



OPEN MEDIA

2020 Annual Report

WHAT WE DO

The Open Media Foundation (OMF) is an innovative media and technology nonprofit organization dedicated to putting the power of the media in the hands of the people, enabling everyone to engage in their community and bring the change they wish to see in the world.

HOW WE DO IT

We empower nonprofits, governments, and individuals to shift the media conversation (and thus social awareness) from the corporate interests of our commercial media system towards the human interests of an open, diverse, and engaged public.

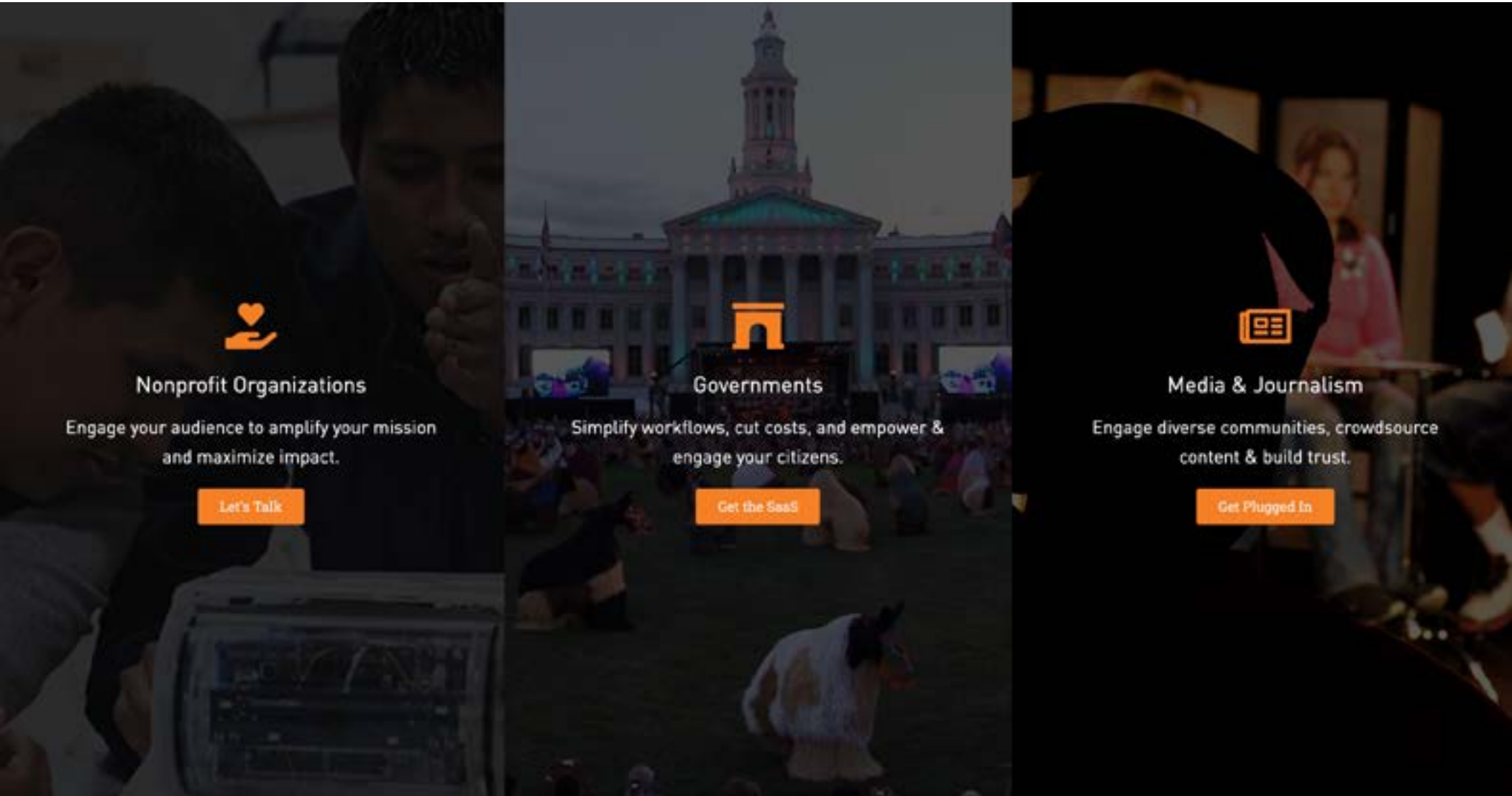
To accomplish our mission, we begin with providing affordable, high-end media, and technology services.

