



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

# Supporting the 4th Pillar of Democracy



EUROPEAN CONFERENCE ON  
QUALITY IN OFFICIAL STATISTICS  
2024 ESTORIL - PORTUGAL

## DISSEMINATION OF OFFICIAL STATISTICS THROUGH THE MEDIA

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eurostat 

The conference is partly  
financed by the European  
Union





Foto: Dall-E

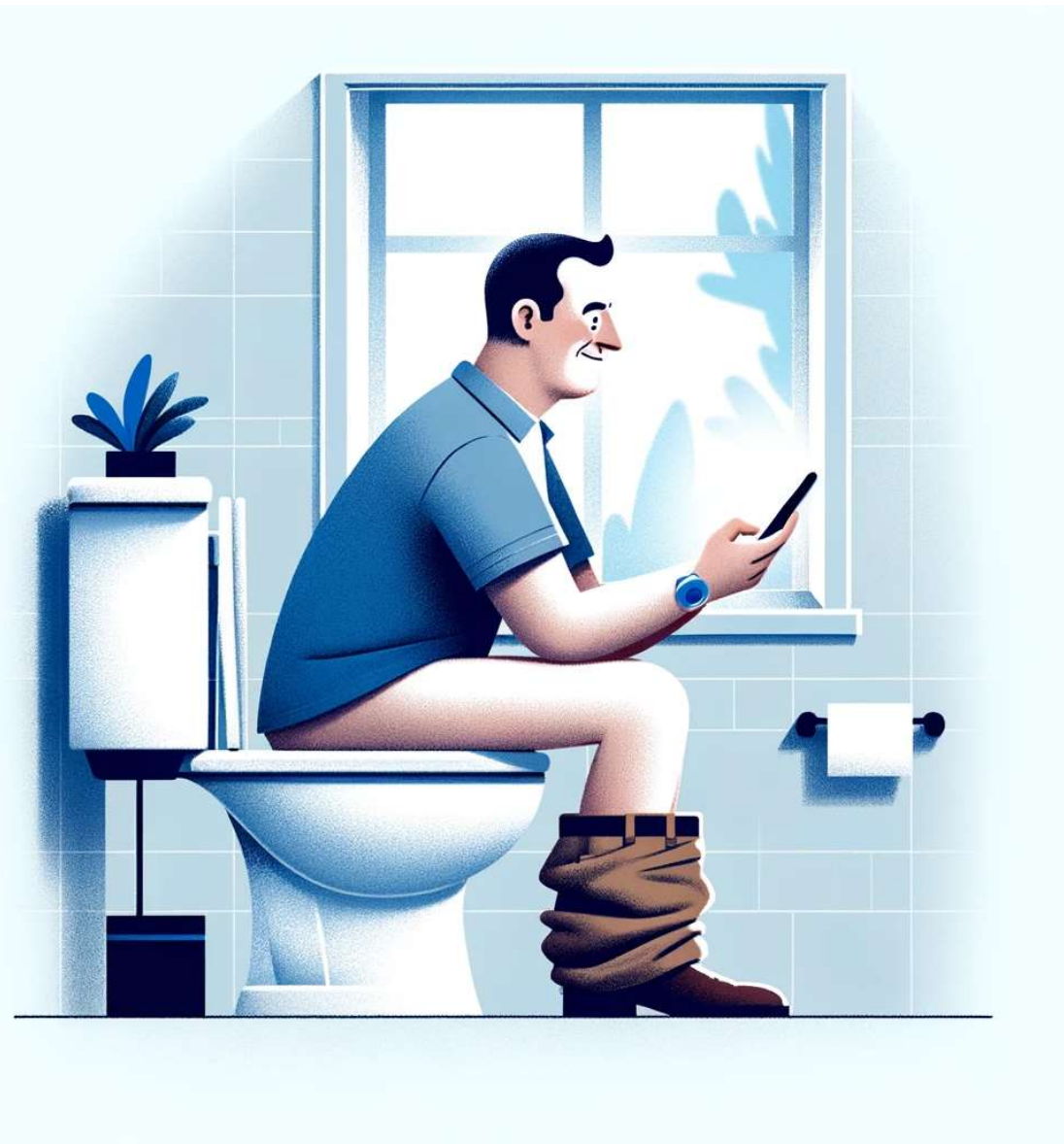
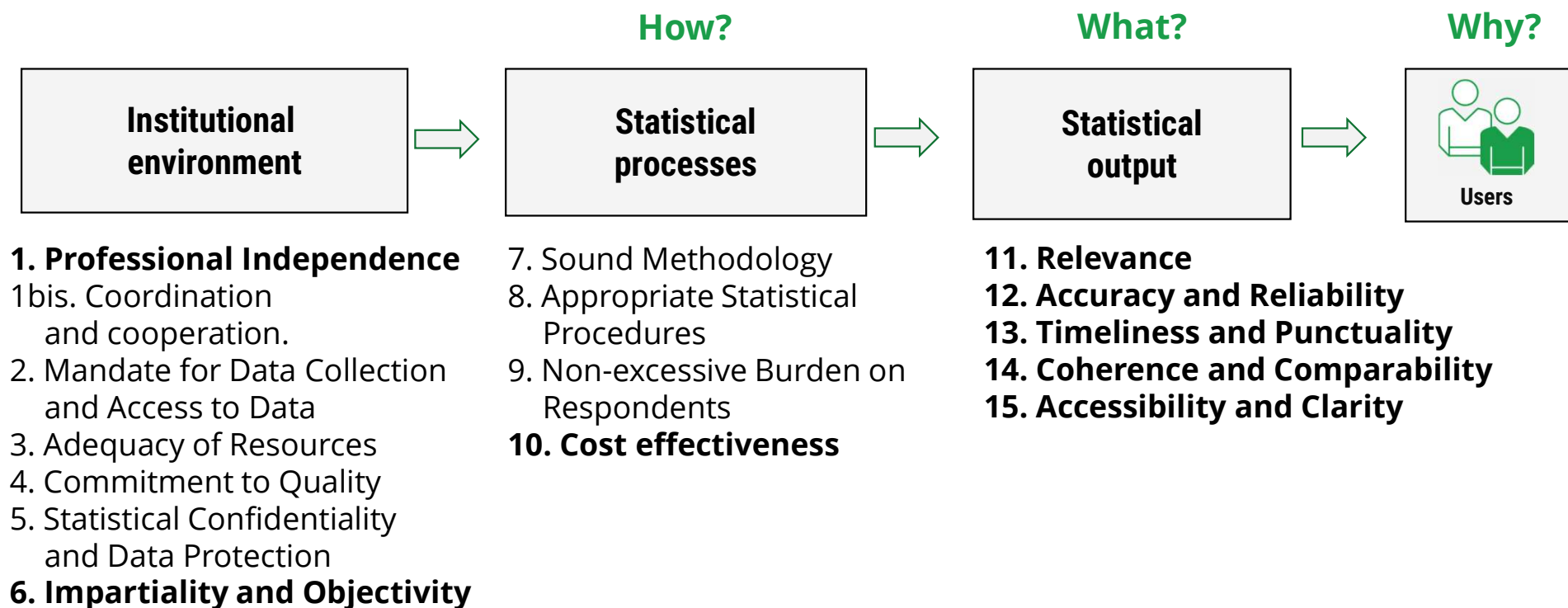




