

Making Data Meaningful, part 3: A guide to communicating with the media

1. Demographic and Social Statistics
2. Economic Statistics
3. Environment & Multi-domain Statistics
4. Methodology of Data Collection, Processing, Dissemination & Analysis
5. Strategic and Managerial Issues of Official Statistics

1) Basic Information

Training material title
Making Data Meaningful, part 3: A guide to communicating with the media
Brief description and comments

This guide, developed by a UNECE-co-ordinated expert group on on Statistical Dissemination and Communication, aims to help producers of statistics find the best way to get their message across and to communicate effectively with the media.

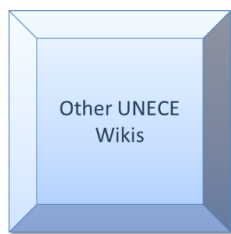
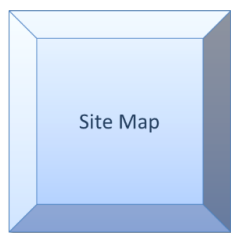
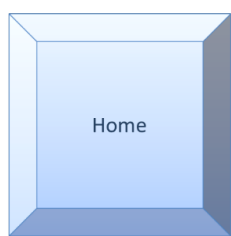
It covers, amongst other topics, the principles and objectives of communicating statistics to the media; organizational aspects of media work in statistical offices; emerging technologies for communicating with the media; using the web to communicate with the media; writing news releases; monitoring and evaluation; media training; and handling media crises.

Main category

Methodology of Data Collection, Processing, Dissemination & Analysis

2) Contact details and how to find the material

Author Organization(s)	Contact email address for this material (if applicable)	Date created
UNECE	support.stat@unece.org	December 2011
Location (links and/or attachments)		
http://www.unece.org/fileadmin/DAM/stats/documents/writing/MDM_Part3_English_Print.pdf (English version, pdf)		
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