



Case Studies

The New York City Leadership Center Movement Day NYC Movement Day Greater Dallas

Situation

The New York City Leadership Center (The NYCLC) is a multifaceted non-profit organization working to catalyze, connect and develop Christian leaders. Their mission is based on the premise that great leaders are fundamental to bringing about great change. Under the leadership of its founder, Mac Pier, The NYCLC serves as a catalyst for urban transformation in New York City and around the globe through a variety of initiatives, including the annual event, Movement Day. As the organization expanded globally, the need for a comprehensive communication, public relations, and publicity strategy grew, particularly for Movement Day. Additionally, the second iteration of Movement Day - Movement Day Greater Dallas required additional communication and PR support as well as planning, coordination and management of the event.

Strategy and Implementation

To reach the desired objective for a national campaign, The Barnabas Agency (TBA) developed a multi-year publicity platform for Movement Day and for the various initiatives of The NYCLC. The strategy consisted of gaining earned media through both traditional and social media publicity, coaching spokespeople, providing key messaging points, and managing media for events, specifically Movement Day NYC in 2012, 2013 and 2014. TBA connected with the media in New York City and secured national interviews and networking opportunities with key ministry, church, and marketplace leaders.

TBA also played an integral and leading role in the preparation, launch and ongoing communications for the inaugural Movement Day Greater Dallas (MDGD). Extensive networking and fundraising support is provided, along with branding creation and design for the website and all ancillary promotional materials, event management, content curation, social media management and publicity.

Results

Entering the fourth year representing The NYCLC, key media has been secured including Christian Post, Christianity Today, Outreach, Charisma, et.al. Multiple interviews and articles about Movement Day, The New York City Leadership Center and Mac Pier have appeared during that time. The Agency has provided valuable consultation to the founder, Mac Pier, the president, Craig Sider, board and staff of The NYCLC regarding the organization's communications, public platform, publishing, social media and branding. Content, design and publication of the last two annual reports has also been completed under the leadership of TBA.

The first replication of Movement Day was successfully completed with 1,400 Christian leaders representing a diverse cultural, ethnic and organizational constituency convening at the Kay Bailey Hutchison Convention Center in Dallas, TX. Over 150 churches were represented among the attendees who gathered to address a variety of social and spiritual concerns including, education, human trafficking, prisoner re-entry, hunger, immigrant and orphan care and financial stability among others. The Agency continues to play a leading role in ongoing communications, networking and fundraising support, public relations, publicity and event management for MDGD, soon to host its second annual gathering in January 2015.

"The Barnabas Agency has provided great leadership in our efforts to communicate our vision to cities around the world. They are considered by many to be the best at what they do, and there's nothing that I have seen to indicate otherwise. The team is hard working, disciplined, and effective. We couldn't be more pleased and are looking forward to working with them for years to come."

Mac Pier

Founder & CEO, The New York City Leadership Center, Long Island City, NY

EthnoGraphic Media

Situation

EthnoGraphic Media (EGM) is an Oklahoma-based educational non-profit organization that reorganized and renamed from a for-profit company that produced theatrical releases to a non-profit organization involved in the creation, marketing, selling, licensing and distribution of educational documentaries. From the inception of this new effort, The Barnabas Agency (TBA) was hired to “have a seat at the table” and was an integral player in the development of EGM’s global strategies and marketing communications.

Strategy and Implementation

In order to reach the desired communications objectives, TBA developed a proactive multi-year strategy comprised of gaining earned media through both traditional and social publicity channels for the organization and its films. Implementation involved coaching spokespeople, providing key messaging, managing media for events/screenings and handling crisis communications. TBA also toured with the film crew during film festivals and screenings, connected with the media in each locale and secured national interviews and networking opportunities with national spokespeople and organizations along the way.

Results

Interviews and stories appeared across the country, including coverage in Washington Post, London Times, CNN, FOX News, local ABC, CBS and NBC affiliate news programs, Huffington Post (secured spokesperson as a regular contributor), Al Jazeera, Palestinian News Network, Middle East Broadcasting, Sojourners, CCM, HM, Ms Magazine online, Christian Post, World Net Daily, Christianity Today, Moody Broadcasting Network, CBN News, USA Radio Network, American Radio Network, Trans World Radio, Family Life Radio, ASSIST News Service and PBS Religion & Ethics News Weekly.

