Arizona Storytellers Project | The breakdown

Objectives
The nights were designed to do six things

1. Content generation – Podcast, Radio edits, Pre-show stories, Post-show stories, Photos, Video, Full-length audio, Social Media content

2. Branding moments for sponsors and partners to generate a halo effect and create PR messaging unlike traditional advertising sales opportunities.

3. Subscriber and Reader Acquisition

4. Subscriber and Reader Retention

5. Brand Building for Individual Journalists

6. Community Development, including creating a space for all voices to be heard and all kinds of stories to be celebrated.

Results

$113,000
Amount of sponsorship being sold in Phoenix for two years in a row. Additional revenue streams being launched across all markets.

200-400
In four new markets that have hosted nights so far, sold out to rooms of 200-400 people. Immediate, robust success.

60-600
Number of people on first night to highest number of attendance on recent event.

The network
From Phoenix to now eight other USA Today Network newsrooms: Nashville, Louisville, Lansing, Fort Collins, Des Moines, Indianapolis, Cincinnati and Palm Springs.

$2,500
Ticket revenue for first year.

$25,000
Projected revenue for 2016