

How the Kauffman Foundation has stepped up its storytelling amid journalism's fake news fallout

If press releases are dead, print journalism is dying and distrust in media is festering, is brand journalism the solution? For this Kansas City nonprofit, an audience-first, story-focused editorial approach has provided a mix of opportunities and challenges to better inform and inspire audiences. The game-changer? A mind shift from viewing audiences as a set of demographics to individuals with flexible motivations and interests that may waver in intensity based on the subject matter. In making this shift in its approach to storytelling, the Kauffman Foundation has carved out an opportunity for itself — and potentially other philanthropies — to become trusted sources of news and information that can balance meeting these audiences' needs and wants while still subtly elevating larger social missions where other traditional and journalistic news providers can't.