

---

# TIP SHEET

FOR

## ONGOING & INTEGRATED COLLABORATIONS

---

In this model, collaborations are ongoing and the partners involved are integrated at the organizational level.

This model is not very common – it used to be utilized more widely among print newspapers that had joint operating agreements – but today is viewed as an innovative way to address the challenges of the local media landscape.

The few existing examples here are similar in structure: they are made up of local outlets operating independently, but which are integrated for some aspect of their back-office services. Editorial decisions are made by each outlet but they share an ad network, a proprietary platform, or accounting services, for example.

This creates efficiencies and partners gain some of the benefits of being part of a collaborative, such as working together for bigger stories and observing others' workflows.

Cautionary note: Ongoing and Integrated collaborations require the willingness to cede control of major aspects of the operation.

Examples:

- Coast Alaska
- TAPinto
- The Media Consortium

### THESE COLLABORATIONS OFTEN INVOLVE:



Evolving arrangements as needs arise



Share back-office services and/or platforms



Similar organizational structures

### BENEFITS ASSOCIATED WITH THIS MODEL INCLUDE:



Improved operational efficiency



Cooperation and assistance on bigger stories



Workflow and other insights from partners

### THIS COLLABORATIVE MODEL IS ESPECIALLY GOOD FOR:



Outlets that need back-office support



Orgs than need access to more content



Orgs willing to relinquish some operational control