

MEDIA RELATIONS & THOUGHT LEADERSHIP: DAVID LYNCH FOUNDATION

THE CHALLENGE



The David Lynch Foundation (DLF) is a nonprofit organization founded by filmmaker David Lynch to provide free Transcendental Meditation (TM) training to at-risk populations, including veterans suffering from PTSD, victims of domestic violence and inner-city school children, to reduce their stress and enrich their lives.

The TASC Group has worked with DLF for over a decade to increase media attention for its programmatic events, including star-studded galas and programs at Carnegie Hall, Radio City Music Hall, the Metropolitan Museum and Jazz at Lincoln Center. TASC also worked to raise awareness for its Resilient Warriors Program, designed to help veterans who suffer from PTSD. The program is supported by the Department of Defense and operates in seven VA hospitals.

THE STRATEGY



TASC targeted national, regional and local media outlets with messaging on DLF's work, as well as its research that supports the benefits of TM for reducing stress and anxiety and improving mental resilience and concentration, especially for at-risk communities.

TASC focused on highlighting programs that resonated with the public, including those that brought TM to veterans and victims of abuse. For the Carnegie Hall concert gala, TASC leveraged the participation of stars like Jerry Seinfeld and Katy Perry to attract outlets that cover Hollywood and celebrity news, placing DLF's work in front of a mainstream audience.

THE RESULTS



TASC secured hundreds of media placements in national broadcast outlets like [ABC's Good Morning America](#), CBS Sunday Morning, CNN and CNBC, and in national print and digital outlets like [The Wall Street Journal](#), [TIME](#), [The Guardian](#), [Business Insider](#), The New York Times, USA Today, Rolling Stone and Bloomberg Businessweek. TASC also secured placements in major health and wellness outlets like [Psychology Today](#), Prevention Magazine, Parents and Everyday Health, and in leading entertainment outlets like [People](#), [Seventeen](#) and Entertainment Tonight.

TASC's media coverage educated the public about the scientific benefits of meditation, dramatically increased DLF's programmatic participation, raised hundreds of thousands of dollars and positioned the leaders of DLF as national experts on stress, PTSD and mental health.

500+ MEDIA PLACEMENTS



THE WALL STREET JOURNAL

The New York Times



The Washington Post