



Collaborative Reporting: Crossing divides for better journalism

*Presentation prepared for New England Newspaper & Press Association
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Welcome!



Introductions + agenda



Melanie Plenda, introductions

Stefanie Murray, what is collaborative journalism

Carol Robidoux, the need for collaboratives

Kristen Nevious, the role of education

Dawn DeAngelis, the role of multimedia



What is collaborative journalism?

Peer Learning + Collaboration Fund work supported by Democracy Fund
Facilitated by the Center for Cooperative Media at Montclair State University



Crossing divides



**What does
collaboration
mean?**

Working together.

To better serve the information needs of communities.

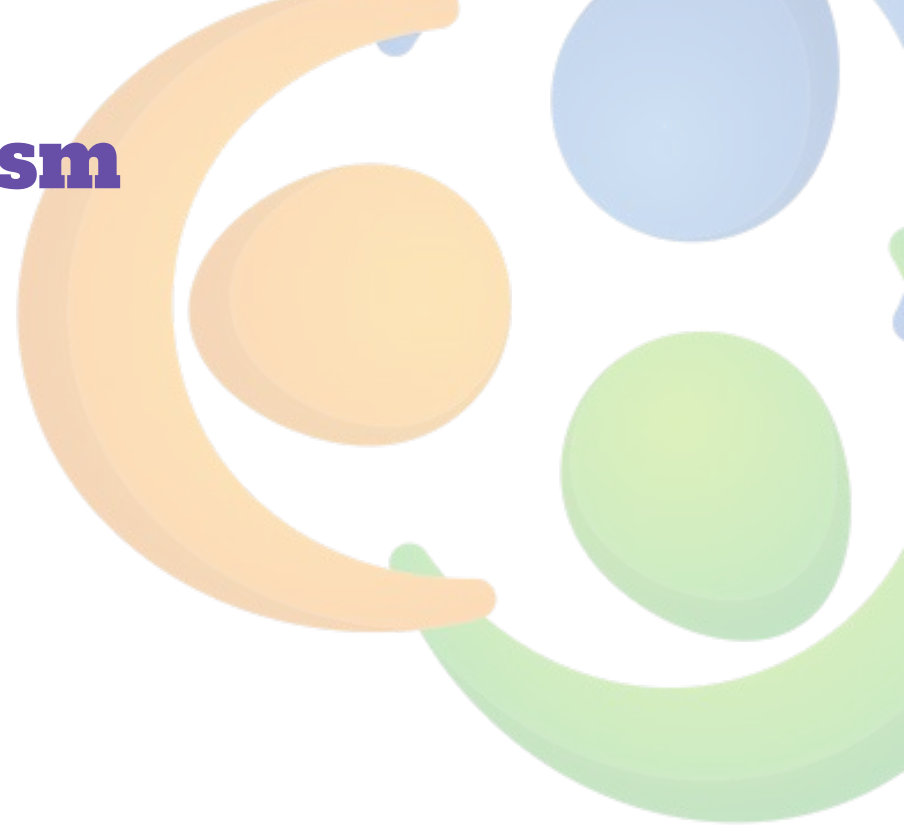
But that doesn't mean *only* journalists.

When done best, it involves entire ecosystems.



Collaborative journalism

- Formal collaboratives
- Project collaboratives



Models of collaboration



Time:



- Temporary
- Ongoing

Level of integration:

- Separately creating content
- Creating content together
- Full integration

COMPARING MODELS OF COLLABORATIVE JOURNALISM

ARE YOU CONTEMPLATING A COLLABORATIVE REPORTING PROJECT OR PARTNERSHIP? HERE ARE DIFFERENT MODELS OF PARTNERSHIP TO CONSIDER.

	 ONE-TIME OR FINITE COLLABORATIVE REPORTING PROJECT	 ONGOING OR OPEN-ENDED COLLABORATIVE REPORTING PROJECT
Partners create content separately	TEMPORARY & SEPARATE GOOD FOR: <ul style="list-style-type: none">• First-time collaborators• Small outlets looking to expand reach or recognition• High-interest or passion topics	ONGOING & SEPARATE GOOD FOR: <ul style="list-style-type: none">• Orgs that want greater reach• Topics that require the expertise of multiple orgs• Orgs that need more content than they produce on their own
Partners work together to create content	TEMPORARY & CO-CREATING GOOD FOR: <ul style="list-style-type: none">• Investigative and/or accountability reporting• Time-sensitive projects requiring lots of resources• Leveraging unique newsroom skills in return for something you lack	ONGOING & CO-CREATING GOOD FOR: <ul style="list-style-type: none">• Orgs in the same region with similar audiences• Orgs that want to supplement resources• Partnerships with resources to hire a collaboration manager
Partners share content, data, resources at org level	TEMPORARY & INTEGRATED GOOD FOR: <ul style="list-style-type: none">• Projects handling large amounts of data• Orgs with experience collaborating• Orgs with buy-in from all levels	ONGOING & INTEGRATED GOOD FOR: <ul style="list-style-type: none">• Orgs that need back-office support• Orgs that need supplemental content• Orgs willing to give away some control over operations

