

## **"Memorandum of Understanding" between Seattle Times, partner news sites**

The Seattle Times will partner with selected community news sites in Seattle to better serve readers of both seattletimes.com and the partner site. Ultimately, we're looking to strengthen both the content and business potential of both parties.

This proposed agreement includes the following components and expectations:

### **For both The Times and its partners:**

- Communication about live or advance coverage of news items on their respective sites that might be valuable to partners.
- Contextual cross-linking of related content among partner sites whenever appropriate and feasible.
- Strive to credit the source of the original story even if completely new and original reporting is done.
- Experiment with cooperative news gathering and shared content. This includes news in multiple formats, such as photos, video, twitter feeds, Google maps, etc.
- Promote the initiative where appropriate.
- Share a limited amount of traffic data (focused on traffic we send to each other) to help us gauge the effectiveness of the partnerships, adjust our approaches and demonstrate the value of any ad network that could potentially exist in the future.
- Strive to support strong journalistic ethics (see related guidelines).
- Be open to potential technical and procedural solutions for collaborative sales and revenue sharing.

### **For community news partner sites:**

- A reasonable amount of exclusivity: As a trusted partner of The Times, it's implied that you'll contact us first in breaking-news situations rather than our competitors.

### **For The Seattle Times:**

- Exclusivity in terms of the Times not partnering with neighborhood sites that are seen as direct competitors with existing local news partner sites in the same neighborhood.

### **Some goals of the partnership:**

- \* see more referral traffic from partners, and send more to them
- \* see this referral traffic lead to engagement on the site(s)
- \* learn more about the kinds of stories that engender interest from site to site
- \* learn more about the quality of the traffic we trade (e.g. what does the engagement look like?)
- \* build a foundation for the possibility of ad collaboration
- \* share learns and tools

The fact that this is a memorandum of understanding instead of a signed legal contract means that either you or The Times is free to end the partnership at their discretion at any time.