

MEDIA IMPACT FUNDERS

February 2016

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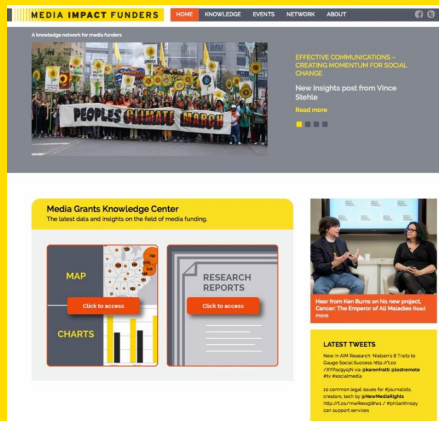
Media Impact Funders



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



mediainpactfunders.org

Let's be frank: Highlights from a public interest communications gathering like no other

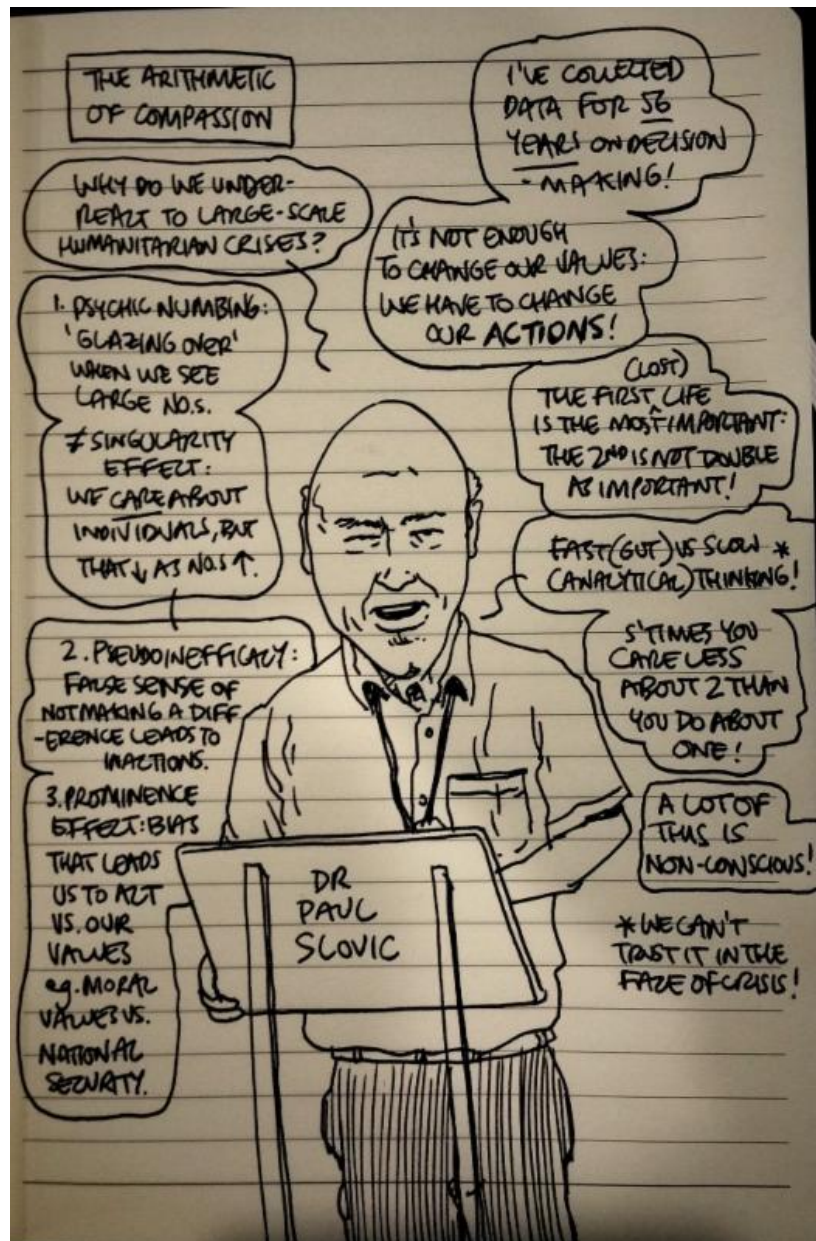
Last week, MIF set off for sunny Gainesville, Fla., in search of frank--an energetic loud-mouth with a passion for social change. Affectionately named after Frank Karel, a pioneer in the public interest communications field, the three-day conference associated with the University of Florida was packed with dozens of fascinating speakers, scholars, artists, scientists and more whose one mission was to inspire us with stories of change.

