



OPEN MEDIA
FOUNDATION

OPENING THE GATES



democracy
MEDIA
Content
ACCESS
Classes
distribution
web video

2011 ANNUAL REPORT

See our enhanced Annual Report
online with custom videos at
omfound.org/2011-annual-report

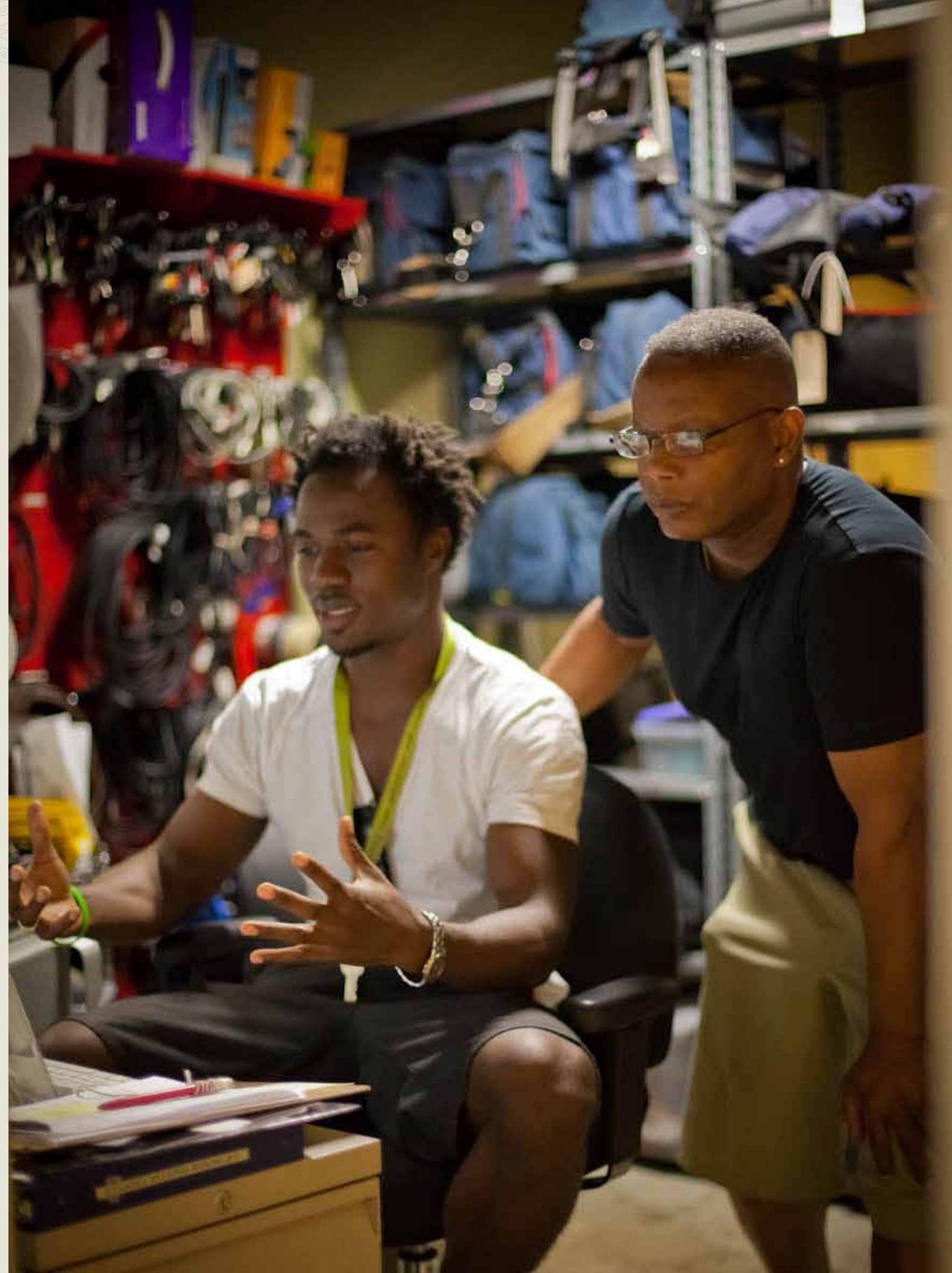
LETTER FROM THE EXECUTIVE DIRECTOR

The journalists and media organizations of the past century often played the role of the gatekeeper. They decided which stories were fit to be told and which were not. The role of the public was limited to identifying media sources we entrusted to filter through infinite perspectives and stories for us, select those most relevant, and interpret those stories through a perspective we'd welcome.

