Module 5: Data-Driven Stories

STUDENT WORKBOOK

In this module, you will consider news stories from across the world where journalists collected, analyzed, and reported data-driven evidence to create an impact in public interest. With the information you have collected, you will learn how to organize your data, develop data-driven interview questions and then transform that information into powerful data storytelling with a strong lead and effective structure. You will also review the basics and a few examples of solution journalism – that uses data to outline potential solutions to problems.

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From Evidence to Stories: Thinking Like a Data Journalist
Getting Started

**Why Frere's babies die**

What began with a mother’s complaint, that her baby died of negligence, mushroomed into an appalling exposé of conditions at a local hospital. Three reporters from the Daily Dispatch revealed hundreds of needless neo-natal deaths at Frere Hospital, in Eastern Cape in South Africa. In a series published in 2007, the team revealed that alarming numbers of newborns were dying at the hospital, caused by a litany of abject conditions: negligence, staff shortages, incompetence, equipment shortages, and poor infection control. In one case, the reporters documented a case of a cleaning lady delivering a baby. Refer to the following reports:


The initial response by national officials was not promising. The deputy health minister promptly declared the situation a “national emergency” -- and she was forced to resign. The South African President branded the story "false" while his Health Minister called it "lies." The ministry even published a full page ad to refute the allegations. But outrage was building. “We do not wish to destroy an institution which is vital to our community, but it is our responsibility to place the terrible facts we have discovered in the public domain,” the Dispatch wrote in an editor’s note. “The tragedy taking place at Frere has to end today.” Top officials soon had a change of heart. Ten days after the story broke, the Health Minister announced a series of sweeping reforms for the hospital, including a ten-fold increase in its maintenance budget, a program to hire extra nurses and doctors (and pay them better), an additional maternity ward, and new equipment that included fetal heart monitors and incubators. Refer to: [http://impact.gijn.org/case-studies/why-freres-babies-die-south-africa/](http://impact.gijn.org/case-studies/why-freres-babies-die-south-africa/)

Despite the deluge of newly released data that can expose cases like the situation in the Frere maternity wards, the stories rarely get out and even more rarely result in sweeping public policy change. We will look at a few key elements that some of the most successful cases have in common and how to apply those strategies to our own stories.

From Evidence to Stories: Thinking Like a Data Journalist
Lesson 1: Reaching your Audience

In general, the goal of open data stories are:

- Widespread public debate
- Overcoming indifference or inertia by stakeholders
- Engaging public, politicians and donors.
- Demand for more data from government by citizens for better governance

In order to do this successfully, choosing a correct vehicle for dissemination is crucial.

Let’s look at two examples.
Example 1: When Sun Sets in Turkana

Watch: https://www.youtube.com/watch?v=Ga8CEYVALo4

The lead news story on NTV, one of the most watched news programs, on January 21, 2014 in Kenya revealed that malnutrition in children is a growing problem in Kenya and that diverting funds from emergency food aid to food security programs could end the problem for good.

Impact

In response to public outrage and an outpouring of public donations, the government released $27 million dollars for humanitarian relief and sent teams to dig more boreholes, the drought relief strategy, which had been drafted but never implemented was revisited and donors requested access to her data to develop a more effective aid strategy.

Key factors

- Dissemination on a primetime national news program seen by hundreds of thousands of viewers.
- Long-form narrative driven storytelling engaged the public’s sympathy and prompted Kenyan citizens to donate tens of thousands of dollars for the cause
- Viewed by politicians and donors of humanitarian aid in Turkana alike, both government and donors called the journalist to access her data.
Example 2: How shipping Unions Sunk Food Aid Reform

Read: http://www.publicintegrity.org/2013/11/06/13687/how-shipping-unions-sunk-food-aid-reform

Unlike other developed nations, which purchase most food aid in the regions that receive it, the U.S. buys food from American farms, ships it on American vessels, and gives away much of the goods free of cost for humanitarian groups to distribute. Although the Government Accountability Office has concluded that this system is “inherently inefficient” and can be harmful to farmers in recipient nations, for decades the setup has been politically untouchable. A powerful coalition including agriculture companies, the military, the shipping industry and humanitarian aid groups ensured that any changes were dead on arrival in Congress.

