

BUILDING A  
FOUNDATION FOR

CHANGE



OPEN MEDIA  
FOUNDATION

— 2014 ANNUAL REPORT —

## LETTER FROM THE EXECUTIVE DIRECTOR

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.

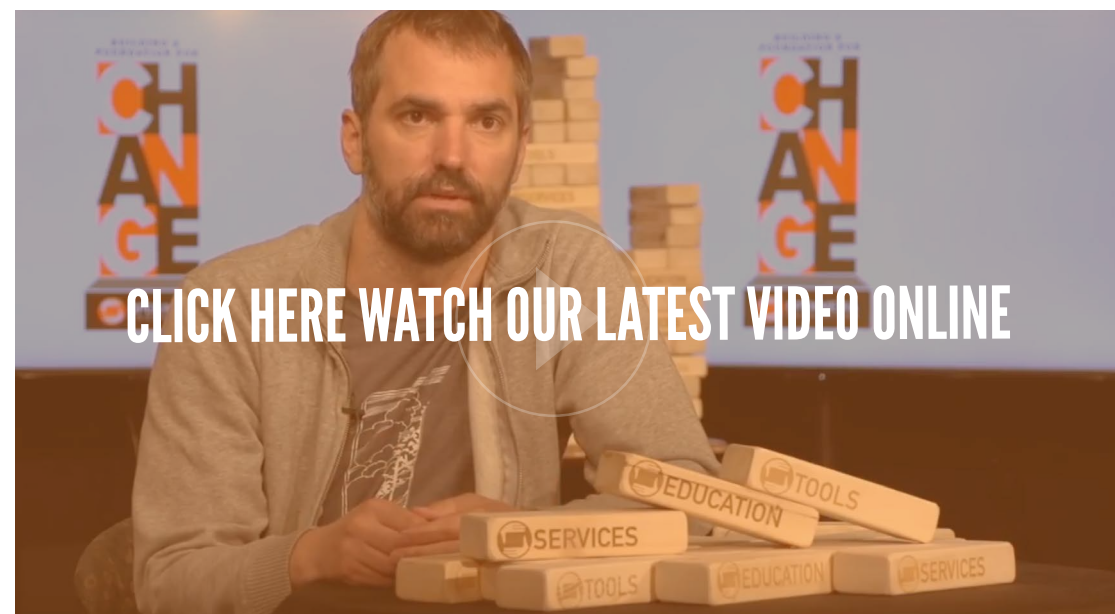
A Decade ago in 2004, OMF incorporated as a 501C3 with a mission to take advantage of the changing media and technology landscape to reverse this trend, using emerging media to "put the power in the hands of the people" and give underserved communities and the organizations who serve them a stronger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



## 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

We empower nonprofits, governments, and individuals 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, engaged public.

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



# 2014 POPULATION SERVED

## SERVICES

### Nonprofit and Government Client List

- |  |  |
|--|--|
| 48 Hour Film Festival                                      | Denver Foundation  |
| American Recreation Coalition                              | Denver Kids Inc  |
| Andre Center   | Denver Media Services                                      |
| Ashoka   | Denver Public Schools Foundation                           |
| Association of Independent Information Professionals       | Developmental Disabilities Resource Center                 |
| Backlund Land Surveys                                      | DRS PRODUCTIONS LLC  |
| Bell Policy Center   | Elephant Circle  |
| Berkeley Community Media                                   | Escuela de Guadalupe                                       |
| Book Trust   | Families First   |
| Boulder Housing Partners                                   | Family Star  |
| Boulder Mountainbike Alliance                              | Family Tree  |
| Bravo Vail   | Free Speech TV   |
| Brett Family Foundation                                    | GLBT Community Center of Colorado                          |
| Campus Compact of the Mountain West                        | Google   |
| City of Louisville   | International Building Performance Association USA         |
| City of Thornton   | International Institute for Indigenous Resource Management |
| Colorado Alliance for Environmental Education              | International Mountain Bike Assoc                          |
| Colorado Anti-Violence Program                             | Kansas Wildscape Foundation                                |
| Colorado Breast Cancer Coalition                           | Keep em Reel   |
| Colorado Casa  | Knight Foundation  |
| Colorado Channel   | Mile High United Way                                       |
| Colorado County Officials Employees Retirement Association | Muslims of the West  |
| Colorado Cross Disability Coalition                        | National Renewable Energy Laboratory                       |
| Colorado Film & Video Association                          | National Ski Patrol  |
| COPDGene Study   | NEWSSED  |
| CraftWorks Foundation                                      | One Earth Future Foundation                                |
| Creating Transitions                                       | Padres Unidos  |
| Denver Botanical Gardens                                   | Partnership for Families and Children                      |
|  | Piton Foundation   |