We follow up by offering training and tools that enable everyone to represent their own voice in the media conversation journalism industry.

OMF's Open Media Careers Engine aims to attract more diverse applicants to Colorado's media & journalism industry.



SERVICES



Nonprofit Organizations

Engage your audience to amplify your mission and maximize impact.

Let's Talk



Governments

Simplify workflows, cut costs, and empower & engage your citizens.

Get the SaaS



Media & Journalism

Engage diverse communities, crowdsource content & build trust.

Get Plugged In

NONPROFIT AND GOVERNMENT CLIENT LIST

- | | | | |
|---|--------------------------------------|--|-------------------------------------|
| Aurora.TV | McAuliffe Manual Middle School | CEI | Georgetown (CO) |
| STAR Institute | Butterfly Pavilion | Colorado Cross-Disability Coalition | Glendale (CA) |
| COLab | 970 Design | Building Commissioning Association | Hamilton (MT) |
| Chicago Justice Project | Denver Kids, Inc. | Lyra Colorado | Idaho Springs (CO) |
| Book Trust | Center for Health Progress | Colorado Trust (new contact) | Lakewood (CO) |
| Colorado Alliance for Environmental Education (CAEE / CYCA) | Rocky Mountain Welcome Center | Colorado Health Institute | Lane County (OR) |
| Elevation Community Land Trust | Groundwork Denver | Arapahoe County | Littleton (CO) |
| Second Wind Fund | ACLU of Colorado | Boulder County | Lochbuie (CO) |
| Get Outdoors Kansas | BCxA | | Louisville (CO) |
| KUVO/KVJZ | Phamaly | OPEN.MEDIA: | Lyons (CO) |
| Civic Network | One Colorado | Adams County (CO) | Manitou Springs (CO) |
| DSST | Veterans to Farmers | Arapahoe County (CO) | MCTV Millbrae |
| Colorado Independent Partnership University | The Consortium | Basalt (CO) | Metro TV (OR) |
| GrowingHome.org | Cognitive Learning Center | Bayfield (CO) | New Castle (NY) |
| National Housing Trust | Project Angel Heart | Central City (CO) | Palmer (AK) |
| Colorado Health Institute | Colorado Municipal League | Chappaqua Central School District (NY) | Peoria (AZ) |
| DAVA | Boulder County Recycling Center | Cherry Hills Village (CO) | Pitkin County (CO) |
| Gary Community Investment Company | New Era | Colorado Channel | Platteville (CO) |
| Colorado Optometric Association | Tall Tales Ranch | Colorado City (CO) | Ridgway (CO) |
| Adams State Univeristy | Colorado Energy Foundation | Colorado General Assembly | Salida (CO) |
| Anythink Wright Farms | Collaborative Communications | Colorado State Supreme Court | Santa Barbara (CA) |
| Colorado Health Foundation | City of Aurora | Cortez (CO) | Seaman Unified School District (KS) |
| | Denver Health | Custer County (CO) | Seaside (CA) |
| | Community Shares Colorado | Eugene (OR) | Silverton (CO) |
| | University of Colorado Cancer Center | Frazier Park Utility District (CO) | Surprise (AZ) |
| | | | Takoma Park (MD) |
| | | | The Dalles (OR) |
| | | | Thornton (CO) |
| | | | Trinidad (CO) |
| | | | Truckee (CA) |
| | | | Walsenburg (CO) |
| | | | Windsor (CO) |

57
Organizations
Served

STAY UP TO DATE

OPENMEDIAFOUNDATION.ORG
& DENVEROPENMEDIA.ORG
FOR THE LATEST



HIGHLIGHTS & ACCOMPLISHMENTS



We count.

SERVICES

VIDEO:

[Census 2020](#)

Open Media Foundation's goal with the 2020 Census was to mobilize the least likely to respond populations to complete Census 2020; to alleviate fears and undo preconceived notions about Census and how that data is used, to educate the population that their participation in Census leads to billions of dollars annually in federal funding for key social benefit programs in Healthcare, Education, and Congressional representation in Colorado.

By creating and distributing community-crafted information regarding, we were able to convey important messaging to our hard to count communities, encouraging their participation.

