

Paradigm-Shift in Statistics Communication: The German Newsroom Experience

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Abstract

To increase media coverage and to make publishing processes more efficient, Destatis has set up a cross-departmental newsroom organisation. The aim of the newsroom is to disseminate statistical data on a topic and occasion via the press and social media. The thematic orientation and the link to other statistics result in sustainable news that achieve a greater reach than many standard releases.

The presentation will give a brief insight into the matrix-organisation. How is the newsroom organized, which resources does it tie up and how successful are the results? A first evaluation after a year shows: the investment has paid off, further expansion is planned.