APOGEE
PEAK OF FLIGHT
NEWSLETTER

Getting Media Coverage For Your Rocketry Event

By Tim Van Milligan

Press coverage is a "recruiting tool" for your rocket club. If you try to use it for any other purpose, you'll be wasting a great opportunity, and your efforts won't be very successful. Knowing this purpose, you can generate a strategy for getting press coverage. You'll be like a political spin-doctor; formulating the exact message you want to get out to the public.

A few months back, I came across an article called: "PRESS RELEASES ARE A COLOSSAL WASTE OF TIME" by B.L. Ochman (http://www.thebestwebideas.com). In that article, she gave some very specific pointers in getting press coverage. All these points have application to model rocketry club events too. I'll just try to highlight the most important ones.

1. SAY WHY YOU ARE WRITING

Don't bury the whole idea five sentences into the first paragraph. Make it the very first sentence. News editors have a busy day, so make it fast for them to get through the letter.

2. EXPLAIN WHY YOUR EVENT IS NEWSWORTHY

This is probably the most important part of your letter. For a rocketry launch, you may have a hard time thinking up some ways to tie your event to something that newspapers may want to cover. Here are some ideas:

A.) To celebrate an important space milestone (this one was used by modelers down in Cape Canaveral in July; when they launched a WAC-Bumper model on the 50th anniversary of the first launch from Cape Canaveral).

B.) Tie it to an important person that is attending the event. We had a retired astronaut come to NARAM this past summer, so I mentioned it to the media people. They were more excited about coming if someone important is attending too.

C. Tell about the financial impact your event will have on the community. I used this excuse in a press release about NARAM too. Since we knew that every hotel room in Cañon City was going to be booked, we figured that there was going to be a big financial gain for the city.

D.) The ole "stand-by" reason if you can't think of any other is: "Education." Rocketry can always be tied to education, and reporters can relate to it. I'm sure you can find a fact somewhere about how NASA Astronaut "XYZ" flew rockets when he was a kid.

I like this last reason a lot, because it works great as an incentive for parents to get their kids involved in rocketry. If they see that rocketry is educational, they're more likely to drag themselves out of bed early one weekend morning to attend a rocket launch with their kids.

3.) EXPLAIN THE STORY IDEA TO THEM

This is where you play spin-doctor. Don't say to them "we're going to launch rockets," but give them a news "angle" in advance.

Your task is to control the message that they write about in the story. If you're not careful, they may write about how a motor catoed on the launch pad, and scared everyone half to death. But if they have a particular topic they are working on (hopefully, the one you submitted to them), they'll ignore the misfires that occur, and focus in on the true meaning of the event.

4.) BE BRIEF IN YOUR LETTER

Again, news people have a lot of other articles they are working on, so try to keep it short.

5.) ADD ATTACHMENTS

The letter should be brief, but you can add attachments to it. I did this when I was trying to get press coverage for NARAM; and it worked great. I included a couple of extras with the letter. The first was a "Fact Sheet." It listed the particulars about the event: who, what, when, where, and why. This fact sheet was only a couple of paragraphs short from

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being a pre-written article for the newspaper; including the tie-in to education that I wanted to get across. I'd suggest that you do something similar too. You may find that the newspaper runs that as its article instead of sending a reporter to cover the event. In this case, you'll get your exact recruitment message out to the community. In the newsletter archives of this e-zine, you'll find a suppliment article. This is the article that actually ran in the newspaper. Look at how closely this article mimics the press release that I sent to the newspapers.

I attached a club flyer that described our local club, and also a NAR history sheet. Plus I threw in some good photographs of rockets taking off. The newspapers loved this, because photos are more likely to be printed than just text.

I also had some old issues of "Sport Rocketry," and "Extreme Rocketry" that I included into the packet too. I don't know if these had any effect on the newspapers in their decision to cover the event, but I don't think it would have hurt. You may not have access to old magazines, but you should have some old issues of your club's newsletter that you can put in the press kits.

