



GRANTMAKERS IN
FILM + ELECTRONIC MEDIA

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FOR MORE INFORMATION CONTACT:
Pamela Harris, Program Director, GFEM
Mobile - 415-370-4169
pharris@gfem.org

**Helping Philanthropists Navigate the Down Economy:
New Online Tool Helps Funders Connect with Media for Maximum Impact**

June 1, 2009 – Today Grantmakers in Film + Electronic Media (GFEM.org) announced the launch of the GFEM Media Database at <http://media.gfem.org/>, the first website to help philanthropists across all issue areas support and use media to broaden impact and reach new populations.

“We created the GFEM Media Database to serve philanthropists who were interested in funding media but didn’t have a way to find and assess promising projects that address issues of concern to them,” says David Haas, GFEM board chair and a trustee of the William Penn Foundation. At a time when many grantmakers are concerned about the dire economic challenges faced by communities, “media is a powerful way to put a face on the issues and make an impact,” Haas says.

Projects in the GFEM Media Database cover every area – from climate change and human rights to education and the arts. Each project profile is designed to look like a mini-proposal – with a project overview, budget information, an audience engagement plan, and a list of funders. Work-in-progress video and audio clips accompany many of the documentary projects. There are well over 150 projects viewable on the site and more are loaded in each day.

This interactive, online hub, built on an open source platform, enables funders to easily search, sort and evaluate a wide variety of media projects spanning a diversity of topics in a number of forms – radio and video documentaries, broadband access campaigns, media training programs, community journalism hubs and more. Grantmakers are invited to browse the selections and if interested, can click a button and contact the project manager to request additional information or solicit a full proposal.

“The GFEM Media Database is easy for both grantmakers and grant seekers to use. Technology can often stand in the way of getting information delivered in a concise and fast way. GFEM meets both the challenges with an easy-to-use online tool,” says Shirley Sneve, executive director of Native American Public Telecommunications.

Award-winning producers and directors as well as established leaders in media advocacy are to be found in the GFEM Media Database. There is no fee to use the service. GFEM staff is available to provide individual orientation sessions to funders at no cost. Funders may email info@gfem.org to request a session.

ABOUT GFEM (www.gfem.org)

Grantmakers in Film + Electronic Media (GFEM) is an association of grantmakers committed to advancing the field of media arts and public interest media funding. GFEM serves as a resource for grantmakers who fund media content, infrastructure, and policy, those who employ media to further their program goals as well as a collaborative network for funders who wish to learn more about media. GFEM members have a broad range of interests and approaches, but share the view that electronic media is a vital form of human expression, communication and creativity, and plays a key role in building public will and shaping civil society.