

# SOLUTIONS JOURNALISM

Headlines, Social & Other Promotions

*Our analysis, data, staff picks*

**Allen Arthur, Online Engagement Manager**  
**Kyuwon Lee, Practice Change Associate**

**@soljourn #TheWholeStory**

**SOLUTIONS**  
**JOURNALISM**  
NETWORK



# ICEBREAKER

*Name & Title*

*Organization*

*Tell us what made you want to get into journalism!*



# Trusting News: Three Recommendations for Newsrooms Covering Solutions

- Mention the solutions frame on social media and in newsletters
- Point out the solutions focus on story pages
- Have a landing page for solutions work

# Let's start with the basics ...

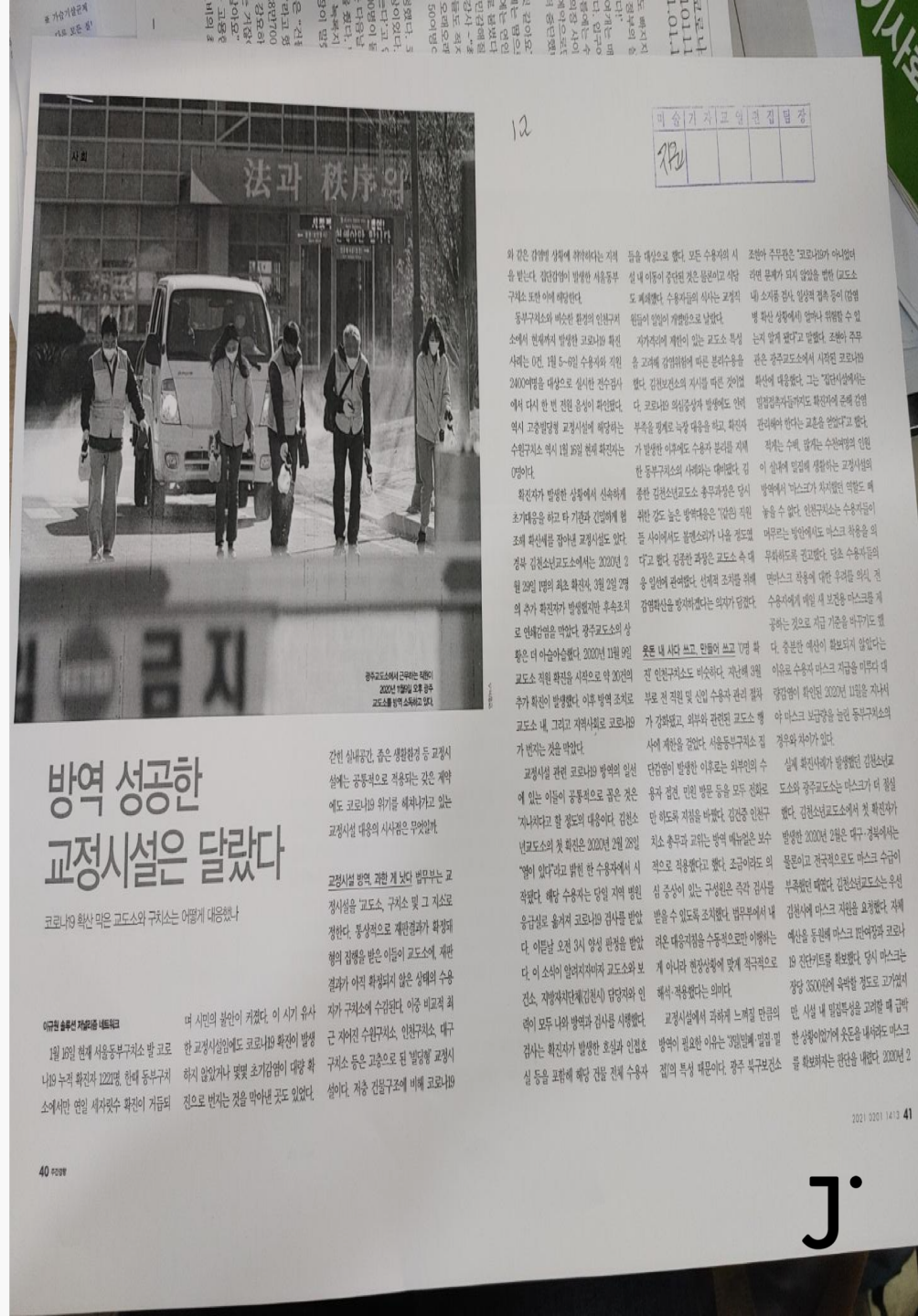
## Headlines Matter

Me: (untitled)

Staff reporter / my contact: How do we prevent mass spread in correctional facilities

Editor: What was different in prisons and detention centers that stopped virus spread

Chief editor: Correction facilities that succeeded in containing the spread were different: How did they respond to Covid-19



# HEADLINES #1 - HOW

**Taiwan has millions of visitors from China and only 45 coronavirus cases. Here's how.**

Aggressive measures starting in December saved Taiwan. Can we learn from them?



