

# **Signposting Solutions Journalism**

**J**

# **(Dis)Trust in the News**

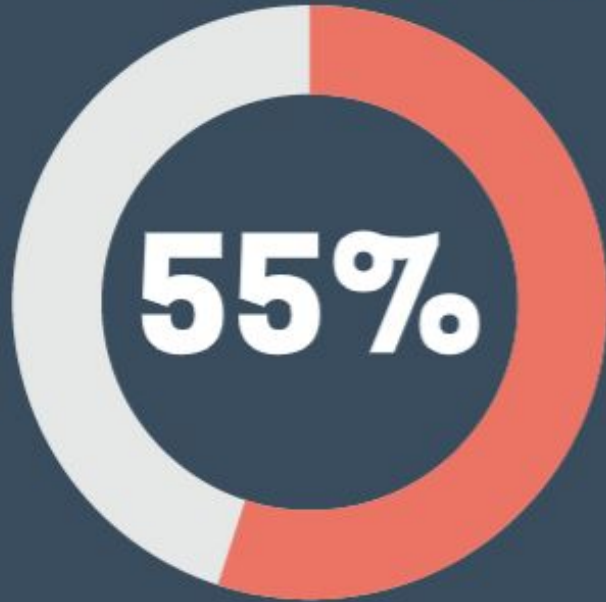
**Most people have never met a journalist & are scared of speaking to reporters. They also think:**

- **You pay your sources (or your sources pay you)**
- **You choose stories that validate your own opinions**
- **Money (from ads, donors, corporate) drives news decisions**
- **You sensationalize stories to get clicks/ratings/money**
- **You don't really care about getting it right**
- **You're just out to catch people looking dumb or doing something wrong**

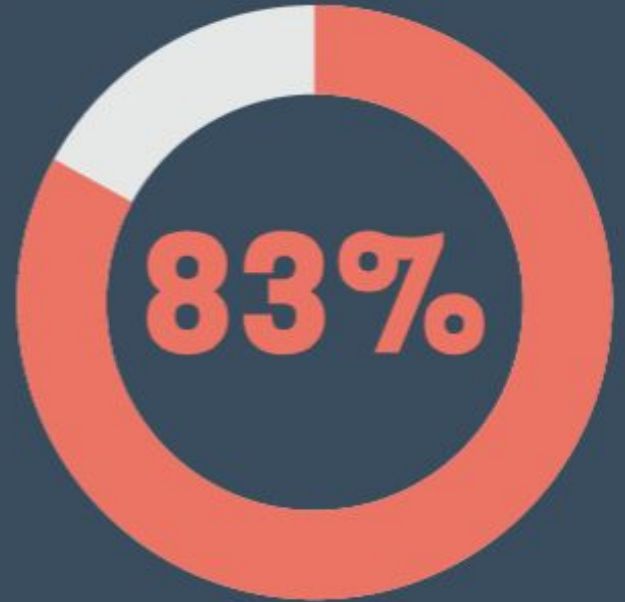
# 79%

of people surveyed said reporting  
on problems AND effective  
responses to those problems is  
either "important" or "essential."

% OF PEOPLE WHO TRUSTED  
THE STORY



PROBLEM STORY



SOLUTIONS STORY

This solutions-based theory of change can have a positive impact on news organizations as well as its audiences.

**Improved readers' perception of article quality.**

**Increased readers' intentions to engage.**

**Increased readers' interest in and knowledge about the issue.**

**Boosted readers' positivity.**

# But newsrooms and readers can't get the benefits if people don't know what you're doing

- **Assume people want something different:** “Doomscrolling” is real and people are exhausted. Use that to differentiate yourself.
- **Be relentless:** Find every excuse and opportunity to tell people you're doing something different.

# Organizational Strategy for Signposting

- **Involve Your Whole Team:** Make developing solutions journalism the mission and responsibility of people across roles in your news organization.
- **Work Smarter, Not Harder When It Comes to Messaging:** Create boilerplate language about solutions journalism and develop workflows for anyone in your newsroom to use.