If you have important people attending, you should include biographies of those people so that the press knows why they are special. It also helps the newspapers to spell their names correctly.

One of the important items that I included in the NARAM press kit was a list of questions that a reporter could use if he was doing an interview on the field. There were specific questions for each person I wanted the reporter to talk to: Vern Estes, Astronaut Jay Apt, NAR President Mark Bundick, Joe Average Modeler, Joe Jr Average Kid Modeler.

There were two reasons I wanted to give some questions. First, you have to assume that reports know nothing about rocketry. In most cases, you'll be right. So you're doing them a favor by making them look smart. Otherwise, they'll just ask dumb questions like: "How high do rockets fly?"

The second reason for the list of questions was that I wanted to control the message of the final printed article. All the questions I submitted to them were slanted to the topic that I wanted coverage for.

The Results

I was charged with doing the PR for NARAM. I sent out the basic press kit listed above. The results, in my opinion were fantastic! Our club and event were on TV once prior to the event, and twice more during the NARAM week. Plus, we had excellent newspaper coverage. Both of the local Cañon City newspapers did three stories each, plus we had stories in the big city papers of Pueblo, Colorado Springs, and Denver.

During NARAM, for the person living in the community, they'd have to had hidden under a rock not to know the event was happening. Throughout the week, I was talking to spectators that said they heard about the coverage in the press.

If you'd like to see exactly what I sent out to the papers, you can read the supplement to this article on the following pages.

About the Author:

Tim Van Milligan is the owner of Apogee Components (http://www.apogeerockets.com) and the curator of the rocketry education web site: http://www.apogeerockets.com/education. He is also the author of the books: "*Model Rocket Design and Construction*," "*69 Simple Science Fair Projects with Model Rockets: Aeronautics*" and publisher of the FREE e-zine newsletter about model rockets. You can subscribe to the e-zine at the Apogee Components web site, or sending an email to: ezine@apogeerockets.com with "SUBSCRIBE" as the subject line of the message.

About this Newsletter

You can subscribe "FREE" to receive this e-zine at the Apogee Components web site (www.ApogeeRockets.com), or sending an email to: ezine@apogeerockets.com with "SUBSCRIBE" as the subject line of the message.

This is the letter and the attachments to it that I sent out to local newspapers and television stations about NARAM 2000. You are welcome to use whatever part of this letter you need to get coverage for your own rocketry events.

Date: June 16, 2000
To: News Editor
Subject: News story about Model Rocket Launch

I am writing to suggest a story about a model rocket launch being held July 29 through August 4 in Cañon City, Colorado. I believe that this is a newsworthy event because of the large size of this launch, as it will have a major financial impact on the local economy.

In your news story, you could explain the impact model rocketry has had on motivating students to learn, and how many of today's astronauts flew model rockets during the last 40 years. A lot of technology of rocketry has changed during the last few decades, making the rockets safer, and more useful in an educational setting.

Model rocketry is an exciting educational hobby, and can be used to get students interested in scientific careers, and the exploration of space. This is relevant in today's economy, as our country needs new dreamers and leaders in technology.

Colorado is also the birthplace of model rocketry, and continues to be a major player in this growing industry. More model rocketry companies got their start in Colorado than in any other state.

I would like to suggest that you send a reporter to the event on Saturday morning, July 29. We will have a media tent available to assist them in interviewing key people at the launch, as well as helping them find a good location to get great camera shots of the rockets lifting off.

I've attached a fact sheet to this letter, which should give you some background information about the launch. If you have any other questions, you may contact me at: (719)535-9335.

Thank you for your time,

Tim Van Milligan
NARAM-2000 press coordinator

Attachments

Note how the fact sheet below is like a newspaper article. Compare it to the actual newspaper article at the end of this report (Click Here)

Attachment #1

Model Rocket Launch - Fact Sheet

The National Association of Rocketry (N.A.R.) is holding a model rocket launch in Cañon City, Colorado on July 29 through August 4. This is the 42nd annual summer launch of the national organization, but only the first time in over 30 years that it has been held in Colorado.

