In this model, collaborations are ongoing and the partners involved are integrated at the organizational level.

This model is not very common – it used to be utilized more widely among print newspapers that had joint operating agreements – but today is viewed as an innovative way to address the challenges of the local media landscape.

The few existing examples here are similar in structure: they are made up of local outlets operating independently, but which are integrated for some aspect of their back-office services. Editorial decisions are made by each outlet but they share an ad network, a proprietary platform, or accounting services, for example.

This creates efficiencies and partners gain some of the benefits of being part of a collaborative, such as working together for bigger stories and observing others’ workflows.

Cautionary note: Ongoing and Integrated collaborations require the willingness to cede control of major aspects of the operation.

Examples:
- Coast Alaska
- TAPInto
- The Media Consortium

These collaborations often involve:

- Evolving arrangements as needs arise
- Share back-office services and/or platforms
- Similar organizational structures

Benefits associated with this model include:

- Improved operational efficiency
- Cooperation and assistance on bigger stories
- Workflow and other insights from partners

This collaborative model is especially good for:

- Outlets that need back-office support
- Orgs than need access to more content
- Orgs willing to relinquish some operational control

www.collaborativejournalism.org
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