

results sheet



“Many people in a time of segregation and separatist views, refused to hire me or interview me,” –
Dave Harris American Airlines First African American Pilot

Integrated Capabilities · Publicity · Events · Digital Media · Media Relations



RAISING HORIZONS®

CLIENT:

Organization of Black Airline Pilots, Inc.

COLLABORATION:

HRT Group, LLC and The Marome Agency

PROJECT:

32nd Annual Organization of Black Airline Pilots Convention & Career Fair

AUDIENCE:

Airline Professionals & Youth Aviators

CHALLENGE:

Generate local press and community interest in the Organization of Black Airline Pilots, 32 Annual Convention in Career Fair in Miami, FL

SITUATION:

This year the Organization of Black Airline Pilots, (OBAP) organizers wanted to create a media buzz and community interest in the 32nd annual convention that was held in Miami, FL. Unlike years previously, the goal this year was to garner as much positive press about the organization along with the other participating organizations and sponsors. This year honorees were unique in nature because the organization recognized Barrington Irving, the youngest person of African descent to fly around the world, Kelly Anyadike, the youngest African American female to solo in four different aircrafts on the same day, and Jonathan Strickland, world record holder and the youngest African American to pilot solo in six different airplanes in one day.

RESULTS

The Marome Agency was able to garner electronic media support from several local area media outlets that focused on youth achievements in aviation and the local South Florida Tom Joyner Morning Show broadcast.

themaromeagency



MEDIA IMPRESSIONS:

OUTLET	DATE	DISTRIBUTION	VIEWERS
WHQT/Hot 105 fm	08/6/08	Broadcast	500,000
WTVJ-NBC 6 South Florida Today	08/06/08	Broadcast	60,000
WFOR – 4	08/14/08	Broadcast	300,000
WFOR-4 (Jim & Jade Morning Show)	08/15/08	Broadcast/Online	500,000
WTVJ-NBC 6	08/14/06	Broadcast/Online	100,000
PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
South Florida Times	08/15/08	Print/Online	24,000