

Reaching out to data users regarding next-generation news releases

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U. S. Bureau of Labor Statistics

UNECE Workshop on
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CPI in 2016

NEWS RELEASE

BUREAU OF LABOR STATISTICS
U. S. D E P A R T M E N T O F L A B O R



**Transmission of material in this release is embargoed until
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CONSUMER PRICE INDEX – JULY 2016

The Consumer Price Index for All Urban Consumers (CPI-U) was unchanged in July on a seasonally adjusted basis, the U.S. Bureau of Labor Statistics reported today. Over the last 12 months, the all items index rose 0.8 percent before seasonal adjustment.

The energy index declined in July and the food index was unchanged. The index for all items less food and energy rose, but posted its smallest increase since March. As a result, the all items index was unchanged after rising in each of the 4 previous months.



CPI in 1953

Issued February 27, 1953

U.S. DEPARTMENT OF LABOR
Bureau of Labor Statistics
Washington 25, D. C.

EXECUTIVE 3-2420
Moffatt — Ext.53

CONSUMER PRICE INDEX JANUARY 1953

Consumer Price Index Declines 0.2 Percent
Between December and January as Meat
Prices Drop 1.9 Percent

IMPORTANT

: This report presents the Consumer Price Index for :
: January 1953 for the average of U.S. cities and for :
: individual cities. The measurement of price change :
: from December 1952 to January 1953 is based on the :
: revised index structure, incorporating revised :
: weights, an expanded sample of items and a revised :
: sample of cities, as announced in the Memorandum to :
: Users accompanying the December 1952 report. Infor- :
: mation about the index revision is available upon :
: request. See the General Explanation at the end of :
: this report. :

Retail prices of goods and services bought by moderate-income urban families averaged 0.2 percent lower in January than in December according to the revised Consumer Price Index calculated by the U.S. Department of Labor's Bureau of Labor Statistics. Chiefly responsible for the downward movement were generally lower prices for food and apparel, down on the average of 0.6 and 0.5 percent, respectively. The Reading and Recreation and the Personal Care group indexes, here available for the first time, were also slightly lower than a month ago. The Transportation and Medical Care indexes rose slightly over the month, while the Housing index and the index for Other Goods and Services were unchanged.

Prices in most of the large cities priced both in December and January decreased for the month and price decreases on the average were approximately the same for cities



Not much change in 60+ years

- Identifying information
- Analytical text (with embedded summary tables and charts)
- Technical notes
- Detailed tables

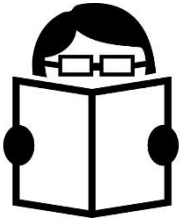


News releases are integral to BLS business

- Annually, BLS publishes
 - ▶ ~160 national news releases
 - ▶ ~800 regional news releases
- Subjects cover
 - ▶ Inflation
 - ▶ Labor force activity
 - ▶ Productivity
 - ▶ Workplace safety
 - ▶ ...and more



