

2009 ANNUAL REPORT



OPEN MEDIA
FOUNDATION

A higher definition of media.

OMF remains a social-change organization, addressing the root causes of inequity in our community, focused on fostering equal opportunity through free speech, greater awareness, and increased diversity in civic participation.

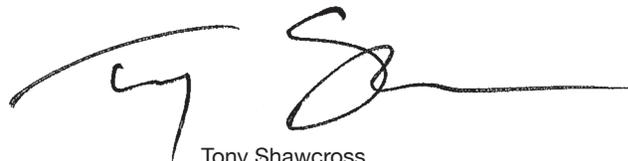
LETTER FROM THE EXECUTIVE DIRECTOR

Of course, all annual reports will open with some statements declaring that year “especially significant”, but its no understatement to say that the Open Media Foundation literally transformed in 2009. Under a new brand and strategic plan, we have emerged more poised than ever to fulfill our mission of using media and technology to enable every person to actively engage in their community and bring about the change they wish to see in the world.

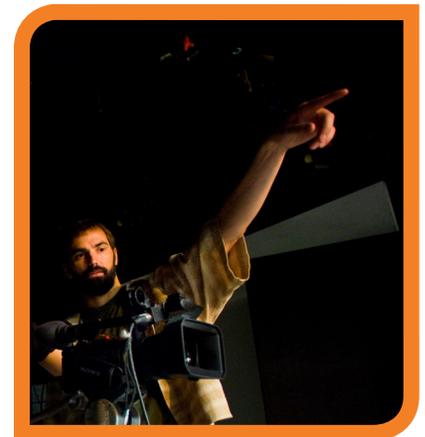
Media and technology are the tools we use to make that shift, and as media and technology continue to evolve, our efforts to ensure equal access to those tools have expanded as well. With the launch of Denver Open Media in 2006 and an increased focus on web development and government services in 2008, our strategic planning process this year identified a strong need to re-organize around the three-part strategy of OMF. The result was a complete re-branding of the organization, abandoning our “Deproduction” and “Civic Pixel” department names, and combining all our services, training programs, and resources into the Open Media Foundation.

We provide discounted media services to over 50 nonprofit clients each year, developing cutting-edge websites and videos designed amplifying the voice of the nonprofit sector. While these services generate the majority of our budget, our mission is truly fulfilled through the education and resources/tools we offer, enabling our community to amplify their own voice. OMF trained over 700 individuals in 2009 and provided over \$1million in free communications tools to 200 individuals and 20 nonprofit members of Denver Open Media.

We still have a long way to go before every member of our community has an equal voice in the media, a long way to go before the social conversation of the media is driven by democratic, human interests, not commercial goals. The opportunity is greater now than ever before to take advantage of the changing communications landscape and build a new levels of awareness, participation, and free expression.



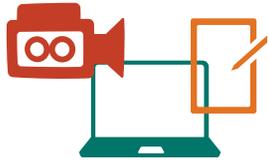
Tony Shawcross
Executive Director
Open Media Foundation



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.

Services:



We help socially-conscious organizations use the power of media to carry out their mission and vision.

Services include:

- Video Production
- Website Design
- Graphics Creation

Training:



We offer a variety of classes to help you create your own media and make it more effective.

Trainings Include:

- Video Production & Post Production
- Web Development
- Youth Media & Technology

Tools:



We provide access to state-of-the-art media tools and high-end technology resources at affordable rates.

Tools Include:

- Video Production Equipment & Studios
- Web/TV Distribution
- Open-Source Tools for Civic Engagement

JOIN THE CONVERSATION

There are many ways to get involved with OMF and make a difference.

Use Our Services. Hire us to produce videos, websites, or graphics packages that will enhance your reach and effectiveness. omfound.org/services

Take a class. Learn to create your own videos for TV and the internet, or even produce a live studio broadcast. omfound.org/education

Become a Member of Denver Open Media. Denver's public access TV stations give you access to studios and equipment and help you get your show on TV. denveropenmedia.org

Volunteer your time. Share your talents and passions helping with production classes, IT support, or Youth Group and First Friday studio productions. omfound.org/get-involved

Make a Donation. Invest in your community by donating to OMF and help us expand the new media conversation. omfound.org/donate

Become an Intern. Build your resume with real-world experience in video production, web development, and the non-profit sector. omfound.org/intern-positions

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.