The journalists listed out current members of the U.S. House of Representatives who received at least $10,000 in contributions in the 2012 election cycle from two leading maritime unions and a lobby group backed by both unions and shipping companies, along with their votes on the Royce-Engel amendment to reform U.S. food aid policy. They also called them to find out if they were voting against food aid reform because of these donations.

Impact

In the FY 2014 Budget, President Obama proposed common sense reforms that would enable us to reach up to four million more people in food crises around the world with the same resources, by

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making the successful USAID Title II program more flexible, efficient and effective. At a time when 51.2 million people around the world are displaced by conflict—the largest amount since World War II—these reforms are needed more than ever. Rising costs have dramatically decreased the amount of food that a dollar of Title II funding buys. This year, the President’s request builds on positive reforms enacted in the 2014 Farm Bill that enable USAID to reach more people annually with the same resources. This time around, Congress passed the Farm Bill. Take a look at: http://www.huffingtonpost.com/katie-lee/the-farm-bill-internation_b_4733249.html

Key factors

- The story named and shamed members of parliament who had accepted political donations from shipping industry associations and then vetoed food aid reform
- The story showed how the shipping industry was taking advantage of government subsidies to double charge for shipping humanitarian aid
- The story prompted local media to investigate whether their local MPs were voting for or against the reform and prompted many media to track the story over time
- The story gave the Obama administration an opportunity to step in to make high-profile sweeping promises to fix the problem that were difficult to Congress to veto
Lesson 2: Organizing a Data Story

Before you begin organizing your data story, remember the objective of data stories:

- Data shows us contrasts
- Data reveals startling outliers
- Data shows us invisible connections
- Data lets us test hypotheses

The structure of your story will be based on what new insights you discovered in your data.

Once you have collected your information and verified it, the next step is to order your data for your story. There are several options:

- **Most to least compelling**: this is the standard inverted pyramid structure. You begin your story with the most surprising or compelling finding, and then order the other data points from most to least interesting so that the reader can stop reading at any point and still have the most important and interesting facts.

- **Specific to general**: with this structure, you start with a specific case study or data finding, then expand the story to the macro data findings and other data sets that further explain the issue.

- **Chronological**: for trend stories, the data is ordered from most recent to oldest to explain how we arrived at the current situation.

- **Compare and contrast**: When comparing two groups with very different outcomes, going issue by issue comparing and contrasting the results for the two groups can be an effective way to illustrate the data topic.

- **Step-by-step through a problem or issue**: For complex system stories, sorting the data can require outlining the entire problem and breaking down data findings by each step in the process to explain the situation.

**Exercise**

1. Open your Story Form for your most recent story
2. Write each piece of analysis on a separate post-it (you should have 5-10 post-its)
3. Get in a group with another person

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4. Read aloud your hypothesis each finding on the post its to the other person

5. The other person should listen, choose how to order the data, and stick each post-it in the order according to one of the structures about

Lesson 3: Data Driven Interviews

Data-driven interviews are very different than interviews for a regular news story. In the case of regular interviews, you may know very little about the topic you are covering and are relying on your sources to provide you with basic information and explanation. In the case of a data-driven interview, you are an expert in the topic and you are conducting interviews to help explain, illustrate and explore the issue at a deeper level. The data findings drive the interview. The interviews should always take place after the analysis is complete.

Objectives

- Illustrate the human impact of the trend identified in the data
- Explore the reasons behind the trend identified in the data
- Seek accountability for negative trends in the data
- Compare and contrast groups doing badly and groups doing well
- Explore data-driven solutions
- Get more data!