Photo: NRK and Dall-E

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



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

**What's the angle?**  
**What's the story?**

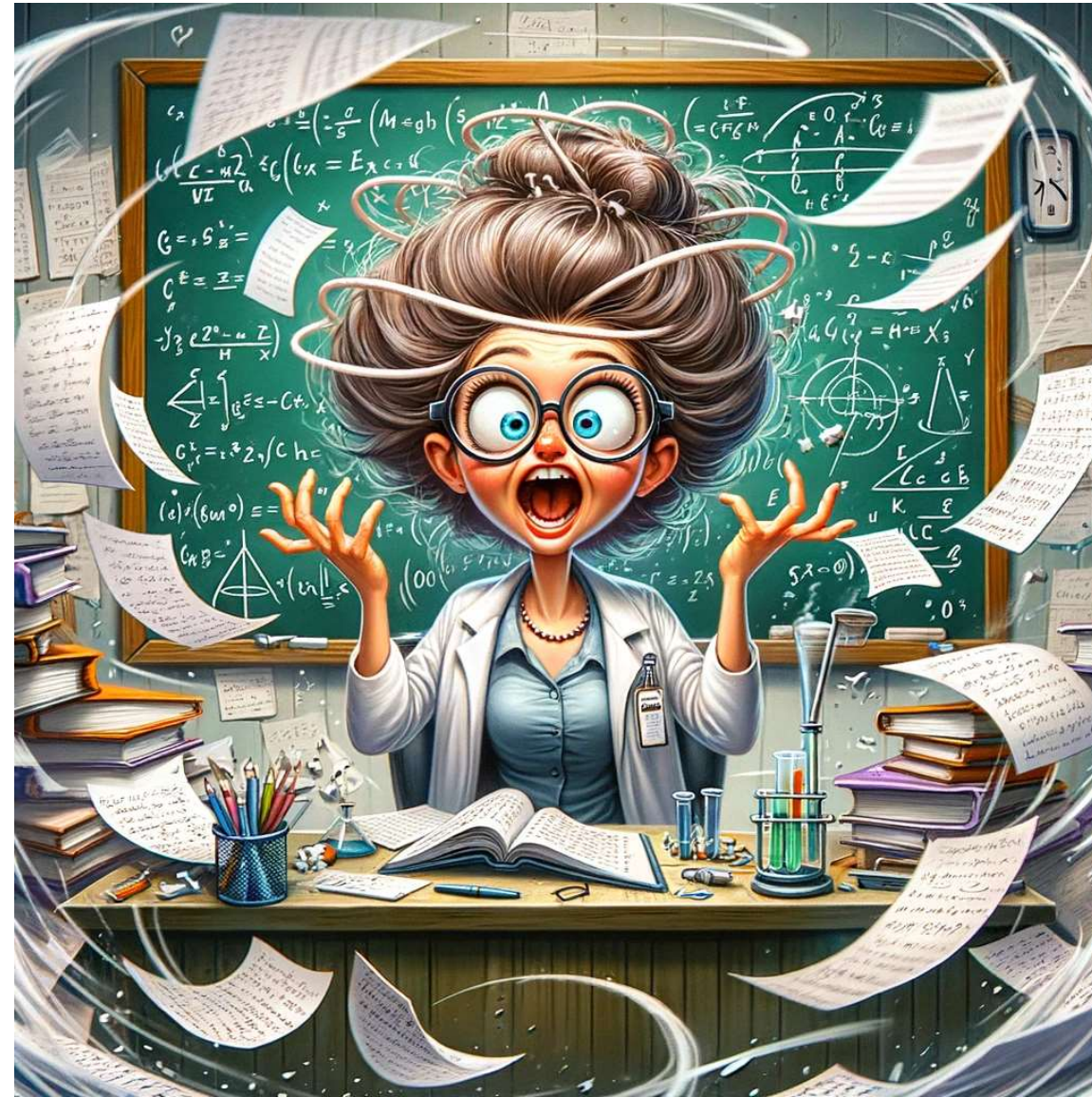
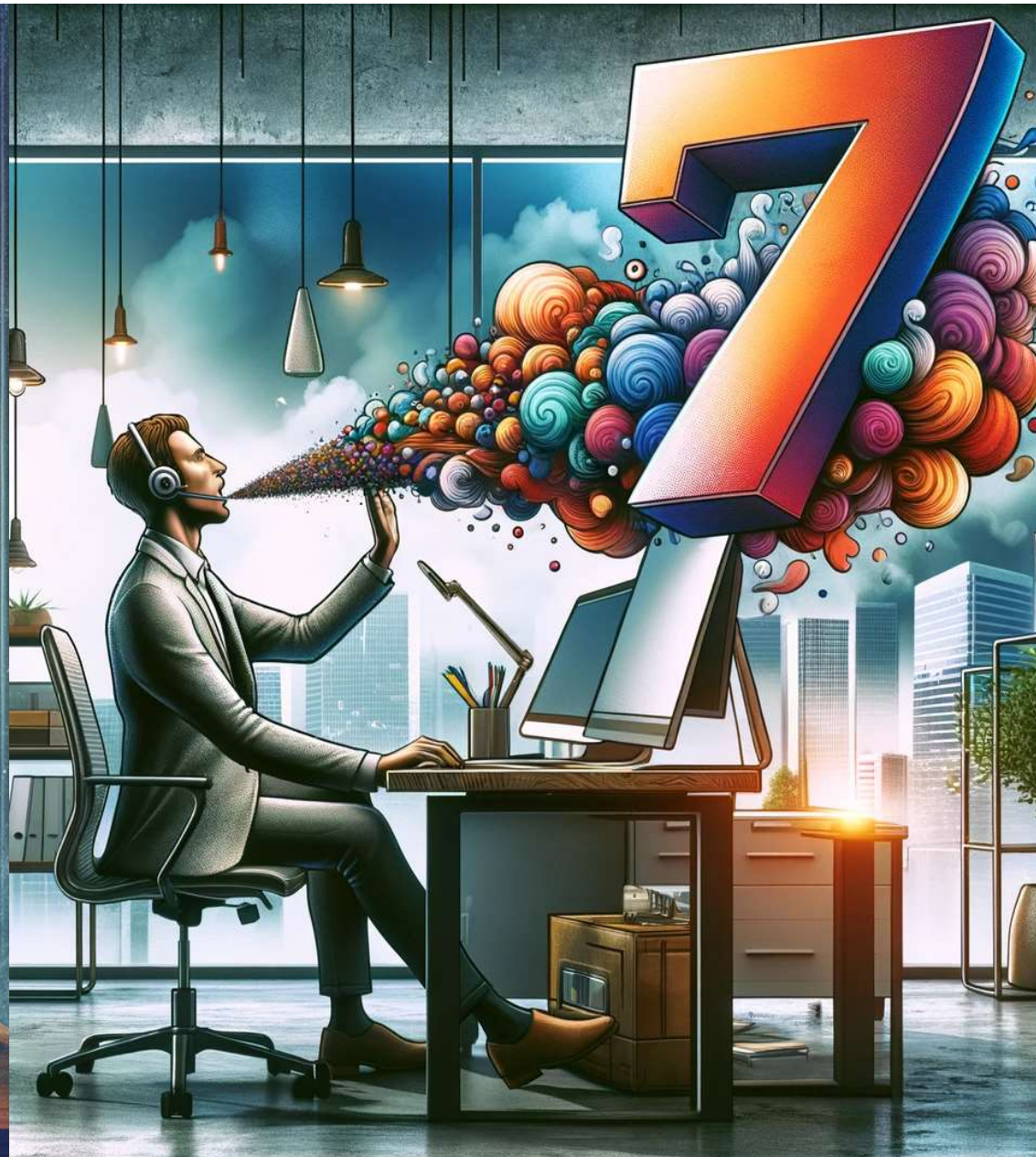


