

ENTERPRISE REPORTING

In journalism, the term “enterprise” covers a lot of territory. An investigative reporter’s exposing wrongdoing that results in government action to fix a problem is an enterprise effort. An in-depth report on crime in your city that uses computer databases full of statistics to pinpoint safe and unsafe areas also is an enterprise effort. Some journalists define enterprise as a story you find instead of a story that finds you. Some say it is a story that answers a question or defines or solves a problem. Often enterprise ideas take months to report, and when finished they become a series. The Washington Post developed a series on the mountains of red tape and deplorable conditions wounded Iraq War veterans encountered at Walter Reed Army Medical Center. The Post’s stories resulted in the firings of top military personnel and hearings in the U.S. Congress.

checkpoint

What is the difference between a breaking news story and an enterprise story?

AP Stylebook Concepts

In scholarly writing, you usually spell out numbers from one to one hundred, round numbers, and numbers that begin a sentence. There are exceptions to this rule, which can become complicated. AP style is easier to follow.

1. Generally, spell out numbers one to nine; for 10 and larger, use the numeral.

Wrong Each reporter wrote 3 stories.

Right Each reporter wrote three stories.

Wrong Each reporter wrote thirty-three stories.

Right Each reporter wrote 33 stories.

2. Spell out all numbers at the beginning of a sentence, or rewrite the sentence to avoid starting with a number. The exception is a number that identifies a calendar year, for which numerals are always used.

Wrong 32 reporters were in the newsroom when we left.

Right Thirty-two reporters were in the newsroom when we left.

Right When we left, 32 reporters were in the newsroom.

Wrong Nineteen ninety-six was the year the school published the first newspaper.

Right 1996 was the year the school published the first newspaper.