We got an early start to frank with a pre-conference funder panel focusing on the science of storytelling. We previewed the latest strategies for effective climate change communications; emerging research on how and why storytelling moves ideas, people and policy; and new methods for communicating powerfully around issues, including virtual reality, visual journalism, games and more. Our speakers included:

- **Ann Christiano**, creative director & Frank Karel chair in

Public Interest Communications at the University of Florida

- **Annie Neimand**, executive editor & research director of frank
- **Paul Slovic**, president, Decision Research & psychology professor at the University of Oregon
- **Dan Archer**, founder, Empathetic Media
- **Joi Lee**, RYOT
- **Andy Goodman**, director and co-founder: The Goodman Center



Graphic artist Dan Archer sketched Dr. Paul Slovic as he was presenting his research during our panel on Wednesday, Feb. 24.

Check out our [Storify](#) for more images and insights from frank.

From Black Panthers to Black Lives Matter: A conversation with filmmaker Stanley Nelson



Stanley Nelson may have spent eight years making his latest film, *The Black Panthers: Vanguard of the Revolution*, but it took only two hours to capture the attention of millions around the globe. Premiering Feb. 16 on PBS' Independent Lens, the documentary sparked the No. 1 trending Twitter hashtag-- #BlackPanthersPBS--in the world. The next night, in collaboration with the Philanthropy Network Greater Philadelphia, we **hosted** Nelson for a special gathering at the Prince Theater in Philadelphia. Nelson and Norris West, director of strategic communications for the Annie E. Casey Foundation, engaged in a wonderful dialogue about the Panthers, Nelson's body of work, battling racism, promoting diversity, and more in front of a packed house of appreciative funders and media professionals. The event served as the opening reception for the Media Consortium's annual conference, the theme of which this year centered on race and equity. **Check out our conference recap in Storify.**

UPCOMING EVENTS

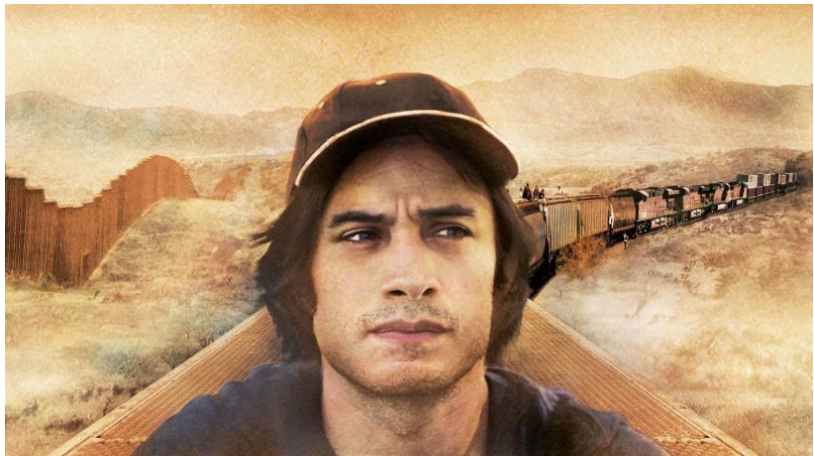
If You Build It: A screening and conversation around building better communities

March 13, 2016 | 7-9:30 p.m.

Sofitel Hotel, Philadelphia, PA

We invite you to join us for a screening of the documentary film *If You Build It*, followed by a conversation with filmmakers Christine O'Malley (*Wordplay*; *I.O.U.S.A.*) and Neal Baer (*ER*;

Law & Order: Special Victims Unit). The screening will take place immediately following the welcome reception for the 2016 Annual conference of the Funders' Network for Smart Growth and Livable Communities. If You Build It follows designer-activists Emily Pilloton and Matthew Miller to rural Bertie County, the poorest in North Carolina, where they work with local high school students to help transform both their community and their lives. Living on credit and grant money and fighting a change-resistant school board, Pilloton and Miller lead their students through a year-long, full-scale design project that does much more than just teach basic construction skills; it shows 10 teenagers the power of design-thinking to re-invent not just their town, but their own sense of what's possible. **Register today for this funders-only event.**



Documenting Impact: OVEE screening & live chat featuring *Who Is Dayani Cristal?*

March 23, 2016 | Noon-1 p.m. EST

Register now for an opportunity to interact with the team behind *Who Is Dayani Cristal?*, which follows Mexican actor and activist Gael Garcia Bernal as he attempts to retrace the steps of an unidentified man who died along the migrant trail in Central America. In an effort to understand what it must have felt like to make this final journey, he embeds himself among migrant travelers on their own mission to cross the border, and experiences first-hand the dangers they face and learns of their motivations, hopes and fears.