Engaging with our stakeholders



News release readers: Online survey



Journalists: Focus groups



Data Users Advisory Committee: Open discussion



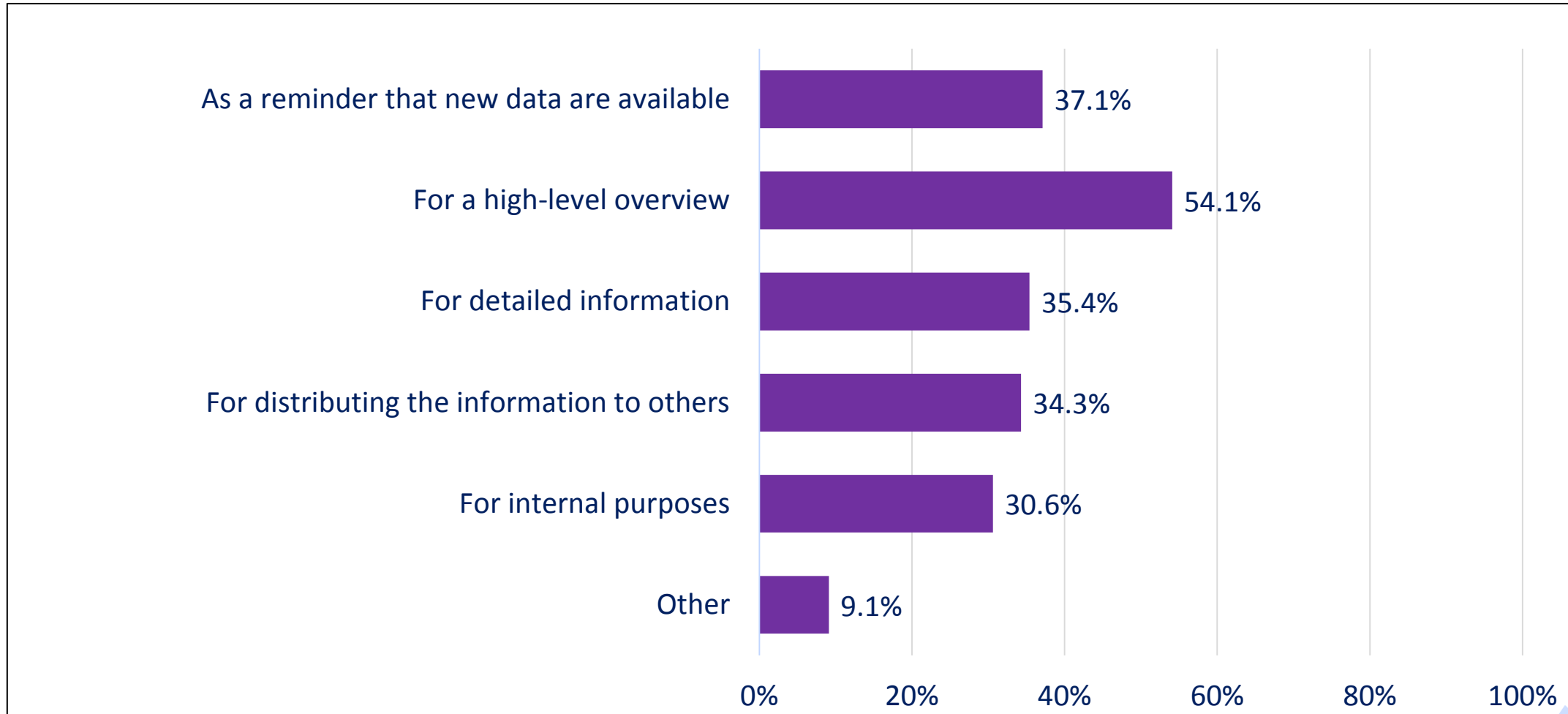
BLS employees: Listening sessions

General findings from online survey

