



# WHAT WE DO HOW WE DO IT



## 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 the change they wish to see in the world.

## HOW WE DO IT

We help nonprofits, governments, and media organizations more effectively engage and mobilize their communities to shift the media conversation (and thus social awareness) from the corporate interests of our commercial media system towards the human interests of an open, diverse, and engaged public.

Each year we work with over 100 nonprofit, government, and media organizations to help them maximize their impact through strategic communications. From web development and video production to engagement and DEI consulting, it is our mission to help mission-driven organizations more effective in serving their community. For over 15 years, we've been Colorado's preferred technology partner for helping nonprofits and governments use media and communications to maximize their impact.

Newsroom Employees are nearly **40% more white** than the General US workforce.



# SERVICES



# NONPROFIT AND GOVERNMENT CLIENT LIST

- |   |                                      |  |                                     |
|---|--------------------------------------|--|-------------------------------------|
| Downtown Aurora Visual Arts                   | The Civic Canopy                     | Freshtape                              | Cortez (CO)                         |
| Denver School of Science and Technology       | The Piton Foundation                 | Family Tree                            | Custer County (CO)                  |
| National Housing Trust                        | Arapahoe County Fairgrounds and Park | IIRM                                   | Eugene (OR)                         |
| COLOR Latina                                  | Everett Housing Authority            | Boys and Girls Club                    | Frazier Park Utility District (CO)  |
| STAR Institute                                | Creating Transitions                 | Book Trust                             | Glendale (CA)                       |
| Water Education Colorado                      | Sun Vally EcoDistrict                | Colorado Succeeds                      | Idaho Springs (CO)                  |
| Colorado Health Institute                     | Denver Early Childhood Council       | DHI Group, Inc                         | Lakewood (CO)                       |
| AURORA.TV                                     | Nancy Watzman                        | Colorado Community College System      | Lane County (OR)                    |
| Get Outdoors Kansas                           | Front Range BOCES                    | Colorado Health Foundation             | Littleton (CO)                      |
| CO Alliance of Research Libraries             | Radical Honesty                      | Truman Center for National Policy      | Lochbuie (CO)                       |
| BASE Camp                                     | Denver Kids, Inc.                    | Colorado Health Institute              | Louisville (CO)                     |
| KUV0/KVJZ                                     | Peak Academy                         | America Achieves                       | Lyons (CO)                          |
| Denver Public Schools                         | Project Angel Heart                  | Colorado Trust                         | Manitou Springs (CO)                |
| Denver Open Media / Denver Media Services     | The Conflict Center                  | DOLA                                   | MCTV Millbrae                       |
| Gary Community Investment Company             | Colorado Department of Education     | SIPA                                   | Metro TV (OR)                       |
| The Piton Foundation                          | Colorado Education Initiative        | Colorado Department of Education       | New Castle (NY)                     |
| Second Wind Fund                              | NATOA                                | <b>OPEN.MEDIA:</b>                     | Palmer (AK)                         |
| Volunteers for Outdoor Colorado (VOC)         | Grand Design                         | Adams County (CO)                      | Peoria (AZ)                         |
| Colorado Alliance of Research Libraries       | Everett Housing Authority            | Arapahoe County (CO)                   | Pitkin County (CO)                  |
| Get Outdoors Colorado                         | Civic Canopy                         | Basalt (CO)                            | Platteville (CO)                    |
| Colorado Alliance for Environmental Education | Building Commissioning Association   | Bayfield (CO)                          | Salida (CO)                         |
| YouthRoots                                    | Family Star                          | Central City (CO)                      | Seaman Unified School District (KS) |
| Boulder Housing Partners                      | Inside The Orchestra                 | Chappaqua Central School District (NY) | Seaside (CA)                        |
| Mental Health Colorado                        | Anythink Wright Farms                | Colorado Channel                       | Silverton (CO)                      |
|   | Serve Colorado                       | Colorado City (CO)                     | Surprise (AZ)                       |
|   | Moonshot EdVentures                  | Colorado General Assembly              | Takoma Park (MD)                    |
|   |                                      | Colorado State Supreme Court           | The Dalles (OR)                     |
|   |                                      |  | Thornton (CO)                       |
|   |                                      |  | Trinidad (CO)                       |
|   |                                      |  | Truckee (CA)                        |
|   |                                      |  | Windsor (CO)                        |

