Dear Chairperson Lowey:

We are writing you as supporters of Know Before You Fly, an education campaign founded by the Academy of Model Aeronautics (AMA) and the Association for Unmanned Vehicle Systems International (AUVSI), in partnership with the Federal Aviation Administration (FAA), to educate the public about safe and responsible operation of unmanned aircraft systems (UAS).

As a part of the FAA Reauthorization Act of 2018, Congress authorized $1 million dollars to Know Before You Fly and its public informational efforts to enhance UAS safety. As proud supporters of the Know Before You Fly campaign and its efforts to ensure the safety of our national airspace, we ask you to appropriate these funds to Know Before You Fly so it can continue its important and necessary educational outreach.

With the help of its supporters, Know Before You Fly has reached millions of recreational and commercial drone operators with information about how to fly safely, and in compliance with applicable rules and guidelines. In fact, since its launch in 2014, the campaign has gained more than 170 supporters – including education, manufacturing and retail companies as well as local and state governments and public safety offices.

In 2018, Know Before You Fly launched its latest digital advertising campaign, “Even the Sky Has Limits,” to educate the public about the existing drone laws they must follow and the consequences if they ignore or break the law. This effort successfully reached more than 750,000 people via Facebook, Instagram and Twitter in one month, including 3 million ad impressions and over 900,000 video views.

As you know, the FAA is planning to promulgate new rules for recreational and commercial UAS operations soon, under the authority of the 2018 FAA bill. As the regulatory framework for drones continues to change, it becomes even more important to educate the public about the current laws and how to fly responsibly.

Know Before You Fly would use these funds primarily through a reinvigorated digital and social media advertising campaign following the FAA’s promulgation of new recreational rules. This will help raise awareness of new recreational rules and thereby increase compliance, enhancing the safety of the airspace, which has been the campaign’s mission since it launched.

As supporters of the campaign, we know the work AMA and AUVSI have put into Know Before You Fly since its inception, dedicating staff time to communicate with supporters, maintaining the website and developing new campaign content.
We hope you will appropriate these funds to Know Before You Fly, as intended by Congress in the 2018 FAA bill, so it can continue to put important safety information in the hands of new and existing flyers of UAS.

Sincerely,

Academy of Model Aeronautics
Association for Unmanned Vehicles International

1UP Aerial Drone Service
Aguadrone, LLC
Aircraft Owners & Pilots Association

Drone Boston
Drone Deliver
Drone Pilot Ground School

EAA
FPV Frenzy
Futaba Corporation of America

Hitec RCD USA, Inc
Hobby Manufacturers Association
International Air Transport Association

Mars Parachutes
Matanuska-Susitna Borough
My Dear Drone

PorchLight Imaging, LLC
SF Drone School
Sky Drones USA

Unmanned Systems Source
Vertical Flight Society
Viva Media Group

The Toy Association

Perfectoure
CC:

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Rep. Marcy Kaptur
Rep. Harold Rogers
Rep. Peter Visclosky
Rep. Robert Aderholt
Rep. José Serrano
Rep. Michael Simpson
Rep. Rosa DeLauro
Rep. John Carter
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