



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: DEWEY

THE CHALLENGE

Educator, author and nonprofit founder Pam Allyn launched a for-profit organization, Dewey, bringing together a team of fellow educators and literacy experts to create powerful educational products. These products were specially designed to help children build joyful relationships with reading and writing.

Pam launched her company at a time of growing recognition that parents needed help ensuring their children continued to make progress in their education while at home. Pam came to The TASC Group to help increase brand recognition of Dewey — a challenge given an oversaturated market.

Already well-known as an educator and literacy expert, Pam also sought TASC's help in building and strengthening a national thought leadership platform that would reposition her as a successful entrepreneur and attract new investors.

THE STRATEGY

TASC worked with Pam and the Dewey team to promote and craft messaging for its various new products, strategically emphasizing the unique design elements and product content to help the company stand apart. TASC highlighted how her products were embedded with evidence-backed best practices for literacy instruction.

TASC also pursued a multi-pronged approach to both bolster and expand Pam's thought leadership profile as an educational expert and cause-driven entrepreneur. Given the immensely competitive nature of the education-related media landscape, TASC helped Pam launch a new Medium account and grow her presence on LinkedIn with both proactive and reactive commentary on topics related to education, schooling, parenting and literacy. TASC also pursued traditional outreach to reporters and podcasters on these same topics.

THE RESULTS

TASC secured over 20 media placements in industry and education-related media outlets for Pam and Dewey, elevating the company's reputation and brand. These placements earned over 150 million media impressions.

Top hits included an op-ed in [New York Daily News](#), co-bylined with then-NYC Schools Chancellor David Banks, [Education Week](#), BizWomen and [EL Magazine](#), featured commentary in [Parents](#) and [PureWow](#) and numerous [podcast appearances](#).

TASC also secured major awards on Pam and Dewey's behalf. For Dewey, TASC helped secure two Best in Education awards from EdTech Chronicle. For Pam, TASC helped secure Titan's Entrepreneur of the Year in the New Start Up category and the Women of the Year award from Enterprising Women. The team also drafted over 15 Medium articles for Pam, which are consistently referenced within AI-generated Google search summaries on topics related to early childhood literacy.

150M+ MEDIA IMPRESSIONS

EducationWeek

DAILY NEWS

PureWow

Best
IN EDUCATION
EdTech Chronicle

BUSINESS
INSIDER

Parents