How One City Saved \$5 Million by Routing School Buses with an Algorithm

How the world's most densely packed region is beating back coronavirus



# HEADLINES #2 - EFFECTIVENESS, VISUALITY, ACTIONS

The YMCA provided childcare to 40,000 kids during lockdown and said it didn't see any coronavirus outbreaks.

A Billboard That Acts Like 1,200  
Trees



# HEADLINES #3 - STATEMENT WITH A HOOK

Opinion

FIXES

## Depressed? Here's a Bench. Talk to Me.

On the streets of New York, the city supports a program, first used in Zimbabwe, of having peers offer an ear to people who are suffering but are not in a position to seek professional therapy.



## Equipping Women to Stop Campus Rape

Four officers, no weapons, no charges: A Yukon First Nation's solution for keeping the peace



# SOLUTIONS STORY TRACKER®

**10,962 stories produced by 1,365 news outlets, from 177 countries, and growing every day.**

The Solutions Story Tracker® is a curated database of rigorous reporting on responses to social problems. We collect and tag every story, providing you with the ability to find coverage of effective or promising ideas and approaches— by issue, location, journalist, and success factor (strategic insights that emerge as patterns).



**SUBMIT  
SOLUTIONS  
JOURNALISM**



**GET SOLUTIONS  
STORIES IN  
YOUR INBOX**



Search solutions here...

# SOLUTIONS STORY TRACKER: TOP 5 MOST VIEWED

- Teaching in the time of coronavirus: Finding creative ways to engage students
- Covid-19 is ravaging black communities. A Milwaukee neighborhood is figuring out how to fight back.
- They've Contained the Coronavirus. Here's How.
- Pittsburgh nonprofit providing resources, help for African American community amid COVID-19
- The law of generosity combatting coronavirus in Pakistan

# NEWSLETTER: TOP 3

Opinion



**Fixes**

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

**THE  
FIXES  
WEEKLY**

## Open Rate:

Can Prosecutors Be Taught to Avoid Jail Sentences?  
(38.4%)

A Second Life for Flowers (37.9%)

To Sway Swing Voters, Try Empathy (35.0%)




# Instagram








15:49 📶 🔋



< solutionsjournalism 🔔 ⋮

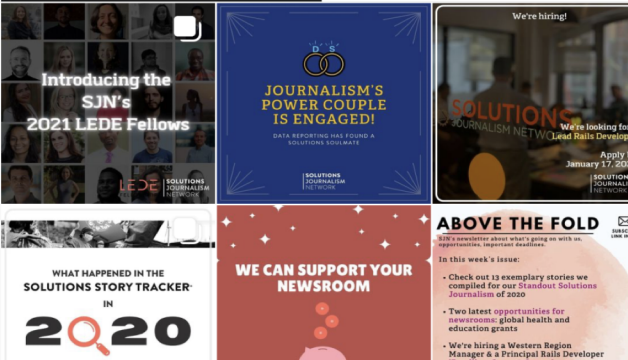
 **414** Posts   **5,147** Followers   **425** Following






**Solutions Journalism Network**  
We spread the practice of #solutionsjournalism: rigorous reporting on responses to social problems.  
👉 Find the links behind our posts here.  
[linkin.bio/solutionsjournalism](https://linkin.bio/solutionsjournalism)  
Followed by alexisabel321, ninafask and 53 others