GRANT PROGRAM

The Open Media Foundation is dedicated to making the media accessible to everyone, especially those who are underrepresented in traditional media. Since 2008, we have provided at least \$100,000 per year in grants, discounts, and scholarships to individuals and organizations. For more information on our various grant opportunities, visit omfound.org/grants.

Our grant program would not be possible without continued support from our committed donors and volunteers. If you would like to make a donation, please visit omfound.org/donate.



SERVICES

Working exclusively with nonprofit and public sector organizations, we empower organizations working for social change to carry out their vision and mission more effectively by providing high-end services at affordable rates.

Video Production



With over 100 nonprofit clients since 2004, we are experts in developing videos intended to transform the reach, impact, and perception of nonprofit organizations. We provide clients with video rivaling the quality of any commercial production house at a fraction of the cost.

We ensure that nonprofits can benefit from:

- Professional Videos: These high definition videos will help train, motivate, raise funds and increase awareness of your organization.
- Interactive & MultiMedia: We offer everything from DVD authoring to encoding for your website, YouTube, Facebook or local TV.

Is your organization interested in our services but not sure you can cover the costs? Learn more about our grants at omfound.org/grants.



Website Design



We build sustainable, dynamic and affordable websites for nonprofit clients using Drupal. Drupal is an open-source software package that allows anyone to easily publish, arrange and manage a website. No technical background is necessary—we build the website and train your staff to update and customize the content.

Web design services include:

- Custom websites built with the Drupal content management system
- Tools to edit and manage content that are as easy as using Microsoft Word
- Custom design to match your brand and effectively communicate your mission and vision
- Guided participation in all steps of the website development process, from concept to final product
- Training and recommendations on how your staff can edit and manage the content on your website

Member Databases

For websites that require an online membership database, we offer an online management solution using CiviCRM. CiviCRM is a rapidly growing open-source constituent relationship management system that integrates effectively with Drupal. Every improvement we make to open-source tools like CiviCRM also benefit thousands of other nonprofits using those tools.

Graphics Packages



We provide design services in the areas of identity, print and web graphics. We understand that nonprofits often have limited resources to devote to design and we offer an affordable alternative without compromising quality. We will help you create a strong brand identity with professionally designed options that will consistently feature your organization in whatever mediums you use.

Our design services include:

- Brand and logo design
- Print materials such as stationary, brochures, and marketing materials
- Screen graphics for web and video



To request a quote for our services visit omfound.org/quote

“They were quick, efficient, price effective, very pleasant to work with, and followed up on requests in a timely fashion.

We would highly recommend them for any Web site design work.

CACVT

EDUCATION

The tools and skills required for effective media and multimedia production are changing every day. OMF provides affordable training designed to ensure everyone has the skills they need to make an impact using emerging media technologies.

Video Production Certification

Our 6-hour certification classes train members of Denver Open Media to use our Field, Studio, and Editing equipment, even if they have no prior knowledge. (Prices stated are for members/non-members).

Field Production Workshop (\$75/\$150)

Learn how to use advanced digital and HDV cameras, lighting, and audio equipment. Upon completion of this class, DOM members will be certified to use this equipment free of charge to create their own productions.

Intro to Studio Production Workshop (\$75/\$150)

This workshop covers basic use of all studio equipment including camera operation, lighting, audio, and control room equipment. Participants must volunteer on a real-world studio production, and are then certified to use DOM's studios for their own shows.

Final Cut Pro Workshop (\$75/\$150)

With a maximum of two students to every instructor, students receive personalized, hands-on training in the industry's leading professional editing software, all at a fraction of the cost of other FCP trainings.

Interested in taking a class, but not sure if you can cover the costs? Learn about our scholarship program at www.omfound.org/grants.

Web Design Training

One-on-One Drupal Training (\$50 per hour)

Drupal is a free, easy-to-use software package that allows anyone to organize website content. This workshop covers basic concepts for Drupal. For more information or to schedule a training session contact us at web@openmediafoundation.org.

Other Classes include:

- One-on-One Video Editing
- Intro to After Effects
- Intro to Motion
- 2-on-2 Production Workshop
- One-on-One Drupal

Learn more about education programs or register for a class at www.omfound.org/education

Youth Media Production

Open Media Generation Youth Group: FREE!

Open Media Generation is OMF's youth production group. Anyone between the ages of 12 and 24 is welcome to join at no cost. The group meets every Wednesday from 3:30-6:00pm. Students learn field, studio and editing techniques and produce the "Spotlight on Students" monthly TV show.

