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Communications Committee

Minutes of the meeting held on
Tuesday 14 August 2007 at 1630
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Robin Durie Adrian Bond	in the Chair to item 30 Communications Chairman – present from item 31 and in the Chair from item 32
	Paul Applegate Eddie Jones Mike Rust	Chairman of Council
In attendance:	Kieran Brady Tony Butler Lucie Fenton John Hitchen John Horne John Page Grant Richards Martin Shuttleworth Weed Stoodley	Co-opted Technical Officer Skydive Magazine NCSO from item 29.4
		Co-opted Secretary-General
Apologies for absence:	Lesley Gale David Ibbotson Paul Ledden Paul Moore	Editor, Skydive Magazine
Observers:	Craig Poxon Jason Thompson	

Item Minute

27/07 Chair
The Chairman had invited Robin Durie to chair the meeting as he expected to arrive late, for which he apologised. Robin Durie therefore took the Chair.

28/07 Minutes
Paul Applegate proposed, and Eddie Jones seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 14 August 2007 should be approved as a correct record.

Approved

29/07 Matters arising

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

Information had been circulated on how to register a copyright with the UK Copyright Service. The Committee decided formally to register the BPA logo as copyright to the BPA. The Committee

understood this to be a requirement before any further action could be taken to prevent unauthorised use of the BPA logo.

Action: BPA Office

29.2 Mailsort (minute 20.2)

Mike Gorman, computer programmer, had now updated the Mailsort program run at the BPA Office to meet the current requirements of Royal Mail.

Completed

29.3 Photographic competition in Magazine (minute 20.3)

Unfortunately, it had not proved possible for the Magazine to secure a camera, by way of sponsorship from Olympus Cameras, as a prize for the planned photographic competition in the Magazine. The Chairman said that this did not have to jeopardise the competition, which the Committee believed to be important to run to help to promote and showcase British photography within the sport. The Committee therefore decided, instead of a camera, to offer the winner a prize of a year's BPA Membership free-of-charge.

Action: Lesley Gale

29.4 Advertising standards (minute 20.5)

Following the discussion at the last meeting (minute 20.5) about standards of taste and decency in advertisements, Lucie Fenton reported that the Mag Office had now obtained for reference, a copy of the Advertising Standards Authority guidelines on such matters. A copy had been circulated to Committee Members by e-mail.

Completed

29.5 Clubs & Centres page (minute 20.5)

Grant Richards said that an old telephone number of his Centre, UK Parachuting, had still appeared in the August 2007 issue of *Skydive the Mag*. Lucie Fenton apologised and said she would correct it.

Action: Lucie Fenton

29.6 BPA communications strategy (minute 23)

The Committee was satisfied that the discussion on this had been completed for the time being.

Completed

29.7 Editorial Services Contract (minute 23)

This was next due for annual renewal in October. Kieran Brady, who had drafted the wording of the original Editorial Services Contract, had been asked kindly to clarify the meaning of item 10.1 in the contract. He said he would liaise with Adrian Bond on this with a view to having the updated contract ready to sign at the next meeting [subject to any variations that Lesley Gale may wish to request].

Action: Kieran Brady / Chairman

29.8 Magazine advertising agency and print and distribution arrangements (minute 23)

A contract between the BPA and Warner Group Publications plc had been signed in March 1999 for Warners to provide advertising agency services for *Skydive the Mag*. An updated version had been forwarded to Adrian Bond. There was no contract with Warner (Midlands) plc for printing and distribution of the Magazine, this was a service that was ordered each time. It was suggested that a copy of these contracts should be retained on file at the BPA Office.

Action: Lesley Gale / BPA Office

29.9 Criteria for banner advertising on the BPA website (minute 24)

The Office had reported back to the potential advertiser Andy Parkin of Skydive Zone, and had heard nothing further.

No further action

30/07 Starter Magazine reprint 2008

Lesley Gale had circulated in advance a paper on the planned reprint of the Starter Magazine. This covered the updates to the content that she recommended, together with costs. Two cost options had been set out, with or without advertising from overseas Drop Zones, as the Committee had requested (minute 25).

Kieran Brady said he believed that the Committee should seek a break-even budget on the Starter Magazine. From the figures in Lesley Gale's paper, it appeared that there might well be significant cost implications from turning down advertising by overseas Drop Zones. However, Paul Applegate said that some British Clubs & Centres that did not currently advertise might be more

inclined to do so if they were assured that advertisements from overseas DZs were no longer to be included in the Starter Magazine. The Committee recognised that it was difficult to predict which advertisers would book space and decided to defer a policy decision pending discussion with Lesley Gale at the next meeting.

Action: Next meeting

31/07 Editorial Report

Lucie Fenton summarised Lesley Gale's Editorial Report (tabled).

31.1 August 2007 issue

Mike Rust said that some DZ Operators (DZO) had been concerned they had not had a right of reply to the article on 'Insurance – the facts' published in the August issue of *Skydive the Mag*. Tony Butler said that the convention on right of reply in the same issue did not apply to articles. Normally, an article would not be seen until it appeared in the Magazine, but the content of this one, which had originated from the BPA Office after discussions with David Hickling, Chairman of the BPA Insurance Subcommittee, had been circulated by the BPA Office to DZO before it had been published in the Magazine. DZO were to be invited by the BPA for a meeting on insurance to be held early in September 2007, at which a range of issues on insurance would be discussed including, if DZO chose to raise it, the content of this article.

