

Solutions Journalism — the basics

By Tina Rosenberg

For Azeri journalists
September 2020

@soljourno #TheWholeStory
tina@solutionsjournalism.org

SOLUTIONS
JOURNALISM
NETWORK



WHAT IS OUR JOB AS JOURNALISTS?

Define “news” as **what affects our readers’ lives** — not what matters to our sources

Bring our communities information that can **help them improve their lives**, investigating **problems and solutions**

Make this information **engaging and relevant** for our readers



BUILD ON WHAT AZ JOURNALISTS ALREADY DO

We report on citizen issues

We investigate problems

We bring our communities important information

We make it readable and interesting



ONE MORE STEP — SOLUTIONS

Who is getting better results against this problem?

How are they doing that?

What does the evidence say?

What's keeping others from using those solutions?



This is How a Good Teacher Teaches

T by **Juraj Konik**
17/09/2019



With school now in full swing, we look back at an educational program that seems to be working in Slovakia – Teach for Slovakia.

This is the story of a former journalist who left Bratislava and went east to tug written-off children back to a normal life, even visiting them in places where other teachers have never ventured – their homes. This article won the Special Award for Solutions Journalism for 2018.

“Three – two – one. All eyes on me.”

Everybody in the classroom actually does remain quiet for a short while. However, later in the day, there are moments of utter rampage, an ungovernable combination of disturbance, sneering, mockery, contempt, and rhythmic drumming on the desks.

How much difference can one teacher make? Can he lift up the kids who have been

Search ...



T Transitions

9 - 20 NOVEMBER 2020

Going On Assignment Online Training

Special Edition of our Foreign
Correspondent Course

Limited Places!

toleducation.org | @TOL_edu



Most Popular

Step 1: PARTNER WITH YOUR COMMUNITY

Do the **stories that matter** to people

Involve the community early to learn
what people care about

Make sure you reach **excluded people**



Step 1: PARTNER WITH YOUR COMMUNITY

“We want to expose problems that affect you, and show how people are solving them.”

“What are some problems that frustrate you the most in your daily life?”



Step 1: PARTNER WITH YOUR COMMUNITY

Ask for help.

“Our children go to school, but don’t learn very much. We’re reporting on that. Send in tips, photos, ideas, your own stories, any successful responses you’ve heard of…….”



WHAT STORIES MATTER MOST TO READERS' LIVES?

This: the hospital lacks necessary medicine
Not this: the hospital president is corrupt

This: in slums police arbitrarily arrest young men
Not this: police massacred striking miners

This: my child's teacher doesn't come to school
Not this: nepotism in the education ministry



OTHER SUBJECTS

Young people leave the countryside and move to the city

Garbage is not collected

Our hospitals harbor deadly infections

Not enough city buses

Domestic violence is rampant



Step 2: COVER A SMALL SLICE OF THE PROBLEM — AND WHO'S DOING BETTER

Teachers are often absent.

Here's how it harms our children.

Here's why it happens.

Other places with the same problem have found ways to solve it. Here's what they're doing, and the results they're getting.



WHAT IS THE SOLUTIONS JOURNALISM NETWORK?

MISSION: To legitimize and spread the practice of **solutions journalism**— rigorous reporting about responses to social problems and their associated results



The New York Times

Fixes

Fixes looks at solutions to social problems and why they work.

Latest

Search

Aug. 25, 2020

Can Prosecutors Be Taught to Avoid Jail Sentences?

At least 60 district attorneys have come to see incarceration as destructive, racist, expensive and ineffective. But can they persuade their own staffs?

By TINA ROSENBERG



Aug. 4, 2020

Using Telemedicine to Treat Opioid Addiction

Getting medication long meant seeing a licensed provider. Now a strategy for evading Covid-19 makes treatment available via the web.

By TINA ROSENBERG



July 7, 2020

'When Someone Hires Me, They Get the Boss Herself'

Can a sophisticated platform cooperative help minimize exploitive working



IT'S SOLUTIONS JOURNALISM IF IT...

Features not just a person, but a **response** to a problem and **how** it happened

Provides available **evidence** of results, looking at **effectiveness** — not just intentions

Seeks to provide **insights** that can help others respond, too — not just inspiration

Discusses **limitations** and avoids reading like a **puff piece**



WHY DO SOLUTIONS JOURNALISM?

It's a **fresh way to write about a problem**

Seeing our neighbors doing it better **takes away the excuses** of people in power

Seeing hope **brings people back to the news**

Solutions stories turn occasional readers into **engaged, regular readers**

Solutions stories create **trust**



WHY DO SOLUTIONS JOURNALISM?

And you can do these stories as **great journalism**, not as fluff, public relations or advocacy



THANK YOU

Tina Rosenberg

tina@solutionsjournalism.org

www.solutionsjournalism.org