

A HIGHER DEFINITION OF MEDIA

2013 ANNUAL REPORT



OPEN MEDIA
FOUNDATION

LETTER FROM THE EXECUTIVE DIRECTOR

When we started the Open Media Foundation a decade ago, we were a collective of individuals who recognized that the public awareness generated by our media was a root cause of inequity in society. More than ten years ago, we devised the three-part approach of providing services, training, and tools aimed at helping our communities shift the media conversation from a discourse dominated by the perspectives and interests of the wealthiest individuals and corporations, to a more inclusive, democratic conversation that includes the perspectives of low-income communities, marginalized groups, and non-commercial organizations.

Services: 2013 saw our tenth year of providing communications services to nonprofits and governments, amplifying the voice of nonprofits to expand awareness in our communities. We produced websites and videos for our very first nonprofit clients back in 2003, and by 2013, hundreds of nonprofits have worked with us to expand awareness of their work, including new projects in 2013 for the National Renewable Energies Laboratories and The Denver Art Museum, the Colorado Trust and The Colorado State Legislature.

Training: From day-one, we knew that real change in the media conversation can only happen when more people are engaged in making the media we see and hear. Over the past decade, we've trained thousands of individuals to make their own media and help contribute to the awareness and perspectives in our community. In 2013, OMF brought on two full-time Ameri-corps Vistas to expand OMF's abilities to serve our nonprofit clients, providing training and support to help nonprofits better use media and technology to address poverty.

Tools: As we were getting started, OMF relied on equipment loaned from friends at KBDI-12 and Free Speech TV. Recognizing the importance of access to media tools, from our very first edit system, we have always made all our equipment available to the public. With the launch of Denver Open Media in 2006, we greatly expanded the tools provided, until today we offer over \$2million worth of equipment and facilities to the public, ensuring everyone has access to the equipment they need to make high-quality media.



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.



2013 POPULATION SERVED



2013 Video Production Clients

American Transplant Foundation
AmeriCorps Serve Colorado
Book Trust
Campus Compact of the Mountain West
Changing Lives Foundation
Colorado Channel:Channel 165
Colorado Film & Video Association
Colorado Judicial Branch
Colorado Trust
CraftWorks Foundation
Create Denver
Denver Art Museum
Denver Botanical Gardens
Denver Film Society: 48-Hour Film Festival
Denver Foundation
Denver Housing Authority
Denver Human Services
Denver Kids Inc
Denver Public Schools Foundation
Eden Alternative
Extreme Community Makeover
Family Star:Fundraising Video
Family Tree
Minds Matter of Denver, Inc.
National Commission on Correctional Health Care
Steve Toth
The Consortium

2013 Web Clients

Adams State University
Andre Center
Animal Assistance Foundation
Arts & Venues Denver
Backlund Land Surveys
Bell Policy Center

Berkeley Community Media
Boulder Housing Partners
Boulder Mountainbike Alliance
Brett Family Foundation
Cambio
Campus Compact of the Mountain West
City of Thornton
City & County of Denver: Denver Media Services
Colorado Association of Certified Veterinary Techs
Colorado Alliance for Environmental Education
Colorado Alliance of Research Libraries
Colorado Anti-Violence Program
Colorado Breast Cancer Coalition
Colorado Casa
Colorado Channel
Colorado County Officials Employees Retirement Association
Colorado Cross Disability Coalition
Colorado Humanities
Colorado Judicial Branch
Get Outdoors Colorado
Colorado Parks and Recreation Association
Colorado Participation Project
Colorado Progressive Coalition
Community Television of Santa Cruz County (CMAP)
Denver Foundation
Denver Kids Inc
Elephant Circle
Free Speech TV
Home O'Hope
International Building Performance Assoc-USA
International Mountain Bike Association

