

Communications and PR Committee Report For 2007

Communications and Public Relations strategies and activities are crucial to assist the development of our sport. During 2006 we have maintained the President's Newsletters and publications in the magazine *Segelfliegen*. It is believed that the editors of *Segelfliegen* are exploring some opportunities to extend the coverage of the magazine and/ or articles from the magazine.

A Grand Prix Newsletter has also been published periodically this year with information about the Grand Prix races.

Sporadic coverage of gliding events has been achieved in the media during the year. These initiatives do not come from the IGC however, but through the efforts of individuals and at national level. They are critical to news and information reaching the public and every effort should be made at national and local levels to engage with the media to get stories into newspapers, on TV and into magazines.

We are working with the FAI to assist create the chance to have of media presentations coordinated through the FAI for the benefit of all air sports.

The IGC website is constantly updated now. We are keen to find people with journalistic skills who would be prepared to research and write articles to be posted on the website. If any Delegates know of such people, please tell the Bureau.

The Air Sport Commissions are talking to the FAI about having dedicated webmaster in the FAI Office to look after all the commission websites. This initiative would also assist IGC with the management of the Ranking List.

We are completing a listing of Delegates, key contact people, national magazines and national gliding federations to give us the ability to contact everyone in the gliding community easily. We will be asking for your assistance in completing this database at the plenum meeting.

A proposal to allow technical and discussion papers to be published on the IGC website has been put forward. This will be discussed at the plenum meeting in Lausanne.

The last action I have to report on is our intention to create a "national news" segment on the *IGC-news* newsgroup. We hope that individual countries and delegates will provide news and information about gliding in their communities. This will help share ideas about what works and what doesn't; how to attract members; the things that each country is trying. We believe that there is a lot of information and knowledge out there that is not presently being shared.

Bob Henderson
President, IGC