WHAT NEEDS EXPLAINING? WHAT ARE OUR TOOLS?

YOU GOT SOME
SPLAININ' TO DO!

What we will discuss today

- Your many audiences
- You and what you know
- The desert island
- The ‘arc of familiarity’

What you need to explain depends on.....

- What you know
- What your readers know
- What they don’t know

Can anybody hear me???

The imagined audience(s)

- Our newsroom audience +
- Our professional audience +
- Our social audience +
- Our aspirational audience +

= Our instinctual audience

- But don’t forget …
- Everybody else!

1. Highly engaged citizens: voters, taxpayers and community members.

2. Not-so-highly engaged citizens: They need more context, and are better served by stories about the meaning of events instead of process.

3. The political class: people who work in or closely follow the inside game of politics professionally.

4. “Niche” groups that are highly affected by the specific issue or action being written about.

5. Powerful individuals and institutions: Some even talked about writing a story with specific powerful influencers in mind, such as a mayor or school board. And reporters told us that important community issues were addressed afterward because that particular person or entity became aware of the problem.

6. Diverse audiences: Reaching out to audiences who are diverse in terms of race, gender, ethnicity and other demographic characteristics.

LOST

- Explaining things

Understanding things

Better explanations

‘Desert Island’ readers?

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O lavajatismo contamina a eleição

Márcio França, que governou São Paulo em 2018 e é candidato ao cargo, foi a última vítima do lavajatismo, a variante espetaculosa e instrumental das iniciativas que combatem a corrupção na administração pública.

A Polícia Civil de São Paulo, autorizada pela Justiça, cumpriu mandados de busca e apreensão em 34 endereços de pelo menos seis cidades do estado. Alguns deles

Politics

Peruvian President Castillo Faces Third Impeachment Attempt

- Impeachment motion filed after latest Castillo cabinet change
- Peru continuing recent history of political instability

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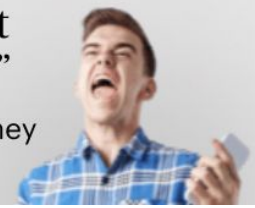
You Had Me At "You're Hired!"
Be the employer they want to work for.



Politics

Peru's Castillo Gets 18-Month Detention as Protests Continue

- He was ousted and arrested after trying to shut down congress
- Protesters demand his release and new elections immediately

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ANC NEC kicks can down the road on integrity commission's report on Phala Phala

news24 Juniour Khumalo

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4 Ramaphosa doesn't have to look over his shoulder anymore, allies say as they celebrate win

5 Ralph Mathekga | Gauteng dominance in Top 7 means Ramaphosa may not achieve his agenda

REUTERS®

World Business Legal Markets More

Explainer: The Phala Phala farmgate scandal hanging over South Africa's Ramaphosa

By Wendell Roelf

POLITICS | GERMANY

What is Germany's 'Reichsbürger' movement?

Rina Goldenberg

12/07/2022

**They are radical and violent and do not recognize Germany's democratic sta
Reichsbürger have drawn the attention of authorities. Who are they, and w**

EUROPE

German far-right groups becoming increasingly organized, says a historian

December 9, 2022 · 5:00 AM ET

MALLORY YU

4-Minute Listen + PLAYLIST

- We learn ....

... and we share that knowledge.

But how we do that depends

... on what we know

... and what our audience needs to know

To wrap up....

Keep your audience/ audiences in mind:

What do they already know?

What do they need to know today?

Do I need to explain something more that's new?

Or do I need to explain less because it's no longer new?

You need to understand a subject to explain it.

Explaining a subject helps you understand it .