

SOARING PUBLICITY HANDBOOK

How To Promote Soaring

With Templates to Make the Process Simple

BY VAL PAGET

CONTENTS

Objectives	3
Before Contacting the Media	3
Familiarize yourself with local media.....	3
“Trigger” Events.....	4
Contacting the Media.....	5
Making a News Release Work	5
Calling on Journalists for the First Time.....	5
Following Up on the News Release.....	6
Contacting Feature Editors	6
Approaching a Variety of Media Outlets.....	6
SSA Media Kit.....	7
Is It Magic?.....	8
Step by Step Contest Coverage.....	10
Pilot Information Sheet	11
Press Release Templates	12
Contest.....	12
Record.....	14
Diamond Badge.....	16
Gold Badge	18
Bronze Badge	20
C Badge.....	22
A & B Badges	24
Event	26
Individual Accomplishment	28
Sample Press Releases	30
Soaring Event.....	30
Awards and Records.....	32
News-Worthy Soaring Event	33
Soaring Week.....	34
SSA Business Card.....	35
Acknowledgements	35

OBJECTIVES

The objective of this document is to help you gain “Free” publicity for your soaring operation and the world of soaring by using News Releases. News Releases provide a way for the media to learn about “news worthy” events. Publicizing an event or a pilot’s achievement is a way to gain considerable free recognition, is simple to do, and meets a need by various media to fulfill their content requirements. However, News Releases (previously called “Press Releases”) are not a sure thing, so it’s up to you to follow the guidelines and be persistent. Using News Releases will help you:



Multimedia by Steve Hines

- **Convey this main idea - Soaring is a fascinating, challenging, exciting activity.** Let the general public (and some people in aviation) know some of the joys of soaring.
- **Inform the public that soaring facilities operate in their area.** When names of local clubs or commercial operations are publicized, the public can pursue this interest.
- **Identify the SSA.** Refer readers to the SSA as an excellent source of information on the many aspects of the sport. Encourage the reporter to include your organization and the SSA web addresses.

The soaring movement will benefit from increased awareness of the sport. Through your efforts, thousands of people will have a chance to discover soaring. You will be doing a service to your local organization, the SSA, and the individuals who will soon share the joys of soaring.

Before Contacting the Media

To make News Releases work, set specific objectives for the news release:

- Determine the audience you are trying to reach.
(Pilots, youth, sports-oriented people, the general public, people who live in your city, etc.)
- Determine what actions you want the reader to take.
(Observe contest activities, attend an open house at a club or FBO, visit a display at a local mall, take a demo flight, join your club, etc.)
- Determine the most eye-catching aspect of your soaring operation.
(Youths’ achievements, older members re-capturing their youth in the sky, medals or records by an individual member, up-coming events, etc.)

Familiarize yourself with local media

- Make sure the media you are going to contact matches your target audience
- Write news releases to appeal to that audience

- Create a list of reporters who cover stories similar to the topic of your news releases. (A reporter who specializes in human interest stories, for example, will be more inclined to cover first solo at 14 or 74).

“Trigger” Events

A gliderport is such an exciting place. We often think about the amazing events we witness and wish we could share them with others. We can. A news release is the perfect vehicle to do so. You can use these models and tell the story that needs to be told. If you write from the heart, you can capture the moment and spread the excitement. Here are a few sample trigger events:

Fourteen year old solos

Local pilot competes in a national soaring contest (He/she does not have to win to have a great story)

The club or commercial operation has an open house

WWII pilot goes for a ride

A father launches his daughter for her first solo

Club member gets a badge or sets a record

On Mother’s Day, a mother takes her daughter for a ride

Youth wins an aviation scholarship

Glider ride raffle



Multimedia by Steve Hines



Pilot James Indrebo, in his Schleicher ASG-29, is photographed during tow at the 2006 Open Class Nationals in Hobbs, New Mexico. Photo by Steve Hines.

CONTACTING THE MEDIA

Making a News Release Work

The trick to making a news release work is to provide factual, news worthy stories on a recent activity or events that people need to know about. The fact you are in a glider business is not newsworthy. The fact that a member flew an aircraft without an engine over 400 miles or a group of 5 gliders flew 364 miles in 8 hours to receive one of the SSA's top flying awards is news worthy. It's unusual, and it just happened.

Contests also offer great potential for publicity. In this case, you will want to send regular releases on who is in the lead, unusual flying conditions, etc. Sports Departments have followed local contestants with daily up-dates. Getting the Sports Department to cover a contest will bring soaring to the attention of many competitive people.

Making a News Release Work

The trick to making a news release work is to provide factual, news worthy stories on a recent activity or events that people need to know about. The fact you are in a glider business is not newsworthy. The fact that a member flew an aircraft without an engine over 400 miles or a group of 5 gliders flew 364 miles in 8 hours to receive one of the SSA's top flying awards is news worthy. It's unusual, and it just happened.

Contests also offer great potential for publicity. In this case, you will want to send regular releases on who is in the lead, unusual flying conditions, etc. Sports Departments have followed local contestants with daily up-dates. Getting the Sports Department to cover a contest will bring soaring to the attention of many competitive people.

Note the format of the templates in this handbook. The text is organized in a standard pattern. Include your contact information and date on each page at the bottom. Reporters receive numerous releases and this information ensures that the middle page isn't misplaced. The ### at the end signifies the end of the release. After the ## notes to the editor allow you to add useful information about photo opportunities or interviews.

Always check to see how the reporter wants the release sent. **Many companies have a policy of not opening attachments from unknown sources.** Sending a fax is usually the best way.

Calling on Journalists for the First Time

Contact the media department that best matches the type of event you are promoting. Having a name will greatly assist you in reaching the person who might do the best job for you. For instance, if you want to have a race covered in the local Sports Section of the newspaper, contact the Sports Editor and tell him about a contest that will interest his readers.

Your goal is to find out:

- If you have reached the right journalist for your story
- If the person is free to talk to you now
- Whether the person wants to talk with you on the phone or have you send written material first



Following Up After You Send the News Release

Have information you can offer in your follow-up call. Journalists don't like to receive a call to see if they "got that press release." This follow-up call is the perfect opportunity to find out if this media contact wants to see the "SSA Media Kit." Get the address information and call the SSA Headquarters. The staff will send the media disk.

