



ALERT THE MEDIA.

HOW VILLING & COMPANY MADE SHORT WORK
OF A LONG DISTANCE PR CHALLENGE.



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CALL-IN PR:

THE POWER OF CLIENT/AGENCY COLLABORATION

The Kelly Cares Foundation is a fundraising organization established by Notre Dame head football coach Brian Kelly and his wife Paqui. Its mission is to assist non-profit organizations and programs that support important healthcare, educational and community enhancement initiatives. The Foundation's largest fundraising event is the black tie "Irish Eyes Gala" held annually in New York City. Previous to this year's event in early May, Kelly Cares was able to generate a substantial amount of positive media coverage in New York by accessing resources in the city. However, because the staff was absorbed in running the event and handling New York media, they were challenged to generate media attention back home in Indiana.



This year, Villing & Company joined the team and worked closely with Kelly Cares' on-site team to coordinate critical interviews in the city and make them accessible to South Bend area news outlets.

There were multiple newsworthy aspects related to the Gala and most had local relevance. For example, the three honoree organizations included the Ara Parseghian Family for their outstanding efforts to find a treatment for Niemann-Pick Type C (NY-C) disease and related neurodegenerative disorders, a cause with which the late Notre Dame head coach, Ara Parseghian, was particularly invested.

Recent ND quarterback Brady Quinn received an award for his efforts to assist veterans facing homelessness and veterans requiring home improvements in order to make their lives more accessible. And former NBA star David Robinson, father of ND football player Corey Robinson, was honored for his and the Robinson Family Foundation's commitment to community development and education.



The greatest challenge in coordinating local news coverage remotely involved videotaping interviews in New York prior to the start of the Gala dinner, editing the footage and downloading it in time for inclusion on the evening news broadcasts in South Bend.

To facilitate the process, Villing & Company team members met with local news media representatives well in advance to discuss their needs and determine the most expeditious way to facilitate the process. Then consistent communication with the Kelly Cares staff in New York laid the groundwork for interviews with Foundation principals, Paqui and Coach Brian Kelly and the various honorees.

The process was intense, involving late hours and a high level of communication, but the client/agency teamwork paid off. Multiple stories appeared on South Bend-area television stations and in the local newspaper, producing tens of thousands of consumer impressions and wide-spread awareness of the New York event.



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