Broadening Dissemination Through Media

The IBGE experience at Sao Paulo

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Oct/2021
1. Context

- IBGE is a public foundation run by federal administration
- Official provider of statistical and geographical data about Brazil

8.5 million Km²

213 million of people
Our mission

“To portray Brazil by providing the information required to the understanding of its reality and the exercise of citizenship”

1. Collect relevant data
2. Transform into reliable (and georeferenced) statistics
3. Make it available and intelligible to all
2. Challenges about reaching audience

- Characteristics of the country and population
- Institutional limited resources
- Our products
- Dilemma: segmentation X reach
Reaching our audience

State of Sao Paulo dissemination team

Demand  Capacity

46 million

20,000 media inserts/year
Why not improving the media path by training?

IBGE needs media to reach audience

Journalists don't know our products

Journalists want to understand statistical data in an easy way

Journalists are interested in exploring our data by themselves

Journalists are opinion formers, reliable sources

Media would like to empower their journalists (at no cost) with tools and contacts
Objectives

To be reactive and proactive

Impact general audience

Obtain ambassadors

Encourage them to build stories around our statistics
Approach: Training “seals”

Training newly graduated journalists from the major mass media
What to KNOW: News Agency

http://agenciadenoticias.ibge.gov.br
What to EXPLORE: Database

We use real examples from news and show how they can find these and other data to create articles.

“IBGE: Black people are 63.7% of the unemployed”

“Gasoline and energy are the biggest villains in Brazilians pockets, says the IBGE”

“40.3% of adults are considered sedentary in the country”
What to CREATE: Stories

- Isolated numbers don’t say much
- Statistics must be contextualized to be meaningful to the general audience
- Creating a story around them generates curiosity, attention and involvement = reaching the audience
What to CREATE:
Stories

Newspaper
Folha de São Paulo
Training program for “seals”

• Article example
“Kids represent 40% of miserable”
What to CREATE:
Stories

Newspaper
“O Estado de São Paulo”

• 2 training classes/year since 2013
• 25 “seals”/class
4. Positive outcomes

- > 500 journalists trained
- Strengthened our partnership with media and new generations of journalists
- Opportunity to be seen not only as a source, but also as an asset
- Dissemination of IBGE News Agency
- Better understanding of media needs
- Increased our press list
- Articles and news produced
- Increased audience: quantity and quality
- Anticipate upcoming releases
Thank You / Obrigada

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