

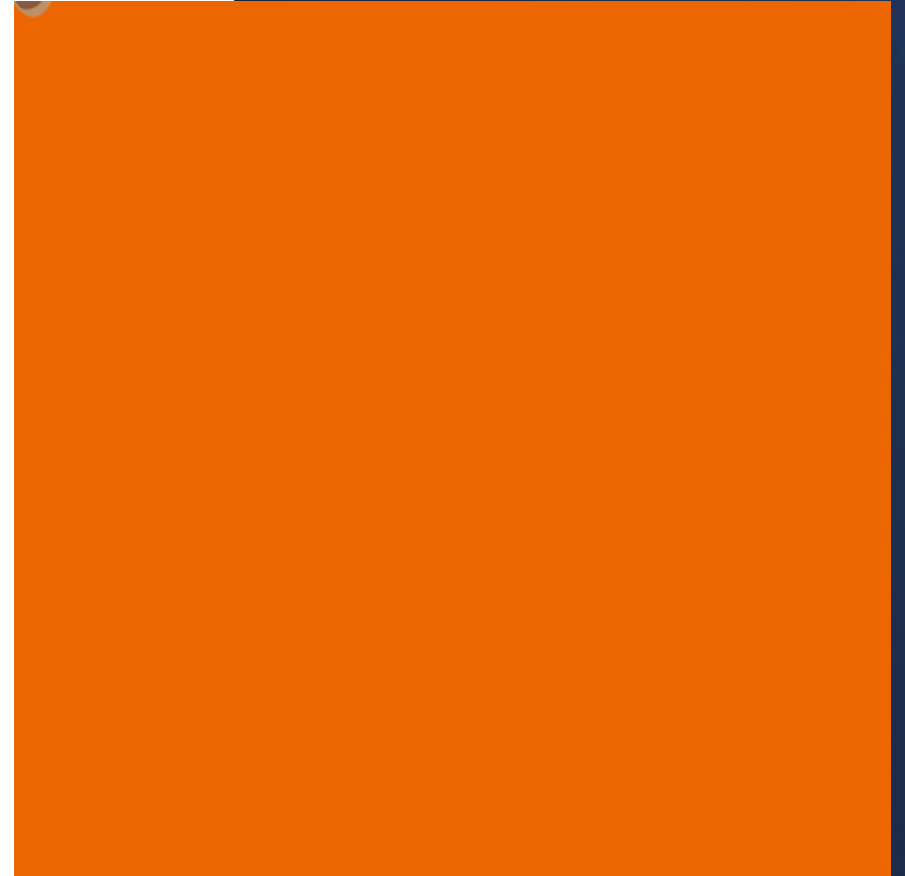
Collaboration: Working across newsrooms

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Working across newsrooms

- Why should we collaborate?
- Are collaborations on the rise?
- Reservations and downsides
- 7 questions to ask as you start
- Types of collaboration
- Ideas to steal or adapt
- Takeaways



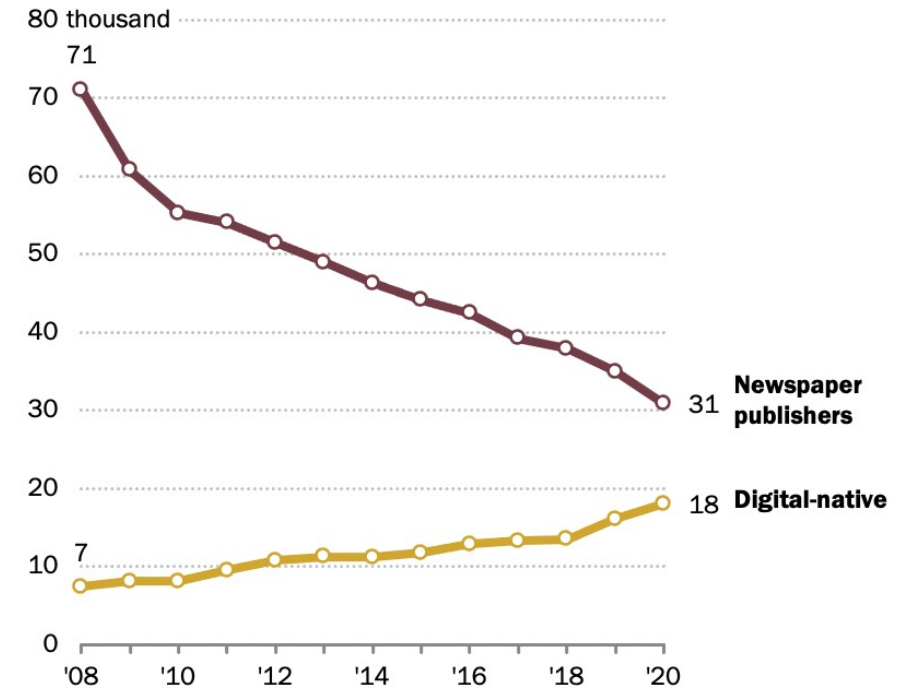
Why should we collaborate?