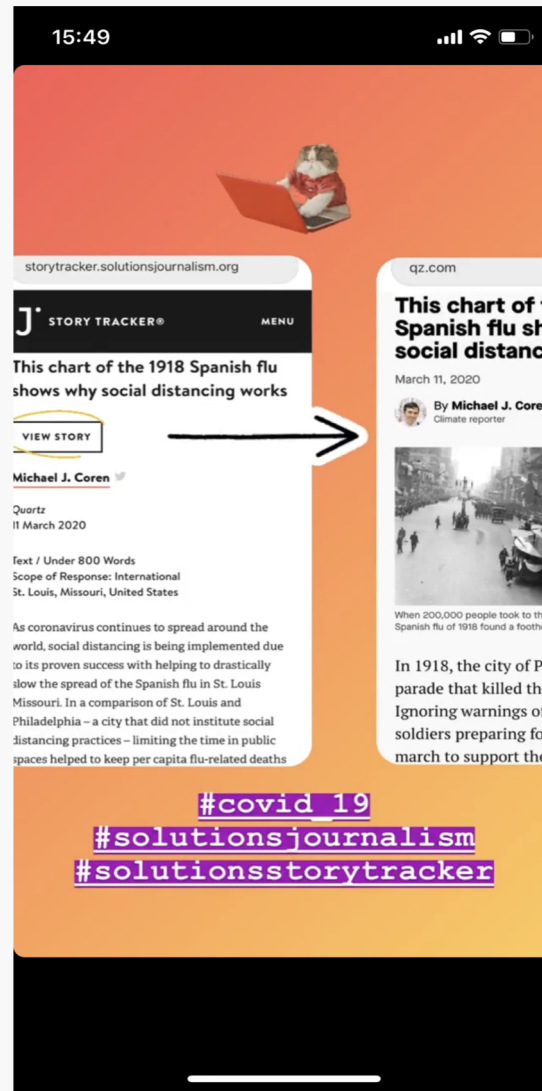
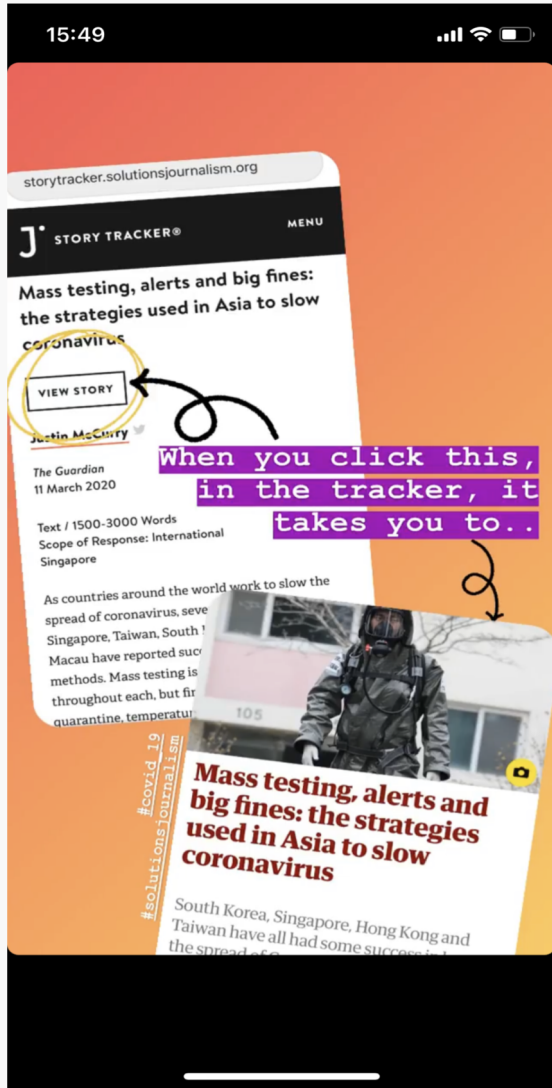
Following ▾   Message   Email   ▾

