

OPENDOOR COMICS

**SPECIAL
MEDIA KIT
EDITION**

FREE

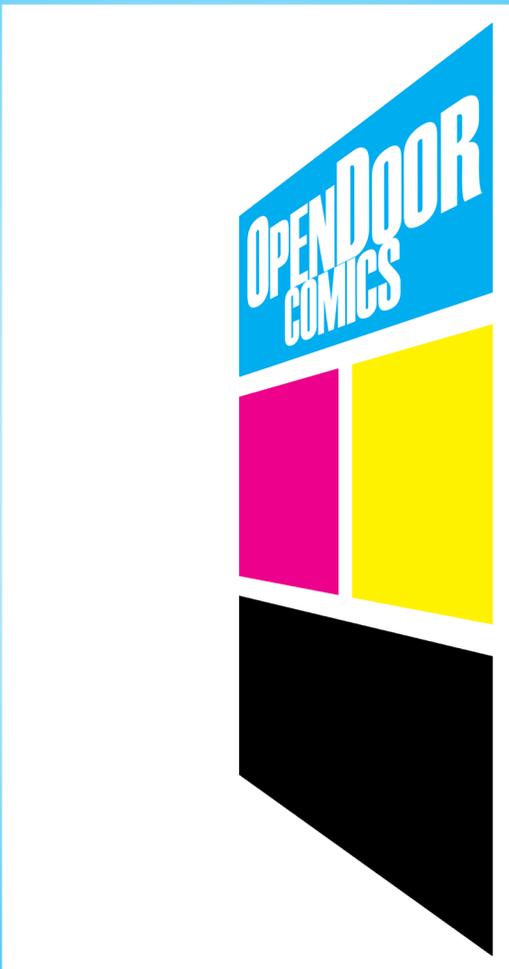
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WWW.OPENDOOR-COMICS.COM

**STEP THROUGH
THE...**

OPENDOOR

**IN THIS ISSUE:
ANSWERS REVEALED!**



**WHAT
IS OPENDOOR
COMICS?**



**WHO
IS BEHIND
THE OPENDOOR?**



**WHAT
WAITS FOR ME ON THE
OTHER SIDE OF THE
OPENDOOR?**



**WHY
HAVEN'T YOU TURNED
THE PAGE? THE ANSWERS
ARE INSIDE!**

OpenDoor Comics

Opening the door to a wider world of expression.

Our Vision:

Creating an open and inclusive platform that removes the barriers to entry for consumers and creators in the field of comic art and storytelling, and providing support and collaborative tools for creators of all kinds.

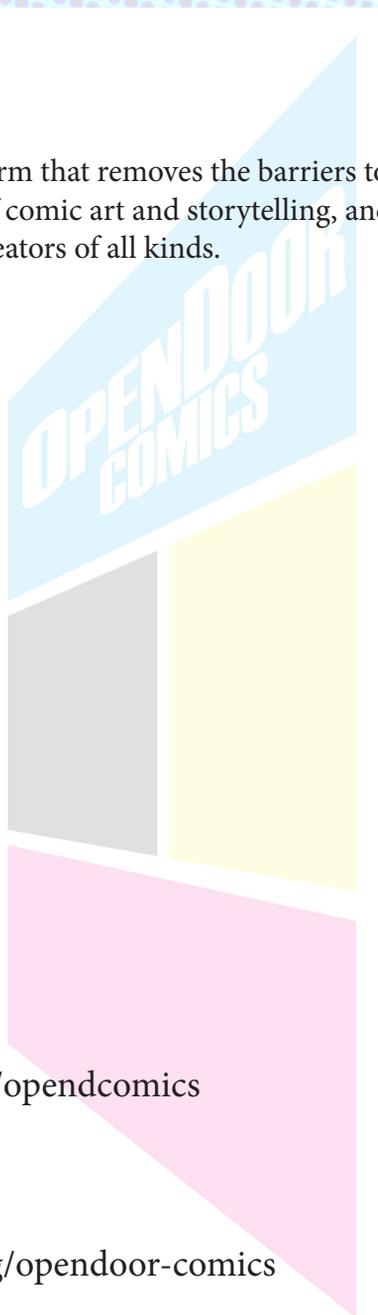
Our Values:

