

Publicity Officer Report for 2016

Activity and Achievements

Projects

This year we had three upcoming greater projects that we worked on.

- General Assembly Preparation
- World Championship Support
- International Event Calendar

General Assembly Preparation

For the first time we had to prepare everything for a General Assembly. We added a new register for the publication of all relevant documents and reports on the Website. It can be found under About – About IRSA – General Assembly. There we added a register for the GA 2014 and in the same way for the GA 2016. Also added a news category and posted some articles during the ongoing meeting.

The forum needed some modifications to work for the GA. Together with the secretary we prepared accounts for all our DNMs and gave the different rights read/write for the several sub forums as needed.

World Championship Support

We prepared the websites for the world championships as subdomains of the radio sailing domain. Both websites were separated databases and content management systems. In preparation phase and during the world championship the websites have been managed by the IRSA publicity officer (not so good for my results – by the way). As a final step we will transfer this content to static content to host the results on the long term view.

Second I prepared several press releases before and during the world championship. More details at the end of this report.

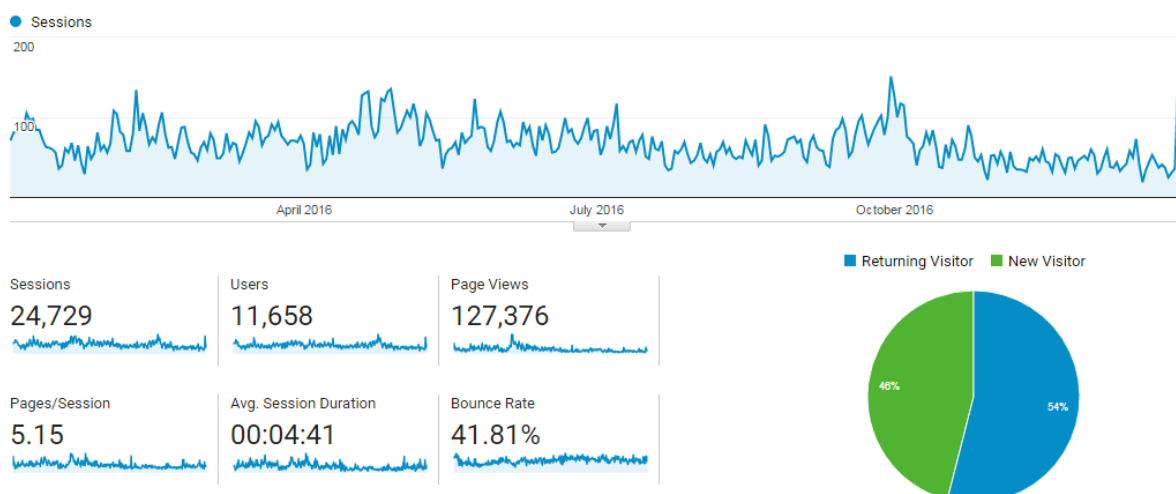
Finally, we will repeat this action for the 2018 worlds so we get a continuity in presenting our world championship events.

International Event Calendar

At the end of 2016 I started the implementation of an event management system on our website. Together with Matteo Longhi I developed the idea of this event calendar which should be prepared for adding events by our members in the future. We decided to use a professional module addition to our content management system "JEvents" which guaranties for good support in the future and is modular to add functionality when needed. For the first year 2017 Matteo collected all the events and we set up the calendar with this event list. Hopefully we can motivate our members to do this job in the future together with us.

Website

The website has reached a good reputation and positioning on SEO. The visitor's frequency is also very good and we had visitors from around the globe. Also interesting we had around the same number of visitor's in 2015 but now they read one more page per session and we had more returning visitors.



News: 35 News (52–2016, 24–2015, 10–2014)

This year we doubled the number of news on our homepage. Thanks to all the Committee chairmen giving us the Information necessary to produce so much articles.

