The Open Media Foundation is not a media & technology organization... we’re a social change organization. We focus on media and technology not just because we’re a bunch of media & tech geeks [which we are] but because media and communications technologies are two of the most powerful tools imaginable to bring about social change.

The primary medium for sharing information and shaping values in our society is mass media, and our commercial media system is designed to promote commercial interests. Its inherently biased to favor the perspectives of the most privileged members of society and to ignore the perspectives of the most disadvantaged communities... the kinds of communities advertisers aren’t too interested in reaching.

Big corporations have far more reach and impact than nonprofit organizations, and our social values continue to skew towards the interests of the wealthy until we have a population that confuses Donald Trump for a legitimate public steward.

A Decade ago in 2004, OMF incorporated as a 501C3 with a mission to take advantage of the changing media and technology landscape to reverse this trend, using emerging media to “put the power in the hands of the people” and give underserved communities and the organizations who serve them a stronger voice in the new media conversation.

We made huge strides towards this goal, launching 3 TV stations and seeing first-hand the power of providing media and technology services, training, and tools to communities who were previously left out of the media conversation. In those first ten years, however, we also witnessed a similar dynamic happening in government, where monied interests have increasingly greater influence over public policy than grassroots interests. Each year, even as media tools democratized through advancing technologies like cell phones and YouTube, our political system was moving closer and closer to a plutocracy, where instead of one-person-one-vote, its practically one-dollar-one-vote.

We began to realize that it’s not enough to put a camera in someone’s hand. If we really want to equalize opportunities across social strata, we need to support disadvantaged communities in using their voice to shift public awareness, public values, and public policy. The launch of our fourth TV channel (The Colorado Channel) in partnership with the Colorado State Legislature, was a huge step in this direction. In 2014, this work culminated with the launch of our newest initiative, the Open Media Project-for Government, the latest step in OMF’s work to build a true foundation for change.

The OMF-for Gov helps state and local governments reach an unprecedented level of transparency and accessibility. video and legislation for any topic can be easily found and shared, bringing the work of Colorado’s state legislature out from under the dome and into daily facebook posts, YouTube excerpts, and to cell-phone and tablet screens daily.

OMF has done a lot of great work in the past ten years building a strong foundation for change... Looking at what we’re up to today, you can’t help but feel that things are just getting started!
Individuals Served: 1602
Youth served through Educational Tours and Open Media Generation: 504
Hours of Training Provided: 655

Class Attendee Demographics

<table>
<thead>
<tr>
<th>AGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>1%</td>
</tr>
<tr>
<td>18-24</td>
<td>11%</td>
</tr>
<tr>
<td>25-34</td>
<td>35%</td>
</tr>
<tr>
<td>35-44</td>
<td>22%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
</tr>
<tr>
<td>55+</td>
<td>16%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American/Black</td>
<td>8%</td>
</tr>
<tr>
<td>Asian Pacific</td>
<td>2%</td>
</tr>
<tr>
<td>South Asian or Asian Indian</td>
<td>2%</td>
</tr>
<tr>
<td>Latina/o, Chicana/o, Mexicana/o</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>White / Hispanic</td>
<td>65%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INCOME LEVEL</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>22%</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>18%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>15%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>18%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>6%</td>
</tr>
<tr>
<td>Above $100,000</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Excludes youth served through educational tours and youth group.

Number of Members in 2014: 388
Number of Shows in 2014: 671

Denver Open Media’s Organizational Members

- Wonderbound
- Just Media
- Voice of Destiny Inc-Youthpreneur Project
- KGNU
- Denver Center for International Studies-Downtown
- Colorado Independent

Shows Produced

- Academic/Info
- Education
- Youth
- Faith
- Arts and Film
- News, Business and Gov.
- Cultural Perspectives
- Community Issues and Advocacy
- Well-being and Lifestyle
- Music and Entertainment
- GLBTQ
## 2014 Corporate and Foundation Donors