**66** Organizations Served  
**40** Governments Served

## STAY UP TO DATE

[OPENMEDIAFOUNDATION.ORG](http://OPENMEDIAFOUNDATION.ORG)  
 & [DENVEROPENMEDIA.ORG](http://DENVEROPENMEDIA.ORG)  
**FOR THE LATEST**





# TOOLS: COMMUNITY RADIO

## COMMUNITY RADIO PRODUCTIONS

**89**

total shows

**20**

total hours of content

## DOM MEMBERS

Adam Witt	Anita Kumar-Gill	Brian Fritts	Chloe Brown
Adrean Rivers	Anne Behloui	Brian Chance	Claudia Morlan
Afton McIntyre	Annie Perez	Brittany Dymond	Cortez Campos
Aiden Colley	Anthony Cotton	Brooke Koenig	Courtney Orey
Alan Good	Anthony Ferreri	Bryan Fusfield	Da Shawn Walker
Albert Smits	Ariel Garcia	Bryan Ruiz	Dames Pen
Alexa Weimee	Arturo Mireles	Callie Maher	Daneel Arias
Alexander Meeter	Ashley Schmidt	Cara Jaffee	Damon Barbour
Alison Terry	Austen Grafa	Casey Burnham	Dan Schaefer
Allie Hartwick	Barbara Holland	Cass Clayton	Daniel Glauser
Alonzo Kimble	Barbara Yost	Catherine Nelson	Davion Finley
Alyson Pax	Beth Ferguson	Charlie Holloway	Dayne Relihan
Amanda Ross	Bob Finn	Chris Jackson	Deanitra Kuminka
Andre Hall	Blake Moore	Cindy Molk	Debbie Schepinski
Andrew Bueno	Brandon Park	Claire Martin-	Debi Stevens
Andrew Agnew	Brandy Mello	Finley	Deborah Williams
Angela Barraza	Brett Magdoviz	Claire Grant	Debra Combs

