



Peer learning + collaboration in Oklahoma City

Supported by Democracy Fund

Facilitated by the Center for Cooperative Media at Montclair State University

Local partners include Inasmuch Foundation + Ethics & Excellence in Journalism Foundation



Welcome!



Meet your facilitators



Tran Ha



Fiona Morgan



Stefanie Murray

Flow of the day

Why we're here

Who's here

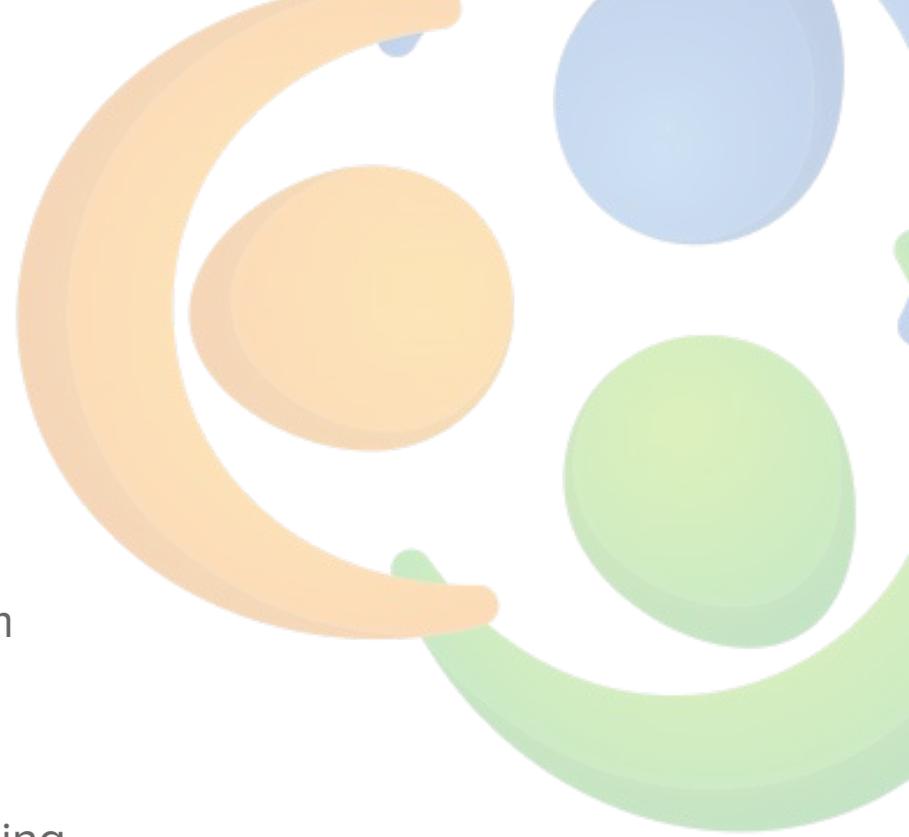
All about ecosystems!

