

TIP SHEET

FOR

ONGOING & SEPARATE COLLABORATIONS

Ongoing collaborations in which partners create content separately and share it is one of the oldest and most common methods of journalistic collaboration.

Early arrangements set up by wire services fall into this category, for example. It's also the model that best characterizes contemporary sharing arrangements by big news corporations such as Gannett's USA Today Network, and Cable News Network (CNN).

But smaller news organizations – down to hyperlocal online outlets – are also using this collaborative model.

The common thread between these projects, and others like them, is that the organizations involved reap the benefits of content sharing, while maintaining a high level of autonomy and editorial independence. Perhaps surprisingly, many such arrangements begin informally; some are codified as they mature.

One caution: when the partners are of unequal size or power, the arrangement must be mutually beneficial.

Examples:

- The Marshall Project's Next to Die
- CALmatters
- Charlottesville Tomorrow/Daily Progress

COMMON THEMES BETWEEN THESE COLLABORATIONS INCLUDE:



Valuable content-sharing benefits



High levels of organizational autonomy



Editorial independence among partners

SUCCESSFUL PROJECTS TYPICALLY:



Address power imbalances among partners



Formalize project structure as it evolves

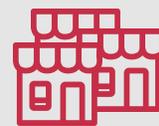


Form mutually-beneficial partnerships

THIS COLLABORATIVE MODEL IS ESPECIALLY GOOD FOR:



Outlets that want greater reach



Topics that require the expertise of multiple orgs



Orgs that need more content than they produce alone