

Growing an Online Audience for Rich Media

How the photography departments at the South Florida Sun-Sentinel and The Denver Post cultivated an online audience for multimedia.

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. This research details the steps taken to attract online viewers, the challenges and setbacks faced by the photography department and includes in-depth interviews with key journalists involved in the process. Beginning in 2006, The Denver Post 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. The results offer strategies for retaining photography positions in the newsroom, growing an online audience and maintaining interest in quality newspaper photojournalism.