Mapping the Oklahoma City news ecosystem

What makes collaboration successful

Oklahoma City collaboration idea brainstorming

Next steps

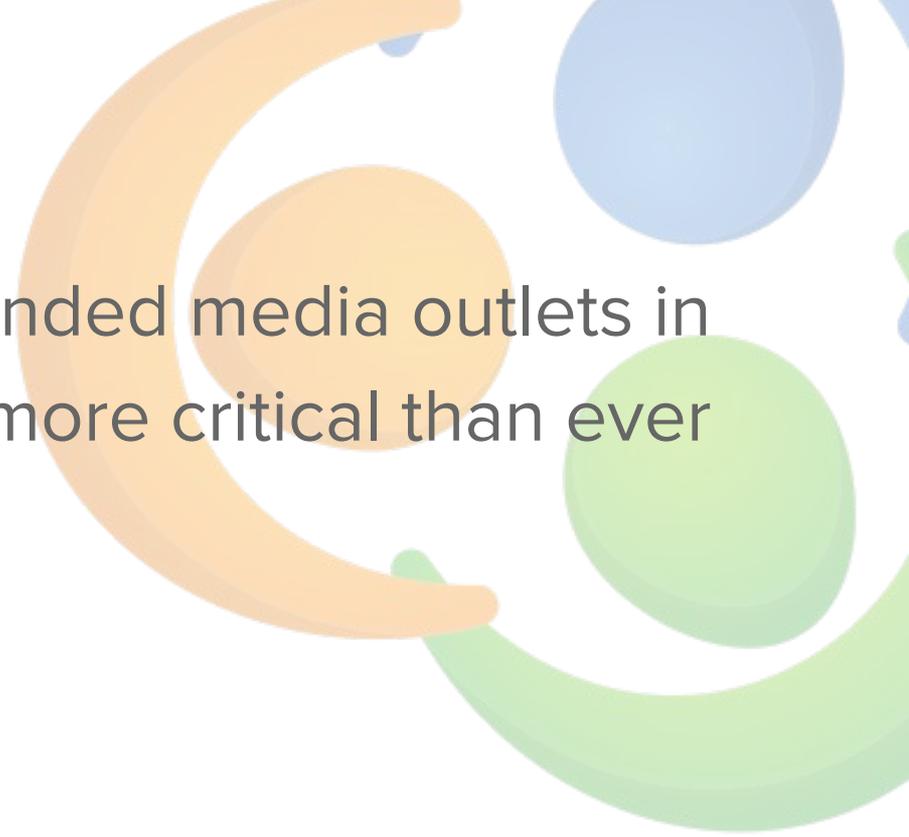


What you told us

- Resource issues
 - How to pay for journalism when ecosystem has variety of (struggling) business models + business case for collaboration
 - Aligning on values, ethics, quality
 - Out of town ownership concerns
 - Questions how to improve current collaborative efforts
 - You are open to collaborating, open to honest conversations
 - You want to know how to do it and how to do it better
 - There are organizations in OKC already working together
- 

What you told us

Collaboration among like-minded media outlets in cities, states and regions is more critical than ever given our troubled industry.



What you told us

I do think it's important to recognize that the word "collaboration" sounds great in a vacuum, but public perception of different publications is quite varied on the topic of "media ethics." There needs to be a higher standard of ethics among Oklahoma's publications overall, and a commitment to that would be a step toward better collaboration.

What you told us

While many people are collaborating on different levels, I would argue that an actual ecosystem doesn't exist.



What you told us

Oklahoma is home to 38 federally recognized tribes. How do we make sure that mainstream media is inclusive of Indigenous voices in the state and that the coverage reflects that diversity?





Who's who?



Paired introduction exercise

Two rounds.

Find someone you don't know well
and pair up quickly.

You have 10 minutes to talk and
listen - make sure to take turns.

Then find someone new and do it
again!



