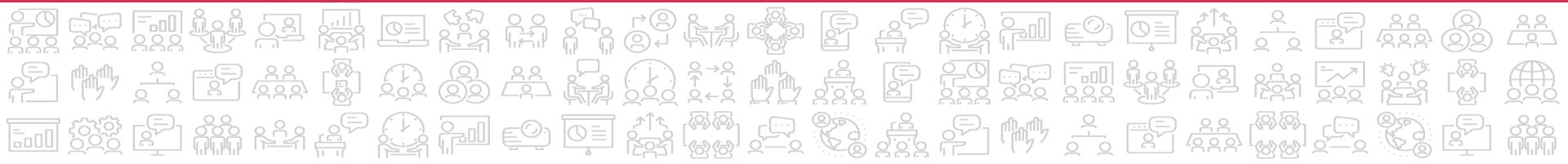




Introduction to collaborative journalism

*What it is, what successful projects look like
and how you can replicate them*





Presented by Stefanie Murray
Center for Cooperative Media
Montclair State University

Supported by Rita Allen Foundation



What is collaborative journalism?

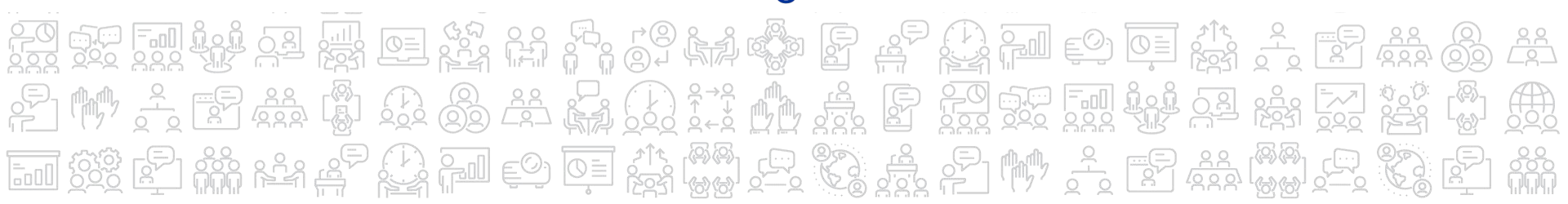
News organizations working together, and with non-news entities, to produce journalism.



Prolific collaborators



Corporation
for Public
Broadcasting



History in the U.S.

Associated Press in 1846

JOAs in 1970s

New America Media in 1990s

J-Lab in 2009

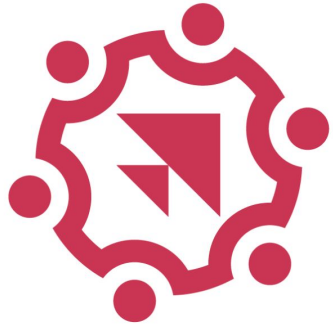
CPB funding in 2009

Pew: “New era of interest in partnerships” in 2014

Panama Papers, Pulitzers in 2016

Note: Longtime partnerships between ethnic + community media





State of collaboration now

State of collaboration now

Common, widely accepted

Becoming more sophisticated

Studied as its own approach to journalism

Awards

Annual conference





Electionland

ON THE PANAMA PAPERS: EXPOSING THE ROGUE OFFSHORE FINANCE INDUSTRY



LEADERS, CRIMINALS, CELEBRITIES

A giant leak of more than 11.5 million financial and legal records exposes a system that enables crime, corruption and wealth for offshore companies.



State of collaboration now

Common, widely accepted; becoming more sophisticated

Long-term collaboratives forming

Studied as its own approach to journalism

Awards

Annual conference



Recon
Fund

JON FUNABIKI

Renaissance Journalism, San Francisco State University

Who is collaborating?

Public Media

Nonprofits

Independent media

Alternative news media

News startups

Formal cooperatives

International media

Legacy media



Who is collaborating?



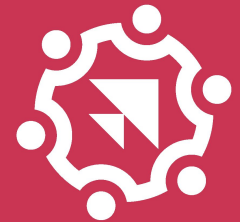
Who is collaborating?



Who isn't collaborating?

Commercial television

Newspapers (although this is changing)



Newspapers are joining in

To Cover Louisiana's Crises, The Times and Times-Picayune Team Up



Tim Wallace/The New York Times

Find and share New Orleans area health care prices with our PriceCheck tool

Updated Nov 6, 2017; Posted Apr 5, 2017

How to enter your health care prices in our online Pri... ⌚ ↗

LEE ZURIK
ANCHOR/CHIEF
INVESTIGATIVE
REPORTER

FLORIDA NEWS NEWS

Florida's leading news organizations announce partnership for covering climate change

By ALEX HARRIS | THE MIAMI HERALD | JUN 25, 2019 | 10:00 AM

🐦 📘 ↗



collaborativejournalism.org



Why collaborate?

