

TASC Client LGBTQ+ Center Destination Tomorrow Hosts Annual Bronx Pride



TASC client [Destination Tomorrow](#), a national Black Trans-led LGBTQ+ center, hosted its annual Bronx Pride Week in late June, bringing together members and allies of the community in celebration. The center held a week full of events free for the public to attend, including a clothing drive and a performance from the New York City Gay Men's Chorus. The famous Bronx Pride Festival closed out the week, bringing food, games and a parade to the streets of the Bronx.

This year's theme was "Investing In Us," emphasizing the importance of representation and support for under-resourced demographics. In a time when the LGBTQ+ community, specifically Transgender individuals, experience daily attacks, Destination Tomorrow's Bronx Pride sought to cultivate a space where every identity was valued, heard and protected.



Led by Sean Ebony Coleman, a national activist and the only Black Transgender individual to operate an LGBTQ+ center in the state of New York, Destination Tomorrow serves the community by providing vocational, educational, healthcare and holistic services to all that walk through the door. The grassroots organization's primary mission is to help increase access to resources and to fight for a more equitable future.

Bronx Pride Week was featured in several outlets, including [CBS-NY](#), [News 12 The Bronx](#) and [Gay City News](#). TASC is honored to represent clients like Destination Tomorrow who actively encourage the community to show up and support LGBTQ+ individuals, specifically those of Transgender experience.

To learn more about the event, read the press release announcement [here](#).

Photo credit: Vanessa Hsia

TASC Recognition

TASC Ranked in O'Dwyer's 2023 Top U.S. PR Firms

We're excited to share that The TASC Group was included in O'Dwyer's 2023 Top U.S. PR Firms, placing our agency at [number 2 out of 46](#) in the nonprofit category and [number 110 out of 148](#) in the top firms overall.

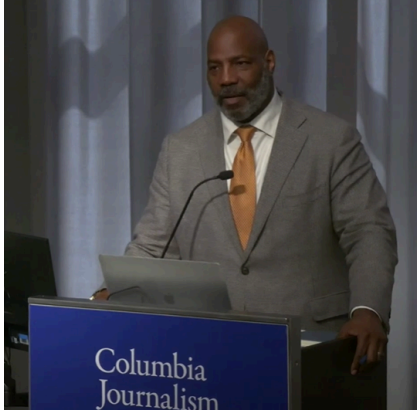
We are honored to be recognized for the work accomplished by our dedicated team by a leading outlet within the public relations industry. We are thankful for our incredible clients and excited for what's to come!



TASC Client *Columbia Journalism School* *Holds Groundbreaking Democracy* *Conference*

Columbia Journalism School hosted FaultLines: Democracy, a groundbreaking two-day conference dissecting the current fractures of American democracy. Led by Dr. Jelani Cobb, dean of Columbia Journalism School and a national leader in journalism and civil rights, the event convened top activists, reporters and scholars to examine the threats to the First Amendment, the bulwark for democracy in America.

Joining Dr. Cobb were a range of high-profile figures within public policy, academia and journalism, including Alessandra Galloni, editor-in-chief of Reuters, Sally Buzbee, executive editor of The Washington Post, Graciela Mochkofsky, dean of the Craig Newmark Graduate School of Journalism and Annette Gordon-Reed, the Carl M. Loeb University professor of history at Harvard University.



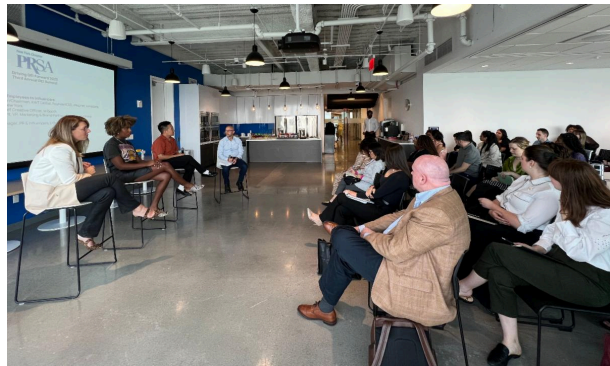
The project was profiled in various outlets, including [The Brian Lehrer Show](#), and resulted in several editorial meetings with The New York Daily News and The Boston Globe to discuss the importance of this premiere event. TASC is thrilled to represent clients such as Columbia Journalism School who are holding critical discussions to better the future of our society.

