

MEDIA LEARNING WORKSHOP: CROSS-SECTOR COLLABORATION, PUBLIC PRIVATE PARTNERSHIPS,
AND COLLABORATIVE GOVERNANCE



The Intersector Project’s compelling look at how the press covers cross-sector collaboration raises critical questions about how journalists cover partnerships among the government, business, and non-profit sectors and recommends resources to help journalists become more aware of and adept at reporting on them. [Journalists are like most people. They are unlikely to know the ins and outs of the various sectors and need help in grasping the need for and understanding the process through which they partner to solve public problems](#) — a process that has a chance to be of real help to our modern world.

— Marvin Kalb, founding director of the Joan Shorenstein Center on the Press, Politics and Public Policy

WORKSHOP OVERVIEW

This 90-minute invitation-only, 6-8 person workshop will convene journalists to highlight key practice and provide resources for reporting on partnerships among the government, business, and nonprofit sectors in the United States. Participants will have a demonstrated interest in cross-sector collaboration public-private partnership, and collaborative governance.

Cross-sector approaches are increasingly being used to address issues across the country, but journalists face many difficulties in covering them well — from the complicated nature and ambiguity of partnership itself to the limited time and resources journalists have for each story. While there are strong examples of reporting on cross-sector collaboration, many stories fail to include key elements that provide nuanced, thorough coverage on the topic. Yet, the public needs quality coverage, not only to educate practitioners on the risks and rewards of this approach, but also to hold public officials and agencies accountable for their work in these collaborations. This workshop aims to support journalists who cover or might cover crosssector collaboration, exploring the challenges they face and providing them with tools to address those challenges.

Workshop participants will benefit from:

- ∴ A more nuanced understanding of how coverage of cross-sector collaboration employs common, current journalistic practices and techniques (e.g., investigative journalism, community journalism) and how it aligns with journalistic values (e.g., holding public-sector leaders accountable, identifying potential solutions to complex problems).
- ∴ Exposure to digital tools that can support more efficient fact collection on cross-sector collaboration.
- ∴ An informal community of journalists that have written or wish to write about topics related to cross-sector collaboration, public-private partnership, and collaborative governance.
- ∴ A comparison of articles that cover cross-sector collaboration, including commentary on high quality, compelling coverage and critical reviews of low quality coverage.
- ∴ A compilation of research, third party data sources, a list of experts, and other resources to support coverage.

Workshop Agenda

- ⌘ Introductions
- ⌘ Summary of the State of Cross-sector Collaboration Reporting and Media Coverage
- ⌘ Facilitated Discussion: A Theory of Change: How Media Coverage Can Improve the Quality and Performance of Cross-sector Collaboration
- ⌘ Case Study: Why the Quality of Coverage on Government, Business, and Non-Profit Sector Interaction Matters
- ⌘ A Review of Tools: Solutions to Key Challenges to Improving the Quality of Coverage (e.g. a typology of cross-sector collaboration, a review of questions to ask to understand a collaboration, lists of experts and sources, references to key legislation, policy, and programming relevant to cross-sector collaboration)
- ⌘ Questions and Discussion

ABOUT THE INTERSECTOR PROJECT'S MEDIA LEARNING MODULE

The Intersector Project is a non-profit organization that serves as a resource hub for practitioners in the business, government, and non-profit sectors to collaborate to solve problems that cannot be solved by one sector alone. Its Media Learning Module is a response to journalist requests for opinions and resources related to cross-sector collaboration, public-private partnerships and collaborative governance in the U.S. It reflects the view that journalists have a critical role to play in covering these collaborations, not only to fulfill the Fourth Estate's mission of holding public officials and agencies accountable for their work in these partnerships, but also in educating the public about cross-sector collaboration as potential model for addressing public problems and improving the performance of these collaborations.

The Media Learning Module is informed by The Intersector Project's How the Press Covers Cross-sector Collaboration report, which aimed to address key challenges faced by journalists covering complex collaborations and partnerships across different sectors. The report is informed by 30 interviews with journalists and leaders of organizations that support journalism, a content analysis of nearly 250 stories of cross-sector collaboration from 10 newspapers across the country, a review of academic literature from the fields of journalism and communications studies, and lastly, a process of circulating draft interim reports to original interviewees and new reviewers for feedback, including individuals from groups who may use the report — journalists, journalism educators, organizations that work to improve journalism, practitioners of cross-sector collaboration, and more.