Align your tech stack and resources to facilitate the integration of signposting.

# Infusing SoJo language across platforms

- Inform your audience about what solutions journalism is and why you do it.



Cyclists ride along Gros Ventre Road last week. Getting out for exercise is an important pillar of overall wellness.

KATHRYN ZIESIG / NEWS&GUIDE

## Editor's Note

The News&Guide believes reporting on solutions is just as vital as reporting on problems themselves.

With training from the Solutions Journalism Network, the Jackson Hole News&Guide team has expanded, where possible, its attention to stories that hit the pillars of solutions journalism, which detail a response to a problem, examine its effectiveness, delve into limitations of the solution and provide insight to readers.

We hope this story serves to inspire you. — Ed.

**Editor's note:** *We are committed to rigorously reporting not only social problems, but also potential solutions. Read more about our Solutions Journalism efforts and check out our work [here](#).*

## Building relationships, measuring success

The Student Find program aims to provide individualized outreach but whether it is effective remains to be seen, according to superintendent Ruben Reyes. The small district has not yet compiled comparative data to determine whether the program is helping with retrieval and retention. However, the tight-knit district of solely elementary school students has long relied on the power of personal relationships between staff and families.

"That connection is what will make a child who isn't getting a lot of supervision get out of bed and sit down at the Zoom," Reyes says.

But, could this level of follow-up and intervention work outside their small bubble of five schools and 2,000 students?

"My teachers are able to check in 3-4 times a day about the participation," Reyes says. "I don't know that would be possible in a high school situation."

Still, Reyes thinks there's something any educator can take away from the Robla approach: involve everyone, from the teachers, principals, office and counseling staff.

"That's the thing I would encourage other districts to consider," Reyes says. "If we could all take part



Superintendent Ruben Reyes (KTXL Photo)

Partnering with the national non-profit Solutions Journalism Network, Nexstar stations nationwide are telling unique stories about how the pandemic has exposed inequities for students and the solutions some groups have found to bridge that gap.





## Inspiring Equitable Cities

Next City is a nonprofit news organization that believes journalists have the power to amplify solutions and spread workable ideas from one city to the next city.

Our mission is to inspire greater economic, environmental, and social justice in cities. Next City's civic-minded reporting makes urban places more effective, equitable and sustainable. We supply changemakers with information that fuels their fight for low-income neighborhoods.

As a solutions journalism practitioner, we focus the world's attention on good ideas that we hope will grow. "Solutions journalism" doesn't mean "feel-good" stories. What we produce are rigorously reported stories on responses to serious problems. Our founders believed that the media overemphasized what's wrong in cities. We shed light on what's right. Research has found that when news stories discuss potential answers to problems, readers leave feeling more knowledgeable and empowered to solve them. Readers are statistically more likely to act, to donate to support an organization, and to evolve their opinion. Where solutions journalism is healthy, America has more informed and engaged communities.

Next City publishes hundreds of stories on solutions to urban issues every year. We also compile our best reporting into ebooks, host webinars with practitioners who share lessons from their work, and convene live events such as our annual Vanguard Conference for rising urban leaders. More than 500 Vanguard alumni are working today around the globe.



## The Narwhal

TRENDING TOPIC

## Solutions

The belief in a better way of doing things is at the heart of much of The Narwhal's reporting. All across Canada, people and communities are finding solutions to broken regulatory systems, generating ideas for cleaner communities and re-envisioning natural resource development.

Solutions journalism elevates public conversations by pointing to the root of problems and what is being done to fix them. Here you'll find stories about renewable energy, the revitalization of Canada's environmental laws and the ideas that are sparking revolutions in how we think about and move through our daily lives.

For weekly updates on our reporting, sign up for The Narwhal's newsletter.