## DOM MEMBERS CONTINUED...

Dele Johnson	Jared Kleinstein	Keri Burson	Meghan Newlin	Raul Hernandez	Stephen Replin
Derek Strong	Jason Roth	Kevin Gallagher	Melanie Rose-Rodgers	Raymond Martin	Stephen Duhon
Devan Sambrano	Javier Barraza	Kiara Kovach	Melissa Hendricks	Reba Jones	Steven Giles
Devon Cox	Jaylin Roebuck	Kirby-Lynn-Shedlowski	Melissa Reinhart	Rebecca Buchanan	Suzanne Pearlman
Dimitri Copley	Jean Wagner	Kirsten Maltese	Mia Duran	Reed Pritchard	Tami Bradley
Doug Krug	Jecht Revan	Kyle Mitchell Hall	Michael Dowell	Rhine Ferguson	Tanny Nanda
Drew Miller	Jeff Harris	Larry Borowsky	Michael Goyn	Rhonda Mills	Tara Witterholt
Ed Hageman	Jeff Brannon	Lauren Minnerath	Michael DeLalla	Richard Woodruff	TayseanWilson-Nolan
Edna Paloma-Rascon	Jeff Lancashire	LaWanda Eiland	Michael Hovem	Ricky Kemm	TheresaWaag
Elissa Mardiney	Jefferson McClure	Lee Harris	Michael Tomlinson	Rob Purper	Thomas Arntz
Elizabeth Fatica	Jenn Brunson	Leigh Houser	Michael Wilcox	Rob Urhausen	Tim McClanahan
Elleayla Batjargal	Jenna Fedie	Leslie Castanuela	Michael Edwards	Robert Woolfolk	Tim Keresey
Ellen Skinner	Jennifer Lopez	-Barnes	Michelle Dujka	Robert Cain	Timothy Ryschon
Ellie Agar	Jeremy Gonzales	Leslie Rolfe	Mickele Bragg	Robert Reid	Timothy McGrew
Eric Sturgis	Joan Yeash	Levi Lugo	Minh Phan	Robert Baumgartner	Toby Sheets
Erick Dishmon	Joanne Getson	Lisa Fagaly	Miranda King	Rocky Miller	Todd Fleming
Esai Gonzalez	Joe Shapiro	Lisa White	Mohamed Kaba	Rodney Bird II	Todd Spriggs
Frankiemae Perry	John Farmer	Lisa Maggart	Mona Magno	Roger White	Tracey Chirhart
Freddy Chavez	John Hutchins	Livia Turcanu	Mona Cedillo	Ron Rosati	Tracy Carlson
Garrett Haughey	John Aden	Lori Schutjer	Mostafa Hamouda	Ryan Landell	Ty Bishop
Gracie Marquez	Johnny Lasker	Lori Groninger	Mykel Underwood	Ryan Anderson	Tyler Castor
Graham Cox	Jon Becker	Louis Guzman	Myles Goldstein	Ryan Nuss	Tyra Cain
Grant Dominguez	Jordan Landis	Luke Bartojay	Naomi Kolar	Sam Moody	Vahco Before Horses
Grant Jameson	Jose Carmona	Lynn Kimbrough	Natasha Prado	Samuel Talbert	Vann Fussell
Gretchen Reist Henderson	Joseph Garcia	Mahder Ferede	Neina Collier	Sarah Farley	Vernon Foster II
Hamdi Jbira	Joseph Trejo	Maine Montalbano	Nicholas McNulty	Sarah Brunner	Vince Simon
Hannah Hines	Joshua Wishar	Maranda Harris	Oscar Albayalde	Sarah Barge	Vincent Hostak
Hayden Arter	Josue Flores	Marcel Grenier	Pablo Aziz	Scott Parker	Wendy Senior
Irma Gill	Joy Keeling	Mario Nila	Patima Hunter	Scott Abor	WhitneyPeterson
J Lachance	Juan Galviz	Maritza Vazquez	Patricia Clucas	Sean Boyd	Will Treat
Jackeline Ruiz	Kalani Cairo	Mark Swan	Patsi Ibarra	Sebastian Russell	William Hinshton
Jackie White	Kaitlyn McDaniel	Mark Beaman	Paul Harris	Sebastian Powell	Xavier Gonzales
Jacqueline Davis	KandiceCruice	Marylou-Demario	Peregrin Marshall	Shane Hendryson	Zachary Kopp
Jade Dillard	Karen Madacsi	Matt Tomon	Philo Sudberry	Shellie Trierweiler	
James Brattin	Katana Tatum	Matt Herron	Priscilla Linsley	Sherri Harvell	
James Lane	Katie Lewis	Maury Cohen	Quincy Primus	Shruti Chowdhary	
James Pate	Kelly Griffin	Max Huggins	Quinton Holliday	Sonja Schmidt	
James Lowrey	Kelly Mathias		R. Araceli Torres	Sophia Bagola	
				Stacey Smith	



There were  
**over 600**  
songs submitted  
to play on DOM  
Radio in 2019





# 2019 DONORS

## INDIVIDUAL DONORS

- |                           |                       |
|---------------------------|-----------------------|
| Anthony Stonaker          | Kavitha Kailasam      |
| Barbara Pagano            | Keith Bridges         |
| Benjamin Garst            | Kelley McDonald       |
| Betty Carson              | Ken Belcher           |
| Candace Grosz             | Kristina Bee          |
| Christopher Ward          | Ledonna Sherman       |
| Cindy Bacher              | Leslie Cortes         |
| Don and Betty Carson      | Mark Walker {c}       |
| Ellen Braun               | Paul Fleming          |
| Fraser Valley Community   | PayPal Giving Fund    |
| Media:Skinny Traffic      | PEN America           |
| Jeffrey and Karen Roberts | Peter Dibari          |
| Jerry Hayes               | Ronald Otsuka         |
| John L Knott Jr           | Scott Davis           |
| Joseph Hermann            | Seth Pensack-Rinehart |
| Joseph Pezzillo           | Thomas King           |
| Kas Stohr                 | Willa Paterson        |

