

SOLUTIONS JOURNALISM

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Report for America
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@soljourno #TheWholeStory

SOLUTIONS
JOURNALISM
NETWORK





Solutions journalism is



**rigorous, evidence-
based reporting on
responses to social
problems**

LEARNING OBJECTIVES

1

What is
and is not
solutions
journalism

2

Impacts of
solutions
journalism
with your
audience

3

How to use
solutions
journalism
in your
stories



**EXAMPLES OF
SOLUTIONS
JOURNALISM**

Cesarean births

Intervention	This Facility		Statewide
	#	%	%
Cesarean births [‡]	1,371	49.4%	34.2%
Primary cesarean [‡]	788	28.4%	21.0%
Repeat cesarean [‡]	583	21.0%	13.2%
General anesthesia	70	5.1%	4.4%
Spinal anesthesia	987	72.0%	68.6%
Epidural/local anesthesia	311	22.7%	26.3%

% based on total cesarean births excluding cases with missing information.

Good Samaritan
Medical Center
(West Islip, NY)

Intervention	This Facility		Statewide
	#	%	%
Cesarean births [‡]	459	18.4%	34.2%
Primary cesarean [‡]	267	10.7%	21.0%
Repeat cesarean [‡]	192	7.7%	13.2%
General anesthesia	15	3.3%	4.4%
Spinal anesthesia	307	67.8%	68.6%
Epidural/local anesthesia	132	29.1%	26.3%

Good Samaritan
Regional Medical
Center
(Suffern, NY)

POSITIVE DEVIANT

What can we learn from a hospital that has lower rates of cesarean births?



Why Oslo's 'greedy method' may be the answer to Utah's air pollution woes

We sent Deseret News reporter Erica Evans and photojournalist Spenser Heaps to Oslo to find out. They discovered the 'greedy method' may be the key to Utah's clean air future.

1 of 25



SIMILAR PLACES

A reporter from Salt Lake City traveled to Oslo to learn how that city dealt with air pollution

HUFFPOST



Dying To Be Free

There's A Treatment For Heroin Addiction That Actually Works.
Why Aren't We Using It?

By *Jason Cherkis*

JANUARY 28, 2015

FRAME FOR AN INVESTIGATION

There's a better way. What forces are keeping us from using it?



The city turning streets into gardens

Paris is the most densely populated city in the EU with relatively few green spaces. So residents are planting gardens on pavements and small areas of public land to make the city greener.



