

# MEDIA IMPACT FUNDERS

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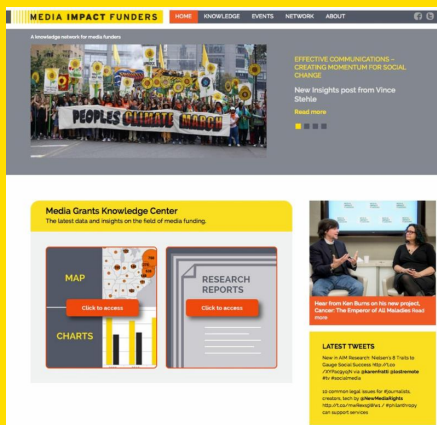
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**Media Impact Funders**



**Email us** to post notices

See our website for an interactive data map of media funding, research, examples of member-supported media, event resources and more.



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

**New section of the site: Issues**

**August 27, 2015**

**MEDIA IMPACT EVENTS**

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## MEDIA IMPACT EVENTS

**Mark your fall calendars!**



**Hands-on Workshop: Communications Evaluation for Foundations and Nonprofits**

**September 24, 2015**

**9:00 am - 12:15 pm**

**Philanthropy New York**

**1500 Broadway, 7th Floor**

Join Media Impact Funders, Philanthropy New York, and Public



### What Good Is 'Raising Awareness?'

April 21, 2015

"Health awareness days" are a phenomenon sweeping through social media, observes Julie Beck of *The Atlantic*: Jonathan Purdie, an assistant professor at Drexel University's School of Public Health, tells her they aren't necessarily a bad thing but should be seen as only "a first step to positively address the policies that impact a population's health." [Read more](#)

IMPACT



### Ken Burns at Maladies and Miracles -- Video Highlights

April 1, 2015

The field of philanthropy has lost two great leaders to cancer in recent weeks - **Leonard Aube**, executive director of The Annenberg Foundation and **Charles Benton**, chairman of the Benton Foundation and longtime board member of Media Impact Funders. It is a painful reminder that cancer is a prevalent and continuing threat to humanity, despite the many advances that have been made in recent years.

Last month at our Media Impact Focus program on health and science, filmmaker **Ken Burns** pointed out that one out of two men will get cancer in their lifetime, and one of three women will. [Read more](#)

EVENT

Our new Issue sections provide a single point-of-entry to explore content on our site: from events to analysis, media examples to posts. Issue topics include **Race and Justice**, **Health** and **Media Policy**. Explore the big picture or select a tab for specific types of content.

Policy Communicators for a hands-on workshop with innovators offering funders concrete examples of how to use evaluation methods to better understand the role and impact of media campaigns and productions.

Well-chosen analytics can provide a formative and continuous feedback loop pointing to success in raising awareness, changing behavior and motivating people to take action. Learn from the author of *Measuring the Networked Nonprofit*, **Katie Paine**, about basic concepts in how to think about evaluation, and from evaluation innovators, such as **Amy Sample Ward** of The Nonprofit Technology Network, **Jessica Clark** of Media Impact Funders, and **Subarna Mathes** of the Open Society Foundations, who will offer concrete examples of how to use evaluation methods to better understand how strategic communication and media can move the needle on issues. [Register here by September 23.](#)

## Emerging Strategies for Supporting Local and Ethnic Reporting

September 26, 2015

10:00 am - 2:00 pm

Annenberg Foundation's Skylight Studio

10050 Constellation Blvd | Los Angeles, CA

Join Media Impact Funders and Southern California Grantmakers for a convening to explore emerging strategies for supporting local and ethnic reporting projects. We'll tap into vibrant parallel discussions taking place at the adjoining Online News Association conference, and hear from foundation leaders and grantees in two morning sessions: Fresh Directions in Local News Funding, and Ethnic Media: The New Mainstream, with speakers from the Dodge Foundation, McCormick Foundation and California Endowment.

At lunch, leaders from LA-based NPR station KPCC will present strategies for better serving America's rapidly growing Latino population. After lunch, it's your turn to talk: We'll host a closed-door discussion among funders to share project updates and opportunities. [Register today.](#)

## Media Impact Forum 2015: See it for yourself

At our annual Media Impact Forum in June, speakers offered insights in a wide variety of areas including diversity, digital

privacy, and the consolidation of information offered by the internet. You can now [watch videos](#) from the day, [read our wrap-up](#), and catch up on what others had to say in our [Storify from the day](#).



Van Jones on creating an inclusive digital age.

