United Way of New York City

Media Relations and Thought Leadership

The Challenge: United Way of New York City (UWNYC), one of the largest and oldest United Way chapters in the country and a longtime client of The TASC Group, partnered with City Harvest and the Women’s Center for Education and Career Advancement on the Self-Sufficiency Standard Report (SSSR). The report measured the household income necessary to meet minimally adequate and basic needs in New York City without any public or private support. While the federal poverty threshold for a two-person family at the time was $15,730, the SSSR found that, for the same family to live bare-bones and be self-sufficient in the least expensive area in New York City, it needed an income of $52,776. The report also found that 42% of NYC households (almost 2.7 million people) were not self-sufficient. TASC was charged with securing media attention for the report, illustrating UWNYC’s expertise on poverty, and supporting the report’s release at a public forum and panel at The New School.

Our Strategy: TASC recommended partnering with a top business media outlet for the panel event, and targeted key NYC media outlets to secure attention for the report. Our messaging highlighted the massive gap between the federal poverty level and the self-sufficiency standard, and the millions of New Yorkers that were being left behind.

Results: TASC secured a media partnership with Crain’s New York Business, which promoted and provided a moderator for the panel and covered the report in two articles and an editorial. In addition, City Harvest, the Women’s Center and UWNYC were invited to ring the closing bell at NASDAQ and highlight the report’s findings. In total, TASC secured major media hits for a total of over 8.6 million media impressions in media outlets including WNYC’s The Leonard Lopate Show, HuffPost Live, NY1’s Inside City Hall, the Queens Chronicle and the Staten Island Advance.