### Corporate & Foundation Donors

- 10,000 Villages
- Beatrice and Woodside
- Big Red F Restaurants
- Bonanno Concepts
- Bonnie Brae Ice Cream
- Boulder Book Store
- Butterfly Pavilion
- Canvas and Cocktails
- Colorado Athletic Club
- Colorado Ballet
- Colorado Center for the Performing Arts
- Denver Botanic Gardens
- Denver Center for the Performing Arts
- Denver Film Society
- Denver Museum of Nature & Science
- Denver Zoo
- Denver Zoo
- Denver Zoo
- Denver Zoo
- Double Dutch Hair
- Esquire or Mayan/Markland Theatres
- Fancy Tiger Crafts
- Global Girlfriend
- Highland Tap & Burger
- Hops & Pies
- Indy Ink
- International Film Series (Boulder)
- KGNU Radio Station
- Linger
- Melvessa Stout Photography
- Mercury Cafe
- Molly Brown House Museum
- Museo de Las Americas
- Noodles & Co
- Phamaly Theatre Company
- Pink Fog Studios
- Pizzeria Locale
- Rosy Rings
- Savory Spice Shop
- Sesen Skin Care
- Snooze Eatery
- SOL Store of Lingerie
- Sophia Rose
- Steuben’s/ Vesta’s Dipping Grill
- Stories on Stage
- Teatala
- The Avenue Theater
- The Ogden Theater
- The Riders Barre
- The Tattered Cover
- Touchoutsports.com
- Trader Joes - N CO Blvd
- Wild Women Wine
- World of Beer
- YMCA DENVER

### Individual Donors

- Aaron Miripol
- Abe Shirazi
- Aileen Gaumond
- Albus Brooks
- Amanda Carlson
- Amanda Skrzyzhak
- Amy Friedman
- Amy Osowski
- Andrew Novick
- Angela McGowan
- Ann Thes
- Anonymous
- Anthony Stonaker
- Barbara Green
- Beth Hendrix
- Bob Lehr
- Bob Timm
- Book Trust
- BreeahnaBritt
- Brian Carney
- Briggs Cherry
- Bryan Jameson
- Callan Hetterich
- Candace Gross
- Carol Haller
- Chad Mathine
- Chelsea Snyder
- Cheryl Zeeb
- Christian Long
- Christiano Guo
- Christina Miller
- Christine Perreault
- Christopher Ryan
- Claudia Cagg
- Claudia Czajkowski
- Corrine Fowler
- Courtney Potts
- Daniel Stange
- Daniell Krawczyk
- Danielle Kent
- Dannis Danko
- Dave Ashton
- David Charmatz
- David French
- David Marshall
- David Whiteford
- David Wilson
- Deb Lastowska
- Deborah Miller
- Denis Moynihan
- Denver Foundation
- Diana Agra
- Dianna M Janda
- Duane Tad Kline III
- Elisa Romero
- Ellen Mahoney
- Emily Kinsella
- Encore Caregivers, LTD
- Eric Galatas
- Eric Stiller
- Frank Daidone
- Gabriella Flora
- Gavin Dahl
- George Bamu
- Gerald Mills
- Gerardo Perez
- Glenna Norvelle
- Grace Spixak
- Gregory Barman
- Greta Klingler
- Hannah Miller
- Harry O Hempy
- Heather Cran dall
- Heather Ridge
- Howard & Sally Shawcross
- Illegal Pete’s
- Jaime Marston
- James Braun
- James Hopkins Smith
- Jamie Bradley
- Jared Petschke
- Jay’s Valet Parking & Luxury Shuttle Service
- Jennifer Gross
- Jeremiah Zentz
- Jeremy Albright
- Jerry Frangis
- Joe Mauro
- John Aden
- John and Jean Leritz
- John Pirkopf
- John Reid
- John Rounds
- Jolynn E Crownover
- Jose J. Lopez
- Joseph Gootee
- JR Treto
- Karen DeBartolome
- Kate Hawthorne
- Kathryn Ake
- Keith Bridges
- Kristin Nolan
- Kristina Beacom
- Kristina Opre
- Laura Levi
- Laurette Heppell
- Lily Gutierrez
- Liz Wurster
- Mandy R McKnight
- Marcia Lamb
- Mark Ajunie
- Mark Walker
- Kristina Opre
- Laura Levi
- Laurette Heppell
- Lily Gutierrez
- Liz Wurster
- Mandy R McKnight
- Marcia Lamb
- Marsha Mallory-Bennett
- Maria Welch
- Mary Anaya
- Mary Kaye Shawcross
- Mary Ruiz
- Maya Dansie
- Megan Ryan
- Meridith N Carson
- Mi Casa Resource Center for Women
- Michael Donegan
- Michael Lipfield
- Michelle Striker
- Mike Hyland
- Mike Miyaki
- Nancy Ulrich
- Nicholas Phillips
- Nichole Abbott
- Pat Steadman
- Patricia Ramirez
- Patricia Schoch
- Patrick Smith
- Peggy Hermann
- Nancy Ulrich
- Nicholas Phillips
- Nichole Abbott
- Pat Steadman
- Patricia Ramirez
- Patricia Schoch
- Patrick Smith
- Peggy Hermann
- Ray Merenstein
- Rebel Safdof
- Richard Echel
- Richard Fickle
- Rita Wold
- RL Dyer
- Robert Rhodes
- Robert Timm
- Rogelio Rodriguez
- Roger ‘Zeke’ Nordruff
- Roger and Beth Graham
- Rosalyn Reese
- Roshan Bliss
- Sabrena Sims
- Sam Fuqua
- Sarah Shirazi
- Seth Pensack-Rinehart
- Shannon Shearer
- Simran Nanda
- Stacey Griffen
- Steve Farland
- Steve Replin
- Steve Toth
- Susan Greene
- Susan Sanders
- Tamara Arredondo
- Tanyi Ishikawa
- Tessa Cheek
- The Benevity Community Impact Fund
- The Community First Foundation
- Thia Gonzales
- Thomas Rogers
- Timothy Winkler
- Trisha S Kozumi
- Uzeka
- Vic Albright
- Victoria Baldwin
- Vince Calvo
- Voradel Carey
- Winston Walker
2014 VOLUNTEERS AND COMMITTEE MEMBERS

