

THE 2023 MEDIA IMPACT FORUM



JUNE 1, 2023

SAN FRANCISCO



#MIForum Feature: Ear Hustle

Co-founded by Earlonne Woods (left) and Nigel Poor, the Pulitzer Prize-nominated PRX podcast "Ear Hustle" offers intimate portraits of life in the American prison system. The podcast, a member of PRX's Radiotopia, provides a nuanced perspective on the realities of incarceration in America—a topic that receives marginal attention in the media.

[@earhustlesq](#)
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Agenda

9 a.m.—Welcome & Introductions

Liz Carter, President and CEO, Scripps Howard Foundation; Media Impact Funders Board Member

PART I: JOURNALISM

9:10 a.m.—Lifting Up Community Voices

California is a state rich with diverse media outlets and voices. In our opening panel, we'll highlight different approaches to community-centered media, its impact, and how to advance local journalism using several community models.

- **Michael Yamashita**, Publisher, Bay Area Reporter
- **Paulette Brown-Hinds**, Publisher of Black Voice News; John S. Knight Journalism Senior Fellow at Stanford University; and board member of the American Press Institute, The James Irvine Foundation and Inland Empire Community Foundation
- **Tasneem Raja**, Editor-in-Chief, The Oaklandside
- **Alexis Madrigal**, co-host of KQED's "Forum" (*moderator*)

9:40 a.m.—An Interview with John Palfrey, President, John D. and Catherine T. MacArthur Foundation

KQED's **Alexis Madrigal** will interview **John Palfrey**, president of the MacArthur Foundation, one of the most influential funders of media and journalism. We'll hear about Press Forward, a new initiative aimed at stimulating large-scale philanthropic support for journalism.

9:55 a.m.—University-Supported Journalism: Engines of Innovation and Proving Grounds for Service

Journalism fellowships empower leaders to reimagine and transform journalism. We'll hear about the innovative work from two John S. Knight Journalism Fellows, and then highlights from California's state funding of local journalism through UC Berkeley's Graduate School of Journalism—the largest allocation of state funding to date to support local news.

- **Geeta Anand**, Pulitzer Prize-winning journalist and author; Dean and Professor, UC Berkeley Graduate School of Journalism
- **Katherine Ann Rowlands**, President, Bay City News; former John S. Knight Journalism Fellow
- **Elodie Mailliet-Storm**, Executive Director, CatchLight; former John S. Knight Journalism Fellow
- **Alexis Madrigal**, co-host of KQED's "Forum" (*moderator*)

10:25 a.m.—"Circle Way": A Book That Draws on Generations of Bay Area Stories & Contributes to the Future of Journalism

Writer and media consultant **Eric Newton** will talk about how thinking ahead matters in life and in philanthropy. He'll tell the story of "Circle Way," the book he finished for his late wife—journalist and writing teacher Mary Ann Hogan—about her father, longtime San Francisco Chronicle book editor William Hogan. *Proceeds from "Circle Way" are donated to the Hogan-Newton Fund for Young Journalists at the Miami Foundation, which supports turbocharged internships at news organizations.*

10:35 a.m.—NOW IT'S TIME FOR A TECHTOK (GET IT?)

Throughout the day, we'll hear short talks from experts working at the intersection of media and tech. First up is **Deepti Doshi**, Co-Director of New_Public, who will talk about the need for new business models to create the right incentive structures to build healthy social networks.

START A CONVERSATION! #MIFORUM



10:40 a.m.—Networking Break

Enjoy some open time to chat with colleagues, catch up on email, or just take a minute before you head to the breakouts.

11 a.m.—Breakout Sessions

Choose from two breakout sessions, one focusing on measuring the impact of journalism, and one that explores the connection between empathy, journalism and storytelling that inspires hope.

