

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 11 April 2006 at 1450
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Paul Applegate Kieran Brady Paul Moore John Page Elizabeth Stoodley	Committee Chairman
In attendance:	Liz Astill Adrian Bond Tony Butler John Hitchen Lesley Gale John Page Andy Scott Martin Shuttleworth Elizabeth Stoodley	Administration Secretary Technical Officer NCSO Editor, <i>Skydive Magazine</i> from item 11 Secretary-General from item 11
Apology for absence:	Tony Goodman	

Item Minute

09/06 Minutes

Paul Applegate proposed, and Kieran Brady seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 11 April 2006 should be approved as a correct record.

Approved

10/06 Matters arising

10.1 Use of the BPA logo (minute 2.1)

The Committee agreed to recommend to the Council the following updated terms and conditions to govern use of the BPA logo:

The BPA logo may be used on advertisements or promotional material that promotes sport parachuting in a positive manner and has no financial return for the vendor or promoter. Only BPA Affiliated Clubs & Centres and BPA Registered Display Teams may use the BPA logo on advertising or promotional material that promotes any sport parachuting activity from which the vendor or promoter may gain financially. The above terms and conditions may be varied only by the written authority of the BPA.

Action: Recommend to the Council

10.2 Magazine advertising rates (minute 2.2)

Adrian Bond reported that he had attended a meeting at Warners Advertising Agency with Lesley Gale and Cheryl Allen, Warners' Advertising manager for the title. Advertising income had dipped because some advertisers had reined back on advertising. This was due to general

economic conditions, as a number of advertisers had cut their marketing budgets, and there were some who were no longer trading. Also, the exchange rate for US advertisers had not been particularly favourable. Hence this was not good timing for a rate increase as the market was experiencing a slight depression and the Magazine would not wish to lose advertising sales by trying to implement a rate increase. Lesley Gale said that advertising income was down by about £2,500 in the April 2006 issue compared with April 2005. However, the budgeted income for advertising for the full year was still almost on target, with a shortfall of only £380 per issue compared with the budget. Compared with the year previously, advertising revenue was in fact £140 per issue higher than this time last year.

Kieran Brady said he had not noticed any change in the amount of advertising in the Magazine. Lesley Gale said that the April 2006 issue had been 8 pages shorter than the February 2006 issue. This is because there had been less advertising to support it. The absolute minimum ratio of 60:40 of editorial pages to advertising to remained. The smaller number of pages cost less to print and thus cancelled out the drop in advertising income.

Adrian Bond said that more analysis of advertising sales would be made over a period of time to seek to identify trends. Lesley Gale said that the number of advertisers and hence revenue per magazine was affected by the season. Adrian Bond said that he had also discussed with Warners the potential of non-core advertising (that is, advertising other than for parachute-related equipment and services). Warners had agreed to investigate this option but had cautioned that the print run of the Magazine at 5K or 6K was too small to attract much of that market, for which such advertisers typically required a print run of 30-40K or above. They also cautioned this type of advertising had a long lead time, typically 6-12 months after the initial approach.

At the meeting with Warners, they had said the earliest time to instigate a change in the advertising rates would be the June/August 2006 issue, as there were may forward bookings made up to this date so they would review the effect of this from August/October magazines onwards. It would be a question of introducing small changes gradually over a period of time as series (multiple issue) bookings ran out and it was time for the advertiser to book a new series (of 3 or 6 magazines).

Kieran Brady said the discussion had been useful for the future, when the Committee may need to start driving income. Lesley Gale said that now that Sports Council grants had been cut she would slant her budgets in future years to return around 5%+ of Magazine turnover to the BPA whilst providing quality content. (Previously the Magazine budget was more or less a break-even returning around 2% to the BPA.)

Adrian Bond asked whether additional income could be generated by putting the Magazine into a retail environment. Lesley Gale reported that she had already investigated this possibility, and unfortunately it was not practicable because print runs of 100K or more were necessary, and then had to be supplied on a sale or return basis – after paying a fee to WH Smith Wholesale of around £30K, just to get the title into retail magazine outlets. *Skydive Magazine* was a completely different animal from retailed magazines. It had a quality niche market, with a solid subscriber base. This enabled it to have predictable income and predictable costs. The best way to grow the Magazine would be to grow the subscription base, particularly in the USA and Europe, and to grow advertising.

The Committee suggested that a 'subscribe to Skydive Magazine' button should be added to the BPA website.

Action: BPA Office

Adrian Bond said that a subscription form for the main Magazine could be added to the Starter Magazine. Lesley Gale said that had always been the case since the first Starter Mag in 2000. In response to a question from Paul Applegate, Lesley Gale said the BPA database included data on the 500 or so former subscribers to Skydive Magazine who, for one reason or other, had lapsed over the years.

Adrian Bond said he would continue with his analysis of magazine advertising income and its relationship to the scale of charges for advertising. He would do this on receipt of more data from Cheryl Allen of Warners, and he would report back to the Committee.

Action: Adrian Bond

11/06 Editorial Report

Lesley Gale tabled her report on the April and June 2006 issues of *Skydive Magazine*. Paul Applegate said that he had had feedback from some Members who believed there should have been more space devoted to the report on the AGM in the April issue. Lesley Gale said that coverage of the AGM was normally between 4 and 6 pages. This year it had been 4 pages. The length depended on the number and quality of the photographs available; this year's had been a little disappointing. The Chairman said it was difficult to see what else could have been included about the AGM that was not covered.

There followed a discussion about the *Club News* section of the Magazine for Clubs & Centres and for non-Affiliated Clubs such as the Pumpkins and POPS.