Practice your telephone or personal approach to media people, so you can be brief and to the point. If you don't get a clear indication of interest, but you don't get turned down either, try to clarify the situation. You could say, "Are you interested, but just too busy to deal with it now? OK, then I will call back next Wednesday."

Contacting Feature Editors

Most feature editors want written article suggestions.

Letters to feature editors should cover the following points:

- Tell the editor that you are offering an idea for a feature story
- Summarize the idea in one paragraph
- Explain why the editor's audience would be interested
- Give a few interesting details
- Suggest alternate approaches where possible
- Enclose a copy of the SSA Media Kit
- Include your e-mail address and phone number

The above information is from the PUBLICITY HANDBOOK by David R. Yale

Approaching a Variety of Media Outlets

Consider contacting local radio and television stations as well as local and national magazines and newspapers. Drive-time radio stations and local television stations are looking for fresh stories. Soaring is a great topic for photojournalists. You will want to add a note to editors for television stations offering to include film opportunities (and a glider flight, if possible) or offer to bring the glider to the station for the weatherman or correspondent to use as a back-drop for the interview. The note to the editor allows you to pick the time and place you would like to invite them, so you can provide for their safety, eliminate distractions, etc.



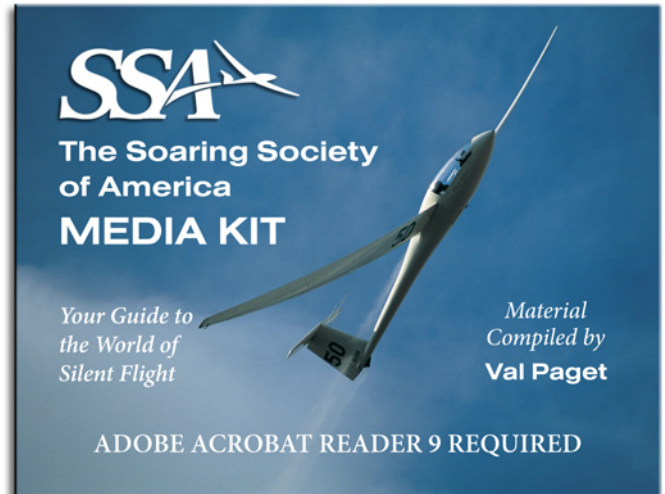
Reporter Jen Pichanio and a videographer from the Lubbock, Texas FOX affiliate attend the 2006 Open Class Nationals in Hobbs, New Mexico. Their visit produced a very nice video segment for the 6 and 10 P.M. news. Photos by Steve Hines.

SSA Media Kit

Once you have made contact with a reporter who might be interested in covering soaring, send him or her a SSA Media Kit. This CD has the background material that will help the writer present our sport effectively. Contact the reporters after they have received the disk.

If you have questions or need further assistance, contact Val Paget, SSA Publicity Chairman soar@valpaget.com

You may want to keep this sheet with you when you are talking to media representatives. The statistics are so amazing that it's hard to keep the exact figures in mind as you talk about our sport. However, mentioning a few of these records could spark a reporter's curiosity about soaring. (A copy of this page is included in the SSA Media Kit.)



The SSA Media Kit on a convenient Business Card CD. Photo by Steve Hines.



Cutting edge aerodynamic engineering and composite materials come together to form the finest sailplane designs imaginable. Photo by Steve Hines.

IS IT MAGIC?

Imagine taking a flight longer than the distance from Washington, DC to Las Vegas, NV. It is not hard to imagine the 1,809 air mile flight between the two cities. Now try to envision the flight in an aircraft without a motor. Believe it or not, an aircraft without a motor has flown 1,869 miles non-stop.

Gliders, or sailplanes as they are also called, are the magical combination of aeronautical design, the latest composite materials and human ingenuity. The world altitude record in a glider is 50,721 feet (higher than a commercial aircraft flies). Another glider flew an average of 190 MPH on a flight of 310 miles. Harnessing the enormous powers of nature, glider pilots claim flight records that would be amazing with a motor.

- Free Distance Using Up to 3 turn points- 1869.7 miles/ 3009 km, Klaus Ohlmann
- Free out & return- 1,396.59 miles/ 2247.6 km, Klaus Ohlmann
- Absolute altitude gain- 50,721 feet/15460 meters, Fossett/Envoldson
- Speed 190.6 MPH/ over a 310 mile course/306.8 km/h over a 500 km course, Klaus Ohlman



Other Interesting Facts

- Aerobatic Gliders are capable of +7g to -4g's. (Negative four to plus 7 times the force of gravity)
- High performance gliders can fly over a mile and only descend 100 feet in altitude
- Every cadet entering the United States Air Force Academy begins his or her flight instruction in a glider. The Naval Academy also uses glider training
- Young pilots can solo at 14 and obtain a private pilot license in a glider at 16
- There are approximately 38,000 licensed glider pilots in the United States. The U.S. has 180 soaring clubs and 150 commercial operators, including at least one in every state
- A private pilot glider rating requires about half the flying time needed for a powered aircraft rating: 20 flights including at least 10 solo flights totaling 2 hours.



Soaring contest scenes in Hobbs, New Mexico. Photos by Steve Hines

- A total of 10 hours of solo flying
- A FAA medical examination is NOT required for a glider license
- The Soaring Society of America has existed for 75+ years as the non-profit representative of soaring in the United States. The SSA represents about 13,000 active members and the interests of all glider pilots in the U.S.

For more information about U.S. and state soaring records: www.ssa.org

Links:

Soaring Society of America www.ssa.org Soaring Society of America (SSA) home page. The SSA is the national organization responsible for soaring in the United States. The web site has good information on the sport and soaring locations.

Gliding World Records Homepage <http://www.fai.org/Gliding/> The International Gliding Commission (IGC) of the FAI is the Air Sports Commission which is responsible for all air sports activities involving gliders and motor gliders with the exception of glider aerobatics.

