

Module 4

Applying good practices for presenting, explaining, and communicating statistics Workshop 1 – MEDIA CHANNELS

Regional Workshop on Statistical Literacy:
Increasing Effective Use of Agricultural and Rural Statistics

13-17 July 2015 Daejeon, Republic of Korea

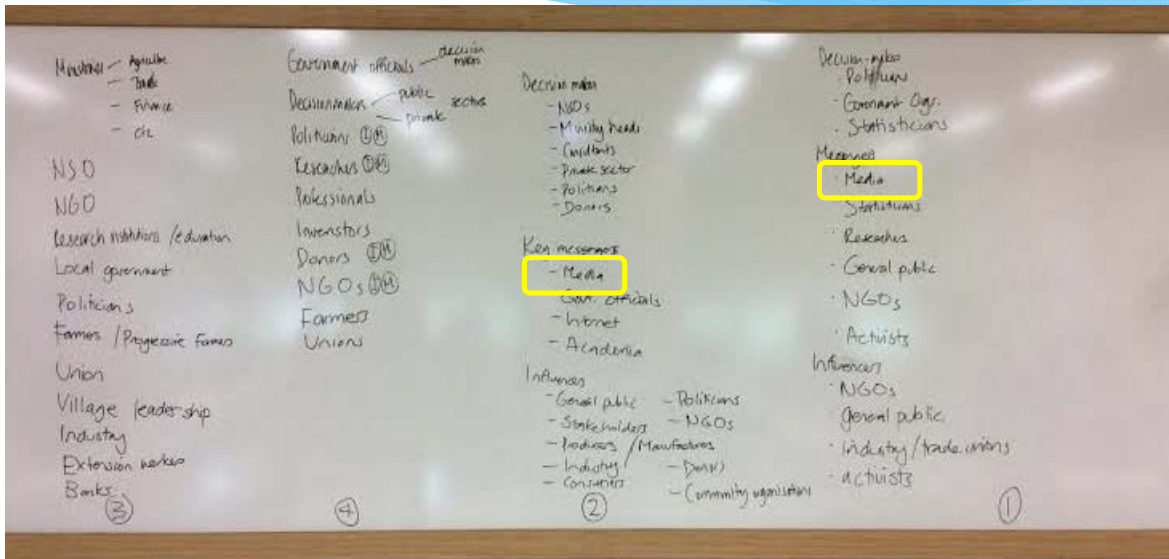


Recall...

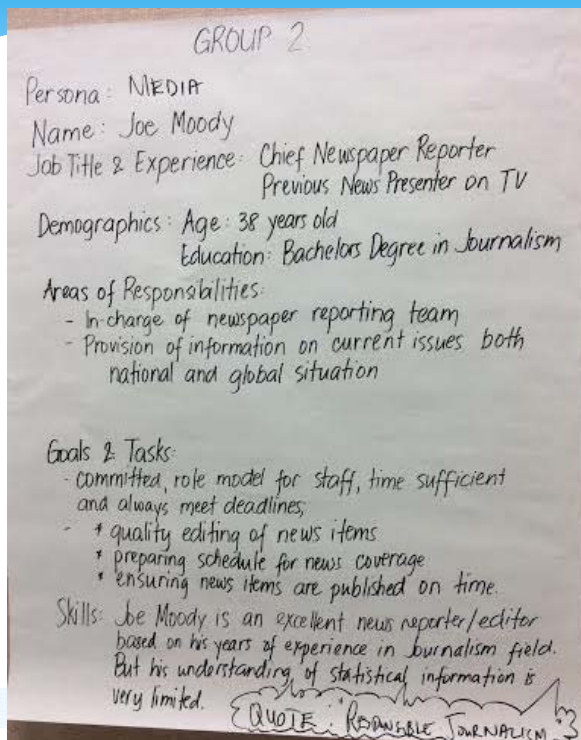
Module 2. Sessions 2.3 – 2.4

1. Identified **key players and users of statistics** involved in each stage of the policy development cycle
2. Identified **groups of decision makers and key messengers/influencers** to effectively use ARS

Recall...



Recall...



“Understanding of statistical information is very limited.”

“Responsible journalism.”

Objective of the Workshop

Apply good practices for presenting, explaining and communicating statistics

- Using media channels (**Workshop 1**)
- Statistics websites/webpages (**Workshop 2**)
- Social media (**Workshop 3**)
- Training course (Template; **Workshop 4**)



Workshop 1 – Using Media Channels



Source of image: <http://www.cellstrat.com/blog/?p=1640>



Workshop 1 – Using Media Channels

Awareness: Advance Release Calendar

Topic	Frequency	Planned Release Date					
		Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
Price Indices							
Consumer Price Index							
overall index and sub-indices	Monthly	23 (06 2015)	24 (07 2015)	23 (08 2015)	23 (09 2015)	23 (10 2015)	23 (11 2015)
by income group of households	Half-yearly	NLT 31 (H1 2015)					
Producer and International Trade Price Indices							
- Singapore Manufactured Products Price Index							

Source of image: <http://www.singstat.gov.sg/statistics/advance-release-calendar>