OMF offers many more classes, trainings and workshops. For a complete list, visit omfound.org/education.



TOOLS

Putting the power of the media in the hands of the community means ensuring they have access to state-of-the-art media tools and high-end technology resources. Tools can be rented at affordable rates for commercial projects, or accessed free of charge for noncommercial projects with an annual Denver Open Media membership.

Commercial Equipment Rentals

Two Production Studios

Our main production studio is available for television productions, film screenings, or musical performances with seating for up to 100. Our smaller studio offers robotic cameras, a green screen wall and professional lighting, audio, and graphics.

Field Production Equipment

We offer a full range of professional video, lighting and audio. From palmcorders to HD cameras and wireless microphones to steadicams, we have tools to suit anyone's skill level and production needs.

Editing Equipment

We offer several top-of-the-line Mac Pro editing workstations, complete with the latest Final Cut Studio software.

Web/TV Distribution

Denver Open Media
OMF oversees Denver's public access TV station, Denver Open Media, the only user-driven TV station in the country where viewers decide what's on. All videos submitted to DOM are shown on Comcast Channels 56, 57 and 219, and also available at www.denveropenmedia.org. Individuals working on non-commercial projects can get free access to the same tools offered by OMF through DOM's membership program.

Colorado Channel

OMF works with the Colorado State Legislature to broadcast every meeting of the Colorado State Senate and House of Representatives on the Colorado Channel, Comcast 165. Together, we are increasing participation and transparency in government. See coloradochannel.net for archives and information.

Open Media Project

The Open Media Foundation is a leader in a nation-wide effort to give communities more control over their community media stations. The Open Media Project is a collection of open-source software tools designed to modernize community media stations through increased community participation and control. For more info see openmediaproject.org

Over 100 community productions are submitted to DOM each month. As of 2010, DOM has over 200 active members collaborating on a wide range of projects.

Interested in a DOM membership but not sure if you can cover the costs? Learn about our Grants program at omfound.org/grants.

DOM

Denver Open Media

At Denver Open Media, you decide what is on TV. Every show is guaranteed at least one broadcast on Channel 56, but viewers decide what plays on Channel 57 by voting for shows on-line or via text/SMS. The entire archive of shows can be seen 24/7 at denveropenmedia.org, and any show can be voted back on TV at any time!

Programming Membership (\$75/year)

- Submit unlimited content for TV and web
- Get discounts on all OMF classes

Field Membership (\$175/year)

- Submit unlimited content for TV and web
- Get discounts on all OMF classes
- Get access to field production equipment (with Field Certification)

Studio Membership (\$175/year)

- Submit unlimited content for TV and web
- Get discounts on all OMF classes
- Get access to studios and studio equipment (with Studio Certification)

Editor Membership (\$175/year)

- Submit unlimited content for TV and web
- Get discounts on all OMF classes
- Get access to post-production/editing Equipment (with Final Cut Pro Certification)

Unlimited Membership (\$250/year)

- Includes all benefits listed above

Organizational Membership (\$1,000/year)

- Get up to four transferable unlimited memberships
- Get up to four six-hour certification sessions

Get a membership online at www.denveropenmedia.org/getinvolved

2009 DONORS

OMF depends on the generous support of our community to make our services, training, and tools available to everyone.

Major donors for 2009



DENVER
THE MILE HIGH CITY

City and County of Denver
Office of Telecommunications



**THE DENVER
FOUNDATION**

Investing In Our Future

Our gratitude to the generous patrons below who have pledged significant support for the next five years.

Henry Ansbacher
Craig & Laraine Chaney
Mary Kaye Shawcross
Sally & Howard Shawcross
Scott Webber
Melissa Zeligman

In-Kind Donors

Special thanks for extraordinary in-kind support of the Foundation.

Faegre & Benson
Catherine Kendall

Open Media Foundation Supporters

Kathryn Ake	Jason McKain
Catherine Anadu	Jay Mills
Rebecca Arno	Nick Mystrom
Avery Brewing Company	Glenna Norvelle
Tamara Banks	Dr. Adebola Odukoya
Jerry Borison	Ronald Otsuka
Michael Brewer	Kara Penn
Sarah Chung	Seth Pensack-Reinhardt
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John Groom	Jason Stoval
Melanie Grant	Jason Sturm
Mary Hendrick	Bob Timm
Tanya Ishikawa	Karen Tool
Marcia Lamb	Lindita Torres-Winters
Mary Lanius	Nancy Ulrich
Left Hand Brewing Com- pany	Elizabeth Weinstein
Lenny's Sub Pub	Tom Whitten
Jack Martin	Alisa Zapiler
Leslie Matthews	Darryn Zuehlke

Space does not permit the listing of those who gave countless hours of volunteer service to the Foundation in 2009 or those that gave gifts under \$100. All support of OMF is critical to the execution of the organization's mission.



