

# MEDIA IMPACT FUNDERS

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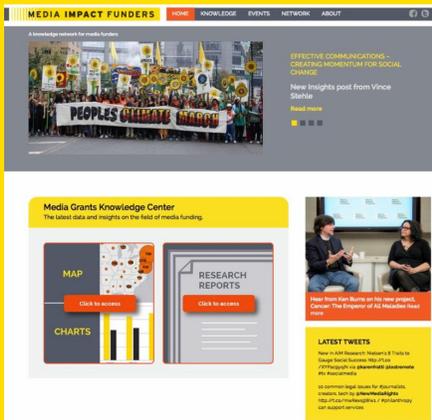
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**Media Impact Funders**



**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.



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

**January 2016**

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Courtesy of the Sundance Institute

## Highlights from the 2016 Sundance Film Festival

Last week, MIF hosted two in-depth funder discussions at the Sundance Film Festival in Park City, Utah. The first, featuring representatives from the Ford, Knight, Skoll and MacArthur foundations, Chicken & Egg Pictures, The Fledgling Fund and others, focused on film funding strategies for 2016.

The second--attended by Josh Fox, director of the Oscar-nominated documentary *Gasland*, and representatives from the Discovery Channel, KCETLink, The Fledgling Fund and others--focused on outreach and funding strategies for environmental films. To learn more about that discussion and about Fox's panel on his latest climate change documentary, *How to Let Go of the World* (pictured above), check out our

**Storify** post.

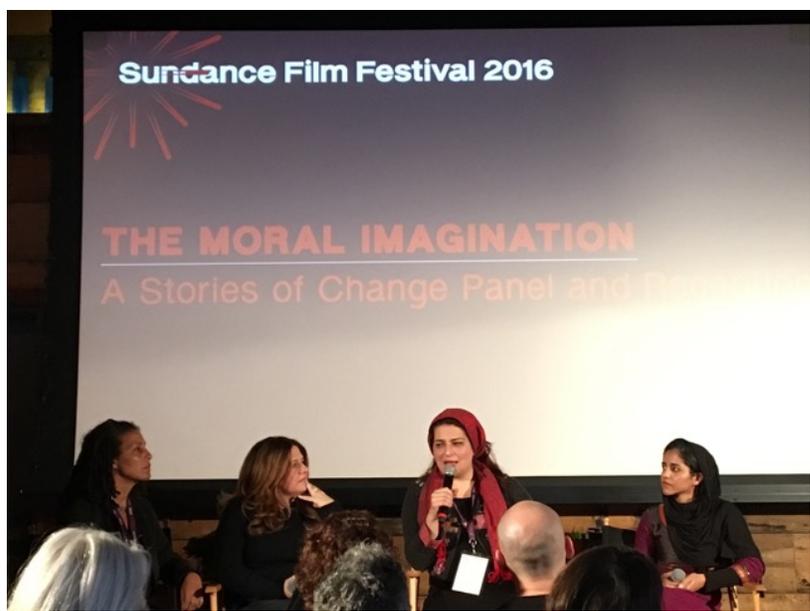
The Discovery Channel announced a new initiative called Discovery Impact, which will feature a series of documentaries focusing on how humans are changing our environment. Jeff Orlowski, director of *Chasing Ice*--one of the films we selected for our 2015 **Media Impact Festival**--will be the inaugural Sundance Institute Discovery Impact fellow.

We spoke with Orlowski and James Balog--the environmental photographer who risked his life in *Chasing Ice* to capture haunting images of our disappearing glaciers--in an OVEE screening and chat earlier this month. If you missed that excellent discussion, we highly recommend watching the clips **here**. "It's critical more than ever, now, to take the next step," Balog says at 13:04, referring to the importance of media and philanthropy working together to advance climate change storytelling.

Orlowski is no stranger to Sundance; *Chasing Ice* won an excellence in cinematography award at the festival in 2012. "There's something that's very unique about Sundance in that feature documentaries get covered in the press in a very different way," **he tells MIF**. "Feature films have a unique ability to get a lot of attention. It's a huge opportunity for a filmmaker for a film to be promoted there."

**Gun violence** also took center stage at Sundance with the premiere of *Newtown*, Kim A. Snyder's documentary that follows the residents of Newtown, Conn., after the 2012 shooting spree at Sandy Hook Elementary School that left 20 children dead.

Foundations played a key role at Sundance this year, as supporters and panel organizers. At a funders breakfast, the MacArthur Foundation launched a new fund to support the creation of short documentaries, and the Robert Rauschenberg Foundation announced a fellowship for those interested in producing climate change media. The next day, the Skoll Foundation shared insights on the relationship between storytelling and the "moral imagination" in its **Stories of Change panel**, moderated by the Sundance Institute's Director Tabitha Jackson.



The Ford Foundation not only provides general support for the festival, but held a reception to premiere *foreveryone.net*, a short film that explores the role that computer programmer Tim Berners-Lee played in not just creating but protecting the open web. And Sundance also announced the **2016 Sloan Science-in-Cinema Awards** for filmmakers addressing science and tech topics.

We're excited to continue the conversation with all of you, so stay tuned for more Sundance news, including the latest trends in virtual reality and other high-impact projects.

## UPCOMING EVENTS



**From Black Panthers to Black Lives Matter**  
**5-7:30 p.m. | February 17, 2016**  
**Prince Theater, Philadelphia, Pa.**

Join us for a conversation with Stanley Nelson, acclaimed director of *The Black Panthers: Vanguard of the Revolution*, and Norris West, director of strategic communications for the Annie E. Casey Foundation, about race and equality. **Register now** (funders and invited guests only)

### **frank2016**

**February 23-26, 2016**

**University of Florida, Gainesville, Fla.**

Join us at the frank conference--the annual gathering for people who use communications to drive social change--for an invitation-only discussion on the science of storytelling and how we can more effectively communicate about public interest issues. **Contact Media Impact Funders** to obtain your invitation to this event. See a recap of frank2015 [here](#).

### **MIF's Annual Media Impact Forum**

**June 28, 2016**

**Civic Hall, New York City, NY**

Each year, our Media Impact Forum brings funders from across the country together with pathbreaking media makers and analysts to share insights about the field's most influential projects and trends. Join us for fast-paced presentations and dialogue, moving media presentations, and the 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, 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."

### 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.

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

- Philadelphia's two largest newspapers--the *Philadelphia Inquirer* (shown above) and the *Philadelphia Daily News*--are **donated** to a local nonprofit.
- The Heinz Endowments funds the creation of an **indoor air quality monitor** to help reduce potential health risks.
- Health journalism in California gets a **boost**, thanks to a grant from the California Health Care Foundation that will expand Kaiser Health News' reportage and reach.
- Foundations and venture capitalists vie to reform funding for **educational technology**. Learn more about education and children & youth in our **Issues** section.
- 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.

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## 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.

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**Connect with Media Impact Funders**



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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.