Types of Interviews

- Impact Interviews
- Explanatory interviews
- Accountability Interviews
- Solution Interview

Impact Interview

- These are primarily interviews with victims
- Show how the data issue affects real people
Module 5: Data Driven Stories

- Illustrate the contributing factors leading to the trend
- Introduce the cast of characters involved in the issue
- Get the readers’ attention to keep them reading

**Example**

In the case of the domestic violence story, we have found out what age group is most likely to report domestic violence, what type of abuse is most reported, and how the majority of the cases are resolved. You will want to seek out a victim who is “typical”: of the most common age group, victim of the most common crime and whose case got solved in mediation. These are questions you might ask her:

1. Our research shows that women of your age are reporting domestic violence at a higher rate and that cases of torture, like you experienced are being reported most often. Please tell us about your experience in reporting your case.
2. What challenges did you face once you reported what was happening to you?
3. Our research shows that most cases get solved in mediation, not court. Why do you think that is? What barriers did you face when trying to take your case to court?
4. What to you advise the justice system to improve the situation for women?

**Explanatory Interviews**

- Talk to experts who can explain why the trend you identified is happening
- Be sure to get a variety of expert sources: government, CSOs and academics
- Always ask if they have data to back up their explanations
- Ask about all the possible reasons that the trend is happening and what further research is needed.

**Example**

In the domestic violence case, you may speak with an NGO that specializes in helping domestic violence victims get justice and assistance. You will want to speak to an NGO that is aware of the data and has adjusted its efforts to assist women. These are some possible questions:

- Our research shows that there are high rates of domestic violence cases being reported for torture but few cases for child marriage, which we know is a common phenomenon. Why do you think that is?
• Do you have data that shows factors related to reporting of domestic violence cases?
• Why do you think so many cases end up in mediation instead of court and what is your role during the mediation process?
• What initiative have you heard about to increase prosecution of perpetrators?

Accountability Interviews
• Talk to all the officials who were responsible for the issue and get their side of the story.
• Present to them the specific findings and give them a chance to explain.
• Ask for data to justify any explanations or excuses they may provide.
• Check the numbers they mention during the interview after.
• Stay away from open ended questions; use your data findings in all your questions so they can’t make excuses.

Example
For the domestic violence story, speak with a government official who is in charge of implementing the domestic violence law and prosecuting cases of domestic violence nation-wide. This is an opportunity to find out why the process is broken and why so few cases go to court.

• Mr. Prosecutor, the data provided by the UN shows that Afghanistan has a very high reporting rates of domestic violence but one of the lowest rates of conviction of cases. Can you explain the challenges you have in prosecuting cases?
• The national budget shows you have receives a budget to hire attorneys to prosecute cases. Can you explain why so few cases go to court and why there are so few court cases on important domestic violence issues such as child marriage?
• Do you have any plans to improve performance? Do you have benchmarks to measure progress?

Solution Interviews
• Talk to experts who helped design a long-term strategy to address the issue you are investigating
• Talk to the organizations on-the-ground who are implementing the solution

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• Talk to people who were impacted by the issue 10 years ago and those who were recently impacted and compare their experiences

• Talk to international expert who can make global comparisons

Example

When investigating legal failings that are causing a trend, as is the case with the domestic violence story, choose an expert who helped design the solution for an interview. This could be a lawmaker, judge or ministry official who knows about the design of the program from the start.

• You were one of the authors of the Law on Elimination of Violence against Women. Can you give us your perspective on the successes and challenges of implementation?

• Our data shows that more women are settling their cases outside of the courts. Can you explain how to get more of those cases back into the justice system?

• What is a long-term solution to this problem?

• What do you hope to see in the data in 10 years?

