



Insights for building sustainable Catholic media models

MISSION DRIVEN

**Low commitment
from the founders**



Lack of accountability





Non-existent boards

**No succession
plans – high
dependency on
one person**



Balancing generations in the team



A photograph of a long, straight asphalt road stretching from the foreground into the distance. The road has a dashed yellow center line and solid white edge lines. It passes through a dry, desert-like landscape with sparse, low-lying shrubs and patches of dry grass. In the far distance, a range of rugged mountains is visible under a clear, bright blue sky. The mountains have a blueish tint, suggesting they are far away. The overall scene conveys a sense of vastness and isolation.

**High distance from the
audience/readers**

A close-up photograph of a workspace. In the background, a laptop keyboard is visible. In the foreground, an open notebook with cream-colored pages lies flat. A pair of black-rimmed glasses with tortoiseshell temples is resting on the left page of the notebook. To the right of the notebook, a black pen with a textured grip lies vertically. The text "Lack of professionalism (marketing, fundraising, etc.)" is overlaid in bold black font on the right page of the notebook.

**Lack of
professionalism
(marketing,
fundraising, etc.)**



**A tendency to depend
on donations ONLY**

**Is there a potential
in the market?**





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