Round 1

Paired introduction exercise



Paired introduction exercise

Round 2



—



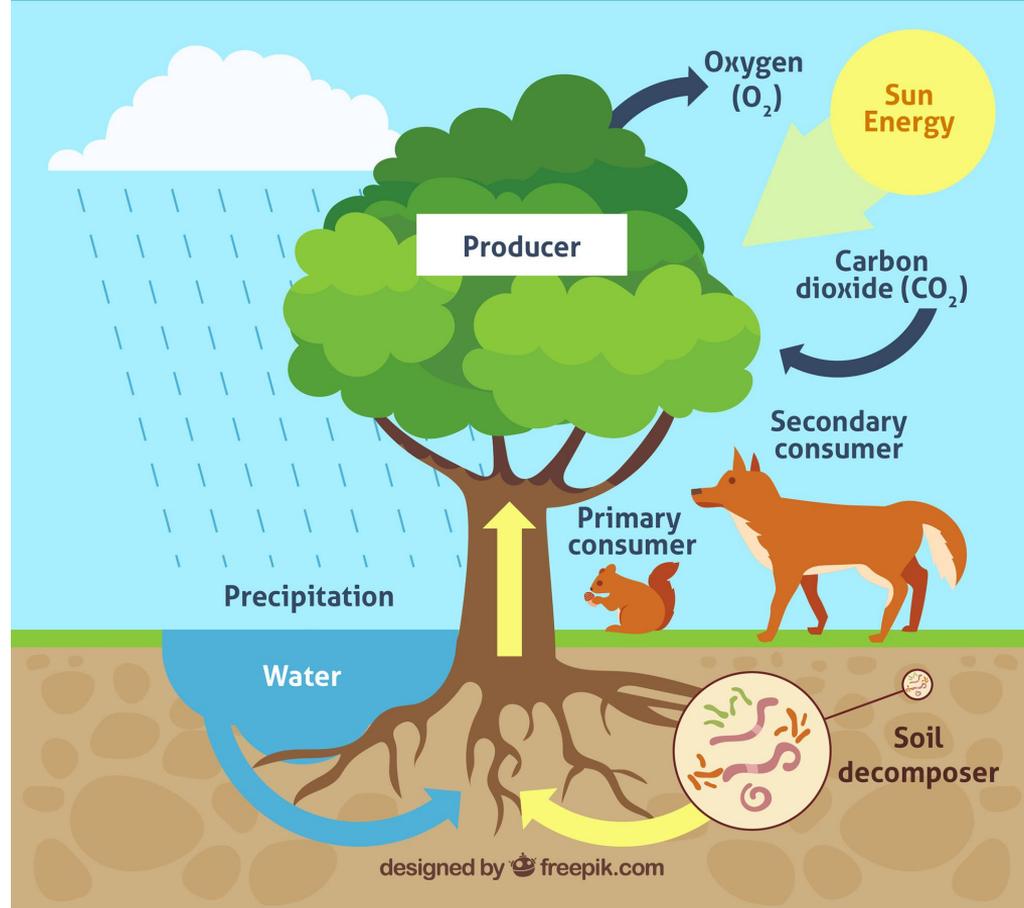
Paired introduction exercise

What did you hear?

A stylized graphic in the top right corner featuring a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle, all set against a purple background.

**Local news + info
ecosystems**

ECOSYSTEM INFOGRAPHIC



Graphic from [Freepik](https://www.freepik.com)

Local news ecosystems

Group activity!

Overview of the concept

What makes a news and information ecosystem healthy



How an ecosystem feels



How an industry feels



How does it feel to be in the small groups facing each other?

How do you see what's going on around you?

Do you feel a sense or power? Of isolation?



How an ecosystem feels

How does it feel to be facing each other?

Are you able to see the others in the ecosystem more clearly?

Is there a power or unity?

Does it feel like you could work together more now that you are in this formation?

How an ecosystem feels



What is a news and information ecosystem?



“News and information ecosystems are made up of many players and many ways of meeting the information needs of communities.

The ecosystem is strongest when the various pieces work together, interdependent, building on each other’s work.”

