

# MEDIA IMPACT FUNDERS



## AIM Bulletin #13

**When media funders talk about impact, what do they mean, and how do they gauge it?**

At this week's Sundance Film Festival, we released a new report, [\*\*\*Funder Perspectives: Assessing Media Investments\*\*\*](#). It explores the multiple and sometimes overlapping lenses through which grantmakers view media evaluation, and confirms that there are still many unanswered questions.



## FUNDER PERSPECTIVES: ASSESSING MEDIA INVESTMENTS



Proposals to create a single media impact metric or tool have been met with both curiosity and skepticism. Those in favor of impact analysis cite its strategic usefulness in this moment of myriad new and untested media platforms. Detractors raise concerns about how an excess of evaluation might stifle creativity and needlessly limit funding only to those projects whose short-term impact can be conclusively proven.

However, this debate has taken place in somewhat of an information vacuum. To date, the conversation about media impact has been led by a limited group of foundations. Little substantive information is available about how a broader range of funders address questions of evaluation.

This report aims to help fill that gap. Combining survey responses from 30 foundations large and small with in-depth interviews of selected leaders, it shows how and why the field of media impact assessment is still coalescing.

[Read more.](#)

**Couldn't make it to Sundance? Keep current with these resources on high-impact docs:**

- Read about the Skoll Foundation's newly expanded support for [Stories of Change](#).
- In our [AIM Articles](#) section, discover how your grantees' films can help transform the world with tips from Beth Portello of Cinema Libre Studio.
- In our [AIM Tools](#) section, bone up on new kinds of interactive documentary that combine storytelling, design and tech to captivate and mobilize audiences.
- ICYMI: BRITDOC's [The Impact Field Guide & Toolkit](#) includes an evaluation section.

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## How cultural institutions are embracing digital technology

Commissioned by the Wyncote Foundation

*Plus:* A new report released by the Wyncote Foundation reveals how cultural institutions are embracing digital technology, and why assessment is central to developing strategies that work.

"Measurement fosters learning," notes author Sarah Lutman. [Read more.](#)

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



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