



COLORADO MEDIA PROJECT

Local news is a public good.

Arts & Culture
*Why do Coloradans
feel disconnected?*

History Colorado
8 November 2019

Share your
thoughts on
social media

Use the hashtag:

#newsCOnneeds



@co_mediaproject



facebook.com/co.mediaproject

Funders & Supporters



Artistic gene skipped a generation



Artist, volunteer



Colorado Media Project



Denver School
of the Arts

A Decade in Decline

Colorado's Journalism Workforce

COLORADO'S JOURNALISM WORKFORCE: A DECADE OF DECLINE

Year	Total Newspaper Employment	Reporters and Correspondents (all media)
2010	4,308	1,010
2018	2,535	570
2010-18 change	-1,773	-440
% change	-41%	-44%

*Source: Occupational Employment Statistics Program,
Colorado Department of Labor and Employment*

The digital ad duopoly

Local news can't compete with the tech giants



60%

U.S. online-ad market share
controlled by **Google** and
FACEBOOK in 2018

Public pathways for supporting local news





konk
community radio

**THE DAILY
SENTINEL**
GRAND JUNCTION, COLORADO

THE DURANGO HERALD

**COLORADO
MEDIA
PROJECT**


THE COLORADO SUN

Chalkbeat

Joint membership
& marketing pilot

A photograph of two men in an office setting. The man on the left is seated, wearing a dark blue button-down shirt and glasses, looking at a computer monitor. The man on the right is standing, wearing a light-colored striped button-down shirt, leaning over the desk and smiling. The desk has a keyboard, a mouse, a green water bottle, and other office supplies. In the background, there are other desks and office equipment.

CPR + Denverite

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COLab



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TRYBA ARCHITECTS

Opening in 2020: COLab

The shared newsroom in downtown Denver will involve partners including:

- The Associated Press
- Chalkbeat Colorado
- Colorado Freedom of Information Coalition
- The Colorado Independent
- Colorado Media Project
- Colorado Press Association
- The Colorado Sun
- KGNU Community Radio
- Open Media Foundation
- Rocky Mountain PBS

today's materials are available online



<https://coloradomediaproject.com/arts-culture/>

Continue the
conversation!

Subscribe to 👉 **Forward**,
our monthly newsletter:
bitly.com/cmp_newsletter



medium.com/colorado-media-project



[@co_mediaproject](https://twitter.com/co_mediaproject)



facebook.com/co.mediaproject



coloradomediaproject.com



info@coloradomediaproject.com

A man with a large, curly afro hairstyle is seated in a wooden chair. He is wearing a white short-sleeved button-down shirt with a brown floral pattern and dark jeans. He holds a black vintage Polaroid camera in his left hand and gestures with his right hand. He is looking upwards and to the right with a thoughtful expression. The background is a wall covered in large, abstract, colorful paintings with visible brushstrokes and splatters of paint in various colors like orange, blue, red, and grey.

Michael C. Gadlin
RMPBS Host “Arts District”
& Contemporary Artist

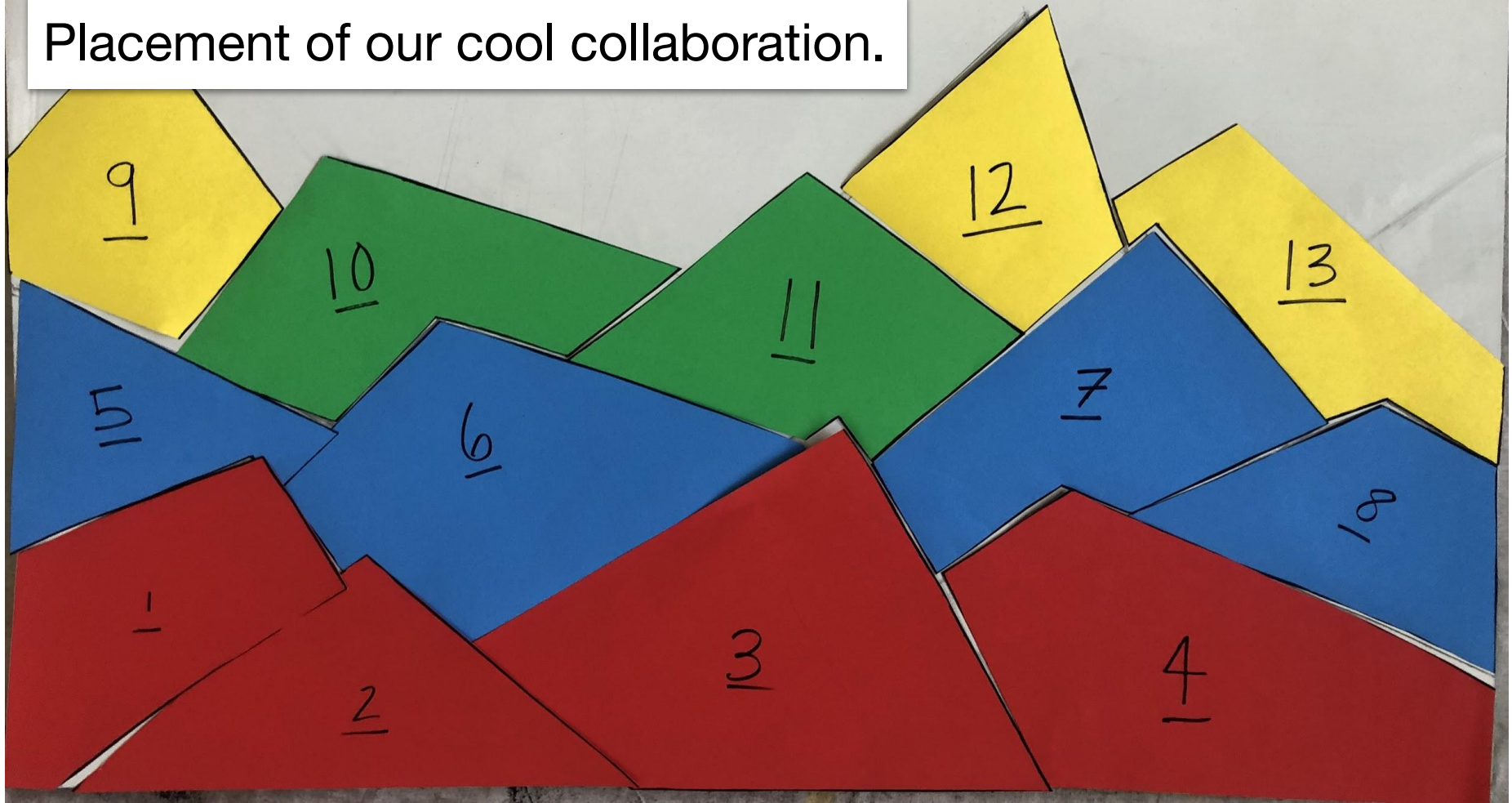
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COLab COLLage CONcept...



Let's play together!

