

## **What is Public Relations and How To Do It.**

Public relations is an on-going communications strategy designed to enhance the image of a business, organization, product, service or person in the minds of its various target audiences: community-at-large, business and civic leaders called “key influencers”, news media, potential members and vendors.

### **What is Publicity?**

1. Publicity is furthering your organization’s interest through target-media coverage of key messages and events.
2. Public relations and publicity are often used interchangeably. But publicity is actually one element of public relations.
3. Publicity is not free advertising. IT IS NEWS.
4. A good news or human interest story is what interests the media. You should always keep this in mind when developing your press releases and when planning other public relations activities.
5. Always keep in mind that public relations and publicity is a planned effort.

### **What is a Press Release and How to Write It.**

A press release is the public relations and media industry accepted method and format to deliver news that is concise and includes a complete description of an upcoming event; timely report of an event that has just occurred; notification of important personnel, organizational news; or other news or features that would be of interest to the public.

### **Press Release Objectives.**

1. To interest the media to run the press release contents as a news feature and/or event calendar listing.
2. To pique the editor’s, TV producer’s and reporter’s interest to do a larger feature story and/or promote your event.

## **How to Develop Your Media and Key Influencer Press Release Email List.**

Today, press releases are rarely ever mailed using the postal service. Editors, producers and reporters rely on email exclusively. Email allows you to embed the press release in the email or attach it. Also, you can provide a link to your club web site, attach video or photographs of RC flying to pique interest.

The following are categories to seek and compile your email list. The best source is the each media’s web site. Each editor, producer and reporter will have instructions on how and when to submit press releases. Also, become familiar with each person’s work and

who covers what type of stories and events. Read the newspapers and watch the news. In addition, ask fellow club members if they know any one from the media.

Be sure to get the accurate name and title of the contact person. No one likes to receive correspondence addressed impersonally or improperly. Keep in mind that your time is an investment that will earn your club free media coverage.

### **Who to Include on Your Press Release Email List.**

1. Editors of all newspapers in your area – major and community. Keep in mind that you can send emails to various editors and reporters within the same newspaper, i.e. feature, calendar, lifestyle, etc.
2. Editors of local magazines, local publications and business journals.
3. Producers and reporters at TV news and radio stations.
4. Key influencers in local government, town councils, businesses, organizations and clubs.
5. Youth organizations: boy and girl scouts, youth military organizations: Navy Sea Cadets, Young Marines, i.e., boy and girls clubs, etc. Many of these organizations can provide volunteer services to help your events.
6. Churches, schools, libraries, all types of social clubs including military.
7. Talk with club members, friends, relatives and acquaintances for names.

### **Key and Important Elements of a Press Release.**

The following guidelines should be followed when developing and sending out press releases. Press release samples are included at the end.

#### **Think of Your Press Release as a Story.**

1. **Always make sure your story answers these six questions: What, Where, When, Who, Why and How.**
2. It must have a well-defined purpose.
3. There must be one central subject.
4. Make the information truly newsworthy.
5. Write a headline that is concise and informative. If necessary, include a subhead with one additional key fact.
6. The first paragraph needs to be a brief factual summary. Keep paragraphs short – two to three sentences each.
7. Include benefits/unique features to public.
8. Include an appropriate quotation from club president or other key individuals.
9. If you are attaching photographs or video, identify those with a short explanation of the activity.

#### **The Press Release Style and Key Elements.**

The following points detail the specific style and key elements of a press release. **Refer to the press release Example A. AMA Launches New Park Pilot Program...**

1. Use your club letterhead for the first page and a plain page for the second and additional pages.

2. Location and dateline in the lead paragraph.
3. Contact name/phone/email address, web site in the heading.
4. Release date or “For Immediate Release” in headline.
5. Single spaced, ragged right, with ample margins for reporters to write notes.
6. Include **-more-** at bottom of each page if press release goes to multiple pages.
7. Use **-30-** or **###** on last page to indicate the end of the press release.
8. Always use what is called a “boilerplate” the end of your press release. A “boilerplate” is an industry term for the standard description of a company or organization. Your “boilerplate” is to include your club name, city, age of club, number of members, club web site address, and **ALWAYS** include the “boilerplate” for the Academy of Model Aeronautics which follows. The following AMA “boilerplate” can be copied and pasted to your press releases. **Refer to Example B. AMA “Boilerplate” to cut and paste.** Follow the AMA “boilerplate” example to create your club “boilerplate.”