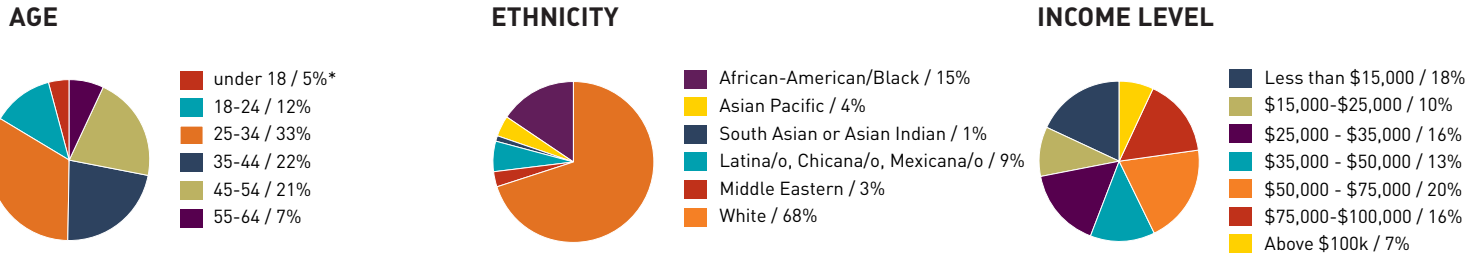
Keep em Reel
Let Us Rise:Browse Visions
LingoLynx
Michael D. Palm Center
Mile High United Way (MHUW)
Muslims of the West
National Renewable Energy Laboratory
One Earth Future Foundation
Osteopathic Integrative Medicine
Padres Unidos
Partnership for Families and Children
Piton Foundation
Project PAVE
Rolfe Larson Associates
Service Providers and Civic Engagement Project
Susan Kaplan
The Consortium
Translation Excellence
United States Forest Service
University of Denver:Woodstock West Website
Verite Inc
Volunteers for Outdoor Colorado
West Wash Park Neighborhood Association
Women's WildernessSusan Kaplan
The Consortium
Translation Excellence
United States Forest Service
University of Denver:Woodstock West Website
Verite Inc
Volunteers for Outdoor Colorado
West Wash Park Neighborhood Association
Women's Wilderness

Individuals Served: **971**

Youth served through Educational Tours and Open Media Generation: **540**

Hours of Training Provided: **522**

Class Attendee Demographics



*Excludes 540 youth served through educational tours and youth group.

Denver Open Media's Organizational Members

- A Mile Above
- Absolute Word Church
- All Brothers In Christ
- Anythink Libraries
- AztlanDigital.com
- Bold Leaders
- Boys & Girls Clubs of Metro Denver
- Cafe Cultura
- Ceiba-USA
- Civic Canopy
- Colorado Criminal Justice Reform Coalition
- Colorado Progressive Coalition
- Colorado School of Mines Foundation
- COLORlatina
- Confluence Ministries
- Critical Mass Leadership Education
- Critical Mass Leadership Education: Bold Leaders
- Denver Foundation
- Denver Foundation:School to Prison Pipeline Video
- Denver Hospice
- Denver Housing Authority

Shows Produced



Number of Members in 2013: **504**
 Number of Shows in 2012: **808**

- Denver Public Schools Foundation
- Digital Aztlan Studios
- El Pomar Foundation
- Federal Emergency Management Agency (FEMA)
- Global Transportation
- Gold Crown Enrichment
- Habitat for Humanity
- Hugh Evans
- Just Media
- KGNU
- Metro Community Provider Network
- Metro State Feminist Alliance
- NEWSED
- Rights for All People
- Santa Fe Arts District
- Servicios de La Raza
- Sisters of Color United Education
- Sunrise Ranch
- The Metro State Feminist Alliance
- Uzeke
- Visionbox
- Vista Academy
- VORP of Denver
- World Mission Society Church of God
- YESS Institute

2013 CORPORATE AND FOUNDATION DONORS

Corporate & Foundation Donors

A-1 Transmissions
City O'City
Colorado & Denver Bar Associations
Denver Foundation: Community Leadership Grant
Denver Foundation: Rothgerber Trust Grant
Dixie Elixirs, LLC
Edward F. Limato Foundation
Jay's Valet Parking & Luxury
National Translator
North Boulder Wellness Center
OMM Alternative
Organic Greens dba Natural Remedies
Robert J. Corry Jr, LLC
Shuttle Service

In-Kind Donors

10,000 Villages
Backstage Theatre
Beatrice and Woodsley
Billboard Ecology
Black Pearl
Boulder Book Store
Boulder Soup Works
Breathe Yoga
Buntport Theater
Butterfly Pavillion
Canvas and Cocktails
Cervantes
Cheyenne Hughes
Church of Cupcakes
City & County of Denver: Denver Media Services
Colorado Athletic Club
Colorado Ballet
Comedy Works
Concertos in Chocolate
Curious Theatre
Debra Brown
Denver Art Museum
Denver Museum of Miniatures, Dolls & Toys
Denver Museum of Nature & Science
Denver Open Media
Denver School of Photography
Denver Zoo
Door to Door Organics
Esquire or Mayan/Landmark Theatres
Fancy Tiger
Fancy Tiger Crafts
Global Girlfriend
Greater Than Collective
Highland Tap & Burger
Holly Buchan
Hotel Monaco
Icelandic
Illegal pete's
Infinite Monkey Theorem
Winery

