

JRN-3800 - Solutions Journalism: Covering Addiction

Tuesday, Thursday - Annenberg 02 2:00-3:20pm

<http://coveringaddiction.com>

<http://coveringaddiction.slack.com>

[@sojoaddiction](#)

“One of the core assumptions in journalism is that the press helps society to self-correct largely by acting as a watchdog. Much of the time, reporters spotlight problems – i.e., provide negative feedback – with the goal of spurring reforms. This watchdog ... role is essential. But increasingly, we’re coming to see that it is also incomplete. We need to promote health, not just attack disease. To do that for society, it’s not enough to know what’s broken; people need to know how problems could be, or are being, fixed.”

-David Bornstein, Solutions Journalism Network

Instructor

Professor Jillian Bauer-Reese

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[@thesmallpicture](#)

Office Hours

Tuesdays

10:00-11:00am

12:30-1:30pm

Annenberg 321

Thursdays

12:30-1:30pm

Annenberg 321

Peer Editors

Grace Shallow

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Peer Editing Hours

Thursday

5:00-6:00pm

The Temple News

Student Center 243

Course Overview

The number of individuals affected by addiction in the United States is growing and an increasing number of news outlets are covering substance use and addiction stories each day. In this solutions journalism course, students will explore questions like:

- How do news organizations impact the public's perception of addiction?
- How has the news media's portrayal of addiction evolved over time?
- How do race and socioeconomic status play a role in addiction coverage?
- How can we shift to a solutions-oriented approach in our addiction reporting?

Topics to be discussed include:

- Harm Reduction
- Detox
- Inpatient and Outpatient Rehab
- Recovery Housing
- Cognitive Behavioral Therapy
- Medication-Assisted Recovery
- Recovery Through Fitness
- Community Efforts
- Church Efforts
- Drug Policy
- Prison Alternatives

Guest speakers will include:

- Individuals recovering from substance use disorder
- Family members of individuals living with addiction or living in recovery
- Loved ones of overdose victims
- Emergency responders
- Government officials
- Recovery advocates
- Professional journalists with experience reporting on addiction solutions

By the end of the semester students will have produced a website that features their in-depth, long-form solutions reporting on addiction. They will also be able to:

- Define through analysis what solutions journalism is and isn't
- Develop a framework to create solutions journalism through story structure and sources
- Recognize why and how solutions journalism can engage audiences and communities

It is my hope that through the production assignments in this course, students will also:

- Learn to report on and write about vulnerable communities with empathy
- Produce factually and contextually accurate stories free from bias and stereotypes
- Improve their ability to write engaging headlines, adhere to AP style, and publish writing without spelling and grammatical errors
- Experience the ups and downs involved with creating and managing any large, collaborative multimedia news project

While there is no technical training given in this course, I am happy to meet with students on an individual basis to assist them with the following as they work on their projects:

- Reporting
- Writing
- Editing
- Multimedia Production
- Design

Required Readings & Texts

[2017 AP Stylebook](#) (1st Edition).

Associated Press. (Associated Press). ISBN: 978-0917360664.

[The Solutions Journalism Toolkit](#) (1st Edition).

Solutions Journalism Network. (Solutions Journalism Network). Online.

[Solutions Story Tracker](#) (Ongoing).

Solutions Journalism Network (Solutions Journalism Network). Online.

Recommended Readings & Texts

[Chasing the Scream: The First and Last Days of the War on Drugs](#) (1st Edition).

Hari, Johann. (Bloomsbury USA). ISBN: 978-1620408919.

[Diagnostic and Statistical Manual of Mental Disorders](#) (5th Edition)

American Psychiatric Association. (American Psychiatric Publishing). ISBN: 978-0890425558.

[Slaying the Dragon: The History of Addiction Treatment and Recovery in America](#) (2nd Edition).

White, William. (Chestnut Health Systems). ISBN: 978-0-692-21346-9.

[Unbroken Brain](#) (1st Edition).

Szalavitz, Maia. (Picador). ISBN: 978-1250116444.