- Newsroom budgets aren't what they used to be.
- Working together we can offer context.
- We can do more powerful journalism together.

Bottom line: If you want to serve your audience, consider collaboration.

Newsroom employment at U.S. newspapers has plummeted since 2008 but grown at digital publishers

Number of U.S. newsroom employees by news industry, in thousands



Note: The OEWS survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and journalists; editors; photographers; and television, video and film camera operators and editors. Digital-native sector data is based on "other information services" industry code, whose largest segment is "internet publishing and broadcasting and web search portals."

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment and Wage Statistics data.

PEW RESEARCH CENTER

“The miracle is this: The more we share, the more we have.”

- Leonard Nimoy



A little history

- News collaboration has been around for more than 100 years.
- In 1846, six New York newspapers joined to create the AP to share news and split expenses.
- In the 20th century, competition rules, but as tech improved, sharing within groups became common.
- USA TODAY Network is an example.
- Collab/Space 2012 event's message: The hope for the future lies in collaboration.

Source: collaborativejournalism.org



Collaboration trends

- Opportunities abound to partner with other orgs
- Generally, the move is away from competition and toward collaboration
- But as orgs explore digital subs as a biz model, we may see newsrooms become more protective of their content as they emphasize original reporting that will drive people to pay for online news that they can't find elsewhere
- Still plenty of opportunities for smart collaboration

