



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: JASA

THE CHALLENGE

JASA is the go-to agency serving older adults in New York City, providing critical services to over 40,000 people annually. During the COVID-19 pandemic, JASA provided life-sustaining care across its various service arms, ensuring that its clients and staff were safe and supported. The TASC Group was charged with elevating JASA's brand reputation during this time and securing thought leadership opportunities for the organization's subject matter experts.

THE STRATEGY

TASC's goal was to shine a light on the issues facing older adults while also pointing to JASA's legacy as one of the most trusted and innovative agencies serving this population. The strategy was to demonstrate the real-life impact of JASA's work and responsibly elevate its expertise. TASC conducted consistent media monitoring to ensure that the JASA team would have opportunities to provide expert commentary on new developments. Further, in order to paint the full picture of the pandemic and its impact on older New Yorkers, TASC employed JASA spokespersons at three levels: organizational leadership, personnel and staff providing services on the ground and seniors who received and relied on JASA support services.

THE RESULTS

TASC successfully highlighted JASA's critical efforts during this difficult and unprecedented crisis. TASC secured more than 200 placements in several national and local media outlets, including several stories in [The New York Times](#), The Harvard Political Review podcast, [New York Jewish Week](#), [Tablet magazine](#) and Bklynr. The press coverage generated over 205 million media impressions for the organization, solidifying JASA's reputation as a thought leader and, more importantly, ensuring that the needs and vulnerabilities of seniors during the pandemic became a major focus of the national conversation.

200+ MEDIA PLACEMENTS