International Film Series (Boulder)
Joe Mauro
Justin's
KGNU Radio Station
Kirkland Museum of Fine & Decorative Art
Kismet
Madhava
Mineral Fusion
Momentum Fair Trade Store
Museo de Las Americas
Native Foods
New Planet Beer
Nooch Vegan Market
Oogave
Phamaly Theatre Company
Pink Fog Studios
P&L Printing
Rakun
Root Down
Shanna Katz
Snooze Eatery
SOL Store of Lingerie
Steuben's/ Vesta's Dipping Grill
Stories on Stage
Summit Music Hall
Teatulia
The Avenue Theater
The Denver Center for Performing Arts
The Ogden Theater
The Tattered Cover
UPrinting.com
Vision Box
Vivivinne Va Voom
Watercourse
White Girl Salsa
Wild Women Wine



INDIVIDUAL DONORS

Adam Alleman
Adam Monroe
Amanda Gonzalez
Amber Nelson
Andrew Unthank
Angelia McGowan
Angie Wright
Ann JTheis
Annette Garner
Arlen Hershberger
Barbara Pagano
Bart Wallingford Lantz
Beth Graham
Bill Freud
Bob Timm
Brian Colonna
Brianna Cilesson
Britta Erikson
Caitlyn Horose
Carey Ray
Carol Wiley
Carrie Knowlton
Caryn Osterman
Casey Elliott
Catherine Burns
Catherine Huggins
Cheryl Zeeb
Cheyenne Hughes
Chris Haugen
Christiano Sosa
Christine Soto
Cindy Chang
Claudia Czajkowski
Connie Proulx
Crystal Bouziden
Dale Peak
Darryn Zuehlke
David Henninger
David Lampe
David Luebke
David Whiteford
Deb Lastowka
Debbie Benefield
Deborah Purce
Debra Brown
Denis Moynihan
Dennis Roy
Devin Moroney
Don Knox
Donna and Richard Moody
Elizabeth Brown
Elizabeth Gere Anderson
Ellen Goldfarb
Emily Kinsella
Emily Przekwas
Erin Iwata
Gail Bransteitter
Gene Sobczak
Glenna Norvelle
Greta Klinger
Hayden Hirschfeld
Heather J Schreck
Howard & Sally Shawcross
Hukum Singh Khalsa
Jacqueline Halburnt
Jake Eisenstein
James & Angelle Foucher
James J Smith
James Lebsack
James Ruberto
Jared Petsche
Jeff Villano
Jennifer Reed
Jeremiah Zentz
Joe Mauro
Joe Watt
John Aden
John and Jean Leritz
John Groom
John Thatcher Montgomery
Jonah Lujan
Jose J. Lopez
Joseph Boven
Josh Stanton
Jude Del Hierro
Judy Pratt
Julie Ferrara
Julie Polito
Juliet Golden
Just Media
Karl Chwe
Katherine Kane
Kathryn Ake
Kathryn Fleming
Katie Fleming
Katie Shapiro
Katy Tartakoff
Keith Bridges