The launch will draw over 200 model rocket hobbyists of all ages from nearly every state in America, plus hundreds of additional spectators. During the seven-day event, approximately 3,000 model rockets will be launched. The sizes of these models range from 3 inches to over 15 feet tall. Most rockets will fly a few hundred feet into the air, but some will attain altitudes of nearly 6,000 feet!

The event is free and open to spectators, but pets are not welcome due to the loud noise the rockets make when they take off. Kids are welcome to bring their own rockets, and will be allowed to fly for free. There is a small charge for adults to fly rockets, which goes to cover the costs associated with this event. This is not a fund-raising event for the N.A.R.

The event will also contain a contest, which will be used by the N.A.R. to determine the best rocketeer in America. This contest consists of many different events; which are judged by duration aloft, altitude achieved, and craftsmanship of the models. All rocket motors used at this event are commercially made, and safety certified by the N.A.R. under strict government regulations. Home-made "models" are allowed and encouraged, but not home-made "rocket motors."

The launch field is located at the corner of US Highway 50, and Colorado Highway 67. This is just east of Cañon City, and directly north of the Fremont County Airport.

Because of the dry conditions, officials from Florence and the Tallahassee Volunteer Fire Department will be on-site during the entire week. Safety is the number-one concern of this rocket launch.

The event could be characterized as being "festival-like." There will be food vendors, rocket manufacturers, as well as displays of historic rocket items.

Colorado was chosen this year, because of its excellent tourist attractions, as well as its active rocketry clubs in Colorado Springs and Denver. The members of these clubs will provide the manpower necessary to safely launch and recovery the model rockets.

"Media Day" is on Saturday, July 29. The first rockets will be launched about 8 a.m. From then on, they will be launched at a rate of about one every 60 seconds until the rocket range closes at 4 p.m.

The web sites listed below contain background information about model rocketry that your reporters might find useful in covering this event:

www.naram2000.org -- Contains other information specifically about this event in Cañon City, including maps and rules concerning the rocket contest.

www.NAR.org -- The homepage of the National Association of Rocketry

www.ApogeeRockets.com/education -- a web site that contains information on how model rockets can be used in schools.

www.RocketryOnline.com -- Links to other model rocketry web pages.

www.cosrocs.org -- the homepage of the local Colorado Springs rocket club.

Contact Person: Tim Van Milligan (719)535-9335 -- Press Coordinator, and author of the book: *"Model Rocket Design and Construction."*

Attachment #2

Information about The National Association of Rocketry

The National Association of Rocketry is a non-profit scientific organization (IRS #13-6165575) for space modeling (model rocketry) consumers. Founded in 1957, the NAR has 4500 members and 60 affiliated clubs across the entire U.S. It is the only independent national organization for model rocket fliers.

The NAR's primary orientation is education and consumer safety. It is the recognized national testing authority for safety certification of all model rocket motors in the U.S.. It plays a strong role in the establishment of national safety standards for the hobby through its participation in the National Fire Protection Association. Its Safety Code is recognized and accepted by manufacturers and public safety officials nationwide. The NAR also functions as the consumer liaison among hobby manufacturers, local public safety officials, and the U.S. Department of Transportation, the Federal Aviation Administration, the Bureau of Alcohol, Tobacco, and Firearms, and the Consumer Product Safety Commission.

The NAR publishes a national magazine devoted to model rocketry, *Sport Rocketry*. This magazine goes to all NAR members plus numerous other subscribers and to newsstands around the nation. The NAR also provides a wide range of other services to its members, including education programs, optional liability insurance, and publication of technical literature.

