

<i>SUBJECT:</i>	Media Working Group Annual Report for the ISC Plenary 2026	<i>AGENDA #</i>	7
<i>AUTHOR:</i>	Natascha Enoch-Larsen, Chair, Media Working Group		
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# ISC MEDIA WORKING GROUP ANNUAL REPORT

JANUARY - NOVEMBER 2025

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A new Media working group was assembled.

- The Media working group (MWG) considered whether there were other agencies who could be engaged to replace The Edge.
- In March 2025, The MWG sought to proceed with formalizing the arrangement with the Edge, as an alternative agency was not found.
- The MWG was not made aware that any RFP (Request for proposal) form needed to be completed when you want to have a contract with an outside agency, nor that edits were needed to the form until early May, 2025. Lack of instruction and clear parameters from the FAI caused delays in the submission process. Months of communication between MWG members, the FAI, and bureau members occurred, culminating in a final submission on Oct. 9. At the time of writing the report, the contract remains unsigned.

Members of the MWG were at these competitions in other roles and provided Social Media updates directly from the competitions, a new feature on our profile in 2025.

- Indoor FS Championships – Emily
- Indoor AE Championships – Tash
- WS World Cup - Tash
- FS & AE World Cup - Tash
- S&A European Championships - nobody was present, but Tash prepared SM coverage
- S&A World Cup - the Jury President provided daily updates which Tash posted on SM, and another volunteer posted on the mini-site
- SP World Cup - The Jury President provided daily updates which she posted on the Mini Site and Tash added to social media.

Unfortunately volunteer availability meant that no coverage was possible from the Parachute Ski or Canopy Piloting FCEs in the year.

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## Challenges:

In March the MWG became aware the mini sites permissions were not granted. Ultimately, Elizabet (former MWG chair) was regranted editing privilege and was able to update the sites when time permitted. The current chair of the MWG still does not have the access permissions on her account to make updates to the minisites.

Permissions to reshare posts on Facebook was not granted.

- This hinders the exposure of the sport of skydiving.
- Engagement was limited

In April an issue arose with the Instagram account. In preparation for the coverage of the Indoor FS Championships, the chair of the media working group logged into the Instagram account, and was prompted with a password change request from the app. The FAI reached out to the user, and the situation was clarified and the password reset to a password of the FAI's choosing. However, this resulted in revoked access to the ISC's Social Media Accounts, except for limited access via Meta Business Suite. Meta Business Suite is a social media advertising tool for management of advertising spend, with social media access limited to posting of original content. Despite the communication of the issues with all parties involved, the MWG still remains without full access to social media platforms.

The issue with Instagram meant that a request to tag a team competing was delayed by some days, a lost opportunity. Similarly, it prevented collaborations with high-profile influencers. (Examples: Regan Tetlow, 6900+ followers FB, and Omar Alhegelan, 2200+ followers FB)

To date, the same challenges were revisited monthly during the MWG meetings and solutions were proposed, but no resolutions occurred at the ISC/FAI level.

Restrictions of permissions remains one of the largest challenges for posting and engaging audiences with a variety of content and information.

## Successes:

While we have been waiting for a signed contract, we have done a huge amount of work in the background creating original posts and tried to cover all competitions - there have been 9, and we have covered 7 of them.

