA communications strategy

Lesley Gale tabled a paper on BPA communications policy in response to the paper by BPA staff considered at the last meeting (minute 16). It included the current policy for selection of readers' letters for publication in the Magazine. The Chairman thanked Lesley Gale for this helpful and informative paper.

There was a wide measure of agreement between Lesley Gale's document and the earlier paper. The Committee believed that they were both helpful in setting out the existing arrangements, and in focusing attention on the opportunities that had been opened by use of the Internet for two-way communication with Members. He said he looked forward to considering the progress of the BPA Forum on the UK Skydiver website when this was further considered by the Committee in October 2007 (minute 15.2). A key difference between that website and the Mag was that the website was independent of the BPA, whereas *Skydive Magazine* was the official journal of the BPA.

For the purposes of clarification, the Chairman ran through the various roles, accountabilities and relationships of *Skydive Magazine*, as follows.

Title:	Skydive the Mag
Publisher:	British Parachute Association Ltd
Editor	Lesley Gale
Appointment of Editor	Annual contract each October for Editorial Services
Libel insurance	Annual policy taken out each July, premium paid by the BPA, covers the BPA, the Editor and contributors to the Magazine (also covers the Mag and BPA websites)
Advertising agent:	Warner Group Publications plc
Printer & distributor:	Warner (Midlands) plc

The Chairman asked if the Magazine held a contract or service level agreement with Warners for print and distribution of the Magazine. Lesley Gale said there was a formal contract but this had been drawn up at the start of the collaboration in 1999, and perhaps required updating. She would clarify the position with Warners.

Action: Lesley Gale

The Committee noted that the wording of item 10.1 of the Editorial Services Contract was ambiguously worded (see minute 16), and invited Kieran Brady (who had drafted the original

contract) kindly to suggest a revised form of words that captured the original intention. The present wording read: "The Editor is to ensure that the content of the Magazine must be representational of the whole membership over the period of the contract."

Action: Kieran Brady

At Lesley Gale's request, the Committee agreed to review with Lesley Gale the wording of the whole Editorial Services Contract, to see if any further variations might be appropriate, before the next annual renewal in October 2007.

Action: Next meeting

24/07 Criteria for banner advertising on the BPA website

Correspondence between the BPA office and Andy Parkin of Skydive Zone had been circulated. This concerned the BPA's conditions for the acceptance of banner advertisements on the BPA website (Form 231, issue 1, March 2003), with particular reference to advertising charity jumping. The form stated that the BPA was unable to accept any advertisements that may have or include charity jumps as a significant feature or service. Andy Parkin thought this was an unfair bar on his taking advertising: he noted that the BPA Centres which had banner advertisements usually themselves promoted charity jumping from their own websites linked to the banner (although none actually mentioned charity jumping on their banner on the BPA website).

After discussion, the Committee decided that there was scope for a little more flexibility in allowing reasonable advertising of charity jumps providing this could be done in such a way that the BPA's position, which was that it did not recognise charity jumps, could be preserved. This might most easily be achieved by restricting references to charity jumps to the linked website, although the Committee would be prepared to consider other reasonable suggestions.

Grant Richards then proposed, and Eddie Jones seconded, a motion to send a constructive reply to Andy Parkin to confirm that he was eligible to link his existing website to a banner advertisement should he wish to purchase one on the BPA website. The actual wording of the banner would however, need to come before the Committee if Andy Parkin proposed to promote charity jumping through the banner itself. This would then make the policy as consistent and fair as possible to all.

Carried unanimously – Action: BPA Office

25/07 Starter Magazine reprint 2008

Lesley Gale reported that stocks of last year's 30,000 print run of the fourth edition of the Starter Magazine were expected to run down in spring 2008. It was therefore now time to start planning for the next printing – by custom and practice, the Starter Mag was updated and reprinted every two years. The advertising space was re-sold for each new printing. The target print date for the 5th edition would be April 2008. Unfortunately, it was now too late to include this target as a Communications Action Plan target for 2007/8 because the Council had finalised the Action Plan at its meeting on 17 April 2007. However, the Starter Mag target would still be pursued. The Chairman asked that the update and reprint of the Starter Mag should be included as an agenda item for the next meeting and asked Lesley Gale kindly to provide appropriate costings.

Action: Lesley Gale / Next meeting

Mike Rust said that at the Drop Zone Operators' meeting on 12 April 2007, a few Drop Zones had said that they did not issue the Starter Mag because it contained advertisements from foreign Drop Zones. The point they were raising was purely in connection with the Starter Mag: they were not requesting that advertising by foreign Drop Zones should not be accepted in the main Magazine. The Chairman said that this point should be considered at the next meeting in the light of the income received from advertisements in the Starter Mag by foreign Drop Zones, and how practicable it would be to find other advertisers to make good the shortfall in revenue.

Action: Lesley Gale / Next meeting

Lesley Gale confirmed that all BPA Affiliated Centres had been offered a special deal to encourage them to run the most effective advertisements in the last issue of the Starter Mag. They had been offered a colour advertisement for the price of a mono (black and white) advertisement. Lesley Gale said in her view this had been effective and, all things being equal, should be considered again for next year's reprint.

26/07 Dates of next meetings

Tuesdays at 1400 at the BPA Office, Leicester: 14 August, 9 October and 4 December 2007.

The meeting closed at 1605.