



FÉDÉRATION AÉRONAUTIQUE INTERNATIONALE  
BALLOONING COMMISSION (CIA) COMMISSION D'AEROSTATION  
CIA Plenary - Hasle-Rüegsau, Switzerland

**CIA Public & Media Relations (PMR) Sub-Committee (SC)**  
**Agenda**

**Meeting on Wednesday 15th March 2023 from 16:15-18:00**  
**In Burgdorf, Switzerland**

**2022 CIA PMR Members**

- Ms. Debbie Spaeth (USA) – Chair PMR
- Ms. Ruth Wilson (AUS)
- Ms. Marina Kalousdian (BRA)
- Mr. Jonathan Perron-Clow (CAN)
- Mr. David Strasmann (GER)
- Ms. Katsura Endo (JPN)
- Ms. Kim Magee (USA)
- Ms. Sanne Haarhuis (NED) – CIA Secretary (Permanent Member of PMR)
- Ms. Lindsay Muir (UK) – Chair EDS (Permanent Member of PMR)

**1) Meeting Attendees/Apologies:**

**2) Review of 2022 stories published on FAI-CIA Web Site –**

Twenty-Six stories were published during 2022. This included World & National Championships, Coupe Aéronautique Gordon Bennett, Record-setting flights, Montgolfier Awards, Hall of Fame Inductees, Balloon Youth Camps, Balloon Live Update, WRL/World Ranking List Update, CIA Meeting in Rome and Ballooning in Georgia.

Stories can be found at: <https://fai.org/page/cia-news>

**3) Ballooning Stories anticipated for FAI-CIA web page during 2023**

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

**a) For 2023 -Story Ideas, events & activities:**

- 6th FAI Junior World Hot Air Balloon Championship, Grudziądz, POLAND, 21 Aug-26 Aug 2023
- 5th FAI Women's World Hot Air Balloon Championship, Northam, AUSTRALIA, 02 Sep-09 Sep 2023
- Other story ideas & Suggestions?

4) **New FAI Media Document published -**

- a) FAI published the new "FAI Media and Social Media Policy" on the website:  
[https://www.fai.org/sites/default/files/fai\\_media-social-media-policy\\_jan2023.pdf](https://www.fai.org/sites/default/files/fai_media-social-media-policy_jan2023.pdf)

***All SC members, delegates and event organizers are encouraged to review this update.***

As explained in the introduction page of this document:

1 **INTRODUCTION**

- *Media and social media create excellent opportunities to promote air sports and FAI, but their use also generates responsibilities and risks.*
- *The purpose of this social media and media policy is to provide guidelines and rules for the responsible use of social media channels and websites, and other tools and services on the internet, when such use is linked with FAI.*
- *It supplements other FAI policies and standards, including the FAI Code of Ethics. (www.fai.org/documents > Other documents).*
- FAI bodies, for example Commissions, must communicate these guidelines to all FAI participants and third parties linked to them.

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b) **Discussion of Social Media for CIA Events** – Need for Coordination between FAI, CIA and Event Organizers.

c) **Discussion of adding "Ballooning Legends" website–**

- What Info should be included?
- Collection point for photos of Balloon Champions for Gas, Hot Air, Women's & Junior Champions?
- Where to host? FAI-CIA page? WatchMeFly with WRL?
- Funding needs?

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 as follows.

The CIA annual budget for BYC scholarships is a total of 4000CHF with the funds to be distributed as follows:

- 1) Maximum one (1) BYC scholarship per country per year.
- 2) Annual CIA Budget of 4000CHF to be shared across approved BYC applicants with a maximum payment of 1000CHF per country.

*Note: All applications for 2023 camps were received inside the deadline of 20<sup>th</sup> December 2022.*

a) Review BYC Applications received for 2023 CIA BYC Scholarships.

(PMR Appendix 1) Czech Republic-Jan Suchy, Delegate, Velka Jesenice, 29 July -5August 2023

(PMR Appendix 2) France – Benoit Pelard, Delegate; BYC in Art Sur Meurthe, 4-11 Nov. 2023.

(PMR Appendix 3) Germany – Uwe Schneider, Delegate; BYC in Baden-Wurttemberg, 29 July-5 Aug 2023

(PMR Appendix 4) USA-Andrew Baird, Delegates; BYC in 5 locations:

Vienna, Georgia, 20-25 June 2023;

Albuquerque, New Mexico 8-13 July 2023; Reno, Nevada 16-21 July 2023;

Vernal, Utah 24-25 August 2023 and Boise Idaho 2nd Sept 2023

*b)Draft MOTION for Plenary Approval of CIA Scholarships*

2023 CIA PMR SC Agenda for mtg @ Plenary

c) 2022 Balloon Youth Camp Reports by Delegates (limited to 2 minutes each).

- USA
- France
- Poland
- Germany

Note: 2022 camp scheduled in Czech Republic was cancelled due to lack of participants.

All camps are required to submit a written report prior to payment of the CIA BYC Scholarship. 2022 Camp Reports attached.

(PMR Appendix 5) 2022 Poland Camp Report

(PMR Appendix 6) 2022 France Camp Report

(PMR Appendix 7) 2022 Germany Camp Report

(PMR Appendix 8) 2022 USA Camp Report

6) Preservation of History – Pics of CIA World Champions

- Collate a list of Champions to begin process.
- Collect photos of all Ballooning Champions and add to appropriate FAI-CIA site. Include: Gordon Bennett Winners; World Champions for Hot Air, Gas, Women's & Juniors.

7) **Explore idea for a video on FAI-CIA Ballooning** that can be shared to help grow ballooning.

- Who would be the audience? Balloon Youth Camps? Balloon Event Sponsors? Audience determines type of video
- WHAT do we want for content? Competition, BY Camps, Record Flights, CIA Work by SC, Officials at events, Feature World Champions
- Who to make the video? Budget needed?

8) Any other business:

9) **For CIA Plenary Approval: PMR Subcommittee members 2023**

Chair:

Members:

END