



Collective Perspective

2012 Annual Report



Letter from the Executive Director

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.





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 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.



2012 Population Served

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 Casa
 Colorado Channel
 Colorado Consumer Health Initiative

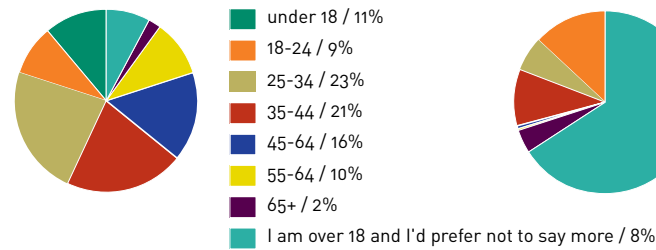
Colorado Cross Disability Coalition
 Colorado Humanities
 Colorado Kids Outdoors
 Colorado Nursery & Greenhouse Association
 Colorado Participation Project
 Colorado Progressive Coalition
 Colorado Women's Lobby
 The Consortium
 COPD Gene Study
 Denver Foundation
 Denver Kids
 Developmental Disabilities 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
 Verite, Inc
 Volunteers for Outdoor Colorado
 West Wash Park Neighborhood Association
 Women's Wilderness Institute



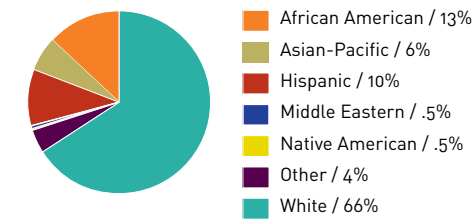
Education

Individuals Served: **942**
 Youth Served: **418**
 Hours of Training Provided: **809**

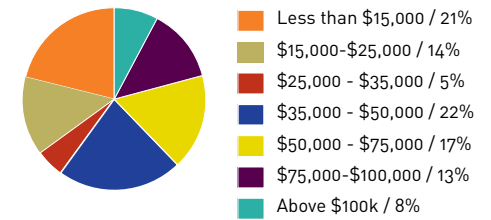
AGE



ETHNICITY



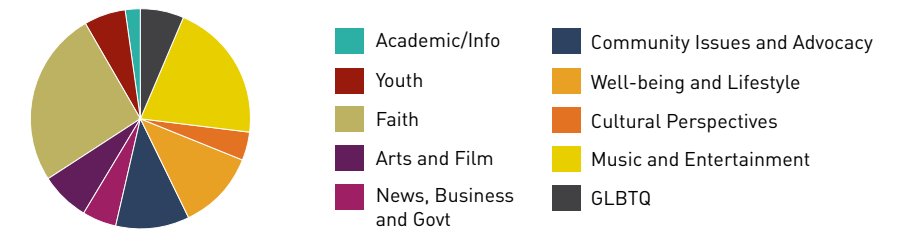
INCOME LEVEL



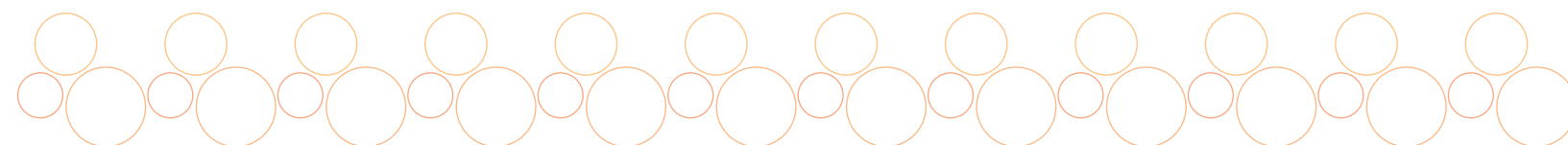
Tools

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
 Uzeke
 Visionbox
 VORP of Denver
 World Mission Society Church of God



