

Park PilotManual



How to Establish &
Keep an Electric
Model Airplane
Field in Your Area

The Academy of Model Aeronautics

5161 East Memorial Drive

Muncie, IN 47302

800-435-9262

Park Pilot Manual Index



2. INDEX

- 4. Instruction Letter-AMA
- 5. What is AMA?
- 6. Park Flyer Definition
- 7. AMA Park Flyer Insurance Summary
- 8. Park Flyer Safe Operation Recommendations

Introduction

Introduction

- 10. Club Bylaws
- 12. Flying Site Recommendations
- 13. Advisory Circular: Model Aircraft Operating Standards-FAA

Flying Site

Flying Site

- 15. Support Letter-Scaled Composites, Inc.-Burt Rutan
- 16. Support Letter-Crandall-American Recreation Coalition
- 17. Support Letter-NASA-Astronaut, Armstrong

Support Letters

Letters

- 19. Model Aircraft Field Lease and Supervision Agreement

Example

Example

- 24. AMA Contact Information
- 25. How to Promote and Market Your Event

Contacts, Guide

Contact &
Guide

Park Pilot Manual Index



Introduction

4. Instruction Letter-AMA
5. What is AMA?
6. Park Flyer Definition
7. AMA Park Flyer Insurance Summary
8. Park Flyer Safe Operation Recommendations

Introduction



Academy of Model Aeronautics

5161 East Memorial Drive
Muncie, Indiana 47302
(765) 287-1256 – Business
(765) 289-4248 – Fax
(800) 435-9262 – Membership Services
www.parkflyer.org - www.modelaircraft.org



Dear AMA Club Member/Landowner

The AMA with decades of experience possesses the ability to help you secure flying sites for your Park Flying activities. Park Flyers are small, quiet, slow flying aircraft that will fit well with most landowners or superintendents' sites.

While meeting with local landowners or superintendents who may not have a modeling background, there are several items that may come up and should be discussed by your group. The following is a list points that may be of interest to your site owner.

- 1) Number of club members and individuals involved.
- 2) Safety programs.
- 3) Training programs for beginners.
- 4) AMA membership nationwide—approximately 155,000.
- 5) AMA clubs nationwide—approximately 2,500.
- 6) AMA insurance for all different membership categories.
- 7) AMA insurance for all AMA chartered clubs.
- 8) AMA insurance for site owners (upon application).
- 9) AMA interaction with federal agencies; FCC, FAA.
- 10) AMA support of national groups; 4-H, Civil Air Patrol, Boy Scouts, Girl Scouts, National Recreation and Parks.
- 11) Community efforts by club i.e.; mall shows, flying demos, school programs, etc. AMA support and participation in the annual National Aerospace Education Congress.
- 12) Sanctioned contests—more than 30,000 contestants participating in over 2,000 contests.

These points should be discussed by your Flying Site Committee, and the ones that apply to your situation should be explored fully.

Your goal is to “sell” the value of your club and its activities in the community to your potential site owner, to convince him/her of the scope of model aviation nationwide.

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What is AMA?

- AMA** is the world's largest sport aviation organization, representing over 155,000 members.
- AMA** is a self-supporting, non-profit organization whose purpose is to promote model aviation as a recognized sport and a worthwhile recreational activity.
- AMA** is an organization open to anyone interested in model aviation.
- AMA** is the official national organization for model aviation in the United States.
- AMA** sanctions more than two thousand model competitions each year, and certifies official model flying records on a national and international level.
- AMA** is the organizer of the annual National Aeromodeling Championships, the world's largest model airplane competition.
- AMA** is the chartering organization for more than 2,500 model airplane clubs and offers its clubs official contest sanction, insurance, and assistance in getting and keeping flying sites.
- AMA** is the voice of its membership, providing liaison with the Federal Aviation Administration and the Federal Communications Commission. AMA also works with local governments, zoning boards, and parks departments to promote the interests of local chartered clubs.
- AMA** is an association member of the National Aeronautic Association. Through NAA, AMA is recognized by the Federation Aeronautique Internationale \ (FAI), the world governing body for all aviation activity, as the only organization which may direct U.S. participation in international aeromodeling activities.

For more information, contact the Academy of Model Aeronautics, Programs Department, 5161 East Memorial Drive, Muncie, IN 47302 or telephone (765) 287-1256.
For membership information and application, telephone 1-800-I-FLY-AMA.
www.parkflyer.org

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Park Flyer Definition

Park Flyer models will weigh two pounds or less and be incapable of reaching speeds greater than 60 mph. They must be electric or rubber powered, or of any similar quiet means of propulsion. Models should be remotely controlled or flown with a control line, remain within the pilot's line of sight at all times, and always be flown safely by the operator.

