

MEDIA IMPACT FUNDERS



AIM Bulletin #7

Hark! Here's our monthly roundup, keeping you up-to-speed on breaking media impact tools, methods and debates.

Catch the latest:

- How do you tell digital stories for maximum social impact? What has WNYC learned about making collaborations hit home? Do youth media projects make a lasting difference in the lives of participants? Find out in recent reports from the Rockefeller, Revson and McCormick foundations in our [AIM Research](#) section.
- Has social media now become mandatory for journalists? See how frustrated readers have begun foiling the clickbait masters, and what happened when NPR swapped out their Twitter bot for a real live human in our [AIM Articles](#) section.

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

MEDIA IMPACT 2014 FESTIVAL

Explore how documentaries make a measurable difference:

On June 3, we celebrated the winners of our first annual Media Impact Festival at the National Geographic Museum in Washington, DC. The festival recognizes the role that documentary film campaigns play in informing and mobilizing audiences, activists, and policymakers.

[The Invisible War](#) received this year's Henry Hampton Award for Excellence in Film and Digital Media, presented by Elizabeth Christopherson of the Rita Allen Foundation.



Media Impact Funders Executive Director Vince Stehle,
Invisible War Producer Amy Ziering, and Rita Allen Foundation President/CEO
Elizabeth Christopherson

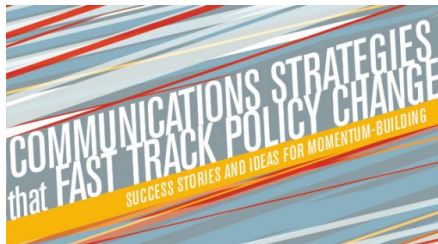
The Ford Foundation received the Woodward A. Wickham Award for Excellence in Media Philanthropy for their support of *[American Promise](#)*, presented by Kathy Im of The MacArthur Foundation, where Wickham took point on public media investments for many years.



MacArthur Foundation Director of Media, Culture and Special Initiatives Kathy Im and Ford Foundation Program Director Barbara Raab

Want to dig into the blow-by-blow on how documentary films can be used to shed light on issues and move viewers and influencers to action? See [in-depth case studies](#) of the campaigns for these two winning films, plus our eight other Media Impact Festival selections: *After Tiller*, *A Place at the Table*, *Blackfish*, *Bully*, *Gasland Parts I and II*, *Give Up Tomorrow*, *The Act of Killing*, and *The Interrupters*.

The festival also provided a chance to forge valuable new partnerships with other organizations taking a deeper look at social impact films. Thanks to [BRITDOC](#) for sharing their powerful framework for evaluating documentaries and collaborating with us to showcase their Puma Impact Award winners as five of our ten festival selections.



In conjunction with the festival, we also launched a new initiative with the California Endowment to showcase the [Communications Strategies that Fast Track Policy Change](#) research produced by Hershey Cause, including their own hot-off-the-presses examination of [The Invisible War](#).

Many thanks to our festival chair Juliette Feeney-Timsit, to our expert panel of nominators -- Renee Branch, Sonya Childress, Rachel Grady, Kathy Im, Beth Janson, Joy Thomas Moore, Debika Shome, Sky Sitney, and Rahdi Taylor -- for their insight and dedication, and to the Rita Allen Foundation for their support of the festival.



The festival kicked off our Media Impact Forum in DC, on the topic of Remaking Public Media. [Read the wrapup](#) for insights on high-impact games, news and documentary photography projects.



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