Advocacy Work (Rikers Island)

The Challenge: The Stella Adler Studio of Acting asked TASC to help publicize its Outreach Division, an arm of the studio that brings actor training to underserved populations in schools, drug and alcohol rehabilitation centers, and prisons in an effort to empower these populations through the influence of theater and the arts.

Our Strategy: We identified the studio’s work with the Rose M. Singer women’s unit at Rikers Island as the most impactful and media-worthy program. TASC worked to establish a relationship with the New York City Department of Corrections (DOC) at Rikers in order to broker media access to classes and performances.

Results: TASC was able to secure coverage of the studio’s work at Rikers in numerous publications including the AP, The Wall Street Journal, the New York Daily News and Voice of America. The AP story was picked up by dozens of other publications, and The Wall Street Journal story ran on the front page of the Greater New York section. The studio’s work earned it a cover story in American Theatre magazine and attracted the attention of donors, including a major Broadway producer. The DOC also hired a full-time employee to oversee arts programming at Rikers as a result of the studio’s successful work.