Heida women support their relatives in raising a carved monumental column by master carver Kilthgulians Christian White at Hilyaalan 'Lngee. The pole was raised in 2017 at Hlelen Longhouse Village, a promising venture in cultural revitalization and economic development. Photo: Brodie Gyu

# The Narwhal

BECOME A MEMBER

Members often tell us **how good it makes them feel** to support something hopeful like The Narwhal — a start-up founded by two young women that's winning big journalism awards and serving hundreds of thousands of readers with reliable journalism about one of the most important topics of our time.

Thanks to our reporting, one new member says: "I've been able to inform and educate others, and open a respectful dialogue about the importance of the natural environment!"

"You're doing me a favor by letting me contribute to this worthy cause," writes another.

Or take this perspective: "Your articles have generated some tough conversations in our household, but conversations that absolutely need to be had."

By supporting The Narwhal you can take heart in doing your part to build a new model for solutions-oriented journalism.

**If just one out of every 600 people receiving this message became a member today, we'd reach our goal in an instant. What do you say?**  
**Yes, ma'am, sign me up!**

Whatever you can give makes a big difference. Together, **our 1,600 members contribute \$260,000 a year (!)**, which means we can report **hundreds of stories** that would otherwise go untold otherwise.



ECOLOGY + JUSTICE + CULTURE IN THE AMERICAN SOUTH

We found that a less overwhelming way to tell these stories was to look at how folks are [responding to compounding crises](#), and what we can learn from them. Solutions-focused journalism relies on rigorous, fact-based reporting to shift typical narratives by identifying examples of resilience and success. We want to show people that their communities are always "newsworthy," and that while things are difficult, they aren't hopeless.

I support your solutions reporting!

Here are some of the stories we've covered during the pandemic with a focus on community efforts:

- How eastern [North Carolina officials and disaster aid groups](#) organized a response to COVID-19
- How coal [communities in Kentucky and Tennessee](#) took action to protect sick miners and pressure state officials for more support.
- How coastal Louisiana tribes [leaned on generations of resilience](#) to handle the pandemic.
- [How Louisiana faith leaders helped win two major environmental victories](#), when information was hard to disperse.
- We [followed the work of a Memphis neighborhood](#) trying to stop a pipeline from being built this year.
- [An Alabama city's efforts](#) to go from a military industry to a clean energy one.
- And a [citizens' group in east Tennessee](#) that really wants a solar project built soon.

Here in the South, there are many challenges and solutions. There's corruption and accountability, injustice and beauty. And this year especially, there's a lot of dark — but also a lot of light.

Donate today to support us during our NewsMatch campaign. Your one-time gift will be **doubled**, or your monthly membership will be **matched 12x!**



## The Hechinger Report

Published by Buffer [?] · February 10 · 🌐



The world is full of problems, but it's also full of people working hard to solve them. That's why we are sharing a story of how a New York nonprofit helps push low-income students to top colleges at remarkable rates.



HECHINGERREPORT.ORG

🛡️ Harvard Law grad helps low-income kids aim high - The Hechinger Report



## The Hechinger Report

Published by Buffer [?] · February 8 · 🌐



We know it can be refreshing to read about positive things happening in the community. That's one reason we're bringing you a story about a program that helps low-income parents graduate at twice the rate of other community college students.



HECHINGERREPORT.ORG

🛡️ A program helps low-income parents graduate at twice the rate of other community college students - The...

# Activity

**When have you successfully signposted an editorial project?**

**How did you do it? What challenges did you overcome?**

# SoJo Editorial Products + Strategies

**The Upside weekly  
report**  
Information

**Mark Rice-Oxley**

@markriceoxley69

Mon 12 Feb 2018 09:00 EST



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## The Upside - sign up for our weekly email

**Journalism that uncovers real solutions: people, movements and innovations offering answers to our most pressing problems. We'll round up the best articles for you each week**



▲ Illustration: Blok Magnaye

The Guardian is launching a new strand of journalism to seek out people, innovations and movements that promise answers to some of the world's most intractable problems.