A Park Flyer site can be either an outdoor or an indoor venue. When flying at sites specifically designed for Park Flyers, the pilot will keep the model within the established flight boundaries of the field. Members need to take into consideration several factors including piloting ability, weight, size, and speed of the Park Flyer model to determine if a Park Flyer site is an appropriate venue for flying a particular model. The test should be, "Can I fly this model safely and quietly at this flying site?"

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2008 PARK FLYER INSURANCE SUMMARY – THE FACTS ABOUT AMA’S PARK PILOT INSURANCE – For Individual Members

All incidents need to be reported to AMA immediately!

Commercial General Liability Coverage

- AMA Park Pilot Liability Protection applies to bodily injury or property damage caused by an AMA member. If an accident results in an injury please report that accident immediately to AMA HQ.
- Applies to accidents arising from the operation of model aircraft (as defined for the Park Pilot Program), in accordance with the AMA Park Pilot Safe Operating Recommendations.
- The per occurrence limit of coverage available by this policy is \$500,000 involving bodily injury and/or property damage. These limits are for claims occurring during the policy period. Coverage is provided only for accidents arising from the model activities.
- Failure to comply with the Park Pilot Safe Operating Recommendations may endanger insurance coverage.
- There is no coverage for injury to a member to his own family (Household and Relative(s) living in the member’s household) for claims or suits.
- The policy does NOT cover business pursuits; that is any activity that generates income for a member beyond reimbursement of expenses, except this business pursuit exclusion does not apply to individual members providing modeling instructions for pay to AMA members.
- AMA insurance is “excess” to any other applicable coverage, such as homeowner’s.
- Has a \$250.00 deductible (property damage only), which is the responsibility of the AMA member causing the accident.

During regular business hours (Monday – Friday, 8 am – 5 pm EST)
please call (765) 287-1256 for claim forms and filing procedures.

To report an incident involving serious injuries after hours or on weekends please call (765) 749-9210 or (765) 212-0793.

This information is merely a brief summary. Complete details of coverage(s), reporting periods, and exceptions are contained in master policies on file at AMA HQ, available for \$5.00 per policy for handling and postage. The policies are also available at www.modelaircraft.org/acrobat.asp, documents #500-L, 500-LA.

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PARK FLYER SAFE OPERATING RECOMMENDATIONS

Inspect your model before every flight to make certain it is airworthy.

Be aware of any other radio frequency user who may present an interference problem.

Always be courteous and respectful of other users of your selected flight area.

Choose an area clear of obstacles and large enough to safely accommodate your flying activity.

Make certain this area is clear of friends and spectators prior to launching your aircraft.

Be aware of other activities in the vicinity of your flight path that could cause potential conflict.

Carefully plan your flight path prior to launch.

Abide by any and all established AMA National Model Aircraft Safety Code items where applicable and appropriate.

Park Pilot Manual Index



Flying Site

- 10. Club Bylaws
- 12. Flying Site Recommendations
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Bylaws for Clubs! Recommended Guidelines

One of the requirements for becoming an AMA chartered club is to submit a set of bylaws along with your chartering application. This requirement became effective in 2002.

What's it all about? AMA requiring clubs to have Bylaws!

Experience is a great teacher and in 2000/2001 the Academy has been involved in representing several clubs concerning some unique legal issues. Problems arise when club bylaws are poorly written or don't exist at all, leaving the club and AMA in a quandary. Sometimes, the problems stem from issues between club members and at other times between the club and outside groups. So, the AMA Executive Council (EC) believes it is important for clubs to have bylaws, which resulted in the development of a guideline. The only reason to not issue a club charter will be if a club fails to submit their bylaws. No charter will be withheld based on the quality of these bylaws. AMA, working with the Indiana Business College, will develop an intern project wherein the AMA recommended Bylaws will be evaluated. Club bylaws will then be reviewed. Overall we expect to get a profile of how well clubs meet the guidelines. Clubs that receive a low rating will be contacted. We will outline the areas of concern and encourage the club to reevaluate and make changes. This is all with the goal of putting the club in a better position to handle its own business and give AMA an easier way to represent clubs when and if the need should arise. AMA is not attempting to tell clubs how to run their day-to-day operations. However, we are sharing our experiences and lessons learned in order that our clubs may operate more efficiently and effectively.

Bylaws - What are they?

