



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: NEW YORK GENOME CENTER

THE CHALLENGE

The New York Genome Center, a consortium of 11 world-class academic centers and research universities, hired The TASC Group to help promote the launch and mission of this pioneering center in both scientific and mainstream outlets, and to build a thought leadership platform for its executive team. The center was comprised of 29 DNA sequencing machines, the most of any center in the country, and employed some of the nation's best and brightest scientific researchers.

THE STRATEGY

TASC focused its messaging on the fact that this new facility was an unprecedented collaboration with a shared mission among partners to generate and turn New York into a world-renowned hub for pioneering medical and genomic research. New York City had missed "the genomic decade," and TASC's goal was to elevate the center and establish its reputation not only as the foremost driver of research in the field of genomics, but also a major economic engine for the entire New York metro area.

THE RESULTS

TASC secured coverage for both the center and the consortium's leadership in dozens of mainstream and trade publications, including [The Wall Street Journal](#), NBC News, ABC News, [New York Daily News](#), NPR, Scientific American, [Bloomberg](#), Bio IT World and Reuters. TASC turned Founding Director Nancy Kelley into a major thought leader and subject matter expert on the economic impact of genomic science research. Additionally, TASC's work also helped raise over \$125 million for the construction and development of the research center.

100+ MEDIA PLACEMENTS

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