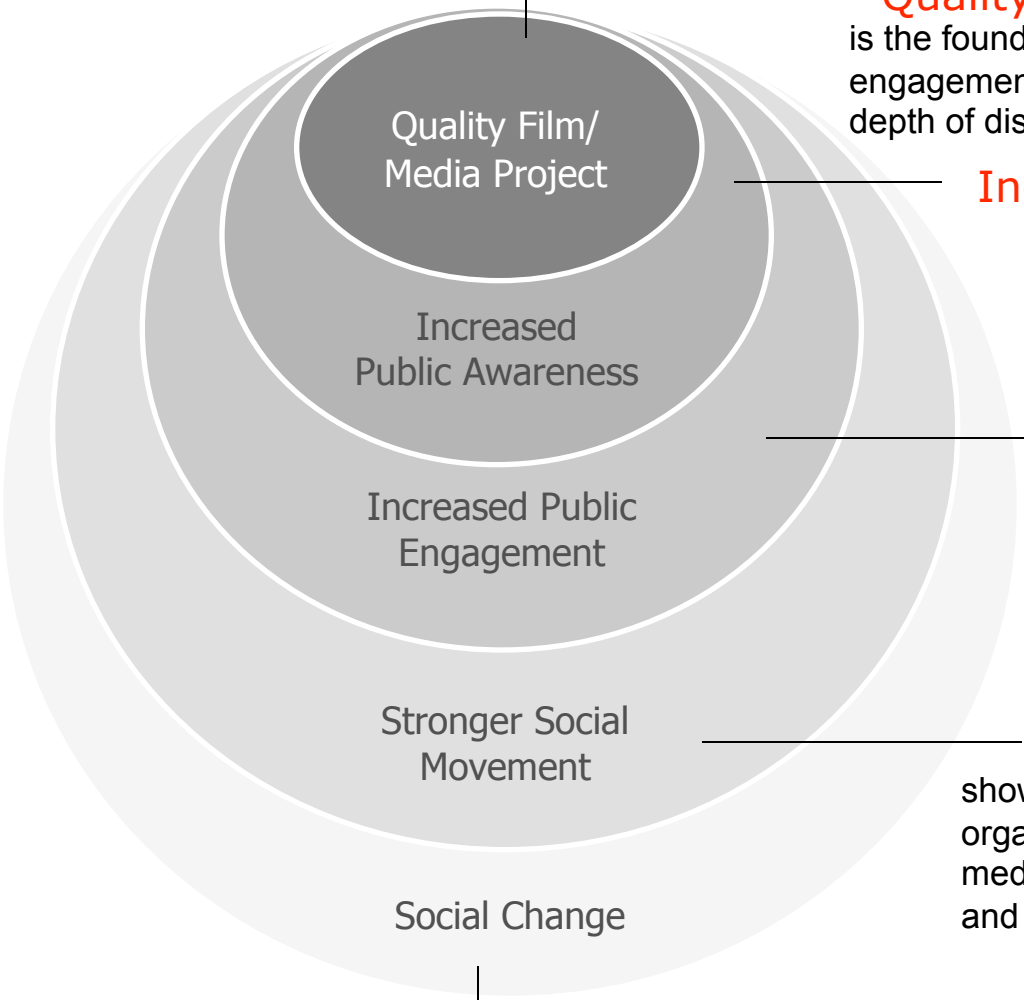
The Fledgling Fund's Creative Media Dimensions of Impact



Quality Film or Media

is the foundation for distribution, outreach and community engagement strategies. We look at festival acceptances, level and depth of distribution, awards and reviews.

Increased Public Awareness

is a critical building block for individual and social change. We track this by audience size as well as the frequency and quality of press coverage of the social issue featured.

Increased Public Engagement

indicates a change in attitudes, beliefs and behavior and a shift from awareness to individual action. We look at the involvement in online discussions and debates, writing letters to the press and elected officials, increased attendance at related events, etc.

Strengthened Social Movement

shows shift to collective action and strengthened advocacy organizations. We look at how non-profit partners use the media to fuel their work, engage people in the movement and collaborate with other organizations.

Social Change

is the ultimate goal. While it is often a long-term proposition, there are concrete and incremental indicators of change. We can look at changes in local, state, federal and international laws and policy and their results. We also can look at shifts in public dialogue and community and organizational changes.