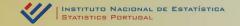
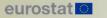


## EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL





# Supporting the 4th Pillar of Democracy



### THROUGH THE MEDIA

EMMA CASTILLO SCHIRO

**SENIOR ADVISOR QUALITY TEAM** 

**DIVISION FOR METHODS, STATISTICS NORWAY** 

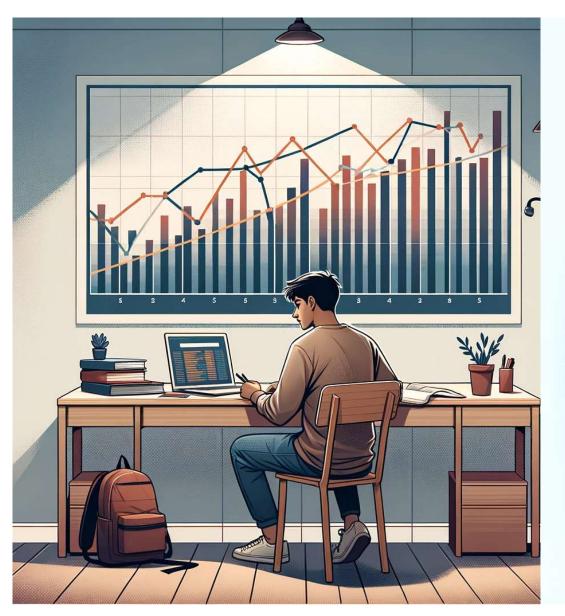




The conference is partly financed by the European Union











#### Quality Requirements in the Statistics Act and **European Statistics Code of Practice**

How?

What?

Why?

Institutional environment



**Statistical** processes



Statistical output





- 1. Professional Independence
- 1bis. Coordination and cooperation.
- 2. Mandate for Data Collection and Access to Data
- 3. Adequacy of Resources
- 4. Commitment to Quality
- 5. Statistical Confidentiality and Data Protection
- 6. Impartiality and Objectivity

- 7. Sound Methodology
- 8. Appropriate Statistical Procedures
- 9. Non-excessive Burden on Respondents
- 10. Cost effectiveness

- 11. Relevance
- 12. Accuracy and Reliability
- 13. Timeliness and Punctuality
- 14. Coherence and Comparability
- 15. Accessibility and Clarity

**Bold letters are those included in the Statistics Act** 





What's the angle?

What's the story?

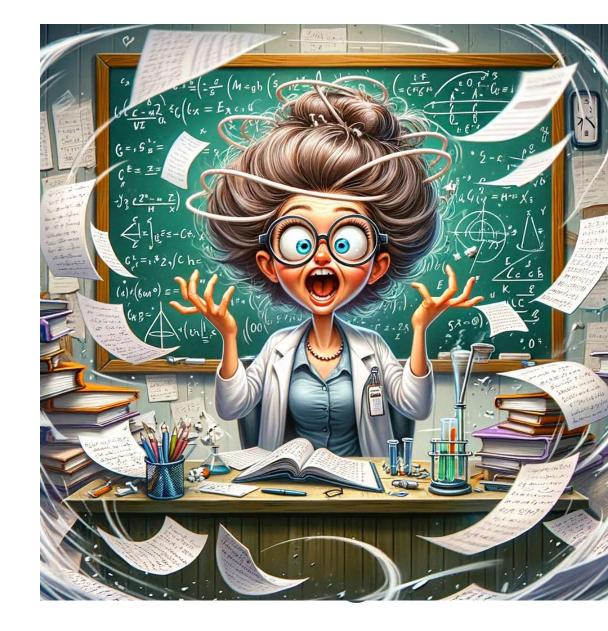


Foto: Dall-E



#### How do we disseminate statistics for the media?

- Create the narratives
- Be relevant
- Shorten and simplify
- Use quotes
- Train and use spokespersons
- Support the spokespersons

- Prioritize responding to media requests
- Reach out to editor controlled medias
- Balance the quality principles



#### Time to meet the press!

- Learn building blocks of information
- Be aware of formats and language
- Prepare with the researches
- Use written quotes
- Practice







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