



IMPACT PACK MEDIA STRATEGY DECK v. 3.0

The Impact Pack helps media makers and funders design projects and figure out how they make a difference. Use it to define your goals, weigh the merits of various projects, and define your relationships with audiences. You can:

- Prototype your media engagement strategy
- Tell or iterate the story of your media project's impact
- Clarify your theory of change
- Get feedback from partners and community members

IMPACT PACK MEDIA STRATEGY DECK

BUILD YOUR CORE STRATEGY

In this activity, participants develop impact strategies for their media projects and make changes based on the needs of other stakeholders. Lay the the cards out from left to right in order to build a simple story about your media project's engagement strategy and outcomes.

- 1) **Interface:** What platforms and experiences are you using to connect with your audiences?
- 2) **Senses:** Which senses does your project employ?
- 3) **Audiences:** Who are you serving?
- 4) **Engagement Models:** How will you involve or inspire them?
- 5) **Connectors:** How will the pieces of your strategy fit together? Use the equal sign to start the exercise.
- 6) **Responses:** How does your project make people feel?
- 7) **Outcomes:** What are the results?

Select no more than three cards from each suit—this is how you will build your basic strategy. Lay down the equal sign, and put the responses and outcomes on the right.

Now, refine your core impact strategy: Once you've laid out an initial strategy, use the rest of the **Connectors** cards to edit it. You can do this for yourself, or make changes based on the suggestions of other stakeholders. For example, another participant could play the role of "funder" or "community member."

- What would happen if you lost half of your funding? Use the "Subtract" card to cut pieces of your strategy.
- What if there was a community crisis that revealed the need for more coverage? Use the "Add" card to add an element onto your strategy.
- Which aspects of your strategy need to grow? Use the "Scale Up" card to indicate leverage points.
- What's really important? Use the "Greater Than" card to prioritize.

OTHER ACTIVITIES

Rapidfire brainstorming: Pick just one card from each suit and conceptualize a project around a particular issue or goal.

Competing roles: Have each of your team members be responsible for a particular suit, and then come together to make the case how for the cards they chose fit into the overall picture.

Begin from the end: Build your theory of change starting from the outcomes and moving back through engagement models and audiences to help determine which interface to use. This is useful for media projects with specific advocacy goals.

The Sky is the limit: People use these cards in lots of ways. Invent your own and drop us a note. We've included blank cards for your ideas. Is there a card we should include? Draw it, snap a photo, and send it our way: cards@dotconnectorstudio.com



EMAIL



SEE



IDENTITY GROUP



CROWDSOURCER



EQUAL



ELECTRIFIED



AWARENESS

HOW TO USE THE ENGAGEMENT MODELS

The Dot Connector Studio team based these engagement models on more than a decade of research into how documentary, journalism and immersive media projects connect with users and stakeholders to drive social change. Find examples at dotconnectorstudio.com/engagement-models



Aha! projects spread an unexpected bright idea, widely influencing conversation.



Big Bang projects raise awareness with a huge splash



Bridge Builder projects facilitate dialogue around contested



Captivator projects grab and hold users' attention



Crowdsourcer projects engage users as co-producers



Domino Effect projects engage users around a defined outcome



Empathy Generator projects spark connection to change minds



Fan Club projects engage users around charismatic individuals or groups



Gotcha projects engage users around corruption and scandal



Invention Engine projects offer resources for creative mediamaking



Networked Hub projects build user talk and action over time



Safe Space projects help vulnerable users share news and stories topics



You Are Here projects engage users around local topics

CHECK OUT OUR NEW EXPANSION PACK!

We've created a companion suit, "How do we pay for this?"

Details: dotconnectorstudio.com/cards



ADVERTISING



ADD



FUN STUFF



ADD



INVESTORS

CONNECT WITH US

Dot Connector Studio uses the deck to lead engagement workshops and one-on-one strategy sessions. Email: cards@dotconnectorstudio.com

Credits: Dot Connector Studio's Director Jessica Clark developed the Impact Pack as a Senior Fellow at USC Annenberg's Norman Lear Center. Related research and beta testing was supported by Media Impact Funders and the Democracy Fund. Design by Carrie McLaren of Dot Connector Studio. Many of the deck's icons are adapted from the Noun Project. This is version 3.0 of the deck, released in spring 2019. We streamlined it to combine some of our most popular suits and cards, based on user feedback and shifts in the media landscape over the last two years.