 The Story    COVID-19    Office 🍪    The Summit    TMS





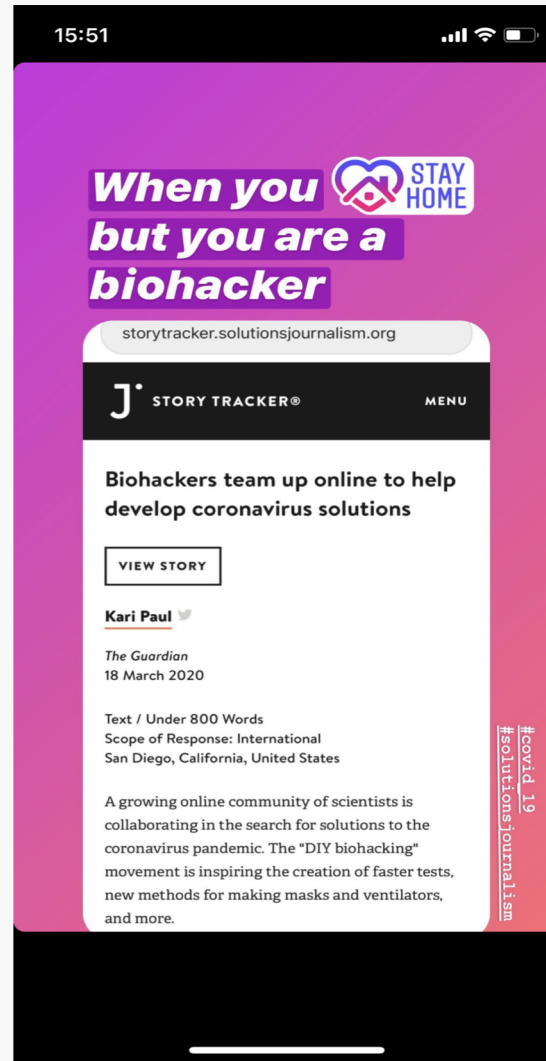
- Light and simple



- Light and simple
- Hashtags

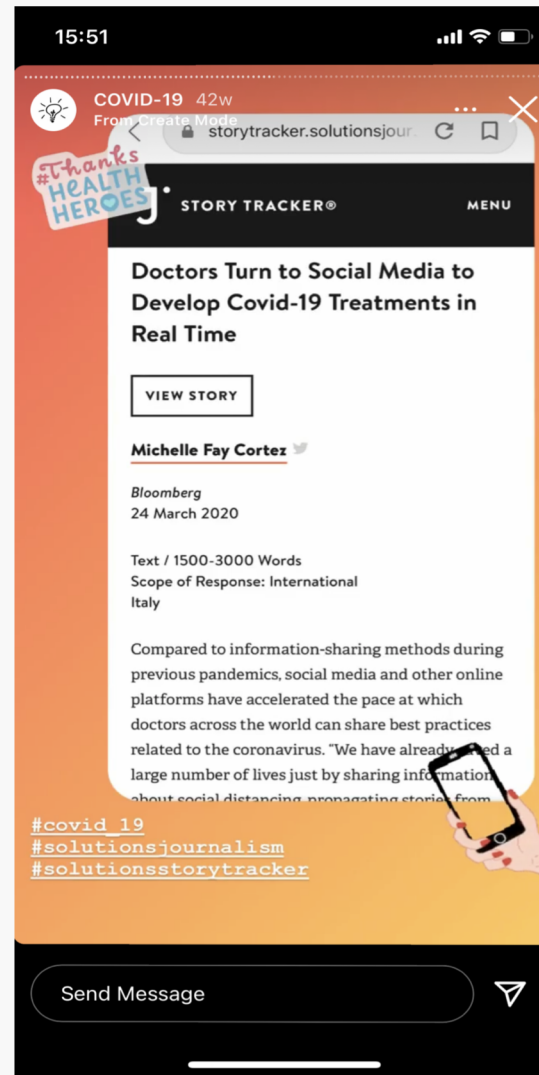
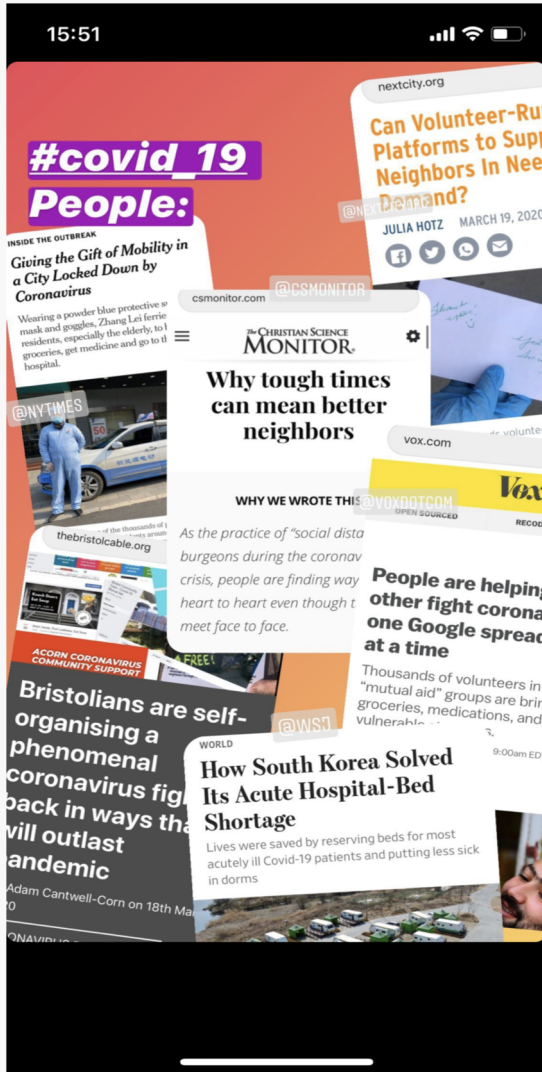