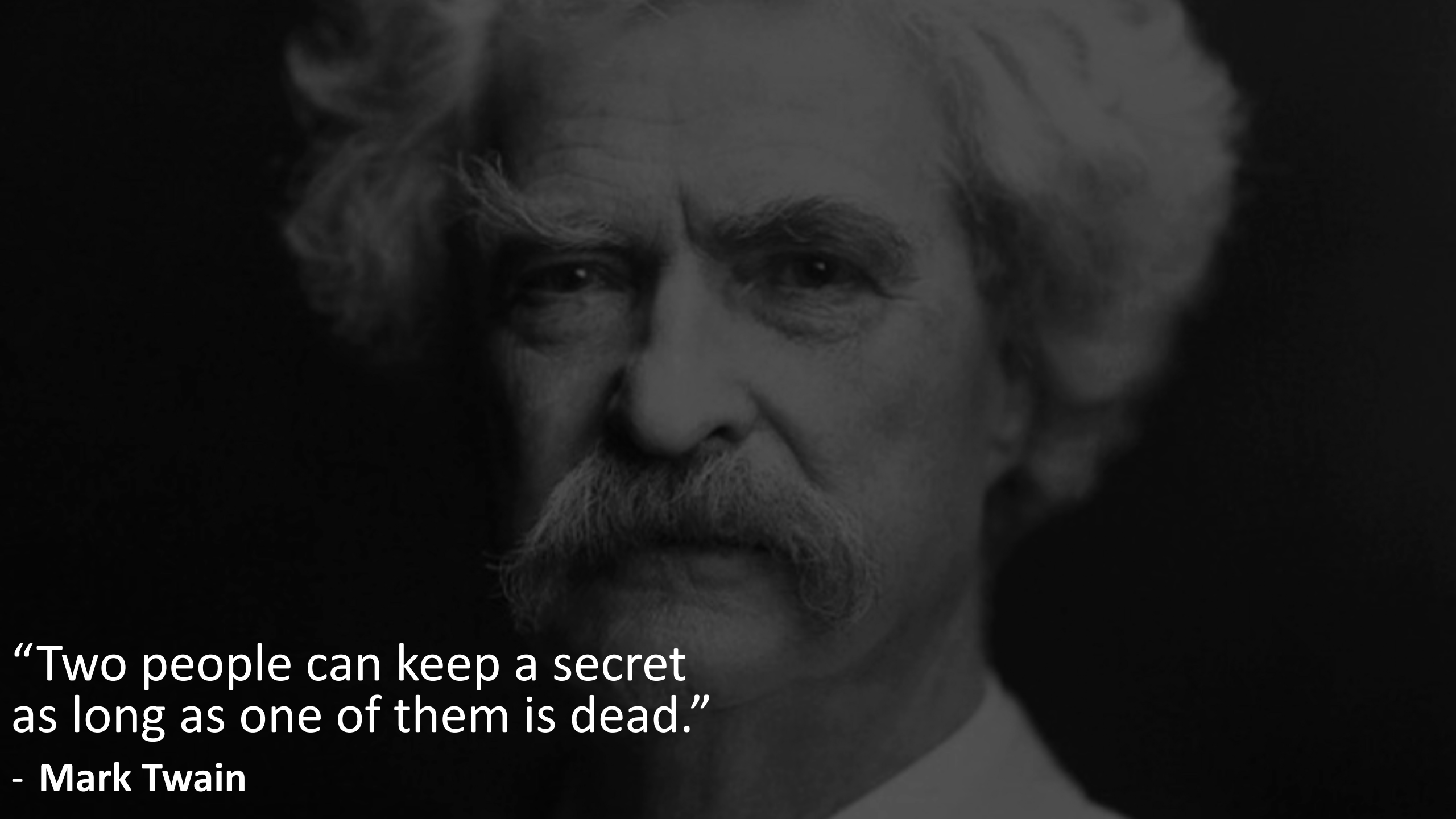
Reservations

Secrecy: If you need to preserve secrecy during an investigation, you don't want to collaborate.

Money: If you are building a digital subs revenue model, you'll want to consider what you're giving away.

Quality: Sometimes quality of the content produced, the processes used (anonymous sources, fact-checking) may be uneven.

Bottom line: Be selective



“Two people can keep a secret
as long as one of them is dead.”

- Mark Twain

How to get started

7 questions to ask about your collaboration

1. Is it temporary or ongoing?
2. Is it limited to simple sharing with permission?
3. Is it formal or informal?
4. Why collaborate?
5. How many news orgs are involved?
6. How do we fairly apportion resources?
7. How will sharing work tech-wise



Duration

- **Ongoing:** Sports photo sharing
Example: Agreements between news orgs to have a local photographer take photos to share with the visiting team's newspaper.



Case study: NCNC

- Statewide projects on topics that affect communities.
 - Brainstorm topics
 - Growing rural/urban divide
 - Mental health facilities
- Shared Google
- Takes some admin work
- Digital subscriptions no problem
- “We just wanted to get the stories to the widest audience.”

Simple sharing tips

1

Clarify deadlines

2

Determine content parameters (must be of visiting team players)