### **AMA “Boilerplate” Example**

#### **About Academy of Model Aeronautics**

Founded in 1936, the non-profit Academy of Model Aeronautics is the world’s largest model aviation association, representing a membership of more than 150,000 for the purpose of promotion, development, education, advancement, and safeguarding of modeling activities.

Academy of Model Aeronautics is the voice of its membership, providing liaison with the Federal Aviation Administration, the Federal Communications Commission and other government agencies. Academy of Model Aeronautics also works with local governments, zoning boards, and parks departments to promote the interests of local chartered clubs.

Academy of Model Aeronautics seeks to introduce young men and women to the art and craft of aeromodeling. Through an active educational outreach program, Academy of Model Aeronautics supports teachers and community-based organizations who wish to infuse topics in math, science, and technology with aviation activities. In addition, each year Academy of Model Aeronautics presents Charles H. Grant Scholarships to exceptional students who are active in their community and in modeling.

Since 1970 the Academy of Model Aeronautics has awarded \$1 million dollars in scholarships to hundreds of students to study aerospace design and engineering and other aviation related fields.

For more information on Academy of Model Aeronautics visit [www.modelaircraft.org](http://www.modelaircraft.org)

### **Follow This Three Step Plan for Effective Public Relations And Receive Pre-Coverage, Day of Coverage and Post News Coverage.**

If you promoting an event, there is a three step PR plan with specific press releases that you need to write and send out to the media to receive effective coverage. The strategy of the three step PR plan is to help you get pre-coverage, same coverage and post coverage

of your event. Remember, not all media will be able to cover your event the same day, so this plan gives them three options. Plus, it increases your chances for coverage and to tell the complete story of your event.

**Step One: Event Announcement Press Release.**

This press release announces your event with all key six public relations questions answered including key details of the event. Send the press release out based on the receiving dates required by each media. Follow-up with phone calls to each media contact.

**Refer to Example C. AMA Expo Event Announcement Press Release.**

**Step Two: The “Media Advisory” Press Release.**

Email and fax a one page, quick read press release called a “Media Advisory” to the media newsroom the day before and the early morning of the first day of the event. Editors, producers and reporters are making decisions at that time about what stories/events to cover especially for the weekend. The Media Advisory follows a specific, quick read format that you can follow with this example.

**Refer to Example D. Media Advisory Press Release for the Tucson Aerobatic Shootout 2008.**

**Step Three: Post Event Press Release.**

Send out a post event press release recapping the event, interesting stories and happenings and results of competition and charity fund raising. The post event press release is the most missed public relations opportunity for organizations. Remember, results are news! Again, summarize the event following the six question/answer format and quantify the results. Include quotes from pilots, attendees, winners, members of the charity and photographs.

**Refer to Example E. Post Event Press Release for the Fly-For-Tots Fundraiser Fly-in Hosted by the Raleigh Durham RC Club.**

## **How to Receive Successful Coverage and Follow –Up With The Media.**

1. When sending an email to the media keep it brief and refer to the attached press release for details.
2. Media require press releases and event announcements at different times based on the type of media. It is always best to go to the media’s web site to find out actual deadlines for submitting your press releases. Here are some general guidelines.
3. Daily newspapers need press releases about two weeks prior to the event or announcement.
4. Calendar and events sections and weekly newspapers may require up to three weeks.

5. Newsletters may require four or more weeks.
6. Magazines require one to three months.
7. TV and radio stations require two weeks.

### **Successful Public Relations Requires Follow-Up Calls To The Media.**

Always place a follow-up call to the media contact about two days after you have emailed the press release. Ask them if they received the press release. Know the date you sent the press release and have it available to reference. This is your opportunity to briefly sell the media on why they should cover your event, story, announcement, etc.

