

Crisis Communications Campaigns at The TASC Group

Major Campaigns

The TASC Group, a full-service public relations and communications firm dedicated to advancing mission-driven organizations and companies, is one of the leading experts in the field of crisis communications. Our industry and our peers have recognized our team as successfully managing some of the most intensive, controversial and meaningful crisis communications campaigns and stories in our nation's history.

In the past few years, TASC has represented:

- [Felicity Huffman](#), who took accountability for her role in the national college fraud case
- [Trayvon Martin's family](#) and their legal defense team in their efforts to launch a family foundation
- [Park51](#), also known as the Ground Zero mosque, and the Muslim-American community's efforts to build a prayer space in Lower Manhattan
- [Susan Bro](#), who lost her daughter Heather Heyer at a counter protest to white supremacists in Charlottesville, and her Heather Heyer Foundation
- [Carmen Perez](#), co-founder of the Women's March on Washington, D.C., as the organization struggled with negative media attention
- [Maria Contreras-Sweet](#) in her campaign to buy The Weinstein Company and run it as Hollywood's first female-led movie studio
- [LifeSci Advisors](#), in its goal of advancing gender diversity in the life sciences industry
- [Yeshivat Maharat](#), in its mission to protect female Rabbis in the Orthodox Jewish community
- [RushCard](#), as the prepaid debit card company faced backlash over its massive technology failure

Crisis Communications Awards

In the past five years, TASC has won several major awards in the field of Crisis Communications. These awards include five Big Apple Awards from the Public Relations Society of America in the category of Best Crisis Communications Campaigns: the 2019 award for our work with Maria Contreras-Sweet, the 2018 award for our work with Yeshivat Maharat, two 2017 awards for our work with RushCard and LifeSci Advisors, and the 2014 award for our work with the Trayvon Martin Family. TASC won the 2014 Silver Anvil Award of Excellence in Crisis Communications for our representation of the Trayvon Martin Family. In 2019, TASC was also honored to receive a [PR News' Nonprofit Award](#) for Best Crisis Management campaign for our crisis work with Yeshivat Maharat.