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





Individual Donors

Allen Feld
 Amelia Striegel
 Amy Quimby
 Andrew Unthank
 Angelia McGowan
 Ann Theis
 Anne Bellingrath
 Bart Wallingford Lantz
 Benjamin Arguello
 Bill Freud
 Bryan Schultz
 Caitlin Fry
 Candace Grosz
 Cara Newlon
 Carey Ray
 Carrie Knolten
 Casey Miller
 Charles Smith
 Chris Haugen
 Chris Renda
 Chris Silberman
 Christian Deonna
 Christina Miller
 Claudia Czajkowski
 Cynthia Jackson
 Daniel Cheek
 Daniell Krawczyk
 Darryn Zuehlke
 Dave & Tica Ashton
 David Kaiser
 Dean Tebbe
 Deanna Sands
 Deb Lastowka
 Denis Moynihan
 Don Knox
 Dusty Starr
 Ellen Balaguen
 Emily Kinsella
 Emily Przekwas
 Erik Myers
 Erin McCarley
 Erin Viera
 Felipe Simon
 Glenna Norvelle
 Guardado Francisco
 Hayden Hirschfeld
 Heather Deardoff

Heather Holden
 Heather Schreck
 Helen Gray
 Henry Ansbacher
 Henry Siegel
 Howard & Sally Shawcross
 Ian Sutherland
 James Laurie
 Janice Minton
 Jared Petsche
 Jason Komora
 Jason McKain
 Jason Mumm
 Jeff Koskimaki
 Jeff Villano
 Jennifer Borcan
 Jennifer Pederson
 Jeremiah Zentz
 Jerry & Meg Borison
 Jessica Whitten
 Jodyn Charmatz
 John & Jean Leritz
 John Reid
 John Schwartz
 John Thatcher Montgomery
 Jose Lopez
 Juliet Golden
 Karen Kazemi
 Kathleen Johnson
 Kathryn Ake
 Keith Bridges
 Lambert & Lisa Bunker
 Laura Levi
 Lauren Schaefer
 Lawrance Haskell
 Lewis Lubin
 Liz Sprull
 Lori Wolfson
 Lynn Fritz
 Margaret Bacon
 Maria Kohler
 Marietta Hankerson
 Mark Bailey
 Marla Rodriguez

Mary Kaye Shawcross
 Maureen Ediger
 Melissa Lewis
 Melvin Johnson
 Michael Lipfield
 Nancy Ulrich
 Nibaldo Urzua
 Orion Salgado
 Pamela Burkhart
 Patricia Calhoun
 Paul Cardenas
 Peter & Desiree Fenichell
 Raniasha Coleman
 Rebecca Askew
 Robert McLain
 Ron Claman
 Ron Otsuka
 Sam Fuqua
 Sara Lynn Foster
 Sarah Shirazi
 Sarah Smith
 Scott Fast
 Scott Sala
 Seth Pensack-Rinehart
 Sharee Hiatt
 Sheila Schroeder
 Silvio Joaquin Tenscher
 Simran Nanda
 Stephen Von Merz
 Steve Toth
 Tanya Russell
 Tanya Ishikawa
 Teresa McLain
 Tina Phibbs
 Tobias Derloshon
 Tony Shawcross
 Tracey Archer
 Victoria Shearer
 Virginia Trierweiler
 Walker Abel
 Wendy Aiello
 Whitney Ince
 William Stanford
 William Thielke
 Yasmine & Charles Marino

2012 Corporate, Foundation, and In-Kind Donors

Anschutz Family Foundation
 Beatrice & Woodsley
 Breathe Yoga
 Brett Family Foundation
 Buntport 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
 Eyedea Worx
 Fancy Tiger Crafts
 Google
 Gothic Theatre
 Icelantic
 John S. and James L. Knight Foundation
 JAX Fish House
 KGNU
 Kirkland Museum of Fine & Decorative Art
 Lake Steam Baths
 League of Women Voters
 Lizzie Longenecker
 Make My Notebook
 Mayan Landmark Theatres
 Mondo Vino
 National Conference for Media Reform

Oogave
 Pandora on the Hill
 Peppercorn
 Phamaly Theatre Company
 Pink Fog
 Ravi Zupa
 Rio Grande
 Sensen Skin Care
 Sexy Pizza
 Snooze
 SOL Store of Lingerie
 Steuban's
 Stranahan's Colorado Whiskey
 The Avenue Theatre
 The Little Flower Market
 The Ogden Theatre
 The Tattered Cover
 Unity Boutique
 WaterCourse
 YAY Thing!

