

Poynter.

Poynter Local News Innovation Program

A project of the Knight-Lenfest Newsroom Initiative

Participation Commitment

We are excited that our news enterprise has been selected to participate in the Poynter Local News Innovation Program. We understand that the John S. and James L. Knight Foundation and The Lenfest Institute for Journalism is funding this program as part of the Knight-Lenfest Newsroom Initiative and, in exchange for that support, we commit to:

- Making our participation in this program central to our enterprise's most critical efforts over the coming year or so.
- Assembling a cross-organization Local News Innovation leadership team, including the top publisher executive, head of editorial and two others with experience and leadership in areas including newsroom management, audience development, product development, and revenue generation, and having this team participate directly in the project and all of its sessions.
- Involving many people throughout the organization in diverse project teams formed to achieve our chosen initiative.
- If necessary, adjusting members of our team once we have embarked on our chosen initiative and replacing in a timely way any team member who unexpectedly needs to leave.
- Identifying the gaps between our current capabilities and the required “Table Stakes” – the minimum requirements for staying in the game competitively – and defining what success will look like to us when we close those gaps.
- Developing and pursuing specific performance initiative that:
 - Transform our newsroom and organization in order to put the Table Stakes in place, including making changes in work, workflows, roles, skills, technology, tools, organization and culture;
 - Are grounded in delivering value to audiences, as well as managing costs;
 - Make the necessary investments and redeployments of resources to deliver that audience value;

- Make substantial progress toward economically sustaining our news efforts, including, for example, finding ways to charge users for content;
 - Meet other particular criteria you will share.
- Using the tools and disciplines provided by the Local News Innovation team to increase our odds of success in achieving the objectives of our chosen initiative.
 - Sharing with other participants in the program our organization’s background, local market context, audience data, and successes, failures and learnings in working to achieve the objectives and goals of our initiative.
 - Treating confidentially everything that folks from other enterprises share during the effort.
 - Preparing for, attending and participating in every in-person and virtual gathering of the participating teams.
 - Submitting our work product in advance of such gatherings.
 - Working with, and being responsive in a timely and effective manner, to the Local News Innovation team of consultants, researchers, subject matter experts, and evaluators as well as those responsible for gathering and disseminating information on our lessons learned during the program. We understand this may include contributing to and participating in:
 - Public updates of the progress of the project;
 - Video and other multimedia content; and,
 - The development of online tools and pathways that can be used by others in the industry.
 - Making ourselves available to speak at conferences, in blog posts, etc., about the successes and failures of our digital transformation effort.
 - Paying for our own travel, lodging, ground transportation, meals outside the sessions, and related expenses for the in-person gatherings. (The program pays for all tuition and coaching fees, as well as for one dinner and all lunches during the in-person sessions.)

Signed:

Publisher: _____

Editor: _____

Organization: _____