

Explain This!

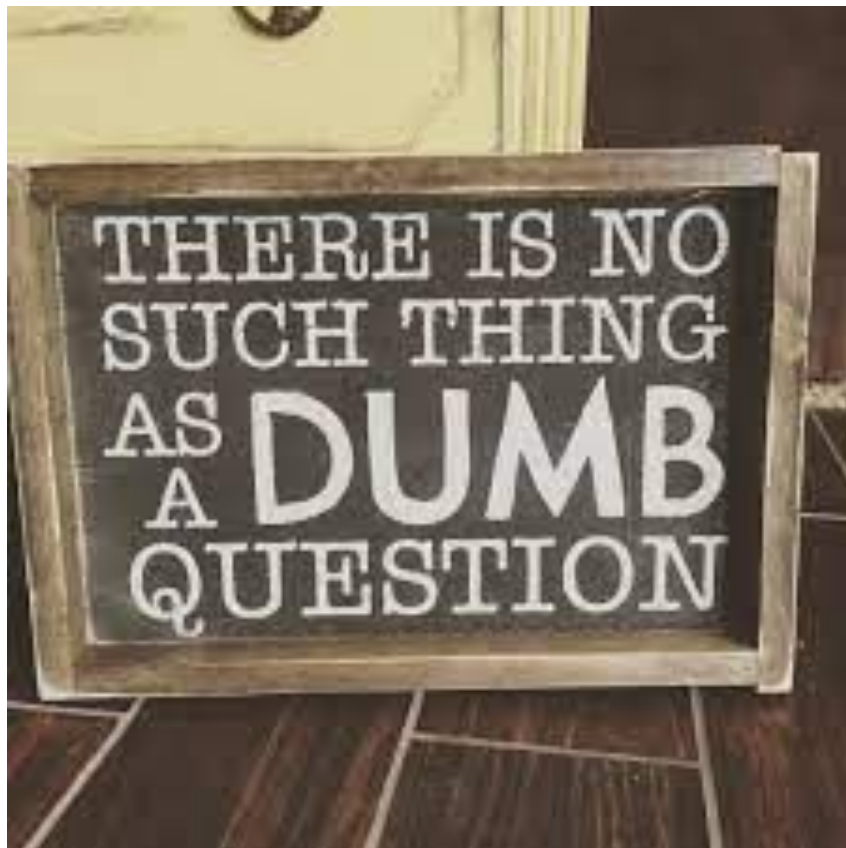
Using explanatory journalism to
inform and engage your readers



AGENDA

- Key terms
- Available formats

THERE IS NO
SUCH THING
AS A **DUMB**
QUESTION



CONTEXT

**She spent
millions of
dollars ...**

**... while running
for president.**

BACKGROUND

Large numbers of people fled the country..

... after the fighting that had gone on in one province spilled over into more populated areas.

ANALYSIS

The new US limits on sales of computer chips ...

... reflects both military and economic concerns about China's development.

FOR YOUR EXPLANATION TO BE AUTHORITATIVE

- **Understand the subject deeply**
- **Be transparent**
- **Cover the debate**
- **Show your sources**



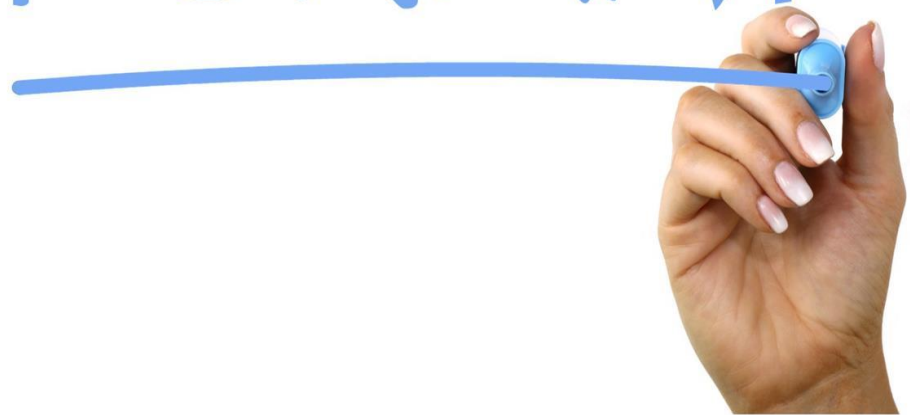
FOR YOUR EXPLANATION TO BE CONCISE

- **Understand the subject deeply**
- **Decide what's most important**
- **Come up with a structure**
- **Revise repeatedly**
- **Cut ruthlessly**

EXPLAINER FORMATS: TEXT

- Question & answer
- Scorecard
- Expert interview
- News analysis

FORMAT



EXPLAINER FORMATS: TEXT ALTERNATIVES



- **Podcasts**
- **Videos**
- **Data and graphics**