



EXPERT MEETING ON THE

DISSEMINATION AND COMMUNICATION OF STATISTICS

CASE STUDY:
INEGI's Award on Journalistic Use of Statistical
and Geographic Information 2020

ὑπέρ

We live in
a **hyper**
world.



connected



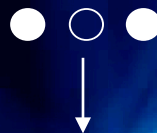
informed



competitive



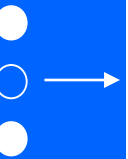
textual



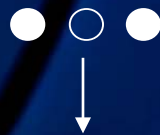
How do we **maintain
credibility and
influence** as an
NSO?

By recognizing those
who use INEGI's data
to communicate
truthfully to the public:

- ✓ Journalists
- ✓ Opinion leaders
- ✓ Digital creators



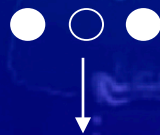
THE MEDIA AS AN ALLY



We celebrate the
act of **informing**
the public through
official data.

For 9 years, the National Institute of Statistics and Geography of Mexico (INEGI) has organized **INEGI's award**, through an annual ceremony to show our appreciation to the most important journalists for their work, professionalism, and commitment to information based on data.

2019 Award Ceremony



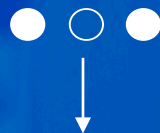
By giving a special recognition

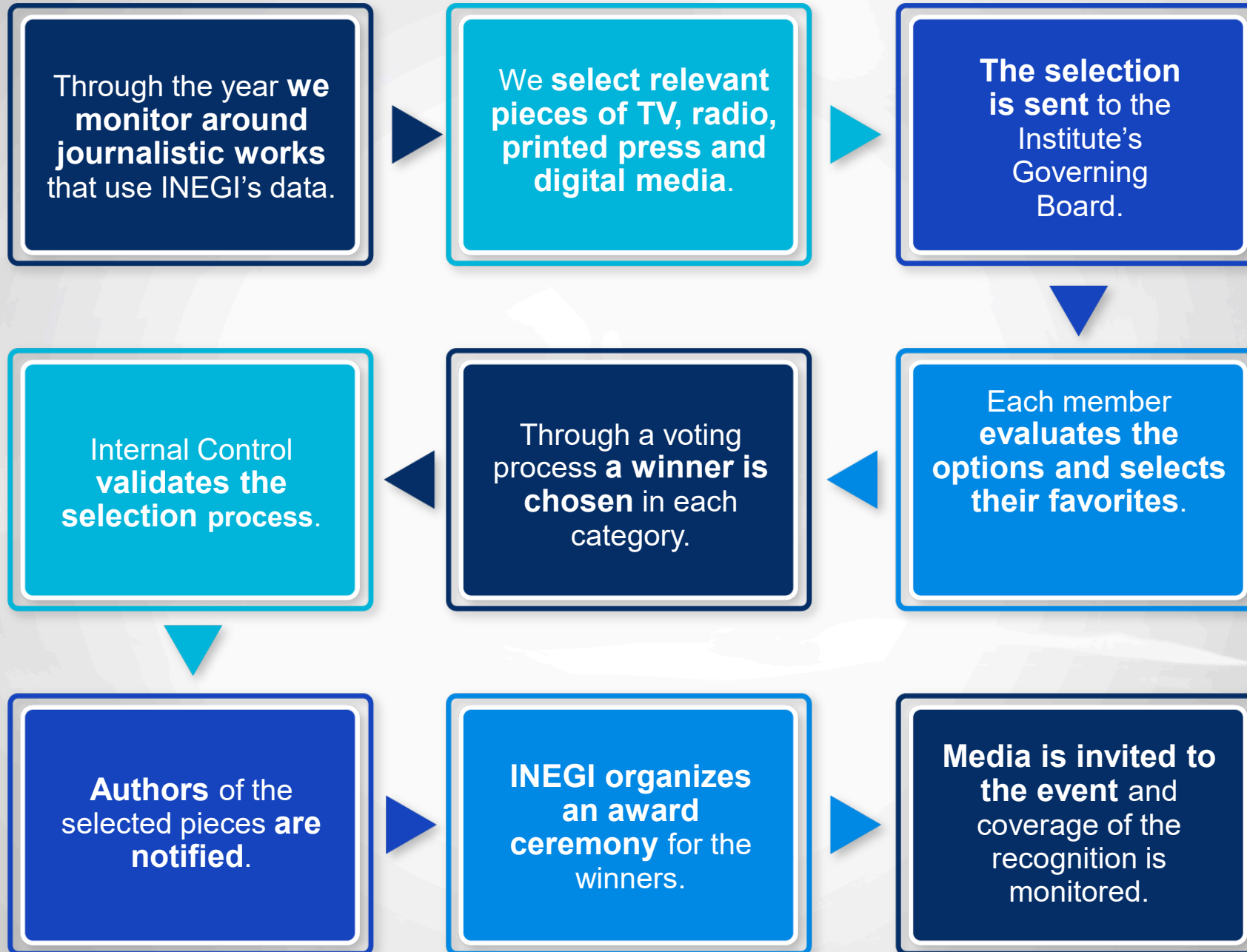
**we become a
truthful ally to
the journalists
in their effort to
deliver better
information.**

