Explain This!

Getting the most out of your standalone pieces
AGENDA

- Headlines
- Recycling/reusing
- Evergreening
- Packaging
- Misinformation
HEADLINES
For explainers

● Be obvious
● Formulas are OK
● Keywords come first
● What it is, why it matters
● Be fair
QuickTake

What China’s Falling Population Means for the Country’s Future

ESG

How to Understand the Correction in the ESG Fund Market

QuickTake

What’s Next for China’s Covid Surge as Millions Trek Home for Lunar New Year

QuickTake

What to Know About Netanyahu’s Far-Right Government in Israel
HEADLINES

General tips

● Free associate first
● Use what’s interesting
● Write long and tighten
HEADLINES

What to avoid

- ‘Headline-ese’
- Saying too much
- Slant or hype
- Dull words
RECYCLING

Reusing and repurposing

Already done is ready now
Context doesn’t go stale
Mine your work and others
Make use of your ‘library’
UPDATING OR EVERGREENING

Making copy ready to reuse

Minor updates
Revising/reframing
Harvest and start over

Evergreening:
- No current events
- Background only
PACKAGING

- Visual proximity
- Link/reefer/tout
- A ‘more’ box
The amount may balloon even further as the BOJ plans to increase scheduled bond buying by 23% in the first quarter. Japan’s core inflation gauge is climbing at the fastest pace in four decades, piling further pressure on the central bank.

The larger and more frequent BOJ presence in the market risks hurting liquidity and distorting the yield curve further, working against Governor Haruhiko Kuroda’s stated goal of making the yield curve-control program more sustainable.

EXPLAINER: Why BOJ’s Small Tweak to Bond Yields Was a Bombshell

“When the BOJ tries to fix one thing, the other thing falters,” said Koichiro Tsuruta, a bond strategist at Mitsubishi UFJ Morgan Stanley.
China’s Population Falls, Heralding a Demographic Crisis

Deaths outnumbered births last year for the first time in six decades. Experts see major implications for China, its economy and the world.
From Zero Covid to No Plan: Behind China’s Pandemic U-Turn

After micromanaging the coronavirus strategy for nearly three years, the country’s leader, Xi Jinping, has suddenly left the populace to improvise.
Mr. Xi’s own formula for beating back Covid may have inadvertently set China up for this jolting and potentially devastating turn.

**Understand the Situation in China**

The Chinese government cast aside its restrictive “zero Covid” policy, which had set off mass protests that were a rare challenge to Communist Party leadership.

- **Rapid Spread:** Since China abandoned its strict Covid rules, the intensity and magnitude of the country’s outbreak has remained largely a mystery. But a picture is emerging of the virus spreading like wildfire.

- **Rural Communities:** As Lunar New Year approaches, millions are expected to travel home in January. They risk spreading Covid to areas where health care services are woefully underdeveloped.

- **Digital Finger-Pointing:** The Communist Party’s efforts to limit discord over its sudden “zero Covid” pivot are being challenged with increasing
At the same time, we find evidence that most publishers (72%) are worried about increasing news avoidance—especially around important but often depressing topics like Ukraine and climate change—with only 12% not worried. Publishers say they plan to counter this with explainer content (94%), Q&A formats (87%), and inspirational stories (66%) considered important or very important this year.
MISINFORMATION

How explainers can help

Explainers are

● Engaging
● Informative
● More trusted
● More accessible
MISINFORMATION

What we can do

● Repetition
● Multiple avenues
● Clarity
● Transparency
● Humility