Case Study

Baruch College
Marxe School of Public and International Affairs

Media Relations and Thought Leadership

The Challenge: TASC was hired to publicize Baruch College’s announcement of a $30 million gift to the School of Public and International Affairs from distinguished alumnus Austin W. Marxe. The gift was the single largest ever given to Baruch and the second largest ever given to the City University of New York (CUNY). The gift coincided with the renaming of the School of Public and International Affairs to the Austin W. Marxe School of Public and International Affairs.

Our Strategy: TASC negotiated an exclusive with The Wall Street Journal, which broke the story online the night before the official announcement and also ran the story in print the following day. We simultaneously pitched the story on embargo to other outlets covering education, politics, international affairs, etc. After the announcement, we amplified its impact by also pitching the school’s faculty and staff as thought leaders on issues like politics, diplomacy and the Presidential election.

Results: The exclusive announcement of the gift and renaming ran in The Wall Street Journal and was picked up by dozens of other outlets the following day. TASC generated over 5 million media impressions for the school in mainstream, political and educational outlets. Additionally, the New York Daily News wrote an editorial on the renaming of the school and its importance to the community. As a result of our work, Marxe School Dean David Birdsell was asked to speak at the United Nations Foreign Press Center, generating international media coverage and launching a valuable relationship for the school.