WEB:

[The Second Wind Fund](#), a non-profit dedicated to youth suicide prevention in Colorado, came to Open Media with a brand cohesion conundrum. They had spent a great deal of time and effort on designing a new logo with refreshed colors and fonts to honor the evolution and growth of their org. Upon reaching completion of their rebranding process, SWF struggled to find the right opportunity to reveal their new look-and-feel. With an inkling to renew the design of their website, Second Wind Fund reached out to Open Media and we went down a design path that aligned with their new brand. SWF's trust in our nonprofit web design process opened them up to feel comfortable seeing themselves in a new light.

OPEN.MEDIA:

Open.Media welcomed Hamilton, MT and The City of Santa Barbara, CA, and looks forward to continuing to provide government transparency services for their citizens.

OMCE:

With a grant from the Colorado Workforce Development Council, the Open Media Career Engine continued to realize its impact assisting news organizations in diversifying their workforce.

TRAINING

After having shifted our training programs to focus entirely on radio, podcasting and audio production in 2019, the pandemic limited our in person class offerings. Open Media met the moment by offering one-on-one virtual courses as well as leading multiple trainings for virtual community engagement for nonprofits and governments.

The Census has historically undercounted underserved populations. Our PSAs made more than 120 million impressions directed at the hardest to count communities.



DOM RADIO



COMMUNITY PRODUCTIONS

61

total shows

20+

total hours of content

DOM MEMBERS

Aaron Johnson	Avery Fennell	Catherine Anadu	Devan Aye
Aaron Dooley	Barbara White	Chantelle Tennyson	Diana Lee
Abdalla Ibrahim	Ben Kronberg	Cheryl Stevens	Dolly Wolf
Alaisha Johnson	Benji McPhail	Chris Sullivan	Dorothea Cicchinelli
Alan Castillo	Bital Daher	Clayton Hardee	Eiie Feltman
Alejandro Caballero	Bonita Bock	Craig Canon	Elizabeth Vossler
Alex Vittal	Branden Abeyta	Crystal Schimpf	Emilie Young
Alexey Duplikhin	Breanne Goldman	Dan Raabe	Emilio Chacon
Alicia Bonilla	Brett Endes	David Garbers	Emma Feitelson
Alison Burnell	Britta Blodgett	Darrick Servis	Erica Newton
Allen Edwards	Brooklyn Biederman	David van Duzer	Erin Close
Allen Matthews	Byran Giese	Dean Prina	Ethan Cohen
Ammiee Brown	Caique Morais	Debbie VanderWeyden	Fiona Crawford
Amy Newman	Carlos Leos	Deborah Fard	Frank Gregg
Amy Siegel	Carly Kreiger	Desiree Sotomayor	Frank Reap
Andrea Tucker			Frederica Russell
			Gina Del Castillo

DOM MEMBERS CONTINUED...

