Solutions  Journalism is NOT...

**Silver Bullet:** These stories are often seen in the tech and innovation sections. They describe new gadgets in glowing terms, often referring to them as “lifesavers.”

**Favor for a friend:** You can sometimes distinguish this impostor because the sole or predominant voice is that of the organization being profiled.

**Think Tank:** Opinion journalism can explore solutions if it contains real reporting about existing responses to problems (and the results).
Solutions Journalism is NOT…

**The Afterthought:** This is a paragraph or sound bite at the end of a problem story that gives lip service to efforts at solving it.

**Instant Activist:** A lot of people think, when seeing the phrase ‘solutions journalism,’ that we’re promoting pieces that ask the reader to click a button at the end and give $5 to a cause.

**Chris P. Bacon:** Journalism that is heartwarming, quirky, and one-off..telling audience the world has good people doing, but doesn’t get to the structural issues we want solutions journalism to address.
Solutions Journalism is NOT…

**Hero Worship**: Stories that celebrate or glorify an individual, often at the expense of explaining the idea the individual exemplifies.