

J3800 – Solutions Journalism: Covering Addiction

Tuesday, Thursday – Tuttleman 09 2:00-3:20pm

<http://coveringaddiction.com>

“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

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Office Hours

Tuesdays

10:00-11:00am

12:30-1:30pm

Annenberg 321

Thursdays

12:30-1:30pm

Annenberg 321

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 stories each day. In this solutions journalism course we 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
- Support groups
- Cognitive behavioral therapy
- Medication-assisted recovery
- Recovery through fitness
- Community efforts

- Church efforts
- Drug policy
- Prison alternatives
- Advocacy movements

Guest speakers will include:

- Individuals recovering from substance use disorders
- Family members of individuals living in active addiction or 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 and a printed book of 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
- Discriminate between solutions journalism, advocacy and soft news
- Recognize why and how solutions journalism can produce impactful stories and engage audiences
- Develop a framework to create solutions journalism through appropriate story structure and sources

It is my hope that through the loose assignment structure described below, students will also learn through field experience the ups and downs of creating and managing a large, collaborative multimedia 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 many areas of multimedia reporting, as well as print and web design.

Required Readings

[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

[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.

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" for the semester.

Deadlines

Late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date.

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.

Mental Health/Substance Use

Students struggling with mental health or substance use issues should immediately seek counseling at [Tuttleman Counseling Services](#). If you need someone to take you there, please stop by my office (Annenberg 321) at any time and I will happily go with you.

Assignments

Blog – 400 points (40%)

All students must post to the class blog each Tuesday and Thursday prior to class. Blog posts are specified in the class schedule at the bottom of this syllabus. Each assignment is worth 15 points, meaning students can earn a total of 420/400 points.

Slack – 100 points (10%)

Everyone is required to participate in the class Slack conversations to demonstrate their participation in the ongoing addiction reporting project: <http://bit.ly/2izN3tT>.

Addiction Reporting Project – 500 points (50%)

Students must collaboratively publish a website featuring solutions-oriented multimedia reporting on addiction, as well as a printed book that highlights some of that coverage. On May 4 from 1:00-3:00pm, students will present this project to faculty, local journalists, and individuals from the addiction and recovery communities. If this project is published, everyone gets an A on this assignment.

Maximum Points Possible - (1,000 points)

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

Course schedule

Class – 1/17

Topic: Introductions

Discussion: Why are we here?

Homework: (1) Post a 1-2 paragraph, third-person bio for the project website. (2) Consider what role you might want to fill for the ongoing class project: Editor-in-Chief, Managing Editor, Solutions Editor, Social Media Editor, Reporter/Writer, Photographer/Videographer, Data/Graphics Specialist, Print Designer, Web Designer. You will 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 alongside your bio.

Class – 1/19

Topic: Newsroom nuts and bolts

Discussion: Editorial Role Applications, Headshots, Bios

Homework: (1) Read the [The Solutions Journalism Toolkit](#). (2) Post a listicle called "10 Things I Learned About Solutions Journalism from The Solutions Journalism Toolkit."

Class – 1/24

Topic: Solutions journalism: What it is, why it's useful, and how to do it

Speaker: Jean Friedman-Rudovsky, Solutions Journalism Network

Homework: (1) Post a listicle called "5 Things I Learned About Solutions Journalism from the Solutions Journalism Training," that highlights what you learned from the training session.

(2) Begin Poynter's [Solutions Journalism in Every Newsroom](#) course.

Class – 1/26

Topic: Intro to addiction recovery

Movie: The Anonymous People

Homework: (1) Finish Poynter's [Solutions Journalism in Every Newsroom](#) course. (2) Post a listicle called "10 Ways We Can Incorporate Solutions Into Our Addiction Reporting," that highlights the solutions concepts you learned in Poynter's online course. (3) Bring three questions/topics you'd like to discuss during Tuesday's The Anonymous People discussion.