Models of Collaboration

	One-Time Finite	Ongoing Open-Ended
Partners create content separately and share it	<p><i>(Temporary and Separate)</i></p> <p>One River, Many Stories; SF Homeless Project; Surging Seas; Toxic NJ</p>	<p><i>(Ongoing and Separate)</i></p> <p>Charlottesville Tomorrow/Daily Progress; USA Today Network; Seattle Times News Partner Network; The Climate Desk; Ohio Valley Resource; Upstate Insight; Fronteras; CNN, Associated Press, McClatchy; CALmatters</p>
Partners work together to create content	<p><i>(Temporary and Co-creating)</i></p> <p>Electionland; American Dream Mall; CrossCheck (First Draft News)</p>	<p><i>(Ongoing and Co-creating)</i></p> <p>NPR's Collaborative Coverage Project; Detroit Journalism Cooperative; Harvest Public Media; The Texas Standard; Documenting Hate (ProPublica)</p>
Partners share content/data/resources at the organizational level	<p><i>(Temporary and Integrated)</i></p> <p>Panama Papers; The Magnetar Trade; The Reentry Project</p>	<p><i>(Ongoing and Integrated)</i></p> <p>Next to Die (The Marshall Project); First Draft News; Alaska public radio arrangement; TAPinto network</p>

Components of successful projects

The background features several large, overlapping, semi-transparent shapes in shades of orange, blue, and green. These shapes are arranged in a way that suggests movement and interconnectedness, with some appearing as thick, curved lines and others as solid circles or ovals.

- Clear common goal
- Clear shared vision for end product
- Project manager (third party)
- Funding
- Basic written agreement
- Relationships between collaborators

Roadblocks some projects hit



- Technology that isn't compatible
- Editing disagreements
- Personality conflicts
- Lack of buy-in at the top
- Equity (esp. Ethnic + community)
- Coordinated roll-out
- Commitment to share content, but then nobody does it

Remedies to avoid roadblocks



- Agree on clear goal.
- Agree on clear vision for end product(s)
- Understand each other's strengths, capitalize on them.
- Get to know each other. (Also read/watch/listen to each other's non-project work.)
- Be intentional about equitable partnering.
- Write it down.

Outcomes



**Working
together can
achieve better
outcomes**



- Global corruption
 - Panama Papers
 - Coverage of new topic
 - The ReEntry Project
 - Resolve Philadelphia
 - Trust
 - Comprova and CrossCheck research
 - Attention
 - Covering Climate Now
 - SF Homeless Project
 - Invading Sea
 - Community building
 - Stories of Atlantic City
-



Thank you!

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collaborativejournalism.org

collaborativejournalism.org/peerfund

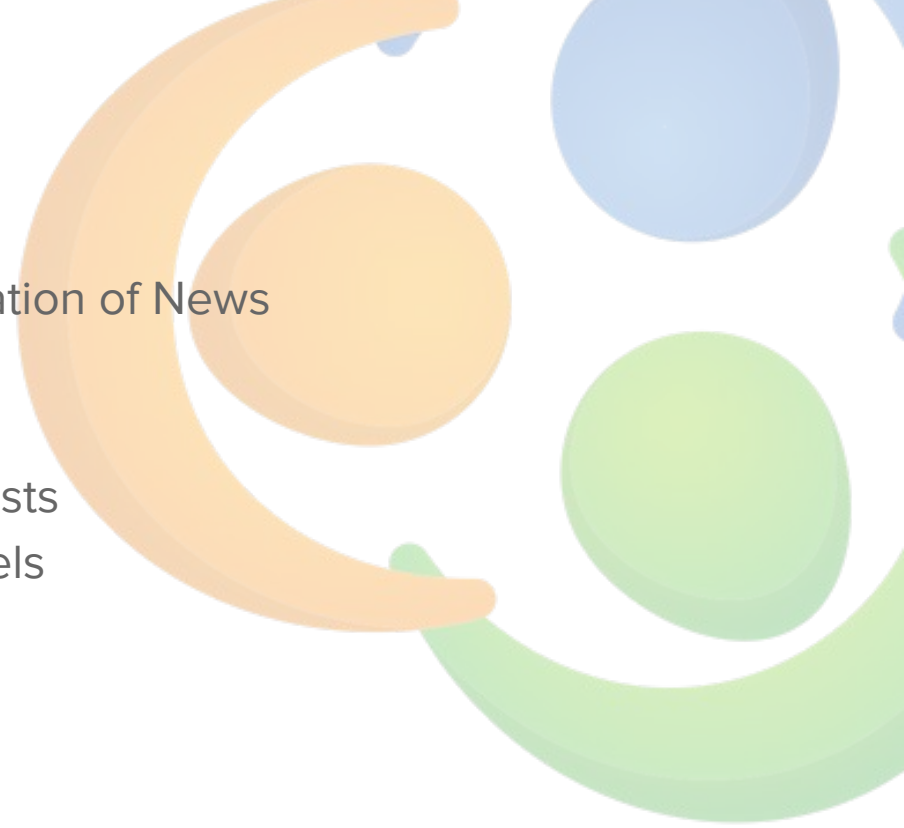
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The Need

The need

- Reverse Consolidation and Homogenization of News
- Eliminate News Deserts
- Strengthening the Profession
- Create Opportunities for Future Journalists
- One Solution to Sustainable News Models



Education



Education

- Engaging young people
- Inspiring future journalists
- Feeding the news pipeline
- Including youth voices
- 360 Learning Opportunities





Multimedia

Multimedia

- The future of news consumption
- Cross-platform content reach
- Opportunities and Challenges
- Civic Engagement
- Audience Participation
- Stories that inspire



An abstract graphic on the right side of the image features several overlapping shapes: a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle. Below these is a green crescent moon. The background is a solid purple color.

**Granite State
News
Collaborative**

Granite State News Collaborative

- One year and counting
- Growing bolder
- Sustainability
- Governance



**Have
questions?**



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Thank you!