News doesn't always have to be bad - indeed, the relentless focus on antagonism, disaster and confrontation risks convincing the public that the world is hopeless and there is nothing we can do.

This series is an antidote, an attempt to show there is plenty of hope. A team of journalists will delve into big global topics such as science, technology, health, the environment and gender issues. They will be looking for examples of invention, local solutions and inspirational leadership that offer something different and that try to improve the world in some way.

Sign up

**NEXT  
CITY**



## BACKYARD

Backyard is a newsletter exploring scalable solutions to make housing fairer, more affordable and more environmentally sustainable.

Sign up below to get reports from Next City's housing correspondent, Jared Brey, emailed directly to you twice a week. Brey will send original reporting that helps you keep up with the latest in community land trusts, public housing, zoning reform, historic preservation, fair housing policies, energy-efficient design, the intersection of healthcare and housing, and more. Subscribe now and never miss a story.

Email Address \*

SIGN UP

## Newsletters

A promotional banner for the ABC News program 'The Bright Side with Sabra Lane'. It features a portrait of Sabra Lane, a woman with short blonde hair and glasses, wearing a black top and a watch, with her arms crossed. To her left is the ABC News logo. To her right is a large black circle containing the text 'The Bright Side with Sabra Lane' in white.

ABC NEWS

# The Bright Side

with Sabra Lane

Hello,

We have a cornucopia of insightful stories, including a strong side-serve of 'greens' (environment) stories in this week's tasty dish of **solution**s journalism.

For a long time cows, particularly their 'emissions', have been blamed for being a big part of agriculture's carbon footprint problem **but some think they can be part of the solution.**

[Newsletters](#)



Infectious Disease Specialist Answers 6 Questions About Vaccine Boosters

WILLIAM PETRI



How to Stay Safe Now: A Doctor Answers 5 Questions About Delta, Other COVID-19 Variants

LILLY CHENG IMMERGLUCK



The Associated Press Changes Crime Reporting Practices to 'Do Less Harm'

MAGGIE JONES PATTERSON AND ROMAYNE SMITH FULLERTON



Knowing How Heat and Humidity Affect Your Body Can Help You Stay Safe During Heat Waves

JOHNERIC W. SMITH

More Solutions >

## Can you support the Mississippi Free Press? ♥

The Mississippi Free Press is nonprofit, **solutions journalism** for Mississippians and others who care about the state.

Our newsroom runs on donations from people who care about Mississippi and this reporting. We thank you for reading and ask for your financial support.

Click the Support button below or at the very top of the site. Your donation will be made through the Community Foundation for Mississippi, our fiscal agent. Thank you!

Support the MFP ♥



# Brand



# 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. Cities saw far higher reductions, and saw no reductions at all, but researchers generally agree that focused deterrence works, when adequately supported.

**\$115 billion**

**\$25 million**

The amount of money Congress allocated in 2019 to fund gun violence research.



CATEGORY:

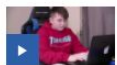
## Solutions

We explain what's working, what's not and what matters in education. Our stories are deeply researched, carefully written and rigorously edited. Our mission isn't only to expose problems. We want to find out what's being done to fix them and whether those solutions are working and can be replicated.

Verticals

# PANDEMIC PASS or FAIL

SOLUTIONS FOR EDUCATION EQUITY



## How one school became a 'COVID-19 Safety Zone' through innovative testing

Pandemic PASS or FAIL / 9 months ago

**EXPLORE STORIES**  
[LEARN MORE](#)

**JOIN THE CONVERSATION**  
[LEARN MORE](#)

**DISCOVER RESOURCES**  
[LEARN MORE](#)

**PANDEMIC PASS or FAIL | ABOUT THE PROJECT**  
Nexstar Media Group launched an investigative initiative called "Pandemic PASS or FAIL," taking a solutions-based approach to covering the coronavirus. Partnering with the national non-profit Solutions Journalism Network, Nexstar stations nationwide are telling unique stories about how the pandemic has exposed socioeconomic inequities for students and the solutions some groups have found to bridge that gap.