Kiddest Metaferia
Kim Weiss
Kristin Pazulski
Kristina Opre
Lambert & Lisa Bunker
Laura Levi
Leadership Connections
Leah Bluntschli
Leslie Herod
Lisa Hawker
Lisa Olcese
Lisa Simpson
Lori Strand
Lucy Landes
Lynda Cox
Lynne Sprague
Mandie Bircherm
Mandy Rigg
Marcia Lamb
Mardy Wilson
Margaret Bacon
Maria Irrivaren
Mark Ajluni
Martha Sattler
Marty Otanez
Mary Kaye Shawcross
Mary Lanius
Meg Satrom
Megan Sound
Melinda Delmonico
Michael A. Hancock
Michael Donegan
Michael Lipfield
Nancy Partridge
Nancy Ulrich
Nate Hammer
Association
Nelson Smith
Nick Phillips
Nikki McCord
Norma Mar
Patricia Deluna-Zickefoose
Patricia Milstein
Rebecca Arno
Rebecca Askew
Rebecca O'Brien
Rita Wold
Robert Piekarski
Robin Hedlund
Roger 'Zeke' Nodruff
Ron Otsuka
Rosalind 'Bea' Harris
Ryan Policky
Sacha Heppell
Sean Williams
Seth Pensack-Rinehart
Sharee Hiatt
Stacie Gilmore
Stephanie Blake
Steve Harley
Steve Replin
Steve Toth
Sue Mohrman
Susan Abbott
Susan Hansen
Susan Sanders
Tanya Ishikawa
Tara Rojas
Timothy Dee
Tom Grant
Tony Pigford
Tony Shawcross
Vickie Berkley
Victoria Baldwin
Victoria Shearer
Voradel Carey

2013 VOLUNTEERS AND COMMITTEE MEMBERS

2013 Committee Members

Adam Monroe
Angelia McGowan
Ann Theis
Brian Brown
Cheryl Zeeb
Claire Spellman
Chuck Lontine
Erin Yepis
Garey Kennebrew
Glena Norvelle
Heather Schreck
James Smith
Jared Petsche
Jeff Villano
Joey Del Hierro
John Aden
John Montgomery
Leticia Campos
Lisa Gedgudas
Lyn Cox
Maria Irrivaren
Mark Walker
Michael Hancock
Osiris Rojas
Rita Wold
Ronald Otsuka
Sharee Hiatt
Tanya Ishikawa
Timothy Dee
Tony Shawcross
Steve Replin
Vic Albright

2013 Interns

Andres Lopez
Annalisa Kleinschmidt

Anne Bellingrath
Anthony Bradley
Bobby Kimble
Breeahna Britt
Brianna Cillessen
Brittani Goldstein
Cami Lyons
Carolyn Matthews
Corey Schneider
Danielle Lemaster
David Kenyon
Diana Aqra
Ed Chasteen
Eric Morales
Erica Jackson
Garvis Sloane
George Climer
Harrison Whitehouse
Jennifer Greimann
Jeremiah Clark
Jody Davison
Johanna Zeller
John Aden
John Nelson
John Stephens
Justin Merow
Kacey Lutz
Katherine Kane
Kathryn Melkjorsen
Kimberly Ford
Landyn Caldwell
Langston Conner
Leticia Campos
Maggie Glimp
Martin Stuart
Maureen Maloney
Michael Hering
Nate Koch
Rebecca Blaettner

Rebecca Garner
Rita Wold
Roshan Abraham
Sam Opp
Sarah Kolb
Sherman White
Susannah McLeod
Tessa O'Connor Mitzner
Twalla Stephens
Victoria Shearer

2013 Volunteers

Adam Monroe
Alece Montez
Alonso B
Andrew Unthank
Angelia McGowan
Andres Lopez
Ann Theis
Anthony LaRocca
Bill Freud
Breeahna Brit
Brian Hiatt
Caryn Osterman
Cemia Kelmak
Cheryl Zeeb
Chris Haugen
Christina Lujan
Dan Hitchman
Dewayne Jackson
Diana Aqra
Ed Chasteen
Ellen Graham
Gabe Gilfoyle-Dean
Garey Kennebrew
Geoff Gordon GerRee
Anderson
Heather Crandall
Heather Schreck

Jeff Villiano
Jared
Jeff E Gee
Jeff Smith
Jeffrey Zinn
Jeremiah Zentz
Jeremy McKinnon
Jerimiah Zentz
Jody Davison
Joe Del Hierro
John Aden
John Montgomery
John Stephens
Jonah Lujan
Jorge Chalit
Kacey Lutz
Katherine Kane
Keith Bridges
LaChance Pickett
Lara bishop
Leo Kacenjar
Lynn Cox
Mark Walker
Marty Stuart
Mason Timm
Maureen Maloney
Max Askew
Megan Quicke
Micah Henderson
Michael Coleman
Michael Hancock
Michael Kruger
Nancy Ulrich
Oshoveli Potepa
Paula Berg
Paul Conley
Paula Rhoades
Rebecca Askew
Rebecca Garner
Rita Wold
Robby Mcbeath
Roland Alarid
Ron Otuska
Sam Smith
Sarah Kolb
Shane Williams
Sharee Hiatt
Stephanie Blake
Stephanie Hancock
Su Coffey
Tanya Ishikawa
Twalla Stephens
Voradel Carey
Wally Wallace