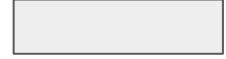
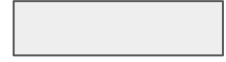
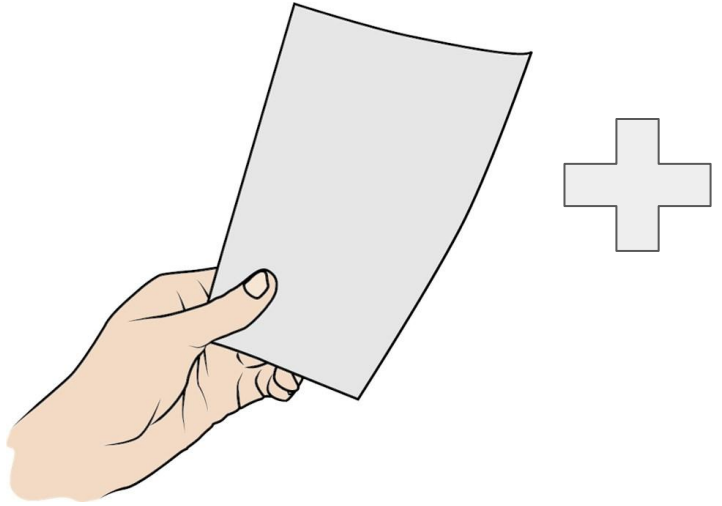
Placement of our cool collaboration.



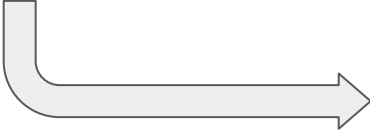
How we make the picture work...

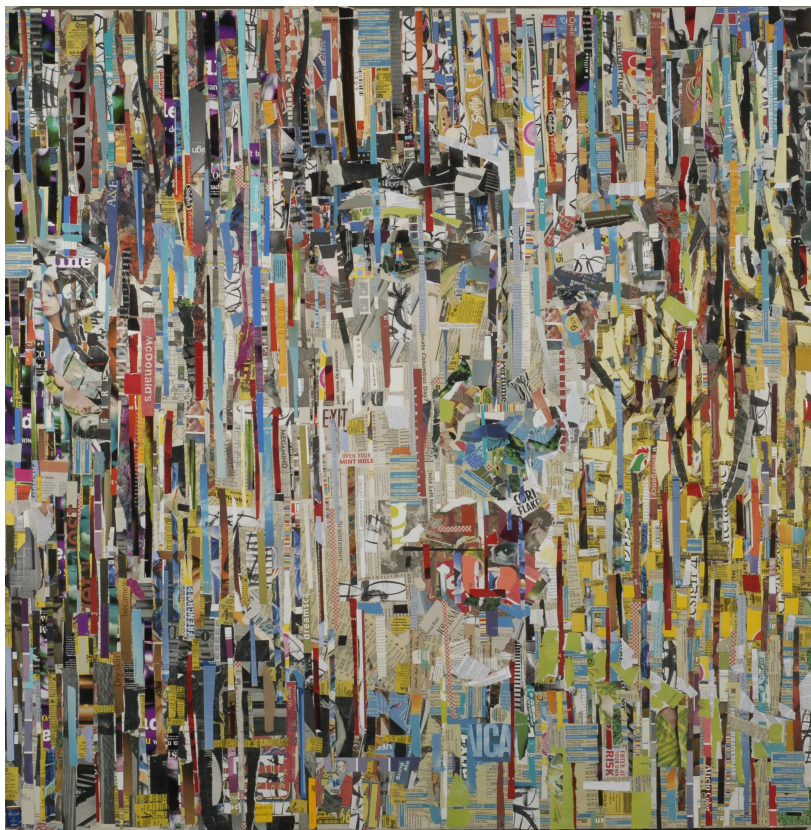


Make order out of chaos...



YOU!

A large, thick grey arrow pointing to the right, starting from the bottom of the word "YOU!" and pointing towards the final image.



Example of collage art!
by Michael Gadlin.

Colorado Media Project Statewide Survey

2019 Survey of Arts Access and News Media

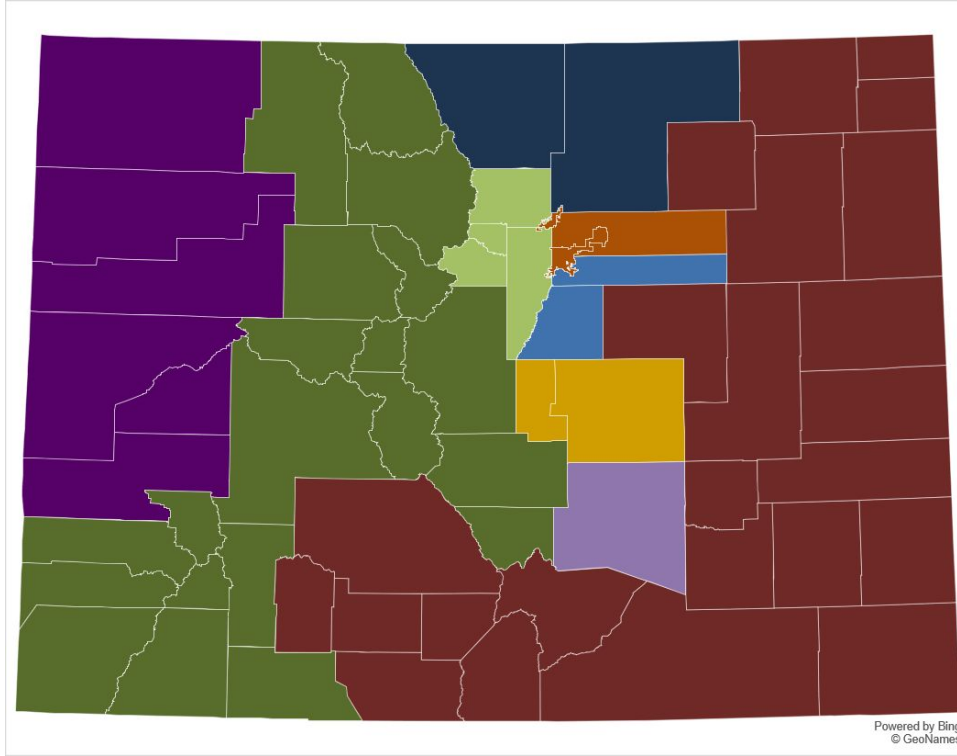


**COLORADO
MEDIA
PROJECT**

We did a survey!

- ▣ **Who:** 2,039 Colorado residents
 - > Oversample of African American and Hispanic populations to understand any similarities and differences
 - > Oversample of rural areas to understand any similarities and differences
- ▣ **What:** Online panel survey
 - > Weighted to account for age, region, and race/ethnicity
- ▣ **When:** July/August 2019
- ▣ **Where:** Statewide
- ▣ **Why:** Learn about the intersection of news media with arts and culture.

Statewide, plus Ten Regions



Arts and Culture Activities



Photo by [Markus Spiske](#) on [Unsplash](#)

People participate in a variety of activities



Museums – 44%

Festivals – 40%

Ticketed live
performance –

38%

Made own art – 33%

Food, fashion, art, design
event– 31%

Historic site or building–
31%

Non-ticketed live performance– 22%

None of these things – 15%

Bought original art – 12%

Went to an independent film – 8%

Attended an author event– 4%

Other– 2%

Photo by [Toa Heftiba](#) on [Unsplash](#)

Have you done any of the following in
Colorado during the past 12 months?
Check all that apply.



Colorado Media Project

Participation is broad

85 percent have participated in an arts and culture activity in the past year

They've averaged 2.6 different types of activities

48 percent have traveled more than 50 miles in the past 12 months to an activity



15 percent have not participated

Photo by [Product School](#) on [Unsplash](#)

Have you done any of the following in Colorado during the past 12 months?
Check all that apply.

And yet they want more...

