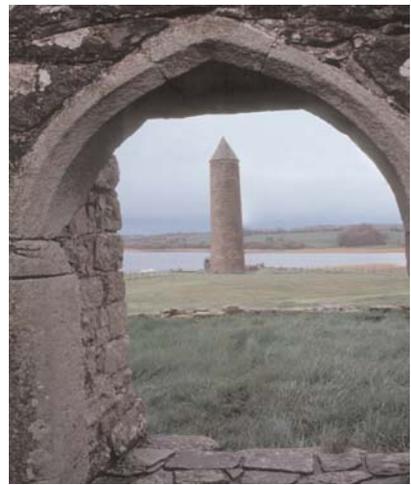


IN SEARCH OF ANCIENT IRELAND

BRINGING FABLED ERIN ALIVE THROUGH STUNNING IMAGERY, ORIGINAL MUSIC AND TIMELESS STORIES



Round tower at Devenish, the monastery island in County Fermanagh.

"...beautiful and fascinating...it's all quiet praise for Ireland's sense of historical continuity." - three stars (out of four)

- The Boston Herald

The Challenge:

In Search of Ancient Ireland, which explored and dispelled centuries-long myths about Ireland and its people, was scheduled for broadcast on PBS in June 2002. Thirteen/WNET New York, the series' presenter, asked Devillier Communications, Inc. (DCI) to undertake a national media relations campaign that would bring the three-part series to the attention of the largest possible audience.

Strategy:

DCI recommended a campaign that reached beyond the television reviewers, television supplements and entertainment wires and syndicates to include writers who had a special interest in Ireland as well as travel writers. DCI suggested leveraging the scores of stunning photographic images taken by Leo Eaton while producing the series on location in Ireland. DCI also provided guidance on a New York special event hosted by the series underwriter, Tourism Ireland.

Tactics:

Specifically, DCI:

- Developed a creative press kit that featured a timeline covering the history of ancient Ireland, an interview with Leo Eaton and a CD-ROM with 14 original photographs.
- Conducted an extensive media relations campaign targeting the top 40 markets.
- Contacted a wide range of writers who had a special interest in Irish issues.

- Coordinated radio interviews for historian Carmel McCaffrey, a renowned Irish scholar at Johns Hopkins University and Leo Eaton, co-authors of the companion book for the series.
- Worked closely with the Program Information department at PBS to ensure that the PBS PressRoom® and member stations received timely information on the series and downloadable images for use in local station guides.

Results:

- The *In Search of Ancient Ireland* publicity campaign generated more than 32 million media impressions including a *TV Guide* "PBS Close-Up."
- The CD-ROM, featuring the original photographs, was well received by reviewers across the country.
- The series was mentioned as a television highlight by four of the top national television syndicates - - Associated Press, *New York Times*, Gannett News and United Feature - - which are distributed to more than 3,500 newspapers.
- Historian Carmel McCaffrey was interviewed by "The Irish Hour/WCRC" and "Good Day USA with Doug Stephan," which is syndicated to more than 150 stations nationwide.

*"Thanks for the wonderful media relations job you did on **In Search of Ancient Ireland**. Your understanding of the PBS system and their needs, coupled with your depth of experience ensured the project's success."*

- Leo Eaton

Series producer, director and writer