Due to the subject matter of one of the films and the differing ethnic backgrounds of the protagonists involved, TBA recognized the potential for conflict within the media and local communities. As a result, a crisis communication plan was developed and implemented early on and was successful in weathering the expected storm.

“We brought TBA in at a crucial time for EthnoGraphic Media (EGM). This presented new opportunities to better tell our own story while sharing those gripping stories that tackled very tough social issues. They have supported film exhibitions, partnered on tour events, promoted new product launches, developed message platforms, handled media relations and counseled on both opportunities and challenges. TBA’s efforts have helped in achieving 250 million impressions for EGM and its films. We truly value all they have done for us.”

Bill Oechsler, President, EthnoGraphic Media, an educational nonprofit

International Christian Retail Show/CBA

Situation

CBA (formerly called Christian Booksellers Association) is the trade association for approximately 1,700 Christian stores, 500 book publishers, record and gift companies and other product suppliers around the world. For 61 years, CBA has helped its members by leading the industry in analyzing critical issues, developing industry-wide strategic direction and providing highly valued business solutions, such as data tools and intelligence, industry research and retail consulting and training. CBA also hosts the annual International Christian Retail Show. During this networking and buying event, representatives from all 50 states and more than 50 countries come together for the largest annual gathering of Christian retailers and product suppliers in the world. The latest book and media projects are released at the trade show, along with other Christian products exhibited by more than 300 companies. Retailers place orders, research new product and marketing trends, glean ideas for merchandising techniques and store promotions and attend business seminars on advertising, marketing and financial matters. With a new direction and relatively new staff, CBA needed a seasoned team to handle the media relations and communications for the ICRS event. The Barnabas Agency (TBA) worked as the media agency for the convention for three years, 2011, 2012 and 2013.

Strategy and Implementation

TBA developed the media plan and messaging that included press release and FAQ creation and dissemination and media coaching. In addition, we set up and coordinate the media center for and during the event including pre- and onsite registrations. We also served as the media liaison for CBA's president and secured media interviews on his behalf surrounding the event. TBA manage press conferences for attendees and generated successful press conferences covering specific aspects of the convention. We worked with the publicists and managers from the various exhibiting companies in disseminating their information to the media, assisting them at the convention with media connections and coaching for media interviews. We arranged for Wi-Fi access and food/beverage provisions in the press room and was successful in handling media room set ups for those asking for long-term arrangements.

Results

From the feedback received in post-event surveys each year, communications were more streamlined than in previous years. Onsite operations were smooth and provided a peaceful work environment in which to conduct media interviews. Overall, everyone was complimentary of and grateful for the services that were provided.

A number of media interviews with national and local media are secured surrounding and during the event.

Face the Fire Ministry

Situation

Senator Brian Birdwell, Lt. Col. (ret.) is a survivor of the 9/11 terrorists attack on the Pentagon. Sustaining burns over 70% of his body, with 40% being third degree, his healing has spanned several years and required more than 30 surgeries. When Brian and his wife Mel began receiving calls from organizations looking for keynote speakers and from the media seeking interviews, they realized they needed help. In the fall of 2002, The Barnabas Agency (TBA) was hired as a consultant and manager to assist them in the creation of their ministry to assist burn victims and their families, *Face the Fire*, and in the development of their public platform necessary for its long-term success. Our efforts consisted of providing publicity, public relations, marketing, lecture and literary agent services. We continue to work with Brian and Mel to this day.

Strategy and Implementation

In the initial stages, we worked to intercept and screen the numerous requests from the media and those interested in Brian as a speaker. We were able to isolate and secure opportunities that would advance the cause of the ministry. With continued key national placement in both secular and religious media, publishers became interested in a book product that recounted the Birdwells' story. We subsequently negotiated a significant book deal with Tyndale House Publishers and *Refined by Fire* was released in 2004. As the Birdwells' notoriety grew, we continued to field incoming speaking requests, develop information packets and press releases for interested parties, actively pursue key opportunities for them to share their story, negotiate fees and coordinate the details of each event. This allowed them to focus on their message and their mission. In addition, we assisted in the development of their mission statement, their ministry vision and goals and their website. We also provided direction in securing non-profit status for *Face the Fire Ministry*. The Agency continues to serve as the Birdwells' media liaison regarding the ministry and news items surrounding 9/11 or terrorism and to secure speaking engagements on their behalf.

