



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: MIKIE SHERRILL FOR NEW JERSEY

THE CHALLENGE



Congresswoman Mikie Sherrill, a former U.S. Navy helicopter pilot, former federal prosecutor and mother of four, ran successfully for Congress in 2018 and for governor in 2025. The TASC Group was hired to help launch her campaign for the congressional race, recruit top nationally recognized political consultants, secure an endorsement from the nonprofit EMILYs List, create campaign messaging, media-prep the candidate for debates and public speaking opportunities — essentially building a communications operation and infrastructure from start to finish. TASC also worked on crisis communications for Sherrill's 2025 gubernatorial races.

THE STRATEGY



TASC guided Sherrill in putting together a consulting team and creating a communications and PR infrastructure for her campaign. TASC also connected her with high-impact donors and validators like [Stephen Colbert](#), who went on to become vocal supporters. Additionally, TASC assembled a major fundraising event for Sherrill's campaign and helped her with honing messaging, preparing for debates and bolstering her public-speaking skills. TASC's expertise in framing policy positions enabled Sherrill to easily connect with voters across her district. TASC grounded Sherrill's messaging in her military background and leadership in the Navy for both congressional and gubernatorial races.

THE RESULTS



In 2018, Sherrill defeated her Republican opponent by 17 points in a district that had been held by Republicans for nearly three decades. In 2025, Sherrill defeated her Republican opponent in the New Jersey governor's race, winning 57% of the vote.

Sherrill became a national political figure and subject matter expert on affordability issues and how American families are suffering. As the first female Democratic governor in the state of New Jersey, she has positioned herself as a national force in the Democratic Party and inspired hundreds of women and veterans to run for office at the state, local and national levels. Her background as a military veteran continues to be a central part of her narrative and is firmly embedded in her political DNA.

100+ MEDIA PLACEMENTS

