



## **How to receive up to \$300 for your public relations coverage with the AMA Club Recognition and Reward Program**

Involve your AMA chartered club in support of an activity that is beneficial to a local charity or community activity...receive positive recognition in the form of television coverage, radio coverage, or print coverage; and receive additional recognition and a financial reward from AMA.

It is important, in today's model aviation environment, that model clubs become a viable part of their communities in a manner to which the general public can relate. Support your favorite local charity or community project and enhance relationships that might someday pay a return in the form of keeping a flying site or establishing a new site.

AMA recognizes the importance of such club activity, supports that concept, and feels strongly that any clubs that take part in such endeavors need to be rewarded and recognized for their efforts.

The program is simple. If your club has received positive newspaper/magazine, radio coverage, or television coverage showcasing its involvement in community events, AMA wants to know about it. For your efforts, AMA will recognize your club in *Model Aviation* magazine and reward your club's treasury.

### **How to qualify for the Club Recognition and Reward Program.**

1. Your club hosts a fun-fly, and all proceeds generated during the event are donated to the local Ronald McDonald House. If your activity and donation are highlighted by a local newspaper/magazine, radio station, television station, or Web Site, your club qualifies for the AMA Club Recognition and Reward Program.
2. Your club may decide to donate a certain number of man-hours to a park for the purpose of picking up trash along the access road every month. If your club is recognized in a positive manner by the media for its ongoing efforts, you would qualify for the AMA Club Recognition and Reward Program.
3. When promoting your event, it is imperative that you use the newly approved Academy of Model Aeronautics logo featuring "AMA," the wings, "Academy of Model Aeronautics," and the tagline: "Bringing Modelers Together." The approved logo is included with this document.

**NOTE: This program is not intended for a club that hosts a fun-fly and has that particular event written up in the local newspaper. It is intended for clubs that donate their time, funds, and efforts to their local communities in an effort to "make a difference."**

### **How cash awards are determined.**

This is how the program works. If your club has been involved in activities such as the ones mentioned in the preceding, you will be rewarded on the basis of the type of media exposure you received. Positive newspaper/magazine coverage of your event will garner a reward up to \$100. Positive radio and television coverage will garner up to \$200 and \$300 respectively. Keep in mind that if your club receives coverage in all three media types, you will be reimbursed for the largest of the three dollar amounts.

### **How to earn BONUS cash.**

A club can earn up to \$75 in bonus cash if the media coverage includes the following:

1. "Academy of Model Aeronautics." It must be spelled out or spoken entirely one time. The use of "AMA" does not qualify. This is a strategy to create and increase awareness of our complete name and reduce confusion with other organizations that use identical initials, such as the American Medical Association, American Motorcycle Association, etc.
2. Including the Academy of Model Aeronautics Web site: [www.modelaircraft.org](http://www.modelaircraft.org).
3. Including the Park Pilot Program Web site: [www.theparkpilot.org](http://www.theparkpilot.org).

### **How to apply for the Club Recognition and Reward Program.**

All your club has to do is complete the form found on our Web site and mail it along with verification of the publicity received, by either including the original newspaper/magazine or tape, CD, or DVD of the radio airing or television broadcast.

*Keep in mind that AMA only has a specific dollar amount budgeted for this program each year. It is based on a first-come, first-served basis, and no application will be held until the following year for reward.*

**If you have additional questions, contact Chris Brooks, Public Relations Manager, at (765) 287-1256, extension 276 or [chrisb@modelaircraft.org](mailto:chrisb@modelaircraft.org). Return the Club Recognition and Reward Program form to:**

Chris Brooks  
Public Relations Manager  
5161 E. Memorial Dr.  
Muncie IN 47302  
765-287-1256 Ext. 276  
[chrisb@modelaircraft.org](mailto:chrisb@modelaircraft.org)



## Club Recognition and Reward Program Application

Club Name \_\_\_\_\_ Charter Number \_\_\_\_\_

Club Officer Completing This Form \_\_\_\_\_ AMA Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Name of Event That Your Club Participates in \_\_\_\_\_

Event Date \_\_\_\_\_

### Please place a check in the boxes that apply to your club.

- Our club is a Leader Club.
- Our club has been chartered for five years or more.
- This event is held annually.

### Please note which type of coverage you received.

Newspaper name and date appeared \_\_\_\_\_

Magazine name and date appeared \_\_\_\_\_

Radio station name and date covered \_\_\_\_\_

TV station name and date of story \_\_\_\_\_

**\*When sending in your application, it is required that you include a copy of the article/magazine the coverage appeared in, a copy (CD or DVD) of the radio station airtime, or a CD or DVD clip of the TV station airtime, or the application WILL NOT be considered and will be sent back to the club.**