92 percent would like to do more arts and culture activities



Photo by [Charles](#) on [Unsplash](#)

Areas of Interest

35% - Museums

33% - Festivals

32% - Food, fashion, art, design events

31% - Ticketed live performance

28% - Non-ticketed live performance

24% - Historic site/ building

18% - Make own art

14% - Buy original art

11% - Go to independent film

8% - Attend an author event

8% - None of these things

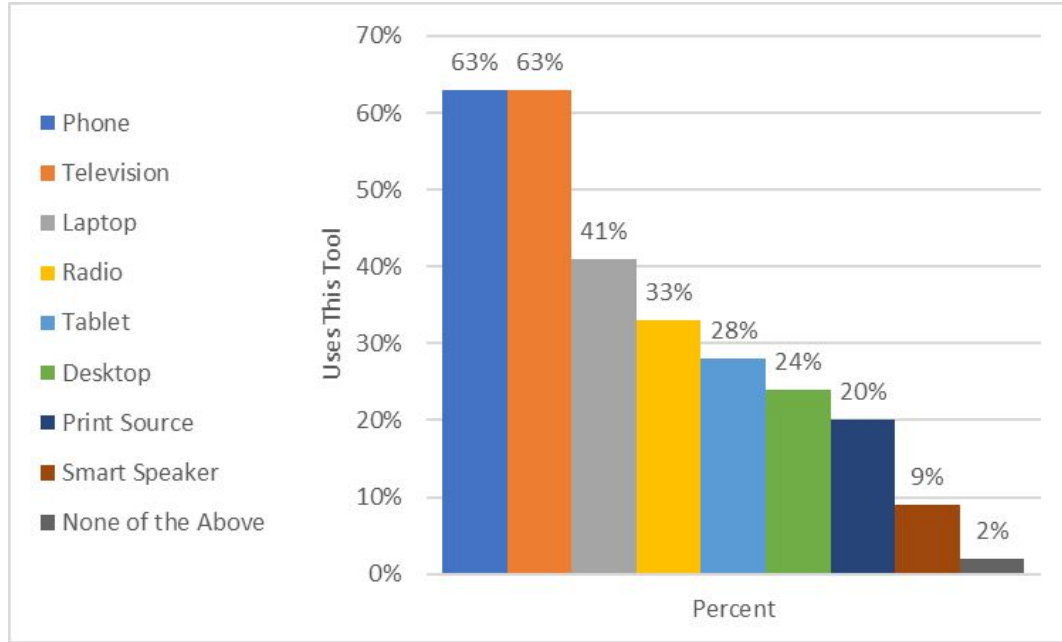
Q8. Which of the following things would you like to do more of if there were no barriers to doing so? *Check up to three.*

Getting The News

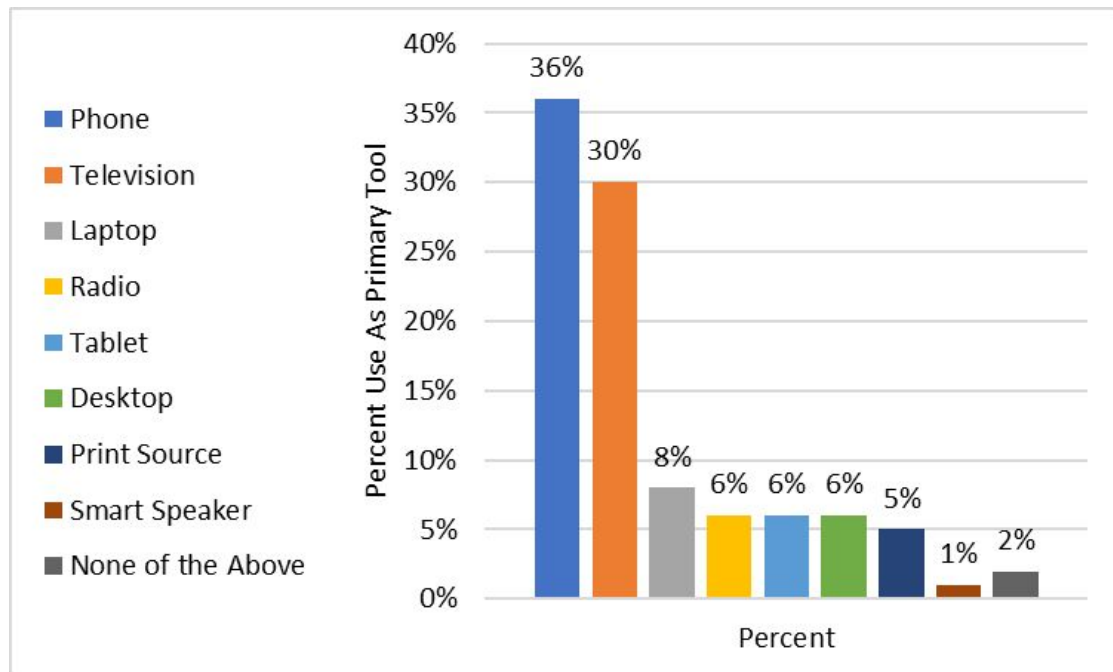


Photo by [Matthew Guay](#) on [Unsplash](#)

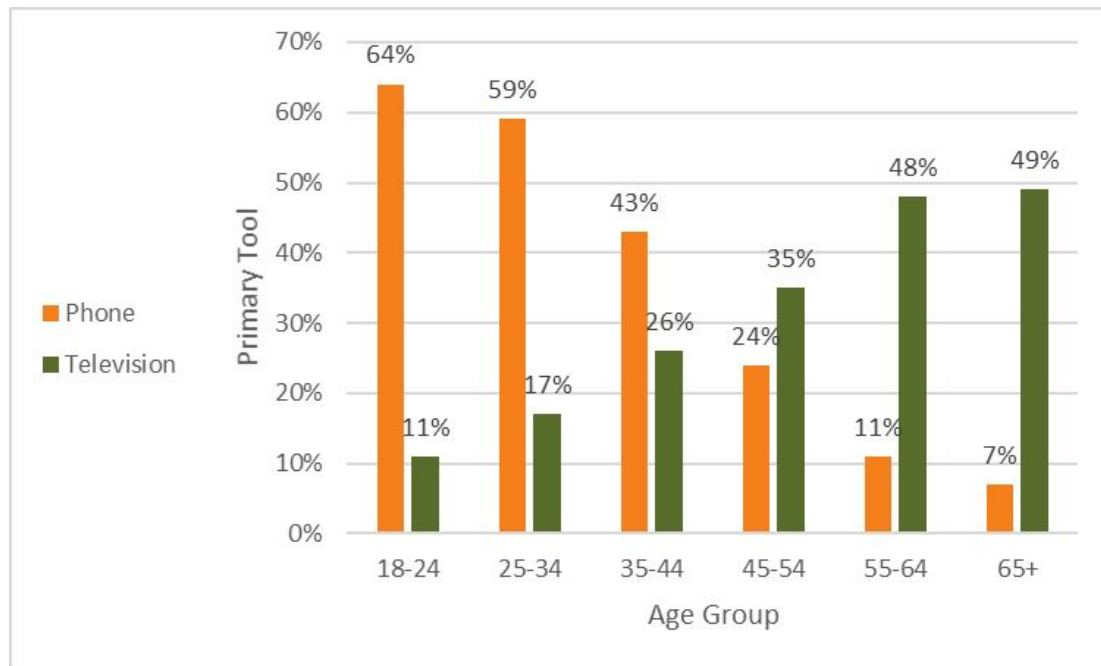
Lots of tools are used to get news and community information



