



MOORE MEDIA

A JOURNALISM-MINDED CONTENT AGENCY

DENVER CENTER FOR THE PERFORMING ARTS

CREDIBLE JOURNALISM-MINDED CONTENT GENERATES TICKET REVENUE



"We hired John Moore to generate content that informs, educates, engages, entertains and piques the curiosity of our readers about the arts in the Denver area. As Colorado's 'voice of the arts,' the DCPA NewsCenter became a groundbreaking national model for professional arts coverage. And the analytics were out of this world. His content generated 6.4 million pageviews and sold at least \$3 million in tickets in six years."

Suzanne Yoe, Director of Communications
Denver Center for the Performing Arts

CHALLENGES

Create a new journalism-minded content marketing tool to drive traffic to the Denver Center's main website and social channels, elevate the awareness of the performing arts center's many productions and programs, replace diminishing news coverage lost from traditional media outlets, build goodwill within the local theatre community and increase ticket sales.

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STRATEGY

Create and launch the pioneering DCPA NewsCenter as its own vibrant, independent media outlet to act as a shared resource that would benefit the entire Colorado arts community – and their audiences – by breaking news and building buzz.

RESULTS

The NewsCenter recorded more than 6.4 million pageviews from 2014-2020, generating at least \$3 million in direct Denver Center ticket revenue as well as untold sales to programming presented by other area performing-arts organizations. Over time, the NewsCenter drew thousands of unique readers, increased social-media activity and stimulated interactive engagement, with an average read time of more than 3 minutes on every pageview (DCPA-verified source: Google Analytics). The NewsCenter greatly expanded its channels of content distribution to include Apple News, a monthly email newsletter that accounted for half of its revenue and its own Applause Magazine (the largest print magazine in Colorado). Through innovative partnerships with local media outlets, the NewsCenter's coverage was repurposed and redistributed through The Denver Post, American Theatre Magazine, Rocky Mountain PBS, El Seminario, OnStageColorado.com and many other media outlets.



IMPACT

The DCPA NewsCenter became the envy of the national theatre industry and gave other performing-arts organizations the confidence to hire local journalists-turned-content marketers in their own cities. By providing what others might see as competing arts organizations their only media coverage, the NewsCenter inspired immeasurable goodwill toward the Denver Center. Equally important, the NewsCenter mission proved beyond a doubt that **journalism-minded content sells products, and inspires confidence** in other arts organizations that can no longer rely on the traditional media to provide coverage to go forward in the knowledge that today, you can and you must tell your own story.



WHAT IS IT THAT YOU NEED?



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