Ten years ago, a group of friends and I began working on what is today the Open Media Foundation. It all started with the realization that our perspective is shaped through communication. We recognized that large media corporations served as gatekeepers for mass communications, the shapers of our collective perspective. We saw the perspective of the media invariably slanting towards the audiences advertisers want to reach, and towards messages advertisers want to support and we set out to shift that conversation in Denver.

More people receive more information through TV than any other medium. In the past few years, the Internet has overtaken Radio and Print as the #2 source of information for the average American. This is why OMF focuses on TV and the Internet. OMF is a social-change organization first, but we’re using the most powerful tools available to bring about social change. We’re a very different kind of media organization because we are focused on transforming—in many ways eliminating—the traditional role media institutions play in social communication.

OMF believes that we’re all better off when everyone is engaged: when everyone has an opportunity to contribute to their full potential, and that can only happen through a shift in the way we communicate. Fortunately for us, changes in the media are making it possible to turn the models for mass communication on their head, and there is an opportunity to shift the collective perspective to reflect not only the most privileged communities, but the entirety of our population. That kind of a perspective shift leads to policies and laws that benefit the entirety of our population, not just the wealthy.

The goal we set out to accomplish is as daunting as it was ten years ago. The income gap is still expanding. Our collective perspective is still dominated by consumerism and corporate values and public policy is following-suit. In the past few years, OMF has expanded our focus beyond media engagement to civic engagement and government transparency. We’ve built software to make it easier for people to see the work of their government, and this year, more people than ever logged-in through our coloradochannel.net website to see their government than ever before. Change is happening, and today I am as certain of this fact as I was ten years ago: if we are going to make a difference, this is how we’re going to make it. We shift the collective perspective to represent the concerns of all Americans, and position the people to shift public policy to reflect their concerns.
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 about the change they wish to see in the world.

How we do it

To accomplish our mission, we begin with providing affordable, high-end web and video production services. We follow up by offering training and tools that enable everyone to represent their own voice in the media conversation.

History

In 2001, Tony Shawcross, Founder and ED of the Open Media Foundation, co-founded a non-commercial website called [denverevolution] in order to promote independent arts and non-commercial community events overlooked by local media. In 2003, members of the [denverevolution] collective began producing videos for nonprofits as the [denverevolution] production group or "Deproduction", borrowing resources from friends at KBDI (PBS 12), Free Speech TV (FSTV), and Denver Community Television (DCTV). In 2004 we significantly expanded our media and technology training services, formed the board of directors, and received 501(c)(3) nonprofit. With the closure of Denver Community Television in 2005, OMF submitted a proposal to re-launch Public Access TV in Denver under an entirely new model, leveraging emerging web 2.0 technologies and business models in a community media station that is truly powered by the community. The result, [Denver Open Media (DOM)] launched in 2006, as an independent brand that could be owned by the community. In 2008, Deproduction merged with Civic Pixel, the local web development firm who had built the DOM website and user-management software, and in 2009, the parent organization merged all efforts into the Open Media Foundation. Denver Open Media remains an independent, community-run project of OMF.

Mission Statement
### Services

#### 2012 Video Production Clients
- Book Trust
- Boys & Girls Clubs of Metro Denver
- Colorado Channel
- Colorado Legacy Foundation
- Colorado United Irish Societies
- CraftWorks Foundation
- Denver Film Society
- Denver Human Services
- Denver Kids
- Denver Public Schools
- El Pomar
- Family Star
- Liberty Day
- Metro Community Provider Network
- Piton Foundation
- Senior’s Resource Center
- Tanya Ishikawa
- Teacher Institute at La Academia
- TEDx MileHigh
- The Consortium
- The Senior Hub

#### 2012 Web Clients
- Alliance for Community Media
- Andre Center
- Animal Assistance Foundation
- Arts & Venues Denver
- Backlund Land Surveys
- Bell Policy Center
- Boulder Housing Partners
- Boulder Mountainbike Alliance
- Breast & Women’s Reproductive Cancers Fund
- Brett Family Foundation
- City & County of Denver: Denver Media Services
- Colorado Alliance for Environmental Education
- Colorado Anti-Violence Program
- Colorado Association of Certified Veterinary Technicians
- Colorado Breast Cancer Coalition
- Colorado Campus Compact
- Colorado Channel
- Colorado Consumer Health Initiative
- Colorado Cress Disability Coalition
- Colorado Humanities
- Colorado Kids Outdoors
- Colorado Nursery & Greenhouse Association
- Colorado Participation Project
- Colorado Progressive Coalition
- Colorado Women’s Lobby
- The Consortium
- COPD Gene Study
- Denver Foundation
- Denver Kids
- Developmental Disabilities Resource Center
- Elephant Circle
- Free Speech TV
- Home ‘O Hope
- Indra Lusero
- International Mountain Bike Association
- Keep ‘em Reel
- Let Us Rise
- LingoLynx
- Muslims of the West
- Osteopathic Integrative Medicine
- Padres Unidos
- Partnership for Families and Children
- Piton Foundation
- Project Pave
- Public Access Digital Network
- Rolfe Larson Associates
- Rush Soccer
- Service Providers and Civic Engagement Project
- Susan Kaplan
- Translation Excellence
- Woodstock West, University of Denver
- Verité, Inc
- Volunteers for Outdoor Colorado
- West Wash Park Neighborhood Association
- Women’s Wilderness Institute

