

**Storytellers Project LIVE,**  
In Your House!

USA TODAY

Storytellers Project LIVE

Outdoor Adventures  
May 28 at  
5 p.m. PT / 8 p.m. ET

Subscribe to  
'The Storytellers Project' on  
YouTube.

JOIN US,  
AMERICA!

National Presenting Sponsor  
**Humana.**

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**COX.**



USA TODAY

Mark Ecklund · 12:29  
Wonderful storytelling!  
Like · Reply · Pin · 1w

Elizabeth Olson · 1:10:32  
Awesome stories - thank you!  
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Ray Alford · 16:42  
Great Story Julia!!! Peesicles  
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CASE STUDY



**Storytellers Project Live!**  
Virtual Storytellers shows

**The Mission**

COX is sponsoring Storytellers Project live shows in Lafayette – and now, virtually – because they believe that sharing stories makes for more connected people and more tolerant communities. And we need these connections – to each other and to our communities – now more than ever. Our mission was to continue to highlight the amazing support provided by COX to our local community in Lafayette as well as to expand their footprint nationally.

**Mission Accomplished**

Our May 28<sup>th</sup> show had one of the highest audiences ever recorded for a live storytelling show. Both the reach and total views were well over benchmark.

- Audience engagements were very high and all positive.
- A large portion of our national audience came from the south east and neighboring states helping increase COX's audience regionally.
- The show's success give us a unique opportunity to align the brand with content that people are desperately in need of to feel connected, active, and united in our common goals.

**Results**

