

# Story Money Impact: Funding Media for Social Change

*Tracey Friesen*

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**Tracey Friesen : Story Money Impact: Funding Media for Social Change** before purchasing it in order to gage whether or not it would be worth my time, and all praised Story Money Impact: Funding Media for Social Change:

0 of 0 people found the following review helpful. Attention filmmakers-read this book!!By Lindsay N KentThis book is incredible. As a documentary filmmaker, Tracey's book is a vital resource for connecting the money folks to the storytellers, creating an opportunity for important work to be made and seen around the world! highly recommend.

Story Money Impact: Funding Media for Social Change by Tracey Friesen is a practical guide for media-makers, funders, and activists who share the common goal of creating an impact with their work. Today, social-issues storytellers are sharpening their craft, while funders with finite resources focus on reach, and strategic innovators bring more robust evaluation tools. Friesen illuminates the spark at the core of these three pursuits. Structured around stories from the front lines, Story Money Impact reveals best practices in the areas of documentary, digital content, and independent journalism. Here you will find: Twenty-one stories from people behind such powerful works as

CITIZENFOUR, The Corporation, Virunga, Being Caribou, Age of Stupid, and Food Inc. Six key story ingredients for creating compelling content. Six possible money sources for financing your work. Six impact outcome goals to further your reach. Seven practical worksheets for your own projects. A companion website located at [www.storymoneyimpact.com](http://www.storymoneyimpact.com) containing up-to-date information for those seeking the tools and inspiration to use media for social change.

"This is a remarkable book. Tracey Friesen deftly guides a meditation on the transformative influence that film can play in steering and affirming positive change in the world, and on the financial support and narrative grounding requisite to this shift." - Ross McMillan, President CEO Tides Canada "Fresh, authentic, and experiential, this book is an asset to every filmmaker who wants to make media that matters." - Patricia Aufderheide, Professor American University and founder of the Center for Media Social Impact "Not all docs can or should ignite social impact, but a good many do. Friesen provides the essential research, roadmap and tools for this transformative and exciting new space. An essential and compelling read." - Chris McDonald, President, Hot Docs "An new metaphor for looking at the relationship between Story, Money (funding), and Impact. This book is a valuable resource with many concrete stories of real projects." - Gordon Quinn, Kartemquin Films (Hoop Dreams, Life Itself, Stevie) "Tracey Friesen is perfectly positioned to offer this most useful little tool STORY MONEY IMPACT. Her work with story during her time with the NFB and inspirational contribution to the media community have resulted in both insight and a unique approach for filmmakers at all stages of their career, from the spark of an idea to the thrill of a hard won premiere screening. Her own credentials, being without question, are complimented by a stellar cast of contributors from storytellers to funders, to programmers to philanthropists, worthy of the whos who list of media creators and leaders for social change. -Valerie Creighton, President and CEO, Canada Media Fund "By books end, filmmaker and funder alike will have a good sense of the conversations taking place around funding films for social change, and if they fill out the worksheets, a clearly outlined project plan." - Anne Watson, Vancouver Observer "This useful guide avoids glossy marketing speak, which is part of the language of the current impact space, and instead offers a personable inside view of interlocking opportunities within a growing ecosystem. There is a grassroots feel to Friesens approach, spanning the creative, strategic and business dimensions, as evidenced as early as its introduction" - Liz Marshall, Doclit: s of Books on Documentaries "This book offers a great mix of both practical advice and inspiration. Story Money Impact goes way beyond just the idea of creating an "impact campaign", which is where many manuals on the subject seem to both begin and end. Covering everything from finding and structuring your story to demystifying the fundraising landscape to making sense of the march towards metrics, Friesen has written an invaluable companion for filmmakers looking to make films that spark change." - Amy Halpin, International Documentary Association

About the Author Tracey Friesen is a media strategist, committed to supporting storytellers and social innovators in the creation of impactful content. Formerly an Executive Producer of the National Film Board of Canadas studio in Vancouver, her credits include Scared Sacred, SHAMELESS: The ART of Disability, and Force of Nature: The David Suzuki Movie. In 2014 she wrote a major research paper for the Documentary Organization of Canada called Growing the Pie: Alternative Financing and Canadian Documentary, a feasibility study on collaborative funding models for Inspirit Foundation, a research project - with support from Creative BC - on the viability of a Canadian-based Good Pitch, and the documentary film Amplify HER. Friesen is now Director of Programming for Roundhouse Radio 98.3 Vancouver, a hyper local commercial station with a community focus.