Kieran Brady said that, in his opinion, the statement in the Club News Editorial (p54) in the August 2007 issue about their having been a disappointing start of the season, 'with many aircraft problems at DZs all over the country' might better have been left out. He also commented on the Kit News item on the Vigil AAD (p46 of the August 2007 issue) he thought read almost as if it had been written by Vigil rather than Rob Colpus, who wrote Kit News, except for the perhaps out-of-place comment 'how nice!'. Paul Applegate said that he had seen this item before publication and believed that the comment reflected Rob Colpus's personal opinion.

31.2 October 2007 issue

The Editorial Report set out planned articles for the October 2007 issue of *Skydive the Mag*. There were more educational articles than could be fitted into this issue, therefore some would be held over until the December 2007 issue.

Lucie Fenton reported that the 'freebie' Magazine mailing list was currently being cleaned by the Editorial Office to save on costs.

31.3 Magazine Budget Report

Lesley Gale had circulated a paper that set out the outturn for the Magazine for the financial year ended 30 June 2007, and compared this with the budget. The Chairman asked Members of the Committee kindly to consider this report, which would be included on the agenda for discussion at the next meeting.

Action: Next meeting

31.4 General

Mike Rust, who had recently returned from the World Cup in Formation Skydiving and Artistics Events in Stupino, Russia, reported that he had taken *Skydive the Mag* to the meet, where it had proved to be the most popular Magazine on the Drop Zone. He had discovered that many of the teams competing from other countries were already regular readers. This was further confirmation that the Magazine was widely accepted and liked internationally.

32/07 Communications Action Plan: 1 July 2007 to 30 June 2008

32.1 Online Membership Survey

The Chairman reported that he had called on Committee Chairmen some weeks ago for questions to be included in the survey on behalf of their Committees, covering the areas for which each of the Committees had responsibility. No questions had yet been received, therefore he had circulated the request to all Council Members, with a reply back date of 31 August. He urged all Committees to contribute.

Action: All Committees

32.2 Enhancement of the BPA website

A competition to re-design the front end of the BPA website had been launched on page 17 of *Skydive the Mag* for August 2007.

In progress

32.3 BPA skydiving calendar 2008

Lesley Gale was working on the BPA Skydiving Calendar for 2008, for issue free-of-charge with the December 2007 issue of *Skydive the Mag*.

In progress

32.4 Trial promotional DVD

This project was being undertaken by Paul Ledden.

In progress

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

Consideration of this item was deferred until the next meeting because Lesley Gale and David Ibbotson were not present today.

Action: Next meeting

33/07 Council nomination form

A paper was tabled. The Council, at its meeting on 12 June, had referred to the Communications Committee for consideration an e-mail from BPA Member Andy Scott. The e-mail had suggested that a new section should be included in the nomination form for Council 2008 in which the candidate would be asked to set out his or her specific goals for the year.

After considerable discussion, no proposal was forthcoming to make any variation to the information requested of candidates. The Committee was, however, grateful to Andy Scott for his suggestion, which had sparked the discussion. The reasons for not asking candidates to set out specific goals included the following.

- One of the qualities necessary in Council Members was to be able to respond effectively to issues, problems and opportunities that regularly arose within the sport. As in any sport, these often came about with little warning and were sometimes impossible to predict in advance. Therefore, setting out goals might be taken to suggest that there was somehow a 'clean sheet' whereas one of the key roles of a Council Member was to be able to contribute to the issues of the day - issues that sometimes may not be of their, or even the BPA's or the sport's own choice or own making.
- The new Council took office each January, mid-way through the July to June Action Plan year. Therefore, the new Council's first task in moving things forward was to progress and achieve the Action Plan targets (ie, goals) agreed by the previous Council. New goals were discussed and negotiated for inclusion in the following year's Action Plan, which kicked off on 1 July - half way through the new Council's term. The target date for achievement of these goals was often not until mid-way through the following year.
- Goals and achievements went together. If Council nominees were obliged formally to set out goals, it would almost invite these to be compared with their achievements after a period of office. For the reasons set out above - the need to react to the actual and sometimes unpredictable situation in the real world, the prospective input to Action Plans yet the retrospective implementation of the same - it might be invidious to require goals to be formally set out by each nominee. Further, no Council Member had, on their own account alone, the power to make his or her goals come true: there had to be the resources available and, just as importantly, that Council Member had to negotiate acceptance of his or her goals through the other 14 Council Members, some of whom might have different priorities.

The view was also expressed, although not shared by everyone around the table, that inviting candidates to set out goals might advantage those who were currently serving on the Council, or who had served before. This might be because such individuals may have more detailed knowledge of how the Council functions and the policies it has evolved, and therefore be in a better position to set out goals that were more likely to be achieved. Everyone around the table agreed that it was important for all nominees to have a fair and equal chance in putting themselves forward to the Membership for election, and any change to the information requested of nominees that might make - or merely even be perceived by some to make - this less likely, was not a good move.

No further action

34/07 Blank BPA posters for Clubs & Centres

Weed Stoodley had reported to the Council, at its meeting on Tuesday 12 June, on a 'meet a Member of Council' session she had held at BPS Langar. One of the suggestions that Members at Langar had made to her was that the BPA might provide copies of a blank BPA poster for Clubs & Centres to complete to promote competitions, roadshows, and other events. The Council had referred this idea to the Communications Committee for consideration (Council minute 45).

Tony Butler was pleased to report that he had been able to arrange for a number of different blank posters to be printed free of charge to the BPA. He hoped that they would be available in time for the next meeting.

In progress

35/07 Dates of next meetings

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

The meeting closed at 1750.