Yes, You Can Measure the Impact of Journalism. Here's One Approach (Dolby Community Room, 3rd Floor)

Here's a question we hear a lot: How do you effectively measure the impact of journalism beyond quantitative metrics such as pageviews? Funders who care deeply about measuring the impact of their investments (i.e. assessing real-world change in their communities) are looking for more clarity on how best to evaluate it. **Lindsay Green-Barber**, the founder and principal of Impact Architects, will provide an overview of the Impact Tracker, a customizable Google-based platform aimed at helping news organizations, funders and other stakeholders understand the impact of journalism by defining, measuring and tracking real world change. The Tracker can organize and display an organization's impact at the structural, community, and individual levels.

- **Lindsay Green-Barber**, Founder, Impact Architects

Empathy and Story: Creating New Capacities for Change (PRX Podcast Garage Room, 3rd Floor)

Trust in the news is low. As of 2022, 38 percent of Americans have no trust at all in newspapers, TV and radio (combined). In a 2022 op-ed, journalist Amanda Ripley shares a possible reason why: Our journalism has lost its humanity—and moreso, its empathy. We are bombarded with difficult news, at a rate and magnitude that renders us hopeless and avoidant. To reconnect our journalism with our humanity, Ripley compels us to invest in “low-ego, high-curiosity journalism” that fosters hope, agency and dignity. Storytellers and journalists that work to cultivate and embed empathy have seen lasting impact by listening and adapting to the ways that their communities gather around information. This interactive session will consider new ways to build capacity through story, with an opportunity to envision new empathic outcomes.

- **Madeleine Bair**, Founding Director, El Tímpano
- **Josué Rojas**, Practicing visual artist, muralist and educator
- **Jasmine Sudarkasa**, Executive Director, Curve Foundation (*moderator*)

11:45 a.m.—Networking Lunch in the Fisher Boardroom/Swanson Roof Terrace *(Please return to your seat by 1 p.m.)*

PART II: NARRATIVE STORYTELLING

1:15 p.m.—Stories of Global Migration Through Music: Performance by Meklit

After a performance by Meklit, we'll talk about her podcast, "Movement," a transmedia storytelling initiative that lives at the intersection of migration and music. "Movement" uplifts narratives working to change the conversation around migration.

2 p.m.—The Power of Podcasting & the Conversations That Create Community

We'll hear about two compelling podcasts, "Ear Hustle" and "After Ayotzinapa."

Pulitzer Prize-nominated PRX podcast “Ear Hustle”—founded and hosted by **Nigel Poor** and **Earlonne Woods**—shares stories about the daily realities of life inside and after prison, shared by those living it.

“After Ayotzinapa” is a podcast from Reveal at the Center for Investigative Reporting and PRX with the National Security Archive that, with the help of lead reporter **Anayansi Diaz-Cortes**, investigates and exposes corruption at the highest levels and makes unsettling connections to America’s war on drugs.



Agenda



2:30 p.m.—NOW IT'S TIME FOR ANOTHER TECHTOK

Meg Garlinghouse, Vice President of Social Impact at LinkedIn, will discuss how more and more journalists are turning to LinkedIn to extend the footprint of their coverage and connect directly with their audiences. Meg will share top tips and best practices for how journalists can make the most of LinkedIn, including ways to amplify their stories, connect with sources, and grow their following.

2:35 p.m.—The Urgency in Shifting Narratives on Homelessness and Poverty

This two-part plenary session will focus on efforts to shift harmful narratives on poverty, housing and homelessness.

In the first session, **Grant Oliphant**, Chief Executive Officer of the Conrad Prebys Foundation, will engage **Mark Horvath**, founder of multimedia storytelling and news publisher platform Invisible People, and **Marisol Bello**, Executive Director of the Housing Narrative Lab, a communications and narrative research hub, in a thoughtful dialogue about what we think we know about homelessness, and how to find—and resource—solutions.

In the second session, we'll explore the unique perspective that EPIC brings to the poverty advocacy space. EPIC President **Devon Gray** will discuss how narrative change, power-building, and policy change are inseparable. We'll also discuss EPIC's partnership with Emmy- and Sundance-winning filmmaker **Jacob Kornbluth** to capture the lived experiences of people in poverty and bring their voices and ideas to Sacramento, across California, and across the nation. Finally, we'll look at the partnership in the context of a narrative change campaign—with the short documentary "The People and the Power" (working title), and dozens of short videos—as the primary assets. Tactics include screenings across the state with directly-impacted communities, a curriculum guide for teachers, sharing content with influencers, and more.

