

# MEDIA IMPACT FUNDERS



## AIM Bulletin #8

**Want to wade into the fray on media impact? Our monthly newsletter's got the info you need.**

A July 6 piece by *New York Times* media correspondent Michael Cieply on the public launch of The Participant Index has kicked the debate about documentary impact into high gear.

In our [AIM Analysis](#) section, catch up on competing perspectives about how films can spur social change, and find out why bringing this high-stakes conversation into public view reveals fresh opportunities for creative collaboration among makers and funders.

**Plus, catch the latest:**

- Seeking a handy field guide for film impact? Wondering if academics really have something to teach social innovators? Thinking about mounting a challenge to inspire grantees? See our [AIM Research](#) section for insights.
- Which online news sites are really engaging readers right? See what the Dodge Foundation's Local News Lab has to say. Also: learn more from Microsoft researcher danah boyd about Facebook's unauthorized experiments in media

impact, and from NPR's ombudsman about how the network is weighing delicate decisions regarding race, programming, and audience in our [AIM Articles](#) section.



**Explore how documentaries make a measurable difference**

Don't miss 10 [in-depth case studies](#) of films that tackle pressing social issues: *After Tiller*, *American Promise*, *A Place at the Table*, *Blackfish*, *Bully*, *Gasland Parts I and II*, *Give Up Tomorrow*, *The Act of Killing*, *The Interrupters* and *The Invisible War*.

This month, we [take a closer look](#) at how these film teams partner with analysts to get a better handle on why outreach matters.



*The AIM Bulletin is produced with support from The Knight Foundation.*

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