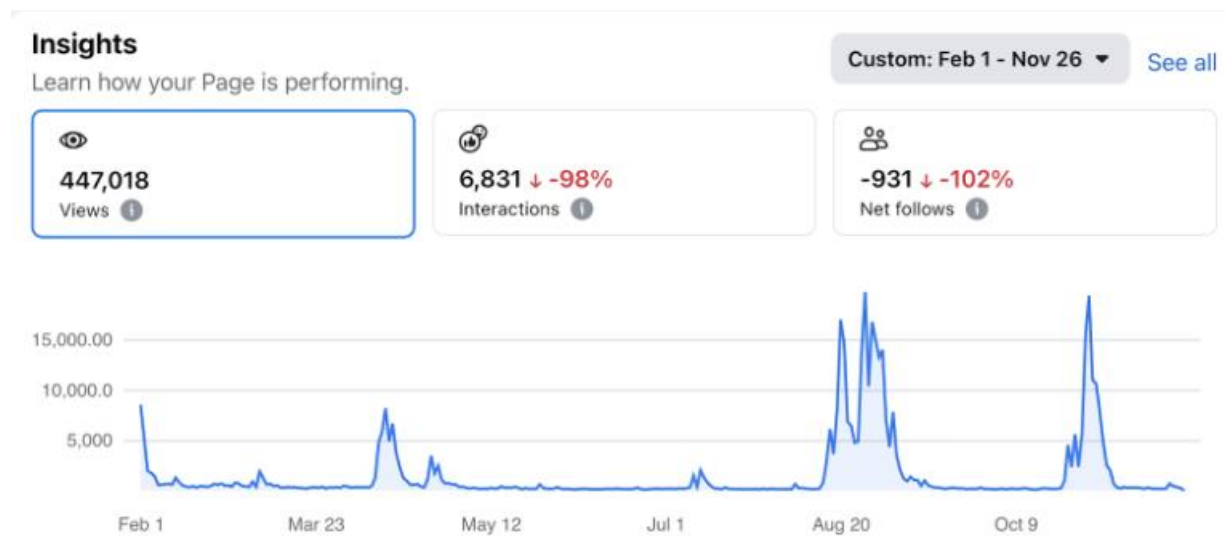
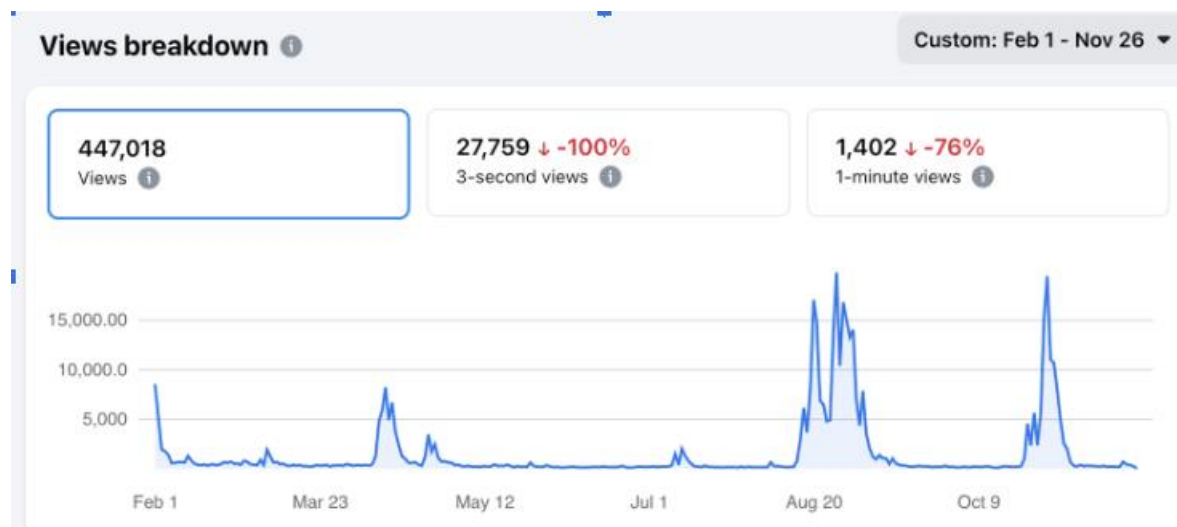
Tash has put in an enormous amount of work to ensure media coverage at the Indoor AE Championships, WS World Cup, FS & AE World Cup, S&A European Championships, S&A World Cup, and SP World Cup, all while handling several other tasks at the same time.

Emily has likewise been able to provide media coverage at the Indoor FS Championships.

76<sup>th</sup> FAI/ISC PLENARY MEETING, 24-25 JANUARY 2026, RIYADH, SAUDI ARABIA

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## Social Media Performance



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## **ADDITION OF MWG 'TERMS OF REFERENCE' TO THE INTERNAL REGULATIONS**

**We wish to reinstate the “Terms of Reference” for the Media Working Group in the Internal Regulations.**

The Terms of Reference were removed from the IR's in 2021. At that time, the MWG which was in place believed that all of the working groups would be under the same Terms of Reference — so therefore removed it. But, as that never happened we should have the terms of reference reinstated again.

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**New text in Blue**

**Explanations in Green**

## **TERMS OF REFERENCE FOR THE ISC MEDIA & PROMOTION WORKING GROUP**

### **1 PRINCIPLES**

#### **1.1 ESTABLISHMENT**

These Terms of Reference are authorised by the Internal Regulations of the ISC, which are in turn authorised by the Statutes of FAI (the body of fundamental laws and principles that prescribe the nature, objectives, functions and limits of FAI).

### **2 RESPONSIBILITY**

The ISC Media and Promotion Working Group is a permanent Working Group established by the ISC. It reports directly to the Bureau and Plenary Meeting of the ISC and is responsible only to the Plenary Meeting.

### **3 MANDATE**

The scope of the work of the ISC Media and Promotion Working Group shall be in on the short and long term strategies for the promotion of ~~sport parachuting~~ skydiving and indoor skydiving as an international entity;

Housekeeping

- (1) Advise the ISC on media strategies. ~~to have sport parachuting and indoor skydiving included as an event in the Olympic Games.~~ Housekeeping
- (2) Provide a forum for the exchange of information and discussion of media matters as they relate to furthering the aims of the ISC.
- ~~(3) Liaise with the ISC Development Working Group, to the mutual benefit of both working groups, in order to develop ways and means to promote parachuting and indoor skydiving as a valuable product sought after by global media and entrepreneurial event promoters.~~

Housekeeping. No longer relevant as there is no ISC Development Working Group.

