

MEDIA IMPACT FUNDERS

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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.

www.mediaimpactfunders.org

See our latest Issues section:

September 2015

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MEDIA IMPACT EVENTS

**Tomorrow at noon EST:
Documenting Impact featuring "When I Walk"**



Join us online Thursday from 12:00-1:00 pm ET for our first OVEE screening featuring clips and conversation from *When I Walk*, one of the five powerful films selected for our 2015 Media Impact Festival.

An emotional documentary filled with unexpected moments of humor and joy, *When I Walk* is a life-affirming film driven by one man's determination to survive -- and to make sense of a devastating disease through the art of cinema.

**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 Purtle, 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](#)

**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](#)

Our Issues sections provide a single point of entry to explore content on our site: from events to analysis, media examples to posts.

Our newest topic is **Environment**. Other Issues topics include **Race and Justice**, **Health**, and **Media Policy**.

Explore the big picture or select a tab for specific types of content.

We'll screen the trailer and watch several clips while chatting live with the filmmaker and subject of the film, Jason DaSilva, AXS Lab executive director Alice Cook, and the Fledgling Fund's Senior Director of Programs Emily Verellen. Join us to discuss the film's impact on raising awareness of disability issues and related accessibility challenges.

Register now**See what you missed:*****Emerging Strategies for Supporting Local and Ethnic Reporting***

Last week, Media Impact Funders and Southern California Grantmakers held a convening to explore emerging strategies for supporting local and ethnic reporting projects. We heard 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. Speakers from LA-based NPR station KPCC also presented strategies for better serving America's rapidly growing Latino population.

Read the Storify here***Media Impact Forum 2015***

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](#).

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.



**Making and
measuring high-
impact
environmental
media:**

In our **Insights** section, discover ten university research centers dedicated to discovering and teaching ways to communicate effectively about climate change and conservation.

Recent resources:

In our **AIM Tools** section, see how the Institute for Nonprofit News (formerly known as the Investigative News Network) is collaborating with Newslynx to refine newsroom impact measurement.

Our **AIM Articles** section offers insight into how Twitter is changing the climate conversation, and what the actual results of all those chilly Ice Bucket challenges ended up being.

In our **AIM Research** section, find out how the arts make an impact on wellbeing, and how many films from the past century have failed the "Bechdel Test."

Questions, or suggestions for coverage? Contact **Jessica Clark**.

STORIES FROM THE FIELD

Pubmedia veterans to advise *Current*

Sustainability in the digital age is a vexing issue for many legacy publications, including this long-time news source for public media makers and funders. In order to grapple with next steps, *Current* will tap the experience of a new strategic advisory group.

[Learn more.](#)

Submit your social impact docs to SIMA

Have you or your grantees worked on a film that "harnesses the power of documentary storytelling to raise important questions about the state of our contemporary world, providing deeper insights into the politics of global development, global activism, and the human condition?" If so, **this may be the award for you.**

Say what?

A grant from the Bill and Melinda Gates Foundation will support the development of VIOOLY -- a tool to check readability, tone, and other aspects of your communications that might be making them less effective. See it for yourself at this week's #ComNet15 conference. [Learn 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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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.