



# The Digital Presidential Election Team

**DR**

*Submission for the  
NODA Award 2017*

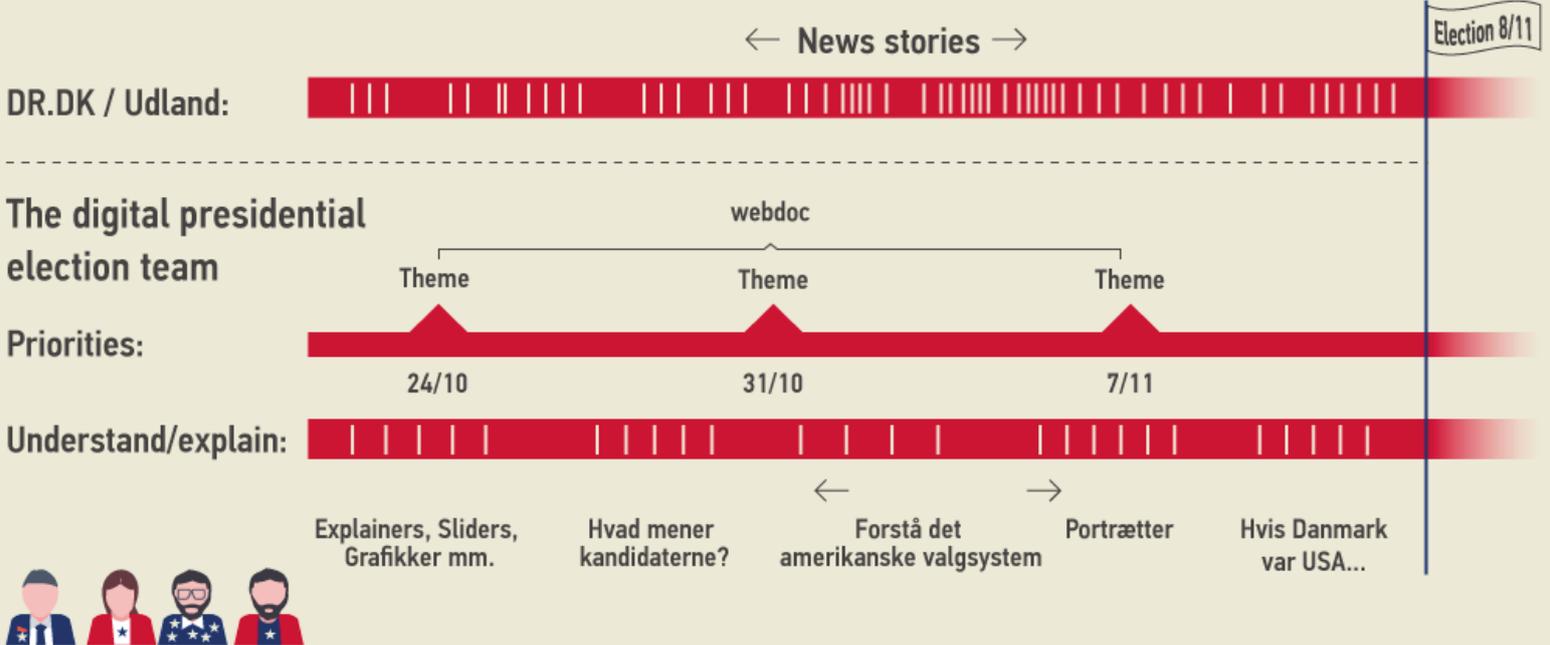
**Presentation of DR's digital presidential election team**

**Main task:**

To make the American presidential election relevant to the Danes for through original, digital communication on dr.dk.

**Elaboration:**

Why should Danes be interested in the American presidential election? In the following weeks, the digital presidential election team will answer that question. The team will through original digital formats tell the Danes relevant stories about the American society. Bring the election close to the user, by pulling data about the population close to Danish everyday life. Give perspective on the American society with data and webdocs. We will gather facts about the election system, the candidate's positions, economy and campaign funds and serve the necessary information in digital formats, that will awaken the curiosity of the readers. The digital elements will be published with other DR priorities in relation to the presidential election.



**The team was consisted in the period from start September to mid October of:**

Editor: Katrine Birkedal Frich, programmers: Benjamin Hughes Dalsgaard (Database team) and Jens Lykke Brandt (Database team), graphical designer: Mads Rafte Hein (Database team), student assistant Martin Schondelmaier (Database team), journalists Kresten Munksgaard (Database team), Bo Elkjær (Database team), Troels Trier (web-tv), Johanne Hessel Dahl (part-time, DR Udland) og Peter Keldorff (part-time, DR Udland).