Exercise

On the Interviews tab of your Story Form, fill out the spreadsheet with the person you will interview. Then, write interview questions based on your data. Remember, every single question should be based on one of the numbers found in your analysis. Do not include open-ended questions at this stage.
Lesson 4: Anatomy of a Data Story

Once you have your data in logical order, it’s time to integrate it with the other information for your story. Here are several common data story structures, some which are best suited for traditional stories that include some data and others for stories that are predominantly based on data.

Traditional: Inverted Pyramid
- Most important finding at the top
- New details in descending order of importance
- Retains meaning and message even if the reader stops reading

Data: Kebab
- The story begins with an anecdote about a specific person.
- Immediately after this, be sure to include a nut graph -- a paragraph that summarizes the story idea and the who, what, when, where, why and how.
- After this, then story broadens into a general discussion of the topic with the major data findings.
- It ends by returning to that specific person again and concluding with another anecdote or quote.

Traditional: Hour Glass
- THE TOP. Here you deliver the news in a summary lead, followed by three or four paragraphs that answer the reader's most pressing questions. In the top you give the basic news, enough to satisfy a time-pressed reader. You report the story in its most concise form. If all that is read is the top, the reader is still informed. Because it's limited to four to six paragraphs, the top of the story should contain only the most significant information.
- THE TURN. Here you signal the reader that a narrative, usually chronological, is beginning. Usually, the turn is a transitional phrase that contains attribution for the narrative that follows: according to police, eyewitnesses described the event this way, the shooting unfolded this way, law enforcement sources and neighbors agree.
- THE END. The story finishes off with a final compelling detail, quote or prediction that wraps up the story.
Data: Chronological

- Lead
- Explain history of issue
- Focus on the scope of the story,
- Examine reasons behind what is happening in the story
- Zero in on the impact of what is happening
- Identify any contrary forces working against what is happening
- Explain the future if the trend (or issue or event) continues as it is in the present.

When choosing a structure, keep in mind the most important thing is to clearly explain the issue to your audience.

- Writing with a sense of the audience as citizens who, armed with information, can take action.
- Writing in a conversational voice, including the use of an empathetic character.
- Writing at a slow enough pace to promote comprehensibility and learning.
- Use of simple, but effective data visualization.
Lesson 5: Data-Driven Leads

People hear statistics. They feel stories. Keep this in mind as you begin writing your story. You will have all your data points in order, your interviews completed, all your information structured into your chosen story format. The first sentence of your story matters more than all the following sentences. A good lead can mean the difference between whether or not people give your story a chance. We will look at several different types of leads that can ensure audience engagement from the beginning.

Objectives of a lead

- Prioritize the issue over the number
- Show the impact of the numbers

1 https://tutorials.infogr.am/

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Tell a human story instead of just statistics
Surprise the audience
Grab the readers’ attention

Number Leads
Number leads put the statistics right up at front, but in a way that people can understand the impact of the issue. The numbers may be referred to directly or indirectly.

Good Number Leads
1. 4 In 5 Indians Die Without Doctors Knowing Why. – *IndiaSpend, India*
2. Girls are undergoing female genital mutilation (FGM) at increasingly younger ages and suffering more severe injuries, even if the practice is increasingly unpopular. – *The Nation, Kenya*

In both examples, the subject of the story are the people, not the number, drawing attention to the human impact of the issue.

Bad Number Leads
1. With 10% of 3.63 trillion medicines popped worldwide in 2015, India is the world’s third-largest medicine market. It stands to scientific reason that these drugs will have side effects. Yet, in 2013, India reported no more than 2% of globally occurring adverse drug reactions (ADRs), jargon for side effects of medicines, logged in Vigibase, a database maintained by the Uppsala Monitoring Centre, a World Health Organisation collaborating centre for international drug monitoring.

2. In the first eleven months of 2015, Croatian commodity exports expressed in kuna rose by 11.5 percent compared to the same period a year earlier, while imports grew by 7.1 percent, reported today the State Bureau of Statistics, reports Vecernji List on February 8, 2016.