In the old days of the media world, there was a saying that "Content is King and Distribution is Queen," meaning that the control of the media (and thus, public awareness) lies first in the hands of those who create content, and second in the hands of those who control distribution. Its no secret that this role is shifting. As media technology gets more and more ubiquitous, content creation is democratizing. Similarly, with a free and open Internet, it's getting harder and harder to control distribution. The web enables us to filter through the abyss and select stories easier than ever before. Hundreds of our friends play that gatekeeper role for us via Facebook and Twitter, with Google and others watching our tastes and serving up information catered to each of us. The smart media companies are either leading this change, or getting out of the way and helping the inevitable happen sooner.

OMF is not here to be a better gatekeeper: We're here to help tear down the gates, and 2011 was a banner year for us in that regard. We launched a new learning lab with over a dozen new training programs, working with partners like the Denver Public Library, Flobots.org, Emily Griffith and KGNU. We upgraded our Open Media Project software, which allows community producers and viewers to determine scheduling for community media operations at Denver Open Media and partner stations across the country. We celebrated our 5th year of Denver Open Media with awards for the top voted content from over 6,000 videos submitted. All steps towards putting the power of the media in the hands of the people.

Our collective awareness is no longer limited to the agenda of corporate media and the advertisers who sustain them. Mass communications steer our awareness and our values and with the gates opening a little wider every day, the opportunity is here for all of us to contribute.



MISSION STATEMENT

WHAT WE DO

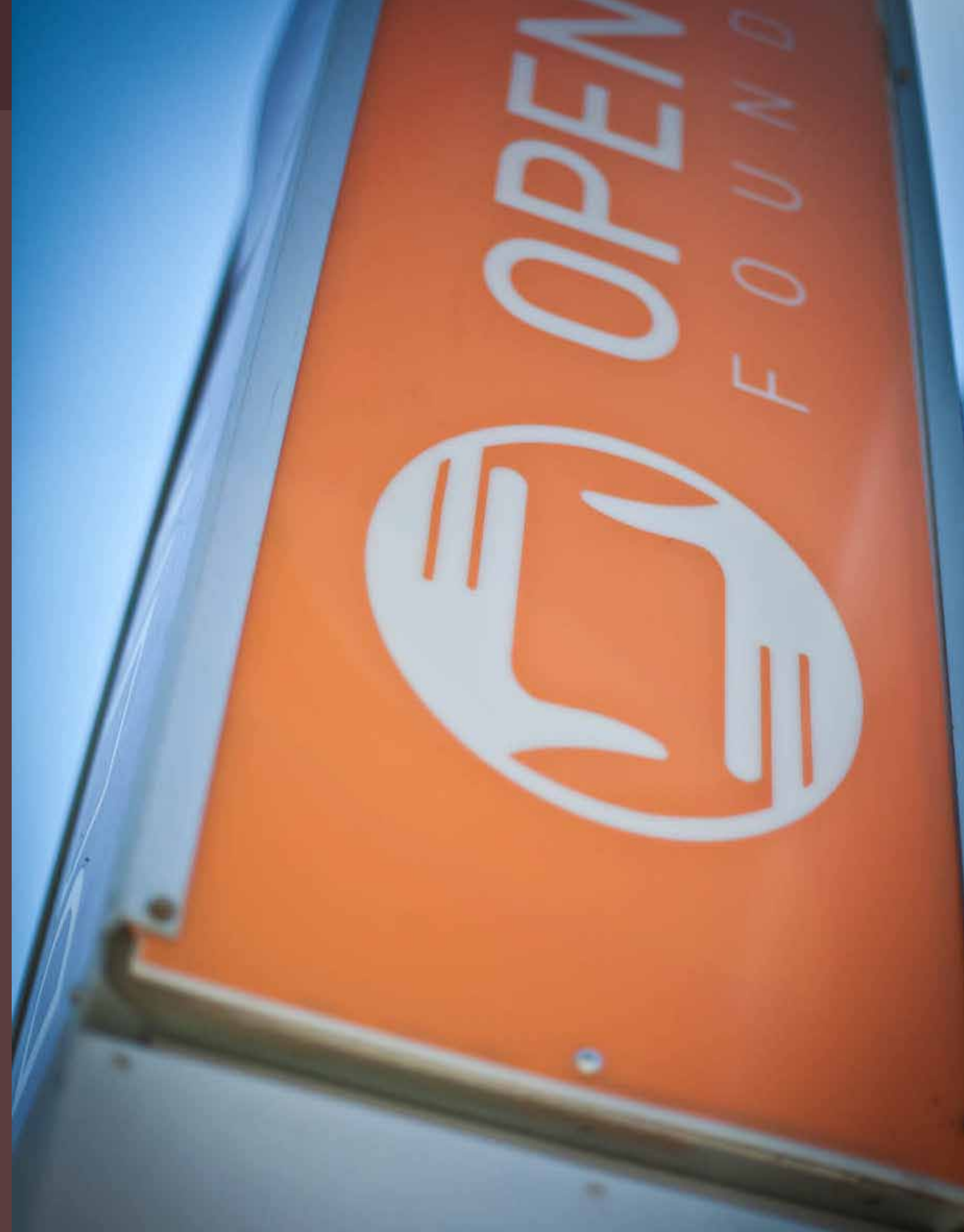
The Open Media Foundation (OMF) is an innovative media and technology nonprofit organization dedicated to putting the power of the media in the hands of the people, enabling everyone to engage in their community and bring about the change they wish to see in the world.

