

# CASE



“**Trying Something New:  
Moving into Video,  
Podcasts, Social Media**”

# STUDY

## IN SHORT

For Lika Club, whose staff and resources are limited, competing for broader grants is unrealistic. Thus, grants and opportunities catered toward smaller outlets are essential to its success. Lika Club decided to use this opportunity to experiment with producing videos, which provided a valuable platform for Lika Club to grow, connect with a wider audience, and demonstrate the important role of small, independent media in the broader media landscape.

## ABOUT THE NEWS OUTLET

Founded in 2014, Lika Club is an independent regional publication from Croatia that covers news from the Lika region — the country's largest. It has grown to reach an international audience of over 3 million readers, offering a mix of local coverage, national relevance, and global perspective. The outlet emphasizes investigative journalism, community storytelling, and social responsibility, aiming to build awareness about regional development and civic life.



## PROJECT OBJECTIVES

To strengthen the outlet's independence by diversifying its storytelling formats and expanding into video, podcasting, and social media, ultimately increasing visibility, credibility, and audience engagement.



## IMPLEMENTED SOLUTIONS

Lika Club launched a series of five short videos introducing visual storytelling to its newsroom for the first time. The team also developed basic podcasting workflows and tested audience engagement strategies on social media, using these channels to share behind-the-scenes footage and spark interaction. Each step built new digital skills, established multimedia routines, and positioned Lika Club for future innovation and funding opportunities.

## WHY THIS PROJECT?

Lika Club decided to focus on this project as part of its ongoing effort to strengthen itself as an independent media outlet. Having already collaborated with the Journalism Fund on a previous project, Lika Club was excited to seize the opportunity presented by the PluPro project, which was more accessible than opportunities that are dominated by large media outlets with extensive resources. This project also aligned with Lika Club's mission to create meaningful content and increase its visibility and credibility and explore a narrative approach to news.

## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Before the project, Lika Club was not aware of design-thinking principles. In applying these principles, though, the team was able to explore new ideas and solutions. Because of the answers they found to these questions, they changed some of their practices and approaches, which proved incredibly helpful. With a small team, Lika Club tends to prioritize efficiency and speed, but these questions encourage the team to slow down, think, and focus not just on their goals, but the importance of the process.

## DID LIKA'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

In the past, Lika Club typically focused on written articles, but with this grant the team decided to experiment with a new medium: video. This increased their audience numbers, and also inspired them to experiment with other forms of reporting, such as podcasting and social media. This change proved to be very successful.

## WHAT CHALLENGES DID LIKA ENCOUNTER AND HOW DID IT ADDRESS THEM?

The biggest challenge was working with the video format, which was new to many team members, and ensuring that this new medium was well-crafted and well-received by the audience. For the project, Lika Club initially created five different videos, the first of which presented the greatest challenges, but also a landscape for learning. As challenges emerged, the team adjusted and learned how to use video as a creative and fun outlet.

## WHAT INSIGHTS OR LESSONS DID LIKA GAIN FROM THIS PROJECT?

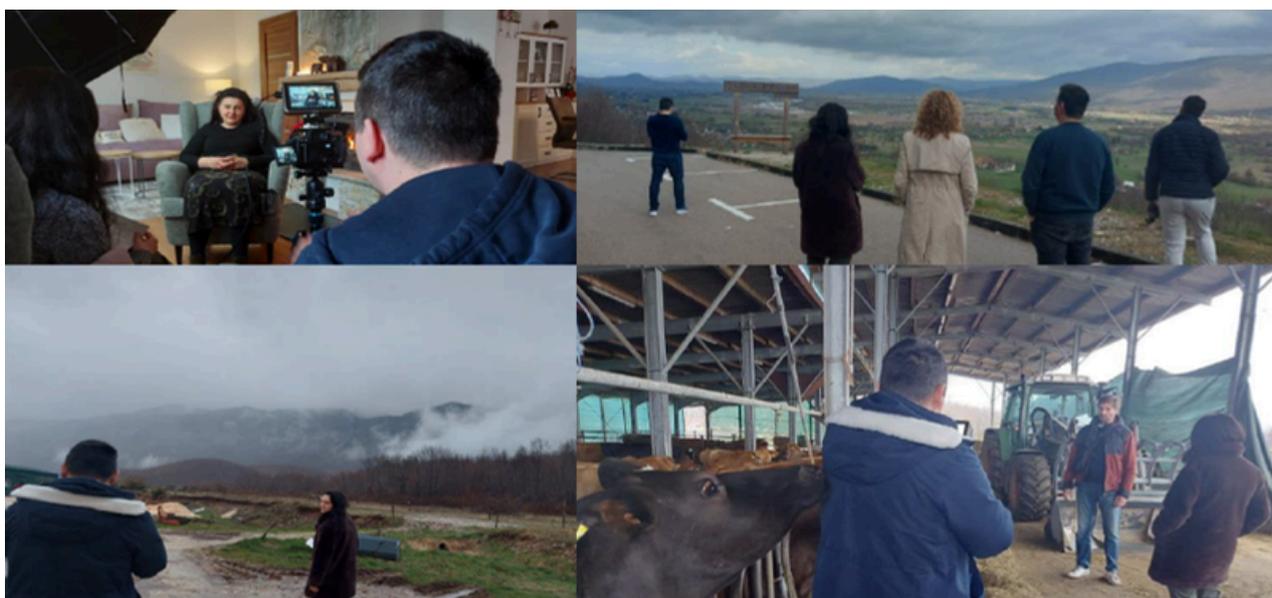
Lika Club's staff learned that it is essential to always step outside of what feels familiar and known and try something new. The team believes these kinds of grants open opportunities to explore new content, formats, and approaches. The benefits of taking risks outweigh the possibility of failure or disappointment.

## WHAT DOES LIKA PLAN ON DOING NEXT?

Lika Club plans to continue producing video and podcast content while applying for new media innovation grants. Regardless of external funding, the outlet remains committed to creative expansion and editorial experimentation. The long-term goal is to strengthen its digital presence and sustain its reputation as a forward-thinking regional outlet.

## WHAT ADVICE WOULD LIKA GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

“Do it — definitely do it.” The team encourages other small outlets to embrace experimentation and take advantage of programs designed for independent media. Even modest projects can lead to invaluable learning, new partnerships, and lasting creative growth.



Behind the Scenes: Lika Club Video Production