



Practical Collaboration

2020 Collaborative Journalism Summit



Hello

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Our time together today

Three Areas of Focus

People

Preparation

Process

Presentation

Discussion Groups

Questions

Q: ...

Four questions I hear alot about collaboration

How does collaboration generate revenue?

How will collaboration save time?

Will collaboration make my life easier?

What if my partners steal my story ideas?

How do we collaborate if there isn't anybody in this topic/locality that's as good as we are?

Four questions I hear alot about collaboration

How does collaboration generate revenue?

Collaboration will not inherently make you money.

How will collaboration save time?

Collaboration will not necessarily save you time.

Will collaboration make my life easier?

Collaboration is not always easy.

What if my partners steal my story ideas?

There are a lot of other things that are more likely to go wrong.

How do we collaborate if there isn't anybody in this topic/locality that's as good as we are?

You are not ready to collaborate.

The Future of Journalism is Collaborative

because collaboration is how we:

Do the work that we lack the **RESOURCES** to do by ourselves.

Create pathways for **PARTICIPATION** and do journalism **FOR & WITH** people.

Foster **DIVERSITY** of thought and perspective.

Expand the **REACH** and **IMPACT** of valuable work that is needed in communities.

Create **ACCESS** to new topics, regions and sources without duplicating efforts.

Marshall **INFLUENCE** and **POTENTIAL** that we might not have alone.

Obtain and provide **EXPERTISE** needed to explore and understand complexity and nuance.

Focus **ATTENTION** on critical events and issues through coordinated effort.

Sustainably **INNOVATE** through shared learning.

Build **TRUST** with our communities and create **ACCOUNTABILITY** for ourselves, our organizations and our field of work.

How
collaborations
fail

Collaborations rarely fail by bringing together a group of partners who manage to complete and launch a project and that project be poorly done or seriously wrong in some way.

In collaborations that fail, the vast majority of failure happens when the group comes apart for one or more reasons and the project is either never fully realized as planned or completed at all. The partners go back to doing things on their own.

People

Preparation

Process

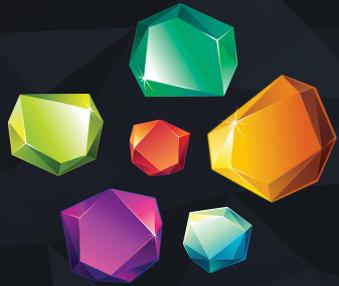
People



Within an organization
people share the same circumstances



In a collaboration
circumstances are different for every partner



You cannot change the culture and power structures of your partners. Focus on the individual conduct and behaviors of the participants actively engaged in the project.

“These are the expectations for how **we** will work together for this project.”

Buy-in

Within Your Team

-  How will it help meet goals?
-  How will it affect capacity (+/-)?
-  What does it mean for your community?
-  What opportunity is there for learning from partners?

With Your (Potential) Partners

-  How will it help them meet their goals?
-  What is unique about them that you value?
-  How does it help their community?

What was the last thing that you
wanted to do for your community that
you couldn't do?

Goals vs Values

It's important to understand and acknowledge:

- ◆ the goals of each partner of the collaboration
- ◆ the guiding values of each partner

It's okay if they aren't the same, but awareness of them is an important part of navigating your decision-making together.

Commitment and Trust

Put in the time to experiment small and build that trust.

When you make a decision, you have to commit to it as a group.

You can disagree with a decision but still commit to the action decided by the group.

