

# Constructive Journalism

A practitioner's perspective

# Some caveats and disclaimers

- CoJo is not an alternative to “traditional journalist”, but an extra layer.  
More tools in the toolkit, instead of a new toolkit
- Not a **method** or set of dogma’s, but a **mindset**
- This is just one **practitioner’s perspective**, meant to fuel the conversation among colleagues

# CoJo Mindset: Three Questions

- How does this story help my readers/viewers **get more grip** on their surroundings?
- Why should my audience **care** about this topic? And how can I care for them?
- Does my story help (re-)build trust in journalism or does it enhance cynicism?

# Seven tips & tricks, from (1) easy & non-controversial to (7) elaborate & radical

1. Why should I care?-box next to the story
2. What can be done?-box next to the story (or: What is being done?) or follow-up
3. Add a “Making Of”-story
4. Kill the victim
5. Flip the frame
6. Co-produce **with** your audience instead of **for** them
7. Campaign with your stories