Results

TBA secured over 100 interviews for Brian with national television, print and radio media outlets for the launch of *Refined by Fire* within the first two years. Over 100,000 copies of the book have been sold to date and continue to sell several thousand copies each month. We continue to secure interviews on his behalf, offering him as an excellent resource to the major networks and top-rated cable news shows. Major media includes The NBC Today Show, Good Moring America, FOX News, Hannity, Huckabee, Washington Times, BBC, Focus on the Family, Family Life Radio, Hour of Power, Daystar, TBN and Crosswalk. Until Brian curtailed his speaking schedule to pursue his political career, we consistently booked an average of two major speaking events per month. Brian and Mel continue to assist families of burned victims all over the country and to visit with veterans and their families.

The Todd M. Beamer Foundation and Lisa Beamer

Situation

The Todd M. Beamer Foundation (now Heroic Choices) is a non-profit public charity created to equip children experiencing family trauma to make heroic choices every day. In honor of Todd Beamer and the other heroes of United Flight 93, Todd's family and friends established the foundation to carry on his legacy of character, faith and courage to a new generation of young people.

Strategy and Implementation

Lisa Beamer's introduction to the world by President Bush was only the beginning of this remarkable woman's unexpected thrust into the nation's limelight. On September 11, 2001, her husband Todd was one of the heroes of United Airlines Flight 93 who led a passenger takeover of the terrorists who crashed the plane. Lisa came to us within days of the tragedy with an overwhelming need for a manager to handle the hundreds of phone calls and the vast amount of media and public requests that she was receiving on a daily basis. These pressing issues were addressed immediately, and a relationship was formed that would provide Lisa spiritual and emotional encouragement as well as practical assistance required from such public demand. The relationship continues to this day.

Several hundred calls were coming in daily. We screened each request for Lisa and created a strategy for handling the media and speaking opportunities. We were instrumental in creating and managing the brand for the Foundation and for managing all the marketing and publicity aspects for Lisa and the foundation members. Lisa's desire for her husband Todd to be remembered and correctly portrayed resulted in a major publishing deal of her book *Let's Roll!* which Tina co-agented.

Tina remains Lisa's personal agent.

Results

We were successful in booking Lisa to speak at high profile venues and limited speaking engagements to two a month for one year. We were strategic in booking her on major media venues for interviews such as *The Larry King Show*, *Good Morning America*, *Wall Street Journal*, *The New York Times*, etc. *Let's Roll!* sold over one million books in its first year, stayed on the *New York Times* Bestsellers' list for 13 consecutive weeks and continues to sell each month, fourteen years later.

Hopegivers International

Situation

Hopegivers International is a ministry based out of Kota, India with a U.S. office in Columbus, Georgia. Hopegivers provides “Help for Today and Hope for Eternity” by rescuing orphaned, abandoned and at-risk children, as well as assisting the needy and the oppressed in collaboration with their ministry partners. Dedicated to fulfilling the Great Commission through the empowerment of the Gospel, their purpose is to create awareness in the United States about their God-given mission and to raise funds in order to rescue, raise and train these at-risk children. Hopegivers hired The Barnabas Agency (TBA) to assist in building their public platform and raise the awareness in the United States.

Strategy and Implementation

In order to reach the desired communications objectives, TBA developed a proactive strategy comprised of gaining earned media through traditional publicity channels for both the organization and its president, Dr. Samuel A. Thomas. Implementation involved coaching spokespeople, providing key messaging, working to establish a publishing strategy for books and other products, producing a nationally syndicated one-minute radio program, developing a speaking platform for Dr. Thomas in the U.S., and managing media for interviews, reviews and articles. In order to provide a better understanding of their vision, Hopegivers took four TBA employees to India for 3 weeks. The team was immersed in the different aspects of Indian culture through their visits to Chennai, Kerala, Mumbai, Delhi, Kota, Jaipur and other locations.

Results

Interviews and stories appeared across the country, including coverage in *Christian Post*, *Assist News*, *KCBI* (Dallas), *WMCA* (New York), *Moody Broadcasting Network*, *CBN News*, *USA Radio Network*, *American Radio Network*, as well as other local market radio programs.

Unfortunately, the media coverage gained by the Agency resulted in Dr. Thomas' incarceration in Kota for 4 months. As a result, the ministry felt it was best to cease publicity efforts.