- Light and simple
- Hashtags
- goofing around

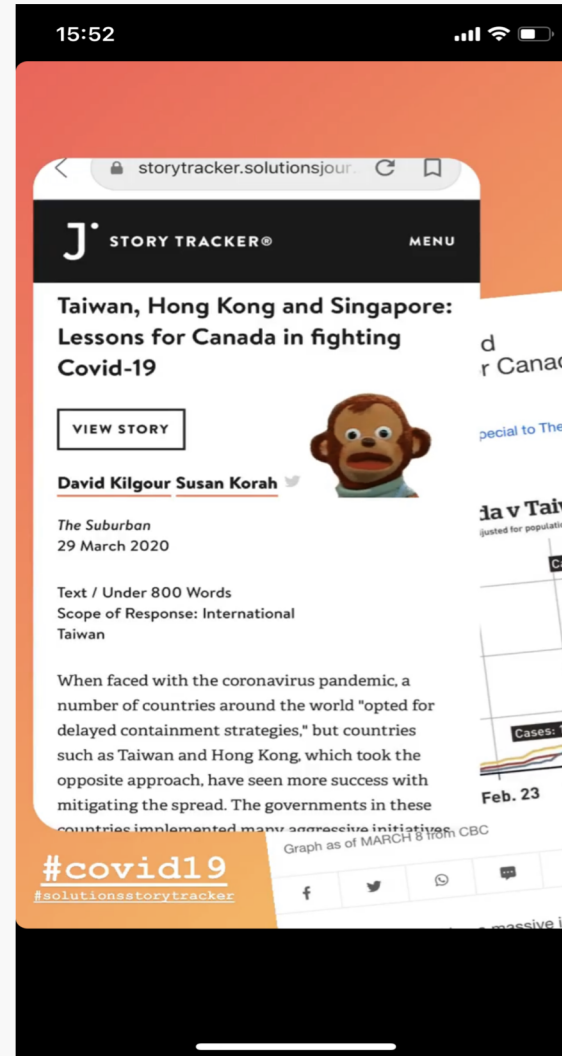
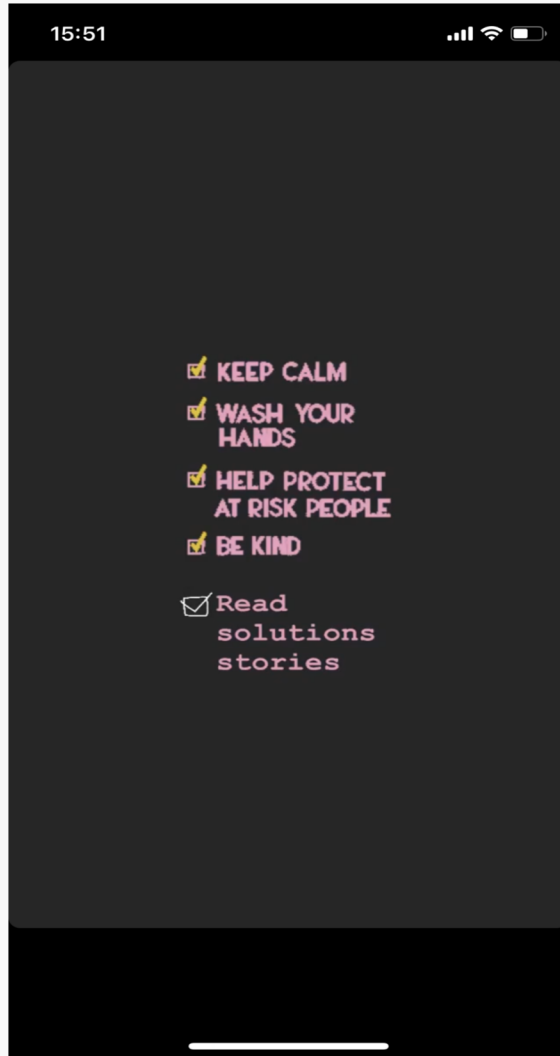


- Light and simple
- Hashtags
- goofing around
- use of app features

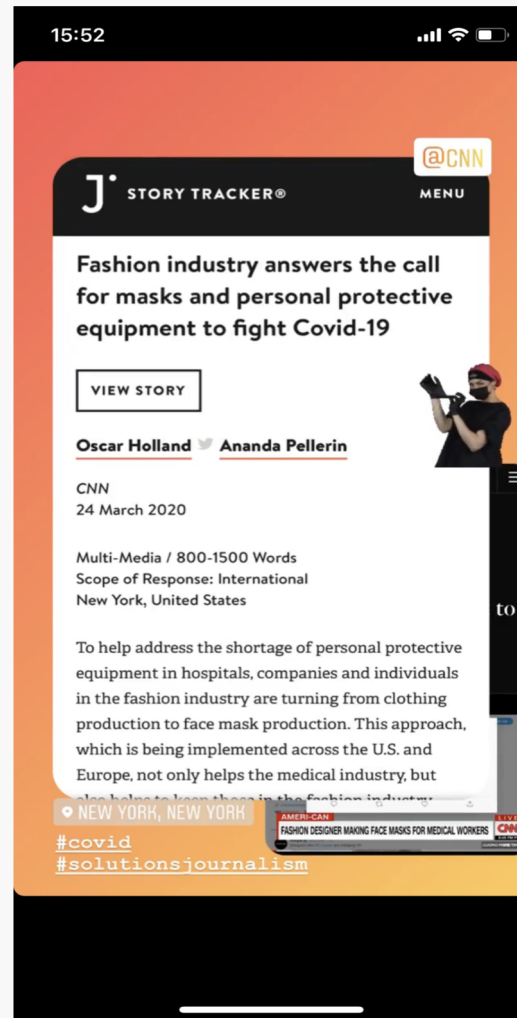
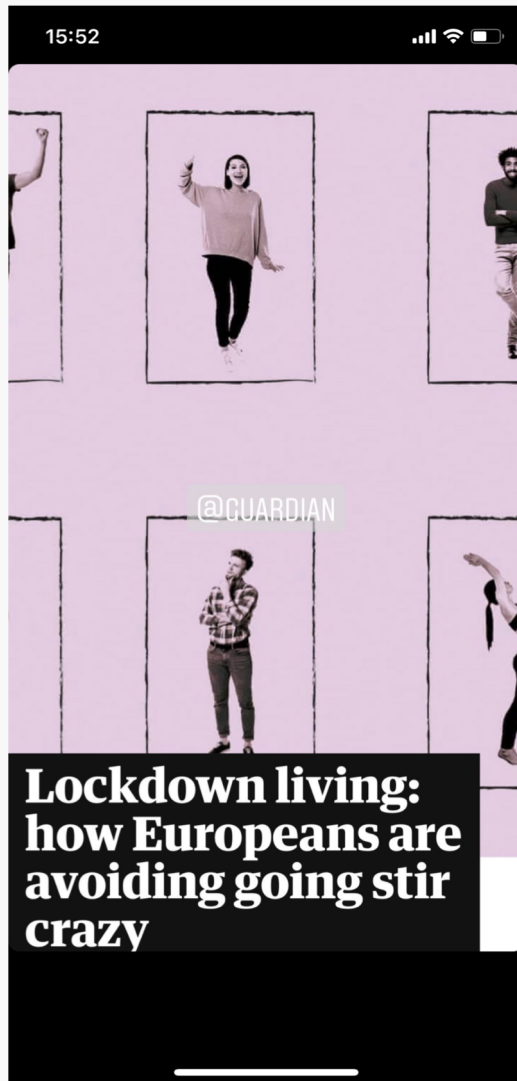