3. Exports of handicrafts from the country grew by 3 percent from US$ 2,215 million during April-December 2014 to US$ 2,282 million during April-December 2015, data released by Ministry of Textiles shows.

In all three cases, the journalist makes some common mistakes:

- The numbers are not simplified so people have no way of knowing whether the numbers are good or bad.

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• There are too many numbers
• There is no human angle illustrating the human impact of the data.

**Anecdotal Leads**

Anecdotal leads tell a brief human story to illustrate how the issue affects real citizens. Effective anecdotal leads capture a moment in the lives of those effected in simple, vivid language.

**Good Anecdotal Leads**

*Her pale, yellow eyes stood out against her dusky skin, and the grief was visible on the face of the young woman from a tribe of traditional honey gatherers living on the edge of south Karnataka’s Nagarhole National Park. Shanta (she uses only one name) recounted how her baby, a boy, was born dead. When she felt labour pains, she travelled by autorickshaw 20 km to the nearest district hospital at Hunsur, where they told her the baby had died in her womb, two days ago. Shanta—in her mid 20s—was diagnosed with gestational diabetes, a condition that endangers the baby if the mother is not diagnosed and treated. –*IndiaSpend, India*

**Bad Anecdotal Leads**

*On chilly nights this fall, tens of thousands of unsuspecting California homeowners will turn on attic furnaces similar to those that fire investigators say sparked numerous catastrophic blazes across the state over the last 10 years.*

*Federal safety experts and furnace makers and distributors have known for years that horizontal attic furnaces manufactured by Consolidated Industries ignited dozens of fires in single-family residences, townhomes and condominiums from San Jose to San Diego.*

In the first case we get to know a specific person affected by the issue and her brief, painful story. In the second example, we hear about a generic, ordinary family having a not very surprising problem.

**Scene-Setting Leads**

Scene-setting leads create a vivid image of a specific place and time so the audience feels what it is like to be there. This is especially effective if location is especially important to understanding the data story and relating to the environment.

**Good Scene-Setting Leads**

*Karubamba, Rwanda—Nobody lives here anymore.*

*From Evidence to Stories: Thinking Like a Data Journalist*
Not the expectant mothers huddled outside the maternity clinic, not the families squeezed into the church, not the man who lies rotting in a schoolroom beneath a chalkboard map of Africa.

Everybody here is dead. Karubamba is a vision from hell, a flesh-and-bone junkyard of human wreckage, an obscene slaughterhouse that has fallen silent save for the roaring buzz of flies the size of honeybees. – The Associated Press

Bad Scene-Setting Leads

In the dark living space lay reams and reams of dark red wool. In this room, generations of Abed’s relatives had woven traditional carpets, carpets that were now piling up against the walls.

In the first example, the description of loss and absence is striking along with the disturbing sensory description of what remains. A scene setting lead must paint a striking picture to be effective. In the second example, the scene is not very surprising and describes a scene that many people are familiar with.

Exercise

For each example identify the type of lead and decide whether it is a good or bad lead for a data story.

1. SAN QUENTIN—In the end, Robert Alton Harris seemed determined to go peacefully, a trait that had eluded him in the 39 violent and abusive years he spent on earth. --“After Life of Violence Harris Goes Peacefully” by Sam Stanton, The Sacramento Bee, April 22, 1992

2. KABUL —Two troops belonging to the U.S.-led military coalition were killed Saturday when an Afghan policeman turned his weapon on them in southern Afghanistan, NATO officials said. The latest insider attack underscored the continued vulnerability of international troops despite intense efforts by U.S. and Afghan leaders to stem the killings. --“2 more NATO troops killed in insider attack”, Richard Leiby, The Washington Post

3. One year ago an accrediting agency criticized the college for using too many adjuncts (part-time faculty members). Since then, the college has reduced its number of adjuncts from 769 to 749.

