

# 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



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'

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# 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

Keisuke Tsuyata, 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.

 Give this article



 600





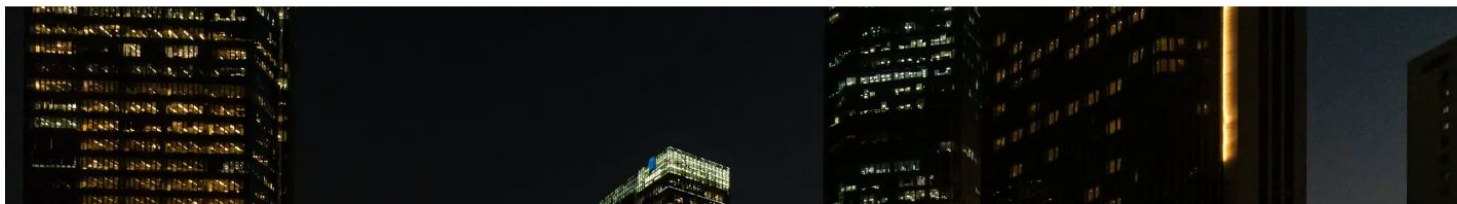
# *From Zero Covid to No Plan: Behind China's Pandemic U-Turn*

After micromanaging the coronavirus strategy for nearly three years, the country's leader, Xi Jinping, has suddenly left the populace to improvise.

 Give this article



 356



that the government will restore controls.

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](#)

### Editors' Picks



Is It Back  
Coffee or  
Stomach



Snarl, Y  
Candid

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