I feel like Open Media Generation (OMF's youth group) gives me a way to get word out to the outside world about issues that concern me and other youth. It's a great way to express through a very creative medium.

OPEN MEDIA GENERATION YOUTH GROUP MEMBER

ASSETS

Current Assets	2009	2008
Cash and cash equivalents	320,785	198,610
Accounts receivable	21,892	59,630
Contribution receivable	20,485	190,000
Prepaid expenses	953	1,925
Total current assets	364,115	450,165
Property and equipment		
Computer equipment	51,061	51,061
Production studio equipment	110,838	110,838
	161,899	161,899
Less: accumulated depreciation	(117,564)	(95,396)
Net property and equipment	44,335	66,503
Other assets		
Managed fund, long-term - Denver Foundation	92,911	86,984
Permanent endowment - LCM	150,000	150,000
Total other assets	242,911	236,984
Total assets	\$ 651,361	\$ 753,652

LIABILITIES & NET ASSETS

Liabilities	2009	2008
Accounts payable	2,333	5,211
Accrued expenses	4,805	5,320
Accrued payroll liabilities	-	2,668
Total liabilities	7,138	13,199
Net Assets		
Unrestricted net assets	306,312	313,470
Temporarily restricted net assets	187,911	276,983
Permanently restricted net assets - LCM	150,000	150,000
Total net assets	644,223	740,453
Total liabilities and net assets	651,361	753,652

“ I learned techniques that were simple, practical, and can apply immediately.

WORKSHOP STUDENT



COMPANY FACTS

General

- 10 full-time staff
- 5 part-time/full-time contractors
- 132 interns from 2003-present
- 7,247 intern hours in 2009

Video Production Services

Produced hundreds of videos for over 100 non-profit clients since 2004

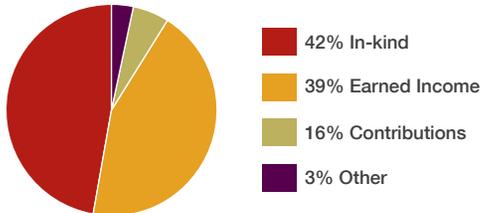
Web Design Services

Designed and built 100+ websites for non-profit clients since 2007

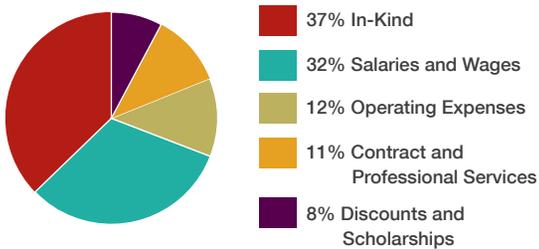
Education and Training

Awarded over 750 certifications awarded to a wide variety of community members

Revenue



Expenses



2009 Total Budget: \$974,110

STATEMENT OF FUNCTIONAL EXPENSES

	Program Services	Fundraising	General and Admin	2009 Total	2008 (Summarized)
In-kind goods and services	328,354	20,248	15,567	364,169	300,237
Salaries and wages	234,033	30,781	18,174	282,988	201,233
Contract and professional	101,667	114	6,938	108,719	64,888
Scholarships and discounts	76,070	-	-	76,070	-
Rent	26,761	1,717	7,946	36,424	43,922
Benefits and taxes	22,623	2,667	2,344	27,634	24,477
Travel and conferences	21,796	456	673	22,925	3,863
Depreciation	22,168	-	-	22,168	47,698
Bank, Dues and general	6,841	450	5,889	13,180	6,201
Fundraising events	573	7,945	693	9,211	2,537
Bandwidth and internet	6,830	-	546	7,376	7,718
Supplies	5,018	489	622	6,129	2,715
Insurance	4,272	-	1,689	5,961	2,559
Audit	5,130	-	150	5,280	7,303
Equipment rental and maintenance	4,009	-	-	4,009	12,464
Phone	2,602	252	1,036	3,890	2,101
Total Expenses	868,747	65,119	62,267	996,133	729,916



OPEN MEDIA
FOUNDATION

openmediafoundation.org

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