Workshop 1 – Using Media Channels

Understanding: Statistical Appreciation Seminars



Source of image: http://nscb.gov.ph/pressreleases/2013/NSCB-PR-201309-NS1-12_mediapractitioner.asp



Workshop 1 – Using Media Channels

Case Example: Philippine Center for Investigative Journalism

Analysing

- Philippine Center for Investigative Journalism
- Money Politics: A Citizen’s Guide to Elections, Public Funds, and Governance in the Philippines (<http://moneypolitics.pcij.org/>)
 - Lecture topics in collaboration with NSO:
 - Best practices on structuring, organizing, and managing databases
 - Overall assessment of Money Politics online
 - Mentoring sessions



Workshop 1 – Using Media Channels

Communicating: (Blog-type) Statistically speaking web articles

REPUBLIC OF THE PHILIPPINES
PHILIPPINE STATISTICS AUTHORITY -
NATIONAL STATISTICAL COORDINATION BOARD

HOME NEWS STATISTICS EVENTS PRODUCTS AND SERVICES

Statistically Speaking...

presents viewpoints and perspectives of the members of the NSCB Technical Staff on statistical concerns, such as correct and appropriate use of statistics in clarifying common or gross misinterpretation, and

Specifically, **Statistically Speaking** seeks to assist in :

- informing those who do not know,
- enlightening those who may be confused, and
- guiding those who may have been misled,

by

- revealing what is not known,
- clarifying what is vague, and
- rectifying what is erroneous.

Seniors' Moments!

(posted 11 July 2011)

Dr. Romulo A. Virela
Secretary General, NSCB

Ms. Jessamyn D. Encarnacion
OIC-Director
Social Statistics Office, NSCB

and

Ms. Anna Jean G. Casañas
Statistical Coordination Officer I
Social Sector B Division
Social Statistics Office, NSCB

The Philippine GDP Gets a Facelift!

(posted 13 June 2011)

Dr. Romulo A. Virela
Secretary General, NSCB

Hungry for Hunger Statistics?

(posted 09 May 2011)

Dr. Romulo A. Virela
Secretary General, NSCB

If they come, can we build?

(posted 11 April 2011)

Dr. Romulo A. Virela
Secretary General, NSCB

Are We Measuring Human Development Properly?

(posted 14 March 2011)

Dr. Romulo A. Virela
Secretary General, NSCB

and

Ms. Jessamyn D. Encarnacion
OIC-Director
Social Statistics Office, NSCB



Workshop 1 – Using Media Channels

Communicating: (Blog-type) Statistically speaking web articles

In terms of average monthly pension,



The average monthly pension of a GSIS pensioner who is a senior citizen is only PhP 7,768 in 2008, PhP 8,359 in 2009, and PhP 8,586 in 2010. This is slightly above the salary of a minimum wage earner (working 26 days a month) for all regions, except for Region IV-A, where it is short by 6 percent in 2008, and for NCR, where it is short by approximately 20 percent for 2008-2010. (Tables 13 and 14)



The average monthly pension of a GSIS pensioner who is a senior citizen is only PhP 8,586 in 2010. This is slightly above the salary of a minimum wage earner (working 26 days a month) for all regions, except for NCR, where it is short by approximately 20 percent in 2010.



On the average, the monthly GSIS pension of women who are senior citizens is higher by approximately PhP 1,000 than their men counterparts. (Table 13)



The average monthly pensions of GSIS pensioners who are senior citizens registered an increase of 7.6% in 2008-2009 and a much slower 2.7% in 2009-2010⁹. In reality, the GSIS only approved a 1.5% increase in pensions effective January 2010¹⁰. (Table 13)



... GSIS only approved a 1.5% increase in pensions effective January 2010.



However, average increases of prices of all items between 2009 and 2010 are 3.6% and 3.8% among all income and bottom 30 percent households, respectively! Thus, during this period, the average monthly GSIS pensions did not increase as fast as prices of general commodities! (Table 15) Certainly, the pensions of your *lolos at lolas* have been eroded! So if you used to go to your *lola para humingi ng pantoma*¹¹, time for you to pay back!



However, average increases of prices of all items between 2009 and 2010 are 3.6% and 3.8% among all income and bottom 30 percent households, respectively!

Source: http://www.nscb.gov.ph/headlines/StatsSpeak/2011/071111_rav.asp



Workshop 1 – Using Media Channels

Monitoring and evaluation

The screenshot shows the ABS website interface. At the top, there are navigation links for 'Home', 'Complete Survey', 'Statistics Services', 'Census Topics @ a Glance', 'Methods & Classifications', 'News & Media', 'Education', 'Links', and 'Help'. Below the navigation, there is a search bar and a date stamp: '2014.0.55.002 - ABS website hits the spot for Census data release (Media Release), 2006'. The main content area is titled 'MEDIA RELEASE' and contains the following text:

ABS website hits the spot for Census data release

The ABS website yesterday recorded 1,693,476 hits between 0930 and 1230. The rate was 9,408 hits per minute.

Response times on maps and tables - the more difficult downloads - was on average between four and ten seconds.

The Census IT Infrastructure Director, Helen Robison, said the performance of the website had been "very impressive."

