



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: I WILL GRADUATE

THE CHALLENGE

I WILL GRADUATE (IWG) is a New York City-based nonprofit organization dedicated to empowering students and families in underserved communities across all boroughs to combat low graduation rates. IWG's programs utilize music and the arts for youth development, college and career preparation, mentoring, parent engagement, school and community workshops and events.

The TASC Group compiled an audit of I WILL GRADUATE's communications, including an in-depth review of its website, social media and SEO. Based on that research, TASC developed a six-month strategy aimed at building relationships between IWG and local print, online and TV affiliate outlets to ensure plentiful coverage leading up to its largest annual event, I WILL GRADUATE Day. TASC sought to position Executive Director Tonya Lewis Taylor and President Sanchez Tuitt as thought leaders in the community on educational and youth empowerment.

THE STRATEGY

TASC developed strategic documents to refine I WILL GRADUATE's messaging and position it as a prominent leader in the educational, youth empowerment nonprofit sector. Tactical steps included expanding social media engagement across all platforms, improving readability and messaging of the website and affiliated platforms, creating partnerships with key stakeholders and elected officials, securing media coverage in local and broadcast media through proactive and reactive outreach and effectively communicating IWG's mission to promote educational opportunities that would empower students, their families and communities.

THE RESULTS

TASC secured 195 media placements for I WILL GRADUATE and its leadership which generated an estimated 467 million media impressions. TASC arranged interviews for Executive Director Tonya Lewis Taylor with prominent outlets, including a live on-site interview with CBS New York and a live remote interview with FOX 5 Good Day New York at the Barclays Center on I WILL GRADUATE Day. In addition, senior leadership was interviewed on [ABC New York's Here and Now](#) ahead of the annual event.

Overall, IWG's program was covered in 37 segments on [CBS New York](#), 46 segments on [News 12 Brooklyn](#) and News 12 The Bronx, and 36 segments on [Spectrum NY1](#), including two segments for its "In Focus" program with Cheryl Wills. Additionally, I WILL GRADUATE Day was covered in local and national online and print outlets including ABC 7 Eyewitness News, amNewYork, [New York Amsterdam News](#), [BK Reader](#), The Riverdale Press, Brooklyn Paper and nine Yahoo! News syndications of the CBS New York coverage. TASC also leveraged its relationship with New York City Schools Chancellor David Banks and the New York City Department of Education to secure his attendance and participation at I WILL GRADUATE Day, which increased awareness, spurred coverage and positioned the event as the premier celebration of education in New York City.

100+ MEDIA PLACEMENTS

Brooklyn Paper

abc 7 EYEWITNESS
NEWS

news12
BROOKLYN

amNY

FOX5
NEW YORK

SPECTRUM
NEWS NY 1

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