



Student Toolkit
Spring 2014



Welcome to BTN LiveBIG

Share a Solution

As the network of the Big Ten Conference, BTN is committed to showcasing and supporting the best of each Big Ten university. For four years our pro-social initiative BTN LiveBIG has been a part of this, telling the stories of members of your university community who are making a difference.

This year, we are introducing a new initiative that makes you—student journalists—a part of telling these stories. BTN LiveBIG Share a Solution builds on a growing movement in journalism called solutions journalism, reporting that includes what people are doing to solve problems, highlighting not just news of their success, but details on how or why the approach is working. BTN LiveBIG Share a Solution looks to engage student journalists to investigate and report on how people from their respective schools are creating credible responses to social problems through research, education and community service.

In this toolkit you will find background on solutions journalism, along with the information and resources you need to be a part of BTN LiveBIG Share a Solution. We look forward to a spring full of stories sharing the best solutions from your campus and community.

What is Solutions Journalism?

So much of journalism focuses on problems, without much effort to explain what can and is being done to solve them. Solutions journalism is reporting that investigates and explains responses to social problems. Solutions stories include examples of what people are doing, including not just news of their success, but details on how or why the approach is working. A solutions journalism story will also serve as an example of how others facing similar problems can take action. Framing problems alongside successful solutions can lead to a more productive dialogue around important issues.

Solutions journalism gives journalists the opportunity to tell great stories, like the stories of Big Ten students, staff, faculty, and alumni who are making a difference in the world. Solutions stories delve deeper than just sharing anecdotes about an individual making an impact, but in sharing what he or she is doing and why it is working. Great characters can and do come to life in solutions stories.

The [Solutions Journalism Network](#) is an organization working to spread the practice of solutions journalism. Click below or visit <http://youtu.be/HM947Hgd5yl> to understand more about how solutions journalism works.



Examples of Solutions Journalism

Solutions journalism is a rapidly growing practice. There is an increasing number of national publications dedicated to sharing stories of credible solutions. You can find solutions stories regularly in places like *The New York Times*' column *Fixes*, *NPR*, *Stanford Social Innovation Review*, *Fast Company* and BTNLiveBIG. Here are two examples.



Courtesy of the Fair Food Network

Nudging Detroit: Program Doubles Food Stamp Bucks In Grocery Stores

By Eliza Barclay
NPR Blog, June 14, 2013

<http://n.pr/1do2osg>

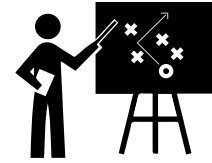


The Michigan Engineering Zone

BTNLiveBIG, 2013

<http://youtu.be/5hlpLMYALkA>

How It Works



What is BTN LiveBIG Share a Solution?

- For four years BTN LiveBIG has been telling stories of Big Ten students, faculty and alumni who are making a difference in the world through innovations in research, education and community service.
- Now we're asking students to help tell these stories.
- BTN LiveBIG Share a Solution is a new initiative designed to get students to create and submit stories about the solutions using research, education and community service that are working in their university community.

What are the program goals?

- Our short-term goal is to collect 100 stories from students across the Big Ten through the spring of 2014.
- Ultimately, we want to stay in touch with students and their professors to create ongoing communications for identifying and sharing solution stories.

What are we looking for in solution stories?

- Each story should focus on a student, staff member, faculty member or alumni from your university who is creating credible responses to social problems, making a positive impact on your community.
- Each story should follow the criteria from the solutions journalist checklist, shared later in this toolkit.
- Stories can be created for any and all media, including print, online, radio, and television/video.
- Stories may be created for a class assignment, for publication in another media outlet, or specifically for submission to BTN LiveBIG Share a Solution.
- If a story meets these criteria and was created between September 2013 to present, it can be submitted.
- Students may submit as many stories as they would like.

How are stories submitted?

- Any undergraduate or postgraduate student at each current and future Big Ten university is eligible to submit. This includes: Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers, Wisconsin.
- Faculty and student media on each campus will share the initiative with students.
- Between **February 17** and **April 18, 2014**, eligible students can e-mail stories to Jeanette@galewill.com.