The NAR sanctions over one hundred local, regional, and national model rocket competitions each year. It sponsored the Federation Aeronautique Internationale (FAI) World Championships when these were held in the U.S. in 1980 and 1992. NAR clubs and individual members earn points during each competition year which count toward the U.S. National Championships. These Championships are awarded (by age division) and the NAR Annual Meet (NARAM), which is held in late July or early August. This is attended by over one hundred of the nation's most expert fliers. Competition events range from altitude and scale modeling to parachute and glider duration.

Attachment #3

Suggestions for Questions and Story Ideas for the Model Rocket Launch

Dear Media representative,

I have put together some suggested questions that you might use in your interviews. These types of questions should be easily answered, and give you some good quotations to use for your story.

I have also attached a biography of Astronaut Jay Apt. It comes from the NASA

web site: http://www.jsc.nasa.gov/Bios/htmlbios/apt.html

Questions for Vern Estes - Model Rocket Pioneer.

1. How does this 42nd NARAM compare to the first one? What types of things are different, and what has stayed the same?
2. With 42 years of rocketry education, are today's modelers more proficient?
3. What event sticks out in your mind as having the biggest impact on rocketry?
4. What is it about model rocketry that generates so much excitement?
5. What makes this particular event so special that modelers are willing to travel halfway around the world to attend?
6. Is this NARAM any more special to you than other NARAMs?
7. When you created your first motor-making machine, what were your hopes and dreams for the hobby?
8. Where would you like to see the hobby go in the next decade?

Questions for Jay Apt, former NASA astronaut

1. How did you get started in model rocketry?
2. Do you feel you've made any contributions to the advancement of model rocketry? What were they?
3. How did model rocketry influence or contribute to your career choice?
4. Are there any parallels between model rocketry and what NASA does? What are they?
5. What makes model rocketry educations, and why would you recommend to parents that they encourage their children to participate?
6. You took several model rockets into space. What was the purpose of that? Why model rockets instead of something else? Once in space, what did you do with them?
7. How many other astronauts do you know that flew model rockets in their youth?
8. What resources does NASA have that support model rocketry?
9. What is it about model rocketry that provides a thrill for you?
10. Why did you join the NAR? Why would you recommend others join too?

Questions for Rocket Modelers

1. Why did you come to this event? How far did you come? How many previous NARAM's have you attended?
2. What is it about model rocketry that thrills you?
3. Why did you join the NAR?
4. Dou you feel you've made any significant contributions to the hobby? If so, what were they?
5. What has been your most complex model rockertry project?
6. Has model rocketry had any impact on your professional career? If so, how?
7. How has your local rocketry club impacted your community? What type of educational outreach does your club do?
8. Which do you enjoy more: building or launching?
9. How many rockets have you built? How many does it take to be considered an expert?
10. How did you get started in model rocketry?
11. How much do you spend per year on rocketry? Is it worth it?

Questions for kids

1. Why do you fly rockets?
2. How did you get started in model rocketry?
3. What are the benefits of joining a local club?
4. What do your mom and dad think about your flying rockets?
5. What are your favorite types of model rockets?
6. How often do you fly rockets?
7. Have you designed any of your own rockets, or do you build only kits?

Questions for Mark Bundick: President, National Association of Rocketry (NAR)

1. What is the purpose of the NAR?
2. How many members does the NAR have?
3. What are the benefits of joining the NAR?
4. What are the qualifications of membership?
5. How does the NAR contribute to the safety of model rocketry?
6. How many events like NARAM does the NAR sponsor per year?

Results of This Press Kit

On the next few pages are clippings of newspaper articles that were written about NARAM. You can see how the reporters followed the lead that I laid out for them in the press release.

In conclusion, it is important to direct the focus of the reporters, so that you can use the final articles to gain new members for your rocketry club.

Cañon City hosting national competition

Rocket enthusiasts to converge

Hundreds of rocket enthusiasts and spectators will converge on Fremont County this month and next when the National Association of Rocketry (NAR) hosts a model rocket launch in Cañon City as part of its annual meeting.