3

Set amount/numbers

4

Agree on style and content for accompanying info, such as cutlines

5

If the agreement is reciprocal, no need to pay

6

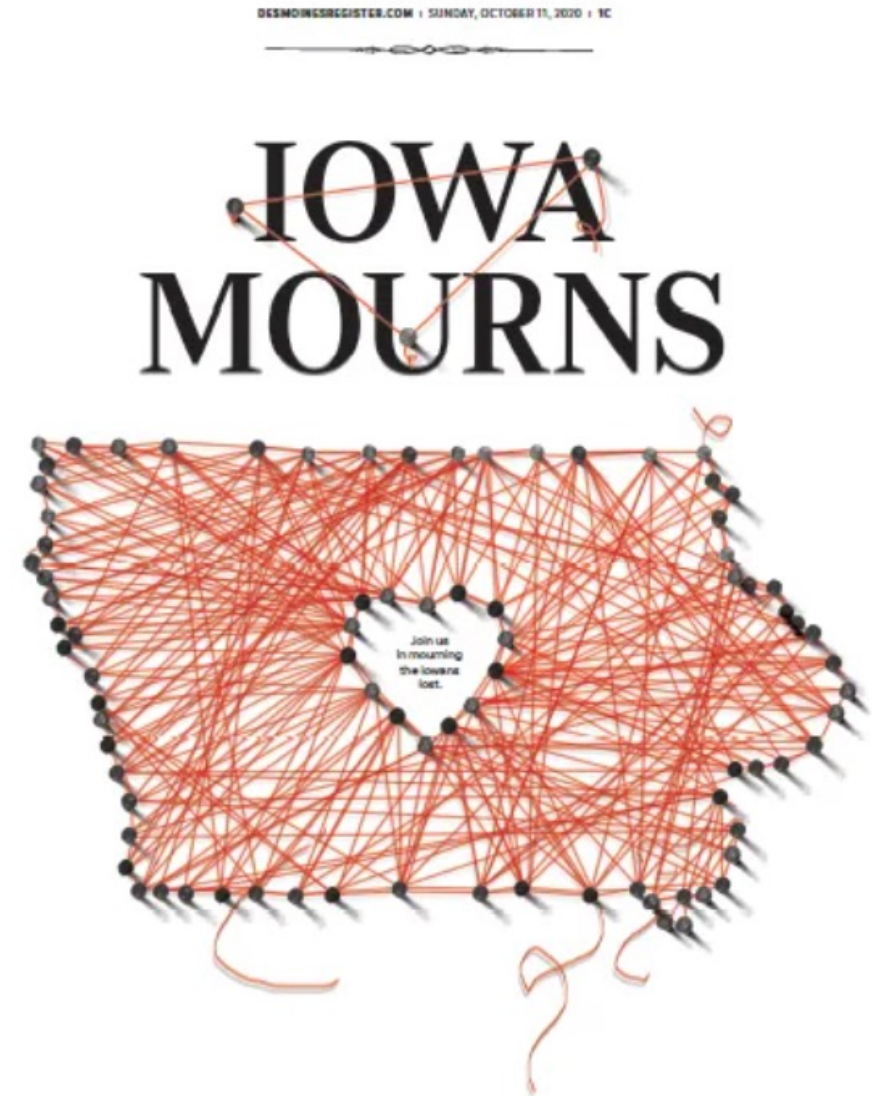
Look for opportunities to share one-offs, such as a story about someone arrested from a different location.

Formal or informal

- For more complicated agreements, check with owners/legal to see if you need to draw up a simple contract.
- Clarify how permission to use content will be granted: Who has the authority to grant permission?
- What happens if permission isn't granted? In cases where a news entity is directly taking your content without your permission, involve legal.

Reasons to collaborate

- Do you have complementary resources?
Example: News site A has a great data reporter, and news site B has someone with great sources at the capital.
- Issue affects a geographical area that includes two or more news orgs.
Example: “Iowa Mourns” story on people who died of COVID throughout the state. Unprecedented partnership of nine daily newspapers.



How many news orgs?

- **Geography:** Issue that affects all news orgs in a county or region
- **Contest:** Story based on size of town that would benefit from additional context by comparing the town to others of the same size in the state. Check U.S. Census Quick Facts for population, growth or other relevant data.
- **Partners:** Group of editors who already have a good working relationship. Consider partnering on a project that would work for all.

What's fair?

- Have you ever had TV or radio stations read your stories without permission?
- Have you discovered another new organization has lifted your work in print or online?
- Do you have a loose sharing agreement that seems like you're always giving and never receiving?
- Have a conversation and suggest a more formal sharing agreement.
- That said, if one news org has more resource or special skills, and everyone agrees ahead of time, sometimes the news value is most important.