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~~(4)~~(3) Increase ~~local, regional, national and international~~ media exposure of ISC events and activities.

Housekeeping

(4) Promote skydiving, indoor skydiving, and ISC through Social Media.

Adding the role and responsibilities already held by the ISC Media and Promotion Working Group.

## 4 ORGANISATION

### 4.1 COMPOSITION

#### 4.1.1 Members

The composition of the ISC Media and Promotion Working Group will be in accordance with section 7 of the ISC Internal Regulations.

#### 4.1.2 Chair

The Working Group Chair is appointed for a two-year period by the ISC Plenary ~~in accordance with~~ according to subsection 7.3 of the ISC Internal Regulations.

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The Chair may call on outside specialists to give advice to the Working Group. The Chair may also allocate specific tasks to groups and/or individuals. ~~on a project basis~~.

Housekeeping

#### 4.1.3 Secretary

The Working Group, should it so desire, may appoint a Secretary.

Media Liaison Officer

The Media Liaison Officer is to be directly involved with the media activity for ISC events at ~~a WAG, the World Games, Mondials, WPCs~~ and other First Category Events. ~~and shall report to the Plenary Meeting on an annual basis~~.

Housekeeping. Editing scope of the Media Liaison Officer, without the need for a separate report to the Plenary as the results will be incorporated into the overall annual MWG report and presentation.

## 5 AREAS OF WORK

The areas of work within which the ISC Media and Promotion Working Group shall engage itself, comprise the following subjects, worldwide:

(1) Future promotion of all aspects of ~~sport parachuting~~ skydiving and indoor skydiving;

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## (2) Development of a media contact network for the ISC:

- ~~a) Development of a recording media library for use in promoting ISC activities.~~
- ~~b) Development of a photographic library for use in promoting ISC activities.~~
- ~~c) Development of a hard copy final results bulletin library for use in promoting ISC activities.~~

Housekeeping. Removing bullet points that are already the responsibility of the FAI.

~~(d)~~ (3) Coordinate with FAI HQ the activities required ~~to for~~ promotion, exchange of information, and discussion of media matters. ~~develop the library of ISC Athlete Profiles.~~

Housekeeping. Removing reference to athlete profiles.

~~(3)~~(4) Via the efforts of the Media Liaison Officer (or MLO designee).

- a) Serve as the ISC's official media representative to interface with Organisers at events with ISC athletes. ~~to provide the following for news media representatives: News media releases, video news releases, digital video images and still images of ISC athletes performing in freefall and/or under canopy.~~

Editing the role of the MLO or designee within scope.

- b) Collaborate directly with each FAI/ISC/Organiser approved production company on site. ~~and be the key link between the ISC Image Handling team and the TV production companies. The MLO will be responsible for coordinating the production companies' access to digital video images of the competition performances by ISC athletes in freefall and/or under canopy.~~
- ~~c) Be responsible for ensuring that the ISC video images for the news media and for the TV production companies are provided in a timely and mutually beneficial manner.~~
- ~~d) Develop and maintain the ISC Official Results Website to promulgate all FCE official results, supporting video, images and computerised visual flight information of all FCEs, timeously and accurately.~~

Editing the role of the MLO or designee within scope.

Notwithstanding the fact that the ISC authority is limited to ~~sport parachuting~~ skydiving and indoor skydiving, the ISC Media and Promotion Working Group shall also monitor the development of and utilise available information from other international sporting bodies.

Housekeeping

## 6 MEETINGS

The ISC Media and Promotion Working Group will hold meetings as necessary, but is required to meet at least ~~twice~~ ~~once~~ immediately prior to the Plenary Meeting. ~~The first meeting will be an Open Meeting and the second meeting will be a Closed~~

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~~Meeting.~~ Any work or communication needed during the intervening year may be handled by ~~letter, fax or~~ electronic means.

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## 7 REPORTS

Each year, the Chair of the ISC Media and Promotion Working Group ~~and the ISC Media Liaison Officer~~ shall present to the ISC Plenary Meeting, a written Annual Report giving details of the Working Group's work during the previous year (~~if both positions are held by the same individual, only one report is required~~). ~~These~~ reports must contain all proposals and recommendations requiring Plenary Meeting approval. The report must be submitted to the ISC Recording Secretary in accordance with paragraph 3.7.1, so that it can be distributed with the Agenda and Notice of Meeting that is sent out in accordance with 3.7.2.

Housekeeping

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### Committee members 2025:

Amanda Owens

Emily Bombardi

Natasha Higman

Natascha Enoch-Larsen (Chair)

Omar Alhegelan

Vera Asquith

### Committee members 2026:

Amanda Owens

Emily Bombardi

Natasha Higman

Natascha Enoch-Larsen (Chair)

Omar Alhegelan

**Numbers of meetings: 11**