

CONFERENCE OF EUROPEAN STATISTICIANS

**ECE Work Session on Statistical Output
for Dissemination to Information Media**
(Geneva, Switzerland, 28-30 October 2002)

Topic (a): Review of the draft of the “Statistics in the media – handbook on best practices for statistical offices in dealing with the media”.

Suggestion for revised structure of CHAPTER II¹:

**OBJECTIVES, PRINCIPLES AND MANAGEMENT ISSUES
IN DATA DISSEMINATION**

TOPIC	Section
<p>Dissemination objectives</p> <ul style="list-style-type: none"> • To inform the public • To assist policy makers in decision making • To enhance public awareness of products and services • Cost-recovery • Role of the media as a redistributors of information to the public at large 	2.2.1
<p><u>Eurostat: Using Different Dissemination Channels</u> <i>Dissemination principles: free and fee; standard and tailored products, licensing</i> <i>Website: daily updates, client notification; on-line ordering</i> <i>Data Shops: sales, searches, database access, expertise</i> <i>Publications: series, summaries, key indicators, methodology</i> <i>Calendar: advance notice weekly, 3 month preview</i> <i>News Releases: standard release time, electronic, one-hour news agency embargo</i> <i>Media Support: free research service, publications and news releases, website registration</i></p>	2.2.3
<p><u>German Model</u> <i>Equal treatment of all media channels</i> <i>Basic information free of charge; media discounts</i> <i>Release calendar; annual and weekly</i> <i>Press events</i> <i>Training</i> <i>Media information service</i> <i>Copyright and licence agreements</i></p>	2.8

¹ Prepared by Victoria Crompton

DISCUSSION ISSUES: DO WE NEED TO ADD, DELETE OR MODIFY OBJECTIVES? DO WE HAVE OTHER NSO EXAMPLES?	
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<p>Principles of dissemination</p> <ul style="list-style-type: none"> • Statistical data as a public good • Equal access for all clients • Free availability of general statistical information • Standard and customized products and services • Cultivation of professionalism, independence, impartiality and objectivity • Acquisition of public respect and confidence • Provision of metadata: legal background, methodology, collection process • Safeguards against misinterpretation • Promote statistical literacy – create awareness and popularize • Copyright and licensing <p>DISCUSSION ISSUES: DO WE NEED TO ADD, DELETE OR MODIFY PRINCIPLES? ARE WE CLEAR BETWEEN PRINCIPLES AND OBJECTIVES?</p>	<p>2.2.1</p>
<p>Targeted Dissemination (to media)</p> <ul style="list-style-type: none"> • Shift from product-oriented to client oriented approach • Media not just a target group but a channel to reach other target groups – (a multiplier for disseminating statistical information to the general public) • Key principle in communicating with news media is giving the right product to the right people in the right way at the right time • Focus on the needs of the media - presenting the data in a way that leads the journalist to think that there is something to appeal to their audience • Understanding media needs – expectations for high quality dissemination – interesting viewpoints, topical data, service standards • Newsworthiness – story lines, contextual and trend analysis, clear presentation – media-friendly releases reduce opportunity for misinterpretation <p>Examples <i>Bulgaria: socialization of statistical information</i> <i>Canada: improving communication with the general public through the media – a new approach to data analysis</i> <i>Norway: statistical snacks for the media</i> <i>Italy: increasing visibility with target groups</i> <i>Eurostat: media services</i> <i>Germany: media services</i></p> <p>DISCUSSION ISSUES: WHY TARGETING IS GOOD PRACTICE AND HOW IT CAN BE ACHIEVED? OVERLAP WITH LATER CHAPTERS?</p>	<p>2.2.2</p> <p>(2.8.2)</p> <p>2.4 2.5- 2.5.8</p> <p>2.5.9 2.6 2.2.3 2.8</p>

<p>Branding: Putting in place a corporate identity program covering disseminated materials, internal and external communications</p> <p><u>Why:</u> To enforce the credibility of the agency, its trustworthiness and goodwill To achieve high profile and visibility To reach an information saturated society or to create demand for information To achieve a paradigm shift to a more client friendly approach to dissemination – good business practice</p> <p>Examples (of how) <i>Impetus: Ireland; Belgium; US; Italy</i> <i>Process: US, Switzerland; Belgium</i> <i>Goals: Belgium; US; Switzerland</i> <i>Creative Process: US; Switzerland</i> <i>Launch: US</i> <i>Implementation: US, Switzerland; Belgium</i> <i>Costs: US;</i> <i>Outcomes: Ireland; Belgium</i> <i>Client focus: US; Belgium; Switzerland; Ireland</i> <i>Dynamism: Ireland</i></p> <p>DISCUSSION ISSUE: DO WE NEED TO ADD, DELETE OR MODIFY THE WHYS AND OR THE EXAMPLES?</p>	<p>2.1.1</p> <p>2.3.1</p> <p>2.3.1</p> <p>2.3.2, 2.3.3</p> <p>2.3.4</p> <p>2.3.5</p> <p>2.3.6</p> <p>2.3.7</p> <p>2.3.8</p> <p>2.3.9</p> <p>2.3.10</p> <p>2.3.11</p>
<p>Pricing</p> <ul style="list-style-type: none"> • A dissemination objective • Different models • Pricing for the media • CES pricing survey: publications; electronic products; special tabulations; training courses; press releases; special media pricing <p>Example <i>German model</i></p> <p>DISCUSSION ISSUE: DO WE NEED TO ADD EXAMPLES</p>	<p>2.2.1</p> <p>2.7.1</p> <p>2.7.2, 2.7.3</p> <p>2.7.4</p> <p>2.8</p>
<p>GENERAL DISCUSSION: HAVE WE CLEARLY DEFINED MANAGEMENT ISSUES? ARE WE MISSING ANY?</p>	