HOW WE DO IT

To accomplish our mission, we begin with providing affordable, high-end 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, 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.



2011 POPULATION SERVED

SERVICES

2011 Video Production Clients

48 Hour Film Festival
 ACLU of Colorado
 Colorado Nursery & Greenhouse Association
 Colorado State Legislature
 Colorado United Irish Societies
 Community Shares of Colorado
 Denver Art Museum
 Denver Center for International Studies
 Denver Film Society
 Denver Human Services
 Denver Indian Family Resource Center
 Denver Kids
 Family Star
 First Nations Development Institute
 Massachusetts Democratic Party
 Mayor's Office for Education & Children
 Montessori School of Evergreen
 Senior's Resource Center
 TEDx MileHigh

2011 Web Clients

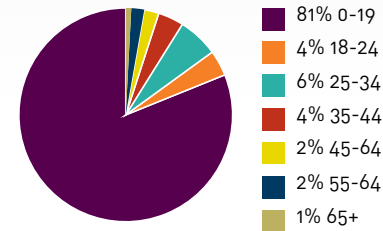
[2040 Partners for Health](#)
[Andre Center](#)
[Animal Assistance Foundation](#)
[Arts & Venues Denver](#)
[Backlund Land Surveys](#)
[Bay Area Video Coalition](#)
[Bell Policy Center](#)
[Boulder Housing Partners](#)
[Boulder Mountainbike Alliance](#)
[Brett Family Foundation](#)
[Breast & Women's Reproductive Cancers Fund](#)
[Colorado Channel](#)
[Colorado Consumer Health Initiative](#)
[Chinook Fund](#)
[Colorado Alliance for Environmental Education](#)
[Colorado Breast Cancer Coalition](#)
[Colorado Casa](#)
[Colorado Humanities](#)
[Colorado Kids Outdoors](#)
[Colorado Library Consortium](#)
[Colorado Mortgage Lenders Association](#)

Colorado Nursery & Greenhouse Association
[Colorado Participation Project](#)
[Colorado Progressive Coalition](#)
[Colorado School Medicaid Consortium](#)
 Colorado Women's Lobby
[Community Shares of Colorado](#)
 COPD Gene Study
[D & D Sports Medicine](#)
[Denver Foundation](#)
 Denver Kids
 Denver Public Schools
[Developmental Disabilities Resource Center](#)
 Elephant Circle
[Free Speech TV](#)
[Home 'O Hope](#)
[International Mountain Bike Association](#)
[Keep 'em Reel](#)
 Ken Heim
[Let Us Rise](#)
[Muslims of the West](#)
[Osteopathic Integrative Medicine](#)
[Padres Unidos](#)
[Palm Center](#)
[Partnership for a Healthy Colorado](#)
[Partnership for Families and Children](#)
[Rush Soccer](#)
[Susan Kaplan](#)
[Woodstock West, University of Denver](#)
 Verite, Inc
 West Wash Park
 Neighborhood Association
[Women's Wilderness Institute](#)