- Light and simple
- Hashtags
- goofing around
- use of app features
- Tag other accounts



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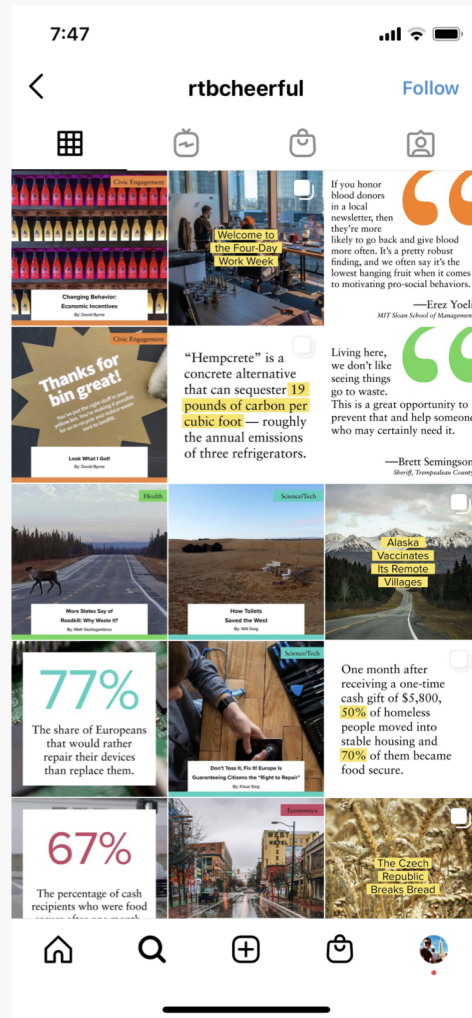
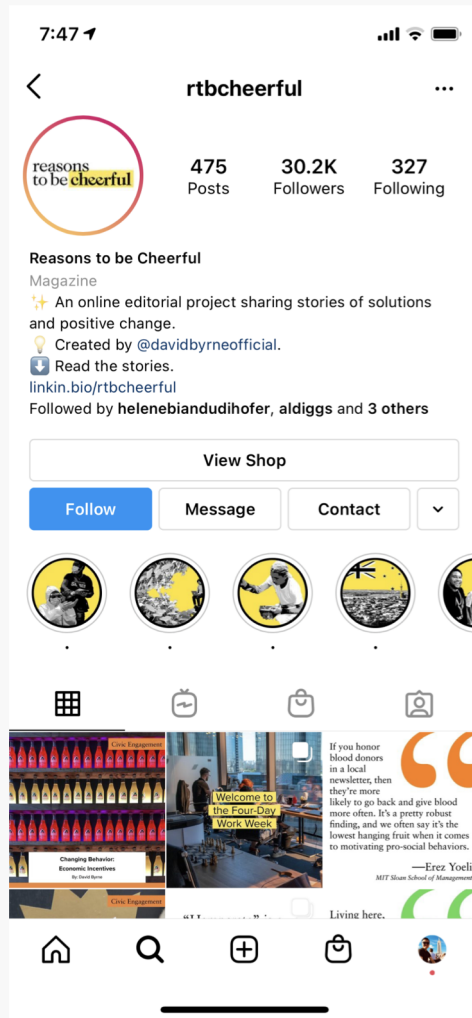


