



MEDIA CENTER

The content creation industry is now a \$200+ billion global marketplace with leaders like Disney and Netflix forging new pathways of discovery. At Watertower Place we realize that no matter how large or small the project, authentic and genuine storytelling is necessary to reach targeted audiences and to develop strong brand loyalty.

Watertower Place is committed to being the leader in the reinvention of media in Pueblo, which according to any expert in the field is a necessity for survival and sustainability. By changing our local and regional public media landscape through the creation of a new media center located at Watertower Place, targeted media collaboration, content creation, original programming and community involvement will flourish. The greater regional community will be the beneficiary of this new heightened critical mass in media which will help individuals and enterprises move forward, stay relevant and be competitive. Our unique partnerships with universities, colleges, technical schools, and private sector media professionals will elevate our position as a leader in this amazing new era of integrated media.

"To be a thought leader and a competitive city, Pueblo needs a strong public media, a vibrant arts and culture scene, educational opportunities, and workforce development in the creative professions. The Media Center serves as a catalyst and nexus for all of the platforms necessary to be forward thinking and innovative."

The Media Center will offer the following resources for content creation and production:

- The Stage, a intimate flex-space black box broadcast studio and community event space
- The Green Screen Studio, an dedicated space for the use of green screen film production
- The Radio Studio for live radio broadcasts
- The Podcast Studio, devoted to the creation and broadcast of new podcast content
- The Launching Pad, devoted to research and the creation of original content
- The Dark Room, a traditional film photography studio
- The Terrace, a private balcony on along the south side of the building

The Media Center is pleased to have Positive Content and the Pueblo Regional Film Commission as initial core tenants and communication partners in this endeavor.