The Chairman said that in summary, the April 2006 issue had been well received. It had contained some excellent photographs. He raised an issue about an advertisement that included costs for flights with a holiday, which had not quoted an Air Travel Organisers' Licensing (ATOL) number as advertisements that included flights were required to do. Lesley Gale thanked the Chairman for calling this to her attention and said she would arrange to liaise with the advertisers and Warners.

Action: Lesley Gale

The Chairman asked that the disclaimer about advertisements for training outside the UK should be made bigger in future issues of the Magazine.

Action: Lesley Gale

12/06 Starter Magazine

Lesley Gale reported that all was on target for the reprint of the Starter Magazine, with the agreed updates, which she outlined. The Committee deleted some references to non-UK Drop Zones from the text of a new article, made some comments on the article on canopy piloting, and selected a new cover photograph from a shortlist of two. Lesley Gale reported that Drop Zone Operators had not raised any points with her about the new or updated material.

Lesley Gale said that two more pages in the Starter Magazine had become available because there had been fewer advertisements. She therefore tabled a proof of a proposed new article on wind tunnels that had been written by Andy Scott to fill these two pages. Kieran Brady said that the Committee needed time to consider the draft properly. Lesley Gale said she had already slightly delayed publication of the Starter Magazine to facilitate comments after the Committee meeting. She suggested one week for approval and asked for Committee members to have all feedback to her by Tuesday 18 April.

Action: All Committee Members

The Chairman asked about the wisdom of advertisers quoting prices for the goods or services they advertised in the Starter Magazine, bearing in mind the extended shelf life of the title. Lesley Gale said this was a good point but it was too late to make variations at this stage and that traditionally previous issues of the Starter Magazine had included prices. However, the committee could discuss this point for the next print run after this.

Lesley Gale said she planned to go to press with the Starter magazine 10 days after this meeting.

Action: Committee and Lesley Gale

13/06 Communications Action Plan: 1 July 2005 to 30 June 2006

13.1 Start to publish pdf files on the Magazine Website **Achieved**

13.2 Run a competition in the Magazine to further improve reader interaction

At the request of Lesley Gale, the Committee agreed to carry forward the completion date for this target from June 2006 to December 2006. This would allow continuing negotiation with a possible sponsor over the possible supply of a camera as a competition prize.

Target completion date extended to December 2006

13.3 Publish a BPA skydiving calendar 2006, subject to consultation **Achieved**

13.4 Update the *Freedom of the Skies* brochure to attract new BPA members **Achieved**

13.5 Update the BPA Starter Magazine for first-time jumpers

See minute 12.

On target

14/06 Communications Action Plan: 1 July 2006 to 30 June 2007

14.1 Distribution of minutes

The Chairman said that the Committee had already decided, as a Communications Action Plan target for 2006/7, to phase out the distribution of printed minutes with *Skydive Magazine*. However, he did not want this to happen without due notice. It was essential that the minutes remained accessible to Members – this was, among other things, part of the BPA's obligation to the CAA over matters of safety in the sport. To this end, he asked Lesley Gale to include standing copy in the Magazine stating where the minutes could be found on the BPA website www.bpa.org.uk also stating how Members could obtain a hard copy should they so require, either from their Drop Zone or on request from the BPA Office. The same message should appear at the head of the printed minutes themselves, which the Committee decided should continue to be printed as an insert to the next two issues of the Magazine, in June and August 2006. Lesley Gale said she would liaise with the Chairman and the BPA Office over the wording to be used to announce this change.

Action: Lesley Gale

14.2 Magazine website improvement study

This would be carried out in the Action Plan year beginning on 1 July 2006. The target date for completing the study was February 2007.

Action: Lesley Gale

14.3 Advertising leaflet

Lesley Gale said that she would be ready to start on this once her editorial work on the reprint of the Starter Magazine (minute 12) had been completed.

Action: Lesley Gale

14.4 Promotional poster

The target date for completion of this Action Plan target was December 2006. Work would start in the new Action Plan year from 1 July 2006.

Action: Lesley Gale

14.5 BPA Calendar 2007

The 2007 BPA skydiving calendar would be produced for insertion to the December 2006 issue of *Skydive Magazine*. The calendar would be free-of-charge to Members.

Action: Lesley Gale

15/06 Proposal from Airkix

Andy Scott referred to a proposal from Simon Ward of the Airkix wind tunnel that he had circulated in advance. The Chairman said that the proposal first needed to be considered by the Development Committee.

Refer to the Development Committee

16/06 Clubs & Centres page

After discussion, Kieran Brady proposed, and Paul Applegate seconded, a motion that Skydive Weston's request to be listed in the Magazine as a civilian centre, should be agreed.

Carried unanimously

The Chairman said he would report back to Steve Scott of Skydive Weston.

Action: Chairman

This led to the question of whether or not there was still any point in the Magazine's listing of Affiliated Centres continuing to classify them as civilian or military. After further discussion, Kieran Brady proposed, and Paul Applegate seconded, a motion that Lesley Gale should consult with all Clubs & Centres about whether or not it was necessary to maintain the distinction between civilian and military centres in the magazine's listing of Affiliated Clubs & Centres.

Carried unanimously

To do this, Lesley Gale would circulate to all Clubs & Centres for feedback, a draft updated page without the civilian or military classification. The Chairman said, however, that even if the Clubs & Centres had no objection to this, it should *not* be introduced in the next Magazine in June 2006, but brought back to the table for full consideration in the light of the redesigned draft page.

Action: Lesley Gale

17/06 Dates of next meeting

Tuesdays at 1430 at the BPA Office: 13 June, 15 August, 10 October and 5 December 2006

The meeting closed at 1610.