

**SOLUTIONS**  
JOURNALISM  
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# Follow the rules of good journalism

- Find distinct perspective
- People with no skin in the game
- Follow the money
- Talk to experts

# Don't look for perfection

You don't need the "perfect" response to a problem. Instead, find a response that's effective — and tell the audience what you know and don't know about how well the program works.

# Enterprise Reporting

Solutions journalism is not a way to cover breaking news. But it can be used for a follow-up to a breaking news story.

# Is it a widely shared problem?

Responses will be more successful or newsworthy if the problem is widely shared.

# Never overclaim, include the limitations

Whatever evidence you find, remember there are no silver bullets. Be clear with your audience about an effort's limitations.

# What's the evidence?

Your reporting might rely on data, on-the-ground interviews, experts, anecdotes or something else, so long as it's clear and convincing.

# A problem of any scope

From a neighborhood effort to a country-wide initiative, the story should be proportional to the problem it is trying to address.



# Solutions stories can happen at any point

- Experiments in progress
- Big new ideas

# Experiment in progress

Stories featuring **and** ongoing program that has clear pros and cons; mixed results.

# Big New Idea

Innovative ideas that open with a taste of what the specific program offers and how it helps address the issue.

# Look for small slices

It's often difficult to find a “solution” to the overall problem, but easier to find solutions stories about how people are solving those smaller slices.

# Get opposing views

Listening to and incorporating differing points of view — will give your journalism more weight.

# Look for the positive deviant

Who's doing better than the others with the same resources? You're working backwards from the evidence instead of the other way around.

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