WATCH NOW: JOURNALISTS NATIONWIDE

# Verticals



## Verticals

# From the editor: Solutions will be part of our news coverage



Monday, April 9, 2018 8:54 AM Updated: Monday, April 9, 2018 9:02 AM

T Toggle font size

Select Language

Dear readers,

Our story we published Saturday online and in our print edition about how citizen groups work together in communities where there is a Superfund site is the first in what we plan to be many with a solutions focus.

## Related Story

April 7, 2018  
Community groups help Colorado counties participate in Superfund process

Solutions journalism is a growing practice in the media industry, and we see tremendous value in using a different lens when examining stories that have elements of success.

Solutions journalism takes the approach of reporting on known social issues where we can find credible evidence that the responses worked – or not – and why.

Instead of writing a story that looks at an issue as only a problem, writing about a solution will help our community see the positive side of social change. We hope that a solutions approach will help change conversations to be productive and progressive, and show how people or ideas are making things better.

We know that there are innovative ideas and realistic approaches to social issues that affect each of us, sometimes as often as every day. It is our intent to find the opportunities to write stories that provide some insight and hope.

That's not to say that solutions journalism is advocacy journalism or hero focused, or that we are doing this because we think the media is too negative. In



# Editorials

The screenshot shows a news article page for 'A piece of the puzzle' by The Bristol Cable. The page features a large yellow puzzle piece graphic on the left. The main headline is 'A piece of the puzzle' in large black font. Below it is the sub-headline 'Why we're starting a series of 'solutions journalism'' and the byline 'By The Bristol Cable on 24th February, 2020'. The article is part of 'The Cable's solutions series'. The page includes social media icons for Facebook, Twitter, and Email, and a quote: 'Looking at ambitious and realistic solutions to the problems facing our communities – not just the problems.' There is also a quote from a journalist: 'There's an old saying in journalism that "if it bleeds, it leads", meaning that news organisations put the grimmest stories front and centre. No doubt, it's necessary to highlight the bad and the ugly around us. The Cable can hardly be accused of being light-hearted. But journalism too often focuses on just the problem, not the solution. That's why we're launching [A Piece of the Puzzle, the Cable's solutions series.](#)' The page also has a 'Join the Cable' button and navigation links for 'Sections', 'The Cable', and 'Login'.

# Here's why the Star is launching a solutions journalism beat

New Arizona Daily Star effort focuses on efforts to make Tucson a better place

Caitlin Schmidt Aug 14, 2021 Updated Sep 27, 2021



In my eight years reporting for the Arizona Daily Star, there's one phrase I've heard in interviews more than any other.

"Tucson is a special place."

It would be cliché, but it's true.

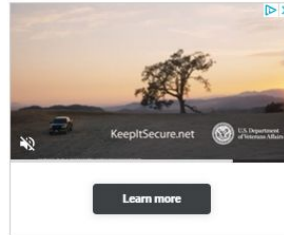
Tucson is a special place. It's full of innovators and thinkers and caretakers and creators who share the common goal of making our community a better place.

Subscribe to stay connected to Tucson.

A **subscription** helps you access more of the local stories that keep you connected to the community.

That's what led the Star to its newest endeavor and me down my latest path, as solutions beat reporter.

Solutions journalism is rigorous reporting on responses to social problems. It includes stories about people and places trying to fix what's broken and tear down systemic barriers, to make the community a more equitable place. It intends to rebalance the news and focus not just on problems, but on potential solutions to those problems



## Editorials

IDEAS LAB

# Inside the Ideas Lab: How we report on solutions to Wisconsin's problems

David D. Haynes and Jen Zettel-Vandenhouten Milwaukee Journal Sentinel  
Published 6:00 a.m. CT Feb. 15, 2019 | Updated 12:43 p.m. CT May 20, 2019

[View Comments](#)



In the Journal Sentinel's Ideas Lab, we report on best practices to solve Wisconsin's problems. Lou Salvivar

After a nasty election last fall, we wrote about how to make political discussion smarter and [more civil](#). And we sponsored a public event to discuss it in detail.

