Gala and Red Carpet Media

The Challenge: NYU Tisch School of the Arts is one of the most respected arts institutions in the world, with famous alumni including Alec Baldwin, Lady Gaga, Martin Scorsese, Spike Lee, Billy Crystal and many more. Tisch is a long-standing client of TASC, and our team has managed red carpet media for the school’s star-studded annual Tisch gala, as well as celebrity programmatic announcements, for many years running.

Our 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, conducting outreach to reporters and photographers to cover the red carpet, as well as securing calendar placements and crafting a social media campaign around the event. At the gala, our team manages the positioning and flow of the red carpet, manages celebrity talent and ensures that media get their photos and interviews. After the event, TASC services photos to media outlets and continues media management around the gala and Tisch.

Results: TASC’s work has generated an average of 20 million media impressions per year for NYU Tisch, with coverage in outlets such as People, Access Hollywood, The View, The New York Times, The Hollywood Reporter, ET and Page Six. TASC worked to publicize the renaming of the school’s 111 Second Avenue theater in honor of Billy Crystal’s father, Jack Crystal, and negotiated an AP exclusive story around Tisch’s first-ever artist-in-residence, Pharrell Williams, which was picked up in dozens of outlets, reaching NYU’s target audiences of potential donors and students, and further bolstering the school’s reputation as one of the finest arts institutions in the world.