



# COLLABORATIVE JOURNALISM SUMMIT

May 9-10, 2024 · Detroit, Mich.



# SUMMIT SPONSORS

The Center for Cooperative Media at Montclair State University would like to thank the following sponsors of the 2024 Collaborative Journalism Summit for their generous support.





# A NOTE FROM THE CENTER



Dear Summit attendees,

Welcome to the 2024 Collaborative Journalism Summit! I am thrilled to welcome you to Detroit, in my home state of Michigan. This amazing place is where I grew up and got my start in journalism, and forever holds a special piece of my heart.

This year's Summit is unique in that — except for our three keynotes — the entire conference program was built off your submissions and recommendations; the content is almost entirely powered by the community. We also switched up the length of sessions based on feedback and are experimenting

with shorter discussions this year and workshops that are capped at one hour. I'll be curious to hear your feedback!

Overall I think you'll find this year's Summit showcases the broad sophistication that collaborative journalism efforts are operating with today. As Gerard Ryle, the head of the International Consortium of Investigative Journalists, will tell you in his keynote, we have come a LONG way from when many of us started exploring partnerships in journalism about ten years ago. Gerard started the same way many of us did: he was simply looking for additional resources to do the kind of work he envisioned. Now he runs one of the most impactful and respected journalism nonprofits on the planet — uncovering corruption that has ousted prime ministers, upended unfair financial systems and more.

You'll also hear from one of my personal heroes, Candice Fortman, the executive director of Outlier Media in Detroit. Outlier is one of the most innovative news nonprofits in the U.S. and I know Candice will tell you all about how she and her team not only work to serve Detroiters, but how they center the needs of Detroiters in every single thing they do.

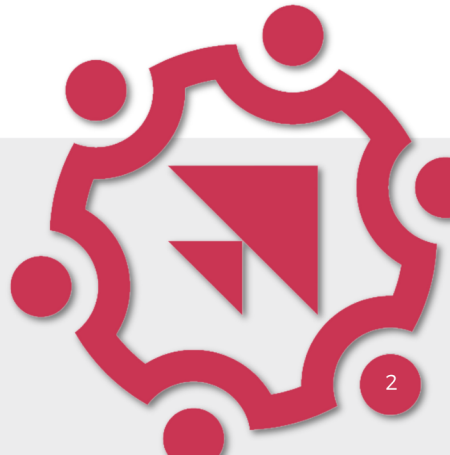
We have an amazing lineup of speakers — and attendees! Enjoy the conference.

A handwritten signature in black ink that reads "Stefanie Murray". The signature is fluid and cursive.

**Stefanie Murray**  
Director, Center for Cooperative Media  
Montclair State University

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KNIGHT  
FOUNDATION

# WE BELIEVE IN:

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**freedom of expression** and in the values expressed in the First Amendment to the Constitution of the United States.

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**an informed citizenry** as essential for a representative democracy to function effectively.

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**engaged, equitable and inclusive communities.**



[KF.org](https://www.knightfdn.org) | [@knightfdn](https://twitter.com/knightfdn)



# DAY ONE

Thursday, May 9, 2024

- 📺 These sessions will be livestreamed.
- ⚡ These are 5-minute lightning talks.
- 🔥 These are keynote sessions.

## 8:00 a.m. ET | Registration opens

Sign in and enjoy a light breakfast on us!

**Location:** McGregor Memorial Conference Center

## 9:00 a.m. ET | Welcome reception

Welcome to the 2023 Collaborative Journalism Summit!

### Speakers:

- *Cassandra Etienne, associate director, Center for Cooperative Media at Montclair State University*
- *Elizabeth Stoycheff, associate professor and head of journalism, Wayne State University*
- *Rich Homberg, president and CEO, Detroit Public Television*

**Location:** Wayne State University Community Arts Auditorium

## 9:05 a.m. ET | The 2024 State of Collaboration 📺

**Speaker:** *Stefanie Murray, director, Center for Cooperative Media at Montclair State University*

**Location:** Wayne State University Community Arts Auditorium





# PREPARE FOR A LIFETIME OF SUCCESS.

At Wayne State University, we define student success as more than grades, more than a degree, even more than that first job. We focus on making our students job ready, career ready, and prepared for a lifetime of success. That starts with learning from faculty who are leaders in their fields. Then we build into every degree learning that goes beyond the classroom – from internships to hands-on projects, from community service to global experience, from impactful research to volunteer opportunities. We do this better than other universities.



