

MEDIA RELATIONS: NYU TISCH SCHOOL OF THE ARTS

 THE CHALLENGE

NYU Tisch School of the Arts is one of the most respected arts institutions in the world, with remarkable alumni including Martin Scorsese, Spike Lee, Billy Crystal, Clive Davis, Adam Sandler, Elizabeth Olsen, Alec Baldwin, Lady Gaga and Maggie Rogers. The TASC Group has represented Tisch for over a decade, managing red carpet media for the school's star-studded annual gala, which is its biggest fundraising event of the calendar year, as well as other programmatic announcements.

 THE STRATEGY

Each year, TASC's work has three phases. Pre-gala work includes prepping honorees for interviews, negotiating exclusive one-on-one interviews with media and conducting outreach to reporters and photographers to cover the red carpet. The team also secures calendar placements and crafts a social media campaign around the event. At the gala, the team manages red carpet logistics, the wrangling of celebrity talent and on-site photographs and interviews. Media management for the gala also includes post-event photo and content distribution to media outlets.

 THE RESULTS

The TASC Group's work has generated an average of 20 million media impressions per year for the Tisch School, with coverage in outlets such as [People](#), Access Hollywood, [Billboard](#), [Variety](#), ABC's The View, The New York Times, [The Hollywood Reporter](#), [ET](#) and Page Six. Highlights include the renaming of the school's 111 Second Avenue theater in honor of Billy Crystal's father, Jack Crystal, and negotiating an exclusive AP story around Tisch's first-ever artist-in-residence, Pharrell Williams. The media attention continues to reach NYU's target audiences of potential donors and students as well as further bolsters the school's reputation as one of the finest arts institutions in the world.

400+ MEDIA PLACEMENTS

