

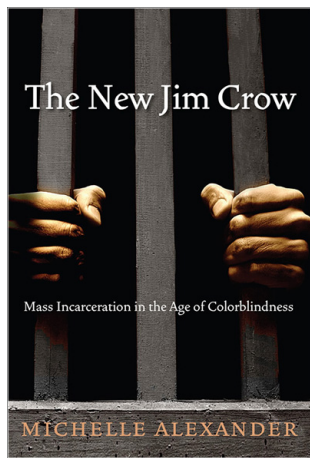
MEDIA IMPACT FUNDERS



AIM Bulletin #12

Looking to learn how media can help to right pressing social wrongs? See this month's resources.

November has been a complex and disturbing month for funders and media makers focused on issues at the intersection of race and criminal justice. In order to better grasp the impact of productions addressing such vexing topics as the school-to-prison pipeline, racial profiling and police shootings, Media Impact Funders convened a day-long meeting with Atlantic Philanthropies.



Discover [five impact strategies](#) for media funders revealed through the day's discussions with speakers including long-time activist and national news analyst Van Jones, WNYC's John Keefe, *ColorLines*' Jamilah King, *FRONTLINE*'s David Fanning, Central Park Five producer Sarah Burns and others.

One strong takeaway from the event was the central role that Michelle Alexander's bestselling book *The New Jim Crow: Mass Incarceration in the Age of Colorblindness* has played in framing the debate and inspiring related media and public education projects.

In our [AIM Analysis](#) section, The New Press' Executive Director Diane Wachtel examines how *The New Jim Crow* has raised awareness, spurred activism and informed policy change -- and what that tells funders about the power of supporting public interest authors.

Stay up to date:

- What role can pop culture play in social and political outreach? Find out in Tracy Van Slyke's new report, *Spoiler Alert*, in our [AIM Research](#) section.
- In our [AIM Articles](#) section, Sundance Documentary Film Director Tabitha Jackson throws down the gauntlet in the impact debate: "The *lingua franca* of non-fiction filmmaking should be the language of cinema and not the language of grant applications."

Also: is transparency the secret sauce that makes popular true crime podcast *Serial* so compelling?

- Want to stay on top of the latest media platforms? See our [AIM Tools](#) section for handy impact guides on popular games from Arizona State University, plus assessment tips for interactive storytellers from the Tribeca Film Institute's newly revamped Sandbox.
- Kudos! BRITDOC has announced the five winning filmmaking teams selected to receive their 2014 Impact Award. Read [in-depth case studies](#) of each campaign and [related op-eds](#) about how documentaries make change.

Seeking to produce your own high-octane doc? See [The Impact Field Guide and Toolkit](#), which BRITDOC has just expanded to include an evaluation section.

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



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