"It just went whoosh," she said.

"Traffic was close to estimates, and load testing had ensured that we were able to put in place measures to keep the website operating at maximum speed and availability during the peak."

The ABS website normally gets an estimated one million hits per day.

Source: <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/2914.0.55.002Media%20Releas e85002006?opendocument&tabname=Summary&prodno=2914.0.55.002&issue=2006&num =&view=>



Workshop 1 – Using Media Channels

Press Conference

- A voluntary presentation of information to the media.
- You decide what information is presented, how it is presented and who presents it.
- An opportunity to get your story on TV, radio or in the paper



Source: <http://www.communication-director.com/issues/power-persuasion/organising-great-press-conference#.VaaYof-qkko>



Workshop 1 – Using Media Channels

1. Your agency shall be releasing the latest agricultural statistics.

MALAYSIA - Agricultural Census 2005 - Main Results		
Number and area of holdings		
	Number of holdings (*)	Area (ha)
Total	526 265	533 914
(*) Crop operators		
Holders and members of their households by sex		
		Number of persons
All persons		526 265
Male		418 380
Female		107 885
Tenure		
		Number of holdings
Total		526 265
Owned		430 824
Rented		43 675
Under other forms of tenure		47 950
Temporary crops		
	Holdings reporting	Cultivated area (ha)
Cassava/Manioc	4 336	1 945
Chillies	3 620	1 398
Chines cabbages	512	238
Chinese Kale	400	146
Chinese mustard	1 634	624
Chinese turnip	126	91
Cucumbers	3 665	1 380
Eggplants	2 855	1 059
French Beans	1 168	443
Groundnuts	577	187
Leaf mustard	1 862	840
Long Beans	5 965	2 125
Maize	5 061	2 915
Paddy rice	154 538	204 522
Round cabbages	1 021	517
Spinach	2 293	804
Sweet potatoes	1 704	669

Source: http://www.fao.org/fileadmin/templates/ess/documents/world_census_of_agriculture/countries_for_website/MALAYSIA_2005_.pdf



Workshop 1 – Using Media Channels

2. Your group is tasked to organize a **PRESS CONFERENCE** to ensure that media will be “statistically literate” on the results of the Census of Agriculture.
3. Plan the event. Identify the activities that need to be undertaken **BEFORE, DURING, and AFTER** the Press Conference. These activities should directly address the need to increase awareness and understanding of these results as well as ensure that media is able to analyse and communicate these results.



Thank You!



Press Conference

Planning a Press Conference:

1. **Step One: Choosing a Story**
 - **Stories should be compelling and news-worthy**
 - 1.1 Timing
 - 1.2 Significance
 - 1.3 Proximity
 - 1.4 Prominence
 - 1.5 Human interest

Press Conference

Planning a Press Conference:

2. **Step Two: Choosing a Time and Location**
3. **Step Three: Invitations**
 - * Write a press release or media advisory
4. **Step Four: Deciding Whom Will Speak and What They Will Say**

Press Conference

Running a Press Conference:

5. Step Five: Assembling a Press Kit

- * Supply good sound bites and photo opportunities
- * Press release
- * FactSheets (including graphs and charts)
- * Contact information

Press Conference

Planning a Press Conference:

6. Step Six

- * Organizers arriving in advance
- * Parking
- * Greeter should usher journalists in their respective assignments
- * Registration – press kit, programme
- * Not more than 30-45 minutes, including Q and A portion

After

- * Press kits to those who wouldn't able to make it
- * Web conferencing technology

Press Conference

Making your Statement

TELEVISION: VISUAL IMPACT

Ask: “How can we set up our press conference to give reporters a good picture?”

RADIO: AUDIO IMPACT

Ask: “What sounds would be of interest to radio reporters?”
“What can we do to make things technically suitable for broadcast?”

PRINT MEDIA: VERBAL IMPACT

Ask: “What would we want if we were newspaper reporters?”

Source: <http://www.worc.org/userfiles/Hold-a-Press-Conference.pdf>



Press Conference – The Checklist

- Are the date, time, and place convenient for the media and guests?
- How many people do you expect?
Do you have enough space to accommodate all the invited people?
 Did you invite everyone you want there?
- What if not everyone shows up? Do you have a smaller room available so you don't have five people in an auditorium?
- Does your chosen place suit and accommodate the media's equipment needs (TV cameras, electrical outlets, microphones, etc.)? Does it all work? Did you check it? (The easiest way to check it is to ask the members of the media about their needs.)

Source: <http://www.worc.org/userfiles/Hold-a-Press-Conference.pdf>



Press Conference – The Checklist

- Do you plan to make photos for reporters who did not attend your news conference for whatever reason? To make it convenient for the print media, use 8" X 10" prints.
- If your news is the result of a complex study, do you have a brief summary to make it easy to read for nonprofessionals in the subject?
- Are there members of your group in your office whom the media can reach to follow up?
- Did media people who did not come to the news conference receive a news kit?
- After you've checked all of these, check them again. Try to prepare for all possible situations.

Source: <http://www.worc.org/userfiles/Hold-a-Press-Conference.pdf>