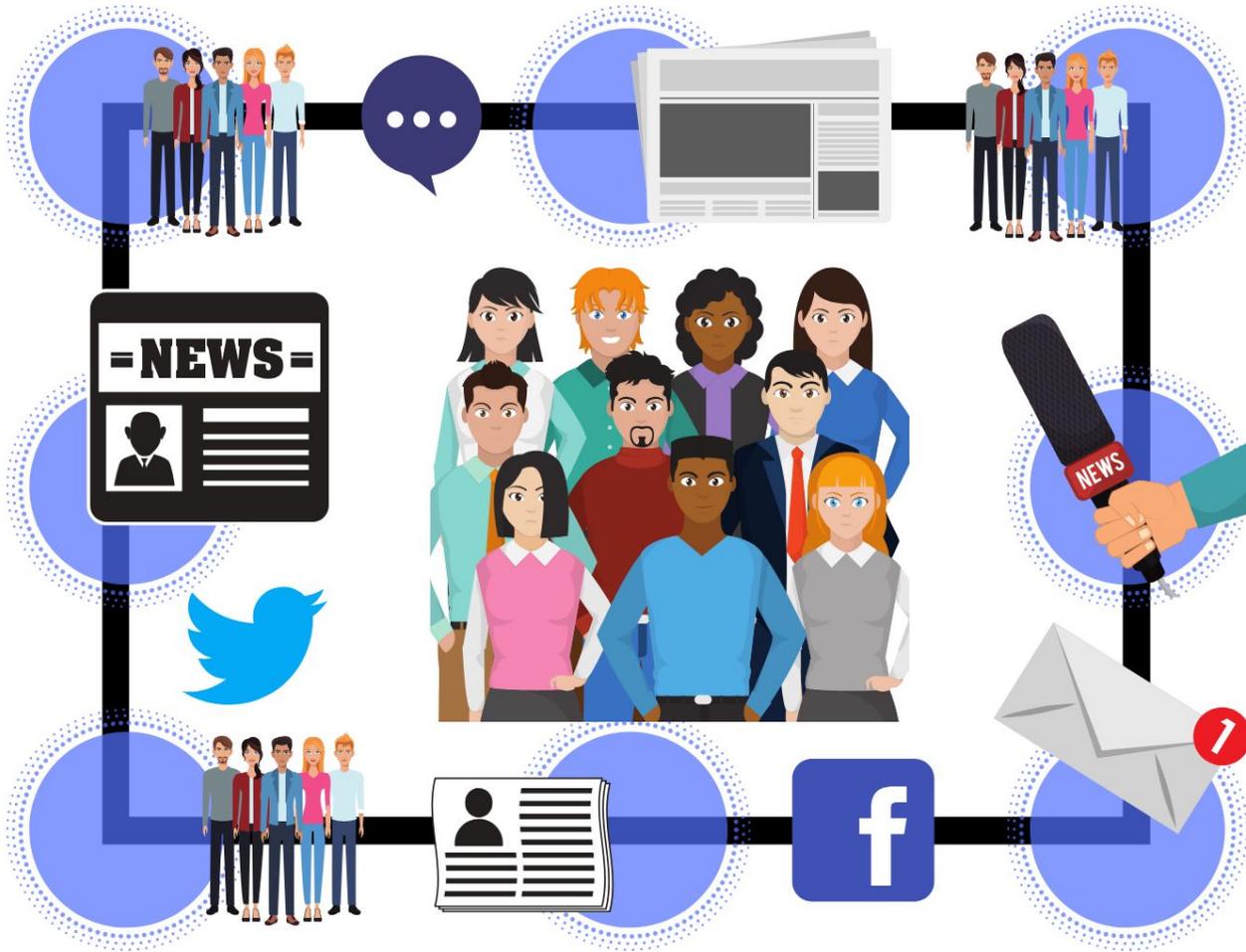
Source: Democracy Fund

What is a news and information ecosystem?

Public radio
Broadcast and cable news shows
Digital news outlets
Local TV news
Magazines
Metro daily newspapers
Nonprofit newsrooms
Alt-weeklies
Local single issue websites
Ethnic newspapers
Foreign language and community radio
Hyperlocal blogs
Facebook pages
Community access TV
SMS and messaging apps
Word of mouth
Community bulletin boards
Libraries
Museums
Local NGOs







What makes a healthy local news ecosystem? They ...

- Are collaborative
- Are diverse, including traditional media, new media, media makers, influencers and sharers, individuals
- Are often networked, with a key intermediary
- Have players that support one another
- Are deeply engaged and partnered with communities and community groups
- Practice transparency in news practices
- People see themselves in the news and information that is produced and shared; there is a high level of trust.

Source: Democracy Fund

Examples of emerging news ecosystems

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent shape, a smaller orange circle, a blue circle, and a green circle. A green curved line also sweeps across the bottom right area.



COLORADO MEDIA PROJECT

Local News is a Public Good

Together, we are strengthening and sustaining
trustworthy local journalism that serves all Coloradans.

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About

Bridge



The Detroit Journalism Cooperative is a partnership of five media outlets reporting on the city's future after bankruptcy with stories that have never been told before—on-air, online and in the community.

The Cooperative includes The Center for Michigan's Bridge Magazine, Detroit Public Television (DPTV), Michigan Radio, WDET, New Michigan Media and Chalkbeat Detroit a partnership of ethnic and minority



NJ NEWS COMMONS

FLAGSHIP PARTNER NETWORK

What we've learned in NJ



Central, neutral third-party helps

Not only editorial coordination

External funding

Consistent effort

Diverse stakeholders

Intentional effort



Break!

Caffeine, stretch, phone call ... do what you need to do for 15 minutes.

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle. A green crescent moon is also visible at the bottom right. The shapes are arranged in a way that suggests a celestial or organic system.

Mapping your news ecosystem



What color is your dot?

Red: Room XX

Green: Room XX

Blue: Room XX

Yellow: Room XX

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle. A green crescent moon is also visible at the bottom right. The shapes are arranged in a way that suggests a celestial or organic system.

Mapping your news ecosystem

An abstract graphic on the right side of the slide. It features a large orange crescent shape on the left, a smaller orange circle in the center, and a green crescent shape on the right. There are also several blue and green circles scattered around. The background is a solid purple color.