Class – 1/31

Topic: Changing the language of addiction and recovery

Discussion: The Anonymous People

Speaker: Aaron Kucharski (Facing Addiction)

Homework: (1) Post a listicle called “10 Things I Learned About Addiction and Recovery from The Anonymous People.” (2) Reread pp. 12-18 in [The Solutions Journalism Toolkit](#). (3) Bring 2-3 project/story ideas for Tuesday’s meeting.

Class – 2/2

Topic: Ideation Meeting

Discussion: How should we approach the addiction reporting project?

Homework: (1) Reread pp. 20, 28-41 in [The Solutions Journalism Toolkit](#). (2) Post a brief comparison between two news stories on addiction—one that is solutions journalism, and one that isn’t. (3) Bring a list of 5 questions you’d like to ask our next speaker.

Class – 2/7

Topic: Personal recovery

Speakers: Scott McLane, Rich Stockwell (People in long-term recovery)

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.

Class – 2/9

Topic: Families in recovery

Speaker: Chelsey Cain (Person in long-term recovery), Judith Cain (Mother of person in long-term recovery)

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.

Class – 2/14

Topic: Losing a loved one to addiction

Speaker: Jonathan Orens (Father of overdose victim)

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.

Class – 2/16

Topic: Opioid Task Force

Speakers: Devin Reaves (City of Philadelphia Opioid Task Force)

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.

Class – 2/21

Topic: City of Philadelphia addiction services

Speaker: Roland Lamb (Department of Behavioral Health and Intellectual Disability Services)

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.

Class – 2/23

Topic: Emergency response

Speakers: Chas Carlson, Ian Stoddart (Narberth Ambulance), Eric Miller (Marple Township Police)

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.

Class – 2/28

Topic: Harm reduction

Speaker: TBA (Prevention Point)

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.

Class – 3/2

Topic: Addiction outreach

Speakers: Akia Feggans + Karen Shible (Philadelphia FIGHT)

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.

Class – 3/7

Topic: Medication-assisted treatment

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.

Class – 3/9

Topic: Recovery housing

Speaker: Fred Way (Pennsylvania Alliance of Recovery Residences)

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.

Tuesday, 3/13 + Thursday, 3/16

SPRING BREAK

Class – 3/21

Topic: Prison alternatives

Speaker: Matt Schmonsees, Erica Bartlett (Pennsylvania Association of Drug Court Professionals)

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.

Class – 3/23

Topic: Church efforts

Speaker(s): Chuck Blair, Mary Haney (New Church Live)

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.

Class – 3/28

Topic: Recovery through fitness

Speaker: Melody Schofield, Scott Strode, Wil Vicinus, Gavin Young (Human Strength)

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.

Class – 3/30

Topic: Collegiate recovery

Speaker: Robert Ashford (University of Pennsylvania), Jimmy Hatzell (Penn State Collegiate Recovery)

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.

Class – 4/4

Topic: High school recovery

Speaker: Rebecca Bonner (The Bridge Way School)

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.

Class – 4/6

Topic: Reporting on addiction

Panel: Elana Gordon ([WHYY – The Pulse](#)), Stephen Stirling (NJ.com – [“Welcome to Herointown, New Jersey’s 4th-largest city”](#)), Morgan Zalot (NBC10 – [“Generation Addicted”](#))

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.

Class – 4/11

Solutions News Lab: Reporting/Production

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

Class – 4/13

Solutions News Lab: Reporting/Production

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

Class – 4/18

Solutions News Lab: Reporting/Production

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

Class – 4/20

Solutions News Lab: Reporting/Production

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

Class – 4/25

Solutions News Lab: Reporting/Production

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

Class – 4/27

Solutions News Lab: Reporting/Production

Homework: (1) Post a listicle called “10 Things I Learned This Semester About Reporting on Addiction Solutions.”

Addiction Reporting Project Presentation – 5/4

Tuttleman 09

1:00-3:00pm