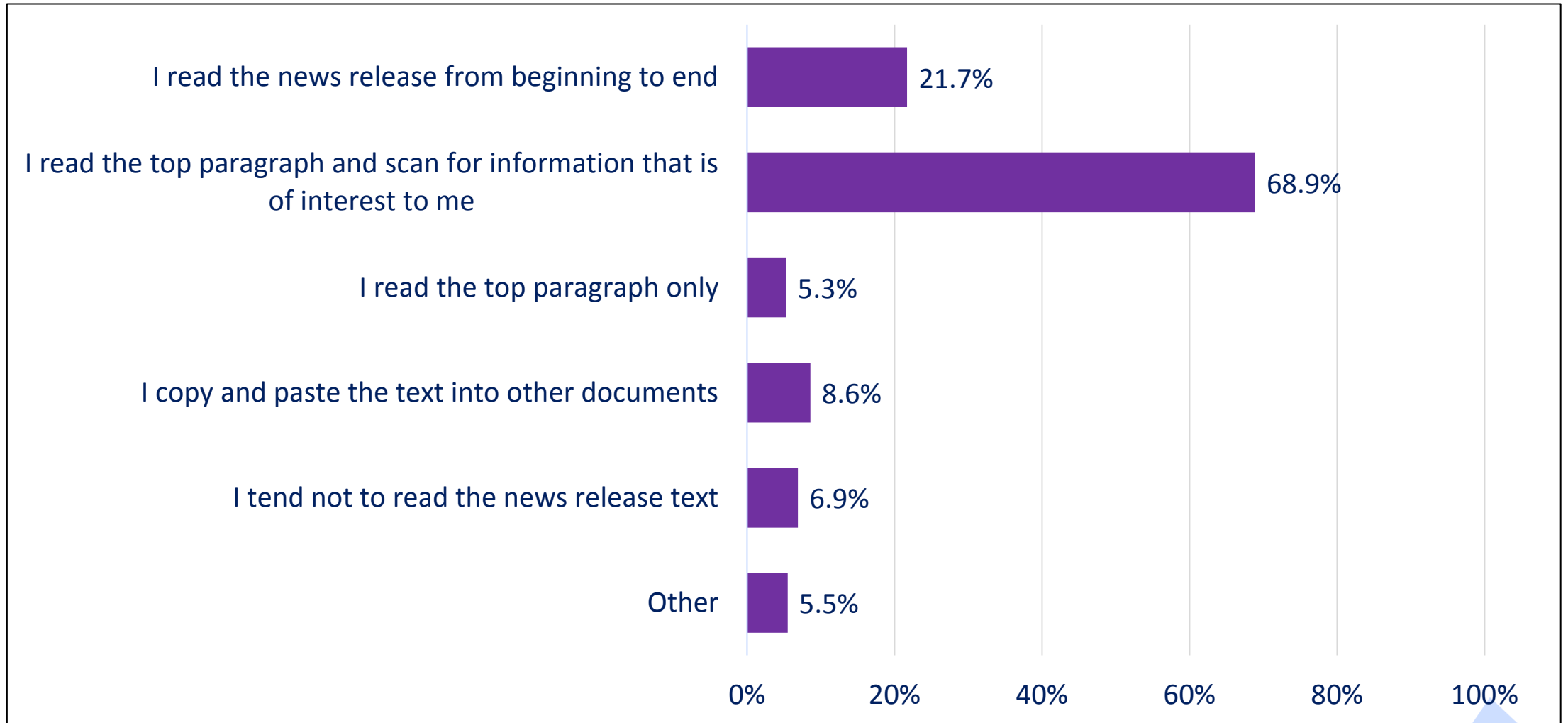
- 7.4 % self-identified as journalists
 - ▶ “Journalist” defined to include social media
- 57.5%: BLS news releases are “Fine as is”
- 99.4% access from a workstation or laptop
- 18.6% also access through mobile device



