



**MOORE
MEDIA**
A JOURNALISM-MINDED CONTENT AGENCY

WHAT IS IT THAT YOU NEED?

ABOUT US

Moore Media is a journalism-minded content agency that will help you communicate with the audiences that matter most to you. Moore Media understands the modern realities of SEO, SEM and digital search. More simply put: We can tell your brand's most important stories better than anyone. And being the communicative, deadline-oriented professionals we are, we can lighten your load and make your life easier in the process. There is no substitute for experience, and Moore Media Founder and veteran journalist John Moore has three decades of writing, editing, strategic storytelling and content-creating to his credit. John has been published in more than 50 publications (and in three languages) ranging from the New York Times to The Washington Post to Auto Racing Digest. He knows business, sports, the arts, politics and popular culture – indeed, there is no subject matter unapproachable. He's also well-versed in a wide variety of formats, from writing to photography to podcasting to video and audio editing. John cop-created 20-year-old music festival the Underground Music Showcase and the nonprofit Denver Actors Fund, which has raised more than \$1 million to help Colorado theatre artists pay their medical bills. In his personal time, John is also a published playwright — and his "Waiting for Obama" was featured at the New York International Fringe Festival and is now licensed to 14 countries.



SERVICES

Moore Media is a journalism-minded content agency that is available for a wide variety of projects ranging from retainer work to one-off assignments.

CONTENT MARKETING STRATEGY + EXECUTION



The Big Feature: From corporate storytelling to life stories (for the living or the recently passed), these long-form articles rejuvenate owned media channels by celebrating spectacular lives, present or past.

BRAND COPYWRITING



Brand, Band or Executive Biographies: Need new bios for your executive team, your band website, your brand LinkedIn channel? Our journalism-minded approach makes for compelling narratives that persuade and convert.

THOUGHT LEADERSHIP STRATEGY + EXECUTION



Op-eds: Know what you want to say, and where you want to say it? Moore Media has a proven track record of ghost-writing editorials in your name and placing them in media publications.

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MOORE SERVICES

CONTENT STRATEGY + BLOG MANAGEMENT



You have a blog. You have stories to tell. But you don't have the time to brainstorm, create and produce SEO-centered content. At Moore Media, we will chronicle your company histories, celebrate your milestones, celebrate your clients and tell your human stories, always with SEO front and center.

PODCAST STRATEGY + PRODUCTION



Podcast creation and implementation. It's all the rage. Let's get your people talking, and heard.

PR: MEDIA TRAINING



Is your executive team struggling to understand and connect with the ever-changing landscape of your local media market? Moore Media can teach you what and who you need to know, and how to best communicate your messaging to them, from first-hand experience.

NEWSLETTER STRATEGY + EXECUTION



If you need monthly or weekly newsletters that highlight your homegrown content, we can not only fill them with compelling narratives, but generate revenue you never thought possible.

PHOTOGRAPHY + PHOTO AND VIDEO EDITING



Need your event chronicled with photography or video? Or do you have raw photos or videos you need edited and organized? Leave it to Moore Media.

PANEL MODERATION + EVENT HOSTING



There's no better way to announce your news in 2021 than to share it on a streaming platform. Moore Media can organize, produce and host live-event moderation on a variety of streaming platforms.

SOCIAL MEDIA STRATEGY + IMPLEMENTATION



Anyone can post on a social channel. We can imagine and implement visionary, long-term campaigns that will keep people talking about you for months at a time. Moore Media social posts get noticed. Our posts have drawn responses from Lin Manuel-Miranda, Viola Davis, Sarah Ruhl and other notable professionals.

PR: NEWS RELEASE COPYWRITING + CONSULTING



After decades on the receiving end of pitches, no one knows what marketing strategies work on an actual journalist better than Moore Media.

SEO STRATEGY + WEBSITE COPY



Make your staff and executive team come alive with profiles that show your audiences what makes them fully fleshed human beings.

GENERAL EDITING SERVICES



If you need help turning words into a narrative that compels as it also registers with digital search, leave it to us.

