What does “media” mean in the 21st century?

Media - noun pl. [mé-dē-te] openmediafoundation.org

2010 ANNUAL REPORT

OPEN MEDIA FOUNDATION
A higher definition of media.
openmediafoundation.org
The Open Media Foundation (OMF) is working to change what we think of when we say “media”. At OMF, we define media as the collective conversation that reflects and shapes our collective awareness. It’s a conversation that impacts and represents us all, and for the first time in human history, the opportunity is here for everyone to represent their own views and values in the social dialogue.

OMF is focused on creating a future where everyone is able to actively engage with their community and bring about the change they wish to see in the world. We’re working towards a new model for mass communications: engaging and participatory (not passive), based on social interests (not commercial interests), and accessible to everyone (not reserved for an elite few). 2010 saw each of our three main program areas making great strides towards this vision.

**VIDEO PRODUCTION & WEB DEVELOPMENT SERVICES:** Each year, more nonprofit and public-sector clients hire OMF to provide high-quality, affordable communications services. In 2010, OMF expanded our work with the Colorado Channel to include daily coverage of the Colorado State Senate, and launched coloradochannel.net, a new website where every meeting of the State House of Representatives and State Senate can be viewed since our work with them began in 2008.

**EDUCATION:** Modern media and technology training programs are key to building a future where everyone has the skills they need to engage in the social conversation of the media. In 2010, we partnered with the Denver Department of Human Services and Denver Child Support to train over 20 teen parents to use media and technology tools at Denver Open Media. Over two dozen videos were produced by the youth, including PSA’s, Live Studio Productions, and personal videos.

**TOOLS:** The final step in empowering our community is ensuring that everyone has access to the tools and resources required to create cutting-edge media content. 2010 saw a major upgrade of the Denver Open Media studios, with all new High Definition cameras and switchers, and the addition of HD field production equipment.

Tony Shawcross
Executive Director, Open Media Foundation

**Looking forward**
**GRANTS:** In 2010, OMF formalized our grant program that provides a 50% matching grant to cover half of the cost for any video production or web development service. We also launched a pro-bono grants program, which provides 100% of the costs for a website and/or video project for two nonprofits each year, beginning in 2011.

**OMF LEARNING LAB:** OMF is launching a major expansion of our education programs, with a new lab, new classes, and new partnerships.

**INCLUSIVENESS:** Without operating support from the City or Comcast, OMF has always struggled to outreach to the communities who are most in need of the resources provided through DOM. In 2010 OMF embarked on a long-term inclusiveness effort with support from the Denver Foundation to help identify the best ways for OMF to ensure that we are serving communities who have traditionally lacked access to media and technology tools.
Mission Statement

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 media and technology 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, borrowing resources from friends at KBDI (PBS 12), Free Speech TV (FSTV), and Denver Community Television (DCTV). FSTV provided the first editing station in an office donated by Little Voice Productions. In 2004 we significantly expanded our media and technology training services, formed the board of directors, and received 501(c)(3) nonprofit designation, incorporated as “Deproduction: The denverevolution Production Group.” With the closure of Denver Community Television in 2005, we submitted a proposal to re-launch Public Access TV in Denver under an entirely new model. Our unique approach leverages 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 the parent company.
**2010 POPULATION SERVED**

**AGE**
- 72% 0-19
- 13% 20-29
- 7% 30-39
- 5% 40-49
- 2% 50-59
- 1% 60-69

**ETHNICITY**
- 49% - African American
- 42% - White
- 6% - Hispanic
- 1% - Native American
- 1% - Asian
- 1% - Other

*represents 264 students who opted to complete demographic survey

**INCOME LEVEL**
- 30% - below 15,000
- 23% - 15,000 - 24,999
- 17% - 25,000 - 39,000
- 14% - 40,000 - 59,999
- 10% - 60K - 100K
- 7% - Over 100,000

**EDUCATION**

- Individuals Served: 903
- Youth Served: 649
- Hours of Training Provided: 414

**SERVICES**

**2010 VIDEO PRODUCTION**
- Asian American Bar Association
- Abraham Path Initiative
- Colorado Channel
- Colorado General Assembly
- Denver Foundation
- Denver Kids
- Denver Human Services District
- Family Star Montessori School
- Innervision
- Mondo Zen
- Montessori School of Evergreen
- Scientific and Cultural Facilities District

