

I'M A CIVIL SOCIETY ORGANIZATION INTERESTED IN PARTNERING WITH A JOURNALISM OUTLET...



WHERE DO I BEGIN? #collaborativej

We recently published a research paper titled, "[Cross-field collaboration: How and why journalists and civil society organizations around the world are working together.](#)" Through our research we discovered useful information for journalists and CSOs who may want to partner, and we distilled some of the learnings below.

Things to know about (or consider) when working with journalism orgs:

1 They typically have a code of ethics they are required to follow by their employers

2 Different news organizations have different track records of collaboration

3 There's a wide variety of structural models in the current global media landscape

4 Different news orgs are driven by different goals

Benefits of partnering with journalism organizations:

1 A journalism organization can help get your message out to new audiences

2 Journalist involvement can bring additional credibility to your message

3 Content can take on more forms than it might have otherwise, sometimes leading to greater reach

Things to consider when seeking a journalism partner:

- What role do you want this partner to play?
- What orgs may have the same (or similar) impact goals as you do?
- Are you willing to cede editorial control to the journalism organization?

Ethical questions + other considerations:

You may want to consider putting the partnership in writing from the start, to establish clear boundaries.

How much do you want or need to be involved in producing content?

Discuss any editorial separation between the CSO staff + your team.

The journalism organization may feel compelled to print competing viewpoints...

...are there any "no-go" topics or viewpoints that can jeopardize your work in a community?

Still have questions? Want further guidance on cross-field collaborations? Contact Sarah Stonbely at stonbelys@montclair.edu.