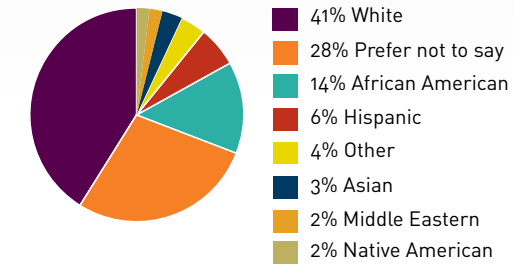
EDUCATION

Individuals Served: **1027**
 Youth Served: **832**
 Hours of Training Provided: **596**

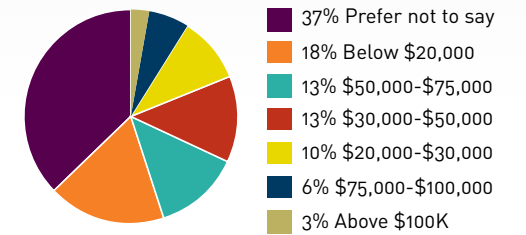
AGE



ETHNICITY



INCOME LEVEL

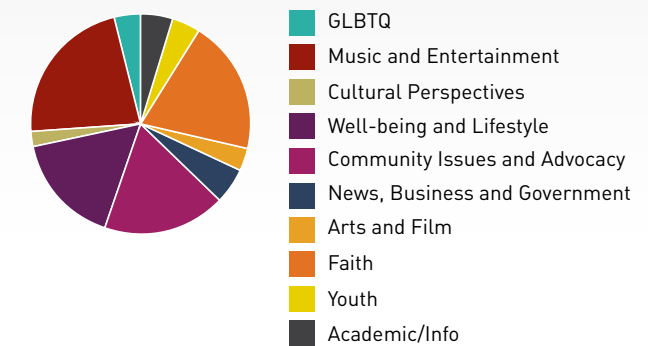


TOOLS

DENVER OPEN MEDIA'S ORGANIZATIONAL MEMBERS

Creative Expressions Center
 Critical Mass Leadership Education
 Denver Foundation
 Denver Human Services: Child Support Enforcement
 Denver Public Library
 Developmental Disabilities Resource Center
 God's Word TV
 Gold Crown Enrichment
 KGNU
 Program to Relocate and Assist Environmental Refugees
 Red Rocks Community College
 The Harmony Project
 Uzeke

SHOWS SUBMITTED TO DENVER OPEN MEDIA BY CATEGORY



Number of Members in 2011: **210**
 Number of shows in 2011: **1,349**



INDIVIDUAL DONORS

Adebola Odukoya
Alex Prain
Anthony Shawcross
Candace Grosz
Carol Tipton
Cheryl Zeeb
Claudia Czajkowski
Darryn Zuehlke
David Charmatz
David Elger
David Marshall
David Whitmore
Deborah "Stokes" Lastowka
Diedonne Kalala
Emily & Colm Kinsella
Erin Yepis
Eugene Engle
Fiona Baldwin
Frank Gray

Fred Dixon
Geoffrey Gordon
Glenna Norvelle
Helen Trencher
Henry Siegel
Howard & Sally Shawcross
Jeff Payne
Jeff Villano
Jennifer Collins
Jerome Borison
Jesse Cordova
Joanne Thompson
John Groom
John "Thatch" Montgomery
Jon Gillam
Kathryn Ake
Laura Levi
Lori Auttersen
Marci Hladik

Margaret Bacon
Marla Rodriguez
Mary Gattas
Mary Hendrick
Mary Kaye Shawcross
Pat Cure
Rachell M. Branham
Rebecca Norman
Rita Carrington
Ron Otsuka
Scott Webber
Seth Pensack-Rinehart
Stephen & Karen Tool
Steve Toth
Stewart Shofner
Susan Scott
Tanya Ishikawa
Victoria Stott
Voradel Carey