But two dominate as the primary tools



And preferences vary strongly by age



There are several common sources of arts and culture information



53% - Word of Mouth



50% - Facebook



47% - News Coverage

- 37% - Advertisements
- 24% - Direct Contact
- 21% - Instagram
- 18% - Arts and Culture Websites
- 10% - Twitter
- 9% - None of the above

News use increases with age



18-24	25-34	35-44	45-54	55-64	65+
				News	News
				59%	69%
			News		
			49%		
		News			
		45%			

Social media use increases with youth



18-24	25-34	35-44	45-54	55-64	65+
Instagram 52%	Facebook 64%	Facebook 57%			
Facebook 51%					
			Facebook 48%		

Word of mouth and ads are somewhat ubiquitous



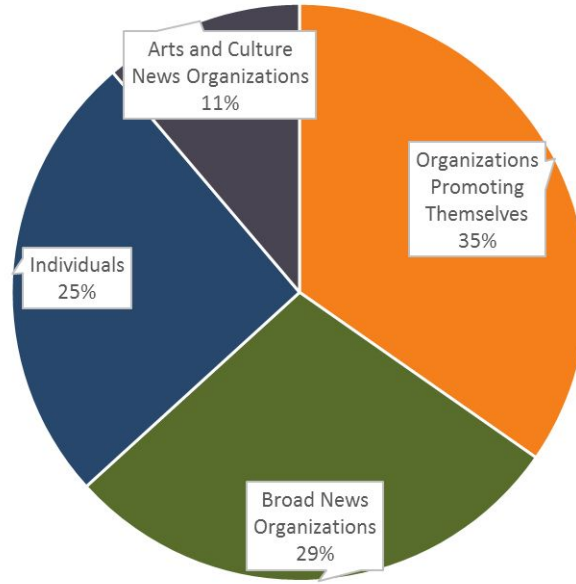
18-24	25-34	35-44	45-54	55-64	65+
			Word of Mouth 52%		
	Word of Mouth 58%	Word of Mouth 56%		Word of Mouth 51%	Word of Mouth 54%
Word of Mouth 46%	Ads 36%			Ads 44%	Ads 38%

There's lots of potential for triangulation

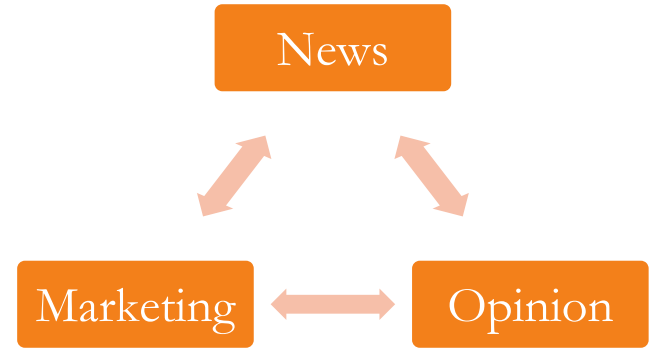


18-24	25-34	35-44	45-54	55-64	65+
Instagram 52%	Facebook 64%	Facebook 57%	Word of Mouth 52%	News 59%	News 69%
Facebook 51%	Word of Mouth 58%	Word of Mouth 56%	News 49%	Word of Mouth 51%	Word of Mouth 54%
Word of Mouth 46%	Ads 36%	News 45%	Facebook 48%	Ads 44%	Ads 38%

Social media information comes from a mix of sources



News, marketing, or opinion?



Financial Support of News



Photo by [Sharon McCutcheon](#) on [Unsplash](#)

More Than Half Aren't Paying For News



Minority Population



Younger Population



Democrats



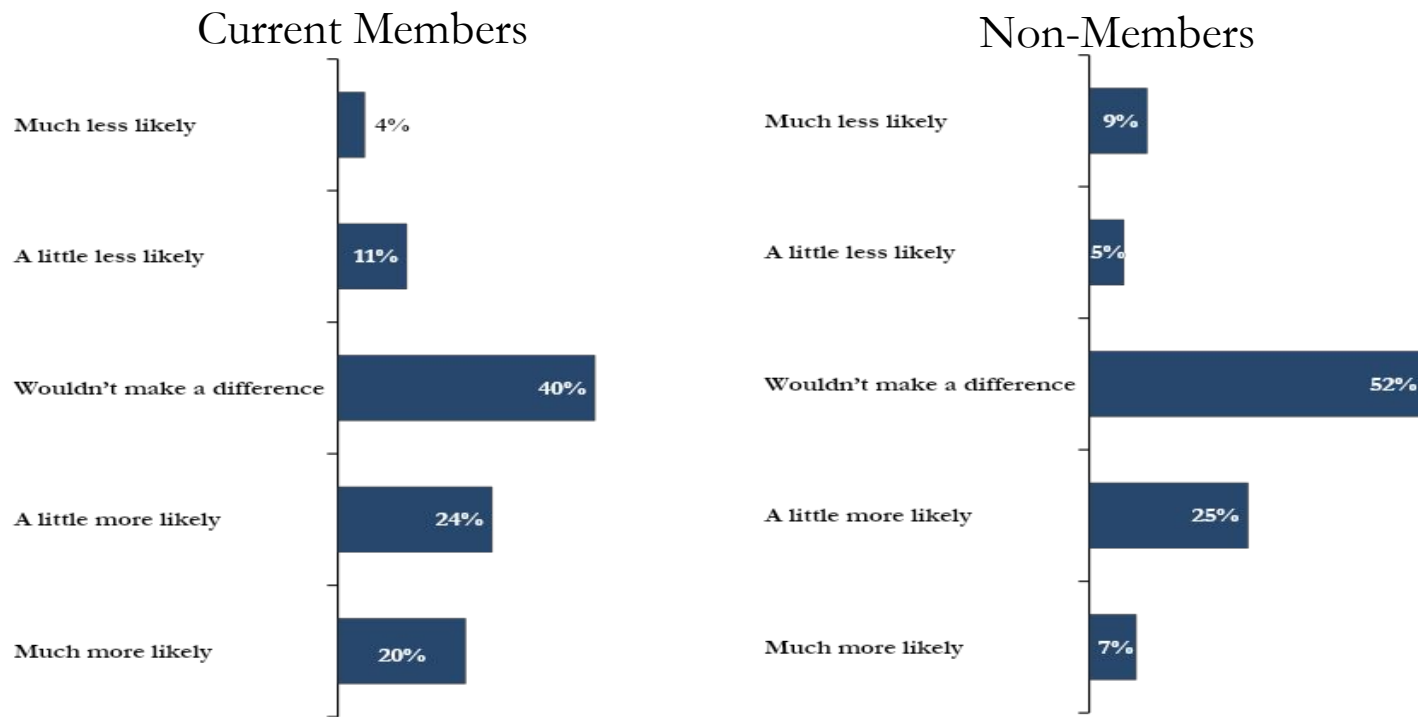
People who rely
most on television
to get their news.