Lunch +

Map gallery

Reconvene in the main room at 1 p.m.

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent shape, a smaller orange circle, a blue circle, and a green circle. A green crescent shape is also visible at the bottom right. The shapes are arranged in a way that suggests a stylized face or a complex system.

Mapping your news ecosystem



Your maps

Share what you discussed!

What are the areas of overlap?

What are complementary areas?

What surprised you?



Break!

Caffeine, stretch, phone call ... do what you need to do for 15 minutes.

**What makes
collaboration
successful**





**What does
collaboration
mean?**

Working together.

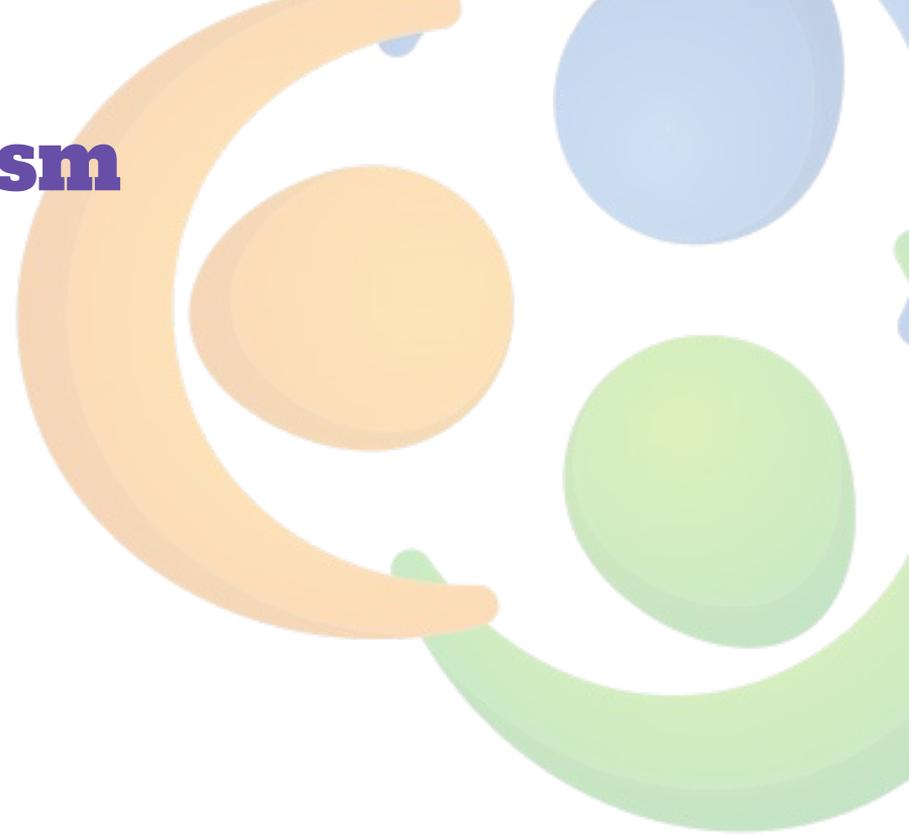
To better serve the information needs of communities.

But that doesn't mean *only* journalists.

When done best, it involves entire ecosystems.