The launch, scheduled July 29 through Aug. 4 at a site north of the Fremont County Airport, represents the 42nd annual summer launch of the national organization, and is the first time in more than 30 years that it has been held in Colorado.

"This is the biggest event of the year for the National Association of Rocketry," said Tim Van Milligan, a member of the Colorado Springs Rocket Society (COSROCS) and one of the coordinators for this year's event.

The primary purpose of the 42nd Annual NARAM is to host a rocketry competition championship to select the best modelers in different age brackets, as well as the best teams and NAR Sections.

The launch is expected to draw more than 200 model rocket hobbyists of all ages from nearly every state in the nation, Van Milligan said, as well as hundreds of spectators.

3,000 launches

Van Milligan said approximately 3,000 model rockets will be launched during the seven-day event. The size of the models may range from 3 inches to more than 15 feet tall.

Most rockets will fly a few hundred feet into the air, but some will attain altitudes of thousands of feet.

Van Milligan said the launch site is a 400-acre parcel of land directly north of the Fremont County Airport. The private land will accommodate rockets of various sizes, although FAA (Federal Aviation Administration) restrictions will limit the altitude rockets may fly.

Since the FAA recently denied a waiver application, launches will be limited to 1,500 grams and 125 grams of propellant. This will allow for some limited high-powered flights in lighter rockets.

Open to spectators

Van Milligan said the event is free and open to spectators, although pets are not welcome because of the loud noise made by the rockets during take-off.

Children are welcome to bring their own rockets and will be allowed to fly for free. There is a small charge for adults to fly rockets, with proceeds helping defray costs associated with the event.

Van Milligan described the upcoming event as "festival-like" with food vendors, displays by rocket manufacturers, and displays of historic rocket items.

Active clubs

Milligan said Colorado was chosen as the site of this year's event because of its tourist attractions and the active rocketry clubs in the state. There are five active clubs in Colorado today, with approximately 40 to 50 members in the Colorado Springs Rocket Society.

Milligan said this year's event will include a contest which will be used by the NAR to determine the best rocketeer in America. The contest consists of several events which are judged by duration aloft, altitude achieved, and craftsmanship of the models.

All of the rocket motors used at the event, he added, are commercially made and safety certified by the N.A.R. Homemade models are allowed and encouraged, but not home-made "rocket motors."

Because of the dry conditions, officials from Florence and the Tallahassee Valley Volunteer Fire Department will be onsite during the entire week.

Van Milligan said competition is scheduled in several areas, including Research and Development, altitude events, parachute and glider duration, streamer duration, engine helicopter duration and rocket glider duration.

The contest director is Ken Mizoi.

Rocketry meet draws participants country-wide

Charlotte Burrous
Record Staff Writer

FREMONT COUNTY — Former astronaut Jay Apt of Pittsburgh, Pa., arrived Friday for the first day of the 42nd National Association of Rocketry Annual Meet.

Vern Estes, co-founder of Estes Rockets, greeted Apt at the Fremont County Airport.

"It's really wonderful (to be here)," Apt said.

Apt became interested in model rocketry as a youngster.

"I built an Astron Mark and launched it — a launch that promptly drifted into a trade," Apt said.

In 1986, Apt qualified as an astronaut and logged more than 847 hours in space. He walked in space for 10 hours and 49 minutes and also flew around the Earth 562 times.

"When I was in Russia training for my fourth space flight, the cosmonauts knew about Vern Estes, Penrose, Colo. and model rockets," Apt said.

Colorado is considered the birthplace of model rocketry.

Apt's involvement in model rocketry helped him find a career.

"I think it was the premier technical hobby that I engaged in," he said. "It definitely steered me towards my career in space science and air space operations," he added.

Model rocketry also helped Apt become a better student in school.

See related photos page B-1

"I was an indifferent school student until I (picked) up model rocketry. After that, I applied myself quite a lot better in school," Apt added.

