
TIP SHEET

FOR

TEMPORARY & SEPARATE COLLABORATIONS

Collaborative journalism projects falling into this model are one-time or finite projects where participants create content separately. The content may be aggregated for presentation in one place or presented in several different places (on partners' platforms or across media).

Some projects in this model use a decentralized approach to coordination and content creation, which allows them to dodge the problem of competing organizational cultures and priorities. Others have specific guidelines for what should be produced by participating organizations.

Projects where decisions are not made in advance about who will produce what content tend to run into trouble. Quality control can be an issue, especially when there is not a dedicated project manager or editor.

A common benefit of these types of projects, especially when organizations of different sizes partner together, is that smaller news organizations or contributors gain much greater visibility than they would have otherwise.

Also, when collaborations of this variety are around specific issues – such as a local river or homelessness – they are able to leverage contributor and community passions around such issues.

Examples:

- One River, Many Stories
- SF Homeless Project
- The Chesapeake Bay Initiative

THIS MODEL PROVIDES FLEXIBILITY IN:



The level of editorial direction



The involvement of the project manager



When, how, and where to distribute stories

CAST A WIDE NET FOR COLLABORATORS BY ENGAGING:



Local universities and/or high schools



Theater companies and local artists



Local activist groups and civic organizations

THIS COLLABORATIVE MODEL IS ESPECIALLY GOOD FOR:



First-time collaborators



Small outlets looking to increase name recognition



Topics that generate high interest or passion