Merriam Webster's collegiate dictionary defines bylaw as "a rule adopted by an organization chiefly for the government of its members and the regulation of its officers." Organizational bylaws usually deal with such items as name, purpose, membership, dues, officers and their duties, executive committee, safety matters, meeting place and time, order of business, and how to amend the bylaws. If the local AMA club has an issue unique to the local area this issue should be addressed within the bylaws. All bylaws should provide a way for them to be amended. Note that the Bylaws of the Academy of Model Aeronautics, Inc. can be found in the AMA Membership Manual and on the AMA website. Included are rules for amending the bylaws (Article XV). The bylaws cannot include every item of concern. Some of these items can be dealt with on an as-needed basis in the regular meetings. If the club membership believes an item should be included in the bylaws then this should be accomplished according to the rules as stated in the bylaws.

Can our club use its existing Bylaws?

Your existing Bylaws can still be used. However, clubs should review them and, if necessary, modify them to address the guidelines listed below. We do strongly suggest adding verbatim, Articles 3: Resignation, Termination, Disciplinary Action, Expulsion and Reinstatement of Membership; Article 9: Dissolution and Article 11: Grievance Procedure (Flight and Ground Safety Rules) along with the Grievance Form.

Recommended Guidelines for AMA Clubs! (Examples are in italics)

ARTICLE I: NAME

A. NAME
USA Model airplane club
B. LOCATION
Anywhere, USA

ARTICLE II: PURPOSE

To further the sport of model aviation

ARTICLE III: MEMBERSHIP

A. QUALIFICATIONS
AMA membership required
B. DUES
Dues are \$00.00 per year for open members, \$00.00 for youth and senior citizens.

C. RESIGNATION

Any member in good standing may resign his/her membership by giving written notice to the Club.
Guidelines – Club Bylaws
Page 3 of 6
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D. TERMINATION

If any member ceases to have the qualification necessary for membership in the AMA, his/her membership in the Club shall thereby terminate, subject to reinstatement upon restoration of eligibility.

E. EXPULSION

This section provides for enforcement of the Safety Rules that are related to flying activities or any other unacceptable behavior by an individual member or

members. Any individual may be expelled from membership from the Club by a two -thirds (2/3) majority vote of the membership if in the officers' determination, such individual willfully commits any act or omission which is a violation of any of the terms of these Bylaws, or the Rules of the AMA, or which is detrimental the Club, the AMA, or to model aviation.

F. REINSTATEMENT

A two -thirds vote of the membership is required for reinstatement to the club.

ARTICLE IV: OFFICERS

A. OFFICERS

President, Vice- President, Secretary, Treasurer

B. TERM OF OFFICE

Officers are elected annually

C. DUTIES

President shall preside at meetings, VP shall preside in the absence of the president, Secretary records minutes, Treasurer handles club funds.

D. APPOINTED OFFICERS

Safety officer, Field Marshall, Committee Chairman, Program chairman.

E. VACANCIES

Officer vacancies are to be filled by vote of the remaining officers

ARTICLE V: MEETINGS

A. REGULAR MEETINGS

B. SPECIAL MEETINGS

ARTICLE VI: RECORD KEEPING

All records are passed on when new officers are elected.

ARTICLE VII: COMMITTEES

Standing Committees, Special committees, committee membership.

ARTICLE VIII: NOMINATIONS, ELECTIONS, AND RECALL

A. NOMINATIONS

Guidelines – Club Bylaws

Nominations for officer position can be from the floor or by mail.

B. ELECTION

Elections are held at a regularly scheduled meeting

ARTICLE IX: MISCELLANEOUS PROVISIONS

A. ROBERT'S RULES

B. FISCAL YEAR

C. NEWSLETER

D. CLUB LOGO

E. STANDING RULES

F. DISSOLUTION OF CLUB

The duration of the club shall be perpetual. The club may be dissolved with the approval of tw0 -thirds vote of the membership.

ARTICLE X: AMENDMENT OF THESE BYLAWS

A. PROPOSED

B. APPROVAL

C. VOTING

ARTICLE XI: GRIEVANCE PROCEDURE (FLIGHT AND SAFETY RULES)

The grievance procedure provides a mechanism to enforce existing safety rules by providing a progressive disciplinary system when needed. Although most complaints can be resolved informally, if a complaint is

serious or cannot be resolved informally, the matter should be referred to the Safety Committee for its consideration by means of a Grievance Form to be filled out and turned into the Safety Committee Chairman. At least one witness is required to sign the Grievance Form The Safety officer/Committee shall use its judgment in carrying out action on the following:

a. A grievance form will be filled out and turned into the Safety Officer/Committee Chairman. At least one witness is required.

b. FIRST VIOLATION

Viewpoints of both complainants and accused will be considered. Complainant's name will be disclosed. A verbal reprimand will be given to the accused by the Safety Officer/Committee, and this will be recorded in the Club records.