## CORPORATE & FOUNDATION DONORS

- The Denver Foundation
- The Community First Foundation:Jump-Start Grant
- Bohemian Foundation
- Mark Schoonmaker
- The Community First Foundation:Jump-Start Grant
- Arts & Venues Denver
- Bloomberg National Philanthropic
- Bloomberg National Philanthropic
- Sue Ellen Parks Charitable Fund

- In 2019
- OMF distributed **\$409,992** in matching grants and scholarships
  - OMF provided a total of **\$1,347,142** in Services to Nonprofits, Governments, and Individuals



Photo by Davidson, Colorado Senior Lobby



# BOARD AND COMMITTEE MEMBERS

## **Board**

Angelia McGowan  
Ron Otsuka  
Dan Vaughan  
Mark Walker  
Eric Galatas  
Peter Dibari  
Sam Fuqua  
Steve Replin  
Jared Petsche  
Tony Shawcross  
Nathan Oberle  
Cheryl Zeeb

## **Executive Committee**

Denis Moynihan  
Mark Walker  
Ronald Otsuka  
Eric Galatas  
Peter DiBari

## **Finance Committee**

Mark Walker  
Steve Replin  
Tony Shawcross  
Jeff Villano  
Ben Boone

## **Fundraising Committee**

Tony Shawcross  
Ann Theis  
John Aden  
Kelsey Mischke  
Leslie Welch  
Ronald Otsuka

## **104.7 Operations Committee**

Greg Barman  
Anthony Stonaker  
Mickey Zeppelin  
Sam Fuqua  
Denis Moynihan  
Tony Shawcross  
Dave Dieter

## **Inclusiveness Committee**

Leslie Welch  
Lina Gibson  
Shannon Altner  
Jesse Lockwood  
Carly Dunning  
Jaina Sorrel  
Hayley Adams  
Jessica George

Self-Actualization

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Wisdom of the Crowd

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Direct Communication

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Innovation

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Honoring our Word

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# HIGHLIGHTS & ACCOMPLISHMENTS



## SERVICES

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### **VIDEO:**

OMF had the opportunity to travel to Everett, Washington and work with the fine folks at Everett Housing authority. We helped them tell their stories of impact by creating a series of videos.

Longtime partners and friends of Open Media, Civic Canopy does amazing work for communities and organizations across the state. Check out the video we created in partnership with Gates Family Foundatin here.

Project Angel Heart continues to do extremely valuable work. Here we profile an incredible volunteer.

### **WEB:**

Downtown Aurora Visual Arts needed a fresh new website. We appreciated partnering with their team to produce this site to help drive traffic and emphasize the importance of their efforts.

KUVO needed a robust site that would easily and conveniently stream their stations as well as our very own Denver Open Media Radio. Here's what our teams came up with through the partnership.

Our team developed a web based application to help daycare providers track attendance safely and securely.

### **GOVERNMENT:**

Open Media continued serving more than 40 municipalities with our Open.Media Government Transparency Software as a Service. We also provided video and web services for government clients such as Colorado's Department of Local Affairs, Department of Education and the State Internet Portal Authority.

**OMCE:** With support from the Colorado Workforce Development Council, Open Media launched the Open Media Careers Engine: a free service for employers looking to attract diverse candidates in media and communications careers. We help hone job descriptions for inclusivity and promote your employment opportunities to a wide range of outlets and job boards. We track candidates and applicants and schedule interviews, pairing qualified candidates with OJT and Work Experience programs to support diverse and disadvantaged jobseekers. Our mission is to simplify the hiring process while attracting more diverse applicants to Colorado's media & communications industry.

## TRAINING

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In 2019, Open Media shifted our training programs to focus the majority of entirely on radio, podcasting, and audio production connected to our radio focus. Though our number of classes and students dropped, our average rating remained near a perfect 5-stars.