We'll screen the trailer, watch several clips, and conduct an interview with filmmaker Marc Silver, Robin Reineke--one of the subjects of the film--and impact producer Lina Srivastava. As immigration becomes more of a hot-button issue ahead of

November's presidential election, there is no better time to discuss the film's impact and relevance to our current political landscape. [Register](#) today.

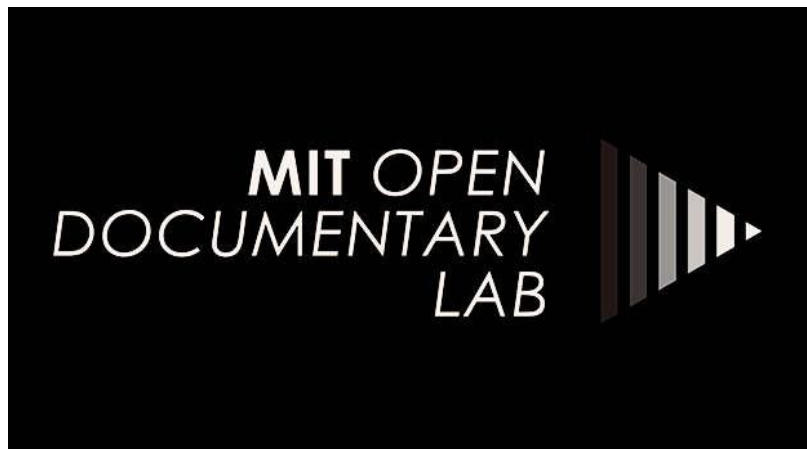
**MIF's Annual Media Impact Forum:
Mapping the power of story**

June 28, 2016

Civic Hall, New York City, NY

Join us for this popular annual gathering of leading funders and public interest producers. This year, we'll focus on how networks of funders, media makers and influencers are supporting compelling narratives that move the needle on social issues. Don't miss this chance to network with your peers to deepen learning and spark collaboration. [Register today for this funders-only event.](#)

MEDIA IMPACT NEWS



In our [AIM Analysis](#) section, our research director Jessica Clark [explores](#) how and why funders should be investing more seriously in interactive stories and productions. A report published by the MIT Open Documentary Lab highlights case studies and lessons emerging from both newsrooms and the documentary field that can inform high-impact productions.

Recent resources

Check out the latest in our [AIM Articles](#) section, like:

- [The end of Twitter. Or not?](#)
- [After Beyoncé brought Black Lives Matter to the Super](#)

Bowl with her halftime show performance, she's been online everywhere. Music critics from the *New York Times* discuss the **impact** of her visually striking and confrontational new video.

- Does political advertising actually **work**?

In our **AIM Research** section, discover how the Center for Investigative Reporting set out to **measure** a piece of investigative reporting that changed public awareness on pesticide use in California.

Questions or suggestions for coverage? Want to receive the monthly AIM Bulletin for more information on the impact assessment field? Contact **Jessica Clark**.



STORIES FROM THE FIELD

- BRITDOC announced the **winners** of its 2016 Doc Impact Awards, which honors five feature-length documentary films with a strong social change campaign component: *Citizenfour*, *Virunga*, *Chasing Ice*, *Miners Shot Down*, and *Food Chains*. Our research director Jessica Clark helped judge the winning entries.
- Launched by the Ford Foundation in late January, **#inequalityis** is a campaign that seeks to raise awareness about inequality in all its forms and what can be done about it. Ford asked people on social media one

question: "Finish this sentence: Inequality is..." The overwhelming number of responses run the gamut from access to clean water, racial injustice, access to education and technology, equal pay and more.

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.

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.

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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 **commoncause.org** for more information.