If they cannot speak with you, ask if there is a better time to call. Most TV stations may not give you a decision about covering your event until the week of the event and even as close to a few days before. Keep in touch with your media contact.

### **Target Morning and Noon TV News Programs. They Are Ideal for RC Flying Stories.**

Morning and afternoon TV news/talk programs are excellent opportunities to get press coverage. Often these morning programs will do live remote broadcasts with multiple reports throughout the morning. Reporters love to come out to the flying field to do stories and try flying. Also, it makes for great TV with the reporter learning to fly and visuals of RC aircraft. Another option is to suggest bringing airplanes and helicopters to the in-studio newscast. Offer a flying demonstration of a small, electric airplane or helicopter in-studio, or fly a park flyer outside the studio. Your job is to pitch many story idea options to the media.

### **Actual Public Relations Planning Example for a TV Remote For You To Read, Watch And Learn.**

Included on the CD, is an example of live TV news remote broadcast covering the annual charity fly-in put on by the Evansville, Indiana RC Model Airplane Club. The club's charity event gave the event an opportunity to get press coverage since the story has a "goodwill and community appeal" with all proceeds going to the local Ronald McDonald House. Although this example is for TV, the same planning and principles apply to working with any media.

Bill White, the club president sent a press release to the local TV news stations. He received a call from the Fox station who wanted to cover the fly-in event with a live remote Friday morning the day before the event. Bill called the AMA Marketing Department for advice. We coached Bill on how to prepare for the live TV remote. The following is our advice we gave to Bill. After reading the preparation advice, watch the live remote to see how it turned out. Bill did a great job!

### **Advance Preparation Will Make Your Interview A Success.**

You must write an outline of the key points you want to cover. Often, live TV can make you nervous or the reporter gets off on a tangent with questions that do not relate to the

subject. Creating an outline of what you want to cover and memorizing it will help reduce any nervousness. You do not want your interview(s) to end, and in the excitement of the moment, you forget to cover a key point. It is your responsibility to guide the reporter before and especially during the interview using your outline.

When watching the example, see how Bill controlled the interview especially when the reporter got the points confused about cost to spectators are free and pilots are charged \$10.00. Also, notice how many times Bill was able to mention proceeds from the fly-in will go to the local Ronald McDonald House and the key benefit of attending the event is enjoying the barbecue pig roast.

In addition, the reporter will ask for information about the subject, event, club, etc. to have the studio prepare what is called a “super.” A “super” is the printed words that appear on screen during the report. Look for the “super” in the example.

### **A Key Question To Always Ask The Reporter When You First Talk To Him/Her.**

How long and/or many will the segment(s) be?

This is an important question to ask so you can prepare in advance your speaking notes, key points you want to cover and make the necessary arrangements for club members to help, bring aircraft and fly for the camera.

### **Prepare Your Outline and Answer These Questions: What, Where, When, Who, Why and How.**

While we coached Bill in greater detail about each questions to prepare his outline, here are brief answers to the key six questions. When watching the TV news remote example, you can see how Bill expanded on each answer to the questions with more detail to make the story come alive and promote the event to the viewers.

**What:** Annual RC fly-in for charity. Large scale RC aircraft. Free to the public. Barbecue pig roast for spectators. All proceeds go to Ronald McDonald House.

**Where:** Flying field location with address.

**When:** Saturday and Sunday include times.

**Who:** Evansville Radio Control Model Airplane Club members and RC pilots from other states. Provide short history of Academy of Model Aeronautics, a non-profit organization. (Included is the AMA Key Messages on the organization history for you to use.)

**Why:** Annual RC fly-in event to raise money for the new Ronald McDonald House. It’s an event that is fun for the whole family to enjoy. The event brings members and pilots from other states together for fun, camaraderie and flying for a great cause. It’s our club’s way of giving back to the community.

**How:** Be prepared to talk about how someone can get started and learn to fly RC models: When does club offer the Introductory Pilot Program to teach flying,

demonstrate a flight simulator and offer to let the reporter fly using a buddy box during the interview. Talk about park flyer aircraft as a good and inexpensive way to start flying.

