

MEDIA IMPACT FUNDERS



AIM Bulletin #14

How important is broadcast for bolstering documentary impact?

Across the country, filmmakers, funders and community advocates are meeting with PBS and WNET leaders to discuss when documentary series *POV* and *Independent Lens* should be broadcast -- and how to build more awareness and civic engagement around social issue films.

Read about the discussions that have taken place so far at "listening tour" stops in [San Francisco](#) and [New York](#), and then discover what some documentary funders think about this issue in our [AIM Analysis](#) section.



Want to dig more deeply into documentary evaluation questions? See the new "How Do We Know If We're Making a Difference?" hub from Active Voice in our [AIM Tools](#) section.

By the way, **impact** is not a four-letter word...

While talking about impact with funders might strike fear in the heart of nonprofit organizations, honest evaluation is a crucial tool for planning, observes Molly de Aguiar, Program Director for Media and Communications at the Geraldine R. Dodge Foundation. Read her thoughts in our [Insights](#) section.

"Assessment requires a level of honesty that can be difficult to admit to, but is necessary for gaining the loyalty and trust of your community first, and second, the loyalty and trust of your funders," she writes.



"If you're not purposefully asking your community whether and how your work is making a difference, you're just guessing about your impact. You're not learning what you're doing right and what you're doing wrong."

Honing in on journalism strategy

This month, our [AIM Articles](#) section is chock full of insights about how leading news outlets are stepping up their game. See how:

- nonprofit news site *Voice of San Diego* is revamping its membership system with support from the Knight Foundation,
- *BuzzFeed* has successfully developed fresh content to attract Latino readers,
- *The Guardian* is improving its in-house analytics system through a regime of "constant tweaking."

Are you or your grantees working on news impact tools? Keep an eye on this week's [Dissection G](#) event in Miami, and the upcoming [Collab/Space workshop](#) in Austin on analytics and impact.

In case you missed it

In January, we released a new report, [Funder Perspectives: Assessing Media Investments](#), which explores the multiple and sometimes overlapping lenses through which grantmakers view media evaluation.



FUNDER PERSPECTIVES: ASSESSING MEDIA INVESTMENTS



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



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