

MEDIA IMPACT FUNDERS



AIM Bulletin #1

We're pleased to share a new resource for tracking how media informs citizens and shapes public debate. Our bimonthly AIM Bulletin will highlight new resources, tools and knowledge surrounding media's impact.

You're receiving this because you joined us at The Paley Center for Media on November 13, for our latest Media Impact Focus event: [Assessing the Impact of Media](#), or you opted in. If you'd prefer to opt out of this communication [simply email us](#).

Save the date

In November, Media Impact Funders convened more than 100 leading national funders, journalists, filmmakers and impact analysts in New York for an insight-packed daylong event at The Paley Center -- [Media Impact Focus: Assessing the Impact of Media \(AIM\)](#).

Now, we'll continue the discussion of cutting-edge impact analysis methods on the West Coast at our next major event: "Media Impact Focus: AIM and Shoot" on March 5, 2014.



We will get an exciting first look at the brand new Media Impact Project, based at the USC Annenberg School of Communications. We will also dive deeper into The Participant Index, with Chad Boettcher from Participant Media, who gave a great overview of the new initiative at our Paley Center event last month.

In addition, we will explore the impact of documentary photography. Attendees will have a chance to experience the National Geographic exhibit, [The Power of Photography](#), and hear firsthand from organizers how these photos continue to inspire and move viewers. Local and national media producers will discuss the ways in which they collaborate with funders to mount multiplatform projects that actively engage,

educate and mobilize communities. Plus, as always, there will be ample time for attendees to network and collaborate with their peers.

Join us March 5th at the Annenberg Space for Photography Skylight Studios in Los Angeles for this funders-only event. **Space is limited and our last event reached capacity quickly, so [register now](#)**. We hope you'll join us in Los Angeles--but you can get a jumpstart on learning more about impact methods on our redesigned website. Check out the [AIM section](#) for the latest news, reports and original analysis.

Read our latest

Stay abreast of emerging impact trends on our newly redesigned website. Recent highlights:

- Funding is on the rise for [media projects that spur social change](#), writes Media Impact Funders Executive Director Vince Stehle in his recent *Chronicle of Philanthropy* column.
- In fact, David Corn of *Mother Jones* and MSNBC told those gathered at The Paley Center, "it may well be that non-profit reporting, supported by individuals and foundations, is essential to maintaining investigative journalism...that produces short-and long-term results." [Watch his talk, or read the full text of his remarks](#).
- But how can funders know if media projects are actually making a difference? A recent suite of case studies from BRITDOC provides some answers -- [learn more](#).
- And what's the buzz on how much journalists should care about buzz? [Get up to speed on the latest debates](#).
- Finally, a tongue-in-cheek look at how collecting impact data might just become [too much of a good thing](#).

Your thoughts?

If you joined us in November, please [take a moment to fill out our brief survey](#). Big thanks to those who have already taken the time.

Questions, or suggestions for coverage? Contact [Jessica Clark](#).