## **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, or television station, 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.

**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 above, 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 of \$100. Positive radio and television coverage will garner \$200 and \$300 rewards 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.

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### **How To Earn BONUS Cash.**

A club can earn up to \$75.00 in Bonus cash if the media coverage includes the following:

1. Academy of Model Aeronautics. It must be spelled or spoken out entirely one time. The use of AMA does not qualify. This is a strategy to create and increase awareness for 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: [.modelaircraft.org](http://modelaircraft.org).
3. Including the Park Pilot Program web site: [.theparkpilot.org](http://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 CD or DVE 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.*

### **For addition questions or to return the Club Recognition and Reward Program form to:**

Academy of Model Aeronautics  
Attn: Mande Mikulski  
5161 E. Memorial Dr.  
Muncie IN 47302



## Press Release Examples To Help You Plan and Write.

### Example A. Press Release Style and Key Elements.



**Contact: Maya Ellman**

**JWalcher Communications**

**619-295-7140**

**maya@jwalcher.com**

### **Academy of Model Aeronautics Launches New Park Pilot Program at The National Recreation and Park Association Congress and Exposition**

*Flying Model airplane enthusiasts increase park and recreation center usage nationwide*

**MUNCIE IN (Nov. 12, 2008)** - Turn off the TV. Throw the Gameboy in the junk drawer. Instead, pick up a model airplane and head to a local park.

That's the message the Academy of Model Aeronautics is delivering to both aspiring and seasoned aviators, young and old alike, as its new Park Pilot Program takes off at local parks across the country.

The hobby of model airplane flying has changed dramatically during the last several years as light-weight airplanes with quiet electric-motor technology have opened new doors for model-flying enthusiasts. Every day, more models called Park Flyers that are smaller in size, quieter, capable of slower airspeeds and more suited to smaller flyer areas such as local parks, enter the marketplace.

"The quiet revolution of electric-powered models has allowed modelers to access flying sites in local parks and recreation centers," said Dave Mathewson, President of Academy of Model Aeronautics, the world's largest model aviation association that dates back to the mid-1930s. "These new Park Flyers, defined as weighing two pounds or less and not exceeding more than 60 mph are so quiet that you can barely hear the airplane from ten feet away making model flying an activity that can coexist with other park activities," added Mathewson.

While there are already thousands of model aircraft pilots soaring the skies – Academy of Model Aeronautics boasts more than 150,000 members with 2,500 clubs nationwide mostly in outlying areas – there is a shortage of designated Park Pilot flying sites, especially in local towns with parks. Recognizing this new electric-powered trend in aeromodeling, Academy of Model Aeronautics developed the Park Pilot Program to support small-field aviators and introduce new modelers to the joy and camaraderie of the hobby.

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“The Park Pilot Program’s ultimate goal is to set up flying sites at local parks, school fields and other locations where community land is not being used such as abandoned sports fields and flood plains, and match park pilots to flying sites,” said Jeff Nance, Director of Marketing and Programs for Academy of Model Aeronautics. “We can help set up a Park Pilot chartered club with five or more Park Pilot Program members and in return for use of the park, the club can work with park officials to offer hands-on introductory to model flying education programs for adults and children and charity fly-in events,” said Nance.

Officials of parks and other sites interested in the Park Pilot Program can contact the Academy of Model Aeronautics to request the free Park Pilot Manual and DVD set featuring everything you need to know about how to establish a flying site. “There are not any costs associated with establishing a Park Pilot flying site. And, with offering the community a new family activity for the park that has educational opportunities, it’s a win – win partnership for everybody,” said Nance.

The first Park Pilot site was unveiled earlier this year at a local school in the Las Vegas area, with the ultimate goal of establishing hundreds of outdoor and indoor venues at parks and recreation facilities throughout the nation. In addition to these potential outdoor sites, Park Flyer models are easily flown in the space limitations of gymnasiums, sports arenas, golf domes, enclosed tennis courts, and indoor soccer fields.

“Park Piloting is a fun and inexpensive way to introduce people to the hobby,” said Mathewson, noting the electric and lightweight technology has allowed manufactures to create complete, ready to fly, starter kits for under \$250.

