

# MEDIA IMPACT FUNDERS



## AIM Bulletin #5

Stay up-to-speed on the rapidly expanding universe of media evaluation methods with this monthly bulletin.

Read our latest:

- What's the overlap between nonprofit communications and Tech for Good? Learn about [the evolution of the field](#) in our Insights section, and check out this [nifty ecosystem map](#) for a birds eye view of key impact areas.
- How are users actually interacting with online news sites? See recent studies from the Pew Research Center and UT-Austin's Engaging News Project in our [AIM Research](#) section.
- Still reading? If so, you may be in the minority. Find out more about the disturbing disconnect between social sharing and actual story consumption in our [AIM Articles](#) section. Plus, bone up on the *Downton Abbey* rules for social media measurement, how transmedia TV productions are engaging participants, why "emotional quotient" may trump IQ online, and more...

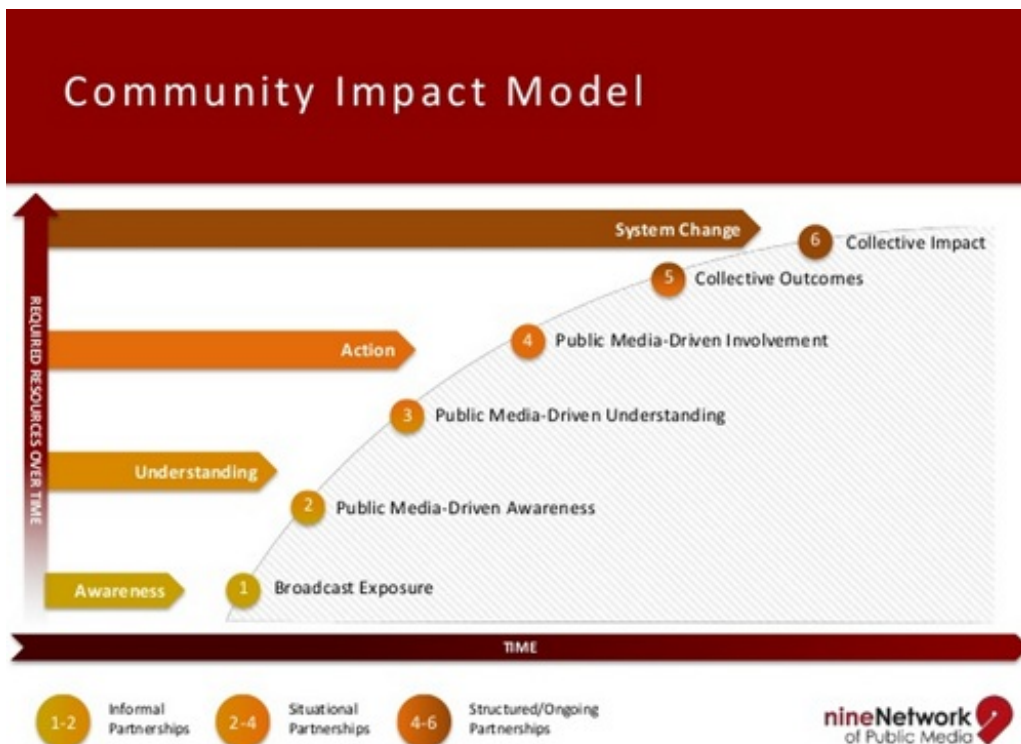
Questions, or suggestions for coverage? Contact [Jessica Clark](#).


The conversations are coming fast and furious now...



In our [AIM Analysis](#) section, we recap a series of recent impact gatherings hosted by BRITDOC and CIR over the last month, which brought makers, funders and analysts together to hash through emerging evaluation methods.

Read about leading tools and models that filmmakers, investigative journalists and public media stations are developing, and where there are still important points of tension.





200 West Washington Square, Suite 220

Philadelphia PA 19106

t: 215-574-1322

@MediaFunders

[www.mediaimpactfunders.org](http://www.mediaimpactfunders.org)