FAI World Records Homepage <http://www.fai.org/> Fédération Aéronautique Internationale (FAI), the world's air sports federation, was founded in 1905. It is a non-governmental international organization with the basic aim of furthering aeronautical and astronautical activities worldwide.



Pilots prepare their sailplanes for a great day of competition flight. Photo by Steve Hines

STEP BY STEP CONTEST COVERAGE

1. Contact contest organizers and determine if they have a media representative. If not, volunteer to write news releases for the event and for the contest winners. If time allows, try to do releases for other competitors for their local papers.
2. Offer to issue a news release for the local paper about the contest.
 - a. Ask for the information you will need to fill in the news release template.
 - b. If you are not from the area, ask for the names of the local paper/papers that would be most likely to cover this event.
3. Revise the Contest template on page 12 and contact the media.
4. Call the SSA headquarters (575-392-1177) and ask them to send copies of the “SSA Media Kit” to media outlets that are interested in covering the story.
5. Follow the contest in person or through the “Contest Reports.”
6. If possible, get competitors to complete the “Pilot Information for the Media” form at a Pilots’ Meeting. (page 11).
7. At the end of the contest, look up the phone numbers of the winners on the SSA web site Member Locator section (If you didn’t get the pilots to complete the form).
8. Call the winners and explain the value of using their success at a contest as a way to promote soaring in their area. Underscore the need to promote their soaring site and the SSA.
9. Ask the pilot to supply information about local papers that would cover such news. This may take a second call to get all the possible news outlets from the contest winners and the title of the section of the newspaper which would be the best outlet (City Desk, Feature Editor, Lifestyle, Sports, local supplement. etc).
10. Speak with pilot’s crew, family, or other competitors and get a quote.
11. Complete the Contest Results Template on page 12. Much of the template will be finished after you revise the initial news release template. Only the parts about the specific pilots will need to be changed for different classes on subsequent press releases.
12. Contact the media and fax the news release.

If you have added more interested media contacts, call the SSA office and ask them to send the “SSA Media Kit” to reporters who express interest in covering contestants.

PILOT INFORMATION SHEET



For Media Coverage

Name: _____

Racing Class & Manufacturer: _____

Hometown (If not a major city – list closest city as well) _____

Phone # _____

E-mail: _____

Name of crew or other person who could give a brief statement to the press: _____

Crew Phone #: _____

Crew e-mail: _____

Names of any local papers or other media you would suggest we contact: _____

If there is missing information, please try to give it to me before the end of the contest or contact me at: **(Provide your contact information)**. The SSA and the soaring community appreciate your help in publicizing the sport. Press releases will be sent to you prior to submission to the media.

TEMPLATE FOR A CONTEST

Contact:

XXXXXXX XXXXXX (Name)

XXXXXXXXXXXX@aol.com (e-mail)

XXX XXX XXXX (phone)



PRESS ROOM FOR IMMEDIATE RELEASE

1. Title: AREA PILOT SOARS TO VICTORY

Piloting his motorless aircraft, _____ (name) races _____ (total miles) to win a Regional Contest (something catchy to grab the editor's attention)

2. Location and Date:-

3. Organization sponsoring the contest: (1 & 2 can be done in one sentence)

4. Give information about the pilot -

- a. City or area of town, long time resident, school attended, etc. - anything to connect this person with the reader, occupation.
- b. Victory in _____ (event), competing with pilots from as far away as _____.

4. Newspapers need quotes:

- For a story about one pilot: A comment from the crew such as, "The times on this race were the fastest I've ever seen. John averaged 92 MPH on the second day putting him in first place." Or "When my friend, _____ asked me to crew for her in a sailplane race, I couldn't imagine that she would fly over _____ miles in the 5 days and win the race against 23 others. She really is a tough competitor."
- For a story about the contest: _____, a local glider pilot and Contest Director revealed the answer to a mystery that has puzzled many _____ residents. "You may have noticed a convoy of vehicles hauling long tubular shaped trailers rolling into town. They don't contain UFOs. What you're seeing is glider trailers arriving from all over the country for a National Championship."

5. Modify information for your specific location:

In (Name the contest) every day the contestants race across the sky without an engine, flying up to 325 miles as they try to have the fastest time around the course. Soaring competitors here in (name place) pit their knowledge of the sport against other pilots and the elements to determine a champion.

Gliders, or sailplanes as they are sometimes called, do not have engines but stay aloft using columns of rising air, or thermals. Thermals can rise to over _____ feet around (name contest location _____) and are often marked by puffy cumulus clouds. Sailplane pilots bank their craft in tight circles to climb in thermals, often achieving climb rates of 500 to 1000 feet per minute. (Mention ridge lift if that is present in the contest area.)

Initially, sailplanes are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 20-30 minutes. Fortunately, thermals are common around _____, so staying aloft is not normally a problem.

High performance sailplanes are made of advanced composite materials and use highly refined aerodynamics for maximum performance and minimum drag. Racing sailplanes are the most efficient flying machines ever designed. They convert one foot of altitude into fifty feet of forward progress, a slope barely detectible by human senses. A single place glider weights approximately 550 lbs and has a speed range between 45 and 170 mph.

Soaring pilots use sensitive instruments including global positioning systems (GPS) to efficiently climb in thermals and navigate around the day's course. GPS flight recorders sample altitude, location and speed every few seconds. These flight recorders are carried by every competitor at contests to create digital files which are used for scoring. The champion glider pilot is a master of aerodynamics, meteorology, and electronics.

6. Specifics on the location and/or weather: Include weather conditions which challenged the pilot, and specific, recognizable locations which the contestants had to fly over.

7. The event/ contest specifics: Explain how many competed, the number of days, the margin of victory, ETC.

(Indicates the end of the news release)

8. Note to editor: Communicate the availability and time and place where a photographer or photojournalist could come and shoot and who their point of contact /escort will be. This might include the flight line on practice day, the contest director's pilot's meeting, the awards day, interviews with contestants, etc. If a flight is possible, indicate it here.