2012 Volunteers and Committee Members

2012 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
 James Smith
 Angelia McGowan

2012 Interns

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

Oshoveli Potepa
 Holly Miller
 Hannah Miller
 Megan Golliday
 Joshua Dillard
 Joseph A. Sacco, Jr.
 Alyssa Cooper
 Jeff York
 Sam Lipfield
 Adam Monroe
 Lance Lee
 Kai Custodio
 Jeremy McKinnon
 Greg Stanwood
 Celia Herrera
 Michael Benson
 Bill Freud
 Charles Smith
 John Montgomery
 Chris Trujillo
 Grant Hammel

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 DPS 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 faculty from Denver area schools in the workings of a live television studio.

Tools

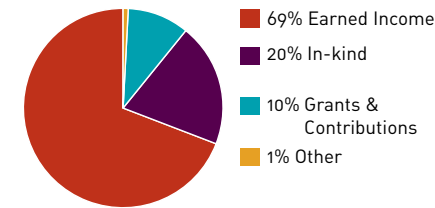
- Open Media Generation receives Grant from Anschutz Foundation After successful research and community building work done with the aid of grant from the Knight and Denver Foundations, DOM Inclusiveness findings revealed that Latinos and persons without Post-secondary education are under-represented 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.



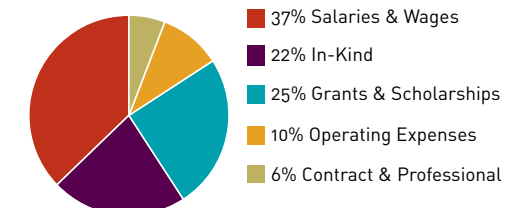


Financials

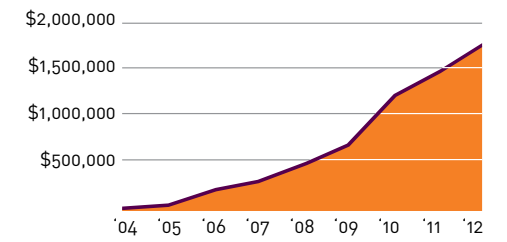
2012 REVENUE



2012 EXPENSES

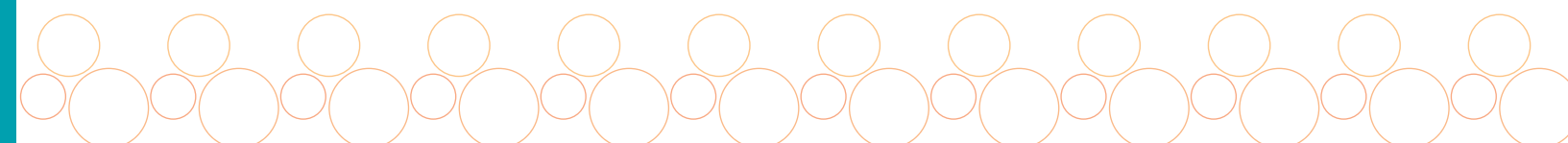


ANNUAL BUDGET GROWTH



Statement of Activities

Statement of Activities			
SUPPORT AND REVENUES		2012	2011
	Earned Income	980,940	882,588
	In-Kind	280,027	435,087
	Government	85,000	85,000
	Foundations	34,710	37,669
	Individual Contributions	14,597	13,722
	Corporate	7,687	1,100
	Total Revenue	1,402,961	1,455,166
EXPENSES			
	Salaries & Wages	485,396	428,572
	Grants & Scholarships	325,182	278,234
	In-Kind	280,027	435,087
	Professional Services	79,261	65,761
	Bandwidth & Internet	28,509	45,164
	Rent	41,405	41,819
	Fundraising & Events	14,531	17,997
	Office Supplies	9,491	7,070
	Accounting & Audit	8,073	7,247
	Travel	7,047	8,520
	Insurance	5,087	5,181
	Telephone	4,220	5,546
	Dues & Subscriptions	3,917	460
	Bank & Credit Card Fees	2,327	1,566
	Equipment Maintenance	1,761	2,365
	Postage & Delivery	1,324	466
	Printing & Copying	1,249	981
	Staff Development	1,075	2,004
	Depreciation	0	21,417
	Total Expenses	1,299,882	1,375,457
NET SURPLUS/DEFICIT		103,079	79,709





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www.openmediafoundation.org

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