[wayne.edu/apply](https://wayne.edu/apply)



**WAYNE STATE  
UNIVERSITY**

**WARRIOR STRONG**

# DAY ONE

Thursday, May 9, 2024



## 9:15 a.m. ET | Fireside chat w/ Gerard Ryle 🔥🗣️

**Gerard Ryle is the Pulitzer Prize and Emmy-award-winning director of the International Consortium of Investigative Journalists in Washington, D.C.**

He led the worldwide teams of journalists who worked on the Offshore Leaks, the Panama Papers, Paradise Papers, Implant Files, FinCEN Files, and Pandora Papers investigations – six of the biggest collaborations in journalism history.

**Speaker:** Gerard Ryle, director, International Consortium of Investigative Journalists (ICIJ)

**Host:** Kevin Hall, North America editor, Organized Crime and Corruption Reporting Project (OCCRP)

**Location:** Wayne State University Community Arts Auditorium

## 10:15 a.m. ET | Lightning talks ⚡🗣️

⚡ **Strengthening science journalism through collaboration** | Kathleen Davis, producer, *Science Friday*

⚡ **Great Lakes Journalism Collaborative** | Anna Sysling, host, *Great Lakes Now*

⚡ **The Latino News Collaborative** | Claudia Yaujar-Amaro, owner, *AB&C Bilingual Resources*; Emma Restrepo, CEO and editor-in-chief, *2 Puntos Platform*

⚡ **Behind the Philly Story Fest** | Tay Glass, executive producer, *Back Pocket Media*

⚡ **Collaborating on climate change for local impact** | Nissa Rhee, cofounder and executive director, *Borderless Magazine*

**Location:** Wayne State University Community Arts Auditorium

## 10:45 a.m. ET | Break

**Location:** Hallway outside Wayne State University Community Arts Auditorium



# Connecting community for good.

Founded in 1982 by Edith Kinney Gaylord, Inasmuch Foundation awards an average of \$30 million in grants each fiscal year to nonprofits supporting initiatives in community & civic engagement, education, human services and journalism.



Visit [bit.ly/40-year-report](https://bit.ly/40-year-report) to learn about the past, present, and future of Inasmuch Foundation.





# DAY ONE

Thursday, May 9, 2024

## 11:00 a.m. ET | Using collaborative power to correct false narratives 🎥

A panel of Outlier Media's partners will discuss the work of the collaborative newsletter Streetlight, which aims to rethink how public safety is covered.

### **Speakers:**

- *Christine Ferretti, associate editor, Bridge Detroit*
- *Kennan Oliphant, senior director, news, WXYZ*
- *Jerome Vaughn, news director, WDET*
- *Lori Higgins, Detroit bureau chief, Chalkbeat*
- *Sarah Alvarez, founder and editor in chief, Outlier Media*
- *Nina Ignaczak, founder and editor, Planet Detroit*

**Moderator:** *Erin Perry, managing editor, Outlier Media*

**Location:** *Wayne State University Community Arts Auditorium*

## 12:00 p.m. ET | Lunch break 🍷

**Location:** *McGregor Memorial Conference Center*

## 1:00 p.m. ET | How community colleges are fueling local news ecosystems 🎥

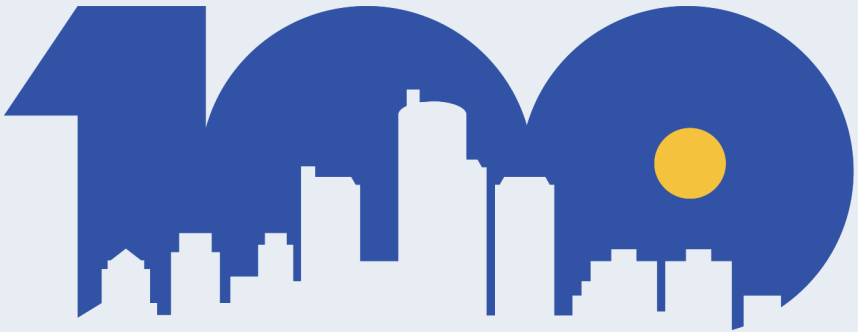
Community colleges across the country can play a critical and catalyzing role in local news. By equipping more people to participate in gathering and sharing reliable information – particularly those who have historically been excluded from, and harmed by, legacy media – community colleges can function as collaborative hubs that connect people in their communities with the local news ecosystem.