2011 VOLUNTEERS AND COMMITTEE MEMBERS

2011 Committee Members

Jennifer Collins
Ann Theis
Adam Mordecai
John Montgomery
Flor Blake
Tanya Ishikawa
Brian Hiatt
Sharee Hiatt
Jared Petsche
Erin Yepis
Tony Shawcross
Cheryl Zeeb
Rita Carrington
Henry Siegel
Lindita Winter-Torres
Vicki Stott
Lynda Cox
Kara Sargent
Ron Otsuka
Jeff Villano
Lynne Sprague

2011 Interns

Kenneth Linn
Chris "Lucky" Loyd
Richard Wiley
Dave Maddox
Becca Marion
Vashti Mathis
Josh Mattison
Anna Moore
Sam Smith
Leon Moore, Jr
John Sayles
Ben Hand-Bender
Grant Hammel
Emily Lumia
Joseph Meersman
Jared Petsche
Michelle Vendenga
Traci Jensen
Mariya Pashaliyska
Julie Miller
Dewayne Jackson

Quinn Marchman
Rachel Shaver
Charlie Smith
Micah Henderson
Nicholas Sanchez
Charlotte Southern

2011 CORPORATE, FOUNDATION AND IN-KIND DONORS

Google
Q Digital
Black Transplants Action Committee
Growing Venture Solutions
Denver Foundation
Faegre & Benson Foundation
Community First Foundation
Knight Foundation
Rose Foundation
Gay & Lesbian Fund for Colorado
Colorado Creates
City and County of Denver, Office of
Telecommunications
NEWSSED (Cinco Booth)



2011 PROGRAM HIGHLIGHTS AND ACCOMPLISHMENTS

SERVICES

Video Production

- In addition to daily coverage of the State House & Senate, OMF added a number of informational videos to further illuminate the legislative process, available online at coloradochannel.net.
- OMF produced a series of videos for the Denver Art Museum's [Xu Beihong exhibit](#), including content for their new [DAMScout app](#).
- OMF partnered with [TEDx MileHigh](#) for their first annual event, resulting in [20 great videos](#) showcasing innovative Coloradans presenting the 'talk of their life'.

Web Development

- After years of partnering with FSTV, OMF's Web Team took on development of the [Free Speech TV's website](#), including an upgrade to Drupal 7, new features like the [Media Library](#) and interactive [Donation](#) area, and tablet and mobile accessibility.
- OMF hosted [Project FreshKicks](#), a 24-hour web design event held in collaboration with Q Digital. The project resulted in the creation of pro-bono websites for nine deserving local nonprofits.

EDUCATION

- The addition of our Learning Lab allowed us to expand our class offerings with [15 new multimedia classes](#); including Final Cut Pro X, the Adobe Suite, and a variety of [Digital Audio Production and 3D Animation/Motion Graphics](#) programs.
- OMF partnered with the [Denver Film Society](#) for their annual Young Filmmaker Workshops. For 4 weeks, OMF hosted over 80 young filmmakers who wrote, produced, and edited their own short film, using [OMF's resources](#).
- OMF began broadcasting and live-streaming select classes in 2011. For those without broadband internet or cable at home, the [Denver Public Library](#) now provides a dedicated lab space to join OMF's [live-stream courses](#).

