

Live Wire elevated the profile of the Leavey School of Business at Santa Clara University, raised awareness of faculty and staff as thought leaders and experts, and increased visibility for its programs through a strategic marketing and communications campaign.

### Company Overview

The Leavey School of Business at Santa Clara University is located in the heart of Silicon Valley—the world’s most innovative and entrepreneurial region. Founded in 1851, it grants both undergraduate and graduate degrees, and has the lowest acceptance rate among all schools at Santa Clara University.

### 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 the Leavey School of Business at Santa Clara University 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 Leavey School of Business, 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 Leavey’s internal communications team to identify and implement the following PR objectives:

- /// Elevate exposure and visibility for Leavey in targeted media outlets, including mainstream national media outlets as well as relevant industry trade publications.
- /// Raise awareness for faculty’s expertise and research through an increase in media engagements.
- /// Increase awareness of faculty and staff as thought leaders and experts across a variety of business fields and concentrations.
- /// Pursue opportunities within higher education publications to highlight Leavey faculty successes, centers, and institutions.

### Campaign Strategies

Based on a comprehensive analysis of the Leavey 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 faculty initiatives and student success stories for placements in national media.

## Campaign Tactics

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

- /// **Leavey Programming and Student Success:** Coordinating directly with Leavey faculty, students, and alumni, Live Wire proactively pursued coverage to highlight Leavey's successes.
- /// **Proactive Pitching Surrounding the News Cycle:** Proactively pitching and chasing the news cycle is 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.
- /// **Media Training:** As the media environment continues to evolve, it is important to update experts with the most recent information to navigate through the industry. Live Wire met with professors, faculty members, and students to introduce appropriate media etiquette, develop corporate message points, and improve preparation tactics for interviews.
- /// **Professional Writing:** As a part of Leavey's continued efforts to elevate to school's professors and their expertise and research, across diverse audiences, the internal marketing and communications department launched a monthly newsletter, which is sent to over 100,000 students, alumni, faculty, and donors. Live Wire researches and writes a section of the newsletter that highlights professors from various departments, their work, and how it relates to current events or trending news stories.

## Campaign Results

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

- /// Researched, drafted, and distributed 189 pitches to more than 500 top-tier outlets.
- /// Contacted an average of 800 reporters per month with targeted pitches, resulting in an average of three interviews per week with top-tier media outlets.
- /// Secured 229 interviews for faculty, resulting in 142 earned media placements.
- /// Secured five feature stories highlighting faculty and students of Leavey centers and initiatives in key national and trade outlets.
- /// Completed media training sessions with 23 Executive MBA students to improve interview and placement quality.
- /// Researched, interviewed faculty, and penned 22 newsletter profiles promoting professors research and accomplishments, including new academic programs, books, and research relating to trending news stories.