Openness

Support

Inclusiveness

Collaboration



www.opendoor-comics.com

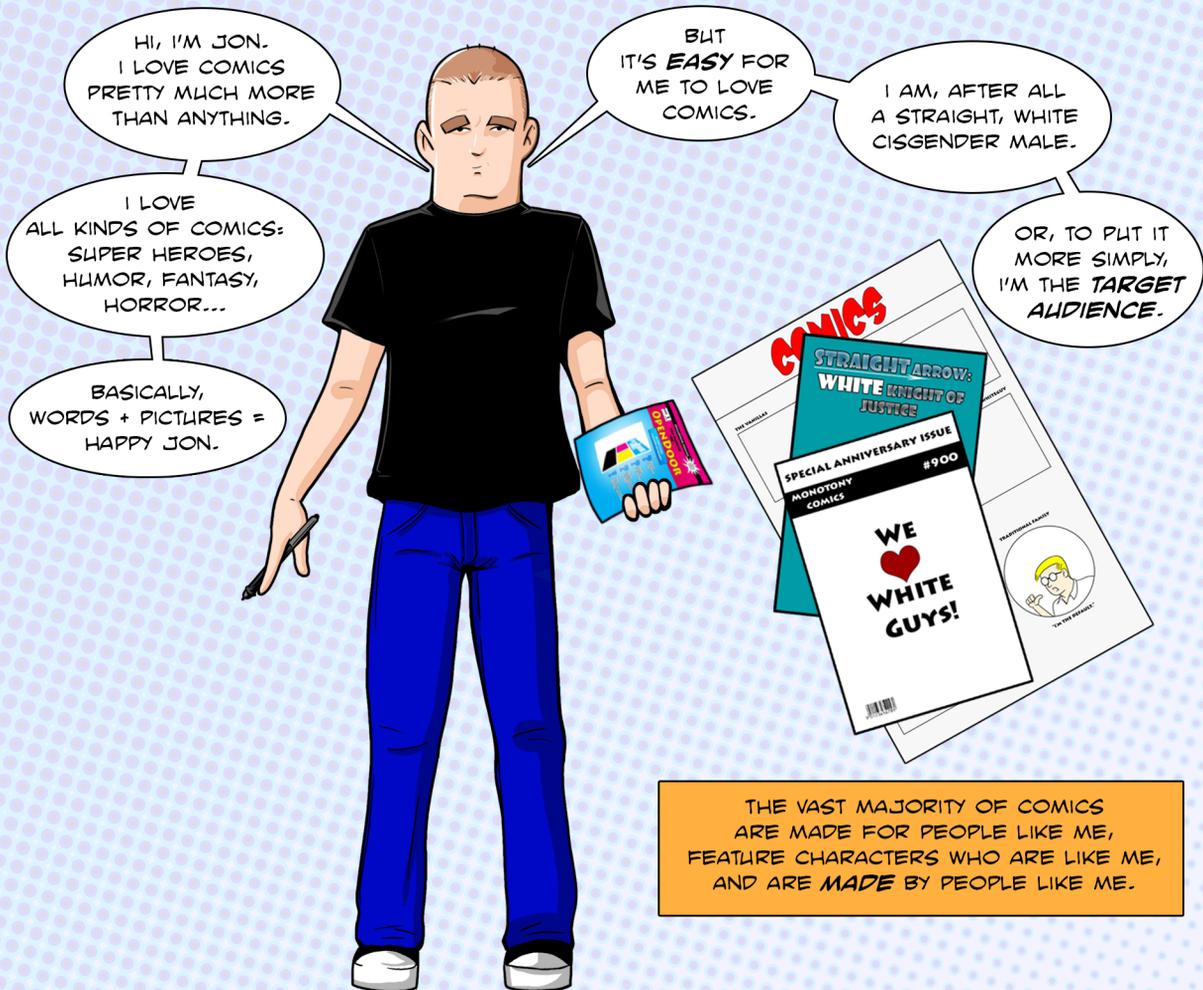
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HI, I'M JON. I LOVE COMICS PRETTY MUCH MORE THAN ANYTHING.

BUT IT'S *EASY* FOR ME TO LOVE COMICS.

I AM, AFTER ALL A STRAIGHT, WHITE CISGENDER MALE.

