Kre8r

Name of business	VIEWdigital

1) Context

Country of the business: UK

Industry/sector (architecture, art & culture, crafts, design & visual arts, media, advertising, multimedia, online gaming, entertainment, printing & publishing, translation & interpretation, music & performing arts, film & tv & radio)

MEDIA

Objectives are

To independently produce and publish social affairs journalism online and in print

Services/Products

VIEW magazine and VIEWdigital news website

Target customers

People interested in social policy, social affairs and social justice issues

Business model/Innovation

Community Interest Company

Financing, types of funding

We are a non-profit community media organisation regulated by IMPRESS. We do not receive funding to produce our journalism, so we provide a number of services which provide income which help us produce original journalism these are:

- **Magazine sponsorship opportunities**
- **Media training**
- **Media Consultancy**

We have developed a membership scheme so that like-minded people and organisations can support us by becoming VIEW Champions.

We are seeking individuals and organisations who are willing to contribute a minimum of £500 in a funding round, so we can continue to be the number one voice for social affairs journalism.

The funding helps us to continue the delivery of original and authentic social affairs journalism designed to:

1. *Advance the education of the public* in relation to social affairs by independently producing and publishing social affairs journalism in a VIEW magazine and VIEWdigital web and editorial content
2. *Promote discussion and debate* contributing to civil society by discussions about social policy.
3. *Advance community development* by promoting the efficiency and effectiveness of the community and voluntary sector by providing news and information of particular interest of those groups and others

The membership scheme is mutually beneficial, as VIEWdigital can help individuals or organisations they support by providing a range of benefits including:

DISCOUNTED MEDIA TRAINING -
Special offers for upskilling to enable you to communicate your story
VIP INVITATIONS TO EVENTS -
Network and take part in topical discussions on important social issues
VIEW MAGAZINE -
Our high-quality printed edition delivered direct to you

Short description

VIEWdigital is an online platform. We aim to independently produce and publish original social affairs journalism in VIEW magazine/ezine and VIEWdigital news site. We cover issues that have a major effect on society and get readers talking about them. VIEW readers are interested in topical social issues and we as journalists are motivated to provide interesting social affairs stories to inform our readers. VIEW magazine is printed and distributed to libraries and we also organise events to promote discussion and debate on issues raised by our journalism.

OUR ACHIEVEMENTS

We provide independent, quality journalism that highlights social justice issues and community initiatives

We share stories on vital social issues daily and email a regular ezine of our best stories

We're at the forefront of social affairs journalism, having published and distributed 50 editions of VIEW magazine to thousands of readers.

We collaborate with community activitists and campaigners and have engaged our readers through regular events, in particular invitations to discuss topical social issues raised through our journalism.

VIEWdigital is based in Belfast, Northern Ireland. Printed copies of VIEW magazine are distributed to libraries in Northern Ireland and Dublin and the online version of VIEW is are available for free on the VIEWdigital news website.

How the idea was born, motivation for setting up the business, time wrap for implementation of idea in life, external environment and influencing factors (e.g. external support programmes, crisis, changes in legislation, geographical location, demand, originality of idea etc.)

PIONEERING journalists Una Murphy and Brian Pelan started off their social affairs journalism business at a kitchen table six years ago.

Since then VIEW has become a leading social and community affairs magazine in Northern Ireland.

In 2014 we introduced the VIEWdigital http://viewdigital.org news website site to reach a growing online audience including over 5,000 Twitter followers.

2) Impacts

Challenges *(concerns that emerged, various perspectives)*

Finding a suitable revenue model to support production of original social affairs journalism.

How clients are identified (*creative techniques used by the business' PR/marketing strategy*)

Social media, sharing stories with mainstream media, networking

Social impact (*if it is the case*)

Here's what people who have been guest editors of VIEW say about our impact: http://viewdigital.org/social-impact

3) Solutions

Lessons learned

Difficulties of raising revenue

Digital technology has disrupted the media but it has also offered opportunities for a non-profit media business such as VIEWdigital to be established and grow to 10,000 followers online.

Solutions

Build a community interested in collaborating with you and financially supporting your work.
Develop the VIEWdigital brand as Engaged Journalism and Community Journalism

References

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Erasmus+

This project has been funded with support from the European Commission.

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