

PR Leads Liberal Arts College in Preparing for, Overcoming Crisis Situations

CHALLENGE

- ✓ CRISIS PREPARATION
- ✓ COORDINATED COMMUNICATION

Founded in 1846, Beloit College is a private liberal-arts college in southern Wisconsin. The state's oldest continuously operated college, the institution ranked #75 in U.S. News & World Report's Best National Liberal Arts Colleges list.

With nearly 1,000 undergraduates and a network of 16,000 alumni, Beloit College must be prepared for navigating and responding to a multitude of crisis scenarios. In the event of an emergency or controversial issue, planning for the coordination of communication internally and between the college, media and public is a top priority.

Beloit College needed a public relations partner with crisis management experience to help guide it through sensitive and highly charged matters impacting or involving students on campus.

SOLUTION

- ✓ PREPARE MEDIA STRATEGIES
- ✓ MEDIA RESPONSE AND BEST PRACTICES FOR INTERVIEWS
- ✓ PROACTIVE MEDIA RELATIONS CAMPAIGN

Beloit College called upon Dittoe Public Relations to help plan and execute proactive and reactive media strategies in the event of a crisis.

In one event, a polarizing businessman was set to speak at the college, and controversy erupted as students vocalized their concerns, demanding he be prevented from giving his talk.

Given the magnitude of the situation, Dittoe PR met with Beloit College leaders and the communications team to outline potential scenarios that could develop and how Beloit College should respond. Those situations included the possibility of the speaker's engagement being canceled, orderly protests by students, disorderly conduct by students and more.

RESULTS

- ✓ **POSITIVE MEDIA COVERAGE**
- ✓ **6-FIGURE+ ADVERTISING VALUE**

Although the incident garnered over 100 news stories, the majority of them were updated with the statement from Beloit College that criticized the actions of students who did not engage in peaceful protesting. In the months following the incident, Dittoe PR's proactive media relations campaign led to:

- 99 positive media stories for Beloit College.
- Over 19 million media impressions.
- \$239,312 in estimated advertising value.

COVERAGE + STATS



POSITIVE MEDIA
STORIES



MEDIA
IMPRESSIONS



ESTIMATED
AD VALUE