

MEDIA IMPACT FUNDERS



AIM Bulletin #19

Get in on the impact action:



Today: tune into [MIF's Twitter stream](#) for live coverage of Philanthropy New York's workshop: [Communication Evaluation for Foundations and Nonprofits](#). There, MIF's Jessica Clark will present on tools for understanding documentary impact.

On Saturday, the MIF team will be in LA for a funders-only event on [emerging strategies for supporting local and ethnic media](#). We'll stream the session live on Periscope and tweet insights from the Dodge and McCormick foundations, as well as LA-based public station KPCC.

Plus, in case you missed it, our [Media Impact Festival](#) site features case studies designed to help journalism and documentary funders support productions that make a difference. Chat with the makers of one of this year's selected films -- *When I Walk* -- in our [Oct. 1 Ovee event](#), the first in our Documenting Impact series.



Making and measuring high-impact environmental media:

In our Insights section, discover [ten university research centers](#) dedicated to discovering and teaching ways to communicate effectively about climate change and conservation.

Recent resources:

In our [AIM Tools](#) section, see how the Institute for Nonprofit News (formerly known as the Investigative News Network) is collaborating with Newslynx to refine newsroom impact measurement.

Our [AIM Articles](#) section offers insight into how Twitter is changing the climate conversation, and what the actual results of all those chilly Ice Bucket challenges ended up being.

In our [AIM Research](#) section, find out how the arts make an impact on wellbeing, and how many films from the past century have failed the "Bechdel Test."

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



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