4. The Florida Joint Center for Citizenship, a partnership between the Lou Frey Institute of Politics and Government at the University of Central Florida and the Bob Graham Center for Public Service at the University of Florida, announced a newly developed civics curriculum designed to be replicated state-wide, serving all 32,000 K-12 Leon County students, who will be enriched by the interactive program, and which is funded by a generous grant from the John S. and James L. Knight Foundation.

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5. Aimee and Mark SooSoo owed so much money to their creditors that the minimum payments alone added up to $2,000 a month.

6. The international community has a pretty standard prescription for poor countries: Leverage development aid, attract foreign investment, and earn your way into middle income.

But the other side of the equation is that the international financial system makes it quite easy for bad actors in those countries to make off with the cash aimed at bolstering public prosperity, slipping it out of the country illicitly through trade fraud and secret bank accounts. —Qurtz

Tips for Data Journalism Writing

• Envision a general audience.
• Tell it to “Mom.”
• Slow down the pace of information.
• Introduce new characters or difficult concepts one at a time.
• Recognize the value of repetition.
• Don’t clutter leads.
• Use simple sentences.
• Remember numbers can be numbing.
• Think graphics.
• Translate jargon.
• Use analogies.
• Look for the human side.
• Develop a chronology.
• Reward the reader.
• Consider the impact.
• Announce difficult concepts.
• Cut unnecessary information.

2 http://www.poynter.org/2014/a-new-explanatory-journalism-can-be-built-on-a-strong-foundation/244285/

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Lesson 6: Solution Journalism

The data that provides in-depth documentation of the problem is important, but so is the data that outlines potential solutions: policy changes, legislation, investigations, or programs that data shows could help remedy the issue. Here is an example.

Example: Offshore Leaks

Refer to: http://www.icij.org/offshore

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This series of stories – based on a massive leak of 2.5 million privately-held business records – detailed more than 120,000 offshore companies and trusts, exposing the hidden dealings of politicians and billionaires around the world and documented the legal loop holes that let them get away with it.

The leaked files obtained by the nonprofit International Consortium of Investigative Journalists (ICIJ) provided facts and figures — cash transfers, incorporation dates, links between companies and individuals — that illustrate how offshore financial secrecy has spread aggressively around the globe. The records detailed offshore holdings in more than 170 countries and territories.

The scope of the investigation was as extraordinary as the leak itself. In what is likely the largest collaboration in journalism history, the project ultimately involved 112 journalists from 42 media partners in 58 countries. Over a 15-month investigation, ICIJ researched and analyzed the documents in collaboration with such media partners as The Guardian and the BBC in the U.K., Le Monde in France, Süddeutsche Zeitung in Germany, the Washington Post, and the Korean Center for Investigative Journalism. They used both modern data mining and traditional reporting to navigate the huge 260 gigabytes of leaked unstructured data covering nearly 30 years. Each reporter went through a list of names related to his or her country, and found potential leads and stories, checking out court records and other public documents. Discussions were held in a secure online forum.

Impact

“Offshore Leaks” sparked a mighty wave of official investigations, policy changes, and high-profile resignations around the globe. Criminal and civil inquiries were opened in the United States, Great Britain, Germany, Israel, Philippines, India, Australia, and Bangladesh. The European Union’s top tax official called the exposé “the most significant trigger” behind Europe’s efforts to tackle the issue. British Prime Minister David Cameron vowed to use his leadership of the G8 to crack down on tax evasion and money laundering, while 60 nations signed onto a G20 pledge to share tax data by 2015.

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4 http://www.icij.org/blog/2013/04/release-offshore-records-draws-worldwide-response
5 http://www.icij.org/blog/2013/04/how-we-all-survived-likely-largest-collaboration-journalism-history
6 http://www.icij.org/offshore/how-icijs-project-team-analyzed-offshore-files
7 https://euobserver.com/economic/120382
8 http://www.icij.org/blog/2013/04/release-offshore-records-draws-worldwide-response

From Evidence to Stories: Thinking Like a Data Journalist
Example 2: The Organized Crime and Corruption Project

The ‘Organized Crime and Corruption Project’ an investigative outlet in Eastern Europe and Central Asia, has been one of the most effective news organizations in bringing about real change.