During his career as an astronaut, Apt took two Astron Marks and one Astron Scout into space.

Apt took three Estes model rockets into space to commemorate how important the hobby has been to people in the space program.

"Most of us in the astronaut program have been touched by this wonderful hobby," Apt said.

Apt enjoys launching model rockets.

"It's a beautiful sight to see a launch. A well-executed model rocket is a thing of beauty and to see it fly is even better," Apt said.

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■ ROCKETRY, *continued from p. 1*

Not only is model rocketry fun but it is also educational.

"(Model rocketry) fires the imagination and it brings people physical dexterity concepts, mathematical concepts and artistic concepts all together in a practical way," Apt said.

NAR expects more than 500 model rocket hobbyists of all ages from nearly every state in America, as well as thousands of spectators.

Model rockets will be launched every day during the meet beginning at 8 a.m. and on an average of every 60 seconds until 4 p.m.

Events include parachute duration, cluster altitudes, helicopter duration, a manufacturers forum, NARAM mid-week social and an auction at the Abbey.

Festival-goers may watch model rockets launch, peruse historic rocket exhibits and more.

The rocket meet runs through Friday at the corner of U.S. Highway 50 and State Highway 67, on Phantom Canyon Road.

Apt is the director of the Carnegie Museum of Natural History in Pittsburgh, Pa.

Rocketry competition at 'Estesland'

'Sputnik' helped spark interest

The former Soviet Union's launch of the first "Sputnik" satellite on Oct. 4, 1957, marked the beginning of the space race and helped spur a new interest in rocketry, particularly among young people.

"Kids wanted to build rockets in the late '50s and early '60s," said Vern Estes, who in 1958 founded Estes Industries. Originally formed to manufacture model rocket motors, he moved his business to Penrose in 1961 and eventually sold out in 1969. He remained affiliated with the company for another 10 years before leaving and pursuing other business interests.

Vern Estes

Gleda Estes

'Estesland'

Today, Estes is providing the approximately 400-acre site north of the Fremont County Airport for this year's National Association of Rocketry's annual meeting and launch competition scheduled July 29 through Aug. 4. In honor of Estes, event organizers have named the site "Estesland."

While Estes began his business building rocket motors that used black powder for propellant, he soon expanded his product line to include small models.

After the Sputnik launch, Estes said the United States saw many young people killed or injured trying to build their own rockets and rocket motors. Because of those incidents, added emphasis was placed on safety with the use of commercially manufactured rocket motors. That focus on safety remains in place today.

Estes and his wife Gleda have built and flown rockets competitively. "We have both flown competitively in local, national and international meets, including world championships," Gleda Estes said. Her husband added that "it's exciting. When you build something, and see it fly 200 to 300 miles per hour, it's very exciting."

Educational tool

Estes said model rocketry can be a valuable educational tool, with thousands of schools across the U.S. using model rocketry in the classroom.

He added that model rocketry has become a fairly substantial business, generating tens of millions of dollars in sales every year. Some rocket enthusiasts will spend hundreds of dollars or more per launch.

'High-powered' rockets

Small model rockets can fly to 1,000 feet, with larger models easily attaining altitudes of 3,000 to 4,000 feet and above. The interest in rocketry has also spawned new "high-powered" rockets that can reach 30,000 to 40,000 feet, but only with FAA (Federal Aviation Administration) waivers.

Among the highlights of Estes' rocketry career was witnessing three of his model rockets lifted into space on a Space Shuttle flight in the early 1990s.

The models were carried by Astronaut Jerome Apt, who as a child flew Estes rockets. That interest in rocketry eventually led Apt to space.

LEFT: Randall Rudd of Salt Lake City poses with one of his unique 'chicken' rockets. BELOW: Dean Wakamoto, a landscaper from Hawaii, prepares his rocket for takeoff.