Executive Committee
Sam Fuqua, President
Cheryl Zeeb, Vice President
Eric Galatas, Secretary
Angelia D. McGowan, Treasurer

Inclusiveness Committee
Ann Theis
Liz Wurster
Veronica Fernandez-Diaz
Rita Wold
Robbie McBeath
Eric Galatas
Cheryl Zeeb
Diana Agra
Sarah Shirazi
Danielle Kent
Oscar Rejas
Vic Albright

PR/Development Committee
Tim Dee
Tim Dee
Steve Replin
Sharee Hatt
Tony Shawcross
Rebecca Garner
Garrey Kennebrew
Robbie McBeath
Mark Seewald
Sarah Shirazi
Tristan Copley Smith
Cheryl Zeeb
Brian Brown
Lisa Gedgaudas
Jared Petsche
Fred Kaplan
John Aden
Jacob Benson
Christen Martinez

Interns
Breeahna Brit
Brittani Goldstein
Cedric Stephenson
Chris Smith
Christen Martines
Christopher Brill
Corey Kohenbeutel
D Humphrey
Dana Thibault
Dani Kent
Darin Lammers
Eric Moralez
Garvis Stuane
Henry Jarvis
Ivy Pharr
Jackson Hosman
Jeremy Albright
Jeremy Marsico
Kevin Mahoney
Kimberly Ford
Lachelle Traverson
Lacie Alstrom
Maureen Maloney
Mengle Han
Michael Bliss
Monique Gallardo
Nhiam Nguyen
Paul Lewis
Priya Sudendra
Rabee Sharma
Rebecca Garner
Roy Dudley
Simone Paris
Tashina Three Sticks
Vanessa Jefferson
Veronica Fernandez-Diaz
Vivien Powell
Whitney Simkins
Yvonne Cheng