**We generate new relationships and
embrace the current ones.**

**We foster a community through shared
purpose, membership and experience.**

THE PROCESS





From the 1st of January to 11th of
December 11th of 2020 a total of

39,141 works
were
reviewed

355 were  selected

Because of the
pandemic for 2020
a question arised:

How can we turn
virtual
into **virtue**?



AL USO PERIODÍSTICO
DE LA INFORMACIÓN ESTADÍSTICA
Y GEOGRÁFICA

The **COVID pandemic** brought a series of changes on the Institution that had to be addressed in a timely manner and implied a **never-before-experienced**

migration of products to a digital or virtual format.

For these **awards** the pandemic meant re-thinking the execution of the event.

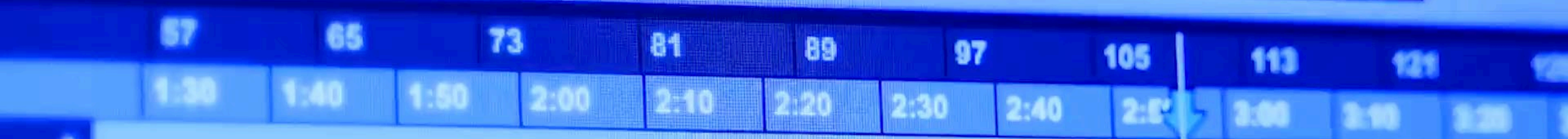




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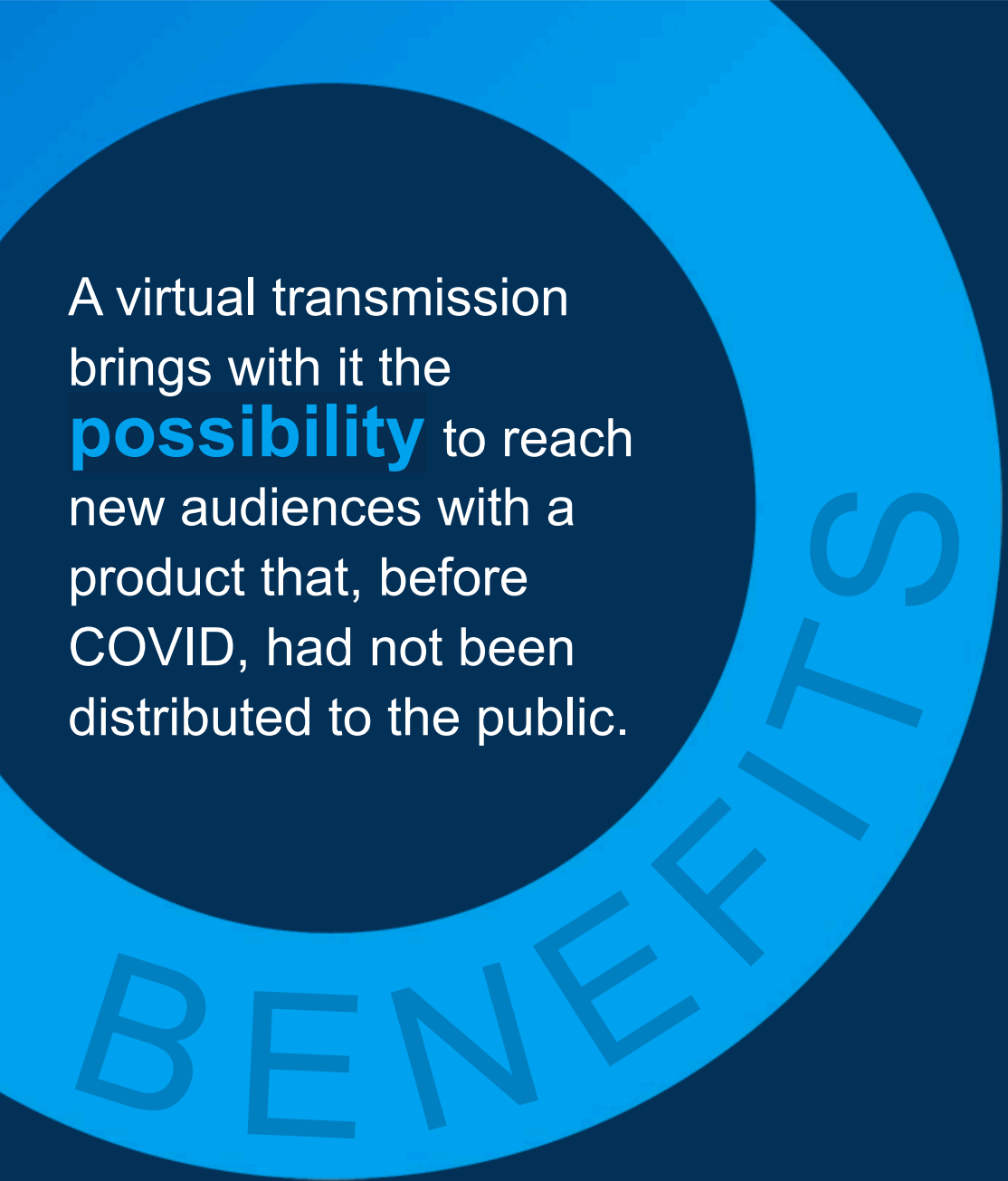
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A virtual transmission brings with it the **possibility** to reach new audiences with a product that, before COVID, had not been distributed to the public.



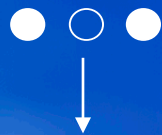
Now, we had the **opportunity** to enhance a wider reach: the Media's audience as well as our own audience on Social Media.

HOW DID WE DO IT?

- We embraced virtual but still gave a **look and feel of a live event.**
- Production and logistics were centered on **providing journalists with a great experience.**
- Scripts, rehearsals, moderators and production.

A digital forum was designed to give the audience the feel of a live event.

OUTCOMES



FACEBOOK LIVE METRICS



5,962 views



290 likes



133 shares



96 comments

On march 25th 2021, **the first ever virtual rendition of the award** took place and was transmitted via Facebook Live.



MEDIA COVERAGE



9 TV news shows



3 radio programs



4 newspapers

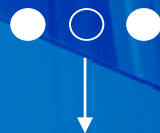


4 digital platforms

Media coverage
of the event **was
higher** than the
last two years.



LESSONS LEARNED





FLEXIBILITY

Implementing a **methodology** that goes accordingly to present times.



PROMOTION

Dissemination of the event through **new media and transmitting live**.



IMPACT

Media coverage and **social media impact**.



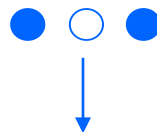
MAINTAINING RELATIONSHIPS

Keeping relationships even in pandemic.



VIRTUAL MIGHT BE BETTER

For some events there can be some advantages in going virtual.



THANK YOU



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INEGI Informa