I LOVE ALL KINDS OF COMICS: SUPER HEROES, HUMOR, FANTASY, HORROR...

OR, TO PUT IT MORE SIMPLY, I'M THE **TARGET AUDIENCE**.

BASICALLY, WORDS + PICTURES = HAPPY JON.

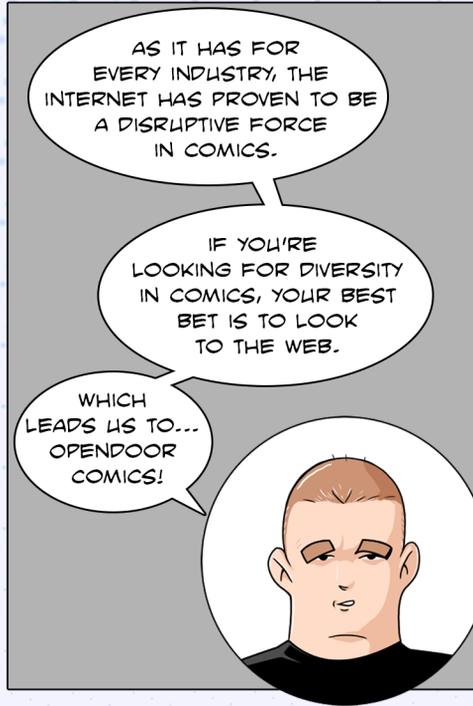
THE VAST MAJORITY OF COMICS ARE MADE FOR PEOPLE LIKE ME, FEATURE CHARACTERS WHO ARE LIKE ME, AND ARE *MADE* BY PEOPLE LIKE ME.

HAVING A TARGET AUDIENCE ISN'T NECESSARILY A BAD THING, BUT WHEN YOU TARGET THAT AUDIENCE TO SUCH AN EXTENT THAT YOU PREVENT PEOPLE WHO *AREN'T* PART OF THAT AUDIENCE FROM BEING ABLE TO ENJOY WHAT YOU PRODUCE, YOU'RE NOT JUST BEING UNFAIR, YOU'RE BEING MYOPIC AND LIMITING YOUR OPTIONS AND OPPORTUNITIES. AND IT MAKES MATTERS WORSE WHEN YOUR EXCLUSION EXTENDS TO CREATORS AS WELL AS READERS.



EXCLUDING PEOPLE HAPPENS IN A LOT OF DIFFERENT WAYS. SOMETIMES IT'S DELIBERATE, BUT A LOT OF TIMES IT'S JUST A CONSEQUENCE OF HAVING TOO NARROW A FOCUS; YOU WANT TO KEEP YOUR EXISTING FANS HAPPY, BUT DO SO AT THE EXPENSE OF BRINGING IN NEW FANS BECAUSE THEY'RE MADE TO FEEL UNWELCOME. SOMETIMES IT'S SUBTLE, BUT MOST OF THE TIME IT'S ANYTHING BUT.

LOTS OF PEOPLE RECOGNIZE THAT THIS IS A PROBLEM, AND PUBLISHERS DO MAKE PERIODIC ATTEMPTS TO ADDRESS CONCERNS ABOUT INCLUSION AND REPRESENTATION, WITH VARYING DEGREES OF SUCCESS AND FAILURE. OFTEN, THESE ATTEMPTS ARE HALF-HEARTED, AND CAN BE CALLED WELL-INTENTIONED BUT CLUELESS. *AT BEST.*



SO...
WHAT IS
OPENDOOR
COMICS?

OpenDoor Comics is an open, inclusive platform designed for creators and readers of comics from all backgrounds, built on the idea that comics, of all kinds, are **great**. However, there is always room for improvement, and one such opportunity for comics to improve is in the areas of diversity and inclusion, in terms of the content being produced, the creators producing the content, and the audience for that content. Comics are great, but they can always be better, and in getting better, more people will come to agree that comics are great.

OpenDoor Comics does not have an existing audience; there is no core group of vocal fans to worry about alienating. OpenDoor Comics is not designed to cater to the interests of an almost exclusively white, male, cisgender audience with content featuring white, male, cisgender characters produced by white, male, cisgender creators.