Collaborative journalism

- Formal collaboratives
- Project collaboratives



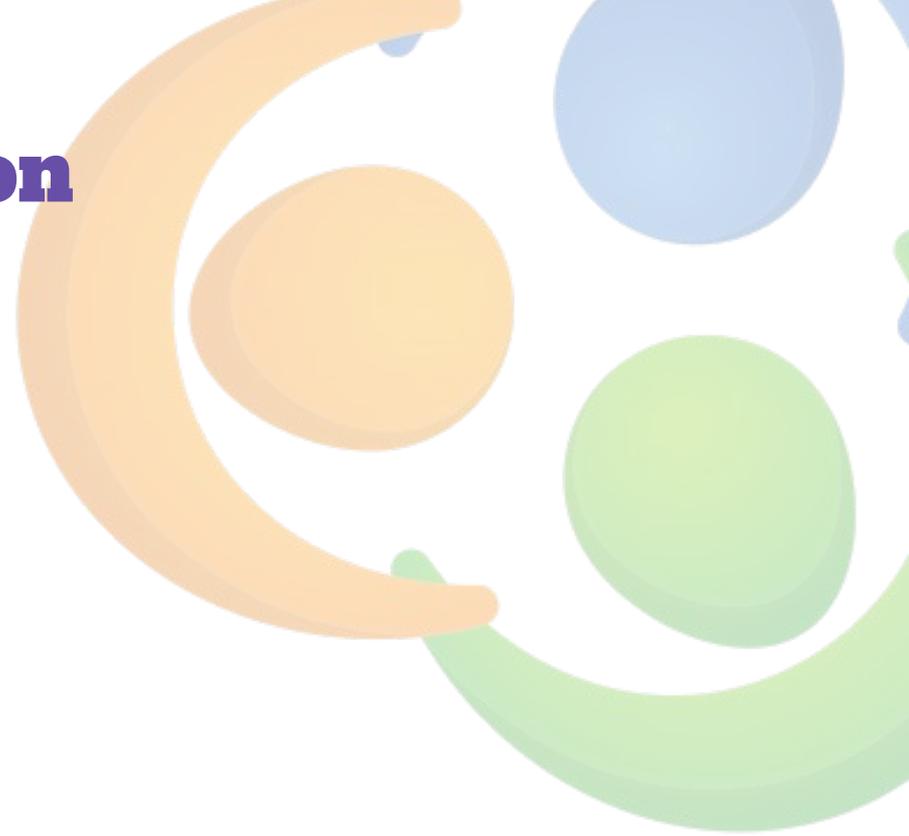
Models of collaboration

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>

Collaborativejournalism.org



Resolve Philadelphia (23 partners across Philly)

California Reporting Project (40 newsrooms)

Chi.Vote (10 organizations)

Seeking Conviction (11 news organizations; legislative reforms passed last week!!)

Many climate collaborations (we are studying this!) such as Covering Climate Now

One Disaster Away (Center for Public Integrity, Ohio Valley ReSource, StateImpact Oklahoma and Mother Jones)

And so, so many others

What about your collaborations?

Where do they fit on the matrix?

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www.collaborativejournalism.org
a project of the Center for Cooperative Media



Stories of Atlantic City





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 flow, with some appearing as curved lines and others as solid circles or ovals. The overall aesthetic is modern and clean.

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

How collaborations are funded

In-kind contributions from partners (most common)

Single-source funding for specific project (Stories of Atlantic City)

Crowdfunding (Shadow of Liberty)

Funding of formal collaborative, multiple funders (Detroit Journalism Cooperative)

Funding of open call for ideas, more often multiple funders (Cleveland example, Rita Allen/Democracy Fund example)

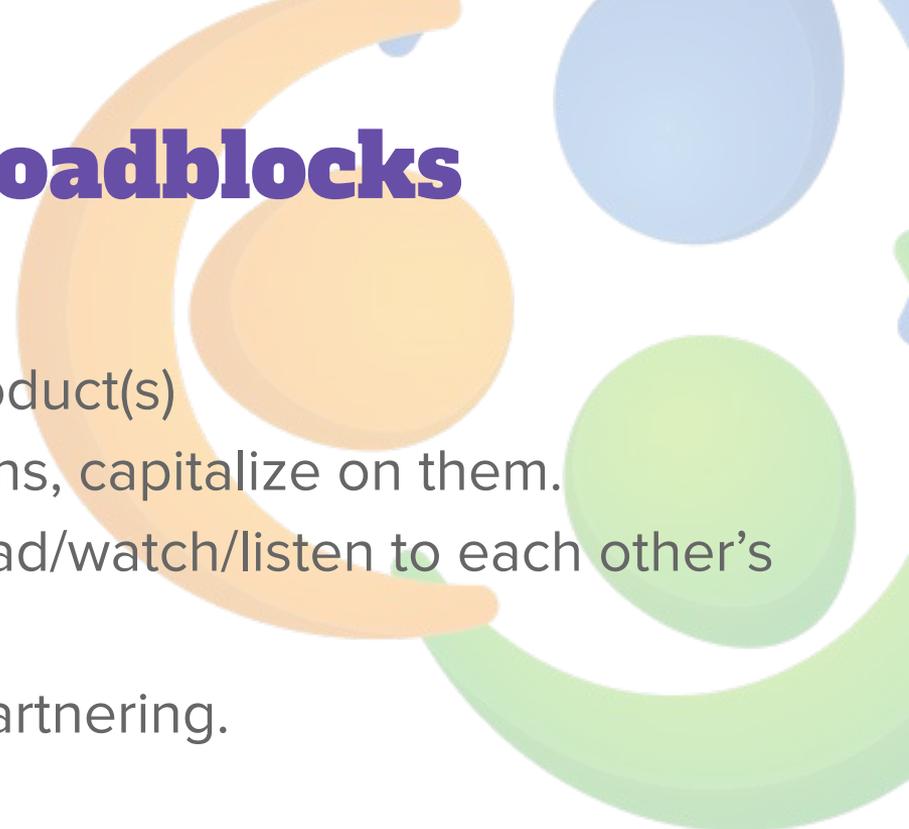
Next step: Making collaborations profitable + sustainable on their own