“For a relatively small investment, modelers can fly an airplane or helicopter and enjoy the camaraderie of flying,” said Mathewson, noting that a year-long Park Pilot membership, which includes a quarterly Park Pilot magazine written by industry experts, access to an interactive website and clubs in their area, and \$500,000 liability insurance, is just \$29.95.

For more information on the Park Pilot Program visit [www.theparkpilot.org](http://www.theparkpilot.org) or call 800-435-9262.

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Academy of Model Aeronautics is the voice of its membership, providing liaison with the Federal Aviation Administration, the Federal Communications Commission and other government agencies. Academy of Model Aeronautics also works with local governments, zoning boards, and parks departments to promote the interests of local chartered clubs.

Academy of Model Aeronautics seeks to introduce young men and women to the art and craft of aeromodeling. Through an active educational outreach program, Academy of Model Aeronautics supports teachers and community-based organizations who wish to infuse topics in math, science, and technology with aviation activities. In addition, each year Academy of Model Aeronautics presents Charles H. Grant Scholarships to exceptional students who are active in their community and in modeling.

Since 1970 the Academy of Model Aeronautics has awarded \$1 million dollars in scholarships to hundreds of students to study aerospace design and engineering and other aviation related fields.

For more information on Academy of Model Aeronautics visit [www.modelaircraft.org](http://www.modelaircraft.org) or call 800-435-9262.

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### **Example B. AMA Boilerplate.**

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**Example C. Event Announcement Press Release.**



**Contact: Maya Ellman  
JWalcher Communications  
619-295-7140  
maya@jwalcher.com**

**Fly, Hover and Soar with Helicopters and Planes Galore!**

*Experience the Thrill of Flight and More at the Academy of Model Aeronautics 2009 Expo*

**MUNCIE, IN (Dec. 11, 2008)** – Be a kid again at the 11th Annual Academy of Model Aeronautics 2009 Expo featuring radio-controlled model airplanes, helicopters, trains, cars, boats and more – along with live demonstrations on January 9-11 at the Ontario Convention Center, 2000 E. Convention Center Way, Ontario, California.

The three-day expo, open to public, provides a world-class display of the latest and greatest products for the modeling enthusiast and fun activities the whole family can enjoy, including flying demonstrations, model rocket and plane build-and-fly stations and an interactive model race car track and boat pond.

There will also be a static display competition with cash prizes for the seasoned modeler and expert seminars on radio technology, hobby trends and radio-controlled techniques.

Attendees will have the chance to watch Academy of Model Aeronautics All Star Nick Maxwell. Only 19-years-old, Maxwell is one of the world's most skilled RC helicopter pilots and "wows" audiences as he whirls, tumbles and dives model planes and helicopters in the sky.

With more than 100 unique exhibitors and expert modelers' on-hand, the expo will be entertaining for the novice and experienced modeler alike. Last year over 5,000 people attended the show.

Kids and teens 18-years-old and under in Boy Scouts, Civil Air Patrol, Jr. ROTC, Navy Sea Cadets or related organizations and in uniform are admitted free.

EXPO hours are Friday, Jan. 9, Noon to 6 p.m., Saturday, Jan. 10, 10 a.m. to 6 p.m. and Sunday, Jan. 11, 10 a.m. to 4 p.m.

Discounted Advance Tickets and Multi-Day Passes are available. Children under 6 are free when accompanied by adult:

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Advance Ticket Price – AMA Member (Non – Members):

- One Day Pass \$11 (\$13)
- Two Day Pass \$20 (\$23)
- Three Day Pass \$27 (\$32)

At The Door – AMA Member (Non – Members):

- One Day Pass \$13 (\$15)
- Two Day Pass \$24 (\$28)
- Three Day Pass \$33 (\$36)

For advance ticket or other event information, call 800-I-FLY-AMA x272 or visit [www.modelaircraft.org](http://www.modelaircraft.org)

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**Example D. Media Advisory Press Release**



**\*\* MEDIA ADVISORY \*\***

***How the West Is Won: World's Top Aerobatic Pilots Shoot It Out***  
**Fierce competition for \$100,000 at the Tucson Aerobatic Shootout 2008**

**WHO:** The best model airplane aerobatic pilots from around the world face off in a high stakes competition beginning Wednesday Oct. 8. Competing for \$100,000 in cash and prizes, the pilots guide their remote controlled aircraft with stunning accuracy and precision.