2014 PROGRAM HIGHLIGHTS AND ACCOMPLISHMENTS

- Ashoka: Ashoka is the largest network of social entrepreneurs worldwide. OMF traveled to D.C. in 2014 to create a video about their ground-breaking initiative, Start Empathy.
- Pride Parade, GLBT Center: The Center has grown to become the largest community center in the Rocky Mountain region, giving voice to Colorado’s LGBT community. Every year, The Center organizes Denver’s annual Pride Parade. This year, Open Media Foundation provided live, end to end coverage of the parade for the first time in history.
- Find your next outdoor adventure! Get Outdoors Kansas

GOK, the latest implementation of OMF’s platform for the recreational and outdoor activity sector, launched in fall of 2014. GOK features an expanded trail mapping system to build a growing database of the trails in Kansas. Land managers and other partners easily contribute to this database, documenting trails and trailheads for Kansas’ outdoor adventurers.

For over forty eight years Boulder Housing Partners (BHP) has worked to create equitable housing, vibrant communities and opportunity for change in people’s lives, and is a long standing client of OMF. In 2014, OMF redesigned the BHP website with a focus on multi-lingual support.

CLICK HERE TO WATCH THE ASHOKA VIDEO ONLINE
• HandsOn Tech: In a partnership with the Points of Light Foundation and AmeriCorps and Google, the Open Media Foundation hosted two AmeriCorps VISTA members to implement the HandsOn Tech program, designed to transform how nonprofits use technology through education programs, technology assessments, and volunteer matching.

• Limato Foundation: With continuing support from the Ed Limato Foundation, DMF was able to offer free multimedia classes to individuals who identify themselves as gay, lesbian, bisexual, or transgender.

• New classes: DMF offered Introduction to Reality TV for those interested in entering the realm of reality television production. DMF also began offering Advanced Studio Production classes, as well as Digital Storytelling for Nonprofits.

• Youth Group: The Open Media Foundation youth group, a free after-school program for students that meets on Wednesdays, continued to produce their series of programs Spotlight on Students on topics such as youth talent, technology, and summer activities.

• DIFRC: Thanks to funding from the Anschutz Family Foundation, OMF partnered with the youth of Denver Indian Family Resource Center to create a series of PSAs.

• With help from the audio experts at Mighty Fine Productions, we are now able to show what’s really possible with the new recording studio equipment in Studio A. A new digital audio board, multi-track recording, and professional editing equipment installed by one of Denver’s best Audio Engineers, Colin Bricker. He transformed Denver Open Media’s studio into a state-of-the-art recording studio to match the same great HD video you’ve come to expect. Denver’s music scene now has a whole new resource to make professional studio recording affordable and accessible to everyone.

• Studio B will undergo a few changes this year. We expanded the green screen wall by transforming it into a true cyclorama wall. The 13’x13’ curved semicircle construction will provide 180 degrees of wall space for members to easily record professional green screen footage and use virtual sets for live and taped studio productions.

• The old boxy, silver towers we’ve all become accustomed to are now replaced with what we affectionately call, the ‘trash cans’. The MacPro’s look is very different from the old look, and you will now see one of them sitting at each station in the Edit Lab. They have a very compact size, but allow several thunderbolt and USB connections.

• DOM is now renting the Sony a7S Full Frame Mirrorless Camera and the Sony FS700. The a7S is the world’s smallest and lightest full frame interchangeable lens camera. With a groundbreaking 35mm large pixel image sensor rated at 15.3 stops of dynamic range and an ISO 409,600 sensitivity, the a7S reveals astonishing detail and color even in the dead of night. The FS700 includes a native 4K sensor, Super Slow Motion recording, built-in ND filters, and CineGamma curves. 4K/2K RAW is recorded to the Atomos Shogun or Convergent Design’s Odyssey 7Q.

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