

CIA Public & Media Relations (PMR) Sub-Committee (SC)
Agenda Ver 1.0
2022 PMR SC Meeting on Thursday, 3rd March 2022 @ 1300 UTC
For CIA Plenary on 18-19 March 2022

PMR Chair: Ms. Debbie Spaeth (USA) [Email CIA-media@fai.org]

1) Roll Call:

CIA PMR Members

Ms. Ruth Wilson (AUS)

Ms. Marina Kalousdian (BRA)

Mr. Jonathan Perron-Clow (CAN)

Mr. David Strasmann (GER)

Ms. Katsura Endo (JPN)

Ms. Kim Wooge-Magee (USA)

Ms. Ilona Gizatullina (RUS)/PMR Reporter

Ms. Sanne Haarhuis (NED) – CIA Secretary

Ms. Lindsey Muir (UK) Chair EDS

2) Apologies for Absence

3) Review of 2021 stories published on FAI-CIA Web Site (App. 1 Summary of 2021 Stories)

For PMR Approval @ meeting: Motion to be submitted to Plenary:

The CIA Plenary commends the PMR SC for their work to bring (27) ballooning stories to the CIA Web site during 2021. It is noted that in 2014-2015, CIA stories on the web page were 4 each year. During 2021, Ballooning stories on the CIA web page included interviews and extended graphics, enhancing the Social Media footprint of the CIA.

4) Ballooning Stories anticipated for FAI-CIA web page during 2022

NOTE: Delegates are reminded to share balloon event, national/world balloon record stories, etc in your countries. PMR is happy to assist with the English translation.

Following stories were submitted at previous PMR meeting. Additional stories/ ideas??

Author/Coordinator: Story/Event

Ruth- Australian Nationals in Northam, end of April/early May. Also site of the 2023 Women's Worlds.

Ruth- St Gallen, Switzerland for the 2022 Gordon Bennett Race. Doing media.

Jonathan – 2021 Canadian Championship in St Jean Sur Richelieu. New Events in established locations.

Marina – South American Stories on Brazil & Argentina, Active ballooning countries. And find other new ballooning related stories in other/new countries.

Katsura - Inter-College Balloon competition for University Students scheduled. 10 university Teams could be participating. Officials and competitors are all University Students.

Ilona – One day/24-hour winter race in Nizhny Novgorod.

David – Blaser Cup revival of event with World Grand Prix type structure, similar to HONDA World Grand Prix (1998-2006). Event in proof-of-concept stage. Watch for more details.

Zolton – Central European Cup Sept 9-13. International Air Show & sanction for Cat 2 event.

Sanne will coordinate series of Long Jump Stories.

Working with Organizer for stories on World HAB Championship in Slovenia in Sept 2022.

Balloon Youth Camps – Stories from Organizers (Requirement of CIA BYC Scholarships)

World & Continental Ballooning Records.

5) Balloon Youth Camps (BYC)

Background:

At the 2021 CIA ePlenary meeting, the delegates approved reinstatement of the CIA funding of the Balloon Youth Camp (BYC) scholarships for 2022.

The CIA budget for BYC scholarships is a total of CHF4000 with the funds to be distributed as follows:

- 1) Maximum one (1) BYC scholarship per country per year.*
- 2) 2022 CIA Budget of CHF4000 to be shared across approved BYC applicants with a maximum payment of CHF1000 per country.*

DEADLINE FOR 2022 APPLICATION SUBMISSION: Monday, 20th December 2021.

Note: All applications received inside the deadline.

- a) Review applications received for 2022 CIA BYC Scholarships. (Appendix 2-6)

(App.2) Czech Republic – Jan Suchy, Delegate; BYC in Velka Jesenice, 27July – 03 August 2022

(App.3) France – Benoit Pelard, Delegate; BYC in Greisheim-Pres-Molsheim, 23-30 July 2022

(App.4) Germany – Uwe Schneider, Delegate; BYC in Baden-Wurttemberg, 29 Oct – 2 Nov 2022

(App. 5) Poland – Andrezej Olszewski, Delegate; BYC in Wojska Polskiego, 8-13 August 2022

(App.6) USA-Andrew Baird, Delegates; BYC in 3 locations: Vienna, Georgia, 21-26 June 2022

Albuquerque, New Mexico 9-14 July 2022

And Vernal, Utah 26-28 August 2022

PMR held a preliminary review of the BYC applicants. Discussion about different aspects of the camps. Range of ages for students 8 years to 27 years. Younger ages to develop early interest in and experience Ballooning. Older ages to encourage starting/completing pilot training. Countries with access to Government funding (Europe) versus privately funded (USA). Importance of supporting all camps to encourage the 'next generation' of balloonists around the world.

For PMR Approval @ meeting: Motion to be submitted to Plenary:

Motion by CIA PMR SC for approval of 800 CHF per camp (4000 CHF total) for CIA Scholarship Funds to the following 2022 Balloon Youth Camps, subject to the CIA PMR Scholarship rules and documentation prior to payment of funds. For BYC in the following five countries.

- 1) Czech Republic 2) France 3)Germany 4)Poland 5)USA*

6) CIA Hot Air Championship Event Website & Social Media Guide (New Document)

- a) Thanks to Ruth Wilson (AUS) for her work on the 1st draft document.
- b) Report by Jonathan Perron-Clow (CAN) who volunteered to lead the next phase of work on this document during 2022.

7) CIA Documents Web Page to be updated (Report by PMR Chair)

Work is beginning on an update to the topics, document placement and new documents needed for the FAI-CIA Documents Web Page. <https://www.fai.org/cia-documents>

PMR Chair will work to coordinate/colaborate with the CIA Secretary and vairous SC Chairs on updates and additions needed for applicable areas. This will include:

- Organizers Help area with on-line Sanction Applications, etc. [EDS]
- Checklists & updated documents for:
 - o Jury Board
 - o Safety officer
 - o PMR

IMPORTANT NOTE: This is NOT an update to the FAI-CIA web page. This is strictly an update/re-organization of documents available on the CIA Documents page.

8) Any other Business

9) For CIA Plenary Approval: PMR Subcommittee members 2022/2023

Chair: Debbie Spaeth (USA)

Members:

Ms. Ruth Wilson (AUS)

Ms. Marina Kalousdian (BRA)

Mr. Jonathan Perron-Clow (CAN)

Mr. David Strasmann (GER)

Ms. Katsura Endo (JPN)

Ms. Kim Wooge-Magee (USA)

Ms. Iлона Gizatullina/PMR Reporter

Ms. Lindsay Muri, Chair, EDS SC

Ms. Sanne Haarhuis (NED) – CIA Secretary

Appendices:

App1. Summary of 2021 PMR Stories Published UPDATE

App2. BYC Application from Czech Republic – Jan Suchy, Delegate

App3. BYC Application from France – Benoit Pelard, Delegate

App4. BYC Application from Germany – Uwe Schneider, Delegate

App5. BYC Application from Poland – Andrezej Olszewski, Delegate

App6. BYC Application from USA-Andrew Baird, Delegate

END