Chieftain photos by Tracy Harmon

'Squids,' 'chickens' and the 'turbinator'

Model rockets fill Canon City skies

Text to this article on the next page.

'Squids,' 'chickens' and the 'turbinator'

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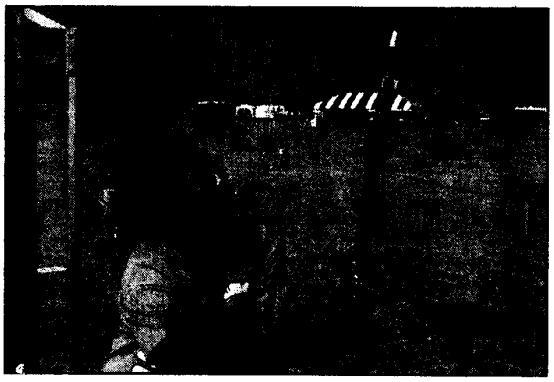

By TRACY HARMON
The Pueblo Chieftain

CANON CITY — Randall Rudd is a Salt Lake City pharmacist who invents rocketing rabbits, squids and chickens when he has trouble sleeping at night.

Rudd is one of the more unconventional participants in this week's National Association of Rocketry annual meet being held just north of the Fremont County Airport near the intersection of U.S. 50 and Colo. 67.

"I can't look at hardly anything without thinking, 'How would that look with a motor?' My chicken is the best because it has had the most flights. And Santa flies really well, too," Rudd said.

He's also launched Sam the squid, a silver UFO, a tank and the "turbinator," which was designed after a washing machine agitator.

"They all just barely fly," Rudd admits.

This week he will find out if rabbits, carrots and fish can fly when he launches them for their inaugural flights. Whether they make respectable flights matters not especially to the youngsters watching the event and Rudd is having a great time vacationing in Colorado.

Dean Wakamoto, a landscaper from Hawaii, proved that one bad flight does not have to lead to another. His composite and balsa wood helicopter rocket did not release its blade on Wakamoto's first launch of the day Tuesday, leading to a disqualification.

However, on his second try, Wakamoto had success with "basically the same rocket, I just cut the rubber band and made it tighter. At least I got some points," he said.

Disqualifications happen often at the 16-pad launch site. James Brower, 14, of Virginia, who has been building rockets for six years, had one such flight. He thought he had constructed a safer rocket, but

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●Rockets

Continued from Page 1C

after a short takeoff and a spiral dive toward the parking lot, he admitted: "Not too safe."

Dick Freed of Pennsylvania was having trouble with practice flights on his cluster rocket with four engines. The simply designed rocket, featuring a cardboard tube that looks much like a paper towel tube, was not firing all four engines.

"All of the tests just hit three out of four, but this time it went pretty well because all four of them popped. I constructed a rocket I knew would qualify," Freed said.

Not only did all four engines fire, but he was able to retrieve the rocket to show to the judges, which is a requirement of the contests.

National Association of Rocketry president Mark Bundick of Illinois said all the rocket builders have the same rules to follow, but the rockets all look different.

"Part of what makes the hobby so fascinating is that there can be dozens of different designs. It makes each of us mini-engineers who have to design creatively — it's fun," Bundick said.

The rocket contests continue today with tall rockets using big D-size engines soaring into high altitudes; and smaller rockets that utilize gliders to lengthen their hang time.

Thursday will feature the egg contest, which will require rocket builders to design rockets that will launch and return a raw egg intact.

Friday's activities will feature giant sport-scale models, plus the research and development launch of rockets that are new and unusual, such as Rudd's.

The public is welcome to watch free of charge. Tents are set up to provide shade, while spectators should bring lawn chairs.

The Tallahassee Volunteer Fire Department is offering both quick fire suppression response as well as a concession stand at the site.

To get to the site from U.S. 50, turn north on Colo. 67 (the Phantom Canyon Road toward Cripple Creek) and go about a half-mile. Then turn right into the parking area.