(This note always goes after the ### in a news release)

9. (Modify with your information and put at the bottom of the page) 05/05/10 Val Paget, Soaring Society of America Publicity Chair, 832-654-3300 soar@valpaget.com. Use a title such as Contest Media Coordinator, if it applies.

After sending this news release, call your media contacts. If they express interest, offer to send a copy of the CD "The SSA Media Kit." If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

TEMPLATE FOR RECORDS

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Pilot's name _____ of (hometown) _____ Set a US Aviation Record

Place and date

Flying a glider, or sailplane as it is also called, _____ (name) flew a record _____ miles. This flight from the airport in _____ to _____ and then back to the home airport took just under _____ hours. What makes this flight even more amazing is that he/she made the decision on the ground to fly to a specific place and then back to the home airport without an engine.

Initially, _____'s (pilot's name) glider was towed aloft behind a powered aircraft to around 2,000 feet above the ground before he/she released the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Flights of this length require the skillful use of thermal lift to "power" the aircraft to the declared destination and back.

(Pilot's name) _____ flew a single place glider. Gliders, such as the one used for this flight, are made of advanced composite materials and use highly refined aerodynamics for maximum performance and minimum drag. The glider converts one foot of altitude into fifty feet of forward progress, a slope barely detectible by human senses. A single place glider weights approximately 550 lbs and has a speed range between 45 and 170 mph.

Soaring pilots use sensitive instruments including global positioning systems (GPS) to efficiently climb in thermals and navigate around the day's course. GPS flight recorders sample altitude, location and speed every few seconds. (Name) _____ carried one of these instruments to create a digital file, called a flight trace. After the flight, his/her Official Observer submitted the flight trace to the National Aeronautic Association (NAA) that certifies all national aviation records. Subject to homologation of this flight by the Soaring Society of America, NAA, and the FAI (if it is a world record), _____ (name) will join the ranks of U.S. aviation record-holders.

Write a short paragraph that gives the reporter an introduction to the pilot. Provide some interesting information about the pilot, such as- occupation, (if the person has an occupation that would surprise the reader) age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc.

Finish this paragraph with a quote from someone familiar with the pilot. (Children, wife/ husband or crew). Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview. (This note always comes after the ###)

Repeat your name, title (such as Soaring Club Media Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, soar@valpaget.com, 832-654-3300, 05/15/10

After you make the revisions, send the press release as a fax or as the body of an e-mail. After sending this news release, call your contact and offer to send a copy of the CD "The SSA Media Kit." If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

TEMPLATE FOR DIAMOND BADGES

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Area Pilot Soars for Diamonds

Place and date

_____ (Name) was awarded a Soaring Society of America's Diamond Badge, the highest level of badges in soaring. In order for a pilot to qualify for this badge, he/she must meet the strict requirements of the FAI, the organization that homologates all world aviation records. The FAI Diamond Badge involves 3 required elements. Diamond Altitude is a 5,000-meter (16,404-foot) altitude gain above an in-flight low point; Diamond Goal is a 300-km (186.42-mile) cross-country flight using a pre-declared Out and Return or Triangle course; Diamond Distance is a 500-km (310.7-mile) cross-country flight.

_____ completed the altitude requirement with a flight to _____ feet over _____ mountains. To meet the second part of the badge, _____ he/she made a flight of _____ miles. What makes this flight even more amazing is that he/she made the decision on the ground to fly to this specific turnpoint (Insert the names of the places that would be familiar to the public) and then back to the home airport. The third leg, a flight of over 310.7 miles, the pilot flew to _____.

Initially, _____'s (pilot's name) glider, or sailplane as it is also called, was towed aloft behind a powered aircraft to around 2,000 feet above the ground before he/she released the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Flights of this length require the skillful use of thermal lift to "power" the aircraft to the declared destination and back.

In order to reach extremely high altitudes required to reach the altitude goal, the pilot used wave lift. This powerful lift is created by a strong stream of air rising over the mountains, creating waves of both strong up-drafts and down-drafts on the down-wind side. _____ accomplished this goal by flying up into wave in _____.

(Pilot's name) _____ flew a glider made of strong, composite materials similar to the kinds found on airlines and jet fighters. A single place glider, such as the one used for this flight, use highly refined aerodynamics for maximum performance and minimum drag. The glider converts one foot of altitude into fifty feet of forward progress, a slope barely detectible by human senses. A single place glider weighs approximately 550 lbs and has a speed range between 45 and 170 mph.

(Name) _____ used sensitive instruments including global positioning systems (GPS) to efficiently climb in thermals and navigate to the predetermined turnpoints. GPS flight recorders sample altitude, location and speed every few seconds. (Name) _____ carried one of these instruments to create a digital file, called a flight trace. The flight trace was submitted to the Soaring Society of America, which awarded the Diamond Badge in recognition of this achievement.

Write a short paragraph that gives the editor an introduction to the pilot. Provide some interesting information about the pilot, such as occupation, (if the person has an occupation that would surprise the reader) age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc. Finish this paragraph with a quote from someone familiar with the pilot. (Children, wife/ husband or crew) Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview. (This note always appears after the ###)

Repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, soar@valpaget.com, 832-654-3300, 09/15/09

After you make the revisions, send the News Release as a fax or as the body of an e-mail, rather than an attachment. After sending this news release, call your contact and offer to send a copy of the CD "The SSA Media Kit." If you do not have any copies, call the SSA headquarters and ask them to mail it.

TEMPLATE FOR GOLD BADGES

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Area Pilot Soars for Gold

Place and date

_____ (Name) was awarded a Gold International FAI soaring Badge for a flight of 186.4 miles. In order for a pilot to qualify for this badge, he/she must meet the strict requirements of the Federation Aeronatique International, the organization that homologates all aviation records. _____ (name) met both the distance and altitude requirements met on this flight. He/She flew the glider, or sailplane as it is also called, to _____ feet, a gain of 9,842 feet in altitude. For the distance requirement, (Name _____ flew to _____ Insert the names of the places that would be familiar to the public) and then back to the home airport.