**2010 WEB CLIENTS**
- Andre Center
- Animal Assistance Foundation
- Backlund Land Surveys
- Bay Area Video Coalition
- Bead Junkies
- Bell Policy
- Boulder Housing Partners
- Boulder Mountainbike Alliance
- Breast and Women's Reproductive Center
- Brett Family Foundation
- Business Health Forum
- Clean Energy Action
- Colorado Alliance for Environmental Education
- Colorado Breast Cancer Coalition
- Colorado CASA
- Colorado Channel
- Colorado Consumer Health Initiative
- Colorado Humanities
- Colorado Mortgage Lenders Association
- Colorado Nursery and Greenhouse Association
- Colorado Progressive Coalition
- Colorado School Medicaid Consortium
- Colorado Women's Lobby
- Community Shares of Colorado
- COPD Gene Study
- Cyndi Stewart
- Denver Foundation
- Denver Kids Inc.
- Denver Human Services
- Denver Office of Cultural Affairs
- Denver Public Schools
- Elephant Circle
- Free Speech TV
- Home O’Hope
- International Mountain Bike Association
- Keep ‘em Reel
- Ken Heim
- Laura Dickinson
- Let Us Rise
- Muslims in the Mountain West
- Padres Unidos
- Partnership for a Healthy Colorado
- Partnership for Families and Children
- Project PAVE
- Susan Kaplan
- Palm Center
- University of Denver
- Verite
- Wild Plum Center
- Women’s Wilderness Institute
- 2040 Partners for Health
DENVER OPEN MEDIA’S ORGANIZATIONAL MEMBERS

Aaron Harber
The Beehive Enterprise
Bold Leaders
Brainiacs
CADREC
Center for Parental Responsibility
Colorado General Assembly
Colorado Humanities
Colorado Progressive Coalition
Colorado Public News / Colorado Public Television
Critical Mass Leadership Education
Denver Film Society
Denver Foundation
Denver Human Services, City and County of Denver
Innervision
KGNU
League of Women Voters
MHM Educational Services
Mile High Youth Corps
My Father’s House
Personhood USA
United Cerebral Palsy Colorado
University of North Dakota
We the People

Number of Members in 2010 232
Number of shows in 2010 1,125
2010 was a pivotal year for OMF. With the end of the two-year, $380,000 grant from the Knight Foundation, and a struggling economy, few would’ve predicted that OMF would continue the level of growth experienced in our first 5 years. However, with new partners and clients, OMF’s reach (and budget) saw more growth in 2010 than any year before. The Open Media Project was a milestone, not only for OMF, but for community media across the globe, establishing an unprecedented set of open-source tools designed to engage community members in the operation of community media stations in ways that cut costs, democratize media access, and enable communities to sustain public access media with limited resources.

SERVICES
2010 Video Production and Web Development Services Highlights
• OMF developed more nonprofit websites than any year prior, providing small and mid-sized nonprofits with a sustainable web presence at a fraction of the cost of any comparable web development shop. Watch a video of our 2010 website designs/redesigns.

PLAY VIDEO

CLOSE VIDEO

• OMF was proud to add the Colorado State Senate to our list of clients, broadcasting every session of the Colorado State Senate in 2010, just as we had done with the State House of Representatives for two years prior. Watch “How a Bill Becomes a Law” animation.

PLAY VIDEO

CLOSE VIDEO

• In addition to this work for the Colorado Legislature, OMF produced a wide range of educational, fundraising, and outreach videos for over a dozen nonprofit clients. Watch “Mondo Zen” nonprofit promo video.

PLAY VIDEO

CLOSEVIDEO

EDUCATION
2010 Education Program Highlights
• OMF partnered with the Department of Human Services to offer the “Parent-Up” program for young adults with children. Over 20 young parents were paid to learn how to use video equipment to express their perspectives on the concerns of being a young parent. Watch “Parent-Up” PSA.

PLAY VIDEO

CLOSE VIDEO

• The Open Media Generation—a free, weekly after-school program for Denver Metro—won the Western Access Video Excellence award for the Youth Community Producer category in 2010 and the Hometown Video Award for Empowerment in 2010.

PLAY VIDEO

CLOSE VIDEO

• 903 students participated in our training programs, with hundreds becoming certified to use our field production equipment, broadcast studios, or edit labs in 2010.