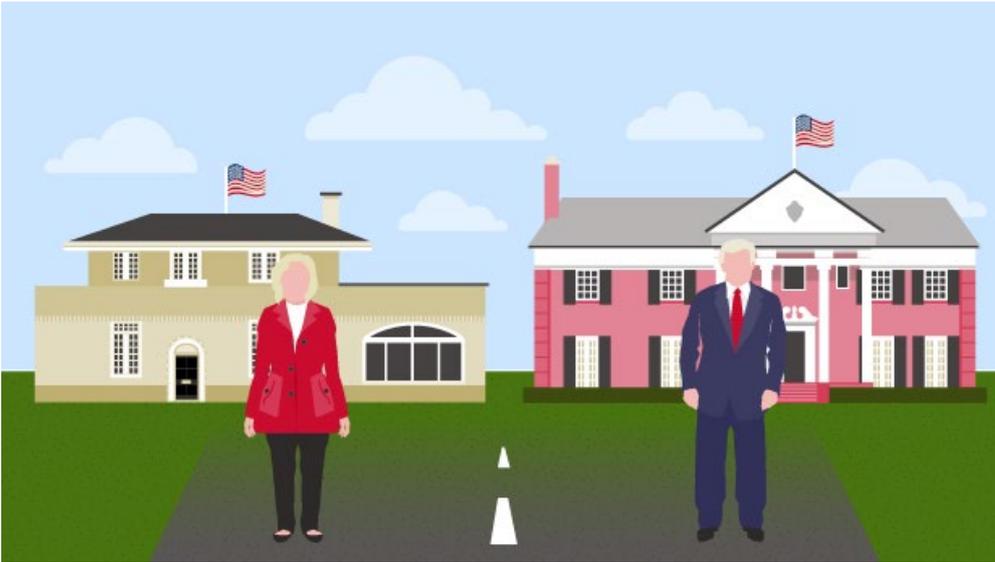
The Digital Presidential Election Team at The Danish Broadcasting Company is hereby submitted for the NODA Award 2017.

The editorial team was assembled in the fall of 2016 to serve as a temporary digital spearhead to cover the American presidential election, and was based in DR's Investigative Data Team. The purpose of the editorial team was to make the presidential election relevant to the Danes through original, digital coverage on dr.dk.

**The Digital Presidential Election Team is recommended for the NODA Award 2017 for its unique and innovative digital solutions to well-known formats in election coverage.**

Any election coverage entails a series of evergreens like presenting results, portraying candidates, explaining the election system and giving an overview of the different candidates' positions.

The defining characteristic for DR's digital coverage has been that many of these evergreens has been presented in new and surprising ways that are tailored for the smartphone screen and functionality.



## Double portrait of the candidates

The same point is valid for the team's bid on a well told, digital portrait of the two presidential candidates. Without slacking on the insight, the lives of the two candidates, the team made a compressed digital portrait, where the visual elements support central ups and downs in each candidate's life. The readers can scroll through a road starting at the candidates' childhood homes and ending at the doorstep of the White House.

The graphic is playful like a small computer game. The readers decide their own pace and can decide for themselves if they want to read all the elements, which are again tailored for smart-phones.

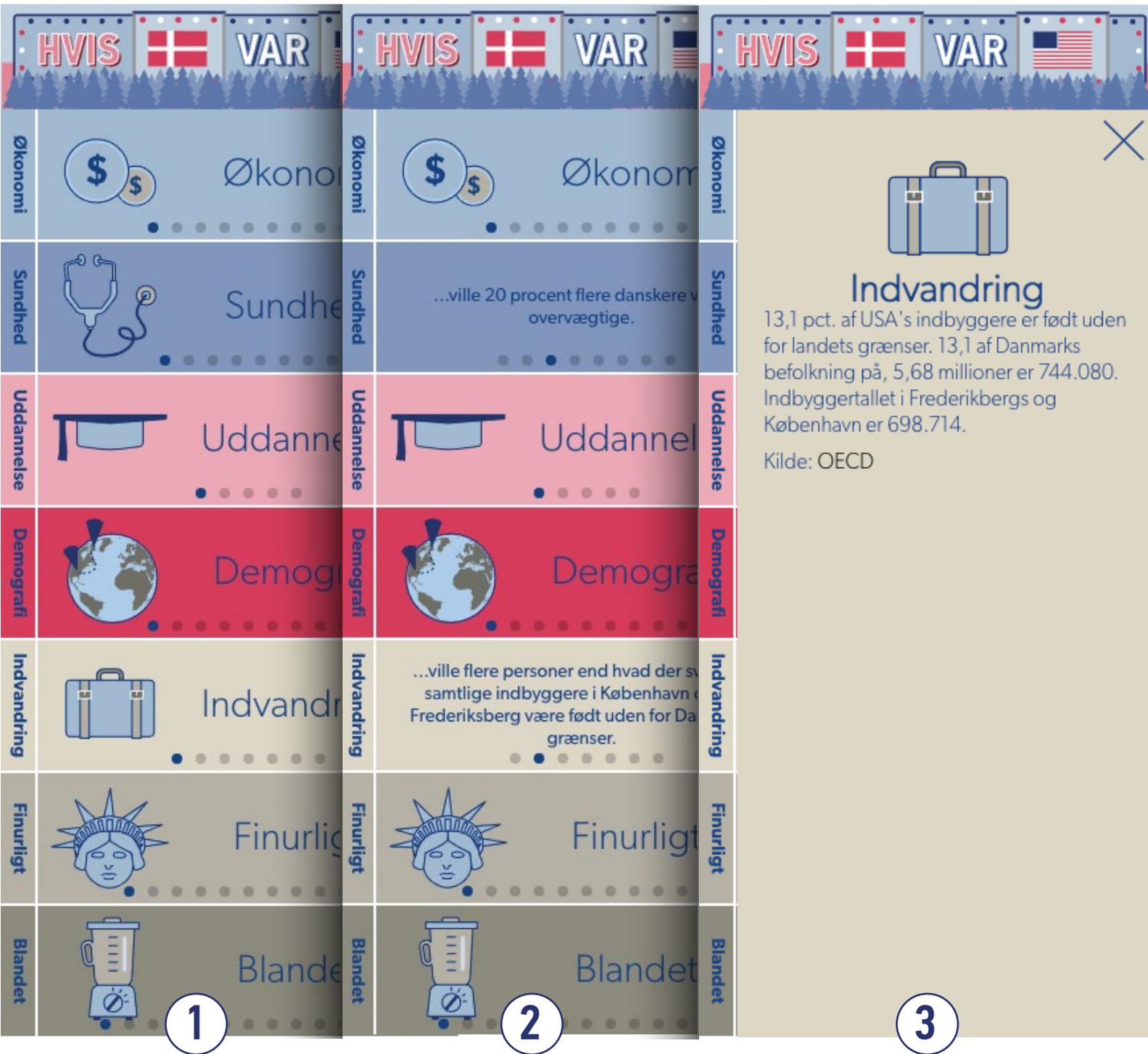
The double portrait of Clinton and Trump is a proof that original digital journalism is not a copy of neither newspaper, television nor radio. Digital journalism is a genre of its own that delivers yet another opening into election coverage.

