



International Radio Sailing Association



www.rudiosailing.org

IRSA General Assembly 9th to 15th April 2012

Publicity's Officers Report

Posted on the DNM forum 4/4/2012

We have had a very good year with publicity maintaining close contacts with the DNM's, IOMICA and radio sailing in general. The high point was in February when ISAF confirmed IRSA's position as an Affiliated Member and their representative for world radio sailing. We should continue to develop IRSA by advertising who we are, what we are doing and where we are going. The many forms of media now available offer great potential for promoting IRSA especially if their operation can be purchased or mastered.

- Attended meeting with ISAF in February 2012 with Mike Clifton and David Coode.
- Released documents on Achievements, ISAF discussion documents, Notes and Précis of meeting.
- Introduced proposals to up date web site:- (Rolling who, what and where we are going.)
- Liaise with Richard Rowan on web site revisions regarding changes, press releases and costs for future development.
- Published 4 press releases in 2011/2012 to DNM's, IOMICA, magazines and the MYA Acquaint.
- Proposal to establish contacts with prospective members and class associations, action taken over by the Regional Officers.
- Introduced IRSA Logo.
- Introduced designs for flag, banner, tear drop and competitor's bibs for championships to advertise IRSA.
- Proposed that budgets be created for future publicity expenditure and other PC activities.
- Proposed that PC create an "IRSA Trophy" for radio sailing thus establishing our position in the sport.

Tight sheets and full sails to you all.

Robert Hobbs. Publicity Officer

Footnote - the text of this document was extracted in its entirety from the DNM forum (Post # 758) on 7th December 2014 and republished on the main IRSA web site. The IRSA EC apologises for not having carried out this action prior to now.