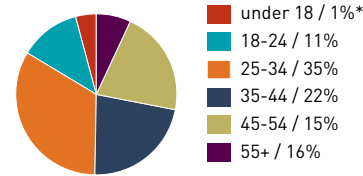
- Project PAVE
- Qualistar Colorado
- Radical Honesty Enterprises
- Rolfe Larson Associates
- Rush Soccer
- Second Wind Fund
- Susan Kaplan
- The Consortium
- University of Denver
- Volunteers for Outdoor Colorado
- West Wash Park Neighborhood Association
- Women's Wilderness
- Yonder

## EDUCATION

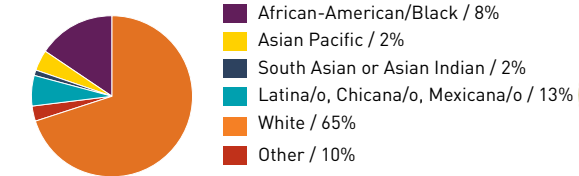
Individuals Served: **1602**  
 Youth served through Educational Tours and Open Media Generation: **504**  
 Hours of Training Provided: **655**

### Class Attendee Demographics

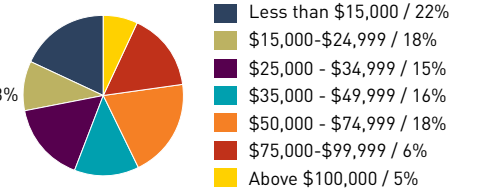
#### AGE



#### ETHNICITY



#### INCOME LEVEL



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

## TOOLS

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



# 2014 CORPORATE AND FOUNDATION DONORS

## Corporate & Foundation Donors

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

## INDIVIDUAL DONORS

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



# 2014 VOLUNTEERS AND COMMITTEE MEMBERS

## Board

Sam Fuqua  
Cheryl Zeeb  
Eric Galatas  
Angelia D. McGowan  
Tanya Ishikawa  
Ronald Otsuka  
Jared Petsche  
Mark Walker  
Denis Moynihan  
Lisa Gedgaudas  
Joey Del Hierro

## 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 Aqra  
Sarah Shirazi  
Danielle Kent  
Osiris Rojas  
Vic Albright

## PR/Development Committee

Tim Dee  
Tim Dee  
Steve Replin  
Sharee Hiatt  
Tony Shawcross  
Rebecca Garner  
Garey 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 Martines

## Interns

Breeahna Britt  
Brittani Goldstein  
Cedric Stephenson  
Chris Smith  
Christen Martines  
Christopher Brill  
Corey Kothenbeutel  
D Humphrey  
Dana Thibault  
Dani Kent  
Darin Lammers  
Eric Moralez  
Garvis Sloane  
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  
Nhicam Nguyen  
Paul Lewis  
Priya Sudendra  
Rabee Sharma  
Rebecca Garner  
Roy Dudley  
Simone Paris  
Tashina Three Sticks  
Vanessa Jefferson  
Veronica Fernandez-Diaz  
Vinson Powell  
Whitney Simkins  
Yvonne Cheng



