

Who Did Talarico Hire for the Black Vote?

James Talarico's 2026 Senate campaign has assembled a team with extensive Democratic campaign experience.

The three senior advisers and three media firms represent a combination of voter mobilization, political communications and targeted advertising experience.

SENIOR ADVISERS

AISHA J. MCCLENDON

Role: Senior adviser, Black voter outreach

Political background:

- National Director of African American Outreach, Beto O'Rourke presidential campaign
- Chief of Staff, Texas state Rep. Toni Rose
- Former Clinton White House staffer
- Democratic constituency and African American voter outreach strategist

Why she's notable:

McClendon has previously been assigned essentially the same political problem Talarico now faces: building Democratic support among Black voters.

Her appointment gives the Talarico campaign an operative with national Democratic campaign experience and a background specifically involving African American outreach.

Documented connection:

Clinton administration → Beto O'Rourke → Talarico

DELILAH AGHO-OTOGHILE

Role: Senior adviser, Black voter outreach

Political background:

- Texas State Director, Beto for America
- Field Director, Stacey Abrams' 2018 Georgia gubernatorial campaign

- Hillary Clinton presidential campaign
- Martin O'Malley presidential campaign
- Battleground Texas
- Equality Texas
- Co-founder, VoteSimple
- Executive Director, Texas Future Project

Why she's notable:

Agho-Otoghile's career is almost a road map of modern progressive Democratic organizing.

The Texas Tribune reported in 2019 that she became O'Rourke's Texas state director after serving as Abrams' field director and working on Clinton and O'Malley presidential campaigns.

NextGen America describes her as a nationally recognized organizer and strategist and identifies her work with Beto O'Rourke, Stacey Abrams, Win Justice and the New Georgia Project.

She also served as executive director of the Texas Future Project, which raised millions for progressive political organizations and voter-mobilization efforts.

Documented connection:

Clinton → Stacey Abrams → Beto O'Rourke → progressive Texas infrastructure → Talarico

CLIFF WALKER

Role: Senior adviser, Black voter outreach

Political background:

- Texas Democratic Party
- Democratic candidate recruitment and organizing
- Founder/co-founder of Democratic political initiatives
- Co-founder, Seeker Strategies
- Progressive communications and advocacy

Why he's notable:

Walker was already publicly discussing Talarico's Black-voter problem shortly after the Democratic primary.

In March, Texas Public Radio quoted Walker discussing the need for Democrats to reunite after the primary and expand outreach into Black communities, including engagement with historically Black fraternities and sororities.

His firm, Seeker Strategies, describes itself as a Black- and Brown-owned progressive communications and advocacy organization.

Documented connection:

Texas Democratic Party → progressive organizing → Talarico

MEDIA FIRMS

BRYSON GILLETTE

Role: Television and digital advertising

Founded: 2020

Founder: Bill Burton

Burton served as deputy White House press secretary under President Barack Obama before founding Bryson Gillette.

The firm specializes in strategic communications, public affairs and political campaigns and has worked with more than 100 political and public-affairs clients, according to industry reporting.

Federal campaign records also show Bryson Gillette performing television and digital advertising work for Democratic candidates and political organizations during the 2026 cycle.

Talarico assignment: TV and digital

FOSTON INTERNATIONAL COMMUNICATIONS

Role: Radio advertising

Founder: Judy Foston

Location: Houston area

Foston International has operated for decades and specializes in communications, marketing and advertising, including political campaigns and ethnic-market outreach.

The firm's published history identifies Beto O'Rourke's Senate campaign among its political clients.

Federal campaign records also show Foston receiving payments from Democratic political campaigns for radio advertising during 2026.

Talarico assignment: Radio

ADVANTAGE COMMUNICATIONS MEDIA GROUP

Role: Print advertising

President/CEO: Linda K. Brown

Location: Houston

Brown has described Advantage Communications Media Group as serving Black communities and institutions. The company has operated in the Houston communications market and has political connections through its leadership.

Talarico assignment: Print

SOURCES

Texas Public Radio, *What it will take for Talarico to win over Crockett's Black voter base*, March 18, 2026.

The Texas Tribune, *Beto O'Rourke names Texas staff for presidential campaign*, September 10, 2019.

NextGen America, biography of Delilah Agho-Otoghile.

The Texas Tribune, *Progressive fundraising group raising \$25 million to boost Democrats*, August 23, 2022.

PRovoke Media, profile of Bryson Gillette.

Federal Election Commission, 2026 independent expenditure filings involving Bryson Gillette.

Houston Defender, profile of Linda K. Brown and Advantage Communications Media Group.