c. SECOND VIOLATION

Guidelines – Club Bylaws

Complainant's name will be disclosed. The accused has the right to a written rebuttal, to be reviewed by the Club Safety Officer/Committee. If the Committee so decides, the flying privileges of the accused will be suspended for thirty (30) days. Written notice of this shall be issued and a copy published in the Club newsletter.

d. THIRD VIOLATION

Safety Officer/Committee will notify the accused in writing and the Club members via the Club newsletter that the Club will vote on the expulsion of the accused at the next meeting. Said expulsion will last for a one-year minimum. A member may be expelled from the Club only upon a two -thirds (2/3) majority vote of the membership present at the meeting. Voting will be by secret ballot at a regular monthly meeting. The expelled member may reapply for membership after the expiration of the expulsion time period.

e. The three actions will not be enforced unless they are accumulated within a two -year period of time.

f. Any member receiving a Grievance, who directs any retaliation action against the person filing said grievance, will be subject to immediate expulsion from the Club. This is to include threats, intimidation, physical harm, intentional equipment damage, or any other action deemed to be retaliatory by the Club Officers.

_____ Club Grievance Form

Guidelines – Club Bylaws

Date: _____ **Time :** _____

Nature of Violation:

Signature: _____

Witness: _____

Additional Witnesses (not required):



Academy of Model Aeronautics

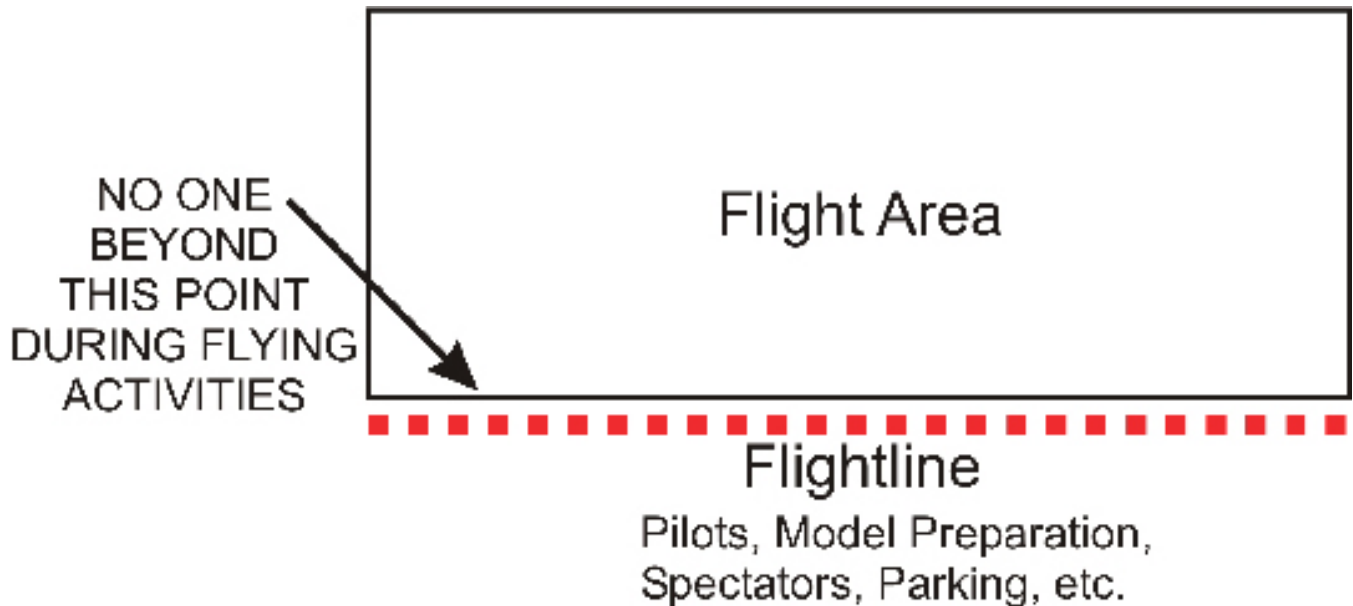
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FLYING SITE RECOMMENDATIONS

Park flyers are easily flown in the space limitations of indoor and outdoor facilities. Whether your facilities are indoors (gymnasiums, sports arenas, golf domes, enclosed tennis courts) or outdoors (soccer fields or practice fields), you have an opportunity to add a great activity to your facilities' agenda, and to generate revenue for your organization or business.

Field Layout



How Much Space?

Basic needs are fulfilled by two fundamental items: adequate space and accessibility. Ultimate desired space may not be available. But just enough space for a group's flying site is way ahead of not quite large enough—a category into which a lot of potential sites fall. In all instances, it should be noted that neighboring property should not be considered for overflights, and that modelers are trespassing if flying over or retrieving downed aircraft from another's property without permission.

