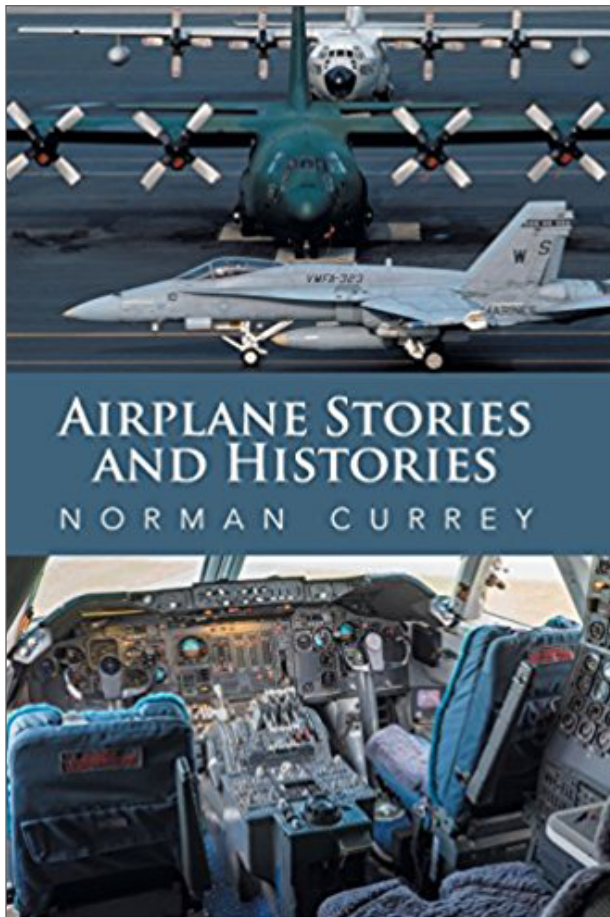


Airplane Stories and Histories

Norman Currey

Genre: Nonfiction



Goal:

Promote Norman Currey's new book, *Airplane Stories and Histories*

Strategies:

- Targeted Atlanta media, highlighting Norman's local/regional ties
- Targeted national media with focus on aviation, history, and military
- Sent copies of the book to publications including *Atlanta Journal-Constitution*, The Tailhook Association, and *The New York Review of Books*

Results:

- **189 media outlets** picked up the press release via PRWeb with combined total of more than **192 million** potential impressions
- Secured several interview opportunities for Norman Currey in *Avionics Magazine*, *Cargo Facts*, *CNS Air Cargo Focus*, *Military History Now*, and *Twin & Turbine Magazine*

CASE STUDY



Norman Currey was interviewed by Avionics Magazine, Cargo Facts, CNS Air Cargo Focus, Military History Now, and Twin & Turbine Magazine