

MEDIA IMPACT FUNDERS



AIM Bulletin #23

What does it take to convince a skeptic?

Sometimes, facts alone don't do the trick when it comes to communicating about complex and controversial topics. How can funders and media producers make a stronger case?



In our [AIM Analysis](#) section, Annie Neimand -- the research director and executive editor for the frank conference and website -- rounds up the latest research on how to change "nonbelievers into believers, and believers into doers."

In February, we'll continue the conversation [about the science of better storytelling](#) with Neimand and other experts at the 2016 frank conference at the University of Florida in Gainesville. Want to attend frank, too? [Contact Media Impact Funders](#) to obtain your invitation to this event and receive a rate of 20 percent off registration as a member of our community.

Recent resources

In our [AIM Articles](#) section, discover:

- the year's biggest advances in analytics
- why millennial philanthropists' passion for metrics might be leaving arts groups in the cold
- five "traps" in performance measurement from the evaluation team at the Walton Family Foundation
- how McClatchy's new head of analytics is building digital audiences for high-quality journalism

In our [AIM Research](#) section, University of Oregon professor Damian Radcliffe offers insight into the impact that data journalism can make on a local level, with a look at such examples as the *Bay Citizen Bike Tracker*, the *San Jose Streetlight Shutoff Program*, *Homicide Watch*, and more.

Plus: A look under the hood



#MetricShift

Want to get deep into the details of digital measurement?

Spend some time with the [new MetricShift section](#) of the *MediaShift* site, produced with support from the Gates Foundation.

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



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