



## Special Guests

*Providing Positive Publicity on Purpose since 1985*

919-437-0001

### Case Study:

## In Touch Mission International

### *Freeing Slaves in Sudan and Re-Uniting Them with their Families*

#### Challenge and Goals:

- 1) *Raise money for humanitarian charity, In Touch Mission International*
- 2) *Draw attention to the horrendous human rights abuse in Sudan: Kidnapping children and selling them into slavery*
- 3) *Freeing those slaves and re-uniting them with their families*

#### Methods:

Shocking the world with the knowledge that modern-day slavery is alive and well (aka 'sick) and thriving in Africa

Shocking the world with the news that freeing such slaves can be so affordable.

Empowering people to free slaves with their contributions to the charity, In Touch Mission International

#### Approach:

Introduced the message of modern slavery on radio talk shows, with our client, the late great Bill Bathman, and his co-spokesperson, using theater of the mind for radio listeners to visualize the nearly incomprehensible.

Asked directly for donations and sent emotionally-moved listeners to a website and toll-free number to contribute.

#### **RESULTS: All three goals were achieved:**

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#### Challenge and Goals:

- 1) *Raised money for humanitarian charity, In Touch Mission International in excess of 1500% of billing fees.*

2) *Drew attention to the horrendous human rights abuse in Sudan: Kidnapping children and selling them into slavery*

3) *Freed tens of thousands of slaves and re-united them with their families.*

NOTE: Sometimes the law of unintended consequences can be positive. Years after our drawing attention to the human rights abuses of the governing North against the impoverished population of the South, the newest nation in the world was formed: South Sudan.

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