Since its founding its reporting has led to:

- Law enforcement froze or seized more than $1.2 billion in assets
- Tax authorities found $600 million in hidden assets
- Competent authorities closed more than 1,000 companies
- Law enforcement investigated, indicted or arrested over 70 persons – including an ex-president
- Ten government officials resigned or were sacked – including a prime minister
- Governments changed 20 laws, rules or regulations

Part of the reason they are so successful is they continue their investigations for years: from the first evidence of a problem to the prosecution and sentencing of the last person responsible.

The Russian Laundromat⁹

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⁹ https://www.reportingproject.net/therussianlaundromat/

From Evidence to Stories: Thinking Like a Data Journalist
Call it the Laundromat. It’s a complex system for laundering more than $20 billion in Russian money stolen from the government by corrupt politicians or earned through organized crime activity. It was designed to not only move money from Russian shell companies into EU banks through Latvia, it had the added feature of getting corrupt or uncaring judges in Moldova to legitimize the funds. The state-of-the-art system provided exceptionally clean money backed by a court ruling at a fraction of the cost of regular laundering schemes. It made up for the low costs by laundering huge volumes. The system used just one bank in Latvia and one bank in Moldova but 19 banks in Russia, some of them controlled by rich and powerful figures including the cousin of Russian President Vladimir Putin.

Impact

- **UK** – The British National Crime Agency launched an inquiry into the involvement of 19 British shell companies in a US$20 billion money-laundering operation which channeled the proceeds of organized crime in Russia into the EU banking system. The investigation came after OCCRP and the Independent newspaper exposed the multi-billion dollar scam as detailed under the Independent headline “The Great British Money Launderette.”

- **Russia** – Police in Russia subsequently announced that they were investigating the withdrawal of 700 billion rubles (over $18 billion) from Russia via 21 banks between March 2011 and April 2014.
How Can Journalist tell Solution Stories

Here are some Tips for producing solution journalism:

- Look for “positive deviants,” the best performers in a category, in addition to the worst performers. By comparing the two, readers can better understand both problems and solutions.

- If the problem is widely known, you don’t have to spend time elaborating on the issue. If you’re reporting on bedbugs, you could jump right to how New York City is addressing the pest problem.

- If you’re doing an investigative series, try including a solutions story at the end. It enriches the series and allows it to end on a more engaging note.

- The solution you report on doesn’t have to be the solution to the problem. Try narrowing your definition of solution to one aspect of a problem.

- Look at how a physical location has improved over time. What changes were made that could have caused this improvement? Stories like that offer important insights for comparable locations.

Exercise
Review the following two news examples, and answer the following questions.

Read: Robbing the Poor, The Standard, Kenya

[Image of a newspaper article]
http://www.internewskenya.org/summaries/internews52d90f2308516.pdf

Listen to / Read the Transcript of: Use Only As Directed, This American Life, USA

[Image of a bar chart]
Audio: http://www.thisamericanlife.org-radio-archives/episode/505/use-only-as-directed

Transcript: http://www.thisamericanlife.org-radio-archives/episode/505/transcript

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Or choose your own:

http://impact.gijn.org/

http://www.globaleditorsnetwork.org/programmes/data-journalism-awards/

Answer the following questions:

- What does traditional investigation: making phone calls, documenting, conducting field research, following trails of people, documents and money reveal?
- What does data access and analysis contribute to the story?
- What does the data visualization contribute?
- What stakeholders are implicated?
- What solutions are proposed?
- What issues should be tracked?
- What does narrative storytelling add to the investigation?