

Case Study

The Challenge

The nonprofit was moving its headquarters and expanding its reach — sharing a different story.

Our Solution

Our media outreach aimed to secure coverage (bylined articles, editorials, etc.) in new markets, both before and after the headquarters move was announced and as new events were held.

Client Takeaways

By employing strategic PR and leveraging the tech power of Pittsburgh, the HQ announcement gained significant local and national media, setting the stage for much more media coverage.

Robotics Education Team Employs PR to Drive Success for HQ Move and its Growth

When a leading national robotics education organization decided to move its headquarters to Pittsburgh and begin a new chapter in its evolution, it teamed with WordWrite to maximize awareness and interest in the move.

The move was the first step in a focused collaboration in which the organization and WordWrite partnered to leverage the tech reputation of Pittsburgh and the growth of the organization to gain significant local, regional and national media attention.

A Strategic Approach

Our strategic media relations campaign was centered on three goals:

- Leveraging the headquarters move to a tech center to tell its story.
- Making the move to Pittsburgh the launching pad for a broader series of stories focused on the actual work of the organization.
- Achieving more media hits by tying the national interest in STEM education to the concept of students building robots and competing with them to advance their education.

Our media outreach aimed to secure coverage (bylined articles, editorials, etc.) in targeted locations where the organization had robotics education programs and where it held competitions. As well, we focused on raising the overall profile of the organization by focusing on its partnerships with universities and well-known companies.



In executing the strategy, we collaborated to brainstorm timely pitches connecting the national concern over the quality of STEM education with trends in the accessibility of STEM education for underserved populations, especially students in economically disadvantaged school districts.

The pitches were personalized communications, localized and focused on developing relationships with reporters to develop longer-term, ongoing relationships.

As a result...



Media began reaching out proactively for comment on STEM education & robotics



Executive director named personality of Pittsburgh by local business journal and country government



The organization partnered to establish a robotics hub at a prestigious university, which resulted in **100+ media pickups**

CONTACT US

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