Logistics of sharing



Be sure to discuss the best way to share photos, video and text, especially if you'll be sharing regularly.



Try using Google docs because they are easier to control sharing permissions than Microsoft.



Communicating quickly is sometimes imperative, and email can be clunky. Look at options: chat function or Slack is good for back and forth. Text works for an urgent heads-up.



Consider creating a canonical URL that gives search engine rank to the originating publication.

Types of sharing

- Comparing local communities to add context to hyper-local stories.
- Using broadcast partnerships to increase reach for big projects. Also, check with public radio to partner on podcasts.
- Collaborating with nonprofits, such as Solutions Journalism Network, for big projects. Some nonprofits create free national content: Chalkbeat and Kaiser Health are two.
- Collaborating with universities, especially on heavy data analysis.
- Newspapers join forces statewide: North Carolina, Ohio, New Jersey.



Des Moines Register partners with Hola America to publish stories in English and Spanish.

Ideas: Elections

- **State candidate debates:** In a cluster, you could take turns hosting and sharing content, creating a candidate tour.
- **Your Voice Ohio:** News orgs throughout the state worked with a nonprofit to improve election coverage. They did polling, created community events and did digital outreach to determine what info people needed to make smart decisions at the polls, and the news orgs changed coverage to make it more issue-based.
- **Electionland:** ProPublica partnered with 1,000 journalists to record vote fraud and problems at polling places.

