

How to Create Impact

如何创造影响力。



How to create impact?

1 step.

Create

Create Awareness

가장 먼저 알리고 ①
인생 자각



Increase

Increase Knowledge

공부
지공 지식 ②



Boost

Boost Engagement

호기심 자극 ③



Create

Create Pressure

④



Call

Call for Action/Movement

호기심 (호동)
진위

Lead

Lead Social Change

교차



Communicate

Communicate Impact

호동

Create Impact



Impact Framework

Trusted journalism causes people to think, believe and act differently.

Journalism influences individuals who then take a discrete action based on the information they've accessed.

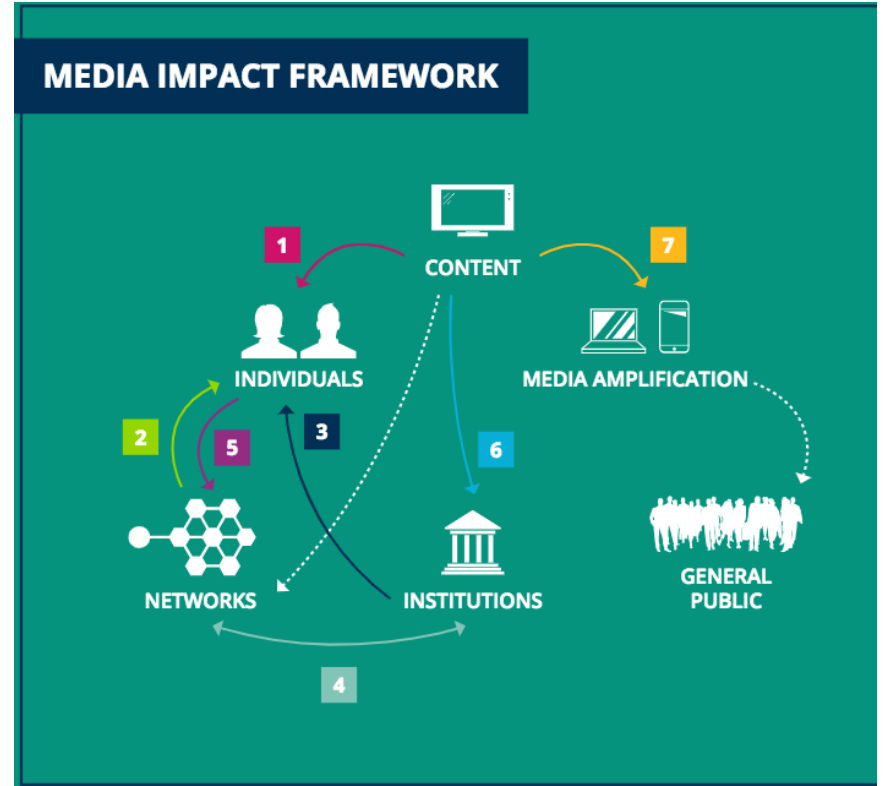
Journalism influences individuals who then become active, engaged citizens in the political sphere.

Journalism empowers organizations and networks to put pressure on publicly elected officials and institutions.

