EXPERT MEETING ON THE
DISSEMINATION AND COMMUNICATION OF STATISTICS

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

We celebrate the act of informing the public through official data.
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.
Throughout the year, we monitor around journalistic works that use INEGI's data. We select relevant pieces of TV, radio, printed press, and digital media. The selection is sent to the Institute's Governing Board. Each member evaluates the options and selects their favorites. Through a voting process, a winner is chosen in each category. Internal Control validates the selection process. Each member evaluates the options and selects their favorites. Through a voting process, a winner is chosen in each category. Internal Control validates the selection process. Authors of the selected pieces are notified. INEGI organizes an award ceremony for the winners. Media is invited to the event and coverage of the recognition is monitored.
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 arose:

How can we turn virtual into virtue?
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.
Now, we had the opportunity to enhance a wider reach: the Media’s audience as well as our own audience on Social Media.

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

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

**Facebook Live Metrics**

- **5,962 views**
- **290 likes**
- **133 shares**
- **96 comments**
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