



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: 10,000 DEGREES

THE CHALLENGE

10,000 Degrees is an educational equity nonprofit supporting students from low-income and first-generation backgrounds to, through and beyond college. 10,000 Degrees has worked with more than 80,000 students across Northern California and Utah and awarded more than \$113 million in scholarships, helping break the cycle of generational poverty and creating a positive ripple effect in the lives of students and their communities for generations to come.

After receiving a transformational \$42 million gift from philanthropist MacKenzie Scott, 10,000 Degrees engaged The TASC Group to leverage the moment and elevate the organization's profile to the national level. Its goal was to become a voice in the national dialogue about equity in education.

TASC had to ensure that the announcement did not become a one-day local story, but rather a catalyst for ongoing visibility to build the organization's national media footprint. The team was asked to increase public awareness of 10,000 Degrees' college success model and pioneering programmatic work across the country, and to position the executive team as leading voices on national issues such as educational equity, economic mobility, immigration and higher education.

THE STRATEGY

Rather than treating MacKenzie Scott's gift as standalone news, The TASC Group developed and executed an earned media campaign utilizing the gift as a springboard to showcase the organization and its mission, impact and leadership.

TASC positioned 10,000 Degrees' CEO Kim Mazzuca at the forefront, offering her to local and national media to discuss what the gift meant to her on a personal level, for the organization and for the students the organization serves. For national media audiences, Kim offered authentic insight into the transformational power of the gift for the future of the organization and its work towards educational equity.

At the local level, Kim discussed 10,000 Degrees programming at length, meeting journalists at events like Hoop for Change and several Changemaker Celebrations, elevating student success stories to demonstrate the organization's positive impact.

THE RESULTS

TASC secured nearly 50 media placements across local and national outlets including [Inc.](#), [Telemundo Bay Area](#), [The Press Democrat](#), [Black Enterprise](#) and [ABC 7](#). TASC also developed and distributed a press release announcing MacKenzie Scott's gift over PR Newswire, generating over 300 pickups including by U.S. News & World Report, BET News, Yahoo News, Fortune, New York Daily News and The Chronicle of Philanthropy.

TASC further elevated CEO Kim Mazzuca's leadership by securing the CBS Icon Award in recognition of her leadership and the organization's impact in the Bay Area. Beyond media placements, TASC has continued to generate ongoing interest in 10,000 Degrees' programs and student success stories.

50+ MEDIA PLACEMENTS

Inc.

yahoo!news

The Press Democrat



USNews

FORTUNE

BET★

BLACK
ENTERPRISE