### **Speakers:**

- *Cole Goins, managing director, Journalism + Design lab at The New School*
- *Erika Bell, director, Access Center, Cuyahoga Community College*
- *Helen Maynard, managing editor, community + collaborative media, Signal Cleveland*
- *Rich Weiss, executive director, Neighborhood Media Foundation*

**Location:** *Wayne State University Community Arts Auditorium*

# Welcome to Detroit, Collaborative Journalism Summit!



**A Century of Impact.  
A Future of Opportunity.**



**THE  
KRESGE  
FOUNDATION**

# DAY ONE

Thursday, May 9, 2024

## 1:30 p.m. ET | How can journalism and advocacy organizations productively partner while maintaining journalistic integrity 🗣️

Cross-field collaboration between journalism organizations and civil society groups is becoming more common, especially when the partners share impact goals.

### Speakers:

- *Nina Ignaczak, founder and editor, Planet Detroit*
- *Laprisha Berry Daniels, executive director, Detroiters Working for Environmental Justice*
- *Angela Lugo-Thomas, garden development manager, Keep Growing Detroit*
- *Jeff Gearhardt, research director, Ecology Center*
- *Ken Paulman, senior editor, Energy News Network*
- *Raquel Garcia, Southwest Detroit Environmental Vision*

**Location:** Wayne State University Community Arts Auditorium

## 2:00 p.m. ET | Break

**Location:** McGregor Memorial Conference Center



**ATTENDEE DASHBOARD**  
[bit.ly/cjs2024dashboard](https://bit.ly/cjs2024dashboard)



# PUBLIC MEDIA:

Delivering Value to the American People for More than 50 Years



Corporation  
for Public  
Broadcasting

Since 2009, the Corporation for Public Broadcasting has invested more than \$44 million to help launch more than 40 local and regional news collaborations. These innovative partnerships connect 150 public media stations in 43 states and the District of Columbia and have fostered a vibrant multimedia network of high-quality local and regional journalism with national reach.

Collaborations help public media:

**add editorial staff**



**encourage pooled coverage and other efficiencies**



**support enterprise reporting**



# DAY ONE

Thursday, May 9, 2024



## 2:15 p.m. ET | CONCURRENT SESSIONS

**🔧 TV as your powerful partner: Explore what a television partner can contribute to a cooperative project** (Room FGH)

**Speakers:**

- Zosette Guir, manager of content operations, One Detroit and American Black Journal
- Orlando Bailey, engagement director, Bridge Detroit
- Rev. Dr. Barry Randolph, Church of the Messiah Detroit
- Ed Moore, vice president, content, Detroit PBS

**🔧 How to build a statewide collaborative distribution network — and monetize it** (Room BC)

**Speaker:** David Gehring, CEO, Distributed Media Lab

## 2:45 p.m. ET | CONCURRENT SESSIONS

**🔧 How to build inclusive global collaborations — and break the extractive journalism cycle** (Room FGH)

**Speakers:**

- Melissa del Bosque, U.S.-Mexico investigations editor, Lighthouse Reports
- Fahim Abed, Afghanistan editor, Lighthouse Reports

**🔧 Behind Oklahoma Media Center's ecosystem-wide polling, listening, and engagement project** (Room BC)

**Speakers:**

- Allyson Shortle, associate professor, University of Oklahoma;
- Rosemary Avance, assistant professor of media and strategic communications, Oklahoma State University
- Rob Collins, executive director, Oklahoma Media Center

## 3:15 p.m. ET | Break

**Location:** McGregor Memorial Conference Center



**ATTENDEE DASHBOARD**  
[bit.ly/cjs2024dashboard](https://bit.ly/cjs2024dashboard)



## Content & Research

- Our [Need to Know newsletter](#) provides insights for advancing healthy, responsive and resilient news organizations.
- We invest time, thought and resources to produce [original studies and in-depth reports](#) that address the most pressing issues facing media.
- Our [special editions and series](#) help journalists and media leaders navigate the industry.

