

MEDIA IMPACT FUNDERS

May 2016

Hey, funders: Want to go to PopTech?

What is **PopTech**? It's a global community of innovators from many different fields working collaboratively to make the world a better place. If it sounds like a big deal, well, it is.

Funders who are interested in attending the annual conference on **Oct. 20-22** in Camden, Maine, will receive 50% off the registration rate now through June 30. Register [here](#).

Connect with us



Learn more:
mediaimpactfunders.org

[Contact us](#)

Share your media grants data: Become an e-grant reporter

We're set to unveil a significant upgrade to our media grants data map in June. The new map offers much more information, and highlights trends and networks

MIF receives 2 transformative grants to continue supporting media that matters

We have been awarded a two-year, **\$500,000** matching grant from **The Atlantic Philanthropies**, a limited-life foundation. It is the largest-ever grant awarded to the nonprofit since our incorporation in 2009. In addition, we received a five-year, **\$250,000** grant from the **MacArthur Foundation**, a portion of which will serve to match The Atlantic Philanthropies grant.

As a result of these sizable grants, MIF further positions itself as an important resource for the philanthropic community. As curators of the most effective public interest media productions, and as connectors linking up funders, media makers and influencers and encouraging their collaboration, MIF continues to serve as a catalyst for social change and philanthropic impact.

Thanks to these foundations, and to all of our supporters, who help keep us in the important business of supporting media that matters. Read more details about the grants [here](#).

UPCOMING EVENTS

Media Impact Forum: Mapping the Power of Story

June 28 | Civic Hall, New York, NY

This year, we'll explore the networks, data and collaborations that support and amplify powerful narratives in film, journalism, virtual reality and more.

We'll delve into the following topics:

among funders and grantees.

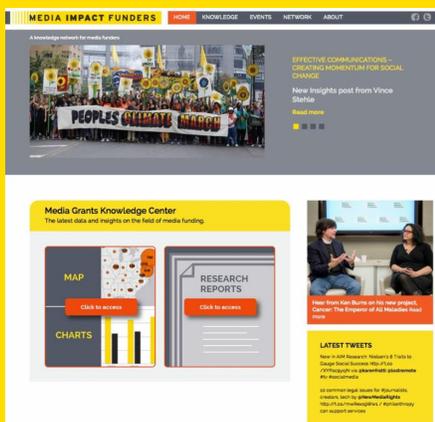
We want to make sure your organization is on the map and that your grants data is accurate.

990 tax forms don't tell the full story of your grantmaking, but e-reporting via the Foundation Center does capture nuanced information such as support strategies, goals, funding geography and more. It's easy to do, and we hope you'll participate in time for your foundation's data to be added to the map before the June unveiling.

Report your data today.

Questions or comments?
Contact us.

Go to mediaimpactfunders.org for an interactive data map of media funding, research, examples of member-supported media, event resources and more.



About us

Media Impact Funders is a membership organization serving the funding community. Membership is a powerful tool that enables you to stay connected, facilitating

- A newly revised **grants data mapping service** we are developing with the Foundation Center
- An interactive tool produced by the Democracy Fund that applies a systems lens to local journalism
- **AXS Map**, a crowdsourced tool produced as a solution for wheelchair inaccessibility
- The power and impact of investigative reporting as it relates to the **water crisis** in Flint, Michigan, and the **Panama Papers**
- How **Discovery Channel** harnessed a global platform for environmental preservation
- Using video as a human rights tool
- Eliminating the threat of nuclear weapons
- Virtual reality as a means of fostering action-based empathy

See our incredible line-up of talent [here](#).

Space is limited, so mark your calendars now for this **funders-only** event. And don't forget to book your room by June 6 to take advantage of our discounted hotel rate. To reserve your room at the Novotel, please call 212-315-0100 or email Anissa.Velez@Accor.com, reservations manager, with the following code: **OPE0628**.

We'll be livestreaming the day's events, so invite your colleagues or anyone else who might be interested to tune in. Register for the livestream [here](#).

 [Forward to a Friend](#)

NETWORK MEDIA



Photographer Matt Black traveled to 70 cities across the U.S. to document poverty across cultural groups and communities.

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.

Reporting on Poverty: A Q&A with Alissa Quart of the Economic Hardship Reporting Project

This month, we're showcasing a project that has received funding from a couple of our members: the **Ford Foundation** currently and the **Annie E. Casey Foundation** in recent past.

Established in 2012, the **Economic Hardship Reporting Project** is dedicated to reporting on poverty, economic struggle and "unseen America." EHRP has been successful in forcing these issues into the national conversation; that's evident by major media outlets continually picking up their work. Of the 60 stories EHRP produced last year, eight of them were published in *The New York Times*. Nine of their stories have appeared in *The Atlantic* since 2012. We reached out to Alissa Quart, executive editor of EHRP, to talk about EHRP's mission, the great American writer Studs Terkel, and the rapidly narrowing divide between "the poor" and "journalists." Read the Q&A **here**.

*Is your media created and/or supported by funders? Want to show it off? Email Communications Director **Nina Sachdev Hoffmann**.*

MEDIA IMPACT NEWS

Taking another look at the API nonprofit news ethics report

Ethics. Who needs 'em? Nonprofit news organizations, actually.

In short, nonprofit media outlets need policies to guard against pressure from foundations and individual donors. The report correctly calls out funders who breach journalistic independence by demanding to review stories before publication. By treating journalism as if it's PR or strategic communications, funders can undercut audience members' trust and damage the brand of the outlet they're supporting.

On the other hand, more foundations than ever are willing to support journalism that addresses social issues head-on and dig deeply into corporate and political

corruption. Research and Strategy Director Jessica Clark argues that by too narrowly defining both journalists and funders and by adopting a defensive posture that artificially pits pure-minded journalists against agenda-driven funders, the report's authors risk driving away a valuable and rising source of support. **Read about these impact implications and more.**

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



The Philadelphia Inquirer is now part of a media group owned by the Institute for Journalism in New Media.

STORIES FROM THE FIELD

- Vince Stehle, our executive director, **spoke** to Andrew Lapin of *Current* about Philadelphia's two largest newspapers' new **nonprofit ownership structure**. The Philadelphia Media Network, which owns the *Inquirer*, the *Daily News* and Philly.com, now "has to be seen as another entrant into a rather vibrant economy of publicly supported newsgathering activities," Stehle says.
- According to a **report** by the Knight Foundation, 89 percent of U.S. mobile population (144 million users) now access news and information via mobile devices.
- In other, related mobile news, the Pew Research Center conducted a **survey** with the Knight Foundation that examines news use on social media

platforms. Among the findings: 62% of U.S. adults consume their news on mobile platforms.