

Through a strategic integrated marketing and communications campaign, Live Wire elevated the profile of Georgetown University's McDonough School of Business, positioned its faculty as national thought leaders, and highlighted the successes of its diverse student body and faculty.

Company Overview

The McDonough School of Business is the business school of Georgetown University in Washington, D.C. Founded in 1957, it grants both undergraduate and graduate degrees, and is one of the university's nine constituent schools.

Campaign Overview

As the higher education landscape continues to evolve, college and universities recognize media coverage is growing increasingly competitive. Constantly seeking an increase in rankings and reputation, a business school must leverage every asset in their toolkit to strengthen its brand, protect its prestige, and position the school for success now and into the future. It takes experience and a powerhouse of talent to navigate today's challenging and evolving media environment. Top tier institutions like Georgetown University's McDonough School of Business understand the value of working with a public relations firm like Live Wire Strategic Communications, LLC, whose talent and expertise delivered a comprehensive communications strategy to accomplish its objectives.

Campaign Objectives

Serving as the agency of record for the McDonough School of Business over the last twelve years, Live Wire has developed an integrated marketing and communications campaign that strategically aligns with the school's business goals and objectives. From the school's brand and key messages to its market position and communications activities, Live Wire worked with McDonough's internal communications team to identify and implement the following PR objectives:

- /// Position the school as a premier business school and thought leader in finance, business, federal regulation, international trade, and marketing through a faculty thought leadership campaign;
- /// Enhance the school's ranking in influential publications, including Financial Times and U.S. News & World Report, through strategically secured articles and earned media coverage;
- /// Increase awareness of the school's student success stories, including overcoming challenges to graduate, successfully launched businesses, and innovative applications of teachings from the classroom; and
- /// Leverage Georgetown's location in the heart of the nation's capital to elevate McDonough as the go-to regional authority on all business-related matters.

Campaign Strategies

Based on a comprehensive analysis of the McDonough School of Business and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- /// Proactively pursue the news cycle and engage journalists and producers at top tier media outlets to secure high-level print and broadcast media coverage;
- /// Pitch and secure placements in influential publications that strategically align to targeted rankings;
- /// Vet and prep student success stories for placements in local and national media; and
- /// Aggressively pursue the local media market to fully penetrate DC's news outlets by offering McDonough's professors as the top local experts.

Campaign Tactics

Live Wire developed and implemented the following comprehensive strategic public relations campaign on behalf of the McDonough School of Business

- /// **Proactive Pitching Surrounding the News Cycle:** Proactively pitching and chasing the news cycle is the Live Wire's most aggressive program. We strategically monitor breaking news or news on the verge of breaking and pitch faculty members as industry thought leaders and experts to targeted outlets. From prepared quotes to deadline interviews with faculty, Live Wire has earned the trust and respect of reporters to provide instant, accurate, and unique sources for stories.
- /// **McDonough Programming and Student Success:** The diverse student body, world-leading programming, and innovative classes at McDonough make the business school fertile ground for astonishing student success stories. Live Wire works with students to prep and vet them for interviews, facilitating and guiding them through the interview process. This year, Live Wire had the privilege of working with the fellows of the inaugural Pivot Program, an intensive program designed to give recently incarcerated citizens of DC the skills and network to grow their own businesses or rejoin the workforce.
- /// **#Trending Professor Video Campaign:** Live Wire developed a video campaign featuring McDonough professors commenting on trending topics currently in the news cycle, promoting faculty expertise that directly impacts business and society. By storyboarding, shooting, and producing short, dynamic videos, Live Wire increased faculty visibility, position the school as having a bench of experts with their fingers on the pulse of breaking business news.

Campaign Results

Since January 2019, Live Wire has delivered the following results for McDonough:

- /// Researched, drafted, and distributed 201 pitches to over 500 top tier outlets;
- /// Contacted an average of 1,200 reporters per month with targeted pitches, resulting in an average of four interviews per week with top tier media outlets;
- /// Secured 515 interviews for faculty, resulting in 384 earned media placements;
- /// Secured regular thought leadership contributions from directors of McDonough centers and initiatives with outlets including the Washington Post, Inc. and the Hill, resulting in 37 byline articles;
- /// Secured 66 media placements in local DC outlets, continuing upon the campaign objective of D.C. Domination.

“Over the last decade, Live Wire has surpassed McDonough media relations goals and expectations by increasing our media opportunities by more than 350%. Live Wire continues to bring strategic counsel, creative ideas, and innovative recommendations to the board room time and time again.”

Chris Kormis

Associate Dean and Chief Marketing Officer
McDonough School of Business