Media Intervention Assignment

Stongdal Media

Media and Communication Studies:

Making use of the Media: Activism, Entrepreneurship and Strategy

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Business model canvas

Business Model Canvas

WHY? OUR PURPOSE		
Purpose/Mission *Why do we exist?* *What do we do?*	Desired Impact and Legacy *What impact do we want to have* *What value do we want to bring?* *What will our legacy be?*	Success Metrics *How do we measure our impact and success?* *What are the targets for reaching our goals?* *Who sets the targets and who defines the indicators for measurement?*

WITH WHOM? OUR PEOPLE		
Volunteers/Staff *Who is working for us and how?* *Who are our volunteers, why do they support us, and what do we offer them in return?*	Beneficiaries/Target Groups *Which are the main target groups for our core services and products?* *What are their main characteristics?*	Funders and Donors *Who is funding our activities through grants, subsidies or other form of public or private support to projects or activities?* *What are their main characteristics?*

WHAT? OUR WORK		
Needs/Wants *What exactly does each group of stakeholders need or want, and why?* *What will happen if some of our stakeholders don't get our services?*	Value Proposition *What exactly do we offer to our stakeholders?* *How does it meet our stakeholders' needs or wants?* *What value does it provide to our stakeholders?* *What is so unique about it?*	Channels *How do we communicate with our different stakeholders group?* *How will our stakeholders hear from us?*
Value Chain and Key Activities *What are the key activities we have to perform in order to deliver our services?* *What resources are involved in performing our key activities?*	Cost Structure *Which key activities represent a significant expense to our organization?* *What are the key fixed costs derived from our activities?* *What are the key variable costs derived from our activities?*	

HOW? OUR REVENUE MODEL			
Income Streams - Earned Income		Income Streams - Contributed Income	
Mission-related *What is our income derived from services rendered and products sold which are related to our core mission?*	Mission Non-related *What is our income derived from services rendered and products sold which are not related to our core mission?*	Monetary Contributions *What funding is given to the organization in the form of grants or gifts?*	Non-monetary Contributions *What contributions are given to the organization which do not involve any monetary exchange?*

Stongdal Media in the Social Business Model Canvas

WHY? - PURPOSE

What is the Vision and Purpose of Stongdal Media?

Stongdal Media is a web-based media organization focused on journalism and the entertainment industry/content creation. The goal of the organization is to be a known source of entertainment and exposure of cultural events (Stongdal Media, 2020).

No political or religious aims are intended through the news and projects created by the organization (Stongdal Media, 2020). The organization aims to avoid involvement in political events but may cover activist events that may have a political agenda.

What is its desired impact?

Stongdal Media aims to give a unique edge to the journalistic content produced. This would mean to be a well-known source of information for cultural events such as sports events, national holidays or similar subjects. The content could also aim at activism events such as pride festivals (Stongdal Media, 2020).

How is the success of the organization measured?

The organization strives to reach a larger audience and attract more followers to all of its channels. High participation in content is also important for the organization to reach its goal. The organization does not aim at making profit or revenue which makes it irrelevant to measure its success through these points.

WITH WHOM? - PEOPLE

Who is involved?

The organization is primarily run by its founder, who is also one of the authors of this essay. In some projects, additional people are involved who support the organization, by producing content or assisting with required tasks (Rossi, 2019).

The target group of the organization could be different types of people depending on the type of content created. From its inception, the organization has developed different content for

different audiences. A part of the organization still aims at producing gaming related content for the Youtube channel.

Stongdal Media has also focused on producing local journalism in the city of Kalmar, Sweden. The aforementioned type of content will be used as a starting point of our intervention.

WHAT? - WORK

What does the organization want to achieve?

The main goal within the organization is to develop more content and to be more visible on the web. Attracting subscribers and followers to the social media channels is an important goal for the organization to succeed as well. No regular content may result in a loss of interest from the audience.

What channels will be used and what purpose will they serve?

