

**Workshop on the measure of progress, development and well being**  
**Communicate, communicate , and further communicate**

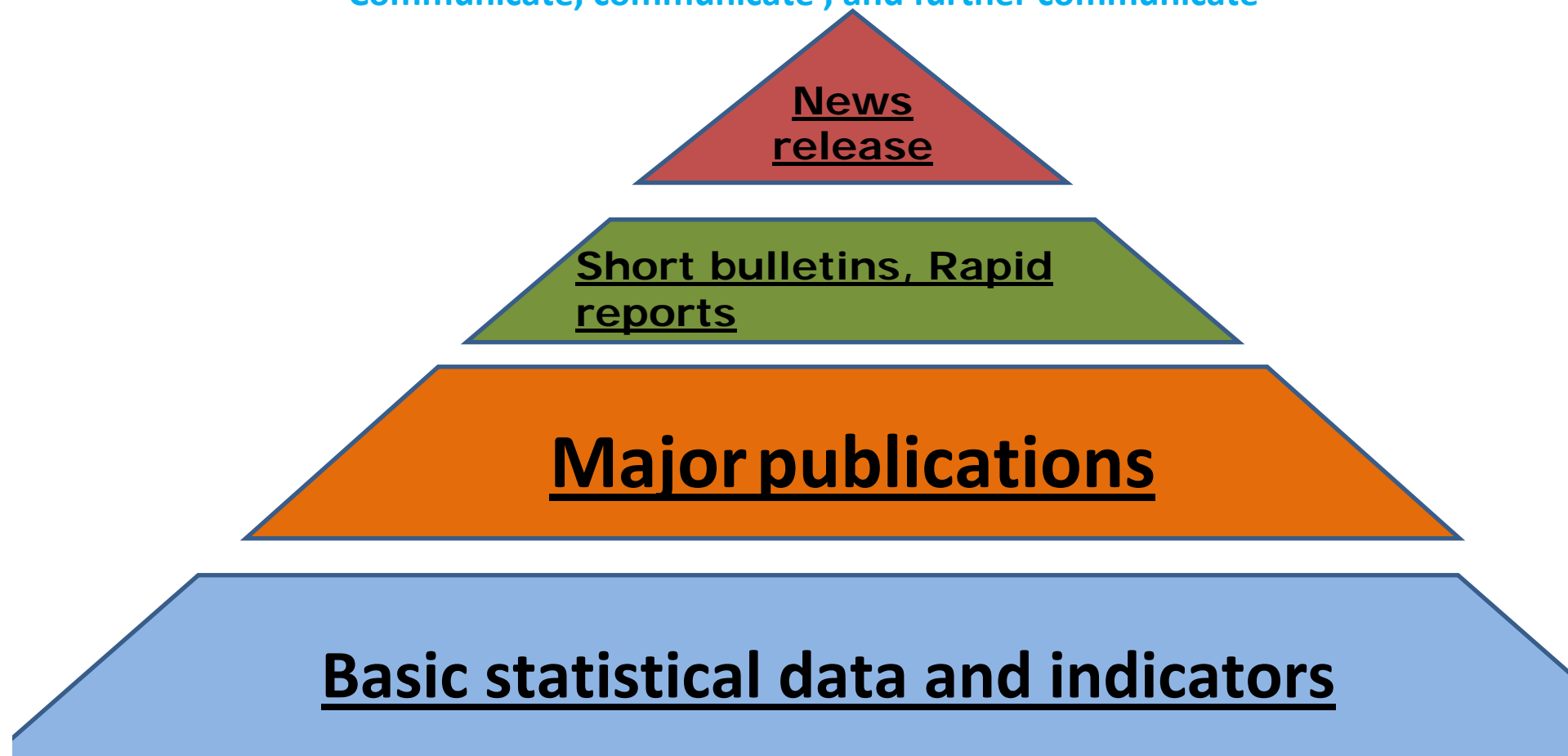
**Statistics or indicators that are not trusted are of no use  
to anyone**

**From release of data to news**

*presentation tips:*

- Looking for records
- highest, lowest

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Journalists are critical by nature and by duty

You are not dealing with experts in statistics,  
indicators and economy

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***Adopt a journalistic approach***

looking for “**stories**” and find a story,

Make the **selection** yourself, applying a  
**journalistic judgement**

***Keep It Short and Simple: KISS***

***Keep it short and simple***

ORGANISATION  
FOR ECONOMIC  
CO-OPERATION  
AND DEVELOPMENT



SAVOIR POUR AGIR

**statec**  
LUXEMBOURG

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**The 6 basic questions you have to ask yourself**