3:25 p.m.—Networking Break

Enjoy some open time to chat with colleagues, catch up on email, or just take a minute before you head to the breakouts.

3:45 p.m.—Breakout Sessions

Choose from two breakout sessions, one focusing on understanding impact for narrative change work, and the other that takes a deep dive into the practice of podcasting.

Narrative Change Complexity: Informing Collaborative Decision-Making for Impact (Fisher Boardroom, 4th Floor)

Recently, philanthropic interest in narrative change strategies has been increasing, and both funders and practitioners seek to establish realistic expectations around impact. The USC Norman Lear Center, with funding from the California Health Care Foundation, is distilling factors linked to the success of these efforts. We'll preview a strategic investment decision-making framework to align impact expectations among key stakeholders.

- **Erica Rosenthal**, Director of Research, Norman Lear Center at University of Southern California
- **Stephanie Teleki**, Director of Learning and Impact, California Health Care Foundation

We're All Ears: A Practical How-To for Podcasting (Dolby Community Room, 3rd Floor)

Are you thinking about supporting podcast activity? Learn about the practice and impact of podcasting and hear from our mainstage speakers **Nigel Poor**, **Earlone Woods** and **Anayansi Diaz-Cortes**, in a breakout discussion facilitated by **Eric Dhan**, Community Manager at the PRX Podcast Garage at KQED.



4:45 p.m.
**THE FINAL
TECHTOK!**

Marc Hand, CEO and Founder of Public Media Venture Group, will explain NextGen TV, a transformational new television distribution platform that moves from traditional broadcasting to an IP data delivery platform. The platform will enable public television stations to expand their capacity to deliver content, and to offer distinct content to neighborhoods, diverse language groups and other unique streams. It will also enable public TV to use part of its spectrum to generate new sources of revenue with data distribution and other commercial uses of their television spectrum. We'll learn how this can significantly change the role that local public television stations can play in serving their communities.

PART III: DOCUMENTARY FILM

4:50 p.m.—Reimagining the Documentary Landscape with Color Congress

Sahar Driver, Founding Co-Director of Color Congress, will share notes on its People of Color documentary ecosystem building, breaking down their approach, and why they believe this is power-building work that will strengthen the documentary field—and ultimately, society.

5 p.m.—Rooted in Community, Leading Important Ventures in Filmmaking

In our final plenary, **Carrie Lozano**, Sundance Institute's Director of Documentary Film and Artist Program, and award-winning filmmaker **Pete Nicks**—two of the most dynamic players in the documentary film field—will unite for a sweeping conversation about the state of the field and Nicks' filmography, which includes his three-part film project exploring public institutions in the city of Oakland. Nick's latest film, "Stephen Curry: Underrated," premiered at this year's Sundance Film Festival.

- **Carrie Lozano**, Sundance Institute's Director of Documentary Film and Artist Program
- **Pete Nicks**, Emmy Award-winning cinematographer, producer and director
- **Chi-hui Yang**, Senior Program Officer, Ford Foundation's JustFilms initiative (*moderator*)

5:30-6:30 p.m.—Reception

Stick around after the closing plenary and join us for a drink and hors d'oeuvres on the Swanson Roof Terrace.



#MIForum Feature: Filmmaker Pete Nicks

"Homeroom" is the final chapter in filmmaker Pete Nicks' trilogy exploring public institutions in Oakland, Calif. "Homeroom" follows the Oakland High School class of 2020 against the backdrop of district budget cuts, COVID-19, and the George Floyd protests.

@petenicks
@proximitymedia



#MIForum Feature: Invisible People

Invisible People encourages homeless people across the United States to tell their stories on YouTube and by doing so, giving a face and a voice to those society has forgotten. Founded by Mark Horvath, formerly homeless himself, Invisible People works to educate the public about the systemic forces that allow homelessness to exist in the first place.

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Learn more at catchlight.co.

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Learn more at kqed.org

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