

# MEDIA IMPACT FUNDERS



## AIM Bulletin #27

### **The ethics of nonprofit news: What's right, what's wrong?**

Last month, the American Press Institute **released a report** calling for the nonprofit news industry to adopt a code of ethics. "The ethics of taking grants from foundations and gifts from donors to produce news is still evolving and not without controversy," the report reads.

That's certainly true, but the report also underplays the fact that more foundations than ever are willing to support the kind of journalism that addresses social issues head-on and dig deeply into corporate and political corruption. 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. Our research director Jessica Clark delves into these nuances in our **AIM Analysis section**.

### **Some other conversation pieces...**

- Why should you **Carebot**? Meet NPR's analytics tool, which rethinks

measurement for better journalism.

- Speaking of metrics, does your office care for them? Not so much? Well, maybe it's time to **share the love**.
- Gear up to build better social impact games with the **latest research**.
- Do you want your hyperlocal story to go global? Try the **inverted impact pyramid**.



*Questions or suggestions for coverage?  
Contact MIF Research Director [Jessica Clark](#)*



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