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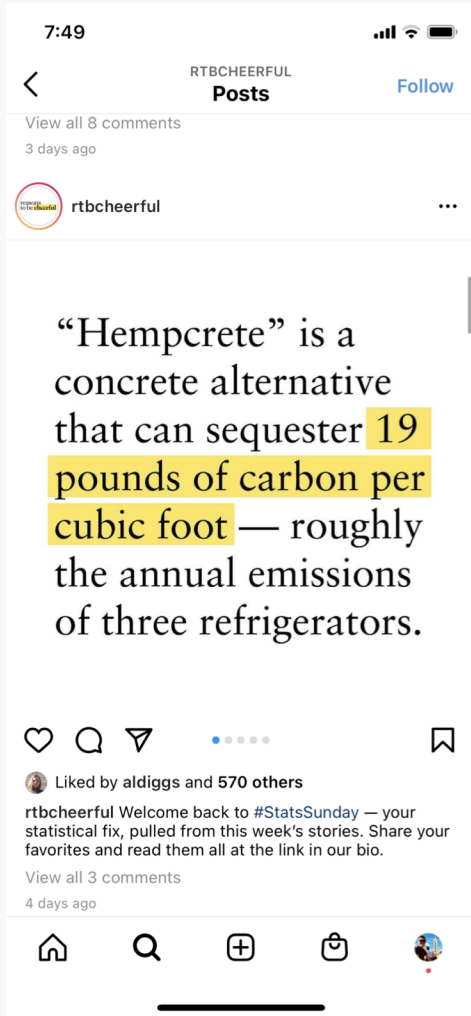


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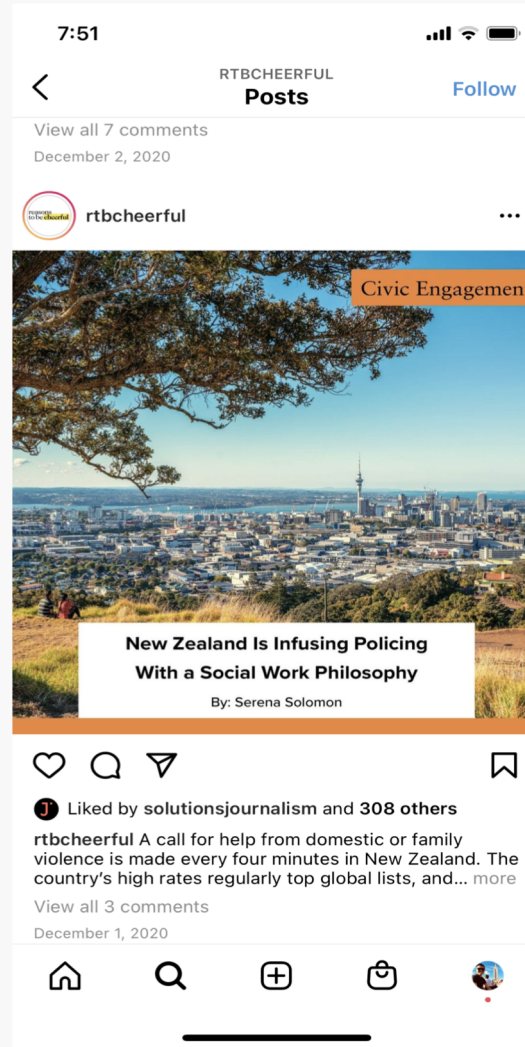
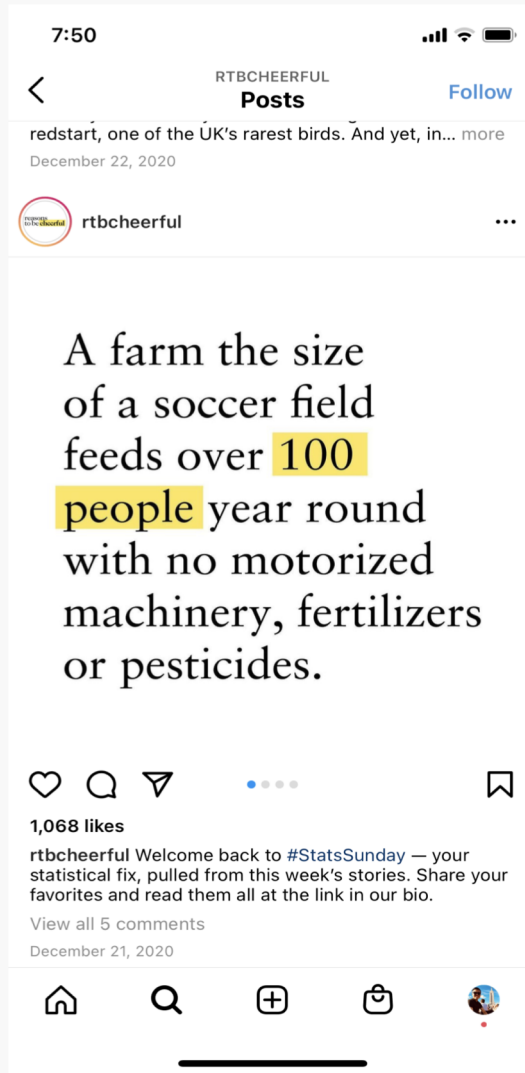
## Reasons to Be Cheerful

- 30k+ Followers
- Regularly publish solutions stories
- One of the most active solutions-focused outlets



## Reasons to Be Cheerful

- number, impact, visual



## Reasons to Be Cheerful

- number, impact, visual



# Twitter



**J** Solutions Journalism Network @soljourno · Jan 11 ...  
Not California and not New York.

West Virginia is the one state that didn't sign on to the federal vaccination plan, and they're outpacing the rest of the country actually getting people vaccinated. Essential solutions reporting from [@Yukinoguchi](#):



Why West Virginia's Winning The Race To Get COVID-19 Vaccine ...

