

MEDIA IMPACT FUNDERS



AIM Bulletin #3

Now monthly, this bulletin keeps you up-to-speed on the fast-growing universe of media impact tools and practitioners.

Read our latest:

- Can media collaboration drive Twitter conversation? [See how The Media Consortium is partnering with a Harvard researcher](#) to find out.
- Public TV stations are also puzzling through how working in tandem with local partners might help them make a more profound impact. Learn more in a new report, *Public Media Models of the Future*, in our [AIM Research](#) section.
- Plus, in our [AIM Articles](#) section: Will audio ever go viral? Is action the next metric for news, or is it "attention minutes"? How should filmmakers think beyond getting butts in seats? And more...

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

Time is Growing Short -- Media Impact Focus: AIM and Shoot

[REGISTER TODAY](#)

March 5, 2014

The Annenberg Space for Photography Skylight Studios
Los Angeles



On March 5, join Media Impact Funders in Los Angeles to learn how philanthropically funded productions are transforming audiences and sparking social change.

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 November [Paley Center event](#).

Acclaimed documentarians and public media producers, including **Jim Miller** of Brave New Films and **Wendy Hanamura** of KGETLink, will join these sessions to take us behind the curtain of their high-impact productions. Be among the first to see how humor can illuminate some of the most difficult issues facing those living in poverty with a special presentation by **Hasan Minhaj**, host of the edgy Gates Foundation-funded series, *Stand Up Planet*.



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, and learn how these iconic images, as Robert Draper writes in the exhibition's lead essay, "alter perceptions, and at their best, change lives."

Speakers will include **Pat Lanza** of the Annenberg Space for Photography, **Dennis Dimick** and **Pamela Chen** of *National Geographic Magazine*, **Amy Yenkin** of the Open Society Documentary Photography Project, **Sandra Ainslie** of The AjA Project, **Sara Terry** of The Aftermath Project and **Susan Meiselas** of the Magnum Cultural Foundation -- an acclaimed photographer in her own right.

There will be ample time for attendees to network and collaborate with peers. Space is limited and our last event reached capacity quickly, so [register now](#).

Can't join us in LA? Tune in on the March 5 [livestream](#) instead, and share your questions and thoughts with us via Twitter: [@mediafunders](#).

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