

MEDIA IMPACT FUNDERS

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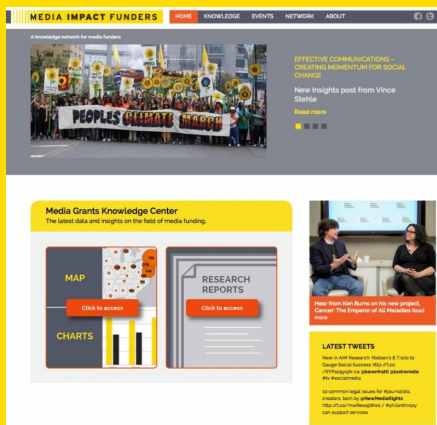
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Media Impact Funders



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

New section of the site: Issues

July 6, 2015

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MEDIA IMPACT EVENTS

Event Recaps

In late June we hosted our annual Media Impact Forum and second annual Media Impact Festival in Menlo Park, California.

If you couldn't join us in person, or want to share materials with colleagues, you can [watch videos](#), [read our wrap-up](#) and see our [Storify from the day](#).

**Media Impact Forum:
Philanthropy and the Digital Future
Kaiser Family Foundation | Menlo Park, CA**



At our Media Impact Forum on June 23, we asked two important questions -- **"What do we want from media innovation in the public interest?"** and **"How do we get it?"** To explore answers, we brought together leading thinkers, funders and



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.

media innovators to share their ideas and projects for an inspired digital future.



Van Jones on creating an inclusive digital age.

We heard from thought leaders including Craigslist founder **Craig Newmark**, Internet Archive founder **Brewster Kahle**, best-selling author and CNN commentator **Van Jones**, acclaimed "philanthropy wonk" **Lucy Bernholz**, now a lead researcher at Stanford's Digital Civil Society Lab and civic tech pioneer **Catherine Bracy** from Code for America.



Erin McKean on defining all the words, and the impact of shared language

See Sandy Herz of the Skoll Foundation summarize the day in under four minutes:



Sandy Herz sums up all we learned

Media Impact Festival
Kaiser Family Foundation | Menlo Park, CA



The 2015 **Media Impact Festival** celebrates the social impact of media, and its capacity to transform society. Now in its second year, the festival showcases documentary films that have made a notable impact on a particular issue through powerful coverage and inspired engagement of audiences, influencers, and institutions.

Following our Media Impact Forum, we gathered for a celebration of documentary impact at the Kaiser Family Foundation.



Our nominators chose five films to be highlighted throughout the coming year. Here's a montage reel of the five selections:



Each selected film was considered for **The Henry Hampton Award for Excellence in Film & Digital Media**. That award was presented to *Virunga* for its important work in preserving and protecting Virunga National Park in the Congo. The impact the film has made is impressive. This week, the Church of England announced it was **divesting from Soco International** oil company because of the environmental and human rights abuses documented by the film.

Read a case study about the campaign [here](#).



Virunga - Official Trailer 2014





Tribute to Charles Benton

We also shared a video tribute to our friend Charles Benton during our Media Impact Festival. Charles was a force for good in philanthropy, and made huge contributions to the field of media policy and documentary film funding in particular. Our video is a personal reflection of a great friend, who is dearly missed.



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.



How can funders work with newsrooms to understand impact?

Increasingly, foundations are supporting journalism projects -- to bolster local and statehouse coverage, illuminate pressing social issues, or ensure that governments and corporations remain accountable. However, when it comes time to evaluate the outcomes of those investments, conflicts with fiercely independent newsrooms can arise.

As our January report, ***Funder Perspectives: Assessing Media Investments*** revealed, program officers and journalists need new language and fresh methods to navigate this shifting terrain. That's why Media Impact Funders teamed up with the Media Impact Project at USC Annenberg's Norman Lear Center to produce a 2-in-1 guide:

Impact Assessment for Nonprofit News Projects and Their Funders.

Read more about it in this recent [**AIM Analysis post**](#).

- Plus, find out what Witness has learned in three years of curating human rights videos in our [**Articles**](#) section.
- And learn about effective visual communication of climate change issues in our [**Research**](#) section.

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

UPCOMING EVENTS

Begins July 6, 2015

New MOOC - MediaLIT: Overcoming Information Overload

The focus of this MOOC (massive open online course) is moving passive media consumers to active users.

The free course runs for seven weeks beginning July 6 and includes mini-lectures, readings, conversation and special video interviews with leaders in the media and digital worlds, including Margaret Sullivan (*New York Times* public editor), Brian Stelter (CNN), Len Downie (former executive editor of the *Washington Post*), Renee Hobbs (Media Literacy Project), Joi Ito (MIT Media Lab), Lawrence Krauss (physicist), Latoya Peterson (activist and editor at Fusion), Baratunde Thurston (author, comedian), Amanda Palmer (musician and author) and many others.

The course is a project of ASU Online and the Walter Cronkite School of Journalism & Mass Communication

[Register here.](#)

STORIES FROM THE FIELD

How Do We Get Internet Policy Right? Bring in the Nerds

The Internet has transformed how we connect and engage with the world around us, creating challenges and opportunities in every area of contemporary life. On one hand, the Internet can foster learning, organize global movements, distribute financial supports and expose injustices. On the other, it can be used to exert control, stifle legitimate discourse, entrench bias and concentrate power in the hands of a few.

While there has been positive momentum this year, research on where tech talent is headed is less rosy. According to a recent report, only 4 percent of computer science graduates went to work for the federal government. By comparison, about 70

percent entered the private sector. [Read the full article.](#)

Hacking Philanthropy?

A "new generation of philanthropists wants to believe there is a clever 'hack' for every problem, and they have launched a number of radical experiments," observes Napster co-founder and Facebook founding president Sean Parker. He rounds up lessons from these rising funders in a recent [Wall Street Journal](#) piece that accompanied the launch of his own Parker Foundation.

But do hackers have all the answers? "There are lots of approaches to making progress. Foundations can't do them all well - they need to pick the right levers depending on their goals, what other grant makers are doing, what they believe they can do well, and what their grantees need. ... I worry that the kind of drum-beating for foundations to 'do this' or 'do that' ignores this reality," writes Phil Buchanan, president of the Center for Effective Philanthropy, [in this rejoinder.](#)

Supporting Media, Fighting Inequality

"We would argue that inequality, in one form or another, is coded into just about every one of our social ills," writes Darren Walker, in his June post outlining "What's Next for the Ford Foundation?" Refocusing the foundation's programs to directly address drivers of inequality means honing in on key media investments -such as supporting internet freedom, creativity, freedom of expression and civic engagement. [Read the full post.](#)



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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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 www.commoncause.org for more information.