

MEDIA IMPACT FUNDERS



AIM Bulletin #2

This bimonthly bulletin highlights new insights and tools re media impact.

Read our latest:

- Want to get on the same page with your grantees about the dynamics of a media project? See [Five Tools for Capturing Impact Strategy in a Glance](#).
- Discover how the Center for Investigative reporting is [doubling down on impact questions](#) with their upcoming Dissection B event.
- Do we actually know enough to accurately gauge the relevance of digital media? Robert Faris and Rebekah Heacock of Harvard's Berkman Center for Internet & Society consider the macro issues involved in measuring Internet activity in a recent report featured in our [AIM Research](#) section.
- And in our [AIM Articles](#) section, find out why Ford Foundation's Cara Mertes says that thinking about impact "will make your doc better. Yes, really!"

Questions, or suggestions for coverage? Contact [Jessica Clark](#).

Register Now -- Media Impact Focus: AIM and Shoot

Media has the strength to move us -- to think, to feel, to participate and act. On March 5, join Media Impact Funders in Los Angeles to learn how philanthropically funded productions are transforming audiences and sparking social change. This is a funders-only event. [Register now.](#)



In November, we convened leading national funders, journalists, filmmakers and impact analysts in New York for an insight-packed daylong event at The Paley Center -- [Media Impact Focus: Assessing the Impact of Media \(AIM\)](#).

Now, we'll continue the discussion of cutting-edge makers and methods on the West Coast at our next major event, Media Impact Focus: AIM and Shoot, at the Annenberg Space for Photography's Skylight Studios.

Todd Cunningham, who directs the Media Impact Project -- a new research initiative at the Norman Lear Center at the USC Annenberg School for Communication and Journalism -- will provide an exciting first look at the effort (funded jointly by the Knight and Gates Foundations). We will also dive deeper into The Participant Index with **Chad Boettcher** from Participant Media, who gave a great overview of this powerful audience survey panel at our Paley Center event. Acclaimed documentarians and public media producers will join these sessions to take us behind the curtain of their high-impact productions.



We'll also delve into a new topic: the impact of documentary photography. Attendees will

experience the extraordinary National Geographic digital installation, *The Power of Photography*.

We'll hear firsthand from curators how these iconic photos continue to, as Robert Draper writes in the exhibition's lead essay, "alter perceptions, and at their best, change lives." Leaders of both local and global photo projects will reveal the ways in which they collaborate with funders such as the Magnum and Open Society Foundations to mount multi-platform initiative that actively educate and mobilize communities. Plus, there will be ample time for attendees to network and collaborate with peers.

Join us for this funders-only event. Space is limited, so [register now](#).

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