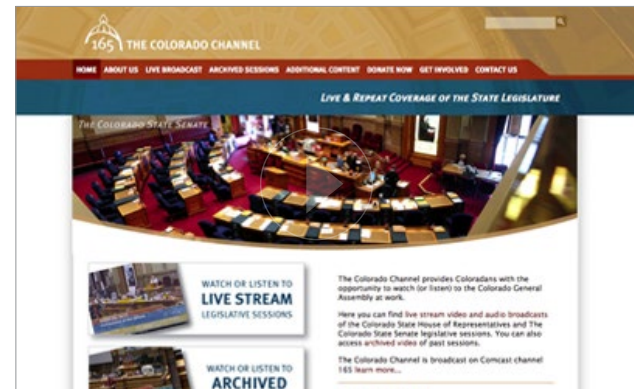


2013 PROGRAM HIGHLIGHTS AND ACCOMPLISHMENTS

SERVICES

Video Production

- [Colorado Channel](#): Together with the Colorado State Legislature, OMF provides the citizens of Colorado with a front row seat to every session of the Colorado House of Representatives and Senate. Our work to expand transparency and encourage civic participation continues to expand.
- The Colorado Trust expanded its Health Equity Learning Series and OMF was there to stream each event live, making it possible for viewing parties all around the state to further promote health equity.
- OMF partnered with the [DPS Foundation](#) to create a [series of videos](#) highlighting various innovative educational programs within DPS.
- Partnering with The Denver Foundation, OMF began ["Rising Above: Communities Coming Together to Keep Kids in School and Learning"](#), a documentary illuminating the Denver Foundation's work to reduce out-of-school suspensions and end suspension inequity.
- In order to help great organizations doing great work, OMF continued to provide high quality video production services for the non-profit community, including [The Denver Art Museum](#), [Extreme Community Makeover](#), [Ashoka](#), [Denver Botanic Gardens](#), [Book Trust](#), [Denver Kids, Inc.](#), [NCCHC](#), [American Transplant Foundation](#), and [many more!](#)



Web Development

- Volunteers for Outdoor Colorado [voc.org](#) worked with OMF to build a new web presence that has proven to serve as a model nation-wide. The website, while rich in functionality, requires minimal staff maintenance allowing VOC to focus on its mission.
- Campus Compact of the Mountain West [ccmountainwest.org](#) looked to OMF to develop a website that eliminates barriers to forms, reports, documentation and grant opportunities, together with new, accessible interfaces to share engagement stories, updates, events and conferences with university faculty and staff.
- Colorado Anti-Violence Program [coavp.org](#) needed a more functional and visually engaging website with features like a customizable slideshow promoting upcoming classes and events. In addition to their site, OMF created their BSEEDZ [coavp.org/bseedz](#) sub-site for youth activists to organize for the cause and advertise their events.
- Colorado Data Engine [codataengine.org](#): [The Piton Foundation](#) came to OMF struggling to executed this technically-challenging site. Together, we improved how data was stored & presented, leveraging Apache SOLR, simplified their interface and resolved a series of performance issues, resulting in an unprecedented data resource for Colorado.
- National Renewable Energy Lab [buildingdata.energy.gov](#) contracted OMF to upgrade and revise their High Performance Buildings Database: a unique repository of in-depth information and data on high-performance, green building projects across the globe. With information on the energy use, environmental performance, design process, finances, and other aspects of each project, their extensive database needed a new interface to view and contribute data.



EDUCATION

- **HandsOn Tech:** In a partnership with the Points of Light Foundation, AmeriCorps and Google, the Open Media Foundation welcomed two VISTA members to implement the HandsOn Tech program, designed to transform nonprofits that serve people in poverty how they use technology through education programs, technology assessment, and volunteer matching.
- **New Classes:** The Education Department continued to launch new classes, including the Adobe Illustrator Workshop and Livestreaming for Nonprofits, which helps nonprofits to video stream their events live via YouTube.
- **Limato Foundation:** With a generous grant from the Ed Limato Foundation, OMF was able to offer free multimedia classes to individuals who identify themselves as gay, lesbian, bisexual, or transgender.
- **OMF Funding for the Community:** As part of a \$25,000 grant to nonprofit organizations that serve the Latina/o community, Open Media Foundation offered education and tools to 11 organizations trying to increase their multimedia capacities to better serve their constituents.
- **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.
- **Girls, Inc.:** In a partnership with Girls Inc., OMF hosted two groups of 12 girls for a series of workshops and multimedia classes where the girls made their own public service announcements and TV talk shows.