### Education

#### Individuals Served: 942
- Youth: 418
- Hours of Training Provided: 809

#### Tools

**DENVER OPEN MEDIA’S ORGANIZATIONAL MEMBERS**
- A Mile Above
- All Brothers In Christ
- Anythink Libraries
- Boys & Girls Clubs of Metro Denver
- Civic Canopy
- Colorado School of Mines Foundation
- Critical Mass Leadership Education
- Denver Hospice
- Denver Public Schools Foundation
- Denver Vista Academy
- El Pomar
- Global Transportation
- Gold Crown Enrichment
- Habitat for Humanity
- Hugh Evans KGNU
- My Father’s House International Discipleship Center
- Santa Fe Arts District
- Uzelve
- Visionbox
- VORP of Denver
- World Mission Society Church of God

#### Age Distribution

- under 18 / 11%
- 18-24 / 9%
- 25-34 / 23%
- 35-44 / 21%
- 45-64 / 16%
- 55-64 / 10%
- 65+ / 2%
- I am over 18 and I’d prefer not to say more / 8%

#### Ethnicity Distribution

- African American / 13%
- Asian-Pacific / 6%
- Hispanic / 10%
- Middle Eastern / 5%
- Native American / 5%
- Other / 4%
- White / 66%

#### Income Level Distribution

- Less than $15,000 / 21%
- $15,000-$25,000 / 14%
- $25,000 - $35,000 / 5%
- $35,000 - $50,000 / 22%
- $50,000 - $75,000 / 17%
- $75,000-$100,000 / 13%
- Above $100k / 8%

**Number of Members in 2012: 387**
**Number of Shows in 2012: 902**
Individual Donors

Heather Holden
Heather Schreck
Helen Gray
Henry Ansbaicher
Henry Siegel
Howard & Sally Shawcross
Ian Sutherland
James Laurie
Janice Minton
Jared Petsche
Jason Komora
Jason McKain
Jason Mumon
Jeff Koskimaki
Jeff Villano
Jennifer Boreen
Jennifer Pederson
Jeremiah Zentz
Jerry & Meg Borison
Jessica Whitten
Jody Charmatz
John & Jean Lertiz
John Reid
John Schwartz
John Thatcher Montgomery
Jose Lopez
Juliet Goldie
Karen Kazemi
Kathleen Johnson
Kathryn Ake
Keith Bridges
Lambert & Lisa Bunker
Laura Levi
Lauren Schaefer
Lawrence Haskell
Lewis Lubin
Liz Sprull
Lori Watson
Lynn Fritz
Margaret Bacon
Maria Kohler
Marietta Hankerson
Mark Bailey
Marla Ray
Mary Kaye Shawcross
Maureen Ediger
Melissa Lewis
Melvin Johnson
Michael Lipfield
Nancy Ulrich
Nabildo Ursua
Orion Salgado
Pamela Burkhart
Patricia Calhoun
Paul Cardenas
Peter & Desree Fenchell
Ramesha Coleman
Rebecca Askew
Robert McLain
Ron Claman
Ron Otsuka
Sam Fugua
Sara Lynn Foster
Sarah Shirazi
Sarah Smith
Scott Fast
Scott Sala
Seth Pensack-Rinehart
Sharon Haft
Sheila Schroeder
Silvio Joaquin Tenscher
Simran Nanda
Stephen Von Merz
Steve Toth
Tanya Russell
Tanjo Ishikawa
Teresa McLain
Tina Phibs
Tobias Dorfoshon
Tony Shawcross
Tracye J. Morin
Tracey Rubin
Victoria Shearer
Virginia Trienweiler
Walker Abel
Wendy Aiello
Whitney Ince
William Stanford
William Theilke
Yasmine & Charles Marino

2012 Corporate, Foundation, and In-Kind Donors

Anschutz Family Foundation
Beatrice & Woodsley
Breathe Yoga
Brett Family Foundation
Bluntport Theater Company
Canvas & Cocktails
Church of Cupcakes
City & County of Denver: Denver Media Services
City 'O City
Colorado Athletic Club
Colorado Ballet
Corepower Yoga
Curiosities
Denver Art Museum
Denver Center for Performing Arts
Denver Film Society
Denver Museum of Miniatures, Dolls & Toys
Denver Open Media
Denver School of Photography
Denver Zoo
D’Vine Wine
Eyebea Worx
Fancy Tiger Crafts
Google
Gothic Theatre
Icelantic
John S. and James L. Knight Foundation
JAX Fish House
KDNU
Kirkland Museum of Fine & Decorative Art
Lake Steam Baths
League of Women Voters
Lizbeth Longenecker
Make My Notebook
Mayan Landmark Theatres
Mondo Vino
National Conference for Media Reform