Initially, _____'s (pilot's name) glider was towed aloft behind a powered aircraft to around 2,000 feet above the ground before he/she released the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Flights of this length require the skillful use of thermal lift to "power" the aircraft to the declared destination and back.

(Pilot's name) _____ flew a glider made of strong, composite materials similar to the kinds found on airlines and jet fighters. A single place glider, such as the one used for this flight, weights approximately 550 lbs and has a speed range between 45 and 170 mph. Since gliders do not carry a motor, they are designed to minimize aerodynamic drag, giving them a sleek, smooth look. Without any additional lift, many high performance gliders can go 45-50 miles from an altitude of 5,280 feet.

Soaring pilots use sensitive instruments including global positioning systems (GPS) to efficiently climb in thermals and navigate around the day's course. GPS flight recorders sample altitude, location and speed every few seconds. (Name) _____ carried one of these instruments to create a digital file, called a flight trace. The flight trace was submitted to the Soaring Society of America, the national representative for the FAI. The Gold Badge was awarded in recognition of this achievement.

Write a short paragraph that gives the editor an introduction to the pilot. Provide some interesting information about the pilot, such as occupation, (if the person has an occupation that would surprise the reader), age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc. Finish this paragraph with a quote from someone familiar with the pilot. Children, wife/ husband or crew). Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview. If you plan a media day with rides, describe the event here.

(Note to editor goes beneath the ###)

Repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, soar@valpaget.com, 832-654-3300, 05/15/09

After you make the revisions, send the press release as a fax or as the body of an e-mail, rather than as an attachment.

After sending this news release, call your contact and offer to send a copy of the CD “The SSA Media Kit. If you do not have any copies, call the SSA headquarters (575-392-1177) and ask them to mail one directly to the media contact.

TEMPLATE FOR BRONZE BADGES

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Area Pilot Awarded Soaring Badge

Place and date

_____ (Name), a member of _____ (Soaring Club or commercial operation) was presented a Bronze Badge by the Soaring Society of America. A FAA certified glider instructor supervised _____'s (name) work for this very challenging badge which tests the applicant's knowledge of soaring as well as the skills required for flying and landing the glider.

First, _____ (name) completed the training required to fly a long-winged motor-less aircraft alone. After at least 15 hours of solo flights, including at least two flights of at least two hours in duration, he/she was ready to complete the other rigorous requirements for this badge. (Name) passed a written exam. The final challenges required him/her make three spot landings flying solo and also make two landings with a Soaring Society of America designated instructor who covered the instrument that registers the aircraft's height above the ground.

_____ can look forward to many more challenges as he/she pursues this hobby. Gliders, or sailplanes as they are also called, are capable of amazing feats. The world altitude record in a glider is 50,721 feet (higher than a commercial aircraft can fly); the longest flight, 1,869 miles. That is a flight of greater distance than one from Washington, DC to Las Vegas, NV without a motor. A glider flew an average of 190 MPH on a flight of 310 miles. Harnessing the enormous powers of nature, glider pilots claim flight records that would be amazing with a motor.

Initially, sailplanes like the one _____ (pilot) flew, are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Flying a glider requires the skillful use of thermal lift to "power" the aircraft to the destination and back. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 15-20 minutes.

Gliders are the magical combination of aeronautical design, the latest composite materials and human ingenuity. They are designed to minimize aerodynamic drag giving them a sleek, smooth look. Many gliders have a wing-span of over 50 feet.

Write a short paragraph that gives the editor an introduction to the pilot. Provide some interesting information about the pilot, such as occupation, (if the person has an occupation that would surprise the reader) age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc.

Finish this paragraph with a quote from someone familiar with the pilot. (Instructor, wife/husband or club member). Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview.

At the bottom of the release, repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, soar@valpaget.com, 832-654-3300, 09/15/09

After you make the revisions, send the press release as a fax or as the body of an e-mail, not as an attachment.

After sending this news release, call your contact and offer to send a copy of the CD "The SSA Media Kit. If you do not have any copies, call the SSA headquarters (575-392-1177) and ask them to mail one directly to the media contact.

TEMPLATE FOR C BADGE

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Area Pilot Awarded Soaring Badge

Place and date

_____ (Name), a member of _____ (Soaring Club or commercial operation) was awarded a C Badge. A FAA certified glider instructor supervised the badge work. First, _____ (name) had to advance to the point that he/she was permitted to fly without an instructor. The requirements for the C Badge include a solo flight of at least one hour in the motor-less aircraft. Additionally, he/she has to successfully complete preparations for a cross-country flight and perform an Accuracy Landing, touching down and stopping within an area no greater than 500 Feet in length. The instructor submitted the application to the Soaring Society of America, which awarded the badge in recognition of the achievements.

_____ can look forward to many more challenges as he/she pursues this hobby. Gliders, or sailplanes as they are also called, are capable of amazing feats.

The world altitude record in a glider is 50,721 feet (higher than a commercial aircraft can fly); the longest flight, 1,869 miles. That is a flight of greater distance than one from Washington, DC to Las Vegas, NV without a motor. A glider flew an average of 190 MPH on a flight of 310 miles. Harnessing the enormous powers of nature, glider pilots claim flight records that would be amazing with a motor.

Gliders are the magical combination of aeronautical design, the latest composite materials and human ingenuity. They are designed to minimize aerodynamic drag giving them a sleek, smooth look. Many gliders have a wingspan of over 50 feet.

Initially, sailplanes like the one _____ (pilot) flew, are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 15-20 minutes. Flying a glider requires the skillful use of thermal lift to “power” the aircraft to the destination and back.

Write a short paragraph that gives the editor an introduction to the pilot. Provide some interesting information about the pilot, such as occupation, (if the person has an occupation that would surprise the reader) age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc. Finish this paragraph with a quote from someone familiar with the pilot. (Instructor, wife/ husband or club member) Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview.

At the bottom of the release, repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, soar@valpaget.com, 832-654-3300, 09/15/09

After you make the revisions, send the press release as a fax or as the body of an e-mail, not as an attachment.