ADVISORY CIRCULAR

DEPARTMENT OF TRANSPORTATION
Federal Aviation Administration
Washington, D.C.

Subject: *MODEL AIRCRAFT OPERATING STANDARDS*

1. **PURPOSE.** This advisory circular outlines, and encourages voluntary compliance with, safety standards for model aircraft operators.

2. **BACKGROUND.** Modelers, generally, are concerned about safety and do exercise good judgement when flying model aircraft. However, model aircraft can at times pose a hazard to full-scale aircraft in flight and to persons and property on the surface. Compliance with the following standards will help reduce the potential for that hazard and create a good neighbour environment with affected communities and airspace users.

3. **OPERATING STANDARDS.**

a. Select an operating site that is of sufficient distance from populated areas. The selected site should be away from noise sensitive areas such as parks, schools, hospitals, churches, etc.

b. Do not operate model aircraft in the presence of spectators until the aircraft is successfully flight tested and proven airworthy.

c. Do not fly model aircraft higher than 400 feet above the surface. When flying aircraft within 3 miles of an airport, notify the airport operator, or when an air traffic facility is located at the airport, notify the control tower, or flight service station.

d. Give right of way to, and avoid flying in the proximity of, full-scale aircraft. Use observers to help if possible.

e. Do not hesitate to ask for assistance from any airport traffic control tower or flight service station concerning compliance with these standards.

R.J. VAN VUREN
Director, Air Traffic Service


Park Pilot Manual Index



Support Letters

15. Support Letter-Scaled Composites, Inc.-Burt Rutan
16. Support Letter-Crandall-American Recreation Coalition
17. Support Letter-NASA-Astronaut, Armstrong





Academy of Model Aeronautics
198 Merritt Drive
Oradell, NJ 07649

April 11, 2006

To: Director, Academy of Model Aeronautics

From: Burt Rutan

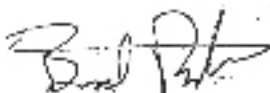
Subject: Lack of flying fields for model flight activities

I can personally attest that the exposure to model aviation activities is a strong driver to encourage young people to consider Science and engineering as they later make their career choices.

I am often asked to give motivational talks and my favorite subject is 'inspiration for innovation'. This deals with the premise that our top science leaders stand out because of what they see as 4 to 14 year-old children. For me, the exposure to model airplane flying and model competition was critical. Then (in the 1950's) there were few hurdles in setting up a flying field - environmental issues were few and the opportunities were limitless. Today, we see numerous fields for sports like baseball, football and basketball but few for model aircraft flying. This is wrong, since there will always be more opportunities for future jobs in aviation, engineering and science than careers in sports. A few sports heroes make a lot of money but they are not the ones that will change our lives for the better.

An investment in providing model clubs, competitions and flying fields will pay big dividends in inspiring our future leaders. I strongly endorse your efforts to expand and promote those opportunities.

Lookin up.....way up,



Burt Rutan



American Recreation Coalition

*Dedicated to the protection and enhancement of everyone's right
to health and happiness through recreation.*

April 6, 2005

Mr. Joe Beshar
Eastern Region Flying Site Coordinator
Academy of Model Aeronautics
5161 East Memorial Drive
Muncie, IN 47302

Dear Mr. Beshar:

As a federation of recreation-related associations and companies, the American Recreation Coalition is well aware of the wonderful variety of recreational activities – mirroring the wonderful variety of the American people. Recreation is a vital and positive force in America. Participation is extraordinarily widespread and expenditures – an estimated \$250 billion annually – are significant nationally and vital to communities across the nation. While fun and memorable recreation experiences are legitimate goals in themselves, recreation is also a means for achieving other important and valued societal goals. Recreation strengthens families and friendships and is a primary antidote to the national challenge of decreasing physical activity. In the health field alone, recreation has the potential to save taxpayers tens of billions of dollars annually – and the potential for additional savings exists through benefits recreation offers to educational and anti-crime programs.

Model aviation is a perfect example of how recreation is socially beneficial. With no physical barriers to its enjoyment, aeromodeling is open to people of all ages. However, its value to young people is particularly worth noting. It is educational, career building and an alternative to other, less beneficial activities practiced by today's youth. It encourages early interest in aeronautics, leading our young people into research and development in this important field. The fact that every astronaut at one time or another was involved in model aviation speaks volumes about the value of model aviation both now and in the future.

Congratulations on AMA's important role in molding our nation's youth. We wish you continued success in your endeavors.