When you combine good quality journalism, beautiful graphics and tailormade coding, you get both unique content and unique formats. The team succeeds to make this point clear with this double portrait.



Why should the Danish people pay interest to the election of the president in a foreign country? That was the question our team decided to answer. By building original digital applications we told the Danes facts about the American society and politicians in a new, creative form which ensured the election got as close to the Danish readers as possible. And they liked it. Our twin-bio application about the candidates was one of the most read articles at dr.dk in the year 2016.

*Katrine Birkedal  
Frich - Editor*



## If Denmark were USA...

How do you, for example, give an overview of the American society voting on the 8th of November? In this case the team chose to collect data on 55 different subjects that was compared to Danish conditions. The idea was to make relevant facts as incarceration rate, average wages, level of education, fertility rate, geographical facts and voter turnout relevant to the Danish readers. The solution to this goal was a graphic, where the readers could entertain the thought of how different our own society would be, if we translated the American conditions to Denmark.

Every single one these 55 different facts was calculated, analyzed and then described in an extremely short text format, which would end up being presented in a Tinder-like graphic, where the reader could swipe though a long series of facts. A simple light-weight solution to display a thorough and comprehensive dataset.

With this solution, the team could deliver a playful and original graphical bid on the presentation of a heavy subject using data about the American society without compromising on research and relevance.



The team has further delivered an overview of the candidates' positions on a string of central subjects in the election, a video-explainer about the American election system, articles about a rise in the number of murders and data stories about employees in Danish companies financially supporting the campaigns.

***Overall the team's contribution to the coverage of the presidential election 2016 appears as an original, innovative digital coverage at it's very best.***

 **"How did Hillary Clinton and Donald Trump get where they are today? Danish Broadcasting Corp shows you"**

@CNNDData

 **"Super nice application from the talented DR Data Desk. Gives a easy and great overview of who they are, the two who are on their way to the White House."**

@GerdMay

 **"Well done! Great presentation of the two parallel and not least the over-lapping stories."**

@Peterbrodersen

# Publications (link embedded)

Type of digital content	Headline on dr.dk
Interactive graphic	Double portrait: Candidates on the road to power (This application is published in English as well)
Interactive graphic	GRAPHIC Get the overview of Trump and Clintons positions
Slide-show (mobile)	Why don't the Danes like Trump?
Slide-show (mobile)	Trumps European supporters
Article + graphic	FBI presents a sad statistic: The number of murders have risen for the first time in years
Article + graphic	The number of murders have risen most in the large cities
Article + graphic	If Denmark had an election system like USA, the Danish Parliament would consist of 78 % Social Democrats
Explainer	Video: Understand the American election system in two minutes
Video-article	Trumps narrow path to the White House
Article + graphic	Clinton and Trump receives financial support from employees in Danish firms
Article + graphic	Danish firms: Financial support from our employees furthers our interests
Interactive graphic	GRAPHIC If Denmark were USA we would...
Article	USA-expert: This is why the Americans are different