Thought Leadership

The Challenge: The Eagle Academy Foundation, a 501(c)3 nonprofit that provides funding and strategic direction for the Eagle Academy for Young Men schools, wanted to inspire schools across the country to adopt its successful educational model, and generate media attention for President and Founder David C. Banks. The Eagle Academy schools are public, all-boys high schools located in the five New York City boroughs and Newark, NJ.

Our Strategy: TASC worked to generate media coverage for Banks and the schools’ education model at the national and local levels in order to position Banks as an expert on educating inner-city young men. The education model Banks helped create for the Eagle schools has produced graduation rates that are nearly double the national average for young men of color.

Results: Over two years, TASC generated 250+ media placements for the Eagle schools in print, TV and online outlets both nationally and locally. The schools were covered in major outlets like The New York Times, The Wall Street Journal, the New York Post, the New York Daily News and the AP. Banks made multiple appearances on the FOX News program, FOX & Friends, CNN and MSNBC, and the schools were covered by local TV affiliate stations in more than 20 markets nationwide. In the New York metro area, the schools were featured 30+ times on local TV outlets, including ABC 7 New York, FOX 5’s Good Day New York, FOX 5 News, CBS New York, and NBC New York. TASC also landed a deal with publisher Simon & Schuster for Banks’ best-selling book, “Soar.” TASC’s work successfully placed Banks at the forefront of the national debate on all-boys education and helped him become a prominent thought leader in the field.