

MEDIA IMPACT FUNDERS



AIM Bulletin #26

We talk a lot about the positive impact of media -- but what about the flip side?

While celebrating successes is important, it's also worthwhile to take a moment to acknowledge that media practices that put profits over purpose can undermine society.

In our **AIM Analysis section**, MIF Executive Director Vince Stehle considers the harm that money in politics is doing to our political discourse, and how funders can support related accountability tools such as the Political TV Ad Archive. Plus, **in our Insights section**, see how noncommercial news projects are digging deeper and providing prize-winning coverage beyond the horse race.

In other dubious news...

- In our **AIM Articles** section, find out how Facebook is making guesses about users' race via questionable "ethnic affiliation" marketing.
- In our **AIM Research** section, learn why social media might literally be more addictive than cocaine.

On the plus side:

- Documentary makers have a chance to move **beyond "fear and loathing"** when

it comes to assessment, suggests media scholar Pat Aufderheide.

- Data journalism is thriving, but there are clear next steps for the practice "reach its vital potential" through better education, says a **recent report**.
- The team behind the Panama Papers **offers a more expansive take** on how news can drive outcomes.



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



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