Other Recommended Things

Grammarly

The [Grammarly app](#) will improve your writing. There's a free and a premium version. The premium version is highly recommended, but expensive. Consider splitting an account with other students in the program to get the benefits of the premium features.

Narcan

[Narcan nasal spray](#) (two, 4mg doses). It saves lives. All Walgreens pharmacies carry it. You can purchase it without a personal prescription thanks to the [Physician General's standing order prescription](#). Or, your doctor can write you a script and you can use your personal insurance.

Attendance

Attendance and on-time arrival are requirements for this course. More than three unexcused absences or more than four late arrivals will result in an automatic grade of "F."

Deadlines

Late work will be accepted without penalty only in the case of documented emergencies, or very rarely if alternative arrangements are cleared with me prior to the due date. Otherwise, late work will result in the following penalties:

- **0-24 hours** after due date: **-25%**
- **24-48 hours** of due date: **-50%**
- **48-72 hours** of due date: **-75%**
- **72+ hours** past due date: **-100%**

Plagiarism

For the purposes of this course, plagiarism will be defined as taking the words, ideas, or images of another person and presenting them as one's own without proper credit. Plagiarizing is considered cheating. Any student who plagiarizes will fail the course and will be immediately

reported to the department for further review.

Respect

An environment of respect is essential to the learning process. All students will be expected to respect the diversity of opinions and perspectives that comprise our learning community. The diversity of a multicultural society requires that we discuss our differences of opinion with no anger, arrogance or personal attacks, and without perpetuating stereotypes about gender, age, race, religious affiliation, sexual preference, national origin, dialect or disability. Behavior that interferes with an environment of respect will not be tolerated.

Special Needs

It is our desire that all students fully participate in our department's curriculum, but we need your assistance. If you have a disability or a condition that compromises your ability to complete the requirements of this course, you must notify me immediately. Reasonable efforts will be made to accommodate your needs.

Basic Needs Security

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so.

Mental Health/Substance Use

Students struggling with mental health or substance use issues should immediately seek counseling at Tuttleman Counseling Services, located on the 2nd floor of 1700 N. Broad Street. If you need someone to take you there, please email me immediately at jbr@temple.edu and I will be happy to take you there.

Projects

- **Blog (40%)**
- **Community Crowdsourcing (10%)**
- **Reporting Project (40%)**
- **Community Conversation (10%)**

Blog - 400 points (40%)

Due Tuesdays, Thursdays at 2pm

Students must contribute to the Covering Addiction blog twice each week on a variety of topics. The details for each assignment are specified in the class schedule section of this syllabus.

Before publishing posts, students must consider [these tips for writing headlines](#), adhere to AP style, and check their spelling and grammar.

Community Crowdsourcing - 100 points (10%)

Due 2/20 at 2pm

Students must work in groups of two or three to collect information regarding addiction-related barriers and solutions in a single neighborhood in Philadelphia. Each group is required to set up a “station” in one location central to their assigned neighborhood, such as a library, park, corner, transit station, etc. There, they will collect audio and handwritten feedback from community members regarding addiction barriers and solutions. This project must be submitted [here](#).

Reporting Project - 400 points (40%)

Varying Due Dates (See Below)

Students must collaboratively publish a website featuring solutions-oriented multimedia reporting on addiction. Students are required to submit at least one solutions story of between 850 and 1,500 words, with at least seven photographs. Each story must use at least five sources; three of those sources must be human.

Story Pitches - 50 points

Due 3/1 at 2pm

Students must outline three separate story pitches via the story pitch form [here](#). Story pitches must be submitted [here](#).

Problem Draft - 75 points

Due 3/22 at 3:20pm

Students must submit a rough draft that explains the problem the solution is addressing. Problem drafts must be submitted [here](#).

Solution Draft - 75 points

Due 4/10 at 3:20pm

Students must submit a rough draft that explains how the solution works and evidence that supports it. Solution drafts must be submitted [here](#).

