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Journalists discuss their Pulitzer-winning work at WKU

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Two journalists spoke Wednesday at Western Kentucky University about how the Cincinnati Enquirer's reporting staff crafted Pulitzer Prize-winning coverage of the Cincinnati area's heroin epidemic.

Amy Wilson, a storytelling coach at the Enquirer, and Cara Owsley, a visual journalist/director of photography with the paper, spoke at Jody Richards Hall as part of the John B. Gaines Family Lecture Series. The late John B. Gaines was president of the Daily News. The newspaper is still owned, and the lecture series sponsored, by the Gaines family.

In one week in July 2018, the Cincinnati area saw 180 confirmed heroin overdoses, including 18 deaths, according to the Cincinnati Enquirer's reporting. Wilson said the idea behind the project was to put a human face on the epidemic. The final product, titled "Seven Days of Heroin: This is what an epidemic looks like," involved more than 60 Enquirer staffers and interns.
“We had felt very strongly that the epidemic was so bad but that most people did not know what it looked like, which is why the headline is, 'This is what an epidemic looks like!'” she said. “We wanted you to know that people died, you know, behind Target, they died in the library stalls, they died on the streets, they died in your neighborhood, they died in parks. We wanted you to see it because, frankly, we thought most people didn’t see it.”

Wilson said the reporting involved arranging ridealongs with law enforcement, covering a local court where felony cases involving heroin-related crimes are frequently heard and talking to recovering addicts, counselors and people affected by heroin-related deaths of loved ones.

“We knew pretty quickly we were going to have to do something that was going to take a lot of logistics on the front end,” she said.

Wilson said her role was making sure the work of dozens of writers was consistent and aimed for descriptive prose that evoked all the senses.

“What basically I did from the beginning was explain to reporters the kind of reporting I wanted, which was cinematic reporting,” she said.

Despite their work earning a Pulitzer, Wilson said she didn't consider the story being anything unusual.

“This was the problem we had in our community. All we did was our jobs,” she said. “We did nothing extraordinary here.”

Owsley, a 1995 WKU graduate, advised journalism students attending the lecture to stay with the program, adding that her passion took her farther than she ever would have guessed when she was still a student.

“I just wanted to encourage the students if I can do it, you can too. I was not the best photo student, I wasn't one of the kids that won all these awards. I was not,” she said.
Throughout the lecture, Wilson and Owsley also showed and commented on clips from the video made as a companion piece to the story, which won a national Edward R. Murrow Award for excellence in video.

Austin Nash, a WKU senior majoring in journalism, said he attended the lecture at the recommendation of multiple teachers.

“I thought it would be good to hear from people who do that job and did something important and did it well,” he said.

Nash said that it was also inspiring to see Owsley, a WKU graduate, speak about her involvement in the Pulitzer Prize-winning story.

“I thought it was cool because she went here,” he said. “It was cool to see someone out of this program who’s successful.”

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Jackson French
General assignment reporter focusing on features and regional coverage.
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