

Non-Profit Journalism

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Non-profit journalistic outlets are **not driven by commercial concerns** but are instead dedicated to furthering a public-service mission, filling gaps resulting from market failures, or advancing a particular social cause.

Non-Profit Journalism in History

- Non-profit journalistic outlets are not new, but they are growing in most countries
 - Associated Press established as a cooperative in 1846
 - International examples: [The Guardian](#) and [Malaysiakini](#)
- Non-profit media have grown considerably over the past two decades
 - Largely a result of market failures within commercial models and efforts to privatize (or defund) public media

Objectives and Norms

- Many of the non-profit outlets established over past two decades founded by journalists who used to work in commercial media
 - Believed non-profit status was necessary to cover certain news genres and less-popular topics
- Because of these commercial roots, non-profits share many of the norms and values of commercial media (even as the objectives may differ)
 - Additionally, non-profit journalism must still resemble the **forms** and **formats** of dominant (usually commercial) media

Sources of Funding



Source

Impact and Sustainability

- Philanthropic funders often ask organizations to demonstrate **impact** and **sustainability**
 - Impact may include measures of story reach, changes to public policy and governance, or follow-up coverage by other organizations
 - Sustainability include a pathway to self-sufficiency (and not needing grant funding anymore)

Interlinking Impact and Sustainability



Source

Key Takeaways

- Non-profit journalistic outlets are not driven by commercial concerns but are instead dedicated to furthering a mission, filling gaps, or advancing causes
- Non-profit outlets get the majority of their funding from subscribers or donors and from philanthropic foundations
- Non-profit outlets must often demonstrate their impact and pathway to sustainability in order to receive financial support