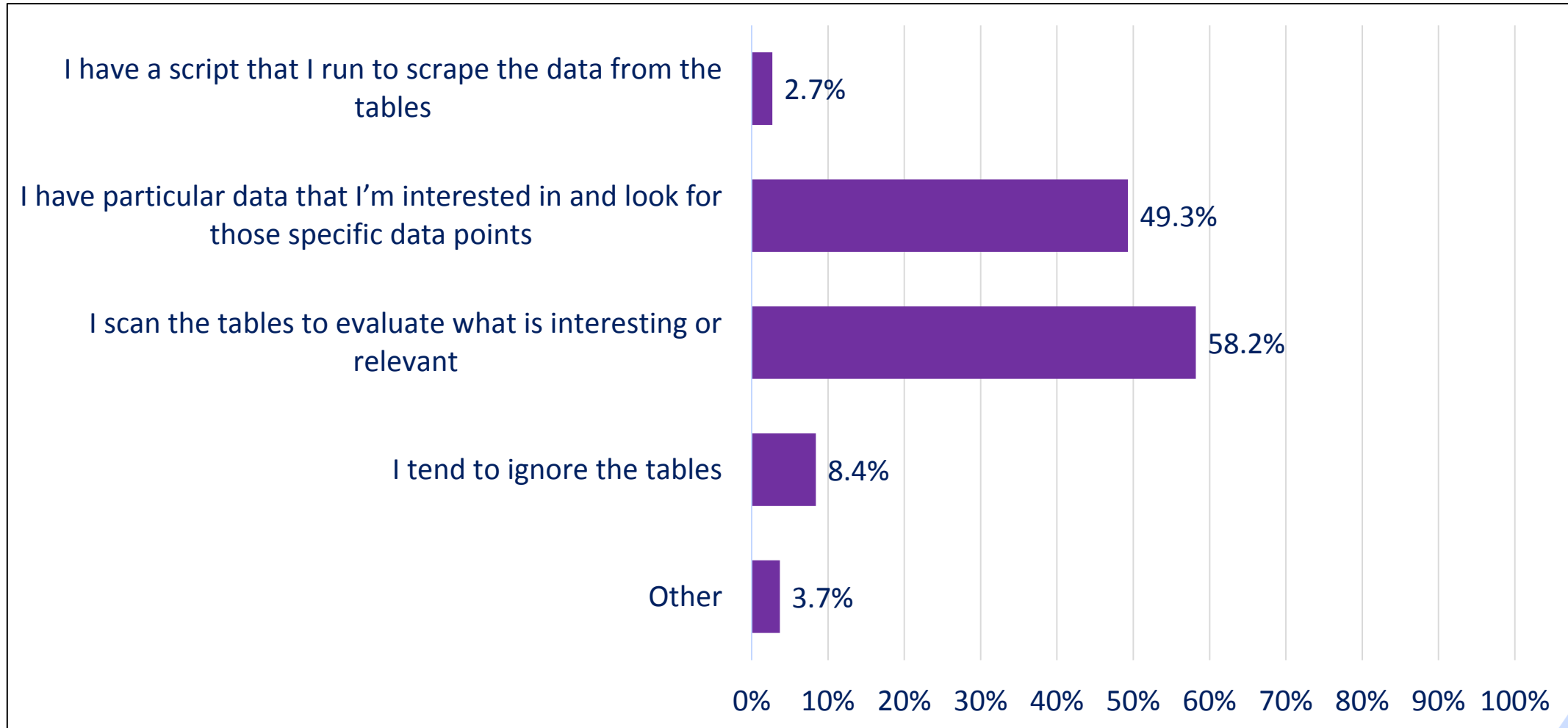
How readers use the release



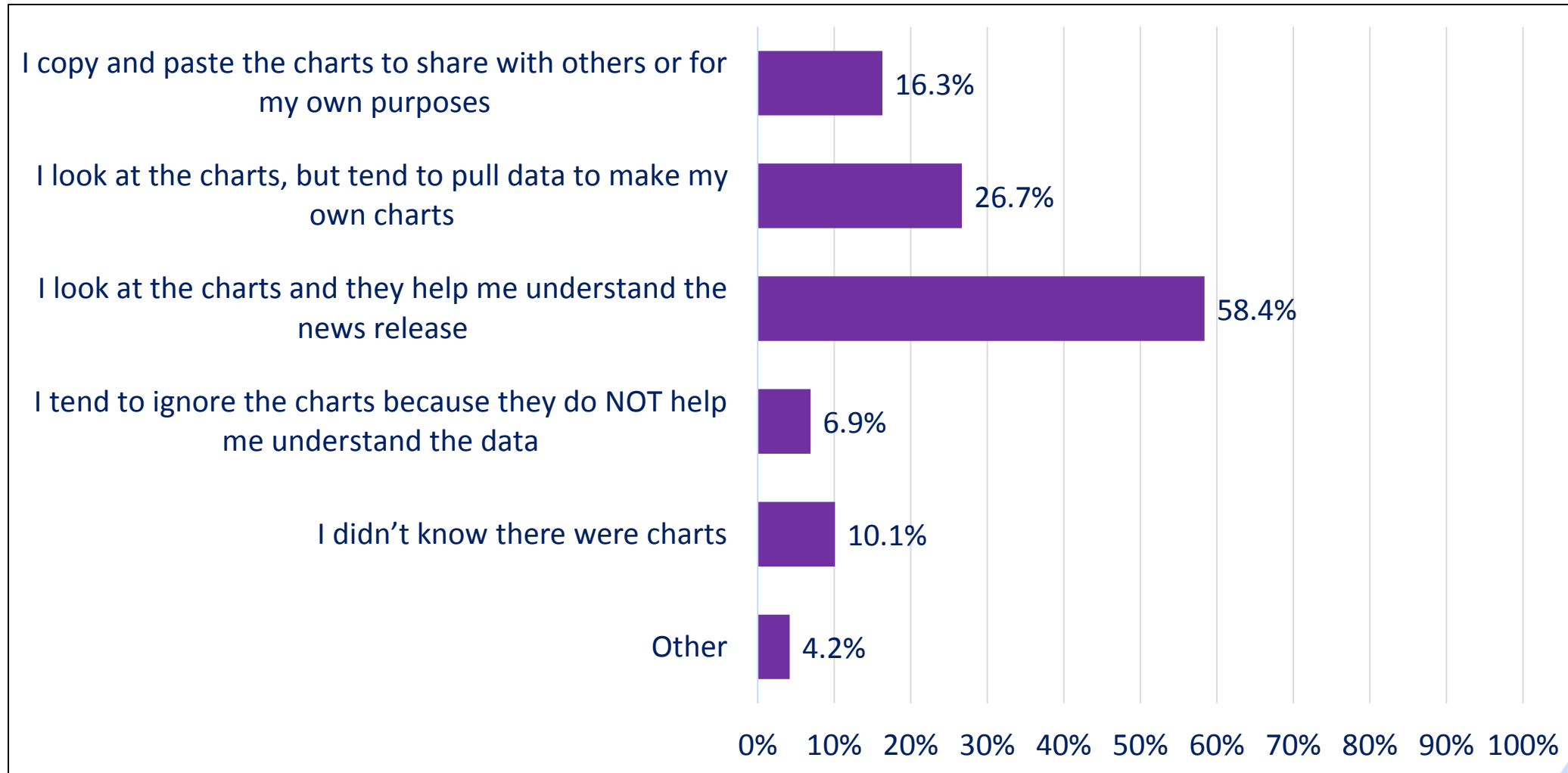
What readers do with the descriptive text



