

# MEDIA IMPACT FUNDERS



## AIM Bulletin #18

Welcome back to our Assessing Impact of Media (AIM) newsletter!

We took a summer break after June's [Media Impact Forum](#) and [Media Impact Festival](#), where we released a set of publications designed to help journalism and documentary funders support productions that make a difference.



Given today's thriving documentary marketplace, competition for audience attention and action is fierce. That's why we've chosen to honor five pioneering film teams for their breakthrough approaches to constructing high-impact social campaigns in our 2015 Media Impact Festival.

Learn about [pioneering engagement strategies](#) from *Virunga*, *When I Walk*, *Chasing Ice*, *Who is Dayani Cristal?*, and *Girl Rising*. We'll be organizing online conversations with each of these film teams in the coming months -- stay tuned for details.



Plus: See three ways to give the new [journalism impact spinner](#) that MIF produced with the Norman Lear Center's Media Impact Project a whirl.

In our [AIM Tools](#) section, discover rising methods for tracking, curating and verifying social media posts.

The [AIM Articles](#) section offers reflections on how to support innovation in newsrooms and make public media more participatory -- as well as a critical look at the "cult of Vice."

Last but hardly least, find recent in-depth explorations into the impact of art, games, environmental images, short-form video and more in our [AIM Research](#) section.

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



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