

MEDIA IMPACT FUNDERS



AIM Bulletin #6

Keep an eye on how makers and funders are puzzling through assessment methods with this monthly bulletin.

Read our latest:

- Does social media drive TV viewing? How might shifting demographics influence the ways that Americans learn about social issues? See recent studies from the Council for Research Excellence and the Pew Research Center in our [AIM Research](#) section.
- "Over the past couple of years, a veritable movement has arisen around measuring the impact of journalism," write a trio of fellows from the Tow Center for Digital Journalism. See how they propose to improve how newsrooms assess "their role in the world" in our [AIM Articles](#) section.

Plus, catch up on the bleeding-edge impact tools and engagement projects showcased at Tribeca Interactive Day, learn more about Mission Measurement's "Impact Genome Project," and more...

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

Public media outlets hash through impact questions:

In our [AIM Analysis](#) section, we take a look at a new tool in development: The Public Media Database.



Learn how the Public Media Company is collaborating with a clutch of stations to refine audience, revenue and engagement metrics. Their goal is to build a dashboard that they say will help station managers work smarter, share strategies and predict outcomes.

Part of what's complicating this and other efforts to establish consistent impact evaluation methods is the ongoing expansion of the public media field to include new platforms and partners. We'll examine this dynamic at our June 4 funders-only Media Impact Forum in DC. [Join us there.](#)

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