Open Media continued its partnership with AmeriCorps to onboard to VISTAs ot build the Open Media Career Engine in order to promote diversity in the Colorado media industry workforce.

Open Media offered quality workshops to youth programs and schools such as Youth With a Future, World Denver and Front Range Community College. In addition, we partnered with Anythink Libraries to present a series of multimedia workshops at its Wright Farms branch.

## TOOLS

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In June, 2019, Denver Open Media changed from their original 104.7 Low-Power-FM station to 92.9FM and 89.3HD3, significantly expanding the reach of their FM broadcast

With support from the Colorado Workforce Development Council, Open Media launched the Open Media Careers Engine: a free service for employers looking to attract diverse candidates in media and communications careers. We help hone job descriptions for inclusivity and promote your employment opportunities to a wide range of outlets and job boards. We track candidates and applicants and schedule interviews, pairing qualified candidates with OJT and Work Experience programs to support diverse and disadvantaged jobseekers. Our mission is to simplify the hiring process while attracting more diverse applicants to Colorado's media & communications industry.

# FINANCIALS

## SUPPORT AND REVENUES

	2019	2018
Earned Income	1,347,142	1,648,974
In-Kind	825,976	1,070,089
Government	11,446	29,128
Foundations	107,900	77,992
Individual Contributions	23,190	45,772
Corporate	49,185	2,283
Investment	94,550	....
<b>Total Revenue</b>	<b>2,549,390</b>	<b>2,874,238</b>

## EXPENSES

Salaries & Wages	556,006	885,814
Grants and Scholarships	409,992	617,558
In-Kind	825,976	1,070,090
Professional Services	173,376	146,342
Bandwidth & Internet	21,740	34,926
Rent	31,646	20,875
Meals & Events	2,769	4,337
Office Supplies	2,412	9,032
Accounting Audit	14,058	12,316
Travel	12,525	21,666
Insurance	8,480	5,211
Telephone	1,992	2,138
Dues & Subscriptions	8,278	5,292
Fundraising	2,012	....
Hosting	31,559	....
Grant Expense	106,000	....
Credit Card Fees	5,232	7,068
Equipment Maintenance	43,101	5,521
Postage & Delivery	378	726
Printing & Copying	682	1,353
Staff Development	7,200	16,258
Misc and Bad Debt	11,795	6,718
Depreciation	0	0
<b>Total Expenses</b>	<b>2,277,034</b>	<b>2,873,241</b>
Net Surplus/Deficit	182,355	128.210

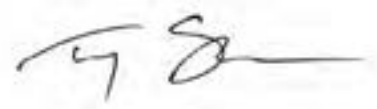


2019 was a year of transition for Open Media. While our Creative Services departments merged to ensure the video, web, and other strategic communications offerings were more aligned, our community media outlet, Denver Open Media, shifted from TV to Radio.

Our holistic communications services began with a contract to promote the 2020 Census, launched in late 2019. This project combined all of our specialties, with tv, radio, and social media productions that reached millions of viewers at a tiny fraction of the cost of traditional advertising. Working with the Colorado Broadcaster's Association and Public News Service, we were able to receive millions of dollars of advertising (public service announcements) to bring awareness of the Census to hard-to-count communities. For each PSA, we worked with nonprofits in each community to craft a message that would resonate with each group.

Meanwhile, our Denver Open Media radio stations began the transition to a new signal and model, with an online app from our friends at Radio Rethink that enables audience-driven scheduling via votes received at [denveropenmedia.org](http://denveropenmedia.org) and [denver.open.media](http://denver.open.media).

Finally, with support from the Corporation for National and Community Service and the Colorado Workforce Development Council, we launched the Open Media Career Engine, an initiative aimed at ensuring the diverse community we serve has increased job opportunities in the media & journalism sector. In our initial year, we helped 6 organizations hire 8 new staff, 75% of whom were people of color.

A handwritten signature in black ink, appearing to be 'TS' followed by a long horizontal stroke.