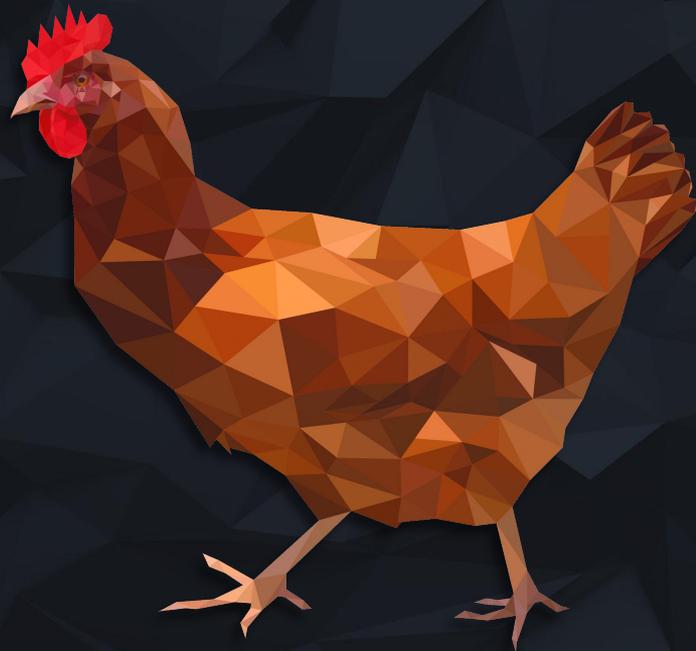
When a path is committed to, everyone has to be committed to that path. Otherwise, you're leaving space for blame and mistrust.

Discussion

What do you need to know about your partners and what do they need to know about you before you can proceed with a partnership?

Share out

Preparation



Chickens and Eggs

What is a chicken?

A chicken (*Gallus gallus domesticus*) is a type of domesticated fowl, a subspecies of the red junglefowl (*Gallus gallus*)



Egg came first, laid by a bird that wasn't a chicken

Wait, what do you mean when you say egg?

The reproductive form of a membrane or amniotic egg



Egg came first

But is it a chicken egg?

Okay, what is a chicken egg?

A chicken egg hatches a chicken



Egg came first, laid by a bird that wasn't a chicken

A chicken egg is an egg laid by a chicken



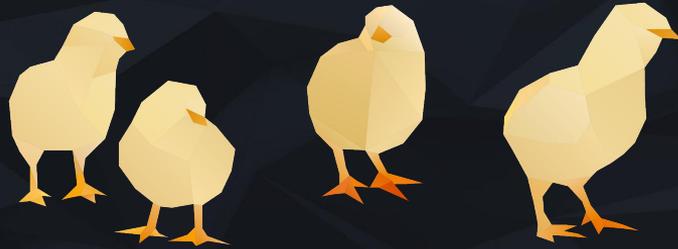
Chicken came first, from an egg that wasn't a chicken egg, laid by a bird that wasn't a chicken

A chicken egg is an egg that was laid by a chicken and hatches another chicken



Chicken came first, from an egg that wasn't a chicken egg, laid by a bird that wasn't a chicken

Being clear about what you're discussing means being able to answer complex questions.



Clarity and shared purpose

When objectives are unclear; egos, competition and habit become the deciding influence in decision-making.

Whatever decisions that are not made consciously and explicitly will be made by the dominant culture.

Considering Collaboration

Who is community and audience to be served?

What problem is the collaboration addressing for that community?

Who are the stakeholders on this issue?

What is it about collaboration that will uniquely or successfully address the need?

Designing Collaboration

What is the most logical leadership and facilitation structure?

What is the scope and timeline of the project?

What structure is the best fit? (Informal? An MOU? A contract?)

What role does funding play in the project?

What are the expectations for every partner in the collaboration?

What are the unique expectations for each individual partner?

Discussion

For you or your organization, what is the most complicated or challenging part of working collaboratively? How could you design for that?

Share out



10 minute break

Process



The complexity of your reporting should determine the complexity of your **workflow** and **tools**.

Managing a Collaboration

Communication

Regular check-ins

Mutual support

Assessing a Collaboration

Were the goals of the collaboration met?

Did a collaborative approach help you achieve the impact desired?

Would you work with the partners again?

Would they work with you?

Discussion

What are signals you can look for to know things are going well or that might indicate things aren't going well?

Share out

Q&A and Resources

- ◆ projectfacet.org
- ◆ collaborativejournalismhandbook.org
- ◆ bit.ly/collaborativeslack
- ◆ collaborativejournalism.org





Thank you

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