Which isn't to suggest that OpenDoor Comics intends to cater to a niche audience that **excludes** white, male, cisgender readers, characters, or creators. After all, being exclusionary is **the exact opposite of what OpenDoor Comics represents**.

OpenDoor Comics is, however, targeting a very specific audience: a demographic known as *everyone*.

WHAT MAKES
OPENDOOR COMICS
DIFFERENT?

In part, that's up to the people who create and consume content posted at opendoor-comics.com to decide. The community that forms around the vision, mission, and values of OpenDoor Comics will determine its focus and its direction.

In the earliest stages, it follows the self-publishing model of standard Web-comics in which creators find a space to showcase their work online. OpenDoor Comics provides that space for free, with little or no restriction: virtually anyone who wants to publish a comic - *any* kind of comic - can sign up and begin publishing.

It provides a centralized location for audiences to browse and discover comics, offering an indexing service that makes OpenDoor Comics a one-stop shop for finding and reading comics online. OpenDoor Comics provides promotional services through various social media channels, and will create a network of volunteers to serve as moderators for comment sections on creators' comic sites. OpenDoor Comics can't promise to be a 100% safe space, but we will work hard to **keep it as safe as possible**.

OpenDoor Comics offers a collaborator-matching service, allowing individuals with applicable skills and talents to become part of a directory of potential partners in creating comics. Writers looking for artists, artists looking for letterers: OpenDoor Comics will provide a place to facilitate those matches, *whether the resulting content is published by OpenDoor Comics or not*. The goal with the matching service is simple: bring people together to create great new comics. Where those great comics ultimately end up is *entirely up to the people creating them*.

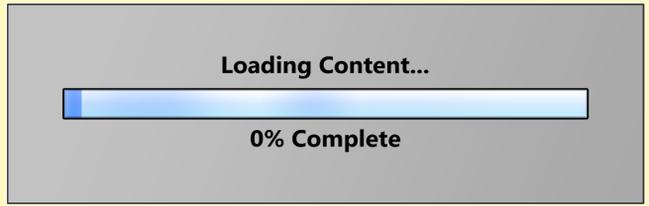
As it expands, OpenDoor Comics will offer other opportunities for digital distribution of comics via app stores and eBook marketplaces and also print-on-demand services, as well as paid tiers of support for creators.

The evolutionary trajectory of OpenDoor Comics will inevitably move towards adding a more traditional comic publishing approach, bringing on board an editorial staff and other creative professionals, and soliciting content from specific creators to publish and distribute through standard comic distribution channels, both print and digital.

OpenDoor Comics embraces technology in order to simplify the process of creating and accessing comics as much as possible. Over time, OpenDoor Comics will develop new approaches to the publishing workflow that will make the process as seamless, intuitive, and fast as possible, removing the technical barriers that stand between a creator having an idea and a reader seeing that idea brought to life.

At its core, that is what OpenDoor Comics is about: removing barriers. Nothing – not technology, not biases, not ignorance, not privilege, or complacency – should stand in the way of expression.

HERE IS
WHERE I WOULD SHOW
YOU ALL OF THE GREAT
COMICS THAT HAVE BEEN
PUBLISHED AT
OPENDOOR-COMICS.COM...



No Comics Found
Showing 0 of 0 Results

...IF
I HAD
ANY.



IT'S *TRUE* - AT THE MOMENT THERE
ARE *NO* COMICS TO BE FOUND AT
OPENDOOR-COMICS.COM.

(UNLESS YOU COUNT THIS ONE, BUT WHY WOULD YOU?)

BUT!!!

THAT'S WHAT THIS IS ALL ABOUT. I DIDN'T MAKE THIS TO DEMONSTRATE MY MEAGER COMIC-CREATING ABILITIES, BUT RATHER TO INTRODUCE YOU TO OPENDOOR COMICS IN THE HOPES THAT YOU'LL BE AS EXCITED ABOUT THE IDEA - IF NOT THE CURRENT EXECUTION. IMPROVEMENTS WILL COME AS CREATORS START TO CONTRIBUTE THEIR COMICS AND AN AUDIENCE DEVELOPS.

TO MAKE THAT HAPPEN, I NEED *YOU* TO HELP SPREAD THE WORD.