TOOLS
2010 Public Access Highlights
• OMF and DOM completed the Open Media Project Beta Test, funded by the Knight Foundation. This open-source Drupal software, which empowers community members to take greater control over their local media station, was tested in 6 cities and culminated with the Internet Archive module, an innovative tool designed to automate much of the back-end work of a Public Access TV station.

PLAY VIDEO

CLOSE VIDEO

• DOM hosted our first “Best of DOM” awards, honoring the top-vote getters in each theme-block. Sam Thurston was the overall top vote-getter and presented an award and DOM membership during an on-air broadcast of the award show.

• 1,125 shows were submitted and scheduled by community members to air on Denver Open Media, Comcast channels 56, 57 and 219.
Looking Forward

CITY OF DENVER/COMCAST FRANCHISE RENEWAL

In 2012, the City of Denver will sign a new Franchise Agreement with Comcast, determining the future of Public Access TV in Denver.

Negotiated every decade or so, the Franchise Agreement gives Comcast the permission to “construct, operate, upgrade, and maintain a cable system in the public rights-of-way.” In other words, it gives them permission to build their cable network over utility poles or under public streets. In exchange for use of these “public rights-of-way”, cable operators provide compensation to the community. This compensation can range from one city to the next, but generally includes channels set aside for Public Access, Educational, and Government (PEG) programming, as well as a small portion of revenues to cover the capital equipment necessary to maintain PEG channels.

Across the nation, public access channels are closing as cable operators pressure local governments to reduce the strain of such concessions. Denver has one of Colorado’s few remaining Public Access Stations in Denver Open Media. While DOM receives no operating support from Denver or Comcast, the City does allocate some of Comcast’s PEG fees to provide state-of-the-art production equipment, studios, and editing systems so that everyone in Denver has access to the tools they need to communicate via the Cable TV network, which is still today the most popular medium for mass communications.

OMF has been good stewards of these resources. Where Denver’s previous Public Access provider relied on Franchise and PEG funds for their entire budget, OMF has leveraged under $300,000 worth of equipment funds into a $1.5million annual budget, multiplying the Capital Equipment investment 5-fold. OMF has brought national grant funds into the city, provided affordable media services to the nonprofit & public sector, and created jobs, with more employees and members than Denver’s previous Public Access TV station, which received double or triple the amount of PEG and Franchise funds allocated to DOM).

The Open Media Foundation has identified three primary goals in the upcoming franchise negotiation. With dwindling government budgets, this is a unique opportunity to help maximize public benefit at zero cost to the taxpayer, and we need community support to make them a reality.

1. THE ESTABLISHMENT OF A PERMANENT PUBLIC ACCESS FACILITY:
Franchise Agreements often include sizeable “franchise grants” to cover the greatest capital need for Public Access TV: the facility. OMF/DOM’s current home is unstable due to the previous owner falling into bankruptcy. Unlike Franchise Grants written into previous Franchise Agreements, this investment would ensure long-term sustainability for Public Access TV in Denver.

2. INCREASED CAPITAL/PEG FEES:
Because we receive no operating support for the PEG channels, OMF has developed a highly-automated, web-based workflow which empowers our community members and reduces staff workload. The model necessitates increased capital funds to support the equipment and systems required for the community to manage their TV stations.

3. UPGRADE OF PEG CHANNELS TO HIGH DEFINITION:
As audiences become accustomed to an HD experience, it is important that PEG channels not be relegated to outdated technologies. Once the majority of channels on the Comcast network in Denver are provided in HD, the PEG channels should be available in HD as well.

Denver’s City Council is just now beginning to engage in the Franchise Negotiation process. If you or your organization are willing to reach-out to your local or at-large council rep, please click here to have our E.D. contact you about important opportunities are relevant to you in the new franchise, and help you draft a personal letter of support.
Financials

REVENUE
- 40% Earned Income
- 35% In-kind (Equipment & Services)
- 23% Grants & Contributions
- 2% Other

EXPENSES
- 35% In-kind (Equipment & Services)
- 31% Salaries & Wages
- 15% Grants, Discounts & Scholarships
- 11% Operating Expenses
- 8% Contract & Professional Services

ANNUAL BUDGET GROWTH

CLICK HERE TO VIEW OUR 2010 AUDITED FINANCIAL STATEMENTS IN ENTIRETY AT OMFOUND.ORG/FINANCIALS
## Statement of Activities