After sending this news release, call your contact and offer to send a copy of the CD “The SSA Media Kit. If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

TEMPLATE FOR A and B BADGE

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Area Glider Pilot Receives Two Badges

Place and date

_____ (Name), a member of _____ (Soaring Club or commercial operation) was awarded A and B Badges. A FAA certified glider instructor supervised the badge work. First, _____ (name) had to advance to the point that he/she was permitted to fly the glider alone. In order to qualify for the B Badge, the pilot had to make a solo flight of at least a half an hour. The instructor submitted the application to the Soaring Society of America, which awarded the badges in recognition of the achievements.

_____ can look forward to many more challenges as he/she pursues this hobby. Gliders, or sailplanes as they are also called, are capable of amazing feats. The world altitude record in a glider is 50,721 feet (higher than a commercial aircraft can fly); the longest flight, 1,869 miles. That is a flight of greater distance than one from Washington DC to Las Vegas, NV without a motor. A glider flew an average of 190 MPH on a flight of 310 miles. Harnessing the enormous powers of nature, glider pilots claim flight records that would be amazing with a motor.

Gliders are the magical combination of aeronautical design, the latest composite materials and human ingenuity. They are designed to minimize aerodynamic drag giving them a sleek, smooth look. Many gliders have a wingspan of over 50 feet.

Initially, sailplanes like the one _____ (pilot) flew are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Gliders stay aloft using columns of rising air in which pilots bank their craft in tight circles to climb. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 15-20 minutes. Flying a glider requires the skillful use of thermal lift to “power” the aircraft to the destination and back.

Write a short paragraph that gives the editor an introduction to the pilot. Provide some interesting information about the pilot, such as- occupation, (if the person has an occupation that would surprise the reader) age (if he/she is exceptionally young or old), how long the pilot worked to achieve this goal, etc.

Finish this paragraph with a quote from someone familiar with the pilot. (Instructor, wife/ husband or club member). Identify the person you are quoting.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview. (This note always follows the ###)

Repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, vpaget@gmail.com, 832-654-3300, 09/15/09

After you make the revisions, send the press release as a fax or as the body of an e-mail, not as an attachment. After sending this news release, call your contact and offer to send a copy of the CD "The SSA Media Kit. If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

TEMPLATE FOR A SOARING EVENT

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Colorado Glider Pilots to Soar from Dalhart

Location and Date: DALHART, TEXAS — MILLER FIELD — July 10-17, 2004

Sponsoring organization: Members of the Colorado's Soaring Society of Boulder will be visiting Dalhart to sample the strong Texas thermal updrafts starting on Saturday, July 10.

Newspapers need quotes. By providing them, you assist the reporter: "Our club normally soars in the mountains of Colorado but we have been coming to Dalhart for years and we always enjoy it," said camp organizer Dick Hogue. The Dalhart area has almost perfect conditions for flying sailplanes with its normally hot dry summer weather and strong updrafts.

Modify information for your specific location: Gliders, or sailplanes as they are sometimes called, do not have an engine but stay aloft using columns of rising air, or thermals, normally associated with the _____ area. Thermals can rise to over _____ feet around _____ and are often marked by puffy cumulus clouds. Sailplane pilots bank their craft in tight circles to climb in thermals often achieving climb rates of 500 to 1000 feet per minute. Flights of over three hours are common.

Sponsoring organization: Members of the Colorado's Soaring Society of Boulder will be visiting Dalhart to sample the strong Texas thermal updrafts starting on Saturday, July 10.

Newspapers need quotes. By providing them, you assist the reporter: "Our club normally soars in the mountains of Colorado but we have been coming to Dalhart for years and we always enjoy it," said camp organizer Dick Hogue. The Dalhart area has almost perfect conditions for flying sailplanes with its normally hot dry summer weather and strong updrafts.

Modify information for your specific location: Gliders, or sailplanes as they are sometimes called, do not have an engine but stay aloft using columns of rising air, or thermals, normally associated with the _____ area. Thermals can rise to over _____ feet around _____ and are often marked by puffy cumulus clouds. Sailplane pilots bank their craft in tight circles to climb in thermals often achieving climb rates of 500 to 1000 feet per minute. Flights of over three hours are common.

Modify as needed: Sailplanes are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 20-30 minutes. Fortunately, thermals are common around _____, so staying aloft is not normally a problem. Skilled pilots can fly hundreds of miles by gliding from thermal to thermal in cross-country flight.

(Insert your information at the bottom of each page) 05/05/05 Val Paget, SSA Publicity Chairperson, soar@valpaget.com 832-654-3300

Specifics on locations that the reader will recognize and/or weather: Because of Dalhart's location, local soaring pilots can accomplish the coveted five state (Texas, Oklahoma, Kansas, Colorado, New Mexico) flight if the weather is favorable.

Use as is: Modern sailplanes are made of strong, composite materials similar to the kinds found on airlines and jet fighters. A single place glider weighs approximately 550 lbs and has a speed range between 45 and 170 mph. Since sailplanes do not carry a motor, they are designed to minimize aerodynamic drag giving them a sleek, smooth look. High performance sailplanes can go 60 feet forward to one foot of decent and cover 60 miles in one glide without additional lift.

Soaring pilots use sensitive instruments including global positioning systems (GPS) to efficiently climb in thermals and navigate around the day's course. GPS flight recorders sample altitude, location and speed every few seconds. They are carried by every competitor at contests to create digital files called a flight traces which are used for scoring.

The event/ contest specifics: The Dalhart Camp starts on July 10th and concludes on July 17th with 15-25 club members attending the week-long event.

(Indicates the end of the news release)

Note to Editor: Communicate the availability and time and place where a photographer or photojournalist could come and shoot and who their point of contact /escort will be. This might include the flight line on practice day, the contest director's pilot's meeting, the awards day, etc.

Interview opportunity: Communicate the time and place where a writer could talk to the Contest Director about this year's event, the expected weather, and his challenges in selecting the various tasks for the various days.

The sport of soaring is available nationally through the over 180 active soaring clubs around the nation. Contact the Soaring Society of America on the web (www.ssa.org) or call (575-392-1177) for your local soaring operation.

