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.