Final Draft + Multimedia - 200 points

Due 4/17 at 3:20pm

Students must submit a final draft that explains the problem the solution is addressing, how the solution works, and evidence that supports it. They must also submit at least 10

photographs for the story. Students must submit their final drafts [here](#), in a subfolder saved as their lastname_firstname.

Community Conversation - 100 points (10%)

Due 5/3 at 1pm

Students must assist the peer editors in promoting a “community conversation” event, at which Temple faculty, local journalists, and members of the addiction and recovery communities will convene to see the students’ work and talk about their addiction reporting. Each student is required to casually speak about their reporting experience for 2-3 minutes at the event.

Total Points - 1,000

Grading Scale

Your final grade will be calculated as follows:

A	930 to 1,000 points
A -	900 to 929 points
B+	880 to 889 points
B	830 to 879 points
B-	800 to 829 points
C+	780 to 799 points
C	730 to 779 points
C-	700 to 729 points
D	600 to 699 points
F	0 to 599 points

Schedule

Day 1 (1/16)

Topic: Welcome, Introductions

Discussion: Misinformation, Stereotypes, and Bias

Homework: (1) Send me a 1-2 paragraph, third-person bio for the class site: jbr@temple.edu. You can use these bios from last year for inspiration: <http://bit.ly/2CP7fHi>. (2) Consider what role you might want to fill for the ongoing class project: Executive Editor, Managing Editor, Solutions Editor, Reporter/Writer, Photographer/Videographer, Designer. You’ll be applying for one of these positions during Thursday’s class. (3) Dress to be photographed. Your headshot will be taken during class and posted on the project website with your bio.

Day 2 (1/18)

Topic: Newsroom Nuts & Bolts

Workshop: Editorial Applications, Photos, Project Discussion

Homework: (1) Sign up for the [Solutions Journalism Hub](#). (2) Read the [Solutions Journalism Toolkit](#). (3) Post a listicle about 10+ things you learned from the Solutions Journalism Toolkit. (4) Bring a list of questions you'd like to ask our next speaker.

Day 3 (1/23)

Topic: Solutions Journalism - An Introduction

Speaker: Jean Friedman-Rudovsky, Solutions Journalism Network

Homework: (1) Post a 2-3 paragraph recap/reflection on what you learned from today's guest speaker. (2) Post a 2-3 paragraph response to the following questions: What is a solution? What is evidence? What's an example of an evidence-based solution to an addiction-related issue?

Day 4 (1/25)

Topic: Solutions Journalism - Solutions, Evidence

Workshop: Defining solutions and evidence

Homework: (1) Read [Pathways to Engagement: Understanding How Newsrooms are Working with Communities](#). (2) Post a 2-3 paragraph reflection about how you think some of the techniques in the article could be used to engage the community in Philadelphia on the topics of addiction and recovery. (3) Bring a list of questions you'd like to ask our next speaker.

Day 5 (1/30)

Topic: Solutions Journalism - Community Engagement

Speaker: Dr. Andrea Wenzel, Temple University

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speaker. (3) Set a date to do your crowdsourcing with your crowdsourcing partner.

Day 6 (2/1)

Topic: Changing the language of addiction and recovery

Speaker: Aaron Kucharski, Facing Addiction

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Read [Should journalists carry Narcan? For some in Philadelphia, the answer is yes](#). (3) Bring a list of 5 questions you'd like to ask our next speaker.

Day 7 (2/6)

Topic: Narcan training

Speaker: Dave Fialko, The Council of Southeast Pennsylvania

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Watch [The Anonymous People](#). (3) Post a listicle about 10+ things you learned about addiction and

recovery from The Anonymous People. (4) Bring a list of questions you'd like to ask our next speaker.

