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During the height of newsroom layoffs, The Denver Post photography department found a way to attract millions of new viewers to their website by pushing for more visual, organized, quality photographs, videos and multimedia content.

Beginning in 2006, The Denver Post photography department refocused their multimedia efforts with the goal of attracting more viewers for photography and other rich media (photography, videos and multimedia projects) to denverpost.com. The department created a centralized place for rich media on the website named MediaCenter, simplified online publishing procedures, secured a promotion spot on the homepage and converted newsroom positions to include online gallery production responsibilities.

Over the next five years, these efforts helped grow the audience for rich media on denverpost.com from 620,000 page views to over 100 million page views in 2011. In addition, throughout four rounds of buyouts and layoffs in the newsroom, the photography department maintained the same number of staff positions. The department established themselves as an integral part of online content production in the newsroom.

I began freelancing for The Denver Post in 2007, creating multimedia projects for the website. Assistant Managing Editor Tim Rasmussen, Senior Photo Editor Mateo Leyba, and I began development of MediaCenter in 2007 when I was hired full time as a Photo Editor. Since then we have continually revised the MediaCenter and because of its success on denverpost.com, it has now been deployed on the websites of more than 100 properties owned by Digital First Media, the parent company of The Denver Post. In addition, two new positions were created within the photography department to help produce photo galleries and syndicate them across those properties. In 2012, I was promoted to Senior Multimedia Editor to help manage the MediaCenter efforts.

This research paper details how I came to develop theories on the use of photography and multimedia during my University of Missouri Masters Project Placement at the South Florida Sun-Sentinel and how I put those theories into practice when I was hired by The Denver Post.

Sincerely,

Meghan Lyden
Senior Multimedia Editor
The Denver Post