

IT'S SOLUTIONS JOURNALISM IF IT...

- 1 Features not just a person, but a **response** to a problem and **how** it happened
- 2 Provides **evidence** of results, looking at **effectiveness** — not just intentions
- 3 Discusses **limitations** and avoids hype like a **puff piece**
- 4 Seeks to provide **insights** others can learn from — not just inspiration

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SOLUTIONS JOURNALISM HAPPENS WHEN REPORTERS REGULARLY ASK:

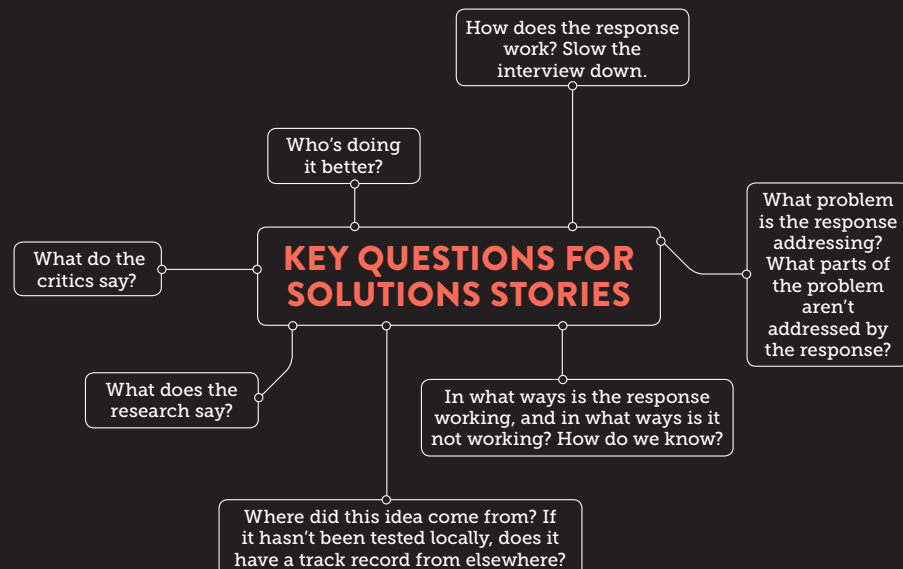
Who's doing it better?



AND EDITORS REGULARLY ALSO ASK:

Is there a solutions story here?

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REMEMBER:

There is no one best solution. No solution is perfect, but efforts making enough progress are worth telling people about.

Don't overclaim or predict the future: Tell the audience what we know, and what we don't know. Examine limitations.

Whatever kind of data you use – whether qualitative or quantitative – interrogate it.

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What else could the evidence be saying?

What other factors could be causing the results?

For a study: Was it peer reviewed? How many people participated? How was the sample chosen? Was there a comparison group?

Who paid for the research?

Are there independent voices that attest to the response's value?