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.

**How
collaboration
feeds ecosystems**



How collaborations can feed ecosystems



Single collaborative reporting projects that involve new partners, new projects and experimentation lead to:

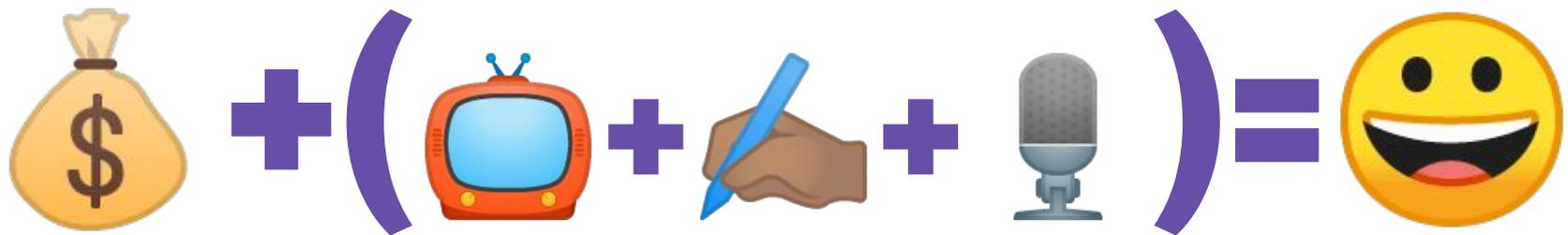
- Good journalism
- Relationships, muscle memory
- Longer-term partnerships
- Formal collaboratives
- A stronger ecosystem

**Individual reporting projects
are important.**

**And that's why we're funding
them.**

New funding available

Today, the Peer Learning + Collaboration Fund is excited to announce a round of grant funding available to Oklahoma City-area news organizations to execute collaborative reporting projects!





New funding

Details for the Peer Learning + Collaboration Fund grants now available for Oklahoma City-area news organizations

Grants to support collaborative reporting projects

Five grants of up to \$9,400 each

At least 2 news organizations

Encourage new partners, new projects

Encourage serving underserved audiences



New funding

Details for the Peer Learning + Collaboration Fund grants now available for Oklahoma City-area news organizations

Application deadline Dec. 20, 2019

Winners notified Jan. 10, 2019

Projects complete by June 30, 2020.

Funding for these OKC grants is made possible by support from Ethics & Excellence in Journalism Foundation.

collaborativejournalism.org/OKCgrants

Full details + FAQs + link to application portal

Email us or sign up for 30-minute office hour session if you have questions!

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle. A green curved line or band is also visible at the bottom right. The text 'Working toward collaboration' is overlaid in white, bold, sans-serif font.

**Working toward
collaboration**

Themes





Small group brainstorm (30 min)

What might you do together?

What do you have to offer?

What do you need?



Brainstorm shareout

What might you do together?

What do you have to offer?

What do you need?



**What did you
talk about?**

Reflection



An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent shape, a smaller orange circle, a blue circle, and a green circle. A green crescent shape is also visible at the bottom right. The shapes have a slight shadow, giving them a three-dimensional appearance.

**What can you
commit to?**

collaborativejournalism.org/OKCworkshop

Everything from today: Slides, readings, grant flyer
+ collaborative journalism worksheets and our survey

Please take the survey! It will be in post-event email, too:
surveymonkey.com/r/OKCpeerfundsurvey



What's next



Thank you!