

Collaborating with NGOs: Solutions to common objections

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The big shift in news: Stakeholders build parallel networks



SDM reshape the news business model

Source: "Power is Everywhere", Hunter et al. 2017

<i>Business Model</i>	MSM	SDM
<i>Audience</i>	Heterogeneous	Community
<i>Ethics</i>	Neutral	Transparent
<i>Time focus</i>	Present	Past and future
<i>Value proposition</i>	What matters	What to do about it

Are we journalists or activists?



Historically, we've been both.



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Won't we lose our credibility?

Few have a lot of confidence in information from professional news outlets or friends and family, though majorities show at least some trust in both

% of U.S. adults who trust the information they get from ...



Better question: Can we get some back?



To choose the path,
define the objectives

Strategy: Inform or reform?

Resources: Skills, assets, relationships?

Outcomes: Short- or long-term impacts?



Consider strategic alternatives

WHO has the resources?

WHAT will they pay for?

WHERE could it be published?

WHEN would they publish it?

HOW MUCH DO THEY CARE ABOUT IT?



Do your due diligence

Partner history/reputation

Partner values

Partner resources: What they bring!

Financial

Skills (legal, research)

Militant/lobbying capacity

Built-in audience



Negotiate beyond the fee!

Agree on hypothesis

Retain editorial approval

Budget

Deadlines

Retain marketing approval

Legal/factcheck

Shared ownership of IP/data

Knowledge transfer



Putting it in practice: The CAP project

Original plan: use data methods
developed by S. Wehrmeyer

In three countries to see if CAP subsidies pay polluters..
Provide training and database to build capacity.

Change in plan: 8 countries! No funds for training
Greenpeace accepts limits on data and findings.
We accept strict deadlines to coordinate in campaign.

Unforeseen: Coordination time between GP and us!



Would we do this again?

8 stories written to journalistic standards

7/8 countries: mainstream media publish

[GP publishes versions based on our findings](#)

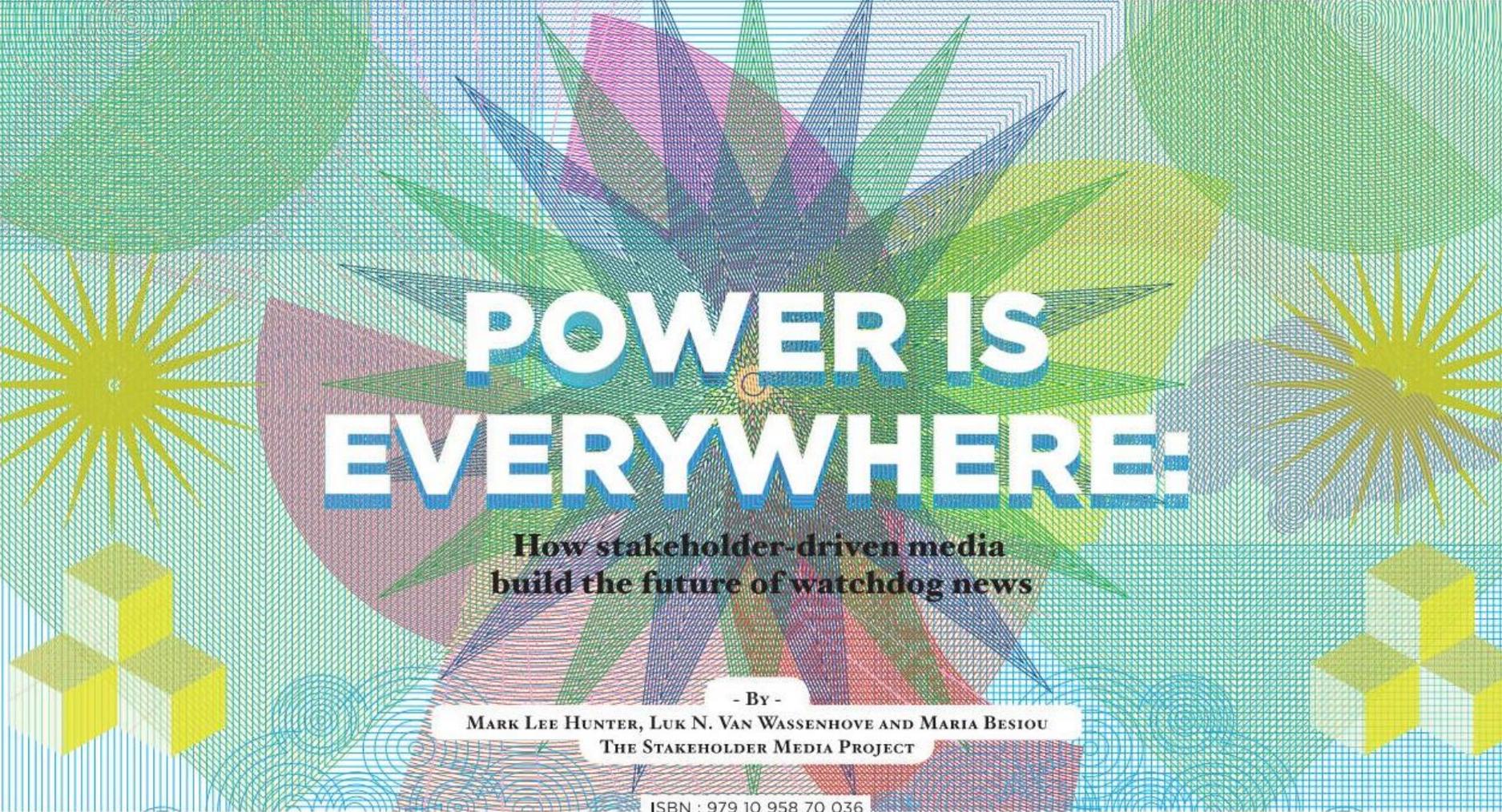
Greenpeace.fr: publishes original text plus editorial,
142,000 readers

Summary story published in The Ecologist (UK)

Denmark: Ongoing alliance with Greenpeace



Free download!



**POWER IS
EVERYWHERE:**

**How stakeholder-driven media
build the future of watchdog news**

- By -

**MARK LEE HUNTER, LUK N. VAN WASSENHOVE AND MARIA BESIQU
THE STAKEHOLDER MEDIA PROJECT**

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Thanks for listening!

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