After the brutal death of a 40-year-old mom in Calumet County at the hands of her husband, we wondered why authorities weren't using a "lethality assessment" — 11 questions that help determine if a victim of domestic violence is in [mortal danger](#).

After [Jayme Closs](#) escaped from her captor last month, we looked at what it would take for the 13-year-old — and her small community of Barron — to heal.

The common thread: All of these stories focused on problem-solving — they examined a problem and sought solutions.

That's the heart of what we do in the Ideas Lab. It's been called "[solutions journalism](#)" or "[constructive journalism](#)." We'd call it essential journalism because it's not enough to point out a problem. It's equally important to seek ways to fix it.



Mor



We got you

SOLUTIONS JOURNALISM

# Expect more next-level, solutions-based reporting from the Advertiser

Bro Krift Montgomery Advertiser  
Published 9:00 a.m. CT Mar. 9, 2018 | Updated 10:57 a.m. CT Mar. 9, 2018

[View Comments](#)



Solutions Journalism

You spoke. We listened.

You said you wanted more in-depth news. You want us to search for solutions and address questions and dig for hard-to-find answers. You want us to push the public conversation on our community's daily struggles and triumphs.

And, thanks to you — concerned, engaged and thoughtful news consumers — we are changing the way we cover the issues and actions that impact your lives.

We are devoting most of our efforts on more in-depth work, particularly solutions-based journalism, and we have started purposefully releasing daily stories that we know you won't see anywhere else in Alabama.

Solutions journalism goes beyond exposing problems. It provides readers with potential ways to respond to challenges by exploring what other communities have done. It's not advocacy; instead it measures the effectiveness of that response. We can all learn from looking inside our community and outside our community for



**Editorials**


Mor



# Audience engagement campaign

Mon Compte Je m'abonne

Lille Lyon Toulouse Nantes La Fabrique  #DANSMAVILLE



Cet article fait partie de notre enquête collaborative

### Transformons nos villes après le coronavirus

[Participer à notre enquête](#) \*

**L**e film vient de s'achever. Place au débat entre la réalisatrice et « la salle ». Sauf que Lucie Viver, auteure du documentaire *Sankara n'est pas mort*, n'est pas face à la centaine de spectateurs qui viennent d'assister à « la projection ». Son long-métrage, tourné au Burkina Faso [*lire l'encadré En coulisses*], est sorti le 29 avril dernier. Soit en plein confinement, alors que toutes les salles de cinéma de France étaient fermées – elles le sont toujours, au même titre que les bars, restaurants ou salles de spectacle. Ce soir-là, c'est via le site Internet **la 25<sup>e</sup> heure** que *Sankara* a été diffusé. À ne pas confondre avec un service de vidéo à la demande (VOD) : cette plateforme en ligne pourrait plutôt se définir comme un service de livraison de cinéma à domicile.

Les « e-spectateurs » du long-métrage de Lucie Viver ont tous acheté un ticket (virtuel donc) et se sont connectés à l'heure dite pour découvrir le film. « L'ont-ils regardé sur un écran d'ordinateur ou depuis leur home cinéma ? Avaient-ils de



### #DANSMAVILLE

Pour notre série d'articles #DansMaVille « Transformons nos villes après le coronavirus », nous enquêtons sur des réponses locales aux problèmes nés de la crise de la Covid-19, en s'appuyant sur des initiatives que vous avez repérées dans nos villes. Nos journalistes cherchent à savoir comment ces initiatives fonctionnent sur le terrain, comment elles pourraient être reproduites dans d'autres villes et aussi quelles sont leurs limites. Pour une lectrice de Mediacités, Anne-Françoise, nous devions absolument nous intéresser à « la culture locale, un secteur particulièrement frappé par la crise, qui a dû trouver d'autres voies pour apporter de salutaires moments aux personnes confinées ». Cet article est directement inspiré de sa suggestion.