Graham Russell	John Morris	Leanna Stoufer	Maureen Trujillo-McMullen	Rob Dunn	Trevor Ross
Grant Petz	John Eansor	Leonard Johnson	Melanie Majors	Robin Day	Trish Oakes
Hannah Horn	Jonathan Chisholm	Leslie Volkar	Melissa Jaure	Robin Bahrami	Tyler Vaughan
Hannah James	Jonathan Cain	Libby Maynard	Melissa Haenchen	Robyne Torrey	Vanessa Michel
Hans Starreveld	Jordan Guyton	Linda Coffex	Michael Freehling	Rosalyn Reese	Victor Morales
Hany Girgis	Joshua Warrington	Linda Gellasch	Michael Elam	Rose Gale-Zoellick	Wilfredo Hernandez
Harol Bustamante	Hernandez	Lisa Butts	Michele Miller	Ruthie Jordan	William Kuhn
Heather Roberts	Jude Del Hierro	Lisa Joslyn	Michele Kilen	Ryan Garcia	William Roberts
Heather Hurd	Judi Lightfield	Lisa Roemhildt	Michelle Roxbury	Ryan Yancey	Xavier Gates
Henry Robinson	Judy Baker	Livia Abuls	MikE Kenneally	Sam Agee	Xavier Jennings
Idale Graves	Judy Petullo	Luis Valdes	Miranda Graul	Samuel Chapman	Yolanda Williams
Israel Garcia-Humes	Julia Elaine Mills	Luis Aguirre	Mitchell	Santiago Tavara	
Israel Hoyle	Julie Busby	Luke Clarke	Gardner	Sarah Vassello	
Jack Madison	Julie Kronenberger	Luke Wheeland	Mitchell Bayer	Scotlyn Manson	
Jaclyn Lensen	Julius Hinton	Lulu Feingold	Nancy Ghaly	Scott Benton	
Jahnique Stroud	Karie Schmitz	Luzia Ornelas	Nick Fischbach	Scott Smith	
James Costello	Karly Andrus	Lyle Anderson	Nick Fiorella	Shannon Francis	
Jane Tarkington	Kate Bailey	Mackensie Leonard	Nicole Smith	Shanyn Maddox	
Jason Gavaldon	Katherine Waters	Maria Garcia	Niko Kirby	Shareef Peterson	
Jeff Mathes	Kathleen Keesling	Mariah Coe	Paolo Solorzano	Sherry Nalbach	
Jeff Deutsch	Kathryn Harris	Marilyn Casmon	Patrick Thibault	Silvia Salinas	
Jenessa Lund	Kathy Reed	Mark Cantanzriti	Patrick Redfield	Sonn Eidem	
Jennie Mazal	Katie Redfield	Mark Emery	Paul Suazo	Srishti Murugan	
Jennifer Gueddiche	Kaylee Scheidt	Mark Camarillo	Paul Brown	Stacy Hernandez	
Jennifer Ellerbroek	Kel Koop	Marlon Green	Pete Wright	Stefanie Gilarly	
Jenny Fouts	Kelli Christensen	Marquise Yancey-Davis	Peter Bradley	Stephen Buckley	
Jenny Belway	Kelly King	Matteen Saremi	Philip Johnson	Steve Julian	
Jeremy Berthelot	Ken Leist	Maureen Trujillo-McMullen	Pinar Stage	Stevie Noll	
Jesse Lockwood	Kenji Roberts	Melanie Majors	Rachel Monroe	Sue Halpern	
Jessica Deutmeyer	Kevin Roe	Melissa Jaure	Radio Abhar	Tammy Payne	
Jesus Araujo	Kevin Galaba	Melissa Haenchen	Ray Ahrns	Tania Van Pelt	
Jill Barkman	Kevin Stanton	Michael B	Reed Radochonski	Tessalin Green	
Joe Gelay	Keyla Cervantes	Michael Freehling	Ren Manley	Thane Peterson	
John Sakas	Kimberly DeGraff	Marlon Green	Ricardo Puente	Thomas Buswell	
John Baldwin	Kurt Kempcke	Marquise Yancey-Davis	Rich Furlong	Tim Boers	
John Aden	Lamar Clark	Laura Rich	Richard Solosky	Tom Petullo	
John Lippke	Laura Loo	Layal Arab	Rick Miller	Tony Neto	
John Clark			Rito Ramirez	Tonya Dillon	
John Boughey				Tory Pittarelli	



There were
over 1200
songs submitted
to play on DOM
Radio in 2020



2020 Donors



CORPORATE & FOUNDATION DONORS

Facebook
RISE UP Alternative Radio
National Translator Association
Colorado Workforce Development Council
Beanstalk Foundation
Nextfifty Initiative
Bloomberg National Philanthropic
Colorado Dept of Labor and Employment
National Endowment of the Arts
PEN America
Colorado Media Alliance:The Denver Foundation

INDIVIDUAL DONORS

Anthony Stonaker
Antoine Dillard
Candace Grosz
Ch'aska Huayhuaca
Daniel Vaughan
Emily Adams
Esteban Morin
Gregory Barman
Howard & Sally Shawcross
Jared Petsche
Jason Gavaldon
Jason Stoval
Ken Belcher
Margaret Nelson
Mark Walker
Megan Hartmann
Michelle Swenson-Papale
Peter Dibari
Ronald Otsuka
Sam Fuqua
Scott Davis

In 2020

- OMF received **\$377,037** in grants and donations
- OMF distributed **\$303,198** in matching grants and scholarships
- OMF provided a total of **\$1,202,770** in Services to Nonprofits, Governments, and Individuals