THERE'S NO QUESTION THAT OPENDOOR COMICS HAS A LONG WAY TO GO TO FULFILL ITS MISSION. BUT IF THERE ARE ENOUGH PEOPLE WHO BELIEVE IN THAT MISSION WHO ARE WILLING TO HELP GET THINGS UP-AND-RUNNING , I THINK WE CAN CREATE SOMETHING FANTASTIC.

KEEP READING TO LEARN A LITTLE MORE ABOUT WHAT OPENDOOR COMICS HAS TO OFFER, AND USE THAT INFORMATION TO GET THE WORD OUT.

FOR IMMEDIATE RELEASE

OPENDOOR COMICS SEEKING COMICS CREATORS

New Webcomics Platform Focuses On Openness and Inclusion

August, 2015 – OpenDoor Comics, an open and inclusive publishing platform, is seeking creators from all backgrounds to begin publishing their content on its recently-launched site.

“The mission of OpenDoor Comics is Opening the door to a wider world of expression,” said President and Publisher Jon Maki. “What that really means is that we want to reach out to creators – and readers – who have been excluded or marginalized in traditional comics, and give them a platform, a community, in which they feel welcome and supported. But to build that community, we need creators to sign up and begin publishing their comics.”

With a goal of expanding the representation of people from all backgrounds – in particular, women, people of color, the QUILTBAG community – in terms of creators of comics and the characters within those comics, OpenDoor Comics aims to create a supportive community that offers something for everyone.

“We want to help increase the representation of marginalized people in comics, but obviously being exclusive can’t be part of a mission based on inclusion; everyone is welcome to contribute. The goal is not to serve some niche audience, but to serve as a platform where anyone and everyone can find something to enjoy and where everyone is welcome.”

Maki readily admits that the site is a work-in-progress and offers only the most basic functionality, but stresses that as creators begin posting content and the readership grows, investment in the site will drive improvements and ensure that creators and readers alike reap the benefits of those improvements and the new services that OpenDoor Comics will ultimately add to its portfolio.

Becoming a contributor is free, creators retain full ownership of their content, and the majority of advertising revenue goes directly to the creators. There are also additional opportunities beyond posting comics.

“We have a store – the Supply Closet – through which creative individuals can sell their own custom-built materials, such as fonts, brushes, templates, and so on. We also offer a service to match creators with collaborators. Have an idea for a comic, but can’t even draw a stick figure? Sign up to become a collaborator, and we’ll work to match you with an artist to help bring your idea to life.”

Ultimately, with the ubiquity of blogging platforms and other opportunities for distributing original content, OpenDoor Comics is entering a very crowded field, and initially offers little in the way of technological advantages or financial incentives to distinguish itself, but being a small start-up attempting to establish its place provides a host of advantages.

“We’re nimble. We’re attentive. We’re not bogged down by tradition or standard operating procedures that are ill-suited to serving a diverse audience. We’re looking for people who love comics as much as we do, who share our mission, vision, and values, and who want to step through the open door and help build a community that keeps the door open for everyone who has been shut out.”

OpenDoor Comics Vision: Creating an open and inclusive platform that removes the barriers to entry for consumers and creators in the field of comic art and storytelling, and providing support and collaborative tools for creators of all kinds.

OpenDoor Comics Mission: Opening the door to a wider world of expression.

OpenDoor Comics Values: Openness; Support; Inclusiveness; Collaboration

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If you would like more information about OpenDoor Comics, please email comics@opendoor-comics.com, or visit www.opendoor-comics.com

A
LITTLE BIT
ABOUT
ME...

Born and raised in the sparsely-populated Upper Peninsula of Michigan, Jon Maki developed an enduring love for comics at an early age. Comics spoke to young Jon, as they appealed to the love of reading instilled in him by his mother, and also to his love of art inspired by the talents of his older brother and sister.



Jon Maki, PMP, CKM
President and Publisher

Beyond that, though, comics showed Jon a much larger, more diverse world than what was available outside his window.

As much as he thrilled at the amazing adventures of costumed heroes, or the battle-hardened warriors of ancient, recent, and completely fictional times, chilled at the stories of horror and suspense, and laughed at the misadventures of eternal teens, friendly ghosts, and wealthy children, he also learned that world was much bigger and filled with a diverse range of people with different experiences, backgrounds, and beliefs. He knew that people couldn't fly, or run as fast as the speed of light, but while the people of the world in which he lived might not have those kinds of extraordinary abilities they were all still extraordinary nevertheless.