**WHO?**

**WHAT?**

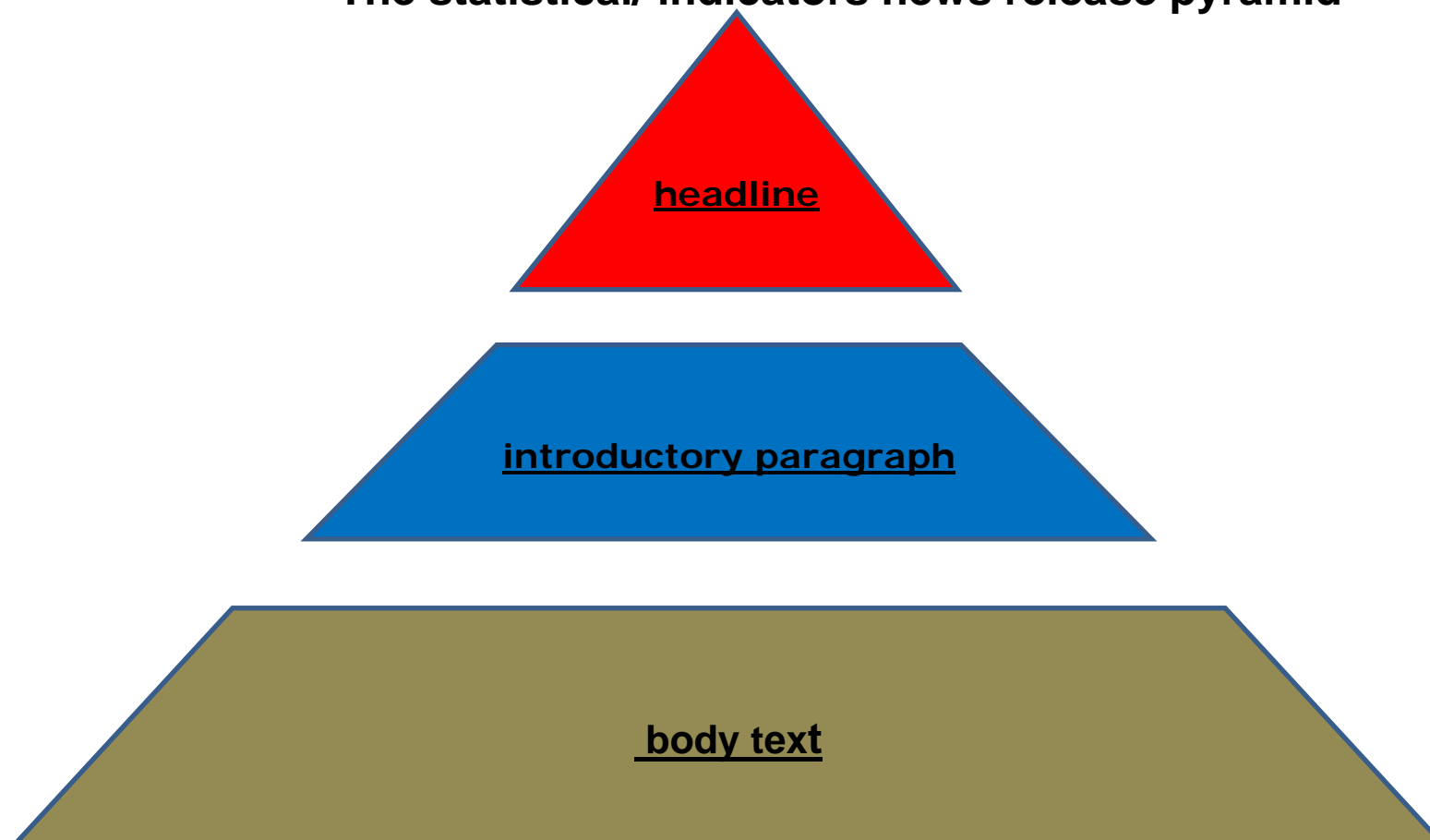
**WHY?**

**WHERE?**

**WHEN?**

**HOW?**

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**The statistical/ indicators news release pyramid**



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## **NEWS RELEASE CHECKLIST**

- Must quickly attract the attention
- Have good, colourful, headed paper with logo. Say it is a new release.
- Lay it out in a clear and simple way
- The headline must catch the eye
- The introductory paragraph should tell the whole story
- the six crucial questions **WHO? WHAT? WHY? WHERE? WHEN? HOW**

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Be proactive

Make yourself available

Be a conduit

Be selective

Ensure level playing-field - No favourites!

Know your media



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## **Prepare for the interview**

- Write down the key messages.
- No jargon
- Make sure your points are clear and succinct.
- support your message with a few examples and facts.
- Keep in mind what the public needs to know, how the topic impacts them.
- Anticipate tough questions.
- Practice delivering your message.

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**Speak with authority, clarity, energy**

- Offer brief background on the subject if the reporter needs it.
- Assume everything you say is on the record.
- State your position in positive terms, even if questions turn negative.
- If the reporter's questions veer off track, come back to your message.
- Stay within your area of expertise and responsibility.
- To ensure the reporter understood your points, ask him/her to repeat them.