A Decade In Public Media Collaborations

Wow, that’s a long time
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2009-10: Local Journalism Centers and Project Argo
A decade of flowing parts and partners

- Subject-matter reporting
- Print-broadcast projects
- State and statehouse coverage
- Investigative resource sharing
- Tech advances
- Radio-TV connections
- Multiplatform series
- NPR hubs

- Guns & America
- Harvest Public Media
- StateImpact
- Kansas News Service
- California Dream
- Texas Hub
- The “Big Footprint”
- APM Reports
- New England News Collaborative
- Ohio Valley ReSource
- Mountain West News Bureau
- Northwest News Network
- Side Effects Public Media
- Keystone Crossroads
- Alaska’s Energy Desk
- American Homefront
- Earthfix
- Elemental
- Inside Energy
- Innovation Trail
- Sharing America
Public media has taken collaboration to a new level
The CPB influence

- 38 journalism collaborations
- 125 public radio and television stations in 42 states
- Investment of $39 million since 2010
CPB-funded collaborations
Vanessa de la Torre
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Build the muscle of collaboration

▪ No action is too small
▪ Building trust with each rep
▪ Strengthen your partnership
Get stuff done ✅ ...

without being controlling

Source: The Internet
The force of positivity

- Listen closely to your partners’ needs
- Jump on common goals
- A compliment never hurt!
Jeremy Bernfeld
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Find a way to say “Yes.”
But have boundaries

- You can’t fill every need
- Say “No” when you truly need to.
- Communicate boundaries ahead of time
- Explain when and how you’re being flexible
Build individual relationships with each of your partners

- You’re the hub of a hub-and-spoke model
- Individual communication
- It’s OK to require effort of your partners
- Things will go wrong. Strong relationships will help
- Tip (non-pandemic version): Visit in person
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Solve problems for your partners

- Problem = Opportunity.
- Listen. Don’t get defensive or apportion blame or state the rules of the collaboration.
- Identify the underlying issue.
- Then do what you say you’ll do, without fail.
- Do not CREATE problems, but if you must -- then bring solutions too.
Embrace your frustrations

▪ Easy is not the goal.
▪ You can’t control your partners, or run their business.
▪ Every obstacle is there for a reason. You have to understand the reason that is revealed by the obstacle.
▪ Model the approach that you hope to get back in return -- but you not get back.
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THANK YOU