



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP:
GLOBAL GLOW

THE CHALLENGE



Global G.L.O.W. (Girls Leading Our World) is a 501(c)(3) organization working to advance gender equality and build a better tomorrow by accelerating girls' greatness today. Founded in 2012 and spanning 23 countries, including the United States, Global G.L.O.W. creates and operates innovative programs to mentor girls and encourage them to advocate for themselves and make their communities stronger. The organization retained The TASC Group to help build and develop its thought leadership profile as well as secure media opportunities for its work around gender equality and girls' rights.

THE STRATEGY



TASC led strategic communications efforts to promote Global G.L.O.W.'s initiatives and leadership team. TASC crafted messaging to effectively communicate the scope and impact of the organization's work through press releases and op-eds, positioning Global G.L.O.W.'s founder and executive chairman as experts on combating gender inequality on a global scale. TASC targeted reporters and national media outlets covering women, girls and public policy to secure positive attention for the organization.

THE RESULTS



TASC was successful in curating national thought leadership opportunities for Global G.L.O.W. and extensive media coverage of its programming. Global G.L.O.W. was featured widely in national media, including [Ms. Magazine](#), [POLITICO](#), [Harvard Political Review](#), [Bustle](#) and [The New York Times](#). TASC secured op-eds for the organization's executive chair and executive director and developed author profiles for both in Ms. Magazine. TASC's work solidified lasting relationships with the media, ensuring Global G.L.O.W. is a trusted and go-to source on the issues of gender equality and girls' rights. When the COVID-19 pandemic hit, TASC worked with the organization's leadership to elevate girls' voices globally to ensure that their needs were not being forgotten amidst the pandemic response. The successful execution of TASC's media strategy elevated the organization's programming and thought leaders, bolstering its reputation as a trusted gender equity organization.

100+ MEDIA PLACEMENTS

The New York Times

HARVARD
POLITICAL
REVIEW

Bustle

Ms.
MAGAZINEGLOBAL
CITIZEN

POLITICO