Thought Leadership

The Challenge: The Eagle Academy Foundation, a 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 which have pioneered a self-affirming approach to educating young men of color. The revolutionary education model has produced graduation rates that are nearly double the national average for young men of color.

Our Strategy: TASC worked to generate media coverage for Banks and the schools’ education model at the national and local levels. Our strategy was to position Banks as a national thought leader and major educational reformer whose approach to educating young men of color could be adopted in schools across the country. TASC worked to set up brown bag meetings with national journalists, generate op-eds, prepare remarks, build out Banks and Eagle’s social media platforms and help Eagle create extensive white papers and reports that would elevate their voice in the education reform movement.

Results: TASC positioned Banks as a local and national thought leader on educational equity and elevated Eagle as a premier model for educating young men of color. TASC generated 300+ media placements for Banks and Eagle in print, TV and online outlets both nationally and locally. Banks and the schools were covered in major outlets like The New York Times, The Wall Street Journal and CNN. Banks made multiple appearances on national cable programs such as FOX & Friends, CNN and MSNBC. Additionally, TASC helped elevate the voices of the schools’ young men on issues of social justice by facilitating the placement of a New York Daily News op-ed written by several Eagle students on the death of George Floyd. TASC helped broker a deal to sell Banks’ best-selling book, “Soar”, to publisher Simon & Schuster. TASC’s work has successfully placed Banks at the forefront of the national debate on educational equity and solidified his prominence as a thought leader.