

LAUSANNE 2024

# PUBLIC & MEDIA RELATIONS

2024 Plenary Report



# 20. PUBLIC & MEDIA RELATIONS

**Chair: Debbie Spaeth**

**2024 Committee focus:**

- Balloon Youth Camps**
- Social Media**
- Legends of Ballooning**

**Approval of minutes:**

Motion #1:

**MOTION TO APPROVE THE MINUTES OF THE 2024 PMR SUBCOMMITTEE  
MEETING HELD ON 14 MARCH 2024.**

# LEGENDS OF BALLOONING

## Prominent web page collection:

- World Champions – Gas, Hot Air, Women's, Juniors
- Award including Montgolfier Diplomas
- Record Holders
- FAI Ballooning Hall of Fame

## Information sources:

- CIA Documents page
- Champions Page from Erwin Pellegroni
- World Ranking List (WRL) on [WatchMeFly.net](https://www.watchmefly.net)

## 2024 Plans:

- Folders created inside PMR Cloud Storage
- Continue collecting information on Legends
- Begin work to decide WHERE to put the LEGENDS.

# YOUTH CAMPS 2023

## 2-minute Presentations:

- Czech Republic - delegate: Jan Suchy
- Germany - delegate: Uwe Schneider
- USA - delegate: Andy Baird



# YOUTH CAMPS 2024

**Applications received within the time period / deadline:**

- **France**
- **Germany**
- **Poland**
- **USA**

## Motion #2:

**MOTION BY CIA PMR SC FOR APPROVAL OF 1000 CHF PER COUNTRY (OR CAMP WHEN SERVING MORE COUNTRIES) (4000CHF TOTAL CIA EXPENDITURE) FOR CIA SCHOLARSHIP FUNDS.**

**TO THE FOLLOWING 2024 BALLOON YOUTH CAMPS, SUBJECT TO THE CIA PMR SCHOLARSHIP RULES AND DOCUMENTATION PRIOR TO PAYMENT OF FUNDS.**

**FOR BYC IN THE FOLLOWING FOUR COUNTRIES:**

- **FRANCE**
- **GERMANY**
- **POLAND**
- **USA**

# SOCIAL MEDIA PRESENCE

## Where are we?

- CIA News (FAI website)
- YouTube
- Facebook

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FB Followers & counting...

## Junior WHABC video report: Episode 4



# MEDIA PROJECT: WORLDS onAIR

## Worlds onAIR:

- Commented live streams from competition flights
- Balloon expert: Kimberley Magee
- Collaboration with local professional video company

## Objective:

To create engaging live and non-live content for FAI Ballooning's social media platforms during the 25th FAI WHABC in Szeged, Hungary.

The aim is to contribute to the brand awareness of FAI Ballooning and to highlight its contribution to the sport.

## About Kim Magee

- Balloon competitor
- Record holder
- Instructor

## Budget:

- CHF1500: expert's travel expenses
- CHF2200-3000: video production

**TOTAL: CHF3700-4500**

# TV PROJECT: WORLDS onAIR

## Option A - 2 200 EUR

- 10–20-minute live stream from 1 flight
- Min. of 2 camera angles
- Short daily recap (1-2 minutes) with subtitles, lower thirds (TV headers), and drone shots in the recap videos

## Option B – 3 000 EUR

- Option A
- Live stream from each flight
- Short-form content (10-20 seconds) for promotional use on various platforms (FAI Ballooning Facebook, YouTube, website, ...).
- 1-2 pre-event videos

Motion #3:

**REQUEST PLENARY TO APPROVE UP TO CHF4500 FOR CIA PMR WORK FOR EVENT AND FLIGHT VIDEOS AND EXPERT AT 2024 WORLD HABC IN SGEGED, HUNGARY.**

## Motion #4:

### MOTION TO APPROVE 2024-2025 PMR SC MEMBERS:

MARINA KALOUSDIAN (BRA)  
JONATHAN PERRON-CLOW (CAN)  
JAN SUCHY (CZE)  
BENOIT PELARD (FRANCE)  
DAVID STRASMANN (CHE)  
HIROMI FURUKAWA (JPN)  
KATSURA ENDO (JPN) YES  
ERWIN PELLEGRON (NED)  
BRANKO AMBROŽIĆ (SLO)  
KIM MAGEE (USA)

### PERMANENT MEMBERS:

CIA SECRETARY - SANNE HAARHUIS (NED) & CHAIR EDS - LINDSAY MUIR (UK)

Motion #5:

**MOTION TO APPROVE 2024-2025 CHAIRPERSON:  
DEBBIE SPAETH (USA)**

**THANK YOU**