

British Parachute Association

5 Wharf Way
Glen Parva
Leicester
LE2 9TF

Tel: 0116 278 5271
Fax: 0116 247 7662
e-mail: skydive@bpa.org.uk
www.bpa.org.uk



Communications Committee

Minutes of the meeting held on

Tuesday 21 October 2003 at 1400

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

Present:	Eddie Jones	-	Committee Chairman
	Chris Allen	-	Chairman of Council
	Paul Applegate		
	Calvin Blacker		
	Kieran Brady		
	Ralph Fielding		
	David Hickling		
In attendance:	Tony Butler	-	Technical Officer
	Lesley Gale	-	Editor, <i>Skydive</i> Magazine
	John Hitchen	-	NCSO
	Martin Shuttleworth	-	Secretary-General
	Sue Waterfield		Administration Secretary
Apologies for absence:	Billy Gollan		

Item Minute

27/03 Minutes

Kieran Brady proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 19 August 2003 should be approved as a correct record.

Approved

28/03 Renewal of annual contract for Editorial Services

The Chairman reported that the current annual contract (copy circulated with the agenda) with Lesley Gale for the provision of Editorial Services to the BPA was due to finish this month. It was now time to consider renewal. The Chairman said he had discussed with Lesley Gale one change, to item 6, on termination. It currently read 'The period of notice for termination [of the contract] shall be the print date of the next but one issue of the Magazine due for distribution to the membership.' This would be revised to read 'The period of notice for termination [of the contract] shall be the print date of the next issue of the Magazine due for distribution to the membership.' The Chairman emphasised that this wording reflected a worst-case scenario, and that in practice a longer period of notice would be given if at all possible, to help effect a smooth transition to any new arrangements.

Lesley Gale said she was content to go forward with a new annual contract from October 2003 to October 2004 on this basis. The Committee agreed that the contract should be prepared for signature by the BPA and Lesley Gale.

Action: BPA Office

29/03 Report on Skydive Magazine

29.1 October 2003 issue

Lesley Gale's editorial report had been circulated with the agenda. Some planned items had had to be held over until the December 2003 issue because of lack of space. *VMax*, women's FS 4-way World Champions, featured on the cover, a full report on the WPC Mondial 2003 was inside, and the issue was packed with UK events. The Chairman thanked Lesley Gale for producing such an excellent issue, with superb photographs, all in so little time after the world meet.

There followed an extensive discussion about achievements to be recorded in the *Club News* section. Space was always limited, and Lesley Gale believed that including hours in freefall duplicated jump numbers: therefore, to include both wasted valuable space. Chris Allen said that freefall time was always a badge to get, and he believed its inclusion made people want to contribute. Others around the table said that newer jumpers were grateful to see their achievements recorded in their Magazine. Paul Applegate believed there was a case for giving preference to smaller jump numbers and leaving out big jump numbers. Discussion then moved to the idea of recording only those jump numbers that were recognised by the issue of BPA stickers and certificates, viz 50, 100, 200, 500, 1500 etc plus freefall time. It was noted that the USPA recorded members' achievements not in news sections for their Clubs, but consolidated on a special 'achievement page' comprising an alphabetical list covering the whole membership.

Kieran Brady then proposed, and Ralph Fielding seconded, a motion that the Magazine should print whatever list of achievements the Club Rep sent in, within reason.

David Hickling made a counter proposal that a decision should not be rushed today, but the issue should be reflected upon and decided at the next meeting. Paul Applegate seconded this. The Committee agreed that the most appropriate way forward would be to find out in time for the next meeting which achievements Club Reps wished to be included in the *Club News* section.

Action: Next meeting

Whilst the above matter was in abeyance, Lesley Gale agreed that, for the December issue, the protocol of recording members' achievements in the *Club News* section would revert to the status quo as per the August 2003 issue.

Chris Allen noted that an advertising reference had been included in Colin Bridges' editorial for *Club News* in the October 2003 issue. Lesley Gale apologised for this slip of the pen.

Kieran Brady referred to the photograph for Strathallan in *Club News* for October 2003, which he said was not a Strathallan photograph although they had supplied one. Lesley Gale said that she would check and report back. Kieran Brady also asked that Strathallan's telephone number on the Affiliated Clubs & Centres page should be corrected by the addition of a missing digit.