The organization operates through different platforms, mainly Youtube, and is supported by its website. As per their primary purpose, Youtube (as the main platform) would serve as a space for various types of video content, Facebook - written text (journalism), besides the current use of having an official Facebook-page for marketing purposes, and Instagram, as news / entertainment outlet with images, all curated by Stongdal Media.

There are also channels that were previously used, but have been discontinued, for instance, the *Student in Kalmar* project between 2015 and 2016.

Which key activities propose immediate expenses in terms of the company and its existence?

Website domain: As the company is web-based, it is one of the most important key points for the company structure.

Editing software: In order to produce the content provided by Stongdal Media, a video-editing software and other types of software is required to produce different types of content.

Technical equipment: As aforementioned, the main purpose of the organization is video-content production. Therefore, assets need to be invested in proper, quality equipment to further expand the bandwidth of the company and reach new target groups.

HOW? - REVENUE MODEL

How is the organization financed?

The organization is mainly run on self-funding. Revenue in the organization could potentially be ad-revenue or through payments from commissioned work.

Since the organization is run by its founder costs are very low and mostly include technology and software.

What are non-monetary contributions?

The organization sometimes uses the skills of other people. Time invested from other people is a form of non-monetary contribution to the organization.

Intervention essay

About the organization

The organization Stongdal Media mainly focuses on the production of journalistic content for different web platforms, such as YouTube, Twitter, and Instagram. Originally started as a Youtube channel under the name *Assar03* in 2014, the content was mainly focused on the theme of video games. From its inception in 2014 it has been further expanded into the field of journalism, thus eventually rebranding as *Stongdal Media* in 2015. Since then different types of content have been produced varying from videos of sports events and social gatherings to traditional news reporting (Stongdal Media, 2020).

Due to its wide reach in terms of the variety of content that includes research on activist movements, human rights, etc., the organization can also be filed under the category of what is known as ''Citizen Journalism". Noor (2020) discusses the concept of Citizen journalism as a form of journalism created and produced by "regular" citizens rather than the mainstream media and journalists. Citizen journalism, sometimes also called participatory journalism, has existed for a long time but with technological advancements, such as social media platforms or accessibility to smartphones, it has become more commonly produced by regular people (Noor, 2020).

Citizen journalism could also be the voice of the audience and be made by the audience for an audience (Noor, 2020) and hence, citizen journalism could further be placed in the context of or be a form of activism (Carragee and Lawrence, 2016).

Our project will, however, aim at using an entrepreneurial and strategic approach to the organization. Since the organization we have chosen, works on the basis of producing journalism with the edge of entertainment, the form of entrepreneurship could be the idea of how it creates a unique type of journalism to attract followers and, at the same time, works as citizen journalism. The concept of citizen journalism could also be connected to entrepreneurship in how it uses ''regular'' people's skills and competences. This could create a feeling of community and belonging with the organization which is a form of entrepreneurship as pointed out by Ljunggren & Sunding (2016).

"There are also other, broader approaches to social entrepreneurship that focus on different aspects of the dynamic process of entrepreneurship, aiming to create social value and/or social change" (Gavell, 2014, p.28).

This idea connects to the challenges of the organization and its overall aim of creating social value through content production of journalism.

The strategic approach with our project is to help develop the communication and PR of the organization to reach a larger audience. The marketing efforts are vital in order to help reach a larger audience. Hallahan et. al. (2007) point out that strategic communication is not only important in corporations but also other types of media organizations.

Challenge

Identifying the challenge

The first step to identify a challenge for our project with Stongdal Media was to put the organization into the context of the Social Business Model Canvas. All of the challenges presented in the introduction can be easily identified through the SBMC. Since the organization is currently self-funded and in process of its further development, many improvements can be made both to its funding system and in attracting an audience. Regardless, the experience within the field of journalism and entertainment serves as a great advantage in this particular case and to connect the organization to entrepreneurship and entrepreneurial journalism.

To succeed with its goal which is, as stated in the Business Model Canvas "*to be a well-known source of information for cultural events such as sports events, national holidays or similar subjects*," the organization needs a large audience, as well as to attract more followers to all of its channels. This also connects to strategic communication which is equally important in all types of organizations (Hallahan et. al., 2007).

