

MEDIA IMPACT FUNDERS



AIM Bulletin #20

Help us help you:

Here at MIF, we've spent the last two years tracking the emergence of many different tools, frameworks and case studies focused on methods for evaluating the social impact of media and communications. In this time, both the documentary and news fields have moved forward -- beyond "Should we evaluate?" to "How can we best evaluate?"



However, there's still real confusion about how to apply these methods in a way that's practical and affordable. In conversation after conversation, we've heard a clear gap: Who's qualified and available to conduct media evaluations?

Rather than trying to puzzle it through all by ourselves, we've decided to turn to our network of members and allies. Based on our research and events, we've started a working list of media impact experts.

Now, it's your turn to pitch in. Have you worked with a great evaluator -- or are you one? Please review the list and let us know if you have information to share.

Recent resources:

In our [AIM Tools](#) section, see Facebook's new Signal, "a one-stop shop for social discovery."

Our [AIM Articles](#) section takes a critical look at Netflix's claims about when TV viewers get "hooked," examines how collaborating with ethnic media outlets might help news outlets increase their impact among key demographics, and unpacks what Pizza Rat can teach us about what it takes to "go viral."

For campaigns that depend on viral sharing to work though, the target audiences have to be plugged in.

In our [AIM Research](#) section, find out which user communities *haven't* made it online yet, with recent data from the Pew Research Center and the United Nations Broadband Commission.



Questions or suggestions for coverage?

Contact MIF's director of research and strategy, [Jessica Clark](#)



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