

MEDIA IMPACT FUNDERS



AIM Bulletin #16

What makes today's audiences tick?

According to Pew's 2015 *State of the News Media* analysis, online news consumers may have hit a "mobile majority." However, on-the-go gadgets aren't the whole story these days -- audiences are engaging with media that matters across a slew of platforms and genres.

See the "Spring Research Roundup" in our [AIM analysis section](#) for insights from researchers on how humor drives empathy, why game designers are avidly debating impact methods, and the importance of participatory media for organizers of LGBTQ and "Two-Spirit" communities.



A daylong look at high-impact docs about women

Donors of all stripes are contemplating ways to understand and support social issue media. In early April, MIF Executive Director Vince Stehle and Research Director Jessica Clark joined philanthropic network Women Moving Millions for "Investing in Social Change Through Documentary Film." [See the Storify](#) here.

How can media amplify your program goals?

"Ultimately, success in the policy arena depends to some degree on media and communications," writes Stehle in a [recent post](#) for the Center for Effective Philanthropy (CEP). "And while it's true that foundations already support a broad array of media activities, grantmakers could be -- and should be -- investing far more resources into strategies that inform and persuade."

Read more, and keep an eye on [@VinceDaily](#) and the [#CEP2015](#) tag on Twitter for insights on this week's CEP conference, Leading Effective Foundations.



Taking a cue from museum innovators

"Museums are becoming some of the 21st century's most compelling conveners, storytellers, and media producers," observes Sarah Lutman in our **Insights** section. What can media funders learn from successful experiments in this parallel arena?

Check out intriguing projects such as the *The Art Detective* and *WWI: Love and Sorrow*, and bone up on the rise of "maker spaces" worldwide in this [guest post](#).

Catch the latest in impact news

This month in our [AIM Articles](#) section, learn about up-and-coming impact tools from MediaShift's Collab/Space meeting in Austin, explore the question "What good is raising awareness?" and see why most Twitter maps just "can't be trusted."

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



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