### SUPPORT AND REVENUES

<table>
<thead>
<tr>
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<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Earned Income</td>
<td>736,493</td>
<td>355,571</td>
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<td>In-Kind</td>
<td>367,367</td>
<td>364,169</td>
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<td>Government</td>
<td>19,733</td>
<td>94,580</td>
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<td>Individual Contributions</td>
<td>33,122</td>
<td>39,181</td>
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<td>Foundations</td>
<td>17,650</td>
<td>12,500</td>
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<tr>
<td>Corporate</td>
<td>3,945</td>
<td>1,545</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>1,178,310</strong></td>
<td><strong>867,546</strong></td>
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### EXPENSES

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<th>2010</th>
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<tbody>
<tr>
<td>Salaries &amp; Wages</td>
<td>420,370</td>
<td>310,622</td>
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<tr>
<td>In-Kind</td>
<td>367,367</td>
<td>364,169</td>
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<td>Grants &amp; Discounts</td>
<td>168,930</td>
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<td>Professional Services</td>
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<td>108,719</td>
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<td>Bandwidth &amp; Internet</td>
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<td>Rent</td>
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<td>Depreciation</td>
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<td>Travel</td>
<td>15,080</td>
<td>21,305</td>
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<td>Fundraising &amp; Events</td>
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<td>9,211</td>
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<td>Accounting &amp; Audit</td>
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<td>Office Supplies</td>
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<td>Insurance</td>
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<td>Telephone</td>
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<td>Equipment Maintenance</td>
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<td>Dues &amp; Subscriptions</td>
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<td>Bank &amp; Credit Card Fees</td>
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<td>Staff Development</td>
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<td>Postage &amp; Delivery</td>
<td>1,255</td>
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<td>Printing &amp; Copying</td>
<td>1,094</td>
<td>706</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>1,191,787</strong></td>
<td><strong>996,133</strong></td>
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### NET SURPLUS/DEFICIT

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<th>2010</th>
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<tr>
<td><strong>(13,477)</strong></td>
<td><strong>(128,587)</strong></td>
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2009/10 net deficit covered by a two-year $380,000 Open Media Project grant from the Knight Foundation, accrued in 2008
Grants/Awards

Denver Foundation, Frances Charsky/general operating grant: $12,500
Denver Foundation, technical assistance grant: $5,000
iCommons, Wireside Chat grant: $150

Appointments

Tony Shawcross appointed to the Governor’s State Broadband Council for Colorado
Ann Theis appointed to the National Board of Directors of ACM
Lynne Sprague reappointed to the Chinook Fund Board of Directors
Brian Hiatt appointed to the Colorado Progressive Coalition Board of Directors

Donations
Key Contributors

2010 Board Members
Marla Rodriguez
Tanya Ishikawa
Joseph Odhiambo
Adrienne Russell
Dieudonne Kalala
Sheila Keller
Henry Siegel
Jason Stoval
Lindita Torres-Winter
Henry Ansbacher

Board Committee Members
Cheryl Zeeb
Glenna Norvelle
Ashley Seymour
Jennifer Pederson
Lynn Cox
Ron Otsuka

2010 Interns
Alex Edgeworth
Ally Greenberg
Ashlee Kilchrist
Brenda Kane
Bryan Ray
Chelly Branham
Chris Haugen
Chrissy Espinoza
Corey Hennegan
Dani Day
David Eisenberg
David Wemple
Devon Orand
Dex Duff
Elizabeth Holloway
Ericha Hager
James “Tim” Holland
Jamie Keough
Jennifer Hall
Jess Ray

Volunteers
Bryan Ray
Jessica Ray
Nathan Barsness
Chris Haugen
Nick Walker
Hassan Shah
Elin Shea

Volunteer Teachers
Ericha Hager
Alan August
Sara McKellog
Ryan Carroll
Jessie Van Gundel
Kevin Dalton
Becca Marion
Kumi Hosaka

Volunteers
Jessica Estrada
Jessica LaMar
JJ Friedman
John Haffner
Jonathan Fulton
Jordan Doak
Joshua Lawton
Juan Escobedo
Kristi Kuhnen
Kristin Jennings
Kumi Hosaka
Lily Johnson
Marie Janiszewski
Meredith Darnel
Mike Kane
Richie Kendall
Ryan Ferlic
Sam Doran
Thomas De Clerk
Trevor Jahner
Xiomara Guevara
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