

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on  
**Tuesday 19 October 2004 at 1430**  
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

<b>Present:</b>	Eddie Jones Paul Applegate Kieran Brady Tony Goodman David Hickling Elizabeth Stoodley	Committee Chairman
<b>In attendance:</b>	Tony Butler Lesley Gale John Hitchen Martin Shuttleworth	Technical Officer Editor, <i>Skydive</i> Magazine NCSO Secretary-General
<b>Apology for absence:</b>	Calvin Blacker	

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### Item Minute

#### 34/04 Minutes

Paul Applegate proposed, and Tony Goodman seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 24 August 2004 should be approved as a correct record.

**Approved**

#### 35/04 Matters arising

##### 35.1 Sponsorship of the calendar (minute 26.4)

Tony Goodman reported that there was no news yet.

##### 35.2 Magazine budget 2004/5 (minute 27.4)

Lesley Gale had tabled the draft budget at the last meeting. The Chairman asked whether the projected increase of £5K in income was a confident prediction, and Lesley Gale said that it was. The Chairman reminded the Committee that the budget contained provision for a 5% increase in editorial costs, there having been no increase last year. Kieran Brady said that there were changes planned to the budgeting arrangements for the BPA as a whole, and that the desire for the Magazine budget to stand alone would become a requirement.

Tony Goodman then proposed, and David Hickling seconded, a motion that the Magazine budget for 2004/5 should be approved.

**Carried unanimously**

##### 35.3 Starter Magazine Reprint Call (minute 28)

Lesley Gale reported that the reprinted Starter Magazine had been even more popular than forecast, with 47 boxes of 80 magazines having already been despatched to 26 different addresses. The Committee therefore agreed to bring forward the date of its planned review of the Starter Magazine from the middle of next year to February 2005, to ensure that supplies did not run low before future arrangements had been considered.

**Action: February 2005 meeting**

#### **35.4 Publication of minutes (minute 31)**

The Chairman confirmed that a question about this would be included in the membership survey questionnaire 2005.

#### **35.5 DZ map in the Mag (minute 32)**

Lesley Gale confirmed that this would be updated.

### **36/04 Report on Skydive Magazine**

#### **36.1 Editorial report**

Lesley Gale tabled her Editorial Report that covered the October 2004 issue and planned content for the December 2004 issue.

The Committee was pleased with the October issue, in particular its comprehensive coverage of the FS Nationals and the British photograph on the cover.

#### **36.2 Magazine financial outturn for the year ended 30 June 2004**

Lesley Gale tabled an updated outturn showing a surplus over budget of £9,463 with £3,500 of outstanding sales invoices paid in the current financial year, 2004/5.

### **37/04 Communications Action Plan targets for 2004/5**

#### **37.1 Publish a BPA skydiving calendar 2005**

Lesley Gale reported good news on the calendar's finances. Advertisements would use the space occupied by the smaller photographs in last year's calendar. In the new calendar, there would be space for an advertisement on each month's calendar page. Warners, the advertising sales agency, had sold a substantial amount of advertising - 7 or 8 months at £500 each. Warners' commission was 30%, so the income to the BPA, depending on how many months were finally sold, was likely to be £3.5-£4K. It was certain to be at least £2.5K.

The Committee then spent some time in selecting photographs for the calendar from a shortlist of 28 photographs from those that had been sent in, which Lesley Gale had chosen as having the best quality of resolution and composition, and the strongest visual impact. The Committee sought to select photographs with as strong a British pedigree as possible. It looked favourably on photographs with all three, or usually at least two out of three, of the elements that comprised a British photograph: (i) British jumpers, (ii) a British photographer, and (iii) a British Drop Zone. The Committee also kept in mind the need to choose a selection of photographs that, between them, gave a balance of skydiving disciplines.

The Committee selected 14 photographs as a guide. The Chairman said that Lesley Gale was free to substitute any of the photographs if better shots came in, having regard to the overall balance of the calendar. The Committee agreed that competitions dates for 2005 should be included in the calendar if they were available in time, and that the print date of the December Magazine could be held back by two or three days if this might help.

#### **37.2 Conduct a membership survey by questionnaire**

The Chairman would compile the questionnaire from suggested questions that had been submitted. Chris Allen had circulated a copy of a questionnaire reprinted from the USPA Magazine, called 'Your canopy risk quotient'. The Chairman said he would consider whether parts of this might be adapted into questions for the membership survey. He thought, however, that it might be worth considering publishing the questionnaire (subject of course to obtaining permission from USPA) in its entirety as an article in the Magazine, and he asked Lesley Gale to consider the document as a possible Magazine article.

**Action: Lesley Gale**

### **38/04 Classified advertisements**

Some classified advertisers in the Mag had also chosen for their advertisements to appear on the classifieds page of the BPA website. The latter had led to some advertisers receiving a considerable number of junk spam e-mails. The classifieds page on the BPA website had now been re-designed so that advertisers' e-mail addresses were no longer shown. Prospective buyers could now contact the sellers through a new e-mail form linked to the classifieds page. This was expected to help to reduce the problem of spam e-mails.

**39/04 Date of next meeting**

Tuesday 7 December 2004 at 1430 at the BPA Office, Leicester:

The meeting closed at 1540.