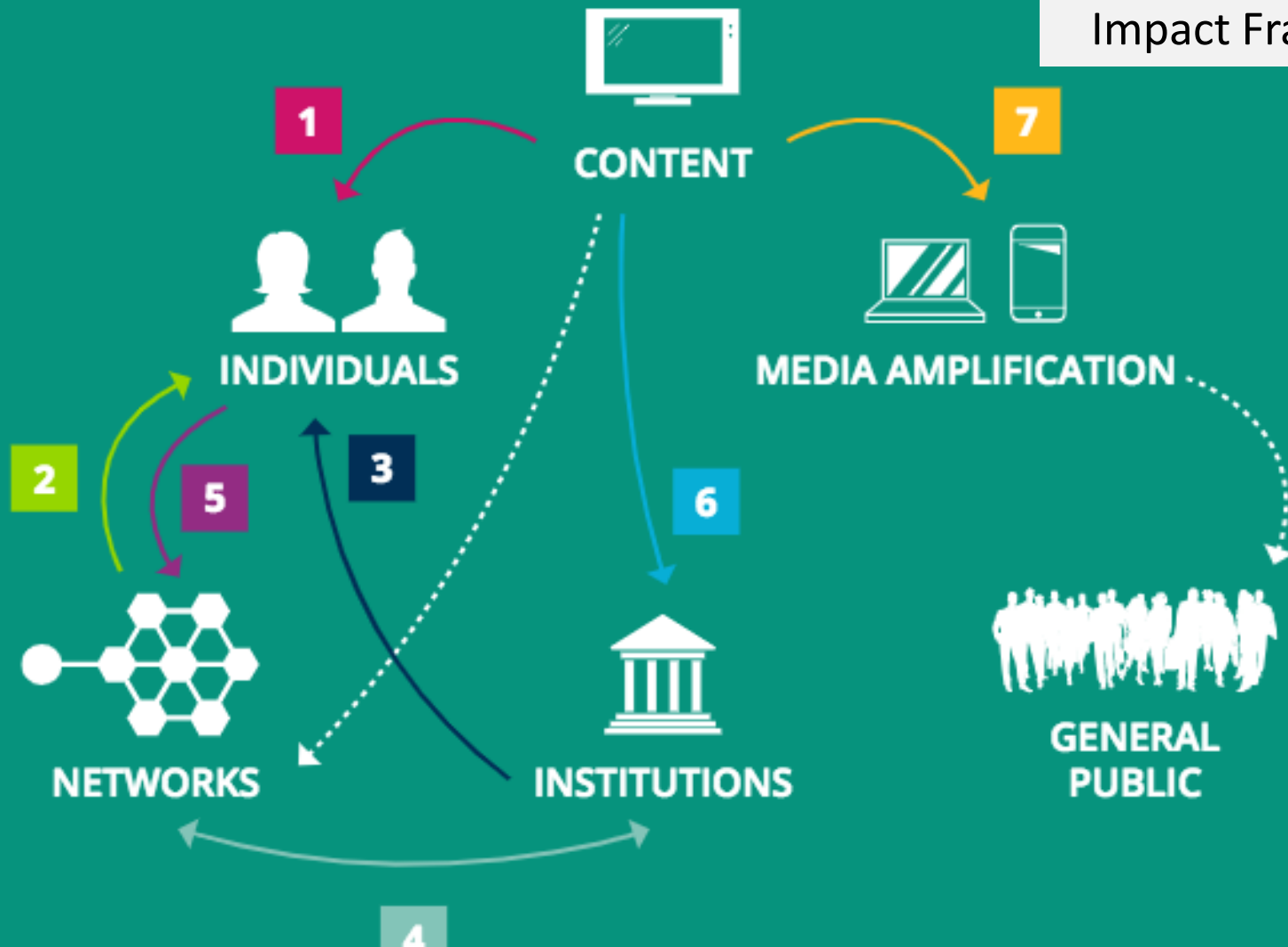
Journalism empowers organizations and networks to share information with their constituents, resulting in individuals thinking and/or acting differently.

Journalism puts pressure on institutions to address wrongdoing or take action.

Journalism can change the public discourse about an issue, or put an issue on the public agenda, resulting in greater awareness among the general public.



MEDIA IMPACT FRAMEWORK



Impact on Individuals

이한 대중.

Journalistic content can have direct effects on individual audience members. WFF and grantee organizations seek five main types of impact on individuals: increased awareness; increased interest; change in opinion; spur to action; and change in behavior.

These impacts are intended for specific, targeted audiences. The most common target audiences for WFF journalism grants are the general public, professionals, advocates and public officials. These audiences can be national, regional or local.

Impact on Networks

社群

Journalism can impact networks — informal and/or formal groups or organizations, like professional associations, community groups and advocacy organizations. Organizations or groups can use the fact-based, nonpartisan information that journalism organizations produce in order to strengthen their position relative to other power-holders (e.g., elected officials). They can also use reporting to inform their members. In some cases, new networks even coalesce around content.

WFF grantee organizations most often are targeting local, geographically based networks, professional networks or interest groups. These networks can function at a local, state or national level.

Impact on Institutions

대선과 (정부 기업)

Journalism can influence institutions, both governmental and nongovernmental. Institutional impact as a direct result of journalism is the least common type of impact, and when it does happen, it is most commonly spurred by investigative reporting.

While explanatory reporting can also contribute to institutional change, it often first influences public and/or elite opinion and behavior, which pressures institutions from below.

Media Amplification

미디어 동업: 미디어 放大.

Journalism done by one organization can be amplified by coverage in other media, generating buzz about a topic, changing the broader conversation about an issue, and potentially reaching larger or specific target audiences.

As with the other types of impact, media amplification occurs among particular audiences and can happen at local, state, regional or national levels.