

# University of Dallas Presidential Library Bid



In September 2005, the University of Dallas submitted a formal proposal to the White House for consideration as the future home of the George W. Bush Presidential Library. Participating in the bid for the library offered a unique opportunity for the University to increase its awareness and visibility on the national stage.

Cooksey created a strategic communications plan that included developing the guiding key messages throughout the selection process. The firm managed the numerous media inquiries received by the University, identifying and coordinating opportunities that would have the most impact. Cooksey also provided ongoing media coaching to ensure consistency of messaging. Finally, once the decision was made for the University to formally withdraw from the selection process, the firm executed a comprehensive withdrawal strategy to maximize media coverage for the University and its partners.

Through Cooksey Communications' efforts, the University and its partners received unprecedented national and international recognition, with stories on ABC World News Tonight and NBC's Today Show, and print placements in *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times* and dozens of other major dailies around the country.



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