Nr	Date	Cat	Title
1	07. Jan	EC	IRSA Summary of Activities to December 2015
2	11. Jan	EC	New Member North Korea Sailing Association
3	26. Jan	TC	Review Of Upgraded International Class Rules for 2016
4	01. Feb	TC	Upgraded A Class rules: "How will I need to change my boat?"
5	02. Feb	TC	Upgraded 10R Class rules: "How will I need to change my boat?"
6	03. Feb	TC	Upgraded M Class rules: "How will I need to change my boat?"
7	20. Feb	RC	Race Management Policies for International Events (DNM

			Consultation Paper)
8	24. Feb	GA	GA 2016 Executive Committee Nominee Listing
9	09. Mar	GA	Proposal to amend motion 1 GA 2016 from IRSA EC
10	15. Mar	GA	Patrice Montero withdraws from Treasurer nomination
11	16. Mar	GA	Proposal To Amend Motion 1 GA, 2016 from IRSA EC
12	19. Mar	GA	GA 2016 Agenda
13	24. Mar	GA	GA 2016 Officer Reports and other Documents completed
14	04. Apr	TC	Upgraded A, 10R, M Class Rules 2016
15	05. Apr	TC	Release notes for class rules for 2016 – Marblehead, Ten Rater & A Class
16	11. Apr	TC	2016 Class Rules Release Notes for Official Measurers and Certification Authorities
17	11. Apr	TC	IRSA 2016 Class Rules Measurement Forms and Certificates
18	10. May	GA	GA 2016 Closed
19	28. May	EC	2016-S-1E Publish the minutes after voting
20	01. Jun	TC	Technical Information for International Classes
21	01. Jun	EC	Calling for nominations to IRSA Committees
22	04. Jun	EC	2016-S-1A Guidelines on Committee Decorum
23	05. Jun	EC	2016-S-1B Conduct of committee meetings
24	05. Jun	EC	2016-S-1C Conduct of committee elections
25	06. Jun	EC	New Member Russian Yachting Federation
26	08. Jun	EC	2016-S-1D Forum access for officers and members
27	08. Jun	EC	2016-S-1F Adopt disciplinary procedures
28	09. Jun	EC	2016-S-2 Office holder licence
29	22. Jun	EC	New Member Sailing Federation of Ukraine
30	30. Jun	IRSA	Notice to IRSA Members
31	15. Jul	EC	2016-R-4A: IRSA levies for M and 10R Worlds
32	16. Jul	EC	Sending a representative to the 2016 Worlds
33	16. Jul	EC	Co-opting Bob Wells into the position of RO Americas
34	17. Jul	EC	Election of Chairmen of the ICCs
35	20. Jul	TC	Marblehead certificate update
36	21. Jul	IRSA	How can I participate in the development of class rules or racing rules or other IRSA Issues?
37	10. Aug	TC	Marblehead certificate update

38	05. Sep	RC	IRSA Race Management Policies
39	05. Sep	TC	Release notes for Appendix E - Identification on Sails - for 2017
40	07. Sep	IRSA	How Can I Volunteer To Help In The IRSA?
41	12. Sep	RC	Addendum Q update
42	14. Sep	RC	IRSA NOR and SI Guide
43	14. Sep	RC	IRSA Discretionary Penalties Guidelines for Radio Sailing
44	20. Sep	IRSA	IRSA World Championships 2016 Italy
45	23. Sep	EC	Resignation of Racing Committee Chairman. Calling for replacement nominations
46	29. Sep	IRSA	2016 IRSA World Championship Italy, Halftime
47	01. Oct	IRSA	2016 IRSA Marblehead World Championship Italy, Brad Gibson GBR gets the hat trick
48	04. Oct	IRSA	2016 IRSA Ten Rater World Championship Italy, Brad Gibson GBR takes the Title from Graham Bantock GBR.
49	14. Oct	TC	Certificates Updates
50	23. Oct	EC	Terry Rensch O&P Chairman tenders his resignation
51	15. Dec	MICC	Marblehead and 10R International Class Associations
52	28. Dec	IRSA	2018 World Championship Marblehead / Ten Rater awarded to Germany

Facebook

We continued to share news around radio sailing on our social media channels. A special hype was the M and 10R worlds in 2016.

