

# ACADEMIC COLLABORATION WITH TMP

This case study is intended to support academic institutions assessment of a thought leadership collaboration with Today's Marketplace in relation to existing media and communications efforts.

## 2024-2025 ESO MEDIA CASE STUDY

Creighton University  
Academic Partner

**FOR MORE INFO  
+561.304.2939**

TMP is a media property of  
Capital Media Group, Inc.

**TMP**



[producers@cmghd.com](mailto:producers@cmghd.com)

### THOUGHT LEADERSHIP

Editorial expert participation with distribution to journalists and pickup by national news publishers, TV stations, and news websites.

### COMMUNICATIONS STRATEGY

Business schools occupy a unique position, they combine academic rigor, real-world relevance, and a responsibility to engage with the economic forces shaping business and TMP leans on these experts to drive credible media.

### BUSINESS NEWS TOPICS

In-Studio expert participation on editorial interviews filmed at the prestigious New York Stock Exchange and NASDAQ MarketSite studios.

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# Today's Marketplace

Today's Marketplace (TMP) is a national editorial interview series filmed at the New York Stock Exchange and NASDAQ MarketSite studios and distributed across financial news media, academic publishers, television, and digital channels. TMP does not participate in advertising nor produce advertorials.

Each interview elevates institutional thought leadership through credible, third-party editorial conversations that reflect how academic insight, executive leadership, and market realities intersect business.

This case study is intended to help institutions assess TMP in relation to existing investments commonly made across media, communications, academic leadership, and external relations.

**EDITORIAL NEWS  
FROM THE  
INTERSECTION  
OF BUSINESS AND  
HIGHER ED.**

**TMP**

**Get in Touch**

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# EVALUATION OVERVIEW

Today's Marketplace (TMP) collaborates with Universities and other non-profit academic institutions to interview pioneering public companies at the prestigious New York Stock Exchange (NYSE) and the NASDAQ MarketSite studios in New York City driving public relations and communications value while building a catalog of Social Media assets for our academic collaborators.

**VALUE ANALYSIS**  
**\$70,000 - \$154,000**

PER INTERVIEW



## PERSISTENT NATIONAL NEWS & SOCIAL MEDIA

TMP addresses today's news cycle topics from the intersection of business, higher education, and thought leadership.

To ensure editorial integrity and maintain a clear separation from commercial interests, TMP partners exclusively with leading business schools and universities. This sponsorship model grants TMP editorial control while providing academic leaders a national platform to contribute meaningfully to national business conversations. TMP provides narrative control throughout the editorial calendar process which supports PR and Social Media needs.



### EDITORIAL AUTHORITY

TMP's interviews are placed on the most respected financial news platforms providing TMP participants with robust authoritative and credible national media exposure.



### PRESTIGIOUS POSITIONING

TMP's academic partners join the C-Suite from publicly listed companies at the NYSE and NASDAQ studios to address today's news cycle topics for news agencies, media outlets, and publisher distribution channels.

### NATIONAL SYNDICATION

- TMP interviews are syndicated across media platforms targeting journalists, financial professionals, business leaders, students, and industry stakeholders.
- TMP interviews are utilized as supplemental classroom materials and provide students with insightful knowledge from today's business leaders that communicate the ever evolving state of business.

## Get in Touch

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**LifeLock and Creighton University Discuss the Challenges of Identity Protection in the Age of AI**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 823    | 13283 | 7381    | 6511              |



**Tenable and Creighton University Discuss the Security Vulnerabilities of Using AI for Business**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 506    | 5688  | 953     | 127               |



**Today's Marketplace discusses state of M&A with Creighton University's Tirimba Obonyo and Moelis's Mark Henkels**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 838    | 4710  | 820     | 110               |



**Banzai International and Creighton University Discuss AI and Business Marketing**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 877    | 5425  | 1072    | 154               |



**Korn Ferry and Creighton University Discuss How AI is Reshaping Entry Level Roles**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 877    | 5425  | 1072    | 154               |



**Angel Studios Discusses Entrepreneurship In America and Pioneering Film Financing—Powered by Viewers**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 464    | 7534  | 2573    | 333               |

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**The Impact of AI on Today's Workforce, with IBM and Creighton University**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 711    | 6571  | 1510    | 235               |



**Creighton University and Aon COO Mindy Simon Discuss the Effective and Ethical Application of AI in Business**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 897    | 6193  | 1132    | 152               |



**Acumen Pharmaceuticals CEO Discusses Novel Targeted Therapies for Alzheimer's**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 829    | 6880  | 1937    | 555               |



**NeuroOne CEO Joins Today's Marketplace To Discuss The Latest Treatments for Epilepsy**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 1000   | 6578  | 1635    | 651               |



**Arclix CMO Discusses Novel Investigational CAR-T Therapy During Multiple Myeloma Awareness Month**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 664    | 6605  | 1662    | 548               |



**Ensysce Biosciences CEO Dr. Lynn Kirkpatrick and Creighton University's Dr. Neel Pathak Discuss the Opioid Crisis and Next Generation Opioids**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 541    | 3600  | 3864    | 1772              |



**Boston Scientific CMO Discuss Solutions for Health Inequality on Today's Marketplace**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 674    | 4200  | 4567    | 2672              |



**Annovis CEO Discusses Breakthrough Drug for Neurodegenerative Diseases on Today's Marketplace**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 588    | 4832  | 1909    | 135               |



