

MEDIA IMPACT FUNDERS



AIM Bulletin #24

Greetings from #frank2016

This month's AIM newsletter is winging its way to you from sunny Gainesville, Fla., where we're learning all about the impact of humor, care bots, truth boxes, restorative reality and more...

On Day One of this conference for strategic public interest communicators, we brought funders, researchers and makers dedicated to positive social change together to contemplate the science of storytelling.

[Read all about it.](#)

What's the ROI of interactive storytelling?



Following the buzz in journalistic circles, it seems clear that interactive stories and productions have the potential to engage audiences in new and exciting ways. But how does this work exactly, and when should funders be stepping in to invest in such experiments?

A recent report funded by the MacArthur Foundation and published by the MIT Open Documentary Lab takes stock of the wide range of interactive possibilities -- from augmented reality to virtual reality and beyond -- and explores how case studies and lessons emerging from both newsrooms and the documentary field can inform high-impact productions.

[Learn more.](#)

Recent resources

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

- Why Twitter is dead. Or maybe not?
- How Beyoncé is making an impact on race debates.
- Whether political advertising actually works after all.

In our [AIM Research](#) section, learn how CIR is measuring how news builds awareness, and in our [AIM Tools](#) section, see which Google Analytics reports you and your grantees should be using more.

Plus: Spread the word!

#DOCIMPACT AWARD



Winners 2016:



BRITDOC has just announced the five winners of its 2016 Doc Impact Award. To find out who won and why, download the reports, and uncover what a graffiti artist had to do with it all, [head on over here now](#).

We were pleased to join an impressive cadre of field leaders in film and social change, including Bertha Foundation, BRITDOC Foundation, Chicken & Egg Pictures, Compton Foundation, The Center for Media & Social Impact, The Fledgling Fund, Ford Foundation, Participant Media and Sundance Institute to help choose these powerful films.

Questions or suggestions for coverage?

Contact MIF Research Director [Jessica Clark](#)



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