

MEDIA RELATIONS: MONTCLAIR FILM

THE CHALLENGE

Montclair Film is a nonprofit arts organization dedicated to providing year-round programs that highlight global filmmakers with diverse and culturally vibrant audiences. Montclair Film aimed to establish an arts center with the goal of boosting tourism, fostering economic prosperity and serving as a hub for emerging film artists and industry professionals in the New Jersey area.

The nonprofit launched its first-ever festival at the Wellmont Theater. The festival was hosted by Emmy Award winner and founding board member, Stephen Colbert, and featured luminaries including Jon Stewart, Steve Carell, cosmetic mogul Bobbi Brown, Yogi Berra and other high-profile business leaders and community activists. The TASC Group was invited to join the advisory board and worked to generate media attention for the festival's launch as one of the most exciting, respected artistic destinations in the country, rivaling Sundance Film Festival, Tribeca Festival, SXSW, Toronto Film Festival and other leading arts institutions.

THE STRATEGY

TASC worked alongside Montclair Film to launch the weeklong festival and engage top-tier national media. TASC invited media targets to attend the screening of new films and secured media attention from top-tier reviewers and film critics for the festival. TASC set up brown bag meetings with the artists and film media, as well as local New Jersey news outlets. In addition, TASC secured a sit-down interview for Stephen Colbert with The New York Times to discuss how important the project was to his hometown. TASC also offered interviews with local political and business leaders, emphasizing the economic benefits of the festival.

THE RESULTS

TASC secured coverage of the festival in national publications, including [The New York Times](#), [The Wall Street Journal](#) and [Variety](#). Journalists had the opportunity to interview major celebrities and filmmakers who attended the event. Stephen Colbert interviewed and participated in media opportunities with notable Hollywood figures, including Jon Stewart, Steve Carell, Meryl Streep and Martin Scorsese. Their participation helped generate national attention for the festival and its annual artistic and economic impact. As a result of this event, millions of dollars were raised for Montclair and other neighboring towns. Now, over a decade later, Montclair Film is considered one of the most highly respected artistic organizations in the film industry.

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VARIETY

The New York Times

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