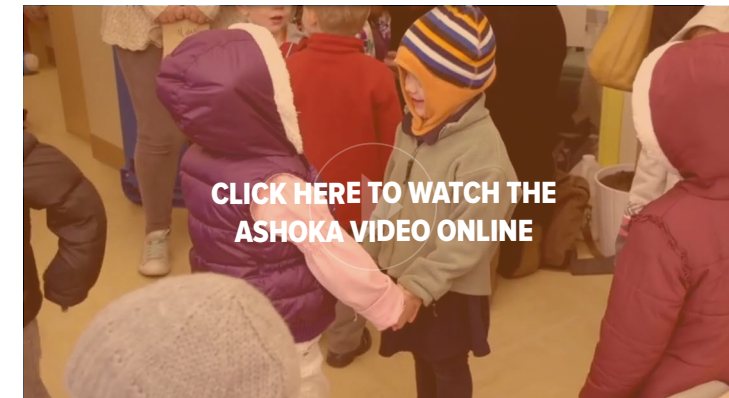
# 2014 PROGRAM HIGHLIGHTS AND ACCOMPLISHMENTS

## SERVICES

- **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



# EDUCATION

- 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, OMF was able to offer free multimedia classes to individuals who identify themselves as gay, lesbian, bisexual, or transgender.
- New classes:** OMF offered Introduction to Reality TV for those interested in entering the realm of reality television production. OMF 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.



# TOOLS

- 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.

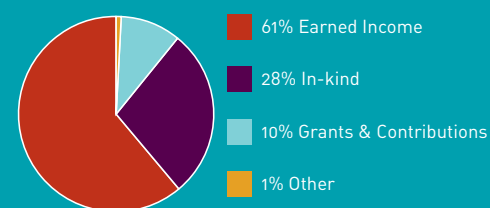


# FINANCIALS

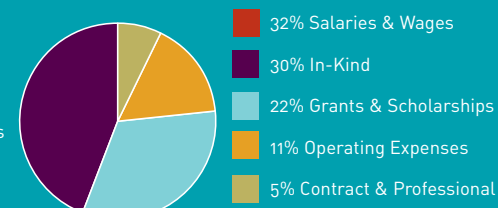
## STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES	2014	2013
Earned Income	1,034,473	1,078,233
In-Kind	481,477	266,188
Government	95,000	78,995
Foundations	16,064	28,088
Individual Contributions	52,864	15,764
Corporate	1,320	1,300
<b>Total Revenue</b>	<b>1,681,198</b>	<b>1,468,568</b>
EXPENSES		
Salaries & Wages	512,145	564,940
Grants & Scholarships	349,238	382,797
In-Kind	481,477	266,187
Professional Services	80,839	51,683
Bandwidth & Internet	36,041	28,938
Rent	36,305	41,303
Fundraising & Events	37,881	25,372
Office Supplies	28,782	7,232
Accounting & Audit	10,711	8,980
Travel	13,008	7,611
Insurance	5,502	5,467
Telephone	4,312	4,705
Dues & Subscriptions	3,645	2,966
Bank & Credit Card Fees	2,507	2,391
Equipment Maintenance	4,985	1,047
Postage & Delivery	1,616	692
Printing & Copying	2,053	1,787
Staff Development	1,333	2,033
Depreciation	0	0
<b>Total Expenses</b>	<b>1,582,336</b>	<b>1,406,131</b>
<b>NET SURPLUS/DEFICIT</b>	<b>98,862</b>	<b>62,437</b>

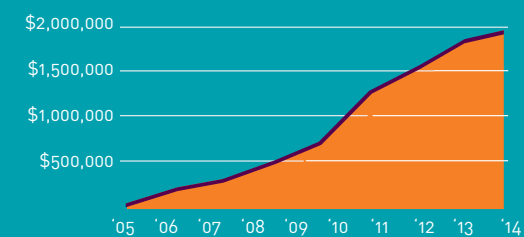
### 2014 REVENUE



### 2014 EXPENSES



### ANNUAL BUDGET GROWTH





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[www.openmediafoundation.org](http://www.openmediafoundation.org)

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