**AvidXchange CEO Shares His Vision for Revolutionizing Software-Enabled Payments on Today's Marketplace**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 509    | 4201  | 5325    | 1187              |



**Today's Marketplace Addresses Growing 5G Connectivity Demands and Importance of Network Security**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 907    | 7268  | 2085    | 1195              |



**Ensysce Biosciences CEO Dr. Lynn Kirkpatrick and Creighton University's Dr. Neel Pathak Discuss the Opioid Crisis and Next Generation Opioids**

| Pickup | Views | Readers | Media Engagements |
|--------|-------|---------|-------------------|
| 540    | 3600  | 3864    | 1772              |



**TOTAL MEDIA PICKUP ANALYTICS**

| Pickup        | Views          | Readers       | Media Engagements |
|---------------|----------------|---------------|-------------------|
| <b>11,930</b> | <b>103,190</b> | <b>43,563</b> | <b>18,528</b>     |





## The Impact of AI on Today's Workforce, with IBM and Creighton University

NEWS PROVIDED BY  
Today's Marketplace  
Oct 01, 2025, 8:42 AM ET

NEW YORK, Oct. 01, 2025 (GLOBE NEWSWIRE) -- Today's Marketplace (TMP) is proud to announce a featured interview with Global Managing Partner, IBM Consulting Americas, [Neil Dhar](#), and [Regina Taylor](#) Chair of Marketing and Management, Associate Professor at Creighton University. The pair joined Today's Marketplace host Jane King at the New York Stock Exchange to discuss upskilling today's workforce to better prepare entry-level roles for the AI age.

The full interview [can be viewed online here](#).

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### In-Studio HD Interview Videos

The New York Stock Exchange and the NASDAQ MarketSite is where Today's Marketplace conducts most interviews with academic experts and publicly traded companies but our producers also travel the U.S. to film interviews on-location as well as conduct remote interviews from the NYSE.

### Behind-the-Scenes Photographs

TMP's producer captures series of photos of the participating guests before, after, and during the interview to support the editorial and social media promotion of the interview across multiple publishing platforms.

### Media Embedded National Press Release

Each TMP interview is announced via a national media embedded press release. The release is indexed on the major financial news publishers which allows platforms such as the Bloomberg and LSEG terminals the ability to pull the press release into their news feeds.

Earned media exposure, such as this, provides news outlets and journalists direct access to each interview. Analytic reports are provided in order to measure and track national pickup.



# Today's MARKETPLACE

## VALUE ANALYSIS

**\$70,000 - \$154,000**

PER INTERVIEW

# MEASURABLE IMPACT

Today's Marketplace (TMP) academic collaborations position our participating universities as thought leaders within today's national news cycle. TMP participation offers a unique combination of public relations, media, and communications, all while elevating the institution's stature and credibility.



## COMPARABLE MARKET VALUE

Beyond the production and distribution costs, institutions typically incur additional expense to support third-party executive participation, and national positioning.

TMP's market analysis places a comparable value between **\$70,000 - \$154,000**/interview.

## ELEVATED STATURE

TMP participation elevates the national profile and perceived thought leadership, which can reduce friction in future executive and faculty recruitment.



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## NATIONAL VISIBILITY STATURE & CREDIBILITY

TMP's academic collaborations function similarly to the development of a brand prestige campaign. The academic partnership with TMP generates third-party editorial credibility and national distribution of professional broadcast quality media assets, press releases, and social media assets that internally produced campaigns cannot provide.

An academic collaboration with TMP provides the University with access to exclusive studio filming capabilities, original broadcast news content production, and editorial positioning of the University's brand and thought leadership on a national stage.

## ALUMNI & STUDENT RECRUITMENT

- TMP participation supports alumni engagement by placing the institution's voices on nationally recognized news platforms alumni already trust.
- TMP interviews are utilized as supplemental classroom materials and provide students with insight from today's business leaders.
- Unlike speaker events, TMP produces nationally distributed media assets that extend well beyond the classroom.

# A NOTE FROM THE EXECUTIVE PRODUCER

Greetings, Academic collaborators,

As we all know, business schools occupy a unique position. They combine academic rigor, real-world relevance, and a responsibility to engage with the economic forces shaping business communities, industries, and leadership. Today's Marketplace (TMP) relies on this unique position to drive the creation of credible media.

TMP is not designed to promote institutions, but to place academic insight into the national business conversation alongside senior executives from publicly traded companies. Filming at the New York Stock Exchange and NASDAQ provides the context where these conversations matter most.

When business schools engage through an editorial lens rather than marketing-driven content, the message is received differently. Faculty voices are elevated, institutional stature is reinforced, and the resulting content becomes a durable asset for brand advancement, alumni engagement, recruitment, and public understanding.

TMP's central purpose is to identify and produce compelling interviews for news agencies, media outlets, and publishers to address today's news cycle topics. With that responsibility in mind, TMP collaborates with business schools to do something special: extend their trusted academic perspective beyond campus walls, contribute meaningfully to the national business dialogue, and ensure higher education remains visible and relevant in shaping the future of commerce and leadership.

We look forward to partnering with trusted academic institutions seeking a unique national platform to engage in the news cycle, drive name recognition, and national media exposure for their institution.

David Holden  
Creative Director | Executive Producer  
Capital Media Group, Inc.  
Today's Marketplace is the intellectual property of CMG.

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