Sincerely,

Derrick A. Crandall
President





NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
MANNED SPACECRAFT CENTER
HOUSTON, TEXAS 77058

IN REPLY REFER TO: CB

Executive Director
Academy of Model Aeronautics
1810 Samuel Morse Drive
Reston, VA 22090


The following are the answers to the questions in your letter of 10 April:

1. I flew in model aircraft competitions during the years 1946-1950.
2. I was a member of the U.S. Navy team at the 1949 Nationals (control-line speed), but was not a winner.
3. I was an AMA member for a number of years in the '40s, but do not have the dates.
4. My model building and flying activities significantly contributed to my interest in aeronautics and was a primary force in directing my education toward aeronautical engineering.

I was honorary control director at the 1964 Nationals at Dallas and also 3 or 4 years earlier at Glenview while I was in the X-15 program.

I look forward to seeing you at the Collier event.

Best wishes,


Neil A. Armstrong

Park Pilot Manual Index



Example

18. Model Aircraft Field Lease and Supervision Agreement

Example



AGREEMENT BETWEEN _____ CLUB AND

(Governmental owner of Property; e. g. County)

This Agreement, entered into this _____ day of _____, 20____, by and between _____ Club (hereinafter referred to as “Club”, a not for profit organization and _____ (Owner of Property) of the State of _____ hereinafter collectively referred to as “County”;

WITNESSTH:

Whereas, the County recognizes that many of its residents are model enthusiasts, and that the making and operating of models is recognized as a healthy and constructive activity; and whereas, the County owns property at _____ and that this property will be set aside for modeling activities from time to time; and whereas, the County desires supervisory assistance from qualified and experienced sources, and further wishes to affirm or guarantee appropriate applicable insurance coverage for the County and those involved in said modeling activities; and whereas, Club is an organization which desires to assist the County in this endeavor; and whereas, the County recognizes a need to protect the safety and welfare of County residents using _____ (property) and provide them with sound supervisory assistance and adequate insurance coverage for this activity; wherefore, for and in consideration of the respective covenants and agreements to be kept and performed by the parties hereto, _____ Club and _____ County do mutually agree as follows:

ARTICLE I

- A. The County agrees to assign the Club the area designated as _____ (property for use by members of the Club and County residents to engage in modeling activities.
- B. The Club shall administer the _____ (property) area, provide on-site supervision during the times which their models are operating and as assigned by the County, and shall post the area accordingly with the rules and regulations pertaining to the use of models.

ARTICLE I (continued)

- C. At times that this area is in use and being supervised by the Club, County residents shall be permitted to use the facilities, but must be current members of the Academy of Model Aeronautics (“AMA”) and shall abide by all rules and regulations posted and administered by the Club, including but not limited to the AMA Safety Code. The Club shall have the authority to request that violators of such rules and regulations remove themselves from the premises. At all other times, any use of these facilities shall be at the user’s own risk and in accordance with any posted times, rules, and/or regulations.

ARTICLE II

In consideration of the supervisory services and capital improvements to be provided by the Club pursuant to the terms of this Agreement, the County hereby agrees to grant the Club, its members and guests the right to use the _____ (property) facilities free of rent as an aeromodeling field.

ARTICLE III

- A. The Club agrees to assume all risks of loss, injury, or damage of any kind or nature to any person or property including, but not limited to, any building or other structure, or to the contents of any such building or structure, or to any good, chattels, or any other property that may be in or upon the area or premises to be used by the Club, whether belonging to the County or others, which results from the flying of their model aircraft in their respective area and under their supervision during the term of this Agreement and at the times in which the area is in use by the Club. The Club shall take proper care, safety, and health precautions to protect the County, the public, and the property of others. The Club hereby agrees to indemnify the County, defend it against and hold it harmless from any and all claims, demands, causes of action arising out of the use of the premises by the Club as an aeromodel aircraft field pursuant to this agreement.
- B. Nothing in this Agreement shall be construed, nor shall it serve, to impose any personal liability upon any officer, director, member or representative of the Club, either individually or collectively, in connection with any functions, operations or activities contemplated or referenced herein.

ARTICLE III (continued)

- C. The Club agrees to carry, during the term of this Agreement, insurance through the Academy of Model Aeronautics, covering the Club, members and the County, in the amount of at least \$ 2,500,000 combined single-limit for personal injury or property damage. Such insurance shall be evidenced by the filing with the County of an AMA chartered club additional insured certificate, naming the County as an additional insured under the AMA general liability policy.

ARTICLE IV

- A. The Club shall be solely responsible for obtaining any necessary licenses and for complying with any applicable Federal, State and municipal laws, codes and regulations in connection with the use of the _____ (property).
- B. The Club agrees to maintain the _____ area in a clean and undamaged state and shall have the right to make more repairs to those areas. The general maintenance of grounds such as mowing of grass or the collection of trash and/or debris, shall be provided by the Club with the assistance of the varied County departments when that assistance is available. Changes, alterations or construction plans concerning the _____ (property) is required.