"The use of strategic communication by organizations makes it a powerful societal force" (Verhoeven et. al., 2020, p.60). This goal could also help the organization develop by inspiring more people to join the organization and working with it since it is based on citizen journalism. To attract more followers we aim at working with the concept of Community within the organization.

Ljunggren & Sundin (2016) describe the community as "a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals" (p.5). A community could be employed through many different approaches and is this project we will work with Facebook as a social networking tool.

Method

Since the founder of the organization is one of the authors of this essay, we have a first-hand insight into the structure and current reach of *Stongdal Media*. Some of the information is also available on its official website. We also used some of the content from the official youtube channel to find information needed for the project.

In order to further explore the possibilities of this company, a Social Business Model Canvas has been created. The business model canvas was filled to find a challenge of the organization. This method is better equipped to be compatible with projects concerning social activism, which is the subject chosen for this essay (Sparviero, 2019). Therefore, instead of using a simplified BMC (Business Model Canvas), this was used as an alternative approach. Business Model Canvas is used to identify various core insights of the company such as stakeholders, vision, mission, revenue streams, business relationships and more. As mentioned prior, the Social Business Model Canvas is specifically tailored to be applied to organizations concerning social causes, thus is used in this project (Sparviero, 2019).

Our media intervention aims at further helping the organization expand its influence on the web as a journalistic platform aimed at producing content for citizens with the edge of entertainment.

The prototype

The prototype we developed aimed at helping the organization reach a larger audience. A key concept in social entrepreneurship is having a community (Ljunggren & Sundin, 2016). As shown in the Social Model Business Canvas, the success of the organization is measured in the size of its audience and the idea of being a well-known source. Hence, our intervention will aim at working towards this goal and help the organization with involving its followers in the process of content creation.

For the prototype, we mainly worked with Facebook to make use of the platform's functionality. Groups and pages to attract additional followers were created for this purpose. Since Facebook can be used free of charge, it makes it easy to use for the organization due to its limited income and revenue. As Facebook is primarily designed to be a social networking tool (Ricketts, 2012) it could also be connected to the concept of entrepreneurship and strategy in how it provides accessibility for anyone to produce what they want, thus being entrepreneurs.

The organization currently uses Facebook only to promote its official Facebook-page which operates like a blog or news portal to market its content (Stongdal Media, 2020). However, this use is at the moment limited and the platform is not used to its fullest potential. The prototype is created to expand upon this usage.

To connect the prototype to the concept of entrepreneurship we worked with social values as described by Gwvell (2014). She discusses the importance of social engagement in social entrepreneurship. "Basically, social entrepreneurship is about social engagement and entrepreneurial action." (Gawell, 2014, p.28).

To create a prototype, we established some criteria that should be used based on the literature review. Our media intervention prototype aims at fulfilling the following three criteria:

- To engage the audience resulting in creating a community with both creators and followers in the organization.

- To offer the audience a first-hand view of the upcoming content and enable them to participate with the project production.

- To enable people to participate in the development of the organization (as is common with citizen journalism).

Our prototype are Facebook groups, which are open for followers to join. Each group is created to focus on different types of content from the channel. These groups would be intended to also work as a PR tool for the organization and to inspire people to involve themselves in the development of content production, and to be citizens journalists for the organization.
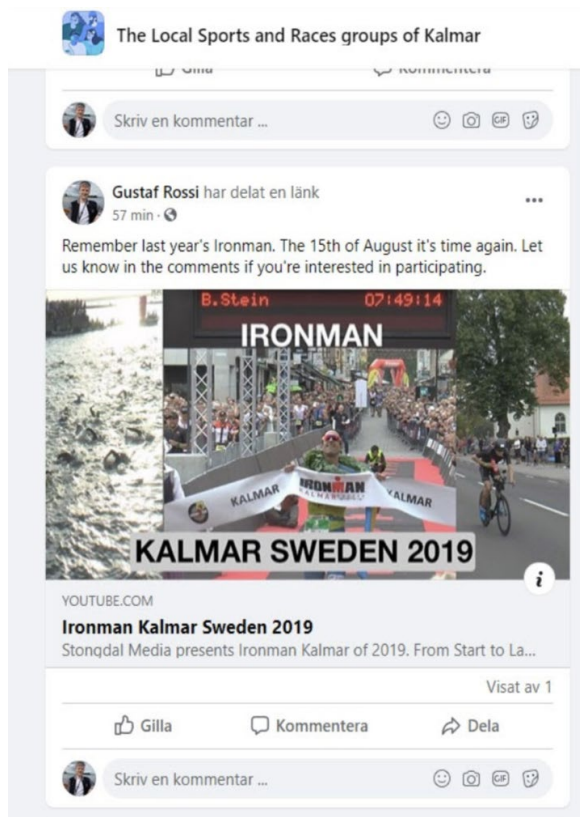
Figure 1: Example of one user group with content. Text includes a call to action from the followers. An example of some content is shared to inspire the followers.