Bundling of News with Arts and Culture

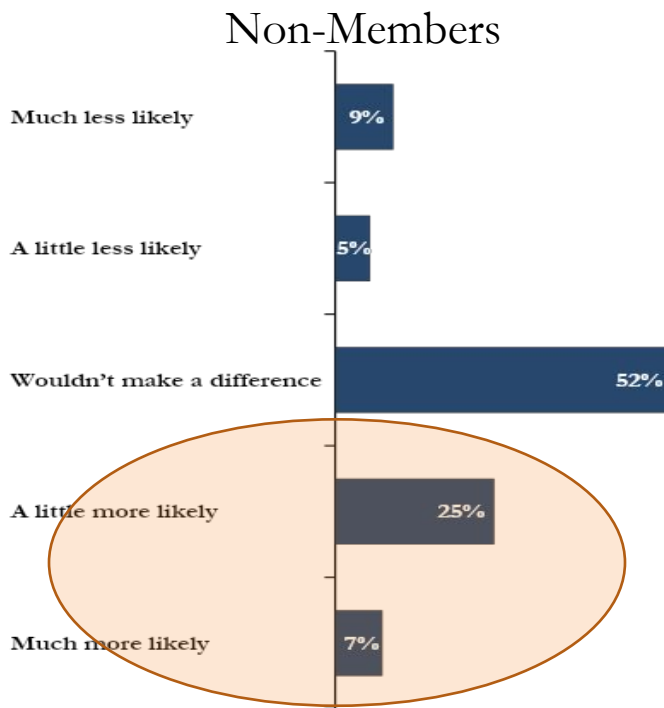
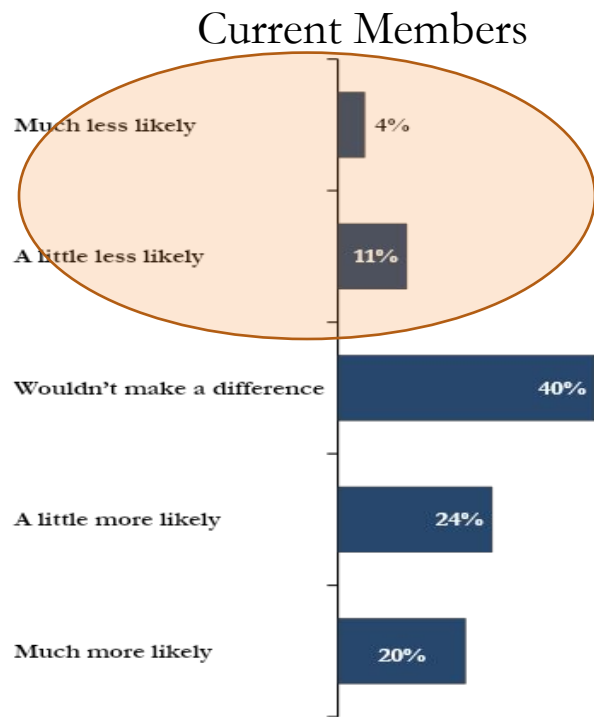


Photo by [Cytonn Photography](#) on [Unsplash](#)

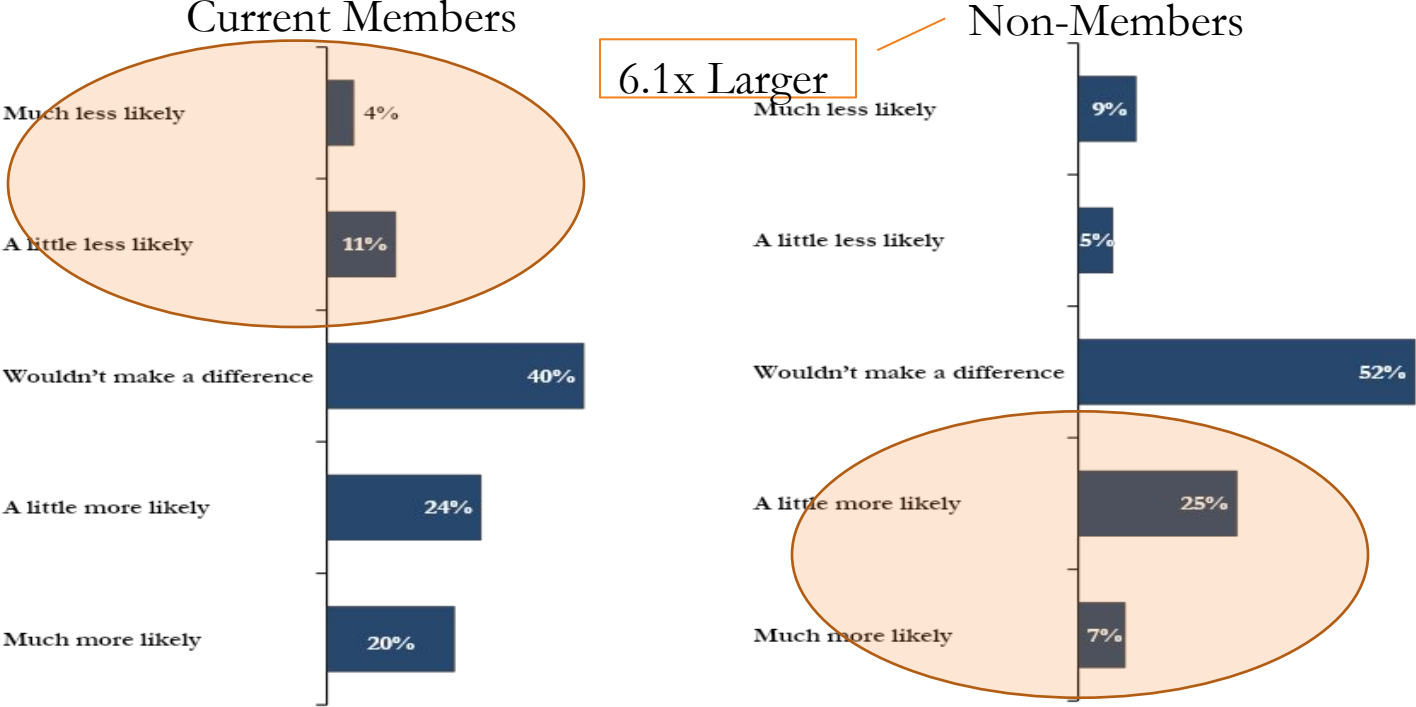
People are more intrigued than offput by bundling



Bundling News with Arts and Culture Memberships



Bundling News with Arts and Culture Memberships



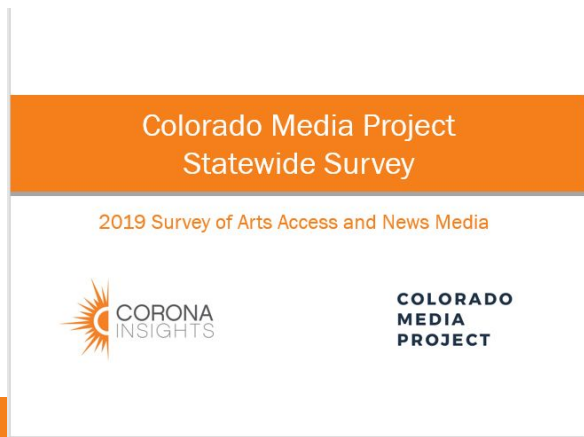
What did we learn?

- Arts and culture activity is widespread
- People want to do more (particularly museums, festivals, ticketed events)
- Reach younger people through their phones and older people through television
- People use a variety of sources to get arts information on a continuum of news, marketing, and opinion
- More than half are not currently paying anything for news
- There's potential interest in bundling subscriptions or memberships

And Much, Much More...