After sending this news release, call your contact and offer to send a copy of the CD "The SSA Media Kit. If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

(Insert your information at the bottom on the release) Example: Val Paget, SSA Publicity Chairperson, soar@valpaget.com, 832-654-3300, 08/05/10

TEMPLATE FOR INDIVIDUAL ACCOMPLISHMENT

Appropriate for honors including awards by the SSA; appointment or election to a local, regional, or national SSA post; and other recognitions

Contact:

Valeria Paget, SSA Publicity Chairman

vpaget@gmail.com

832-654-3300

(Use your contact information here)



PRESS ROOM

<http://www.ssa.org>

FOR IMMEDIATE RELEASE

HEADLINE

Person's Name and Accomplishment

Location and Date

Write a paragraph with a few details about the person's accomplishments. Mention the person's affiliation with the Soaring Society of America.

Follow that paragraph with background information on the history of soaring and the SSA:

Soaring (motorless flight) began prior to Orville and Wilber Wright's flight. The Wright Brothers would have been unable to make their historic first powered flight without first perfecting their aeroplane's control systems using test gliders of their own design. Since the organization's founding in 1932, SSA members have written and rewritten the record book of aviation achievement. Behind all the dreams and flight records, SSA members, such as _____ (individual's name) devote countless hours to flight training and safety, technological research and development, and sponsorship and monitoring sailplane competition. Additionally, the SSA works with federal agencies to preserve glider access to airspace. Currently the SSA has nearly 13,000 members.

Add details about this person's contributions to soaring. Finish this paragraph with a quote from someone familiar with the member's work. Identify the person you are quoting and give the connection he/she has with soaring.

Provide information to acquaint the assignment editor or reporter with soaring: Gliders, or sailplanes as they are sometimes called, have no engine, but stay aloft using columns of rising air in which pilot's bank their craft in tight circles to climb. Flights of over five hours covering hundreds of miles are common. The current world altitude record for gliders is 50,721' and the (non-stop) distance record is 1,869 miles.

Modern sailplanes are constructed of extremely strong composite materials similar to those found on airliners and jet fighters. A single seat glider weighs approximately 550 lbs and has a speed range between 45 and 170 mph. Since sailplanes are designed to minimize aerodynamic drag, they are smooth and sleek. High performance sailplanes can cover 60 miles in one glide without lift from only 5,000 feet in altitude.

(Indicates the end of the news release)

Note to Editor: You can contact (Name the person and give the contact information) to schedule an interview. If you have not sent this media outlet the “SSA Media Kit,” offer to send them a copy. If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

Repeat your name, title (such as Publicity/ Contest Coordinator) plus your contact information. For example: Val Paget, SSA Publicity Chairman, vpaget@gmail.com, 832-654-3300, 03/12/06

After you make the revisions, send the press release as a fax or as the body of an e-mail, not as an attachment.

After sending this news release, call your contact and offer to send a copy of the CD “The SSA Media Kit.” If you do not have any copies, call the SSA headquarters and ask them to mail one directly to the media contact.

SAMPLE PRESS RELEASE FOR SOARING EVENT

NEWS RELEASE



Contacts:

Pete Rendek, SSA AirVenture Publicity
prendek@cox.net
602-380-8369

Val Paget, SSA Publicity Chairman
vpaget@gmail.com
832-654-3300

FOR IMMEDIATE RELEASE

PRESS ROOM
<http://www.ssa.org>

HEADLINE

Soaring Society of America Celebrates 75 Years at AirVenture 2007

21 MAY 2007

The Soaring Society of America will celebrate its 75th anniversary with a display of vintage and modern gliders at AirVenture 2007 in Oshkosh. Volunteer members of the SSA will be available to explain all aspects of soaring, glider licenses, and places to take a ride or begin instruction. The exhibit highlights three unique gliders: a Stemme S6, a Sisu, and a Pipistrel Taurus motorglider.

The Stemme S6 and the Pipistrel Taurus are motorgliders, capable of self launching. After climbing to altitude, the engine and propeller are stowed and the aircraft flies like a traditional glider. Motorgliders are unique in that they are powered gliders, but do not require a single engine private pilot license. Both the S6 and the Taurus on display will be the first of their model imported to the United States. They are both two seat gliders, which are ideal for training or for leisure flying. The Sisu 1A is a very successful classic American competition sailplane which won many championships in the 1960's and 1970's. The Sisu 1A glider in the exhibit, N6390X, is also a first, in that it was the first Sisu glider to be built on the production line. This Sisu also has an extensive contest and award record.

The display at AirVenture 2007 in Oshkosh is part of a year-long 75th year celebration of the SSA. AirVenture 2007 runs from July 22nd to July 29th. The SSA exhibit is located in the Combo G area, which is located between exhibit Hangar B and Hangar D. "AirVenture encompasses the spirit of adventure and search for advancements in flight that have been a part of soaring from the beginning," commented Anne Mongiovi and Ian Cant, who are leading the planning for the SSA exhibit. "It's a natural place to showcase gliders which have long used advanced composites, winglets, and efficient design to achieve long flights without an engine."

Gliders, or sailplanes as they are sometimes called, typically do not have an engine but stay aloft using columns of rising air, or thermals. Thermals can rise to thousands of feet and are often marked by puffy cumulus clouds. Sailplane pilots bank their craft in tight circles to climb in thermals, often achieving climb rates of 500 to 1000 feet per minute or more. Flights of over three hours are common.

Sailplanes are towed aloft behind a powered aircraft to around 2,000 feet above the ground before releasing the tow rope. Without a motor, gliders must quickly find a thermal to climb on or they will be back on the ground in 20-30 minutes. Fortunately, thermals are common so staying aloft is not normally a problem. Skilled pilots can fly hundreds of miles by gliding from thermal to thermal in cross country flights.

A single place glider weighs approximately 550 lbs and has a speed range between 45 and 170 mph. Aerobatic gliders are capable of +7g to -4g's (negative four to plus seven times the force of gravity).