TOOLS

- **New DOM Website:** After a year of planning the new DOM site launches in Drupal 7. Membership, classes, equipment reservations, show submission and show scheduling are functioning tools for all DOM members: www.denveropenmedia.org
- **Studio B HD:** In 2013, DOM oversaw Studio B's upgrade to High Definition. Now, Studio B has 3 HD Robotic Cameras, along with a Blu Ray Recorder and Compact Flash Recording device to capture your show in the highest resolutions possible.
- **4K Camera:** At the end of 2013, we purchased our first 4K camera, the [Sony NEX FS700RH and the Oydyssey 7Q](#) which will enable the OMF staff, renters and members to produce extremely high quality content.
- **Democracy Now! Shoot:** In April of 2013, during the National Conference for Media Reform Democracy Now! hired the Open Media Foundation Staff and shot a live broadcast of the nationally renowned news show in Denver Open Media's Studio A. [Watch the show.](#)
- **La Alma Block Party:** The first Friday of September 2013 marked the largest community event OMF has held to date. It was the first time we hosted a live First Friday show with a complete 7th Ave street closure in order to bring different parts of the neighborhood together. We accomplished our inclusiveness goals with support from over 50 volunteers (OMF Staff, Board, Committees, Members, Interns and Intern Alumni and KGNU volunteers) for both the live production and a street festival. We attracted 20+ nonprofit and street vendors, had a live music performance in studio A, DJs on the street as well as provided food and drink for all with support from our sponsors. [Watch the show.](#)

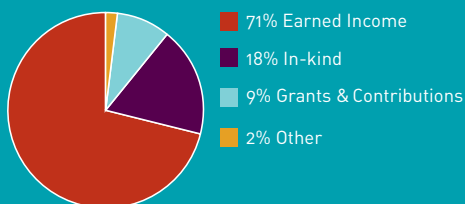


FINANCIALS

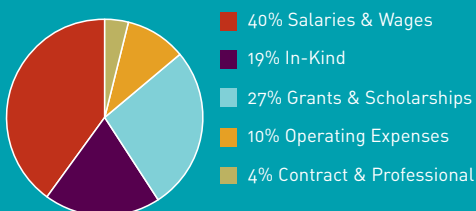
STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES		2013	2012
	Earned Income	1,078,233	980,940
	In-Kind	266,188	280,027
	Government	78,995	85,000
	Foundations	28,088	34,710
	Individual Contributions	15,764	14,597
	Corporate	1,300	7,687
	Total Revenue	1,468,568	1,402,961
EXPENSES			
	Salaries & Wages	564,940	485,396
	Grants & Scholarships	382,797	325,182
	In-Kind	266,187	280,027
	Professional Services	51,683	79,261
	Bandwidth & Internet	28,938	28,509
	Rent	41,303	41,405
	Fundraising & Events	25,372	14,531
	Office Supplies	7,232	9,491
	Accounting & Audit	8,980	8,073
	Travel	7,611	7,047
	Insurance	5,467	5,087
	Telephone	4,705	4,220
	Dues & Subscriptions	2,966	3,917
	Bank & Credit Card Fees	2,391	2,327
	Equipment Maintenance	1,047	1,761
	Postage & Delivery	692	1,324
	Printing & Copying	1,787	1,249
	Staff Development	2,033	1,075
	Depreciation	0	0
	Total Expenses	1,406,131	1,299,882
NET SURPLUS/DEFICIT		62,437	103,079

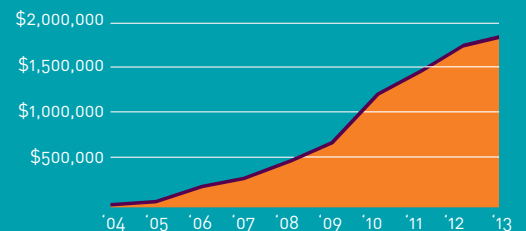
2013 REVENUE



2013 EXPENSES



ANNUAL BUDGET GROWTH





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www.openmediafoundation.org

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