## Programs

- [Better News](#) offers case studies and best practices to strengthen news organizations, drive revenue and build community.
- [Table Stakes](#) helps journalists and media leaders transform local news businesses to better serve diverse communities.
- [API Inclusion Index](#) improves how newsrooms cover communities of color by assessing seven areas to reveal inequitable practices.

## Training & Events

- We offer [community, private or commissioned training](#) for local news organizations.
- We gather news leaders from across the country for our invitation-based [Local News Summits](#).
- Our [virtual webinars](#) allow you to connect with other industry professionals and offer actionable tools and case studies.

## Products

- [Source Matters](#) is an award-winning tool that tracks the diversity of sources in your news stories and helps you improve coverage.
- [Metrics for News](#) is an analytics tool that aligns journalism metrics with your editorial values and business models.

## Mission

We support local and community-based media through research, programs and products that foster healthy, responsive and resilient news organizations.

## Vision

We envision an inclusive democracy and society, where communities have the news and information they need to make decisions and thrive.

## Areas of Focus



Civic Discourse & Democracy



Community Engagement & Trust



Culture & Inclusion



Revenue & Resilience





# DAY ONE

Thursday, May 9, 2024



## 3:30 p.m. ET | Workshops 🛠️

**🛠️ Pitfall-proof collaborations: Turn struggles into strengths with this learning framework.** We've all heard it: collaborations are hard. They take more time and resources than they're worth. Communication breaks down, equity is a constant challenge, and everything takes longer than expected.

### **Speakers:**

- *Bridget Thoreson, director of collaborations, Institute for Nonprofit News*
- *Dianna Hunt, national editor, ICT*
- *Ken Paulman, director, Energy News Network*
- *Nina Ignaczak, founder, Planet Detroit*

**Location:** Room BC

**🛠️ How do you take your collaboration to the next level, and what is the journey to sustainability?** This workshop will feature several advanced collaboratives to answer the question that increasingly faces collaborative participants: how do you take your collaboration to the next level, and what is the journey to sustainability?

### **Speakers:**

- *Heather May, director, Great Salt Lake Collaborative*
- *Chris Rudisill, director, Charlotte Journalism Collaborative*
- *Monica Williams, director, New York Michigan Solutions Journalism Collaborative*
- *Kathy Lefler, coordinator, Wichita Journalism Collaborative*

**Location:** Room FGH

## 6:00 p.m. ET | Reception at Third Man Records (PRE-RSVP REQUIRED 🎉)

Join us for the welcome reception at Third Man Records, sponsored by the Donald W. Reynolds Journalism Institute! You must have RSVP'd in advance to attend this reception. Space is limited, and attendees who did not RSVP cannot attend.

**Location:** Third Man Records, 441 W Canfield St, Detroit, MI 48201



# Collaboration is the future of news.

## We want to help you build partnerships.

The Lenfest Institute is home to four Communities of Practice serving journalism professionals and organizations. Our communities are free to join and create space for peer-to-peer knowledge sharing, mentorship, and coaching.

**Learn how you can join a community by visiting [lenfestinstitute.org](https://lenfestinstitute.org)**



# DAY TWO

Friday, May 10, 2024



**8:30 a.m. ET | Welcome back!**

**Location:** *McGregor Memorial Conference Center*

**9:00 a.m. ET | Fireside chat w/ Candice Fortman** 🔥👥

The future of local news is community-rooted and collaborative, and few people know this more intimately than Candice Fortman. Fortman, a Detroit native, is the executive director of one of the country's most innovative news organizations, Outlier Media. During this fireside chat hosted by Kansas City Defender founder and publisher Ryan Sorrell, Fortman will talk about how the needs of Detroit's communities drive every decision at Outlier, and what truly being in partnership with a community means to her and her team.