Day 8 (2/8)

Topic: Barriers to Treatment, Recovery

Speaker: Evan Figueroa-Vargas, Mental Health Partnerships

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 9 (2/13)

Topic: Recovery, Race, and Social Justice

Speakers: Brooke Feldman, University of Pennsylvania, and Devin Reaves, Prevention Point

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speakers. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 10 (2/15)

Topic: Personal recovery

Speakers: Sterling Johnson, Stacie Leap, Jeff Shair, and Frank Dietrick, Mental Health Partnerships

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speakers. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 11 (2/20)

Topic: Family recovery

Speakers: Laurie Wicks, PRO-A, and Keegan Wicks, Rase Project

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speakers. (2) Bring a list of 5 questions you'd like to ask our next speaker.

****PROJECT DUE:** Community Crowdsourcing project. Submit project [here](#).

Day 12 (2/22)

Topic: Losing a loved one to overdose

Speaker: Jon Orens, Daniel J. Orens Foundation

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 13 (2/27)

Topic: Overdose response

Speakers: EMT Chas Carlson and Battalion Chief Ian Stoddart, of Narberth Ambulance, Detective Ed Bacon, of the SEPTA Police Department, and Officer Eric Miller, of the Marple Township Police.

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speakers. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 14 (3/1)

Topic: Community outreach

Speaker: Carol Rostucher & Barbara Burns, Angels in Motion

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speakers. (2) Bring a list of 5 questions you'd like to ask our next speaker.

****PROJECT DUE:** Reporting project pitches. Get the pitch form [here](#). Submit pitches [here](#).

****SPRING BREAK: 3/6 & 3/8****

Day 15 (3/13)

Topic: Harm reduction, safe injection facilities

Speaker: Dan Martino, Olde Richmond Civic Association & Town Watch

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speaker.

Day 16 (3/15)

Topic: Medication-assisted recovery

Speaker: Keli McLoyd, Treatment Research Institute

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speaker.

Day 17 (3/20)

Topic: Peer support

Speaker: Freddie Laboy, Prevention Point

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Come prepared to complete your problem draft in class.

Day 18 (3/22)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 1-2 paragraph update on your reporting and production. (2) Read the [Anonymity Letter to Media from the General Service Office of Alcoholics Anonymous](#). (2) Bring a list of 5 questions you'd like to ask our next speakers.

****PROJECT DUE:** Problem draft due. Submit the draft [here](#).

Day 19 (3/27)

Topic: 12-step recovery

Speaker: Harry Z., Alcoholics Anonymous

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speakers.

Day 20 (3/29)

Topic: Behavioral therapy

Speaker: Shannon Hays, Family Service Association of Bucks County

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Read [Maia Szalavitz's latest VICE column](#). (3) Bring a list of 5 questions you'd like to ask our next speaker.

Day 21 (4/3)

Topic: Reporting on science, public policy, and addiction treatment

Speaker: Maia Szalavitz, VICE

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Come prepared to complete your solution draft in class.

Day 22 (4/5)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 1-2 paragraph update on your reporting and production. (2) Bring a list of 5 questions you'd like to ask our next speaker.

Day 23 (4/10)

Topic: Recovery housing

Speaker: Fred Way, Pennsylvania Alliance of Recovery Residences (PARR)

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Bring a list of 5 questions you'd like to ask our next speaker.

****PROJECT DUE:** Solution draft due. Submit the draft [here](#).

Day 24 (4/12)

Topic: Recovery housing

Speaker: Barb Williamson, Way of Life Recovery

Homework: (1) Post a 2-3 paragraph recap/reflection on today's guest speaker. (2) Come prepared to complete your final story draft and multimedia production in class.

Day 25 (4/17)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 1-2 paragraph update on your reporting and production.

****PROJECT DUE:** Final story draft and multimedia. Submit the final drafts and multimedia for your story [here](#).

Day 26 (4/19)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 1-2 paragraph update on your reporting and production.

Day 27 (4/24)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 1-2 paragraph update on your reporting and production.

Day 28 (4/26)

Topic: Reporting/Production

Workshop: Reporting, writing, editing & production

Homework: (1) Post a 2-3 paragraph reflection on your experience taking this class, using a solutions-driven approach, and reporting on addiction and recovery.

Community Conversation (5/3)

Annenberg Hall 02

1:00-3:00PM