ARTICLE V

This Agreement may be rescinded by the Club or the County for convenience by giving to the other notice in writing. The County reserves the right and discretion at all times to cancel and terminate this Agreement. Termination hereunder shall be effected by delivery to the other party of a written Notice of Termination thirty (30) days in advance of said termination, or not less than twenty-four (24) hours in advance of said termination if emergency public use of the _____ (property) is required.

ARTICLE VI

Neither this Agreement nor any interest therein, nor any claim thereunder, shall be assigned or transferred by the Club, except as expressly authorized in writing by the County.

ARTICLE VII

The Club hereby certifies that it does not and will not practice any unlawful discrimination against any person or group on the basis of race, color, sex, religious creed, ancestry, or national origin.

ARTICLE VIII

The Club shall perform this Agreement as independent contractors and shall not be considered agents of the County, nor shall any of the employees, agents, officers, members, or other personnel of the Club be considered sub-agents of the County

ARTICLE IX

This Agreement contains all of the agreements and conditions made between the parties and may not be modified orally or in any other manner other than by written agreement signed by all parties or their respective successors in interest.

In witness whereof, the County and the Club have executed this agreement on the date first written above.

(County)

(Club)

(Title)

(Title)

(Date)

(Date)

Park Pilot Manual Index



Contacts & Guide

- 14. AMA Contact Information
- 15. How to Promote and Market Your Event

Contact &
Guide





The Academy of Model Aeronautics
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Tel: 800 I FLY AMA(435-9262)
Fax: 765-289-4248

Tony Stillman
Nationwide Flying Site Assistance
(912) 242-2407
fsac@modelaircraft.org

www.theparkpilot.org

-

www.modelaircraft.org

The Academy of Model Aeronautics

How To Promote and Market Your Event



Contact &
Guide



Bringing Modelers Together™

www.modelaircraft.org

1-800-I Fly AMA - 5161 E. Memorial Dr., Muncie IN 47302

How to Promote and Market Your Event Contents

Importance of Club Leader/Contact Being Focal Point for the Event

Who to Contact, and Where to Send Your Press Release

Press Release Information

Sample Press Release

Working With Local Media

Making the Most of Calendar Listings, Cable TV, Radio Stations, Newspapers

Community Involvement



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Importance of Club Leader/Contact Being Focal Point For The Event

Easily Identified Contact Is Key

This is a critical point to having a successful event. There must be an assigned individual or group of individuals in the club that are the contact points. Everyone from the media, local business contacts, Chamber of Commerce's, Visitors Bureau's etc. must know who to contact. You should provide a minimum of the individuals name, phone, email, and mailing address. If there is a club website available, it is good to note the site address with the other information



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Who To Contact, and Where to Send Your Press Release

Create as diverse a mailing list as possible.

The mailing list should consist of the following:

All elected officials within the municipalities and county

Minority clubs and services

Board members of local charities

Ministries at all churches

Chamber of Commerce membership

Educational community (k-12 – university)

School superintendents' and board members

School principals, coaches, and teachers

School PTO leadership

Civic group leadership and membership

Workforce board of directors

Senior adult clubs and services

Alumni from Chamber of Commerce Leadership Program

Registered voters from county election office

Identify organizations that have newsletters

(Schools, k-12 parent newsletter & college student-based newspaper, church based newsletters, etc.)
to their students/parents/members/clients. Send the editor of the newsletter information regarding
your event and encourage participation at your event planning meetings.



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Press Release Information

Getting Maximum Exposure

In order to get exposure for your event you have to compete with what can be dozens of events on any given “news cycle” you must be persistent. Fortunately your local presence can be an advantage in accomplishing this. There are a number of organizations such as your local Chamber of Commerce’s, or Visitors Bureau who are interested in promoting the community and maintain lists of local media and businesses that you can use as your “mailing” list to send your releases to.

It is important that you provide a press release in the format that the media can use with little or no re-work required on their part. This increases your chances of having your event get “air time”. At minimum your release needs to note who, what, where, when and why. It must have a heading that is strong, to the point, and of newsworthy interest to your audience. (Remember the local community tie here is key)

It is also important to not use words that trigger spam filters if you are going to send your notices via email or online. Most releases now go this way so it is important to avoid these words. Simply google the phrase “spam words to avoid” and you will get a number of examples of words and phrases to avoid in your message.



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(Please see the sample of a press release next that can be used for your event. Just insert the information that is specific for your contacts, event info etc.)