Board

Angelia McGowan
Ron Otsuka
Dan Vaughan
Mark Walker
Eric Galatas
Peter Dibari
Sam Fuqua
Steve Replin
Jared Petsche
Tony Shawcross
Nathan Oberle
Esteban Morin

Executive Committee

Denis Moynihan
Mark Walker
Ronald Otsuka
Eric Galatas
Peter DiBari

Finance Committee

Mark Walker
Steve Replin
Tony Shawcross
Jeff Villano
Ben Boone

Fundraising Committee

Tony Shawcross
Ann Theis
John Aden
Kelsey Mischke
Leslie Welch
Ronald Otsuka

104.7

Operations Committee

Greg Barman
Anthony Stonaker
Mickey Zeppelin
Sam Fuqua
Denis Moynihan
Tony Shawcross
Dave Dieter

Inclusiveness Committee

Leslie Welch
Lina Gibson
Shannon Altner
Jesse Lockwood
Carly Dunning
Jaina Sorrel
Hayley Adams
Jessica George

Self-Actualization

Wisdom of the Crowd

Direct Communication

Innovation

Honoring our Word

BOARD AND COMMITTEE MEMBERS

FINANCIALS

SUPPORT AND REVENUES	2020	2019
Earned Income	1,202,771	1,347,142
In-Kind	743,715	825,976
Government	15,835	11,446
Foundations	109,700	107,900
Individual Contributions	9,276	23,190
Corporate	1,156	49,185
Investment	31,579	94,550
Total Revenue	2,114,033	2,549,390
EXPENSES		
Salaries & Wages	496,786	556,006
Grants and Scholarships	303,198	409,992
In-Kind	743,715	825,976
Professional Services	184,788.78	173,376
Bandwidth & Internet	25,164.35	21,740
Rent	22,528.11	31,646
Meals & Events	486.65	2,769
Office Supplies	2,302.22	2,412
Accounting Audit	10,250.98	14,058
Travel	5,071.66	12,525
Insurance	8,302.32	8,480
Telephone	1,936.80	1,992
Dues & Subscriptions	17,527.94	8,278
Fundraising	2,299.80	2,012
Hosting	24,971.87	31,559
Grant Expense	6,300.00	106,000
Credit Card Fees	1,157.76	5,232
Equipment Maintenance	6,428.73	43,101
Postage & Delivery	0.00	378
Printing & Copying	223.22	682
Staff Development	87.00	7,200
Misc and Bad Debt	31,492.12	11,795
Depreciation	0.00	0
Total Expenses	1,885,949	2,277,034
Net Surplus/Deficit	219,013	182,355



2020 continued the transition phase that began in 2019. We moved into a new facility at 2101 Arapahoe with our partners at KUVU, KGNU, and Rocky Mountain PBS, among others. While COVID caused a major disruption in our business, especially our work streaming live events, our 6-month project for the Census helped us continue steady work through the most tumultuous months. That project resulted in over a dozen TV commercials, two dozen radio spots, and several more social media initiatives that reached a combined audience of millions with messages from traditionally hard-to-count communities.

Open Music Sessions: 2020 saw an end to our long-running local music, comedy, and performance event, Open Music Sessions. After 15 years of hosting hundreds of Colorado's best performers, COVID forced us to shift to virtual performances, and as the months wore on, we decided to end the series. Over 100 bands and performers can still be seen on our website and on our radio stations. We are looking to 2022 as a possible year to revive this program

Our Open Media Careers Engine program really took-off in 2020, with a grant from the Colorado Workforce Development Council. Aiming to help media and journalism organizations increase the diversity of their staff, 8 of our first 10 hires were people of color, and 7 were women, in an industry where nearly 80% of staff are traditionally white, and are men. This free HR service casts a far wider net for openings, evaluating over 30 job boards for the diversity and quality of applicants generated by each. We help improve job descriptions, post to as many as 20 job boards, track and survey all applicants, and schedule interviews to provide a level of DEI in the HR process that most small media and journalism organizations cannot afford to do on their own.

Our Creative Services department continued to serve nonprofit, government, and media clients with web, video and other communications services. We added our 50th government agency to our open.media streaming service, making searchable, transcribed video of government meetings accessible to thousands of constituents. While there was a drop in work for several months of COVID, the PPP and EIDL programs helped cover those losses, necessitating only minor downsizing through attrition (and no layoffs).