Our prototype can also be accessed on the URL, http://stongdal.se/makinguse.html, where the concept is described for the followers and how they can participate in the development of the organization's content.

For this prototype, we combined the theoretical approaches of both strategy and entrepreneurship to the organization. As Hallahan et. al (2007) point out Strategic communication is important in all types of organizations, therefore our group has put its focus on it. There is also the entrepreneurial approach of how it adds the citizen journalism element of entertainment to all types of productions within the organization. Hence, the prototype we developed shows both Strategic and Entrepreneurial approaches.

This project also considers various limitations that should be noted. Involving regular people in working towards the organization's goal could also be considered as an issue. The content provided may or may not be of lesser quality than needed or collected in unethical ways. It is also crucial to understand that audience participation may not be guaranteed. Not everyone may be interested in working with / for the organization, which could result in failure of the idea of Citizen Journalism. However, the authors of the proposal strongly believe that once a loyal, enthusiastic community is created, there is a high chance of audience participation.
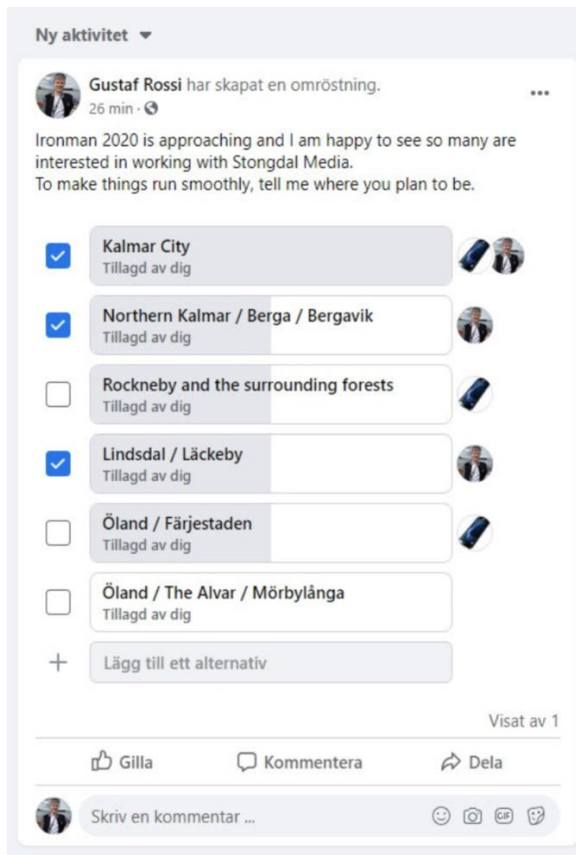
Image 2: A poll created to show an example of how to engage the audience. Take further measures to possibly create and receive some user generated content.

Quality is not the most important factor of the content, since the main responsibility for all quality and final selection of material is done by its founder.

Our prototype also aims at content produced mainly in the city of Kalmar, which has a small number of citizens compared to a larger city like London or New York. Hence, our prototype presented in this intervention should only be put into the context of smaller cities, where the organization as of now is situated, and the participation from the audience could then be much easier to apply.

The work on this media project has been divided equally between the two authors of this essay.

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