



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP:
THE GATHERING FOR JUSTICE

THE CHALLENGE



The Gathering for Justice is a civil rights organization founded by celebrity and social activist Harry Belafonte. The TASC Group was hired to represent Carmen Perez-Jordan, executive director of The Gathering for Justice, and position her as a national thought leader on civil rights and social justice activism. Carmen is one of the nation's foremost Latinx leaders, leading notable campaigns including #ICantBreathe, #ImWithKap and #FreeMeekMill. She is also the founder of the Women's March on Washington — the largest single-day protest in the history of the United States, attracting over 5 million marchers across the country.

THE STRATEGY



TASC's main goals were to build a national thought leadership platform for Carmen and a national brand identity for The Gathering for Justice, establishing both as go-to sources of information on crucial issues including criminal justice reform, racial profiling, police brutality and civil rights. TASC worked with The Gathering for Justice to strengthen foundational messaging, draft and place Carmen's quotes in national publications, respond to breaking news stories and develop op-eds commenting on social justice issues shaping the national debate. TASC also worked to generate extensive coverage on The Gathering for Justice, spanning all its programmatic efforts and campaigns.

THE RESULTS



TASC successfully built a national thought leadership platform for Carmen to share her thoughts and expertise on social justice movements, with her quotes appearing in The Washington Post, The New York Times, [POLITICO](#), [HuffPost](#), [Vox](#), [The Hill](#), and [USA Today](#). Carmen was able to speak on key social justice issues, such as the murder of Eric Garner and the subsequent firing of Officer Daniel Pantaleo, to a national audience, while The Gathering for Justice's grassroots activism was covered by a number of local outlets. TASC successfully solidified Carmen as a national criminal justice reform leader and social activist, and The Gathering for Justice became recognized as an effective advocacy organization at the forefront of criminal justice reform.

100+ MEDIA PLACEMENTS

HUFFPOST

DAILY NEWS

A
*The Atlantic***Vox**

The Washington Post

**THE
HILL****POLITICO**