- A report will be online.
- An accompanying file to this report provides detailed breakouts of data by numerous characteristics, including:

- Age
- Denver Metro versus Non-Metro
- Education level
- Ethnicity
- Level of trust in news
- Political affiliation
- Primary tool or method of getting news
- Region of State



About Corona Insights

Our founder named the company Corona because the word means “light.” It’s the knowledge that surrounds and illuminates an issue; exactly what we provide. Our firm’s mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

*Learn more at
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Denver, CO 80203

Phone: 303.894.8246



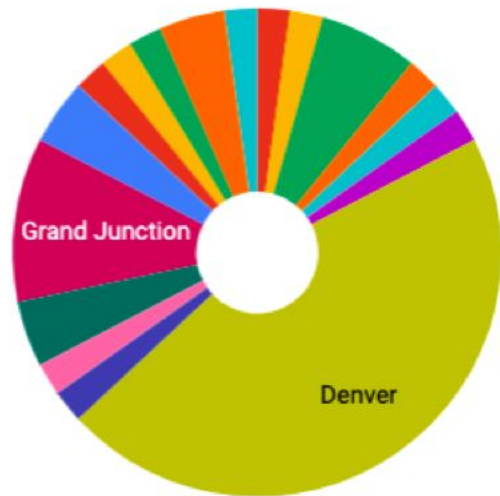
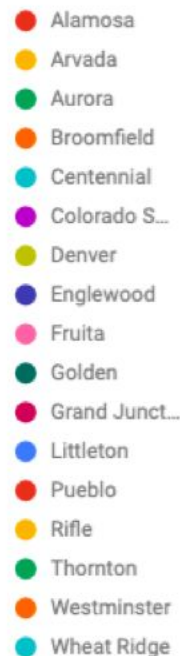
Collaborative Community Listening



Who we talked to

- We conducted listening sessions with **nearly 50** arts and culture funders, entrepreneurs, practitioners and patrons.
- **More than half** of the people we talked to self-identified as a member of a marginalized or underrepresented community.

City of residence of interviewees



What we learned

- There's a need to **raise local artist representation, awareness and accessibility.**
- There's a desire to **shift from “information overload”** about everything that's happening that is related to arts and culture **to critical conversation and community building.**

Arts Patrons want to:

- Feel **more connected** to the arts and culture community
- Learn about **lesser-known artists**
- Uncover **in-depth storytelling** rather than an overload of superficial information
- Have **deeper meaning** in all of the things that they're consuming

Artists need to:

- Be connected with **more shared resources and funding** so they can make their art a life-sustaining career

“I WOULD LOVE FOR PEOPLE IN OUR COMMUNITY TO KNOW MORE ABOUT THE MANY BRILLIANT, SMALLER ARTIST STUDIO COLLECTIVES – BECAUSE THEY’RE DOING REALLY EXCITING WORK.”

Arts Entrepreneurs and Funders need to:

- Build strong networks of **collaborative partners**
- **Raise the critical status** of the arts in Denver and Colorado to demonstrate impact
- Find opportunities to **share resources** and **lift up lesser-known artists**

Looking toward Collaborative Solutions



Arts & Culture Community Design Challenge

How might we create...

1. **Deeper storytelling** and **thematic coverage** to provide context around what is happening in the local arts and culture community?
2. More **opportunities and infrastructure for community connections** around the local arts and culture scene?
3. A **central, community-driven source of information and shared resources** to serve the arts and culture community and those interested in engaging with it?

Arts & Culture Community Design Challenge

PROBLEM What are the unmet core needs of the arts and culture community related to your design challenge? 	SOLUTION Describe your proposed solution — it could be a new collaboration, resource, service or product. How does it meet the problem / unmet core needs? 	VALUE What is unique or special about your solution? Do similar solutions exist? How can they become partners to reach your collective goals? 
TEAM What are the individual roles and who are the stakeholders that are needed to make your solution successful? What makes the team uniquely equipped to solve the problem? What skills, experience or insights do you have as a collaborative group? 	PEOPLE YOU'RE SERVING Who are the personas / community stakeholders you're ultimately trying to serve? Why? 	PARTNERS Who are the individuals and organizations who would be excited to immediately jump in and help you with your solution? How can you galvanize their support and help early on in the process? 
SUCCESS METRICS How will you measure the success of your solution? How will you know it's working as expected? How will you get feedback from the people you're serving? 		COMMUNITY OUTREACH How will you spread the word about your new solution? How do you plan to reach the personas you're ultimately trying to serve? 





Office space

Wicks
recycled

Wicks
recycled

Problem

Solution

Value

Team

People, profile
Security

Partners

Channels
Outreach







Arts & Culture Community Design Challenge

How might we create...

1. **Deeper storytelling** and **thematic coverage** to provide context around what is happening in the local arts and culture community?
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So, what's next?

- We can **work together to start addressing the core needs** that we know exist.
- We need to **fully involve the people we're serving in the process**. We simply don't have the luxury of time, resources or possibility of irrelevance not to do so.
- Consider those who have already participated or are willing to participate **as your collaborators**. Good work is already happening that can be elevated through collaboration.

Hi.



We took our fast boat and followed some hunches

The data confirmed that a lot of people just want to know when and where things are happening.

We tested two new calendar-focused email products almost immediately.

People liked them.



On the big boat, research informed planning

We've been refining beat priorities.

Where can people go? How does art touch them? What are the stories behind art?

ARTS

A Local Bollywood-Style Musical Brings The Himalayas To The Rockies
"Mountains Made for Us" runs at Vintage Theatre in Aurora through Aug. 18.

By Stephanie Wolf

Is Public Art 'Having A Moment' In Colorado?
Controversy over a mural festival prompted Granby's mayor to call for an official public art policy. The mountain town is just one of the latest Colorado communities to look at formalizing or expanding public art.

By Stephanie Wolf



CPR NEWS CLASSICAL INDIE 102.3 LISTEN LIVE ▶

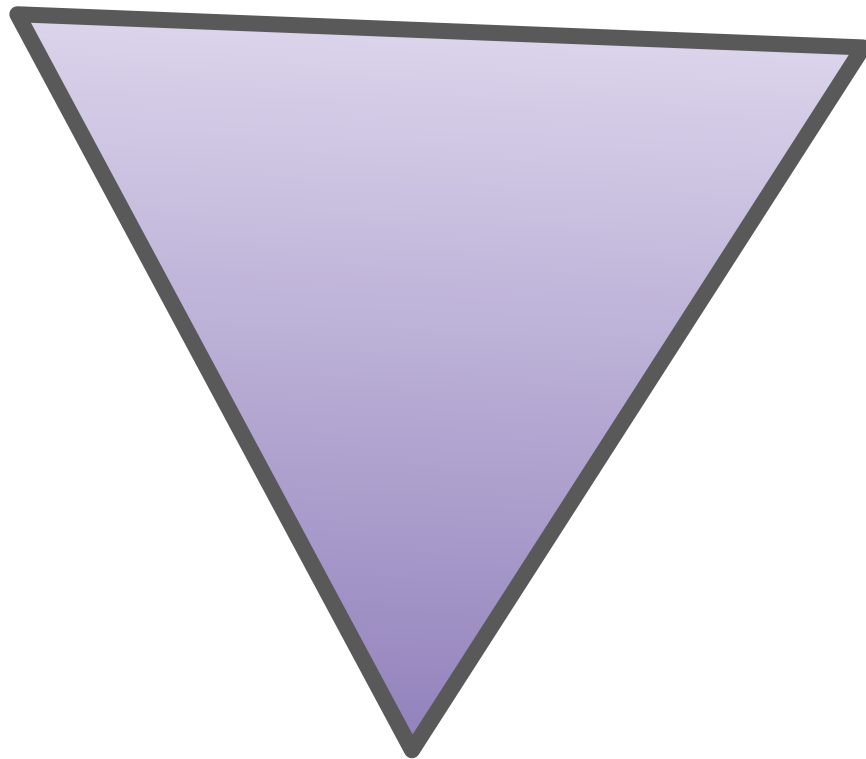
Artists Will Soon Breathe Some Early Life Back Into Denver's Storied Rossonian Hotel
By Stephanie Wolf | September 18, 2019

Next, we need to understand user journeys better

What **ATTRACTS** new readers?

