

## JOUR 328P, Enterprise Reporting and Solutions Journalism

### Course Schedule

#### Spring 2025

**Instructor:** Jerry Zremski ([jzremski@umd.edu](mailto:jzremski@umd.edu) or 202-246-2396)

**Tuesdays, 4 p.m.-6:45 p.m.**

**Classroom:** Knight Hall, Room 2103

**Instructor's office:** 2100H Knight Hall.

**Office hours:** 3 p.m.-5 p.m. Mondays, 12:45-1:45 Thursdays or by appointment.

**The course schedule may change based on the availability of guest speakers or other factors.** Classes may occasionally be held on Zoom if we have a guest speaker or if I have to travel, but I will let you know that as far in advance as possible.

**Assignments are due at 4 p.m. Tuesdays. Weekly assignments begin Feb. 4.** Please plan your schedule accordingly.

- Tuesday, Jan. 28 – Course overview – introduction to the Student Media Challenge
  - Guest speaker: Jaisal Noor of the Baltimore News Collective and Solutions Journalism Network.
  - Also: Individual meetings with students
  - Before the next class, read: "[Solutions Journalism: What is it and why should I care?Links to an external site.](#)" (Solutions Journalism Network).
  - Before the next class, read: "[The Student Media Challenge](#)"[Links to an external site.](#) (Solutions Journalism Network) and "[Youth Mental Health](#)"[Links to an external site.](#) (Solutions Journalism Network).
- Tuesday, Feb. 4: Solutions journalism – an introduction
  - Guest speaker: Michael Davis, training and curriculum manager, the Solutions Journalism Network.
  - Also: Youth mental health – an open discussion.
  - Before the next class, read Section I (Introduction) and Section II (Basic Reporting) in "[Basic Solutions Journalism ToolkitLinks to an external site.](#)"
  - Also read "[Health Guide](#)"[Links to an external site.](#) (Solutions Journalism Network).
  - Also read: "[How to Interview Vulnerable Sources Without Exploiting Them,](#)"[Links to an external site.](#) by Kelly McBride of the Poynter Institute.

**Due at 4 p.m. Tuesday, Feb. 11: Solutions story pitch (5% of final grade).**

- Tuesday, Feb. 11: Reporting the solutions story from start to finish
  - Also: A statewide online town hall about our project.
  - Before the next class, read all the content in the [Solutions Journalism Network Engagement Toolkit](#)[Links to an external site.](#).
  - Before the next class, read: [“How to Write Compelling Solutions Journalism Stories”](#)[Links to an external site.](#) (GroundTruth Project), as well as Section III (Basic Storytelling) in the [“Solutions Journalism Basic Toolkit](#)[Links to an external site.](#).”

**Due at 4 p.m. Tuesday, Feb. 18: Solutions story reporting strategy memo (5% of the final grade)**

- Tuesday, Feb. 18: Four types of solutions stories – and how to structure them
  - Also: Youth mental health – a view from an expert.
  - Before the next class, read: [“How Do You Spell Solutions Journalism? E-V-I-D-E-N-C-E”](#)[Links to an external site.](#) and [“Solutions Journalism Imposters”](#)[Links to an external site.](#) (both from the Solutions Journalism Network).
  - Before the next class, read: [“Organizing and Writing Solutions Stories.”](#)[Links to an external site.](#) (Solutions Journalism Network).
- Tuesday, Feb. 25: Defining solutions and evidence
  - Also: A search for “imposters” (5% of the final grade).
  - Before the next class, read all the content in the [“Complicating the Narratives Toolkit,”](#)[Links to an external site.](#) from the Solutions Journalism Network.
  - Before the next class, read [“Equity Framing for Solutions Journalism Reporting Guide](#)[Links to an external site.](#).”
- Tuesday, March 4: Complicating the narrative
  - Also: Equity framing.
- Read [“Five Smarter Questions to Ask About Promising Solutions”](#)[Links to an external site.](#)

**Due at 4 p.m. Tuesday, March 11: Solutions story outline (5% of final grade)**

- Tuesday, March 11: The “Howdoneit”
  - In-class readings: [“Bridging the red and blue divide: Despite the rhetoric, it can still be done. Here's how.](#)[Links to an external site.](#)” Also read: [“How Do You Solve a Problem Like Lead Pipes? Lessons from Cities Getting it Done](#)[Links to an external site.](#).”
  - In-class assignment: Annotating a “howdoneit” (5% of the final grade).

- Before the next class, read: [“Guidelines for editors and journalists: The right way to report on solutions”](#)[Links to an external site.](#)”

**Due at 4 p.m. Tuesday, March 25: Evidence memo, outlining the evidence you have found for your solutions story (5% of final grade).**

- Tuesday, March 25: Reporting on limitations
  - In-class exercise: Annotating a solutions story to find the limitations (5% of the grade).
  - Before the next class, read: [“How and why we should bring the living room into our newsrooms.”](#)[Links to an external site.](#)

**Due at 4 p.m. Tuesday, April 1: Limitations memo, outlining the limitations you have found for your solutions story (5% of final grade).**

- Tuesday, April 1: Humanizing the complex enterprise story
  - In-class lede writing lab (5% of the final grade).
  - Before the next class, read [“How to Make Hard Facts Easy to Read,”](#)[Links to an external site.](#) by Roy Peter Clark of the Poynter Institute.

**Due at 4 p.m. Tuesday, April 8: First draft of solutions story (10% of final grade)**

- Tuesday, April 8: Translating the complicated
  - In-class translating-the-complicated exercise (5% of final grade).
  - Before the next class, read: [“Story Structure in Journalism”](#)[Links to an external site.](#) (cubreporters.org), [“Sticking a Story Together – and Nailing the Structure”](#)[Links to an external site.](#) (Nieman Reports) and [“Ten Tips for Organizing the Pieces of Your Story”](#)[Links to an external site.](#) (Poynter Institute).
- Tuesday, April 15: Enterprise story structures – a review
  - Discussion of first drafts.
  - Before the next class, read: [“How to Edit Your Own Writing,”](#)[Links to an external site.](#) by Harry Guinness of the New York Times.

**Due at 4 p.m. Tuesday, April 22: Second draft of solutions story (15% of final grade)**

- Tuesday, April 22: How long is too long? Writing for the reader
  - Also: In-class enterprise story lede writing lab.
  - Before the next class, read: [“Solutions journalism is biased! And other myths.”](#)[Links to an external site.](#)
- Tuesday, April 29: Objectivity and fairness in solutions stories

- Before the next class, read: [“Journalists’ Perceptions of Solutions Journalism and Its Place in the Field”](#)[Links to an external site.](#) (International Symposium on Online Journalism).
- Before the next class, read: [“Solutions Journalism and News Engagement”](#)[Links to an external site.](#) (University of Texas at Austin Center for Media Engagement).
- Also read: [“Engaging Audiences with Local News: Can Solutions Journalism Be a Solution to Local Media Crisis?”](#)[Links to an external site.](#) (International Journal of Communication).

**Due at 4 p.m. Tuesday, May 6: Final draft of enterprise story (25% of final grade).**

- Tuesday, May 6: How much of a solution is solutions journalism?
  - Before the next class, read: [“Grounding Apocalyptic Issues in Reality Without Losing Hope”](#)[Links to an external site.](#), from Nieman Storyboard.
- Tuesday, May 13: Wrapping Things Up and Looking Ahead
- Student discussion of what they learned in this class and how they will apply it. Presentations will be considered in calculating the 5% of the final grade for class participation