

Stories of AC

A collaborative restorative narrative series

Success metrics

Six stories sourced

These metrics revolve around the sourcing of six untold stories about people in AC who otherwise would not be represented in local media.

This will be tracked by:

- Have the chosen stories or people been covered before, in any local media? If not, then this metric is satisfied
- Do the stories involve people representative of the population in Atlantic City, from an ethnic, racial religious or socio-economic standpoint?

Co-publication on agreed-upon date

This metric will track the co-publication on the agreed-upon date of those stories by six distinct and diverse AC media outlets, with cross-promotion to each other.

This will be tracked by:

- Were six stories text, video and/or produced?
- Were all published on the same date?
- Were all stories cross-linked?
- Did any media partners cross-publish?

Sold-out storytellers event

This metric will track interest in and attendance at the storytellers event. Our goal is to have an at-capacity crowd.

This will be tracked by:

- Number of views on Eventbrite registration page.
- Number of registrations.
- Number of actual attendees.

Stronger relationships between community members and media

This metric will track how well this project is able to build relationships between the community and members of the local media.

This will be tracked by:

- Pre-project survey.
- Post-project survey.