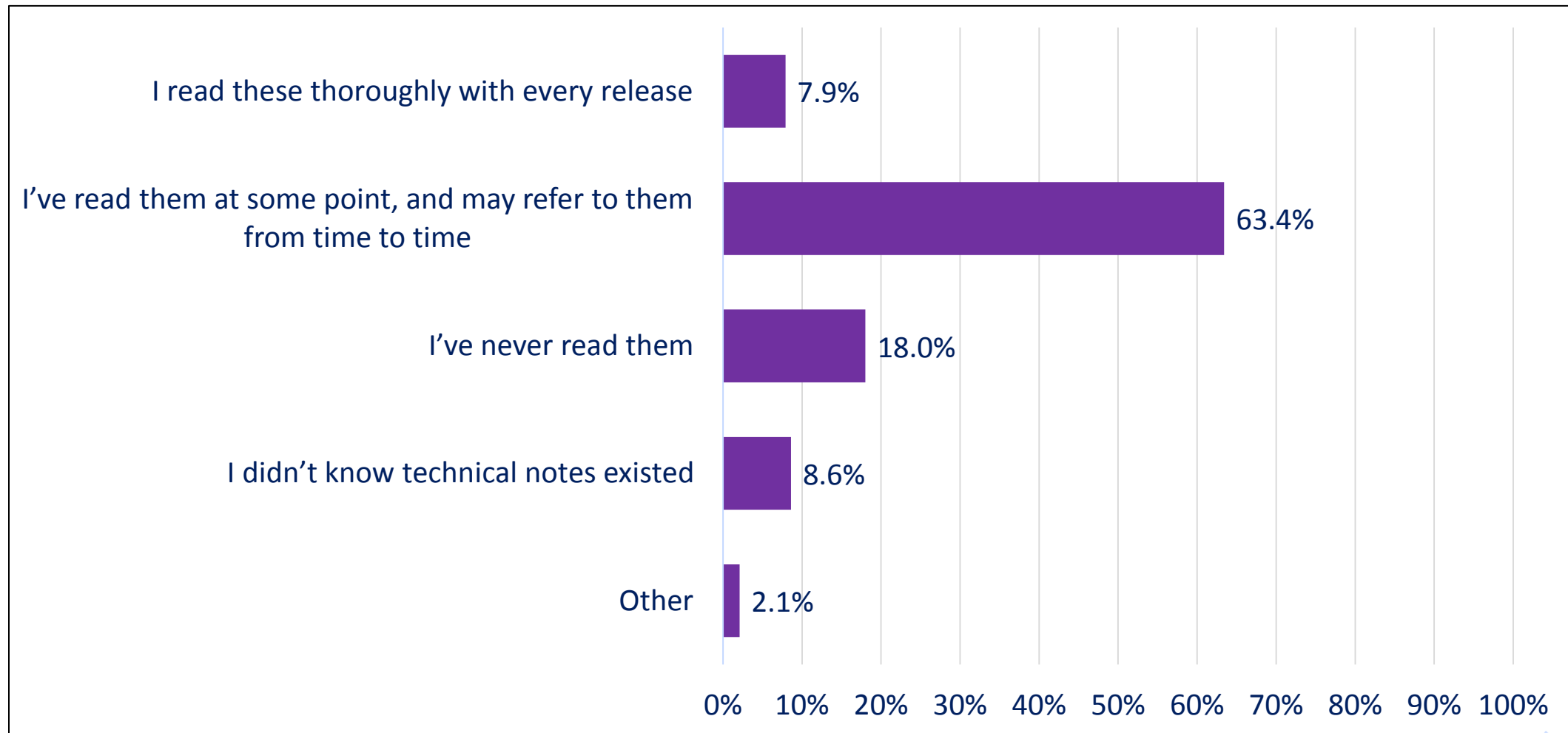
How readers use the tables



How readers use charts and maps



How readers use the technical notes





Media perspective

- “Keep doing the math”
- Don’t change anything without lots of advance warning



Data Users Advisory Committee perspective

- Don't lose sight of the BLS mission: Objectivity is king!
- Make sure the important notices regarding data are still available





Employee perspective

- Identified areas of the production process that take the most time
 - ▶ Writing and getting supervisory approval for the text
 - ▶ Fact-checking
 - ▶ Creating tables
 - ▶ Managing different versions (HTML, PDF)

What we've learned

- We can improve news releases to better meet user needs and desires
- Continue to produce gold-standard data and present it in a strictly objective manner
- One design will not fit all programs' data
- Question: On what audience to focus?
- Anticipate disruption





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