2012 Committee Members

Jennifer Collins
Ann Theis
Adam Mordecai
John Montgomery
Pam Blak
Tanjo Ishikawa
Brian Haft
Sharee Haft
Jared Petsche
Eris Yeps
Tony Shawcross
Cheryl Zeeb
Rita Carrington
Henry Siegel
Lindia Winter-Torres
Vicki Stott
Lynda Cox
Karla Sargent
Ron Otsuka
Jeff Wilano
Lynne Sprague
James Smith
Angelia McGowan

2012 Interns

Samuel Opp
Jonah Luhian
George Kotelnikov
John Aden
Mark Brancucci
Ed Cheston
Scott Carney
Kimberly Ford
Monique Galardo
Michael Hancock
Maria Kohler
Simon Matthews
Amber Nelson
Josh Nelson
Ryan Pembroke
John Stephens
Anne Bellingrath
Victoria Shearer
Sherman White
Jon Allen
Carmela Warner
Donald Rose
Derek Brown

2012 Volunteers and Committee Members

Derek Brown
Donald Rose
Carmela Warner
John Stephens
Ryan Pembroke
Josh Nelson
S colourful Skin Care
Silly Pizza
Snooze
SOL Store of Lingerie
Stubba’s
Stranahan’s Colorado Whiskey
The Avenue Theatre
The Little Flower Market
The Ogden Theatre
The Tattered Cover
Unity Boutique
Watercourse
YAY Thing!
2012 Program Highlights and Accomplishments

Services

Video Production

- OMF continued providing the citizens of Colorado with a front seat to the House of Representatives and Senate floor sessions, as well as adding educational content to encourage public involvement and transparency in the legislative process. Take a look at ColoradoChannel.net!
- TEDxMileHigh had two first-ever events in 2012 - their Salon the Youth Event. In addition to shooting the main event, Salon at Redline Gallery, OMF coordinated a crew of youth camera people for the Youth Event.
- The EPS Foundation raises funds to support Denver Public Schools. OMF partnered with the DPS Foundation to cover their 2012 Achieve Gala, creating a highlight video, as well as a promotional spot, which aired on many Comcast channels.
- In order to help great organizations doing great work, OMF continued to provide high quality video production services for the non-profit community, including Book Trust, Denver Kids, Inc., Family Star Montessori School, The Consortium, Boys & Girls Clubs of Metro Denver, Craftworks Foundation, Department of Human Services, and many more!

Web Development

- The web team launched a significant collaborative project--with partners such as the U.S. Forest Services and Colorado Parks and Wildlife--that consolidates the efforts of state agencies all over Colorado to encourage families to experience nature - www.getoutdoorscolorado.org
- The custom workflow designed for legislative web-streaming on www.coloradochannel.net has been improved by the web team to include video archiving and interactive agendas. These features are now available to be replicated for other legislative entities at an affordable, annual rate known as the OMP for Government.
- OMF volunteered for and participated in the 2012 DrupalCon held in Denver, a biannual conference that educates users about trends and best practices regarding Drupal. Drupal is an open-source content management system that the OMF web department uses to build custom-designed and affordable websites for nonprofits, governments and public sector organizations.

Education

- Over 25 different workshops and seminars on multimedia technology and tools were offered, including Final Cut Pro, Adobe Creative Suite, and 3D animation software.
- Open Media Generation Camp, youth summer camp, met over the summer and produced their own music video.
- Educational tours and workshops engaged students and facility from Denver area schools in the workings of a live television studio.

Tools

- Open Media Generation receives Grant from Anschutz Foundation After successful research and community building work done with the aid of grant from the Knight and Denver Foundations, DOM Inclusiveness findings revealed that Latinos and persons without Post-secondary education are under-represented at DOM.
- Hired Full-time Community Network Administrator to help keep DOM’s Networks, Servers, Computers Labs and Website running smoothly. 4 Professional HD cameras now available for Equipment check out to members.

## Financials

### Statement of Activities

#### SUPPORT AND REVENUES

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<tr>
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<th>2012</th>
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<td>Earned Income</td>
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<td>Government</td>
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#### EXPENSES

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<td>Salaries &amp; Wages</td>
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<td>Grants &amp; Scholarships</td>
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<td>Fundraising &amp; Events</td>
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<td>Dues &amp; Subscriptions</td>
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#### NET SURPLUS/DEFICIT

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