

# MEDIA IMPACT FUNDERS



## AIM Bulletin #9

**Seeking to get a grasp on digital news dynamics? Read on.**

What can the coverage of unrest in Ferguson teach funders about making high-impact media investments?

In our [AIM Analysis](#) section, we take a look at the role that social media and citizen journalists played in early accounts of the demonstrations, and how police responses reveal disturbing new challenges for crisis reporters. Explore what comes next for both #Ferguson and Ferguson once the news trucks pull out.

Plus, don't miss our [guest post](#) from Sara Federlein of WITNESS, who details how the human rights reporting nonprofit has adapted methods from the field of monitoring and evaluation (known as M&E) to capture "the stories that make video such a powerful tool for change."

**Catch the latest:**

- In our [AIM Research](#) section, learn three things that the Center for Investigative

Reporting gleaned from their in-depth case study focusing on the impact of multiplatform documentary *Rape in the Fields*.

- Ever wondered if some social issues are simply "unhashtagable?" Contemplate the question -- and see what Lucy Bernholz has to say about the civic calculus of a single click -- in our [AIM Articles](#) section.
- In search of more insights? We've gathered all of our impact resources and tools on the newly redesigned [AIM home page](#).

### Launching today:



As part of the NTEN [Leading Change Summit \(14LCS\)](#) in San Francisco, Media Impact Funders and Northern California Grantmakers are co-hosting a special event to showcase The California Endowment's newly launched [Communications Strategies that Fast Track Policy Change case studies](#).

Learn how leaders from policy and advocacy communities have collaborated with media makers to move policy change on issues such as school discipline and healthcare for undocumented Californians.

### Don't miss:



Have you read our 10 [in-depth reports](#) on films that tackle pressing social issues yet? If not, now's your chance to dig in...

*Questions or suggestions for coverage?*  
Contact MIF Research Director [Jessica Clark](#)



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200 West Washington Square, Suite 220

Philadelphia PA 19106

t: 215-574-1322

@MediaFunders

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