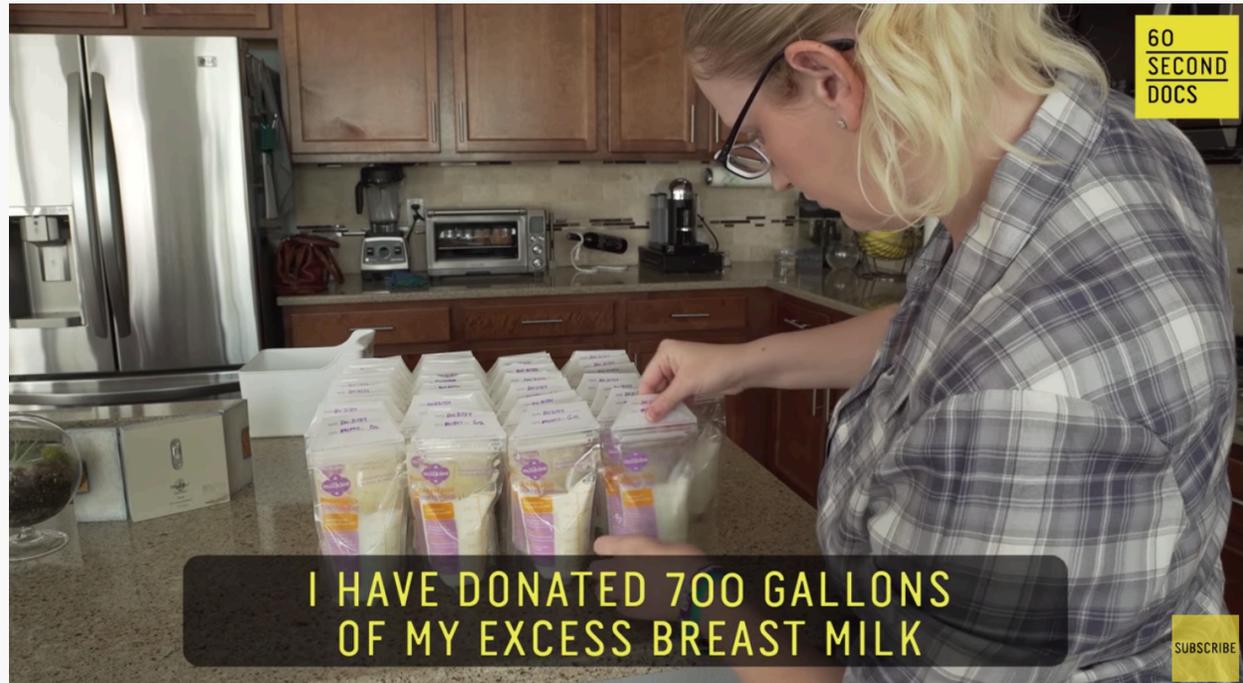
LOCAL TRANSFORMATION

How did a place improve over time?



**SOLUTIONS
JOURNALISM
IMPOSTERS**

NOT HERO WORSHIP



Mommy Milk Factory // 60 Second Docs



INSTEAD, use characters to talk about systemic change



Human Milk Banking: The Surprisingly Simple Way to Save Babies' Lives

NOT A THEORY

BROOKINGS



REPORT

Using the Media to Promote Adolescent Well-Being

Elisabeth Hirschhorn Donahue, Marisa Nightingale, and Ron Haskins · Thursday, April 10, 2008



DOWNLOAD ↓

Download

Adolescent media use has exploded. Parents are worried that teens are drowning in messages about sex, smoking, drinking, consumer goods, and a host of other behaviors and products that threaten their health and well-being. This brief advocates fighting fire with fire by creative use of media to provide youth with positive messages that counteract the negative and potentially damaging messages to which they are so frequently exposed.

INSTEAD, something that's already in process

Menu

The CHRISTIAN SCIENCE
MONITOR

Subscr

WORLD > EUROPE | FOCUS

Iceland has largely kicked teen drinking. What can it teach other countries?

A PATH TO PROGRESS In the last two decades, Icelandic teens have embraced sobriety under a program that asks families and communities to rethink adolescent freedoms. Some are trying to export this model to Europe and the US.



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NOT A MAGIC BULLET

Tough on Crude Oil, Soft on Ducklings

By ANDREW ADAM NEWMAN SEPT. 24, 2009

ALTHOUGH cause-related marketing usually entails a company selecting a nonprofit in need of money and exposure, when it comes to Dawn dishwashing liquid, it was not the brand that chose the charity but the other way around.

In 1978, Alice Berkner, founder of the International Center, which helps birds harmed by oil spills, sent Chevron to test all major dish soaps for cleaning

“The one that worked better than anything else was Dawn,” said an executive director of the group, said in a telephone interview in California, where the center operates outside San Angeles. “It cut the oil faster than anything else.”



Ads about cleaning up birds after oil spills bring scrutiny of Procter & Gamble's ambivalence toward animals.

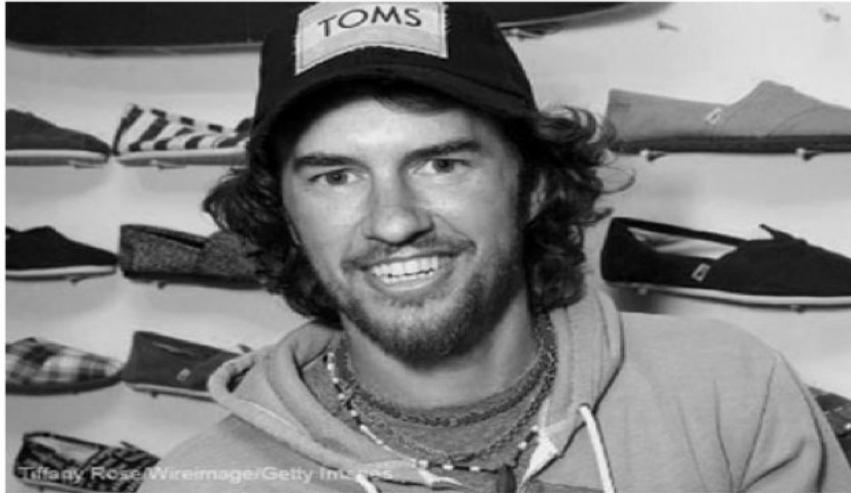
INSTEAD, tone down the rhetoric

WE'RE GETTING BETTER AT SAVING SEABIRDS AFTER OIL SPILLS

A new study of brown pelicans after the Refugio oil spill in California shows how far oil rehabilitation techniques have come in the last few decades.



