Collaborative Journalism Network

September 28, 2017
Vision of an NPR-Member Station Compact

Build the strongest network of journalists, storytellers and artists to help audiences understand their communities, the world, and the people around them.

Build the next generation of multi-platform engagement and distribution experiences.

Reinvent and redefine how we collaborate to grow revenue on all platforms for all partners.
Newspapers Decline as NPR Stations Rise

- **Weekday newspaper circulation**: 35.6 million (est); – 44% since 1980
- **Weekly NPR station audience**: 36.6 million; +614% since 1980
Guiding Principles

1. Audience-driven
2. Multi-platform
3. Serving under-served audiences
4. Mutual obligation
We’re Already Doing This: Stations Are Working Together
A New Model in Action: Texas

Regional and Local Journalism

- A statewide news network
- Mix of big and small stations
- Led by an experienced journalist
- Shared content
- *Texas Standard*: A regional newsmagazine
- CPB funding
A New Model: Kansas

A CPB-funded Regional Journalism Collaboration and a Local Journalism Center

- Harvest Public Media
  - Topic expertise
  - Many stations, many states

- Kansas News Service
  - Mix of big and small stations
  - Statewide news
Building on Success: A Collaborative Journalism Network

- Develop sustainable structures to serve local, regional and national audiences with:
  - Breaking stories and other news of the day
  - Intensive topic/beat coverage
  - Enterprise/investigative journalism

- Fully cross-platform: broadcast and digital

- Improve quality at all levels through:
  - Shared standards that make up a “culture of journalism”
  - Intensive training
  - Systems for recruiting and promoting diverse voices
  - Collaborative news-gathering technology
Where Our Journalists Are
Regional Hub Concept
Working Together

Anita Bugg
Vice President, Programming
WPLN, Nashville

John Dankosky
Executive Editor
New England News Collaborative

Rachel Osier Lindley
Statewide Coordinating Editor
Texas Station Collaborative

Donna Vestal
Supervising Editor
Harvest Public Media

Jeff Young
Managing Editor
Ohio River Network
Operational Issues

- Workflow
- Standards / Policy
- Governance / Management
- Human Resources
- Budget / Finance
- Legal
- Funding / Sustainability
- Technology / Facilities
Culture of Journalism

• Credibility of each public radio organization is interdependent
  • Stations air content from each other, regional collaborations, NPR, other national producers
  • National producers rely on reporting by station journalists and regional collaborations

• Goals:
  • A common understanding of standards and practices that we can all follow
  • Training and tools so every newsroom can meet those standards
Next Steps

- Funding for regional hub pilots
- One or more pilot hubs up and running
- Build out topical reporting teams
  - Criminal Justice team launches this fall
- Culture of journalism discussions with stations
Discussion