

# Multinewsroom collaborative

## 2018 Memorandum of Understanding

### A collaborative reporting project of XXXXXX

This memorandum is intended to guide and support collaboration among the partners of XXXX (here-to-for referred to as “XXXX”) and does not compel any legal, financial or any other binding obligations upon collaborative partners.

## Editorial Scope

The editorial goal of XXXXX is to provide in-depth, nuanced and solutions-oriented reporting on the issues of poverty and economic justice in TKTKT City. We will take a clear, hard look at what works to help ensure greater economic security for residents of our region, and what doesn't. We aim to shift the dominant narrative on poverty by examining its complex causes and by highlighting creative approaches—both at home and from around the country—that show promise in its alleviation.

Innovative community engagement is central to XXX mission and practice. We will convene activities that not only complement our reporting, but also elevate the voices of those with lived experiences and allow [this city's residents] to feel more confident in their own and their community's ability to be agents for change.

This includes, but is not limited to:

- Targeted solutions journalism of policies and programs that aim to alleviate poverty and mitigate its impact, and that aim to local programs and approaches aimed at economic justice for those in our region
- Apply an economic equity lens to other major stories in our city and region
- Concerted, in-depth reporting on the issue of poverty and the wealth gap in XXXX city
- Exploring the agency that exists within low-income communities to bring about change in their own lives.
- A focus on what can be done on a local level — i.e. city government policy, city-based private and public partnerships, grassroots efforts, etc. — to move the needle on poverty
- Reporting on national best practices on how other cities are creating more inclusive and equitable environments for all, bringing reporting home on successful models, programs, and policies that could be implemented locally.
- Special series including one on XXXXX, audience generated story ideas (via SMS line, Hearken or a similar model),
- At least three innovative community engagement events

It is our belief that at the end of our project, our audience will be better informed about these pressing social problems and who/what is working effectively to address the challenge of advancing the goal of economic justice in TKTKT City. It is our hope too that our audience will emerge civically engaged, with more people working to address challenges or otherwise be involved in their communities.

## Structure

This collaborative is comprised of signatory partner outlets (list below) and will be coordinated by Coordinator TKTKTK, an organization dedicated to bringing about collaborative, solutions reporting and community engagement on TK City's urgent social challenges. Coordinator promises commitment from a full time Executive Director and any future staff. TKTK College staff provides digital operations, supports community development and events, and helps select and support interns.

Current partners, as of April 2018:

- TKTKT
- TKTKTK
- TKTKTK
- TKTKT
- ETC

New members may be added at the discretion of Coordinator in accordance with agreement to this MOU, and with notice to all current partners.

## Timeline

We aim to launch via dedicated website and editorial letter to audience in mid-April 2018, followed shortly by an inaugural community event. The project will begin with one year in scope, but end date will be determined by 1) available funding and 2) partner interest regarding continue with this reporting focus past Spring 2019

## Working Together

### Expectations of Partner Organizations:

While not all partner outlets will be able to offer the same resources or time to the collaborative, we ask that everyone aim to participate on a consistent basis. Baseline expectations are:

- Assign one person from your organization to serve as a representative/point of contact to the group, who will do their best participate in monthly funding conference calls and in-person meetings (approximately every 4-6 weeks)
- Make every reasonable attempt to produce one collaborative related story each month
- Give project editor advance notice about publication/broadcast timing
- Publish tagline and logo on all collaborative related stories and/or, when possible, given on-air mention of the collaborative
- After a story is live, send shareable link in a timely fashion to interns or site manager
- Promote collaborative articles and events on their platforms via their organizational social media, newsletters, etc.
- Newsrooms with such capacity are encouraged to add a sub-section or special page on their own website that will be a dedicated home for content related to this project
- Ensure that any of its reporters producing content for the collaborative have attended a Solutions Journalism training session.
- Maintain an openness to cross-newsroom reporting
- Think about ways your organization can best support the work of the collaborative and advance our common goals by offering your organization's skills and strengths to group events and initiatives

- When requested, provide metrics and analytics reports regarding related stories, including time on page and where readers came from and where they head to after reading.

**All stories produced for the project by newsroom partners and the shared reporter are, in theory, available for publication/broadcast by any newsroom partner but will *always* give credit to where the reporting originated.** The most advantageous cross-posting strategy will be for each site to run headlines, deks and/or short summaries of project pieces on their sites with links back to the originating outlet(s). (If desired, partners can request to Coordinator that the originating outlet be given initial temporary exclusivity before any content be made available for publication on other websites.)

## Coordinator Responsibilities:

As the convener of this collaborative project, Coordinator agrees to:

- Ensure that reporting, materials, and other projects are uploaded onto central website in a timely manner, promoted via social media and included in weekly email newsletters. Reporting partners grant permission for the website maintained by TKTK College to republish headlines, subheads, photographs, captions and excerpts from submitted articles to posts that will be visible on the project site but link directly to the related partner URLs.
- Offer editorial guidance and feedback when desired
- Serve as project manager for the broader vision of TKTK reporting and community engagement
- Identify potential story angles related to current topic of focus
- Reinforce and provide support to bolster the solutions approach
- Manage and promote project brand
- Coordinate event and reporting calendars
- Be transparent in its processes
- Be responsive to the needs and feedback of partner outlets
- Manage internal communications via Email, Slack, and conference calls.
- Coordinate collective engagement strategies
- Lead fundraising efforts to sustain this collaborative
- Act as a spokesperson for the project

## Decision Making

Decisions that significantly impact the purpose, direction, or operations of this collaborative will be made via consensus when possible and majority-vote when necessary among partners. Decisions dealing with the day-to-day work of the members will be decided between those involved, with input from Coordinator if desired. For all other day-to-day operations, Coordinator is entrusted to make decisions and carryout leadership functions, always with the interest of the partners at heart

## Financial Responsibility

Participation in the collaborative does not necessitate any financial obligations among members. This is a wholly voluntary commitment and partners may decide to no longer participate in the collaborative's efforts at any time.

## Funding Allocations

Funding for reporting, travel, engagement or other opportunities related to the collaborative's work and topic of focus will be available for any of the active partners. Requests must be submitted to the Coordinator ED no less than two days prior to monthly funding conference calls. Allocation decisions will be based on a majority vote, after quorum is reached on the call (5 people for requests of \$5,000 and under; 8 people for request over \$5,000). Unless otherwise stipulated, funds will be administered on a reimbursement basis. Invoices for services rendered and receipts for

travel, services, or purchases should be submitted to Coordinator upon completion of the collaborative-funded activity. Coordinator promises prompt processing; full reimbursement may take up to 30 days.

## Branding

This collaborative effort should be referred to publicly as **“Project name,” a project of TKTKT.**