What happens when a story is submitted?

BTN LiveBIG will evaluate each story and may choose to acknowledge it in one of the following ways:

- Promote it across BTN LiveBIG media channels, including on www.btnlivebig.com and on social media, like Twitter and Facebook.
- Reprint it on www.btnlivebig.com in a dedicated post highlighting the solution and the student journalist, getting permission from the original publication when necessary.
- Consider the story's content for the subject of a future, on-air piece.
- Award the story with an inaugural BTN LiveBIG Solutions Journalism Award.

What is the BTN LiveBIG Solutions Journalism Award?

- Of all stories submitted between **February 17** and **April 18** we will select five to be awarded the inaugural BTN LiveBIG Solutions Journalism Award.
- Our panel of judges will include notable alumni and esteemed journalists.
- In **May**, the five selected stories will be featured in a special post on www.btnlivebig.com, celebrating the solution and the student journalist.



How to Submit Your Story

Once you have identified a solution featuring a student, staff member, faculty member or alumni from your university, use this checklist as a guide to create your story. We're looking for stories that accomplish as many of these tasks as possible.

A knock-out solutions journalism story does some of the following:

- Explains the importance and deeper causes of a social problem.
- Describes a response to a social problem.
- Analyzes and explains how and why the response seems to be working, or not working, using external evidence whenever possible.
- Answers the H—the how—in addition to the 5 W's of traditional journalism.
- Puts the response in broader context. Is this a break from the past? What is different about this approach compared to the standard approach to this problem?
- Provides a critical analysis about the strengths and limitations of the response.
- Generates curiosity and tension within the narrative, especially through the how-to details and the issues at hand.
- Draws on experts who have a deep level of understanding of the problem and solution, and not just cursory knowledge of the issue.
- Focuses more on the values of an idea than on the charisma or talent of the people behind it.

Stories can be created for any media, including print, online, radio, and television/video. Stories may be created for a class assignment, for publication in another media outlet or specifically for submission to BTN LiveBIG Share a Solution, so long as they were created after September 2013. There is no limit to the number of stories you can submit.

Between **February 17** and **April 18**, send your story to the the team at GALEWILL Design. Please send an e-mail with subject line "BTN LiveBIG Share a Solution" to Jeanette@galewill.com with the following information:

- Your Name
- Your university and year
- E-mail address
- Phone number
- How you learned about BTN LiveBIG Share a Solution
- Your story
 - If your story is published online, please send a link.
 - If your story was part of a class assignment or completed on your own, please attach.
 - If your story was part of a broadcast and is not housed online, please share either a video/audio file or a transcript, and let us know its original airdate and outlet.



Solutions Journalism Award

Of all stories submitted between February 17 and April 18, we will select five to be awarded the inaugural BTN LiveBIG Solutions Journalism Award. Our panel of judges will include notable alumni and esteemed journalists. We will announce our winners in May with a special feature highlighting the student journalists and their stories on www.btnlivebig.com.

Looking for a Scoop?

Alumni Office

The alumni engagement staff is connected to your university's community across the globe, and may be able to connect you with stories of alumni who are solving problems.

Community Service Center

This office knows the students and groups who are working to make a difference on campus and in the community.

Office of Outreach and Engagement

This office works to strengthen the relationship between faculty, staff and students with the community. Ask about any partnerships that may have resulted in solutions stories.

Ask Your Professors

Faculty members are solving some of the world's greatest problems with their research and innovations. Ask professors and administrators across departments at your university for ideas.



Stay in Touch

Join in the conversation

To look for stories of solutions from each university and to join in spreading the word about the best news from across the Big Ten:

Check out www.btnlivebig.com



@BTNLiveBIG #BTNLiveBIG



/BTNLiveBIG

Have a question?

If you have questions or suggestions about BTN LiveBIG Share a Solution, don't hesitate to reach out. Please e-mail Jeanette Duffy at Jeanette@galewill.com.