What **EARNs TRUST**?

What **DEEPENS RELATIONSHIPS**
between readers and arts, readers
and us?

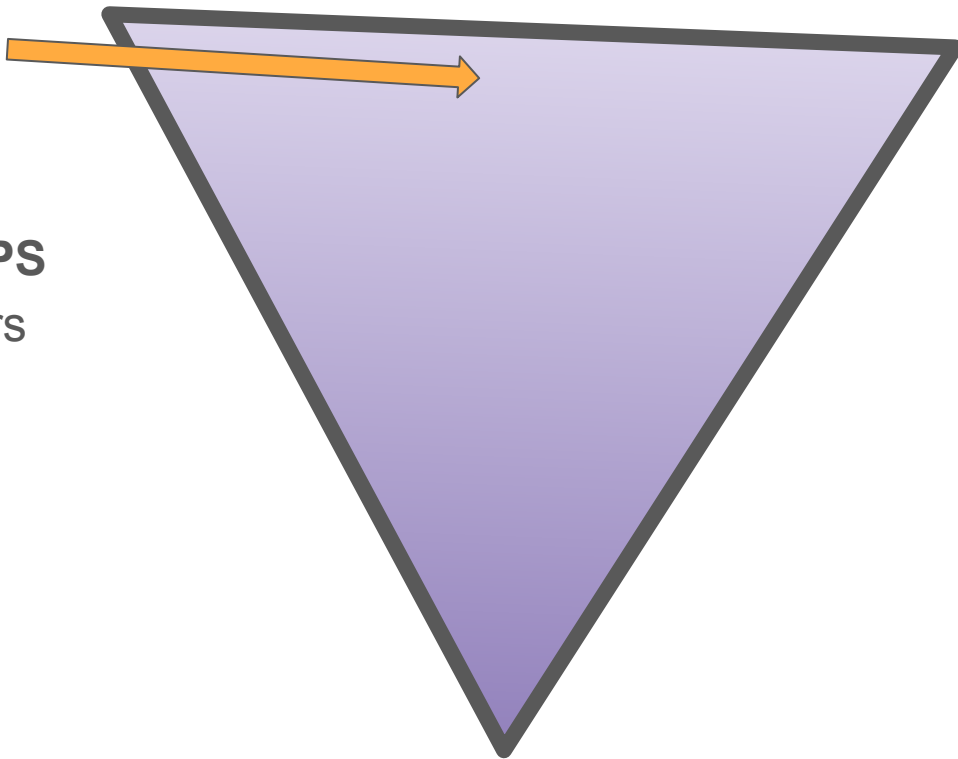


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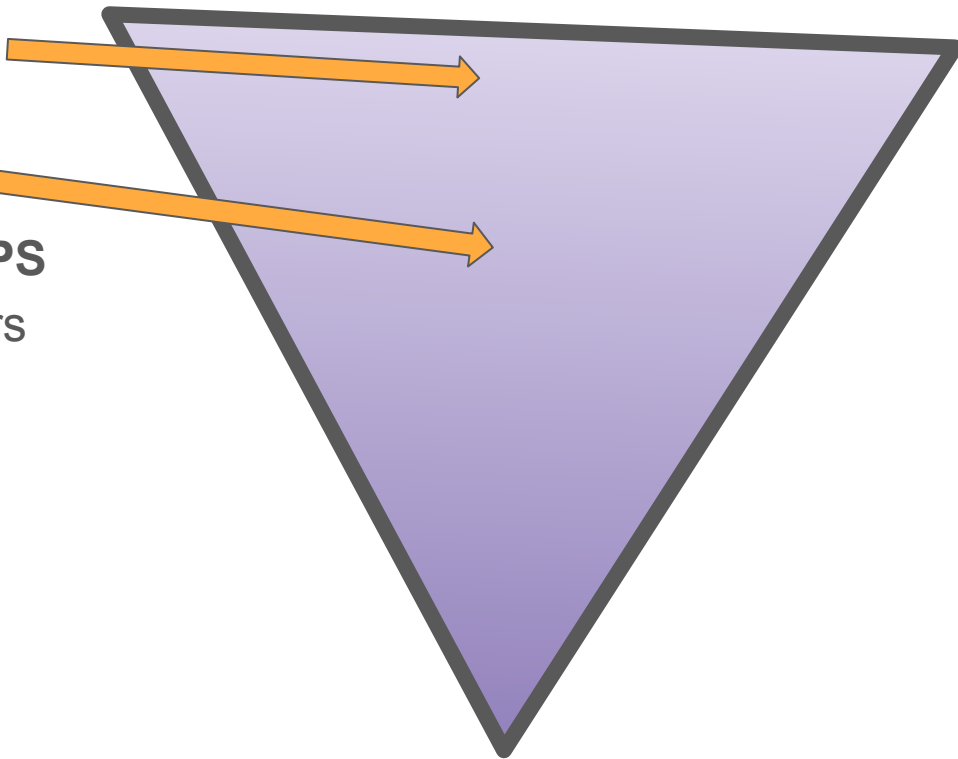


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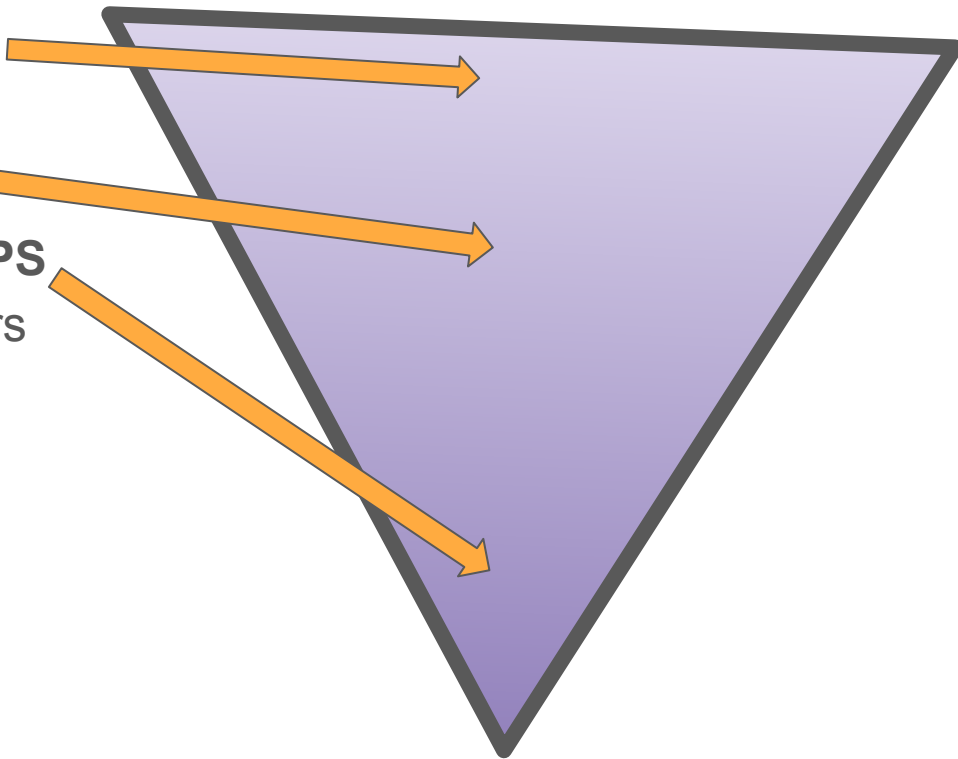


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In summer 2020, **Denverite** will add an arts fellow



Denverite

Denver readers can catch local writer Kali Fajardo-Anstine in conversation with author Julia Alvarez next week

The writer who weaves Denver and Colorado throughout her first book will be on stage with her childhood icon.