To read more about this project, read the press release announcement [here](#).

TASC Sponsors PRSA-NY's Third Annual DEI Summit

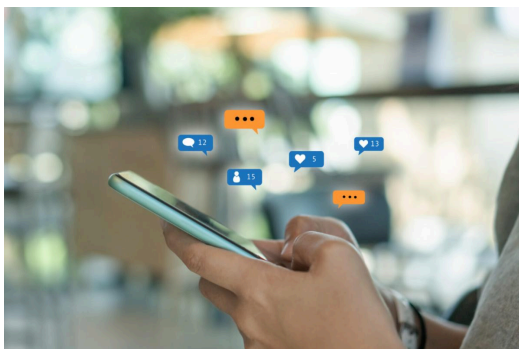
The TASC Group had the honor of sponsoring and participating in [PRSA-NY's](#) third annual DEI summit, "Driving DEI Forward."

An opportunity to convene with professionals across the communications industry, presenters and panelists shared best DEI practices for public relations. From seminars on pay equity to fostering cultural competency in communications, these types of events prove incredibly important, regardless of the professional sector.



Congrats to PRSA-NY for another successful year of hosting important conversations that will positively impact future workplaces and PR campaigns.

TASC Take: *The Benefits of Integrated PR and Digital Marketing Campaigns*



The emergence of digital marketing has given cause-driven organizations a unique opportunity to reach their audience at any moment with a wide selection of channels and tactics at their disposal.

Digital marketing generally involves promoting products, services or ideas to consumers online through social media, email, texting, influencer

marketing, digital advertising and search engine optimization (SEO).

Public relations, on the other hand, is the strategic communications process that builds bridges between the organization and their audiences. In a modern world with a rapidly changing news cycle and ever-advancing technology, a fully integrated PR and digital marketing strategy will help you stay grounded in your mission and values while effectively reaching your audience where they are.

At a high level, PR helps to shape the news and the stories being told – which is especially powerful in the age of disinformation online. The messages we deliver as PR professionals either work to strengthen or dismantle preconceived notions that our audiences hold.

Read more [here](#).

TASC Take: *The Importance of Elevating Underrepresented Voices*

Imagine you are suddenly faced with a condition that changes your life forever, that makes others look at you differently and puts your access to safety and prosperity in question.

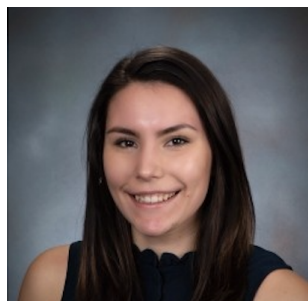


How would this new reality impact the way you navigate the world? How would you wish to be treated by your friends, family and colleagues?

There is a vast amount of research that shows underrepresented voices and perspectives add value to business endeavors, policy creation and various other aspects of life. When we include diverse perspectives, it helps us consider potential outliers and drawbacks of our initiatives, which leads to more long-term success.

Read more [here](#).

Team Spotlight



We are thrilled to welcome Angelika Seaman, a new account executive to TASC. Angelika has previously worked across the hospitality, social media, marketing and event planning sectors. Her passion and background in media and marketing



Grace Seidel recently joined The TASC Group as a new account associate! Holding a BA in political science and a minor in Spanish, her passion for social advocacy and nonprofit work will have a great

management will make a great addition to Team TASC!

impact on our clients. Welcome, Grace!

1239 Broadway, Suite 1508 | New York, NY 10001 • (212) 337-8870
thetascgroup.com • amy@thetascgroup.com

See what's happening on our socials:



The TASC Group | 1239 Broadway Suite 1508 | New York, NY 10001 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!