

MEDIA RELATIONS & THOUGHT LEADERSHIP:
BARUCH COLLEGE

THE CHALLENGE



The TASC Group was hired to publicize the announcement of a \$30 million gift to Baruch College's 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 announcement coincided with the renaming of the School of Public and International Affairs to the Austin W. Marxe School of Public and International Affairs.

THE STRATEGY



TASC negotiated an exclusive with The Wall Street Journal, which broke the story online the night before the official announcement and ran the story in print the following day. TASC simultaneously pitched the story on embargo to other outlets covering education, politics and international affairs. After the announcement, TASC amplified its impact by pitching the school's faculty and staff as thought leaders on topics including politics, diplomacy and the presidential election.

THE RESULTS



The exclusive announcement of the gift and renaming ran in [The Wall Street Journal](#) and was picked up by dozens of additional outlets. 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 TASC's work, David Birdsell, the dean of the Marxe School, was asked to speak at the United Nations Foreign Press Center, generating international media coverage and launching a valuable relationship for the school.

100+ MEDIA PLACEMENTS

THE WALL STREET JOURNAL.

POLITICO

npr

THE CHRONICLE
OF PHILANTHROPYNEW YORK
BUSINESS JOURNAL

DAILY NEWS