And if a Kryptonian, a Martian, an Amazon, and an Atlantean could come together on the page to form something greater than the sum of its parts, well, why couldn't the people of the real world do the same?

As he got older he began to take note of the names of those involved in bringing these four-color adventures to life and saw that, more often than not, there were many different people contributing in different ways – plotters, scripters, pencillers, inkers, colorists, letterers, editors – to the creation of the finished product. In many ways, the idea of many people, likely from backgrounds as diverse as the members of any super-team, coming together to tell a story was just as compelling as the story itself.

This all led to the formation of his belief that the medium of comics had a vast and unique potential to bring people together.

Recognizing that in many ways this potential is not being lived up to, coupled with a desire to be part of a "super-team" bringing comics to life, and an interest in technology and a belief in the power of the Web and new media to help expand the audience for comics, led him to found OpenDoor Publishing, LLC, the parent company of OpenDoor Comics.

Jon has professional experience in Public Relations, Graphic Design and Desktop Publishing, and has spent the bulk of his career working in the telecom industry. He is a certified Project Management Professional (PMP), a Certified Knowledge Manager (CKM), and holds multiple Information Technology Infrastructure Library (ITIL) certifications. He graduated cum laude from Northern Michigan University, where he majored in English and minored in Writing.

He writes at **The Threshold**, the Official Blog of OpenDoor Comics: www.opendoor-comics.com/threshold

...but I'm **not** important. I'm providing the platform and will work to provide the tools and support, but the creators and readers are the people who **really** matter. They will be the ones to form the community that grows around the OpenDoor Comics Vision, Mission, and Values.

OpenDoor Publishing, LLC

OpenDoor Publishing, LLC, is the parent company of OpenDoor Comics. Incorporated in 2015 in the Commonwealth of Virginia, it is dedicated to removing the barriers between people and ideas.

Beyond the services offered by OpenDoor Comics, OpenDoor Publishing owns Heroic Portraits, a site providing hand-drawn, custom fantasy portraits that allow people to unleash their inner hero, which will be opening up to offer interested artists the opportunity to lend their talents to fulfilling that mission.

OpenDoor Publishing will expand to offer additional multimedia products and services, such as applications and application development, animation, and other publishing services that support the overall goal of removing technical and cultural barriers.

Neither OpenDoor Comics nor OpenDoor Publishing, LLC, is actively seeking investors at this time. However, anyone interested in providing financial support is welcome to donate via PayPal. Additionally, OpenDoor Comics-branded merchandise can be purchased via the **OpenDoor Comics Shop** at www.cafepress.com/opendoorcomicsshop.



STEP THROUGH THE OPENDOOR!

OpenDoor Comics needs creators like you - yes, YOU! - to sign up and begin posting your original comics.

What kind of comics do we want? Well, what kind have you got? Epic, serial narratives? Great! Single-panel humor strips? Awesome. OpenDoor Comics wants to be *the* place on the Web to go to find great comics of every kind.

Have an idea for a comic, but can't draw? Sign up to be a collaborator, and we'll help match you with a partner whose skills complement yours.

Not ready to take the plunge into the world of creating comics, but have a flair for creating custom brushes, fonts, and other creative tools that you want to share with the world? Send an e-mail to comics@opendoor-comics.com to find out more about selling your tools through the **Supply Closet**.

Have some design and development skills and want to help contribute behind the scenes and have a role in making OpenDoor Comics a beautiful and easy-to-use platform? Let's talk.

We're also looking for people with the ability to deal with a lot of the **BULLSHIT** that accompanies having a presence on the Web and are interested in moderating comment threads and managing social media accounts. There's always a need for experienced Troll-Hunters (unfortunately).

Have some thoughts to share on the subject of comics, diversity, and inclusion? Submit a guest post to **The Threshold**, the Official Blog of OpenDoor Comics, by e-mailing comics@opendoor-comics.com.

If nothing else, just tell your friends about OpenDoor Comics!



Opening the door to a wider world of expression.

www.opendoor-comics.com