



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: COMMON CAUSE

THE CHALLENGE

Common Cause is a nonpartisan government watchdog with active members across all 435 U.S. congressional districts and offices spanning 20 states. The organization is best known for advancing federal and state legislation to expand voting rights, limit Big Money in politics, ensure government transparency and enshrine independent redistricting commissions for developing post-census congressional boundaries.

The organization enlisted The TASC Group to support with rapid-response commentary at the national level around the 2024 U.S. presidential election, develop a national thought leadership profile for the organization's new CEO, Virginia Kase Solomón, and work with the organization's policy experts, vice presidents and state executive directors to amplify important pro-democracy projects unfolding across Common Cause's grassroots network of state organizations.

THE STRATEGY

TASC worked extensively with national- and state-level leaders at Common Cause to refine foundational messaging, elevate state-level projects to a national audience and position Common Cause as a singular nonpartisan voice at a historically polarized moment. TASC also advised on and supported high-visibility advocacy tactics, including Common Cause's Times Square billboard campaigns "Fire Musk" and "WTF Chuck," helping translate core messaging into public activations.

In addition to working closely with Virginia Kase Solomón and other senior-level directors and vice presidents of Common Cause's national team, TASC collaborated with state-level executive directors representing North Carolina, Florida, Texas, Georgia, New York, California, Arizona, Pennsylvania and Wisconsin.

For media targeting and outreach, TASC focused primarily on national broadcast opportunities, traditional online political news sources, podcasts and emerging political creators on YouTube and other social media platforms. Collectively, the team pitched over 800 unique media targets to date.

THE RESULTS

TASC has secured 60 media hits and over 800 million estimated media impressions for Common Cause and its projects in just one year. All placements, whether proactive or rapid response, featured foundational messaging about Common Cause and framing to support the organization's nonpartisan stature. TASC placed positive stories about Common Cause's position on President Trump's attacks on voting, billionaires influencing traditional media, the rise of mid-decade redistricting ahead of the 2026 U.S. midterms and general commentary about partisan politics and political activism. Additionally, TASC worked closely with the organization on several internal crisis projects.

Some of the team's top-tier placements include two stories in [The New York Times](#), two op-eds in [The Hill](#), three placements in [Salon](#), two appearances on [The Tavis Smiley Show](#), a piece for [The Atlanta Journal-Constitution](#), an interview on Scripps TV, a podcast interview with The Daily Beast and introductory conversations with Bloomberg, CNBC, the Associated Press, The Washington Post, NBC News, CBS and Axios.

100+ MEDIA PLACEMENTS

DAILY BEAST

AP

CNBC

The Atlanta
Journal-Constitution

THE HILL

The New York Times

Bloomberg

salon

SCRIPPS