



Great Grants and Initiatives

Grantor: Community First Foundation

Grantee or Initiative: Deproduction/Denver Open Media

Amount: \$28,000 Period of Grant Award: 2008

Introducing Nonprofits to 21st Century Media

Many small nonprofit organizations cannot afford the expense of media outreach and training to raise awareness of their causes. That's why Community First Foundation granted \$28,000 to "new media" leader Deproduction/Denver Open Media to provide new media training and support to six nonprofits.

Representatives from each organization were certified in video production, video editing and/or studio production. The organizations used this training to create public service announcements and short promotional videos.

"Six organizations have demonstrated how accessible it can be for anyone to add new media efforts to their outreach mix," said Tony Shawcross, Deproduction's founder and executive director. "In the coming year, we plan to show how these approaches can help organizations have a significant impact."