To get vaccines into long-tail ...  
the only state to opt out of ...  
[npr.org](#)

18 16

**J** Solutions Journalism Network @soljourno · Jan 23 ...  
Once "a rogue department that tolerated widespread brutality and racism," Newark police didn't fire a bullet in 2020. From [@tomamoran](#):



Newark cops, with reform, didn't fire a single shot in 2020 | Moran

It's not about de-funding police. The task is to teach cops to do better, and watch them to make sure.

[nj.com](#)

27 43

**J** Solutions Journalism Network @soljourno · Jan 11 ...  
"This was [#defundthepolice](#) in actuality."

For 50 hours, police presence in a Brooklyn hotspot was replaced with violence interruptors and resources. There were no reported incidents.

Vital reporting from [@yoavgonen](#) [@GrenchPAN](#) [@THECITYNY](#):



Five Days Without Cops: Could Brooklyn Policing Experiment be ...  
NYPD officers in Brownsville temporarily withdrew from part of Mother Gaston Boulevard as violence interrupter groups and city ...

...nyc

12 20



**Solutions Journalism Network**

Published by Allen Arthur [?] · January 11 · 🌐

“For the first time in a long time, the block felt safe.”

For 50 hours, a hotspot of violence in Brooklyn had its police presence replaced with violence interruptors, community groups, and city agencies offering resources. There was one 911 call, and it was a mistake.



[About this website](#)

THECITY.NYC

### Five Days Without Cops: Could Brooklyn Policing Experiment be a ‘Model for the Future’?

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**1,317**  
People Reached

**78**  
Engagements

[Boost Post](#)



**Solutions Journalism Network**

Published by Allen Arthur [?] · 3d · 🌐

Ever hear someone say, "If you love refugees so much, why don't YOU house them?" That's what Sudanese people are doing for those fleeing Ethiopia. And even in the era of COVID, they're doing it safely.



THENATIONALNEWS.COM

### In the age of social distancing, Sudanese open their homes to Ethiopian refugees

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**896**  
People Reached

**91**  
Engagements

[Boost Post](#)





# The Trace

**THE TRACE**

● Investigation

## How We Fix This

Gun violence is often portrayed as an intractable problem, but a growing body of evidence shows that there are existing interventions that can save lives right now. These programs rarely get the careful, sustained attention they deserve. This project seeks to change that.

---

**37%**  
The reduction in homicides achieved by the city of Chicago after implementing targeted interventions like focused deterrence between 2002 and 2004. (Many cities saw far higher reductions, and some saw no reductions at all, but researchers generally agree that focused deterrence works, when adequately supported.)

**\$115 billion**  
The amount of money spent by state and local governments on police in 2017, according to the Urban Institute.

**\$25 million**  
The amount of money Congress allocated in 2019 to fund gun violence research — the first such allocation since at least 1996.



## Alaska Public Media

### SOLUTIONS DESK



**New mobile prototype kills virus with heat to extend the life of critical gear**

Zachariah Hughes, Alaska Public Media · April 21, 2020 · 0

# LANDING PAGES

- **Include a statement of purpose for solutions work**
- **Label stories and highlight motivation**
- **Tell the story of why this work matters, not just a marketing statement**



# Hechinger Report



THE HECHINGER REPORT

## ***Special Report***

Dear readers,

I want to make sure you saw an important series we kicked off this week. We explore ways to prepare students for the good middle-class jobs of the future. Many jobs will change due to advances in automation, and our series, published in partnership with NBC News, showcased promising ways to tackle that challenge.

One story is an [in-depth piece set at a high school in Massachusetts](#). Other articles explore paths to three fast-growing occupations -- [cybersecurity](#), [clean energy](#), and [nursing](#) -- and discuss the spread of [apprenticeships to white-collar careers](#).

*At The Hechinger Report* we don't just expose problems. We also find out what's being done to fix them, whether those solutions are working and if they can be replicated.

# NEWSLETTERS

- **Use an informal style (in both social media & newsletters)**
- **Consider using A/B testing to get feedback on what's working**
- **Be redundant**

*Source: Trusting News*  
*Using A Newsletter To Highlight Solutions Journalism*

# NEWSLETTERS

Combo	↑	Subject line	Open rate
✓ 1		How millennials are building resilience	35.1% ± 2.9%
2		The kids are alright	30.0% ± 2.8%

↑	Subject line	Open rate
	The upsides of distance	31.2% ± 2.8%
	How distancing creates opportunities	34.6% ± 2.9%

Combo	↑	Subject line	Open rate
1		Comic books vs. COVID	31.1% ± 2.8%
✓ 2		How to animate the fight against COVID	33.2% ± 2.9%

Combo	↑	Subject line	Open rate
1		Breaking the “helpless victim” climate narrative	39.3% ± 3.3%
✓ 2		How frontline communities fight climate change	38.7% ± 3.3%

# Discussion



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