IRSA (2015)

Follower: 562 (337)

Posts: 21 (13)

People's reached: 353 (948)

Posts	Reach	Clicks/Actions	Published
The IRSA site now has a central event calendar for National and International Event	148	10	Jan 16, 2017 at 12:25pm Henning Faas
2018 World Championship Marblehead / TenRater awarded to Germany	100	3	Dec 28, 2016 at 11:48am Henning Faas
2016 IRSA Ten Rater World Championship Italy, Brad Gibson GBR takes the Title fr	100	5	Oct 9, 2016 at 3:02pm Henning Faas
2016 IRSA Marblehead World Championship Italy, Brad Gibson GBR gets the hat tri	122	9	Oct 9, 2016 at 11:49am Henning Faas

Country	Your Fans	City	Your Fans	Language	Your Fans
Australia	71	Istanbul, Istanbul Provi...	6	English (US)	89
France	32	Perth, WA, Australia	6	English (UK)	51
Italy	31	São Paulo, SP, Brazil	6	French (France)	33
United Kingdom	30	Brisbane, QLD, Australia	5	Italian	32
Brazil	18	Gold Coast, QLD, Aust...	4	German	16
Spain	15	Sydney, NSW, Australia	4	Portuguese (Brazil)	16
United States of America	13	Porto Alegre, RS, Brazil	3	Spanish	15
Turkey	12	Madrid, Comunidad de ...	3	Turkish	13
Germany	11	Izmir, Izmir Province, T...	3	Spanish (Spain)	7

10R

Follower: 309 (281)

Posts: 44 (12)

People's reached: 744 (334)

M

Follower: 452 (311)

Posts: 53 (27)

People's reached: 2600 (1100)



A

Follower: 249 (145)

Posts: 12 (11)

People's reached: 429 (91)

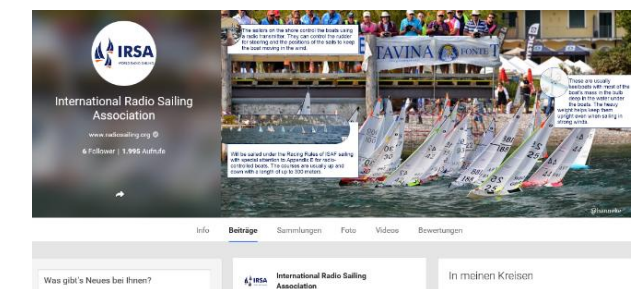


IOM

Follower: 710 (481)

Posts: 8 (36)

People's reached: 738 (512)



Twitter

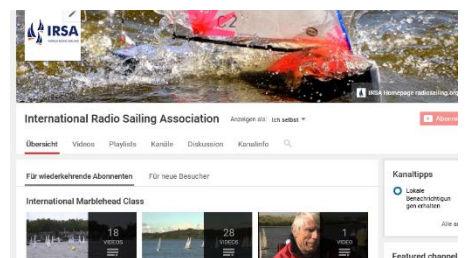
Follower: 74 (38)

Tweets: 5 (8)

Google+

Follower: 16

Pageviews: 1855



YouTube

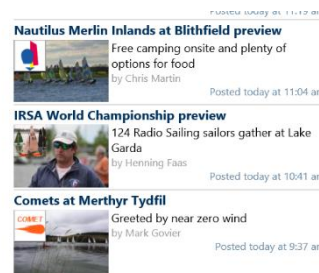
Pageviews: 4.367

Top-10-Playlists Alle Inhalte

Playlist	Wiedergabezeit (in Minuten) ↓	Aufrufe
2015 IOM Worlds Foster City USA	6.327 (81%)	3.758 (86%)
2014 Marblehead Worlds Gouda NED	1.160 (15%)	598 (14%)
2014 IOM EC Campione del Garda	194 (2,5%)	52 (1,2%)
2012 Marblehead GBR Nationals	104 (1,3%)	73 (1,7%)

Press Releases

In preparation for the world championship 2016 we renewed the media contact list with now ca. 20 press contacts and added for the worlds all webmaster contacts of our members. We than prepared one press release ahead of the event one during the event and 2 final press releases. All press releases have been translated to German and Italian language.



Nr	Date	Title
1	20.09.2016	IRSA World Championships 2016 Italy (preparation)
2	28.09.2016	2016 IRSA World Championship Italy, Halftime
3	01.10.2016	2016 IRSA Marblehead World Championship Italy, Brad Gibson GBR gets the hat trick.
4	04.10.2016	2016 IRSA Ten Rater World Championship Italy, Brad Gibson GBR takes the Title from Graham Bantock GBR.
5	14.10.2016	Special Report for the AMYA 10Rater Magazine.

Items for the Future

- Establish separate websites for Classes with shared content from IRSA + Additions
- Improvements of events calendar
- Development of a concept for world ranking lists

Henning Faas

IRSA Publicity Officer