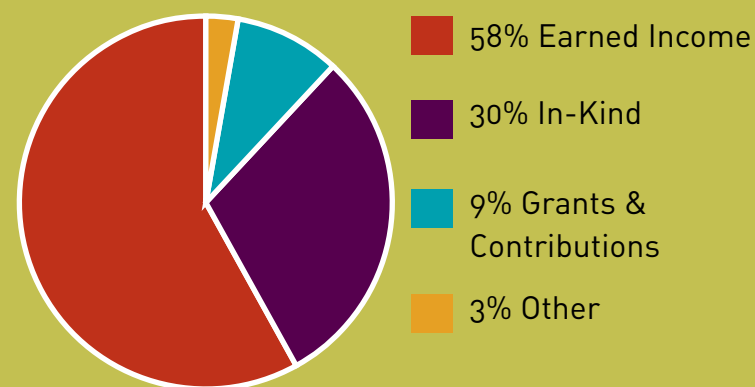
TOOLS

- Denver Open Media starts recording programs in High Definition after the studio upgrade was completed in 2010.
- The DOM membership package expands to offer more tools to the community through the 20-seat Learning Lab, equipped with top-of the line iMacs and the latest software from Apple, Adobe, and more.
- On Friday, August 5th, [Kinda Collective](#) teamed up with the Open Media Foundation to host 'Here Is How,' an event that was a block party, public forum, art exhibit, and live television broadcast for Denver Open Media's First Friday.
- [Denver Open Media's](#) online archive was migrated to the hosting services provided by [Archive.org](#)

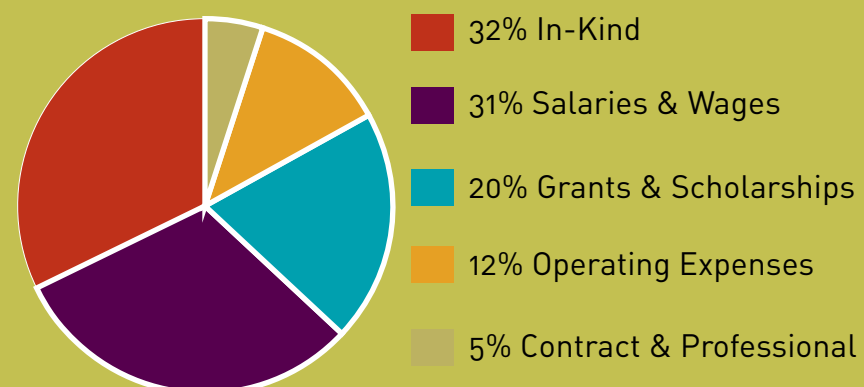


FINANCIALS

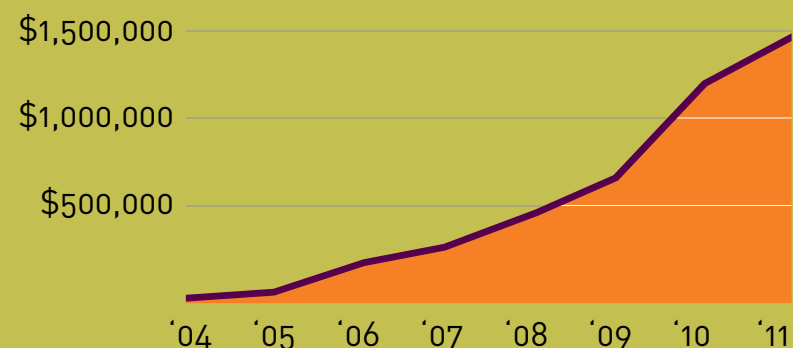
2011 REVENUE



2011 EXPENSES



ANNUAL BUDGET GROWTH



Statement of Activities

SUPPORT AND REVENUES	2011	2010
Earned Income	882,588	736,493
In-Kind	435,087	367,367
Government	85,000	19,733
Foundations	37,669	17,650
Individual Contributions	13,722	33,122
Corporate	1,100	3,945
Total Revenue	1,455,166	1,178,310
EXPENSES		
In-Kind	435,087	367,367
Salaries & Wages	428,572	420,370
Grants & Scholarships	278,234	168,930
Professional Services	65,761	73,735
Bandwidth & Internet	45,164	42,780
Rent	41,819	32,909
Depreciation	21,417	21,730
Fundraising & Events	17,997	10,769
Supplies	9,435	10,881
Travel	8,520	15,080
Accounting & Audit	7,247	7,278
Telephone	5,546	5,121
Insurance	5,181	7,002
Staff Development	2,004	1,508
Bank & Credit Card Fees	1,566	1,690
Printing & Copying	981	1,094
Postage & Delivery	466	1,255
Dues & Subscriptions	460	2,288
Total Expenses	1,375,457	1,191,787
NET SURPLUS/DEFICIT	79,709	(13,477)



Open Media Foundation
Phone: 720-222-0159 | Fax: 303-534-5098
700 Kalamath St | Denver, CO 80204
www.openmediafoundation.org

The Open Media Foundation is a nonprofit, 501(c)(3) corporation