

CONFERENCE OF EUROPEAN STATISTICIANS

For comments and
recommendations

First Meeting of the 2010/2011 Bureau
Geneva, 3-4 November 2010

Item 4(g)(ii) of the Provisional
Agenda

**MAKING DATA MEANINGFUL PART 3:
A GUIDE TO COMMUNICATING WITH THE MEDIA**

Note prepared by the UNECE secretariat

I. BACKGROUND

1. The UNECE Statistical Programme for 2010 (ECE/CES/BUR/2009/OCT/7) includes the preparation of a third volume in the “Making Data Meaningful” series. For this third volume, the Steering Group on Statistical Dissemination and Communication chose to revise and update a publication originally released in 2004 under the title of “Communicating with the Media: A Guide for Statistical Organizations”. This publication was very popular, and is still very much in demand, but is now out of print. Furthermore, as a compendium of good practices, it needed revising to reflect recent developments, particularly the growing use of new web-based communication tools.
2. The revised edition has been prepared by a network of experts, convened by the Steering Group during the 2009 Work Session on Statistical Communication. This network included some of the authors of the original guide, as well as experts on new media.
3. The revised text has been through several rounds of consultation with communication experts from national and international statistical organisations around the world. It was also presented for comments at the 2010 Work Session on Statistical Communication.
4. Following the “Procedure for adopting products and recommendations by the Conference of European Statisticians” (ECE/CES/2007/8), the publications of best practices, surveys of countries’ practices, etc. should be endorsed by the relevant Teams of Specialists that have developed them, and can be published and disseminated under the responsibility of the Secretariat.
5. In order to make it a better product, the Secretariat would be grateful for any comments and proposals by the Bureau. Attached is the final draft, which is considered ready for printing, subject to any comments from Bureau members.

II. ACTION REQUESTED

6. **Bureau members are invited to comment on the revised version of the publication “Communicating with the Media” included as an addendum to this paper.**