#

SAMPLE PRESS RELEASE FOR AWARDS/RECORDS

NEWS RELEASE



Contact:

Val Paget, SSA Publicity Chairman
vpaget@gmail.com
832-654-3300

FOR IMMEDIATE RELEASE

Houston Teen Sets a National Aviation Record

Sylvia Szafarczyk, 19, received the U.S. National Record Certificate on February 11 at the Soaring Society of America's annual convention in Ontario, California. Sylvia flew for nearly 7 hours to complete a flight over 210 miles, which gave her two national and 8 New Mexico state records. She set records in the following categories: 15 meter feminine free out and return distance, and 15 meter feminine out and return distance.

This year, Sylvia also competed in sailplane races against experienced pilots from all over the nation. She and her teammate, Mike Westbrook, age 19, won the third day in a regional contest in Hobbs, NM. They had to pilot a motorless aircraft with almost 58 feet of wingspan across rugged terrain to complete a 211 mile course.

Sylvia was just 13 years old when she learned to fly at The Soaring Club of Houston. From the beginning, her instructors recognized her talent and her enthusiasm for the sport. Quickly she became a respected pilot and a model for other girls and boys who took up soaring after her.

As a pilot, she has acquired many impressive credentials, including a Gold Badge and the Kolstad Scholarship. She has accomplished all this while a student in the rigorous pre-med program at Rice University. In addition to academic courses, Sylvia works as an Emergency Medical Technician at The Rice campus and in the community, with hopes of someday becoming an ER doctor. Clearly, she is a focused person who is able to build a highly successful academic career at the same time she has attained enormous success as a glider pilot.

XXXX

Note to Editor: Photo opportunities are available with Sylvia, the glider and the ambulance. The glider can be brought to the Rice Campus for photos or can be photographed at the gliderport.

SAMPLE PRESS RELEASE FOR NEWS-WORTHY SOARING EVENT

For immediate release
Contact: Martha Wilson
Mount Washington Resort
Phone: 603-278-3366
mwilson@mtwashington.com

Kevin Brooker
Post Mills Soaring Club
Phone: 802 333-3723
redpoint@sover.net

September 21, 2005

NATIONAL LANDMARK OF SOARING DEDICATION AT THE MOUNT WASHINGTON RESORT

BRETTON WOODS, NH – On Saturday, October 8, 2005, The Mount Washington Hotel will host the dedication of the newest National Landmark of Soaring, including a unique display of gliders. Mount Washington, New Hampshire has been designated the 14th National Landmark of Soaring by the National Soaring Museum located in Elmira, NY.

Since 1938, glider pilots from all areas of the U.S. and Canada have been using the legendary winds at Mount Washington to fly unpowered aircraft to altitudes above 30,000 feet.

This daylong celebration of motorless flight, beginning at noon, will feature gliders on display and pilots are available to discuss the unique soaring conditions found in the White Mountains of New Hampshire. Mount Washington, New Hampshire, is a truly historic soaring site. It was here that Lewin Barringer made the first wave flight in the United States in 1938. Throughout the years, glider pilots have come to Mount Washington to pursue and develop the unique activity known as wave soaring.

Twenty-five years ago, The National Soaring Museum established the National Landmark of Soaring program for the purpose of recognizing sites, individuals, and events of significance in the history of motorless flight in the United States. On May 14, 2005, the NSM Trustees voted to designate Mount Washington, New Hampshire, as the 14th National Landmark of Soaring.

For more information about the history of soaring, please visit the Landmark website at www.ssaregion1.org/NLS14.

For more information about The Mount Washington Resort at Bretton Woods, please call 877-873-0626 or visit www.mtwashington.com.

###

SAMPLE PRESS RELEASE FOR “SOARING WEEK”

P.O. Box 116
Post Mills, VT 05058
Phone 802-333-3723
Email info@reliefwear.com

FOR IMMEDIATE RELEASE, May 28, 2005

MEDIA CONTACT, KEVIN BROOKER. 802-333-3723

Press Release

June 19-25, 2005, has been designated “Vermont Soaring Week” by the Soaring Society of America’s Vermont representative, Kevin Brooker. Vermont has some of the best soaring conditions in New England. During the week of June 19-25, the Sugarbush Airport located in Warren will host the New England Gliding Championships. Glider pilots from all over the country and parts of Canada will compete in several classes for the title of Regional Champion. Each day the pilots will fly for several hours with task distances between 60 and 200 miles. The most excitement for spectators will typically happen between 11:00 AM and 1:00 PM each day.

Vermont has 4 active glider clubs that operate from mid April until the end of October.

For more information about glider flying please contact Kevin Brooker of the Post Mills Soaring Club via email redpoint@sover.net or phone 802-333-3723.

Creating a “State Soaring Week” provides an opportunity for clubs and commercial operations to attract media attention. The governors in some states make an official proclamation to draw attention to soaring.

SSA BUSINESS CARDS

Business Cards are an important part of the process of promoting soaring. Many members have created their own card, with a map to their local club or an offer for a free ride. Some clubs give new members a pack of club cards personalized with their names.

The SSA has recently developed a professional set of cards that you can purchase direct from their Merchandise Department. The cards are pre-printed on 8.5 x 11 inch sheets of 65 lb. card stock. Load the sheets directly into your inkjet printer (12 cards per sheet). Use your favorite software program (Microsoft Word, InDesign, etc) to add your name, address, phone/cell numbers, and e-mail address on each card. Once you print out a sheet, visible trim guides will aid in the cutting of each card.



Type in your contact information and you're ready to promote the sport of soaring! Multimedia by Steve Hines.

The SSA Business Card sheets have the SSA logo professionally printed and ready for your inkjet printer. SSA logos are printed on 65 lb card stock. Trim marks are provided for ease of cutting. Cut cards will measure 3.5 x 2 inches.

ACKNOWLEDGEMENTS

My thanks to the U.S. Team who allowed me to borrow words and ideas that are incorporated into the templates. Visit the U.S. Team on the SSA web site for more fascinating information about our national teams and the world of competitive soaring. <http://www.ssa.org/usteam/>

My thanks also to Steve Hines, who created and produced this Soaring Publicity Handbook.

Thanks also to Denise Layton for her guidance with this project.