

Practice Change Indicators

How will you indicate successful integration of the solutions journalism approach internally?

Individual shifts in attitude/behavior:

- Reported attitude/affect/mood change
- Behavior change (reporting habits/news literacy etc.)
- Journalist/educator gives interview/presents at conference

Integration of solutions journalism:

- Designated sojo landing page/vertical/menu item or institutional incorporation of sojo resources
- Designated solutions journalism staff hired/other staffing changes
- Expressed commitment to continued sojo coverage/education/use of sojo in instruction
- Top-level buy-in from editors/academic leadership

Engagement w/ other institutions & community:

- Collaborative (or co-producing stories/curricula with another partner)
- Audience engagement activities (pop-up newsroom/town hall/listening post/surveys...)
- Increased revenue (institutional funders/readers/major donors/sponsorships/events)

Societal Change Indicators

How will you indicate the external impact of solutions journalism on your audience/community?

Individual shifts in attitude/behavior:

- Awareness (reach/pageviews/time on page/followers/traffic)
- Engagement (letters to editor/comments/endorsements/subscriptions/memberships)
- Attitudinal change (increased trust/change in affect/mood/beliefs)

Group shifts in attitude/behavior:

- Inclusion (change in diversity of audiences engaged/new audiences reached)
- Public opinion change (change in tone or quality of public discourse)
- Behavior change (civic engagement/mobilization/creation of new groups around issue)

Institutional change:

- Government action (policy change/legal action or review/funds raised/etc.)

Other amplification of solutions journalism:

- Promotion (content cross-or-republished/localized/mentioned/cited)
- Journalism wins award