Sample Press Release Form

For Immediate Release:

Contact: Chad Scott (*Club contact name*)

Whitley County Barn Stormers RC Club AMA #1636 (*Your Club Name*)

260-691-2348 (*Contact's phone number*)

chabby@earthlink.net (*Contact's email*)

www.clubwebsite.org (*Club website if available*)

Whitley County Aeromodeling Club Announces Flying Event to Help Local Charities (Event Headline)

Columbia City, Indiana, April 20, 2007, —The Whitley County Barnstormers a local aeromodeling club, is pleased to announce a “hands on” event held at our flying field in Whitley County, IN. This event held on June 9th, 2007, from 9 am to 5 pm. The event includes hands on flying with buddy box trainer systems, noon time air shows, and plenty of food and drink for all! Best of all a portion of the proceeds from the event will go to help charities in our local community. Please come and join us for a great fun filled day, and help people in you area at the same time!

The Whitley County Aeromodeling Club is a local, non-profit aeromodeling organization founded in 1951, to promote the educational and recreational benefits of the sport.



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If your event information is concise and timely your chances of getting coverage are good. Most media outlets require a minimum of 30 days notice before your event. However depending on how busy or slow the current news cycle is, they will accept and post releases in less than that time frame.

Your best points of contact at the media are the news editor, lifestyle editor, community calendar events coordinator, and the sales staff. Never underestimate the relationship that your members have with the local media. If the member's business or organization is doing any kind of advertising with your local media, they will usually try to help publish your release and assist where possible.

If the funds are available, it certainly is beneficial to advertise the event yourself. In many local markets, you can get a 2-3 day radio coverage pre-event for as little as \$100 - \$200 dollars.

The time line, or schedule for the day of the event, as well as directions to the event are very important. You should highlight those times that you think you will have maximum participation, as well as key portions like the noon break air show, and anything else you feel is unique or exciting.



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Local Calendar Listings, Cable TV, Radio Stations, Newspapers

There is a tremendous amount of competition today for content among the media.

AM talk shows and afternoon lifestyle shows are good places to get your event news out.

Many times the stations will do a “live” or remote shoot on site during one of the days of the event.

Car dealers, and other business, buy a large amount of radio time, and may be a good source to “donate” some time to cover your event. The same media contacts noted in the How and When to contact media section can be used to try to set up the interviews. In order to differentiate your event from others,

try sending a model related item to the contact person. It can be an inexpensive complete park flyer complete. Encourage the media contact to share it with their children, and come out to the event to get even more information and help.



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Community Involvement

Community involvement is your best form of advertising for any event you have.

There are a significant number of groups that make up the “General population” Here is a
 There are a significant number of groups that make up the “General population” Here is a
 table with numerous examples:

| Business Community | Community at Large | Community Groups | Non-Profit Community | |
|--|--|---|--|---|
| Agriculture Athletic and Recreational Construction Entertainment and Tourism Financial Food Services Health Care Industrial and Manufacturing Legal Services Media Publishing Retail Service Transportation Utilities Wholesale | Churches General Public Minorities Neighborhood Seniors Singles Youth | Business Clubs Historical Associations Interfaith Associations Minority Associations Social Clubs Sports Clubs | Arts Environmental Health Care Philanthropic Social Services | Posters, flyers and emails are all good tools to place in your local area to increase awareness |
| | Educational Community | Governmental Community | Civic Community | |
| | Preschool K-12 Public K-12 Private Trade/Technical Community College College University | City County State Federal Military Judicial Law Enforcement | Garden Junior League Kiwanis Lions Rotary Shriners Woman | |

ess for your event. Always check to make sure policy allows posting event information. Post at business locations such as banks, factories, restaurants, schools, scouting, boys and girls clubs, church groups, senior adults/retirement communities. There are many of the same opportunities to post online.

Involve your local officials from the mayor’s office, to county positions, police and sheriff’s department; ask every elected official you can. It is excellent PR, and you never know when you might need their help to get or keep a flying site!

Education System

Contact high school and college math/science teachers and ask them to give extra credit to their students if they attend the event. Additionally, teacher could give an assignment to those students who attended. The assignment could be to write an essay on “What can model airplanes teach me about math and science?”

Contact each high school principal within your county’s public and private schools. Ask the principal to provide you with a list containing teacher sponsors with his/her contact information of all student clubs/organizations. Contact those teacher sponsors by email or mail informing them of the event and the event planning meetings encouraging their school club to attend an event planning meeting.

Contact church youth ministers encouraging their church’s youth group to attend an event planning meeting.

Ask high school principals to include information regarding each event-planning meeting in the school morning announcements.



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Notes:



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