

MEDIA IMPACT FUNDERS



AIM Bulletin #15

Join the conversation about impact with our guest contributors:

"So, how do you make people know what you say is important?"



Of course, there is no single answer, notes Bruce S. Trachtenberg -- the Executive Editor of the frank conference -- in our [Insights](#) section.

But this annual gathering of public interest communicators offers "lots of pathways, guidance and suggestions -- much based on practice and a growing amount of new knowledge coming from researchers."

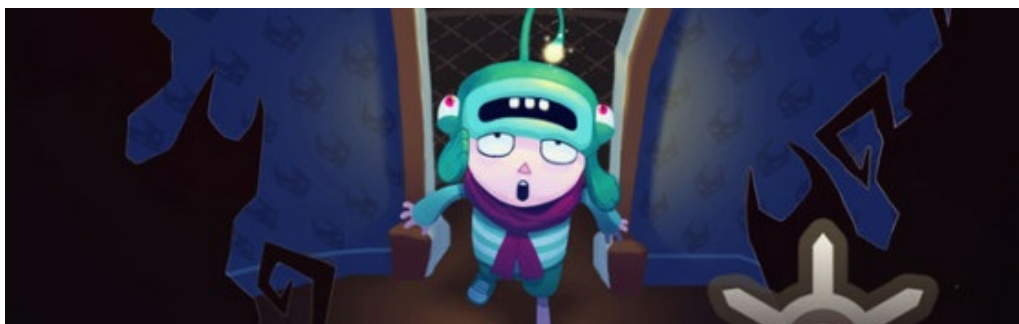
See his post for highlights from the event, including talks on health communication, viral myth-busting, "brain porn communications," and the power of humor to "fend off the apocalypse."

How serious play can influence both minds and behavior

A new guest post in our [AIM Analysis](#) section spotlights three digital games nominated for the "Most Significant Impact" category in the Games for Change Awards:

- *MindLight*, which helps players overcome anxiety using neurofeedback
- *Never Alone*, which shares and celebrates the culture of the Alaskan Native Iñupiat tribe
- *Zoo U*, which helps children build social emotional learning skills to combat difficult encounters such as bullying

Curious to meet developers and leaders of projects like these at the Games for Change Festival in April? Media Impact Funders members receive [a special discount of 10% off passes](#) with the code '10mif.'



A fresh look at local news users

Catch up on commentary about a new Pew Research Center Study, *Local News in a Digital Age*, in our [AIM Articles](#) and [AIM Research](#) sections.

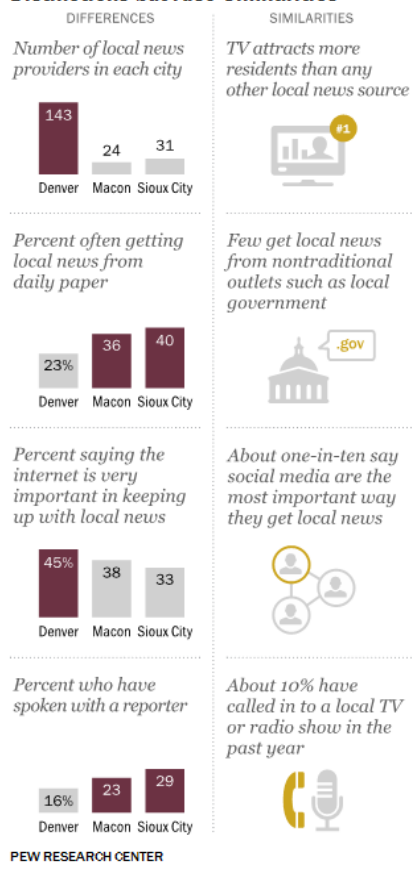
Quick takeaways:

- Across three disparate U.S. metro areas -- Denver, Macon and Sioux City -- nine in ten residents say that they follow local news closely.
- TV still leads as a news source, though less so in Denver, which boasts more news outlets.
- Citizens are still more likely to participate in the journalism process as sources or disseminators than as contributors.
- The most engaged news consumers are drawn to a more diverse set of sources.

Speaking of local news...

Couldn't make it to the Nonprofit Technology Conference? See the recap of our panel, [Media Innovation in Austin and Beyond](#), from MIF Executive Director Vince Stehle.

Three Local News Ecologies: Clear Distinctions but Also Similarities



The session featured tips for nonprofits about

building high-impact digital journalism projects from such news leaders as Evan Smith, founding CEO and Editor-in-Chief of *The Texas Tribune*; Stewart Vanderwilt, General Manager of public radio powerhouse, KUT/KUTX; and David Rousseau, Vice President of the Henry J. Kaiser Family Foundation, who oversees the foundation's *Kaiser Health News* site.

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



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200 West Washington Square, Suite 220
Philadelphia PA 19106
t: 215-574-1322
@MediaFunders
www.mediaimpactfunders.org