**Speaker:** *Candice Fortman, executive director, Outlier Media*

**Host:** *Ryan Sorrell, founder and publisher, Kansas City Defender*

**Location:** *Wayne State University Community Arts Auditorium*

**9:45 a.m. ET | Lightning talks** ⚡👥

⚡ **How to create contextualized coverage about forced migration, foreign policy, and human rights** | *Kirsi Cheas, postdoctoral researcher, School of Communication, University of Vaasa, Finland*

⚡ **Collaboration in action: Transforming challenges into opportunities for Baltimore youth** | *Lisa Snowden, editor-in-chief and cofounder, Baltimore Beat*

⚡ **How to move your established collaborative into the classroom and create meaningful journalism with student journalists** | *Heather May, director, Great Salt Lake Collaborative; Marcie Young Cancio, Clinical Assistant Professor of Journalism at the University of Utah*

⚡ **How U.S. Democracy Day is approaching the 2024 election** | *Beatrice Forman, coordinator, U.S. Democracy Day*

⚡ **How Grand Valley State University's Student Reporting Labs are inspiring local collaboration** | *Mallory Patterson; Grand Valley State University; Dakota Hendren, Grand Valley State University*

**Location:** *Wayne State University Community Arts Auditorium*



**The NY&MI SOJO is proud to sponsor the 2024 Collaborative Journalism Summit.**

The **New York & Michigan Solutions Journalism Collaborative** is a group of news, academic, and community organizations pooling time, talent, and resources to cover chronic problems in our communities with a solutions lens. It is modeled on other successful news collaboratives supported by the **Solutions Journalism Network**.

Visit [nymisojo.com](https://nymisojo.com) to learn more.



# DAY TWO

Friday, May 10, 2024

## 10:30 p.m. ET | Break

**Location:** McGregor Memorial Conference Center

## 10:45 a.m. ET | Fireside chat w/ Chris Norris 🔥🎙️

SPONSORED BY THE CORPORATION FOR PUBLIC BROADCASTING

StoryCorps' One Small Step initiative is "an effort to remind the country of the humanity in all of us, even those with whom we disagree." Through the program, strangers with different political views come together to record a 50-minute conversation – not to debate politics – but to get to know each other as people. Audio recordings of each interview are archived at the Library of Congress.

**Speaker:** Christopher Norris, strategic adviser to the CEO, StoryCorps

**Host:** Kathy Merritt, senior vice president, Radio, Journalism and CSG Services, Corporation for Public Broadcasting

**Location:** Wayne State University Community Arts Auditorium

## 11:30 a.m. ET | How the Every Voice, Every Vote coalition is catalyzing civic engagement in Philadelphia 🗣️

SPONSORED BY THE LENFEST INSTITUTE FOR JOURNALISM

### **Speakers:**

- Shawn Mooring, Head of Philadelphia Programs, The Lenfest Institute for Journalism
- Portia Fullard, Community Partnership Consultant, The Lenfest Institute for Journalism
- Arun Prabhakaran, President, Urban Affairs Coalition
- Monique Curry-Mims, Publisher, Generocity

**Location:** Wayne State University Community Arts Auditorium

## 12:15 p.m. ET | Lunch break 🍷

**Location:** McGregor Memorial Conference Center





# Reynolds Journalism Institute

*Empowering journalists with knowledge, tools and funding to strengthen journalism through practical innovation.*



# DAY TWO

Friday, May 10, 2024



## 1:15 p.m. ET | How the New Michigan Media collaborative supports local ethnic media with editorial and business support

This panel will explore how the New Michigan Media ethnic media collaboration has helped improve the journalism, community leadership, advocacy, and finances of the participating organizations, as well as the challenges of keeping such a culturally diverse collaborative working together.

### **Speakers:**

- *Iqbal Fardous Hossain, editor and publisher, Bangla Shangbad Newspaper*
- *Osama A. Siblani, publisher, The Arab American News*
- *Elias M. Gutierrez, founder and publisher, Latino Detroit*

**Host:** *Hayg Oshagan, director, New Michigan Media*

**Location:** *Wayne State University Community Arts Auditorium*


## 2:00 p.m. ET | Break

**Location:** *McGregor Memorial Conference Center*

## 2:15 p.m. ET | CONCURRENT SESSIONS

 **Behind the scenes of The NarcoFiles, with more than 40 media outlets in 23 different countries** (Room FGH)

**Speaker:** *Kevin Hall, editor, North America, Organized Crime and Corruption Reporting Project*

 **As collaboration and redistribution grow, there is no common platform for how we share our stories with each other. Why not?** (Room BC)

### **Speakers:**

- *Dee J. Hall, editor-in-chief, Floodlight News*
- *Tegan Wendland, editorial director, Mississippi River Basin Ag & Water Desk*
- *Andrew Haeg, network product manager, Institute for Nonprofit News*

**Moderator:** *Emily Holden, founder, Floodlight News*



ONE  
DETROIT  
DETROIT PBS



applaud the Collaborative Journalism Summit visiting Detroit.