Julia Alvarez's "In The Time of Butterflies" and Kali Fajardo-Anstine's "Sabrina & Corina." (Kevin J. Beaty/Denverite)

Donna Bryson
Nov. 01, 2019, 5:22 a.m.

Denverite

The Denver Art Museum has an unusually large, practically exclusive Monet exhibition. So what?

So, a lot of things...



Art by Claude Monet, on display at the Denver Art Museum for their "Claude Monet: The True Nature" exhibition. Oct. 17, 2019. (Kevin J. Beaty/Denverite)

Ashley Dean
Oct. 21, 2019, 5:23 a.m.

Denverite

An imaginary museum for a made-up band from the future lands in Five Points next week

Denver artist Thomas "Detour" Evans creates an immersive art experience that explores the culture of a future wracked by climate change and mass migration.



Thomas "Detour" Evans speaks to a reporter during the installation of his "5 Pointers Museum" at the Redline Contemporary Art Center, Oct. 31, 2019. (Kevin J. Beaty/Denverite)

Lindsay Fendt
Nov. 01, 2019, 5:09 a.m.

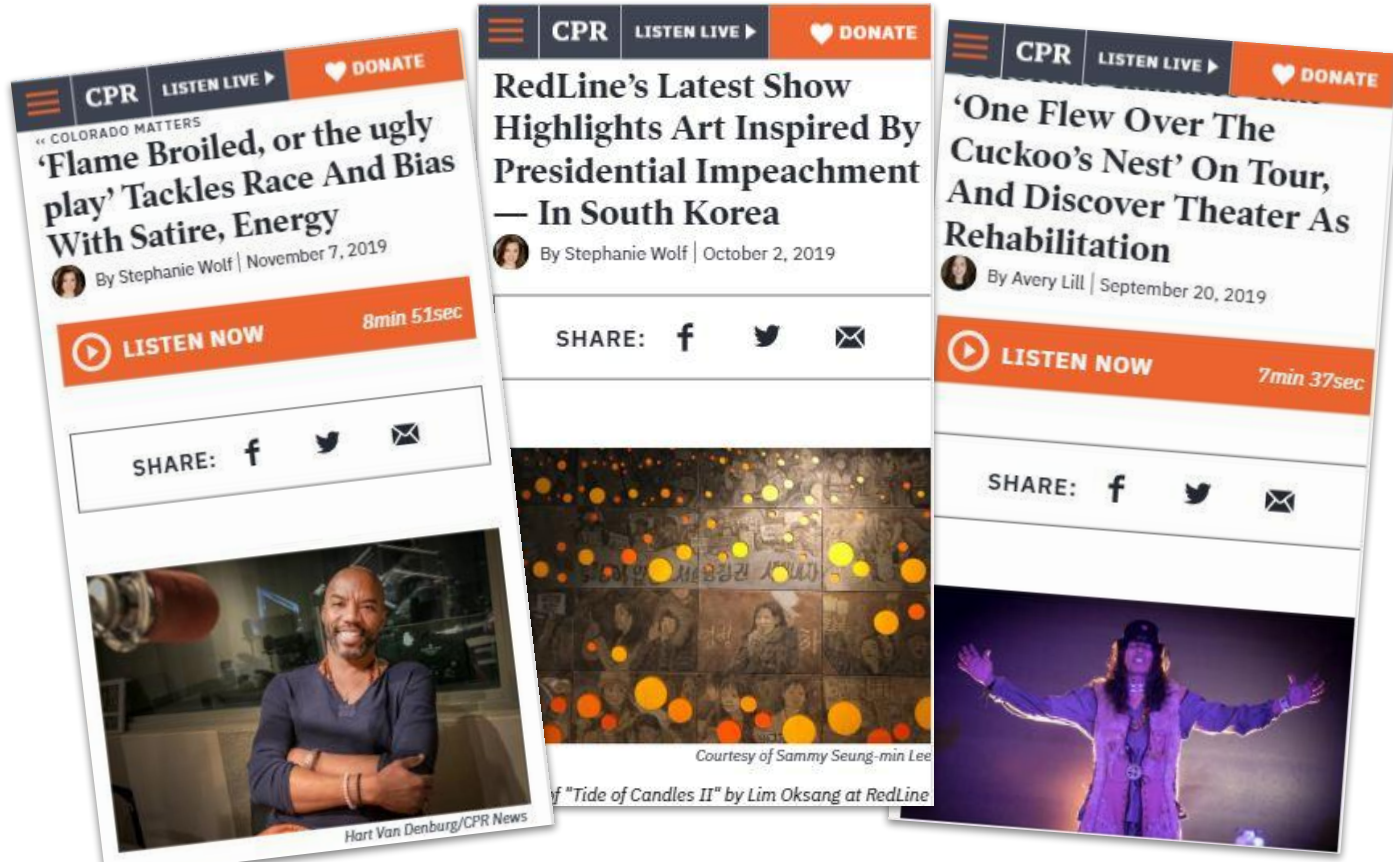
You might be excited
about this next part.



(I am.)



Sooner: New **CPR News** editor overseeing arts





ROCKY
MOUNTAIN
PUBLIC MEDIA

RM  PBS

| KUVO JAZZ

| KUVO DROP

Julie Jackson

Vice President Culture Content

WE LISTENED TO WHAT YOU SAID...

Identified problems RMPM will tackle:

- Overwhelming amount of information
- Disconnection
- Hidden Gems / Little Known Artists & Musicians

WE HAVE A LOT OF WORK TO DO!

- We are committed to Arts & Culture Coverage but that's not enough
- We need to do better
- Redeveloping INTERNAL processes
- Developing EXTERNAL processes to meet people where they're at

WHAT'S POSSIBLE? THE SKY'S THE LIMIT!

Community Design Take Aways:

- APP? Website? Game App? Kiosks?
- Calendar with user reviews, location and cost
- Weekly e-magazine / newsletter / email



"ARTS & CULTURE HUB"

CURATED

ARTS & CULTURE COVERAGE

FOR COLORADANS



ROCKY
MOUNTAIN
PUBLIC MEDIA

RM PBS



| KUVU JAZZ

| KUVU DROP

PROCESS FOR BUILDING THE HUB:

- Convenings in 2020 -> build community design
- Initial Bonfils grant to support development & prototype
- Multi-year process



HOW CAN YOU PARTICIPATE?

- Design Team / Founding Partner?
- What can you provide to the hub? Content? Funding? Community?

BUELL PUBLIC MEDIA CENTER

CREATING CONNECTION & "IN PERSON"
EXPERIENCES

STATEWIDE COMMUNITY THROUGH
REGIONAL INNOVATION CENTERS



RM PBS KUVO JAZZ KUYO DROP

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conversation!

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