



THE GALLERY SAG HARBOR

The Gallery Sag Harbor tapped WordHampton Public Relations to develop a media relations campaign to raise their visibility and maximize media coverage for an exhibition. The show featured “Warhol-esque” oil paintings of Federal Reserve Chairman Alan Greenspan by Erin Crowe, an art student.

Initial outreach to culture and art media confirmed WordHampton Public Relations’ suspicion. The artist’s lack of pedigree and scope of work necessitated a counterintuitive approach to garner media attention and achieve the core program objective. The event was instead aggressively pitched to financial and business media resulting in a first wave of national media coverage: *Associated Press, The Washington Post, CNBC.*

Further penetrating and strengthening contacts in the financial media, WordHampton Public Relations leveraged a second event in Manhattan, which was timed to coincide with Mr. Greenspan’s retirement earlier this year.

WordHampton Public Relations achieved international and national coverage for the second event which included substantive coverage in the following outlets: *CBS, Fortune, NPR Marketplace, The Wall Street Journal, Early Today, Imus In The Morning, NBC Nightly News, CNBC, CNN,* and every major media market in the country.

CNBC was re-approached with the idea of having the artist paint a portrait of Alan Greenspan on air to raise money for a charity. The network accepted the offer airing the activity on *Morning Call, Power Lunch, Closing Bell, The Squawk Box, Kudlow & Company, Street Signs,* and *Squawk on the Street.* The portrait raised over \$150,000 for Autism Speaks.

The public relations program generated over 100 million impressions and solidified The Gallery's reputation as avant-garde and further cemented the agency’s contacts in the financial and business media. WordHampton PR was awarded a coveted PRSA Bronze Anvil Award for our work.

In addition, WordHampton has also successfully represented Copious Row, Monc XIII, Ann Harper Gallery and Hamptons Gym.