

MEDIA IMPACT FUNDERS

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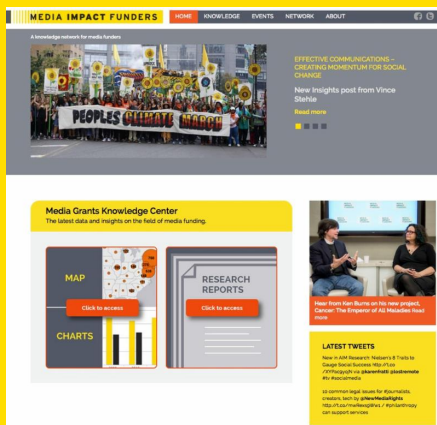
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Media Impact Funders



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

See our latest Issues section:

October 2015

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MEDIA IMPACT EVENTS

Catch up on PopTech



Each October in Camden, Maine, the PopTech team brings foundation leaders, designers, media makers and social innovators together to share ideas and projects that are shaping the future. The theme of this year's event was "Hybrid," and we



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 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.

invited funders to participate in a preconference master class on emerging platforms and strategies for communicating around such tough topics as nuclear risk, community resilience and global poverty.

Read our **highlights from the funder discussion**, and our Storify wrap-ups from **day one** and **days two/three** for insights into the minds behind world-changing mashups of art, media, science and tech. Plus: hackathons for good, empathy-producing virtual reality experiments, cocktail-slinging robots and more.

Instant Replay: Documenting Impact featuring *When I Walk*



Couldn't make it to our first OVEE screening featuring clips and conversation from *When I Walk* -- one of the five compelling films selected for our 2015 Media Impact Festival?

Now you can **watch the full discussion** 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. Learn more about film's impact on raising awareness of disability issues and related accessibility challenges.

Justice Reform: The End of Mass Incarceration
November 10, 2015
8:30 am to noon
Philanthropy New York

This half-day funders briefing -- hosted in collaboration with The Frances Lear Foundation, The Overbrook Foundation, The Cricket Island Foundation, Sils Family Foundation, Solidaire, and J.M. Kaplan Fund -- features frontline Southern leaders and activists in the fight to end mass incarceration. Join [via livestream](#) to learn about a variety of strategies, including advocacy/education, litigation, organization and strategic communications. The session will also cover the strides smaller foundations can make to share information and play a role in the justice reform field.

Curious to learn more about the role that media plays in criminal justice issues? See our [Race and Justice Issue section](#).

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.

Help us help you:

We've spent the last two years tracking the emergence of many different tools, frameworks and case studies focused on methods for evaluating the social impact of media and communications.



However, there's still real confusion about how to apply these methods in a way that's practical and affordable. In conversation after conversation, we've heard a clear gap: Who's qualified and available to

conduct media evaluations?

Rather than trying to puzzle it through all by ourselves, we've decided to turn to our network of members and allies. Based on our research and events, we've started a working list of media

impact experts.

Now, it's your turn to pitch in. Have you worked with a great evaluator -- or are you one? Please [review the list](#) and let us know if you have information to share.

Recent resources:

In our [AIM Tools](#) section, see Facebook's new Signal, "a one-stop shop for social discovery."

Our [AIM Articles](#) section takes a critical look at Netflix's claims about when TV viewers get "hooked," examines how collaborating with ethnic media outlets might help news outlets increase their impact among key demographics, and unpacks what Pizza Rat can teach us about what it takes to "go viral."

For campaigns that depend on viral sharing to work though, the target audiences have to be plugged in.

In our [AIM Research](#) section, find out which user communities haven't made it online yet, with recent data from the Pew Research Center and the United Nations Broadband Commission.

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

STORIES FROM THE FIELD

Belo Foundation Awards UT Austin \$1.5 Million for Journalism Innovation

The newly named [Dallas Morning News Journalism Innovation Endowment](#) will expand opportunities for faculty members and students to experiment with emerging technologies and business models and to develop solutions that benefit high-quality reporting, storytelling and audience engagement.

Community Engagement for Inclusive Journalism

See an [online presentation](#) from Josh Stearns of the Dodge

Foundation that takes participants through a design thinking exercise for moving at "the speed of inclusion."

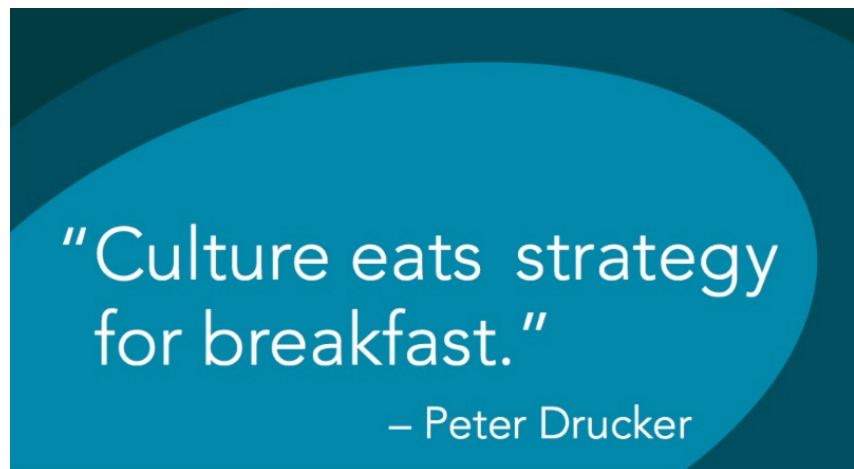
Why is Greenpeace Hiring Investigative Journalists?

Up until now, Greenpeace had only conducted investigations which allowed researchers to help inform existing campaigns.

The new team, which includes former reporters for the BBC and *New York Times*, is more focused on the outside audience -- aiming to "build storytelling that would meet standards of major media outlets."

The Source Codes of Foundation Culture

A **new report** from Grantmakers for Effective Organizations asks funders to contemplate how their organizational culture might be impeding their ability to invest in social change. Did your foundation's DNA evolve from banking, universities or for-profit culture? Find out why this matters, and what you can do about it.



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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[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.