



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: HOSPICE FOUNDATION OF AMERICA

THE CHALLENGE

The Hospice Foundation of America (HFA) launched the Autism & Grief Project in partnership with the Nancy Lurie Marks Family Foundation to provide online resources and information for grieving adults with autism, their families, caretakers and professionals. Resources for the autism community are often limited, and while many resources are geared toward autistic children, a significant gap remains in support and services specifically designed for adults on the autism spectrum. HFA aimed to increase visibility for the Autism & Grief Project among the adult autism community. The TASC Group developed a four-month strategy to increase website visits, social media followers and media coverage of the Project to reach marginalized communities and clergy in need of its free resources.

THE STRATEGY

TASC focused on generating media coverage in local and national publications, podcasts and broadcast channels to highlight the Autism & Grief Project's mission and initiatives. TASC worked with HFA to identify the right spokespeople from its advisory board and conducted media training to ensure they were confident with messaging for the Project ahead of interviews. In addition, TASC created messaging to effectively communicate what the Autism & Grief Project is and the resources available on its website. This helped position HFA as a unique organization that caters specifically to adults with autism. The team also took advantage of key observances, such as Autism Acceptance Month, by issuing a press release that spotlighted the organization's valuable resources. The strategic timing helped amplify the project's message and draw attention to its efforts, reinforcing its commitment to supporting and advocating for the autism community.

TASC also played a key role in expanding the Project's reach to Spanish language visitors by reviewing and translating their content from English to Spanish. Through media coverage and ads, TASC was able to gain recognition for the Autism & Grief Project as a reliable resource for adults with autism experiencing grief.

THE RESULTS

Through TASC's efforts, the Autism & Grief Project was featured in multiple national and local media outlets such as [CBS News New York](#), Los Angeles Daily News, BTPM NPR and BronxNet. TASC also secured podcast opportunities for the Project, including with Grief Out Loud, The Heart of Hospice, Bereaved but Still Me and Diversity Pivot. Additionally, TASC secured an ad on LinkNYC, a communications network that has replaced pay phones across the five boroughs of New York City, during Autism Acceptance Month and was shown in four different locations across the Upper East Side.

As a result, TASC was able to garner over 45 million media impressions for the Autism & Grief Project. The media attention the Project received significantly enhanced the organization's visibility among peer organizations, while also raising awareness for the lack of resources available for adults on the spectrum. The campaign won a [2025 PRNEWS Nonprofit Award](#).

100+ MEDIA PLACEMENTS