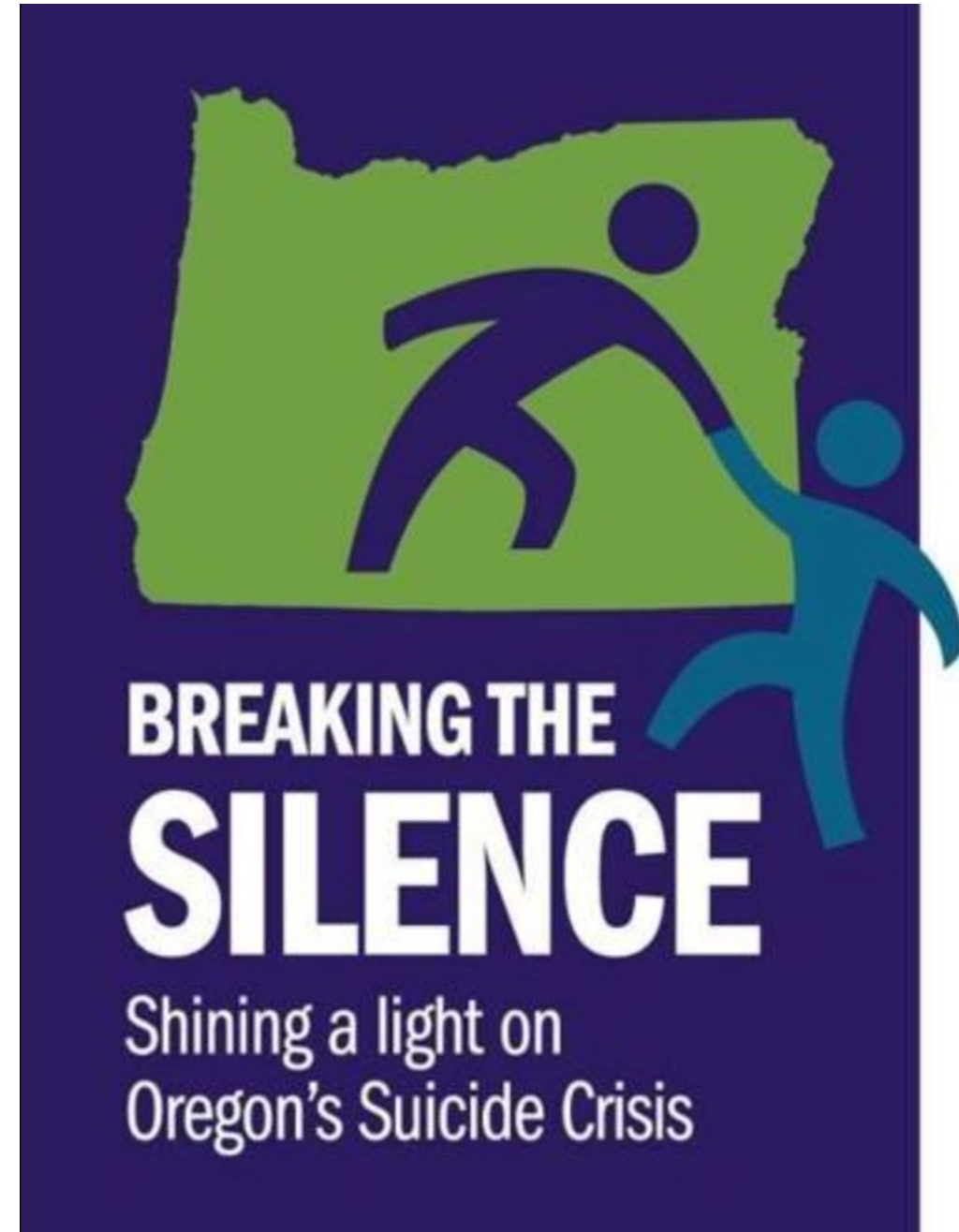


Ideas: Democracy

- **Democracy SOS:** Nonprofit working with two dozen news organizations to transform political coverage.
- **Democracy Day:** Sept. 15, which is International Democracy Day, national collaboration to help people understand problems we face in the U.S. and help them know how to get involved.
- **Advancing Democracy:** Solutions Journalism working with 10 newsrooms on projects.

Statewide project

- Suicide problem in Oregon.
- Project involved The Oregonian and Oregon Public Broadcasting, plus small-town papers, web-only news outlets and local broadcast.
- Breaking the Silence, shining a light on Oregon's suicide crisis.
- Used common data set, "loosely" coordinated coverage to avoid duplication and amplify the work.



State budget

- When Illinois couldn't pass a budget for a year, 60 newspapers throughout the state dedicated space on their front pages on the same day for an editorial demanding the state take action.



Abortion story (works for crime stories)

- A 10-year-old rape victim traveled to Indianapolis for an abortion after Ohio's anti-abortion law went into effect following the Supreme Court's decision overturning Roe v Wade.
- IndyStar's story was based on an account from the doctor.
- The story went viral, but some people thought it was fake.
- A resourceful reporter from the Columbus Dispatch found the court case and share the info with the IndyStar.

Big breaking news

- Uvalde shooting: What if something that big happens in your town?
- Are you already part of a group where you can request backup? If not, consider creating a group and a plan.
- Check for Google Trends for keywords of what people are searching for. Use the top results to create a Google alert to follow what others are learning.
- Be sure to confirm their work.
- Use your sources. No one knows your town as well as you.

Austin American-Statesman
REPORTES ESPECIAL
JUEVES 21 DE JULIO DE 2022 | STATESMAN.COM PARTE DE USA TODAY NETWORK



