

MEDIA IMPACT FUNDERS



AIM Bulletin #10

Wondering how audience research can better inform editorial decisions? Dig in...

In our [AIM Analysis](#) section, we examine a range of assessment platforms showcased at the recent Online News Association Conference. Learn how evaluating journalism impact is akin to writing a news piece, as analysts seek to discover who cares about a story or package, how and where they access it, and what happens next.

Plus, don't miss our [guest post](#) from the team at the Fledgling Fund -- an open letter to the field in response to ongoing debates about how best to take stock of documentary engagement campaigns.

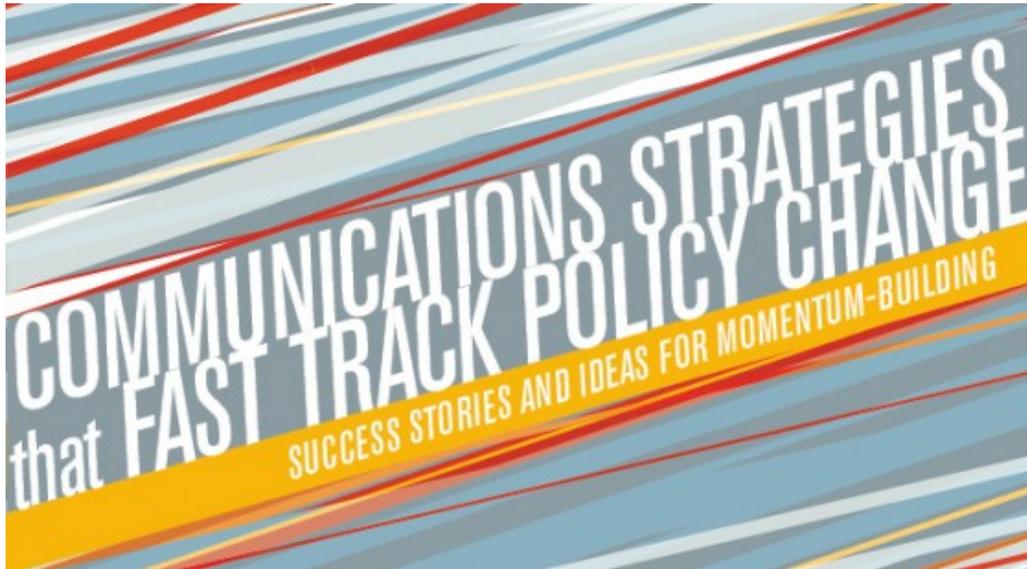
"We encourage our grantees to create an evaluation plan that is clearly linked to their own distinct impact goals and strategy and relies on different kinds of data that can help track key indicators of their progress over time," they write. "With this quantitative and qualitative data, filmmakers can create a story (which we know they can do!) about the impact they have had. This 'impact story' allows for deep context that cannot be achieved with numerical data alone."

Catch the latest:

- New: We've redesigned our [entire AIM section](#) to make it more useful for you. Search for resources and tools by year, topic, media type or resource type.
- In our [AIM Research](#) section, glean insight into the changing dynamics of the public sphere from leading funders and journalists in a new report: *Infogagement: Citizenship and Democracy in the Age of Connection*.
- Want an overview of the latest audience research methods? Set aside time to listen to Rutgers University Professor Phil Napoli's recent MIT talk in our [AIM Articles](#) section.

Also, catch Doron Weber of the Alfred P. Sloan Foundation weighing in on the doc impact debate: "Twitter, Facebook, and online surveys, wonderful as they are, may still be very blunt instruments when it comes to measuring the awakenings of the soul."

Don't miss:



Media Impact Funders is pleased to host The California Endowment's [Communications Strategies that Fast Track Policy Change case studies](#).

Learn how leaders from policy and advocacy communities have collaborated with media makers to move policy change on issues such as school discipline and healthcare for undocumented Californians.

Questions or suggestions for coverage?
Contact MIF Research Director [Jessica Clark](#)

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