Action: Lesley Gale

The Chairman called attention to an article on page 16 of the October 2003 issue about the Sky Venture wind tunnel. He had received representations about this from DZ operators and urged caution as repeated references to the wind tunnel over successive issues could be perceived as advertising. Lesley Gale replied that about three quarters of the items in *JM's Newsround* in the Magazine paralleled advertising, but the text was stripped of its promotional angle and reduced to informational content, as befitted a news feature. Chris Allen said the key issue was that Sky Venture appeared to be using the BPA Magazine as a vehicle to appeal for funds for the wind tunnel from the BPA Membership.

29.2 December 2003 issue

The Committee noted a summary of the principal features planned for the December 2003 issue. It included some items held over from October because of space constraints. One planned article listed was entitled 'Stay out of the corner', by Alastair Macartney. This was to build on the STC canopy handling working group's poster with the same title. David Hickling believed that the poster had been a waste of money because the vast majority of jumpers did not know what was meant by 'the corner'. Lesley Gale said the article would help to explain it.

29.3 Budget

Lesley Gale tabled the proposed Magazine budget for the current financial year, 2003/4, together with the performance against budget to date, which showed performance to be broadly on target. The Chairman said he was happy with the budget because it contained no overall cost increases from last year - advertising revenue was up and the cost of printing and postage was down. Calvin Blacker then proposed, and Kieran Brady seconded, a motion that the Magazine budget 2003/4 should be approved.

Carried unanimously

Kieran Brady noted that the budget was set out in such a way that it gave figures per Magazine in some cases, and per year [1 year = 6 issues] in others. Lesley Gale reminded the Committee that she had set out the budget in this presentational format specifically at the Committee's request. She agreed to discuss with Kieran Brady outside the meeting whether any further variations to the format might be helpful to make the information even clearer to non-financial specialists.

Action: Kieran Brady and Lesley Gale

30/03 Magazine website update

30.1 Secure online Magazine subscription facility

Lesley Gale reported that this new facility should be online within the next two weeks. The cost of achieving this Action Plan target would be about 5% to 10% under budget.

30.2 In-house update of Magazine website

Lesley Gale said that with so many events to report, there had been no space for educational articles in the October 2003 issue of the Magazine. This had meant that there had been no material to work with on the in-house update of the Magazine website. It would therefore be carried out for the December Magazine. It was likely to cost less than budgeted.

30.3 Electronic Drop Zone focus

Lesley Gale had now obtained a more detailed quotation from the web design company Centrepages. They had quoted £20 per page, total £1,500, to prepare the web pages for an up-to-date electronic version of the *DZ Focus* feature that had been running over the last few years in the Magazine. Ralph Fielding proposed, and Calvin Blacker seconded, a motion that Centrepages' quotation should be accepted.

Carried unanimously

Lesley Gale said she would ask Centrepages to mock up a pilot page of one or two of the most recent *DZ Focus* pages as web pages, and would bring them to the next meeting for the committee to consider the layout and content, etc, before proceeding further.

31/03 BPA Calendar 2004

Lesley Gale laid out a series of draft proof pages of the calendar and discussed the selection of photographs with the Committee. She thanked the committee for its valuable input and said that the production schedule would be tight. Lesley Gale confirmed that she would forward final proofs to the Chairman for approval (on behalf of the Committee) before the calendar went to press.

Action: Lesley Gale

On the advice of Paul Applegate, the Committee agreed on balance not to try to include competition dates 2004 in the calendar, because it might delay and already tight production schedule and because the dates might be subject to variation after printing. The downside of this was it might look as if there were no BPA events during the year, or that the BPA had not been able to arrange them in time to go in its own calendar.

Lesley Gale invited the Chairman of Council and the Communications Chairman to submit a foreword or introduction for use in the calendar.

Action: Chairman of Council / Communications Chairman

The calendar would be issued to members as an insert to the December 2003 issue of *Skydive Magazine*. An additional 10 copies of the calendar would be sent to BPA Affiliated Clubs & Centres. Additional copies would be available at the AGM on Saturday 24 January 2004.

32/03 Date of next meeting

Tuesday 2 December 2003 at 1400 at the BPA Office, Glen Parva, Leicester.

The meeting closed at 1540.