Foto: Dall-E





# 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

Photo: Dall-E



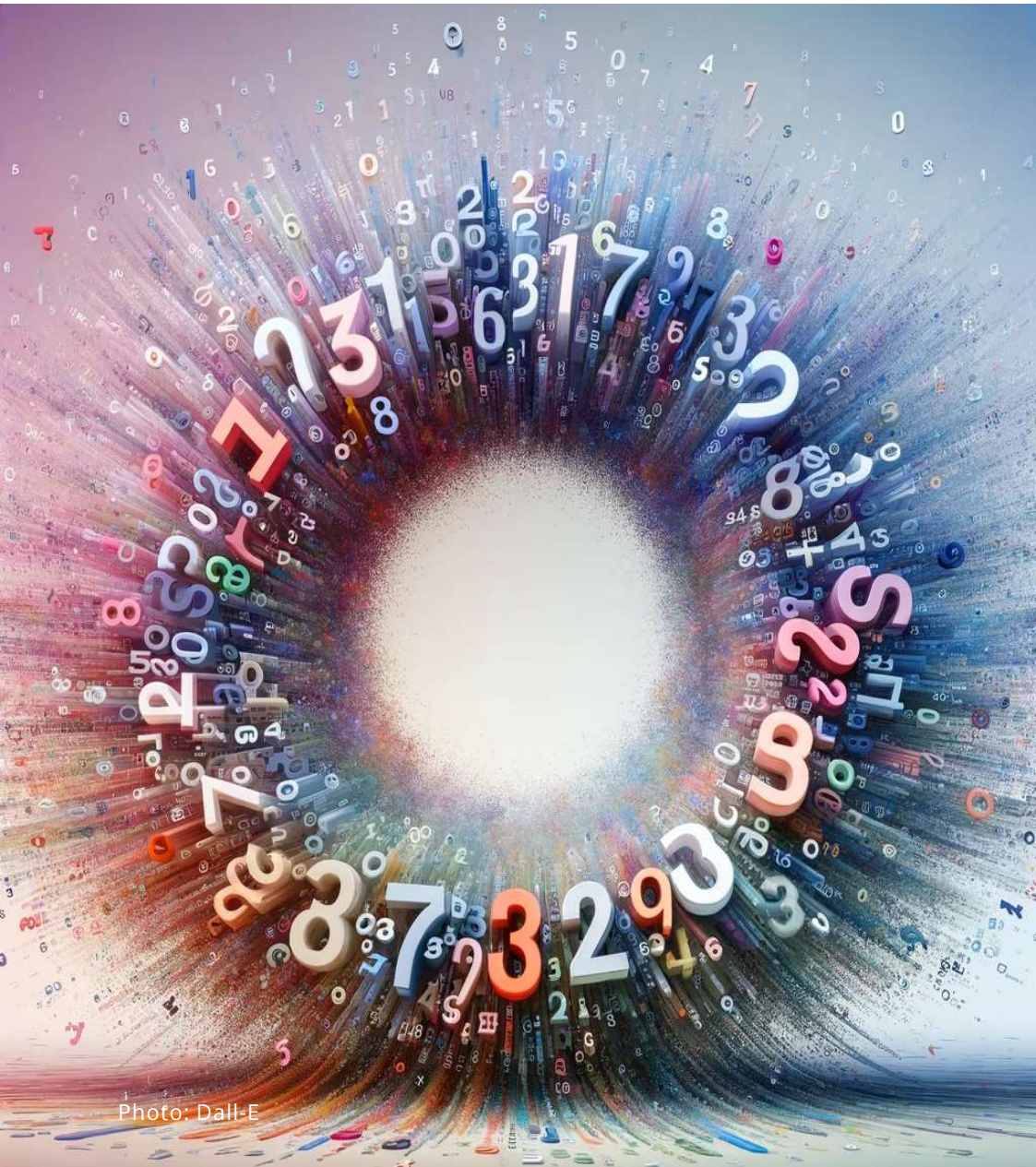


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