# We are prepared to partner.

Please join us to learn more about our own collaborative work during these Summit sessions:



Anna Sysling

**⚡ DAY 1 LIGHTNING TALK (10:15 a.m.)**

**Great Lakes Journalism Collaborative**

Hosted by Great Lakes Now (CAA Auditorium)



Ed Moore



Zosette Guir



Orlando Bailey



Ptr. Barry Randolph

**DAY 1 CONCURRENT SESSION (2:15 p.m.)**

**TV as your powerful partner:**

Explore what a television partner can contribute to a cooperative project (Room FGH)



# DAY TWO

Friday, May 10, 2024

## 2:45 p.m. ET | CONCURRENT SESSIONS

 **How the Fund for Equity in Local News has carefully grown its collaboration** (Room BC)

**Speakers:**

- *Todd Stauffer, executive director, Association for Alternative Newsmedia*
- *Ron Burke, national marketing and constituency development director, National Newspaper Publishers Association*
- *Ellen Meany, executive director, Alternative Newsweekly Foundation*
- *Alvaro Gurdíán, president, National Association of Hispanic Publishers*

**Moderator:** *Ashley Woods Branch, executive director, Fund for Equity in Local News*

 **Branded content as a collaboration revenue opportunity** (Room FGH)

**Speakers:**


- *Dana Piccoli, editor, News Is Out*
- *Penny Riordan, director of business strategy and partnerships, Local Media Association*
- *Tanisha Leonard, president, Pitch Black*

## 3:15 p.m. ET | Workshops

 **Building collaboratives like products: How groups are working together to accelerate collaborative journalism in North Carolina** (Room FGH)

**Speakers:**

- *Chris Rudisill, director, Charlotte Journalism Collaborative*
- *Shannan Bowen, executive director, North Carolina Local News Workshop*

 **The currency of impact** (Room BC)

**Speakers:**

- *Kat Duncan, director of innovation, Reynolds Journalism Institute*
- *Sara Lomax, co-founder and president, URL Media*

**Location:** *Room BC*

## 4:00 p.m. ET | That's a wrap!

Thanks for attending the 2024 Collaborative Journalism Summit!

**Have a safe trip home!**



# ACKNOWLEDGEMENTS

The Center for Cooperative Media at Montclair State University has done the Collaborative Journalism Summit for seven years now, in places ranging from Montclair, N.J., to Philadelphia to Chicago to Detroit.

Every conference is different, requiring a unique set of on-the-ground partners, sponsors, speakers and staff. Detroit was one of the easiest places for us to plan, thanks in part to the overwhelming generosity of local journalists and media executives. This was the first city, for example, where multiple attendees even asked if they could help us by picking things up, setting up or arranging assistance.

In that spirit, we'd like to thank several people whose help made CJS possible.

## A huge thank you to:

- **Elizabeth Stoycheff** at Wayne State University, one of our earliest collaborators.
- **Marty Fischhoff** and **Ed Moore** of Detroit PBS, our livestreaming and planning partners
- **Sarah Alvarez** and **Candice Fortman**, our longtime friends at Outlier Media who did a keynote AND a panel, and saved us by loaning stage chairs!
- **Jordan Berman**, our event planner at Wayne State University.
- Our local partners, including the Detroit and Michigan chapters of AAJA, NABJ and SPJ, as well as New Michigan Media and the New York/Michigan Solutions Journalism Collaborative.
- And of course, the one and only **Denise Shannon**, the glue of the Center for Cooperative Media whose magical event planning skills makes this conference rock every year.





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# CENTER FOR COOPERATIVE MEDIA

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MONTCLAIR STATE UNIVERSITY • SCHOOL OF COMMUNICATION AND MEDIA



Program design by



Joe Amditis