### Revisiting #MIFestival: Five Innovative Strategies from our Media Impact Festival Filmmakers



Each of the 2015 [Media Impact Festival](#) film selections demonstrated innovative new methods of creating impact with the campaigns attached to their films. For example, while the *When I Walk* team leveraged an app which allowed users to map out locations' accessibility for the disabled, the *Girl Rising* team connected with grassroots movements and established organizations. Read this recent [AIM Analysis post](#) about strategies for each film that helped drive change for their causes.

## MEDIA IMPACT NEWS

### AIM Update

Want more than what we share in this newsletter?

Sign up to receive the monthly **AIM Bulletin** for more information on the impact assessment field.



### Three Ways to Give Our New Journalism Impact Spinner a Whirl

A companion to **the nonprofit news impact guide** we've jointly published with USC Annenberg's Media Impact Project, the spinners can help you to:

- Clarify your goals -- from reach, to innovation, to mobilization -- when making journalism grants (see the inner ring)
- Track a project in process across the gauge, to see what it's already accomplished and how far it still has to go (spin the dial)
- Identify relevant assessment methods and indicators, based on the project's goals (see the outer ring)

Find out how to get one in this recent **AIM Analysis post**. Plus, discover:

- how impact metrics can help filmmakers attract funding in our **Articles** section,
- Who's making money (and who isn't) in local journalism in our **Research** section.



In our **Insights** section, see why the Knight Foundation's Jon Sotsky thinks that evaluation and communications teams are "indispensable allies."

"All those fancy tools in the evaluator's toolkit like the theory of change or logic model (which

I'm often reluctant to use with program teams fearing they can do more to alienate than to assuage) are really just communications exercises for teasing out strategy," he writes. "And both functions will attest that working with program teams early in the life cycle of a grant or an initiative to clarify the goals and tactics is a prerequisite for effective measurement and communications."

Questions, or suggestions for coverage? Contact [Jessica Clark](#).

## STORIES FROM THE FIELD

### **MacArthur Overhauls Approach to Focus on Big Bets**

In her first annual report as the MacArthur Foundation's president, Julia Stasch announced a move away from small grants, and towards large investments geared to producing "transformative change" in areas including climate, criminal justice, and others for which measurable outcomes can be identified. Read more in this [Chronicle of Philanthropy piece](#).

### **Next-Generation Leadership for Public Media**

Boston station WGBH has launched a new initiative to expand diversity among public media leaders. The program will select eight Senior Editorial Fellows-applications open September 1. [Learn more.](#)



### 10 Basics Today's Journalists Need

The work life of a modern journalist is a far cry from the news desk of yore, with the internet placing a burden on the reporter to both be heard and stay aware at all times. This recent blog post by Paige Levin for the Knight Foundation summarizes for journalists how to maintain their online presence in an age when it's easy to have your work picked apart. There are classic tips ("keep your copy clean") and new tricks ("learn coding"). [Read the full article here.](#)



### Share Your Grants Today: Become an E-Grant Reporter

The accuracy and completeness of our media funding map

depends on you sharing your grants data with the Foundation Center through the Electronic Reporting Program. It's a simple two-step process which includes emailing a complete list of your grants for fiscal years 2012-2014 in Excel to: [egrants@foundationcenter.org](mailto:egrants@foundationcenter.org).

Check to see if your grants management system provides an easy export. Questions? Email the address above and someone from Foundation Center will be happy to work with you.

#### Share this newsletter



#### Connect with Media Impact Funders



[Join our mailing list.](#)

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[Media Impact Funders](#) is a membership organization serving the funding community. Membership is a powerful tool that enables you to stay connected, facilitating more strategic funding through networking and resource-sharing.

Media Impact Funders offers [several levels of membership](#), based on your organization's giving budget.

#### LINKS

[Benton Foundation's Communications-Related Headlines](#) is a free, daily news summary service on the latest communications news. You can view today's headlines on the Web to see a sample of the newsletter. Headlines are available both via e-mail and RSS. Also check out the [Benton Foundation calendar](#) of upcoming events.

Sign up for the [Public Media Scan from AIR](#) for a quick, weekly hit of projects at the intersection of technology, journalism, and blended media craft.

Subscribe to [The Local Fix](#) for the latest developments in community news innovation, curated by Josh Stearns, Director of Journalism and Sustainability at the Geraldine R. Dodge Foundation.

Common Cause Media Reform Listserv provides timely information on issues relating to media and democracy. See [www.commoncause.org](http://www.commoncause.org) for more information.