- More resources
- Diversity
- Expertise
- Reach
- Access
- Influence
- Attention



Commons ways collaborations start

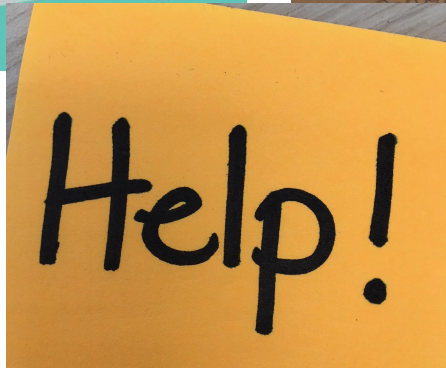


Photo by Mstyslav Chernov via Wikimedia Commons

collaborativejournalism.org





Models of collaboration

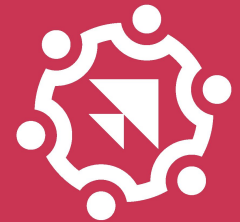
Models

Time:

- Temporary
- Ongoing

Level of integration:

- Separately creating content
- Creating content together
- Full integration



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>

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 work together to create content	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 share content, data, resources at org level	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 create content separately	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

Important projects



AN ICIJ INVESTIGATION THE PANAMA PAPERS: EXPOSING THE ROGUE OFFSHORE FINANCE INDUSTRY



LEADERS, CRIMINALS, CELEBRITIES

A giant leak of more than 11.5 million financial and legal records exposes a system that enables crime, corruption and wrongdoing, hidden by secretive offshore companies.

DOCUMENTING HATE

Hate crimes and bias incidents are a national problem, but there's no reliable data on their nature or prevalence. We're collecting and verifying reports, building a database of tips for use by journalists, researchers and civil-rights organizations.

The Next to Die
WATCHING DEATH ROW

The
REENTRY
PROJECT

RESOLVE
PHILADELPHIA
HOW WE TELL A STORY MATTERS.

Components of successful projects

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



Successful examples

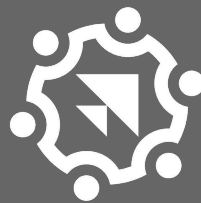
- Clear goal
- Project managers
- Resources
- MOU/legal agreements
- Shared tech
- Relationships
- Size and scope
- Impactful content



Successful examples

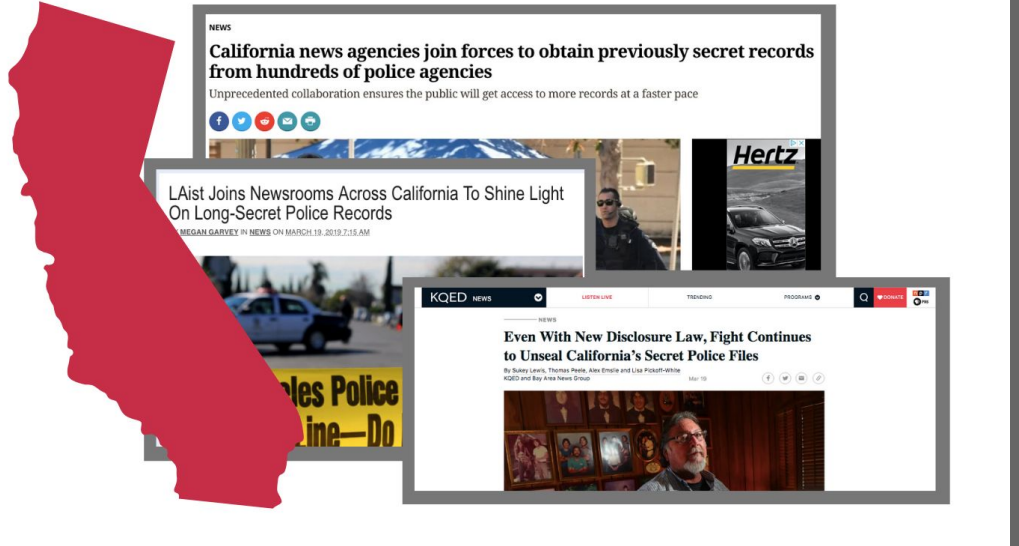
- Clear vision and goal
- Not just media
- Deadline: Election Day
- MOU, scope of work
- Weekly meetings, shared tech

CHI VOTE



Successful examples

- Single, clear goal
- Specific deadline
- Quasi-project management
- Relationships
- Regular calls



Roadblocks

Technology that isn't compatible

Editing disagreements

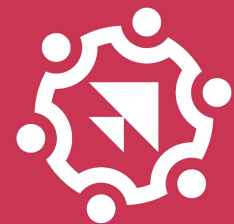
Personality conflicts

Lack of buy-in at the top

Equity for smaller news orgs (esp.
Ethnic + community)

Coordinated roll-out

Commitment to share content, but
then nobody does it



Remedies

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.





More info

- [Collaborativejournalism.org](https://collaborativejournalism.org)
- [Comparing Models of Collaborative Journalism](#)
- [State of Collaboration video](#)
- [Collaborative journalism database](#)
- [Collaborative journalism playbook](#)
- [Collaborative journalism workbook/guides](#)
- [Collaborative journalism webinars](#)
- [2020 Collaborative Journalism Summit](#)





Questions?

