Media Relations and Thought Leadership

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

Our Strategy: We focused our messaging on the fact that this new facility was an unprecedented collaboration whose mission was to generate pioneering medical research while turning New York into a world-renowned hub for genomic research. NYC had missed “the genomic decade,” but our work put the organization front and center to become not only a major research driver in the field of genomics, but also a major economic engine for the entire New York metro area.

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, NPR, Scientific American, Bloomberg, Bio IT World, Reuters and more. We turned Founding Director Nancy Kelley into a major thought leader and expert on the economic impact of genomic science research. Our work also helped raise over $125 million for the construction and development of the research center.