



Putting the power of the media and technology
in the hands of the people.



January 2021 Newsletter

Looking Forward to 2021

For an organization founded on grassroots community engagement, 2020 was a challenging year as we worked to shift more of our work and community-building to virtual, online, and broadcast mediums. Even as we move past COVID-19, this trend will continue for us as we complete our move to a [new facility](#), a new website, and a revamped brand in 2021.



We are currently working with [Vayner Media](#) and [The Sasha Group](#) on integrating our various programs into one cohesive web presence. It is our goal to ensure that the individuals who work with us, especially our nonprofit, government, and media clients, have a chance to benefit from the full range of programs and services we offer to help them engage, mobilize, and increase the positive impact they have on their community.

We are committed to working with our partners to continue navigating the changing landscape to help community organizations leverage the advantage they have over commercial entities. When we focus on engaging and empowering the people we serve in increasingly meaningful ways, it leads to a community that personifies and actualizes our shared mission. Some of the changes that have been required due to COVID are going to permanently shift and improve the way we do that.

For example:

Government Transparency: As governments moved to hybrid and all-virtual meetings, [Open Media](#) (OMF's government transparency software-as-a-service) worked with large and small municipalities alike to develop strategies (Zoom, YouTube, etc.) for maintaining community engagement while keeping social distancing practices. Open Media is also integrating with [PeopleSpeak](#), an exciting new platform that promotes engagement with constituents. Open Media also continues to integrate agenda-management platforms, with the new addition of Destiny's AgendaQuick for new client Goodyear, Arizona.

Nonprofit Services: Open Media continues to provide comprehensive media messaging services for nonprofits, including a video for [Project Angel Heart](#) and a series of PSAs and media toolkits for [Census 2020](#).

Media Access: The [Open Media Career Engine](#) (powered through a partnership with [AmeriCorps VISTA](#)) developed a DEI tracker to measure certain demographic markers to improve diversity in Colorado's media sector. And Calvin Parker has joined our organization as Station Director for [Denver Open Media 92.9 FM](#), Denver's only all-local community-programmed radio station.

Here's to new positive changes we can bring in 2021!

Get Involved with Public Media

Looking for ways to get engaged at the new [Buell Public Media Center](#)? Check out this [video](#) to learn about ways you can get plugged into public media!



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