# Events



What are the bold ideas that can transform Philadelphia? Who is pushing change and bringing solutions to the problems plaguing cities across the country? How can we create a more just, equitable and prosperous Philadelphia?

We heard answers to these questions at The Philadelphia Citizen's third annual Ideas We Should Steal Festival, held virtually on the first four Tuesdays in December, 2020.

See our four-minute recap of the event here:




# Create interest & loyalty: strategies


- Put prominent solutions messaging in newsletter sign up and reader revenue program modals, and particularly on SoJo content.
- Create a newsletter product for and mailing list with solutions journalism readers.
- Invite reader engagement through surveys, social sharing, ambassador programs.

- On social media, lead with your nutgraf
- Story thought exercise

**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**  @soljourn · 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](#):



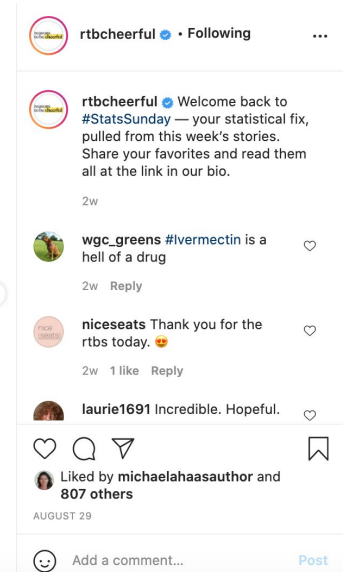
**Why West Virginia's Winning The Race To Get COVID-19 Vaccine ...**  
To get vaccines into long-term care facilities, West Virginia was the only state to opt out of a federal partnership with CVS and ...  
[npr.org](#)

  18     16            

100,000 employees are finding affordable, quality childcare through a new app that partners with employers to subsidize babysitters.



Scottsdale, Arizona's advanced water treatment plant is transforming 20 million gallons of wastewater daily into drinkable H2O that exceeds bottled water standards.





rtbcheerful 1h



An organization called Partners for Justice is helping criminal defendants navigate the legal system so their cases aren't upended by minor technicalities. How many advocates are on the team?

10

100

Reply to rtbcheerful...



rtbcheerful 1h



How many people have these 10 advocates helped?

325

523

Reply to rtbcheerful...



rtbcheerful 1h



How much jail time has the organization helped people avoid?

10,000 DAYS

40,000 DAYS

Reply to rtbcheerful...



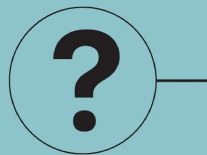
# #OneThingThatWorks

Story by Veronika Perkova  
BBC Future Planet

A reef restoration project in Belize has planted 85,000 pieces of coral



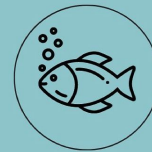
## How did they do it?



By using **intense scientific observation** and **hiring locals**. Experimentation helped them discover ways to **speed up the process**, and the hiring practices **boosted the economy**.



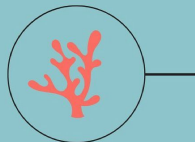
## How do you know it's working?



Not only have they planted thousands of pieces of coral, but the coral is surviving longer than average. **89% have survived after 14 years**, and coral cover of the sea floor in the area went from **6% to 50%**.



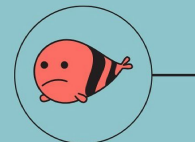
## What can we learn?



Despite often being positioned as opposites, there is **an economic benefit to environmental recovery**. And this project's discoveries of what works in coral restoration have been **adopted around the world**.



## But it's not perfect right?



Warming waters and development continue to threaten marine life, coral included. While the replanting has been a success, **it is not a cure-all** for some environmentally harmful practices.

