

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, colleges 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 its 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 sixteen 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 Wall Street Journal and Bloomberg, 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 online, 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 placement 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 executed the following comprehensive campaign on behalf of the McDonough School of Business

- /// **Proactive Pitching Surrounding the News Cycle:** Proactively pitching and chasing the news cycle is Live Wire's most aggressive program. We strategically monitor the news cycle 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 Fields of the Future:** With a mindset that business can, and should, be a force for good in the world, Georgetown McDonough has developed academic programming, co-curricular activities, and research opportunities that call upon business to partner with other industries to solve the world's most complex challenges. Live Wire tailors media outreach to promote programming, research, and thought leaders related to McDonough's fields of the future: AI, analytics, and the future of work; the business of health; the business of sustainability; and global business and public policy. These fields will continue to shape the world, and McDonough faculty will be at the forefront to lead dynamic change.
- /// **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. Most notably, Live Wire works closely with the fellows of the Pivot Program, an intensive program designed to give recently incarcerated citizens the skills and network to grow their own businesses or rejoin the workforce.

Campaign Results

Since January 2024, Live Wire has delivered the following for McDonough:

- /// Researched, drafted, and distributed 207 pitches to more than 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 279 interviews for faculty, resulting in 201 earned media placements in outlets strategically selected to reach McDonough's target audiences.
- /// Secured regular feature stories showcasing directors and students of McDonough centers and initiatives in key local, national, and industry-trade outlets including FOX5, Poets & Quants, and NPR resulting in 11 feature stories.
- /// Secured 91 media placements in key local, national, and industry-trade outlets that address topics within McDonough's Fields of the Future, building upon the specific campaign objective to increase media coverage related to these topics.

"After over seventeen years of working together, we are constantly reminded why Live Wire is one of McDonough's most trusted and long-standing partners. The Live Wire team is always available to offer expert guidance, inventive concepts, and dependable advice, and consistently surpasses media relations objectives and expectations year after year."

Teresa Mannix

Associate Dean and Chief Marketing Officer
McDonough School of Business