NOT CALLS TO ACTION OR PR



Tweet 16 Like 31

Giving Back *The Business of Giving: TOMS Shoes*

Blake Mycoskie believes 'philanthropic capitalism' may be the best business model of all.

THE IDEA WAS GENIUS, really. Blake Mycoskie, at the time best known for a 2002 stint on the reality show *The Amazing Race*, was looking to start something. He'd already started half a dozen businesses, from laundry to billboards, but nothing had inspired him. Mycoskie wanted to inspire. Add to the world, not take from it. He was young, motivated, overflowing with entrepreneurial spirit... and without an idea. He had some cash, but where to put it? His

Recent Articles by Mike Zimmerman

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Nick Cannon's Health Scare
Ties that Bind

Related Articles

Top of Mind
Big Shoes to Fill
Joel and Victoria Osteen
Empower People with Hope in
the New Issue of SUCCESS

INSTEAD, show downsides too

The CHRISTIAN SCIENCE
MONITOR

Menu

People Making a Difference
Ordinary people taking action for extraordinary change.

WORLD | PEOPLE MAKING A DIFFERENCE | CHANGE AGENT

Free shoes from TOMS: Can such philanthropy hurt more than help?

An Oscars ad will highlight TOMS, the company whose sustainable-philanthropy program has given away 50 million shoes. But critics say that what 'free' philanthropy sustains is poverty itself.

By Molly Jackson, Staff | FEBRUARY 25, 2016

NOT AN AFTERTHOUGHT

INSTEAD, weave solutions into story



Preventing Crime for Pennies on the Dollar (Ep. 219)

September 10, 2015 @ 10:20am
by **Stephen J. Dubner**
Produced by: **Christopher Werth**



LISTEN NOW:



(photo: Emilian Tiberiu Toba)

Our latest Freakonomics Radio episode is called "Preventing Crime for Pennies on the Dollar" (You can subscribe to the podcast at [iTunes](#) or [elsewhere](#), get the [RSS feed](#), or listen via the media player above. You can also [read the transcript](#), which includes credits for the music you'll hear in the episode.)

Conventional crime-prevention programs tend to be expensive, onerous, and ineffective.

Could something as simple (and cheap) as

[cognitive behavioral therapy](#) (CBT) do the trick? That's the question we try to answer in this episode. It's set in Chicago, where violent crime [continues to thrive](#) (its homicide rate is more

THE HOUSE I LIVE IN

From Executive Producers
DANNY GLOVER, BRAD PITT, JOHN LEGEND & RUSSELL SIMMONS
A FILM BY EUGENE JARECKI





**WHY DO
SOLUTIONS
JOURNALISM?**

+102%

Page views

+80%

Time on page

(Engagement data for solutions-focused Seattle Times education stories relative to regular education coverage. Source: American Press Institute)



+230%

Social shares

64%

Returning Education
Lab user rate

(Engagement data for solutions-focused Seattle Times education stories relative to regular education coverage. Source: American Press Institute)



It's just GOOD JOURNALISM

- Makes journalism stronger, more complete
- Strengthens accountability
- A problem that was seen as unavoidable, is seen as unacceptable
- Investigating problems right in front of us





**HOW TO DO
SOLUTIONS
JOURNALISM**

Solutions journalism is

**reporting on
something that's
happening now and the
effects it is producing**

Ask what's **missing** from the public understanding

Is there a lack of
awareness about
the problem?

Ask what's missing from the public understanding

Is there a lack of awareness about the problem?

YES

May be more suited for journalism that exposed the problem

NO

Is there awareness of **potential responses?**

Ask what's missing from the public understanding

Is there a lack of awareness about the problem?

YES

May be more suited for journalism that exposed the problem

NO

Is there awareness of **potential responses?**

YES

Sustain pressure to hold decision-makers accountable

NO

Consider **solution journalism**

The Big Slice

Who's **doing it well** compared
to others with the same
resources?

Who's made newsworthy
improvement?

The Small Slice

What's a small piece
of this that's
important to my
audience?

Who's doing it better?

Isn't just choosing a story advocacy?

Don't overclaim or predict the future

Briefly paint the full landscape

Make your story about the idea behind the program — the program is just the illustration

Tell the audience about limitations



Let's Get Started ...

map out a potential solutions story

Solutions journalism happens when reporters regularly ask their sources

Who's doing it better?

And regularly ask themselves;

Is there a possible solutions angle to this story?

THANK YOU

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