Modelers whirl, tumble and dive their helicopters and planes to the beat of music and the cheers of the enthusiastic crowd.

**WHAT:** The 7<sup>th</sup> annual Tucson Aerobatic Shootout 2008 is the top Scale Aerobatic event in the United States. The world's top aerobatic pilots perform amazing feats no ordinary pilot could dream of trying as they maneuver spinning, diving and hovering model airplanes and helicopters with wingspans over 10 feet. And YES, model aeronautics is a thrilling spectator sport!

**WHERE:** Tucson, Arizona at the Tucson International Modelplex Park.  
Directions at: <http://www.timpa.org/ShootoutWeb2008/Shootout2008.htm>

**WHEN:** October 8-12. Each day the action begins at 8 a.m.

**Line-up:**

Wednesday – Friday:                   Qualifiers – 8 a.m. to 5 p.m.

Saturday:                                    Freestyle Competition - 8 a.m. to 5 p.m.

Sunday:                                      Freestyle Competition - 8 a.m. to 3 p.m.

More information available at: [www.timpa.org](http://www.timpa.org)

**CONTACT:**           Jean Walcher/Maya Ellman, 619-295-7140  
[jean@jwalcher.com](mailto:jean@jwalcher.com)/ [maya@jwalcher.com](mailto:maya@jwalcher.com)

Weekend Cell: Michael Cummins, 520-403-7001

**SPECTACULAR B-ROLL AND DIGITAL PHOTOS ARE AVAILABLE**

**Example E. Post Event Press Release.**



**Contact: Maya Ellman  
JWalcher Communications  
619-295-7140  
maya@jwalcher.com**

**Fly-For-Tots Fundraiser Soars Beyond Expectations**

***Raleigh Durham Radio Control Club Raises \$25,000 for National Charity***

**MUNCIE, IN (Oct. 7, 2008)** – The 16th annual Fly-For-Tots fundraising event held by model plane club, Raleigh Durham Radio Control Club (RDRC) in North Carolina, Sept. 20-21, was a record-breaking success.

The club raised \$25,000 for Victory Junction Gang, a non-profit organization that provides children that have chronic medical conditions or serious illnesses with empowering camping experiences.

“We are so excited that this is the second year Fly-For-Tots has made Victory Junction the beneficiary of their fundraising event,” said Melanie Newsom, Development Coordinator for Victory Junction Gang. “We were blown away by their \$17,000 donation last year, and even more thrilled that this year they exceeded their goal of \$20,000 by raising \$25,000. It’s because of groups like RDRC that we are able to continue to provide life-changing experiences year round to campers from all over the country. Their gift will send 10 children to camp this year.”

With hundreds of model aircraft, demonstrations by well-known model pilots and hobby shop vendors, the event attracted over 4,500 flight enthusiasts, including 219 registered pilots, from all over North Carolina and surrounding states.

RDRC Club President, Larry Lewis, attributes the event’s success to extensive planning and preparation – and to the enthusiasm of everyone who helped out.

“The model aeronautic community came together for a great cause,” said Lewis, who explained the \$25,000 was raised through entry and raffle tickets and donations. “This year exceeded all expectations and we couldn’t be happier.”

RDRC, which has 170 members, is one of the oldest model plane clubs in North Carolina. It was founded in 1962 and is an Academy of Model Aeronautics (AMA) chartered club. As the world’s largest model aviation association representing a membership of more than 150,000, AMA has 2,500 chartered clubs like the RDRC and encourages clubs’ efforts to help their communities.

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“To raise over \$25,000 to support the Victory Junction Gang by bringing together model airplane enthusiasts speaks volumes about the club's commitment to its local community,” said AMA President Dave Mathewson.

