



## Meet The Muhammad Ali Center

The Muhammad Ali Center is a multicultural center and museum dedicated to preserving and sharing the legacy of "The Greatest of All Time." Over the past decade their programs have promoted respect, hope, and understanding across cultures, nationalities, ages, and geography to inspire us all to be as great as we can be.

### "Float like a Butterfly, Sting like a Bee"

#### Meltwater Enables Muhammad Ali Center to:



Gain insights from global coverage and respond to media in real time



Identify influencers and pitch to relevant journalists



Provide the board earned media reports to justify budget

### Complete Coverage on the Passing of an Icon

"It's an interesting time in our history," says Sr. Director of Public Relations and External Affairs, Jeanie Kahnke. When news broke of Muhammad Ali's passing, the center had over 22,000 mentions to read and report on, and a few days later the UPS awarded the center a half million-dollar grant for education. This sudden spike in coverage created an opportunity for the center to build brand awareness to its now, global audience.

Prior to Meltwater, managing this volume would have been impossible. Without media tools, hours were spent manually searching for articles, there was no way to report PR value to the board, and the only journalists pitched were from a list Khanke had built over her 15-year career.

### A Larger Audience, but the Same Voice

Subscribing to Meltwater provides significant timesaving for this small team. Daily alerts on chosen keywords and the ad-hoc search ensure all coverage is captured, allowing the team to quickly assess and respond to worthwhile media opportunities in real time.

With the center's largest event approaching, they're using ICM to target new, interested contacts. Instead of pitching to all 2,000 journalists who covered Ali's memorial, the team is relying on the keyword filter to pull a list of journalists that have recently written about Ali's humanitarian efforts, their top coverage priority.

Post-event reporting has proven invaluable when seeking budget approval from the board. Reports are easily exported from the event's dashboard and provide an executive summary, while including metrics on the event's PR value and media exposure.

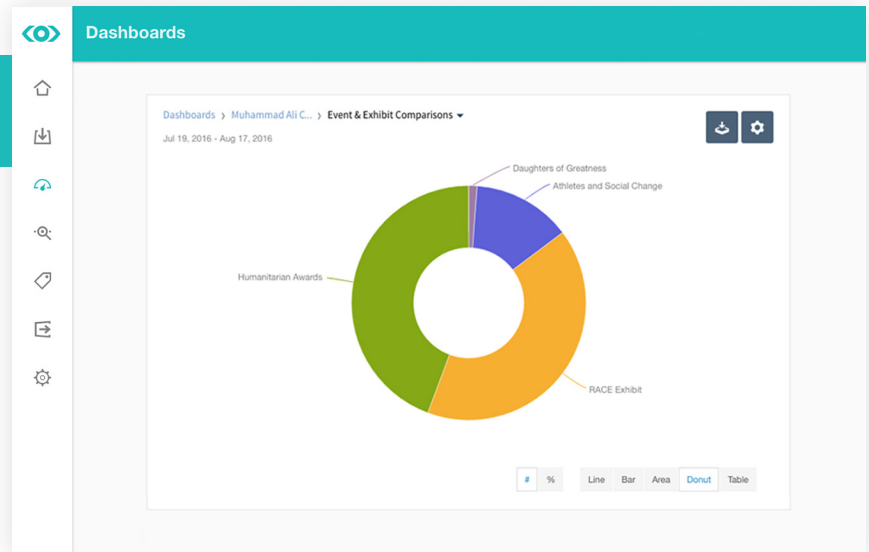


See Meltwater in action >

## Assign PR value to evaluate event success

“I get daily reports for Muhammad Ali Center, and then we pull specific reports on our programming, exhibits, and special events. The Meltwater dashboard breaks down what event is getting the most coverage, shows the ad value for each, and ensures we aren't missing anything. That's invaluable to us.

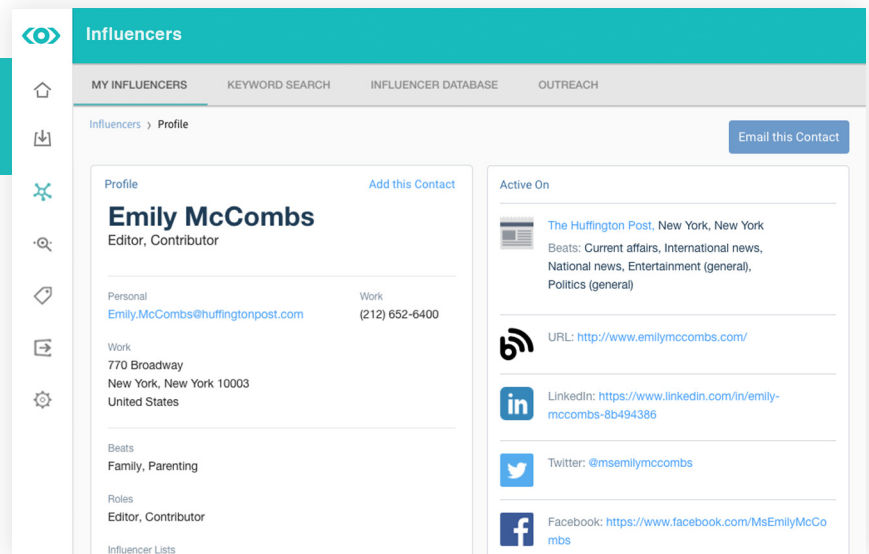
— **Jeanie Kahnke,**  
Sr. Director of Public Relations  
and External Affairs



## Target qualified journalists writing on niche topics

“Our program “Athletes and Social Change Forum” gathers athletes from around the world to discuss how they can make a difference. To build awareness for this program, I use the keyword search to find journalists actively writing on social change and women's rights.

— **Becky Morris,**  
Communications Manager



## Create reports to justify budget to the board

“I look at potential reach, just to understand who we're reaching and what big numbers we're getting. Our board loves data. I always include the ad value to justify budget or to show the impact an event had in the media.

— **Becky Morris,**  
Communications Manager

