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.
She spent millions of dollars ... 

... while running for president.
Large numbers of people fled the country...

... after the fighting that had gone on in one province spilled over into more populated areas.
The new US limits on sales of computer chips ... ... reflects both military and economic concerns about China’s development.
FOR YOUR EXPLANATION TO BE AUTHORITY

- 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
EXPLAINER FORMATS: TEXT ALTERNATIVES

- Podcasts
- Videos
- Data and graphics