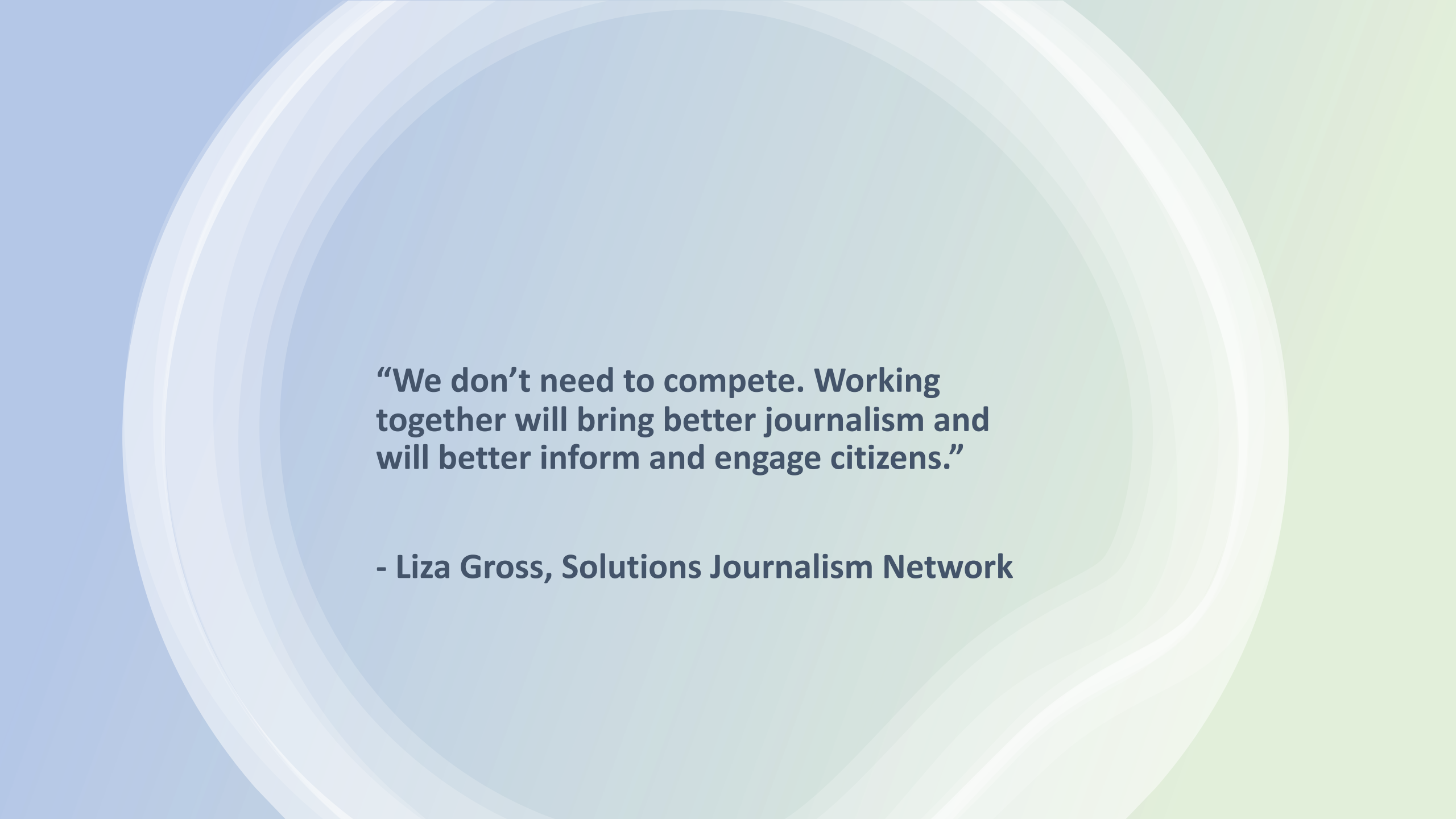
¿Por qué decidimos traducir el informe de Uvalde al español?

Queridos lectores: El Austin American-Statesman tomó la decisión de traducir y publicar en su totalidad el informe completo del comité especial de la Cámara de Representantes de Texas formado para investigar la trágica muerte de 19 niños y dos maestros en la Escuela Primaria Robb en Uvalde. • Consideramos que esto es un servicio público para las familias de Uvalde y el resto de la comunidad, cuyos residentes en su mayoría son latinos y se sienten mucho más cómodos leyendo en español. Según los datos más recientes de la Oficina del Censo, la mitad de los residentes del condado de Uvalde mayores de 5 años hablan otro idioma en casa que no es inglés.

Takeaways

- Create a goal around collaboration to try something new.
- Set a deadline to accomplish your goal.
- Examine how you're currently collaborating to see if you need to adjust.
- Find time each week to network with editors in your area. If you know someone, they are more likely to work with you when you need it.
- Remember: This is about your readers and serving them well.





“We don’t need to compete. Working together will bring better journalism and will better inform and engage citizens.”

- Liza Gross, Solutions Journalism Network



Questions?

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