RDRC has been donating to organizations that benefit children since 1992. In 2007, a club member heard about the Victory Junction Gang and was so impressed he asked the RDRC to make it the sole organization to receive the Fly-For-Tots' proceeds each year.

That year the club raised \$17,000 for the group - a huge jump up from the initial \$400 they raised during the first Fly-For-Tots. The 2008 event broke all previous records.

The money raised will help Kyle and Pattie Petty's Victory Junction Camp continue to offer free week-long camping trips year-round for kids with health issues that are unable to attend normal summer camp. Surrounded by hardwood forests, Victory Junction is located on 84 acres in Randleman, N.C.

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### **About AMA**

Founded in 1936, the Academy of Model Aeronautics (AMA) is the world's largest model aviation association, representing a membership of more than 150,000 for the purpose of promotion, development, education, advancement, and safeguarding of modeling activities.

AMA is the voice of its membership, providing liaison with the Federal Aviation Administration, the Federal Communications Commission and other government agencies. AMA also works with local governments, zoning boards, and parks departments to promote the interests of local chartered clubs.

AMA seeks to introduce young men and women to the art and craft of aeromodeling. Through an active educational outreach program, AMA supports teachers and community-based organizations who wish to infuse topics in math, science, and technology with aviation activities. In addition, each year AMA presents Charles H. Grant Scholarships to exceptional students who are active in their community and in modeling.

For more information on AMA visit [www.modelaircraft.org](http://www.modelaircraft.org) or call 800-435-9262.



## **Example F. Academy of Model Aeronautics Key Messages for Media.**



### **ACADEMY OF MODEL AERONAUTICS Key Messages**

- Academy of Model Aeronautics is a self-supporting, non-profit organization whose purpose is to promote development of model aviation as a recognized hobby/sport and family recreational activity that is fun and educational.
- Academy of Model Aeronautics was founded in 1936 to promote the popularity of modeling and flying contests which coincided with the development and rise of commercial and military aviation design, engineering and manufacturing. Many Academy of Model Aeronautics members include notable pioneers and people in aviation and aerospace including: Neil A. Armstrong and Burt Rutan among many others.
- Academy of Model Aeronautics is the world's largest model aviation association with 150,000 members. We are the official national body for model aviation in the United States and open to anyone interested in model aviation
- Academy of Model Aeronautics promotes building and flying model airplanes and helicopters and offers opportunities to bring modelers from all backgrounds and interests together for camaraderie and competition
- Academy of Model Aeronautics offers its members liability insurance, access to contests and flying sites, educational programs and mentorship
- Academy of Model Aeronautics is also the chartering organization for more than 2,500 model airplane clubs across the country. We offer chartered clubs official contest sanction, insurance, assistance in getting and keeping flying sites, and are the liaison with the Federal Aviation Administration, the Federal Communications Commission, and other government agencies
- Academy of Model Aeronautics holds the annual National Aeromodeling Championships (Nats) and sanctions more than 2,000 model competitions throughout the country each year. We certify official model flying records on a national and international level
- Academy of Model Aeronautics has an active educational outreach program and supports teachers who lecture in math, science, and technology with aviation activities. Academy of Model Aeronautics also provides active high school students with scholarships and grants
- Since 1970 the Academy of Model Aeronautics has awarded \$1 million dollars in scholarships to hundreds of students to study aerospace design and engineering and other aviation related fields

- The Academy of Model Aeronautics is headquartered in Muncie Indiana. Our website is: [www.modelaircraft.org](http://www.modelaircraft.org)
- Academy of Model Aeronautics headquarters is also home to the National Model Aviation Museum, the largest collection of model aircraft in the U.S., and an archive that documents historic events and individuals that are significant to model aviation beginning in the 1800s

Academy of Model Aeronautics recently launched the Park Pilot Program. Our goal is to bring novice and expert aviation modelers together at parks and indoor facilities to fly radio-controlled airplanes and helicopters that weigh less than 2 pounds and fly slower than 60 mph. For more information on the Park Pilot Program, visit [www.theparkpilot.org](http://www.theparkpilot.org)