

MEDIA RELATIONS & THOUGHT LEADERSHIP: HUNTER ARNOLD

THE CHALLENGE

Hunter Arnold is a Tony Award-winning producer behind some of Broadway's most celebrated shows including "Kinky Boots," "Hadestown," "Moulin Rouge!," "Dear Evan Hansen" and "A Strange Loop." Before beginning his career on Broadway, Arnold worked in Silicon Valley as an angel investor. This background distinguishes him from his peers and informs the way he selects, funds and produces projects. As a founding partner of the Broadway Strategic Return Fund, Arnold raised over \$165 million and financed over 50 creative entertainment and Broadway projects.

Arnold enlisted The TASC Group to represent him, develop messaging for the Broadway Strategic Return Fund and raise awareness about post-pandemic Broadway trends and the importance of diversity on stage. As Arnold's agency of record, TASC promoted major Broadway-related announcements, vetted speaking opportunities, worked with the producer's partners and vendors and managed his online and public reputation.

THE STRATEGY

TASC worked extensively with Hunter Arnold to develop messaging for the Broadway Strategic Return Fund, ensuring that the organization was able to clearly and compellingly explain its unique approach of leveraging angel investing for producing Broadway performances. TASC also worked to develop messaging that clearly outlined how the Strategic Return Fund was ensuring that more diverse productions could successfully premiere on stage long-term.

TASC also worked with Arnold to capitalize on big news stories such as the Tony Awards, nationwide closures of local theatre companies and the increase of younger viewers engaging with live theatre post-pandemic. Collectively, TASC identified and pitched over 300 reporters across various beats such as live theatre, entertainment, venture capital start-ups, DEI and economic and community arts development.

THE RESULTS

Over two years, TASC secured 367 media hits and over 331 million potential impressions on Arnold's behalf. All of the team's placements, whether proactive or reactive, featured foundational messaging about Hunter Arnold and positive news about Arnold's work and unique vision for Broadway. TASC placed positive feature stories about projects including the Broadway Strategic Return Fund, "Purlie Victorious" starring Leslie Odom Jr., the rise of immersive theatre and how the fundamentals of angel investing could apply to Broadway productions.

Some of the team's top-tier placements include two stories in [The New York Times](#), a feature in [Observer](#), an op-ed about revolutionizing Broadway post-pandemic in [Crain's New York Business](#) and an interview on NPR's award-winning podcast, [The Indicator by Planet Money](#). The latter was nationally syndicated across 50+ distinct media markets to millions of listeners. Other placements for Arnold include [Vulture](#), [The Wrap](#), [The Brooklyn Eagle](#), Barron's and [Variety](#).

360+ MEDIA PLACEMENTS

BARRON'S

The New York Times

VARIETY

VULTURE

CRAIN'S
NEW YORK BUSINESS

n p r

OBSERVER

THE WRAP