



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: CENTER FOR SOCIAL INCLUSION

THE CHALLENGE

The Center for Social Inclusion (CSI) is a unique nonprofit organization combining the policy expertise of a think tank with the grassroots organizing of a social justice and political organization. Prior to hiring The TASC Group, CSI had a low profile in the civil rights and social justice space and virtually no media coverage. TASC was brought on to develop a national thought leadership platform for CSI President and co-founder Maya Wiley, focusing on issues around structural inequity and racism, as well as secure media coverage for CSI's unique policy proposals.

THE STRATEGY

TASC focused on introducing Wiley to top-tier national media outlets to establish her expertise and offer her for commentary on relevant issues. The team set up editorial board meetings and one-on-one conversations with reporters and editors, as well as booking producers at top television networks, that covered race, ethnicity and social justice. In addition, TASC focused on developing opportunities for op-eds and columns, illustrating Wiley's unique insight into these issues.

THE RESULTS

TASC placed Wiley in major national stories about race, racism and income inequality, establishing her as a national thought leader on these issues. TASC generated over 100 unique media hits, earning an estimated 67 million media impressions. As a result of Wiley's thought leadership, she was invited to address the U.S. House Democratic Caucus on how Republicans use racial coding to influence the American public. Due to TASC's work, she became a national political commentator, appearing regularly on the MSNBC shows "Melissa Harris-Perry," "The Cycle," "All In with Chris Hayes" and "Up with Steve Kornacki." She also became a regular contributor in the iconic liberal magazine, [The Nation](#). When Bill de Blasio was elected mayor of New York City, he tapped her to be his chief counsel and play a leading role in helping him develop and roll out initiatives designed to address income inequality. Wiley also went on to run for Mayor of New York City in 2021.

100+ MEDIA PLACEMENTS

The New York Times

MSNBC

CNN

The Washington Post

AP

BET★