



CASE STUDY

A Study of Sustainable Nonprofit Journalism



Client Profile

Axis Philly is a “non-profit news and information organization that seeks to provide citizens of the Philadelphia region with high quality, multidimensional public interest news and information.” (Staff, AxisPhilly). Axis Philly aims to provide the necessary information one needs to become a knowledgeable citizen.

The Project

Axis Philly engaged Fox Management Consulting (Fox MC) at Temple University’s Fox School of Business to develop a business model and plan that moves the organization towards financial sustainability and ensures that it can fulfill its mission for years to come. To develop strategic options, the Fox MC team focuses on a few fundamental questions:

- Who is the target market for online investigative journalism?
- What is the definition of public interest journalism for this target market and what channels will reach them?
- What are the best practices, business models and revenue models of exemplars?

Recommendations

The Fox MC team identified five key elements that are essential for recognizing a sustainable model for a nonprofit news organization in the Greater Philadelphia area:

- A mobile first platform.
- Content partnerships and other collaborations.
- Data journalism.
- Geo-location.
- Technology sharing.

These conclusions led the Fox MC team to create a mobile first strategy. Key elements of the business model include content aggregation and curation, a business focus and technological capabilities. Creating a mobile platform will enable a multiple revenue and multiple source model, while giving AxisPhilly and other nonprofit investigative journalism outfits a path to sustainability and perhaps a competitive edge.