Thinking like a journalist

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About me

- Head of Strategic Communication at the UK’s National Statistics Institute

- Background working in: crisis communication, content strategy, media management and strategic communication

- Education: BA (Hons) & MA in English Literature and an Executive MBA (+ other communication-related things)

- Worked with:
In this session we will

- Explore how communication is changing
- Discuss the role of a modern National Statistical Institute and its experts
- Look at the reasons to communicate differently and in a layered way
- Learn the secrets to getting people interested and share examples of effective content
- Establish guiding principles
- Define success
Where do you get your news?
Where do you get your news?
Where do you get your news?
Where do you get your news?
When do you get your news?

NEWS ACCESS ACROSS THE DAY BY AGE (UK)
Is all news real?
Statistics Institutes are vulnerable to fake news and alternative facts.
We can (and sometimes should) strike back
Who is the audience for statistical products?
Are statistical bulletins alone enough?
Could you ‘elevator pitch’ your statistics?
Content is like cake: it needs layers
Article:

Understanding the gender pay gap in the UK

This analysis builds on the raw gender pay gap, using regressions techniques to provide more insight into the factors that affect men's and women's pay.

Table of contents

1. Main points
2. Introduction
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Layer Two: The Skilled

Percentage of male and female employees in different occupational groups, UK, April to June 2016

- Managers, Directors and Senior Officials
- Professional occupations
- Associate Professional and Technical occupations
- Administrative and Secretarial occupations
- Skilled trades occupations
- Caring, leisure and Other Service occupations
- Sales and Customer Service
- Process, Plant and Machine Operatives
- Elementary occupations

Source: Labour Force Survey, CNS
Layer Three: The Interested

Explore the gender pay gap and test your knowledge

26 October 2017    By ONS Digital

The gender pay gap for full-time employees now stands at 9.1% in favour of men, the lowest since records began in 1997.

The UK government has committed to closing the gender pay gap and introduced new legislation requiring all companies with 250 or more employees to disclose their pay gap in a register by April 2018.

One of the widest gender pay gaps is in financial occupations. ONS data show, for example, that female financial institution managers and directors earn 26.2% less, on average, than men in the same occupation. The pay gap varies considerably across occupations, and in some cases there is no difference in earnings between men and women, or women earn more than men.

Can you guess which occupations see the largest difference in earnings for men and women?

Test your knowledge on the gender pay gap

What is the gender pay gap?

Calculated as the difference between average hourly earnings (excluding overtime) of men and women as a proportion of average hourly earnings (excluding overtime) of men’s earnings. It is the primary measure used when comparing differences in pay between men and women.
Layer Four: Everyone (including the disinterested)

41% of women work part-time
12% of men work part-time
Layer Four: Everyone (including the disinterested)
2.2 Employment patterns

The more children, the larger the difference between the employment rates of women and men.

On average, the employment rate of men is higher than that of women (72% compared with 61% in the EU in 2016). However, it is interesting to note that the difference between employment rates of women and men increases with the number of children. In the EU in 2016, the employment rate for women without children was 65%, while it was 73% for men. For women with one child, the rates increased and were 71% for women and 85% for men. For women with two children, the rate remained almost the same at 70%, while the one for men increased to 89%. For those with three or more children, the employment rate decreased and was 55% for women, compared with 84% for men. This pattern is observed in a large majority of Member States.

Almost a third of women in employment work part-time.

An important aspect of the reconciliation between work and family life is part-time work. This is, however, not equally spread between women and men: in the EU in 2016, 32% of women in employment worked part-time, compared with 9% of men. This differed among the Member States, with the highest shares of women working part-time in the Netherlands (77%) Austria (47%) and Germany (46%), and of men in the Netherlands (26%) and Denmark (77%). The lowest share of both women and men working part-time was observed in Bulgaria (2% for both women and men).

Larger share of women than men are unemployed.

In the EU in 2016, the unemployment rate was 8.7% for women and 8.4% for men. In fourteen Member States, the unemployment rate was higher for women, in thirteen it was higher for men and in Hungary it was even. The largest differences between female and male unemployment rates, where the rate was higher for women than for men, were observed in Greece (28.1% for women and 19.9% for men) and Spain (21.4% and 18.1%). The largest differences for the opposite pattern, lower rates for women than for men, were observed in Ireland (6.5% for women and 6.1% for men), Latvia (9.4% for women and 10.9% for men) and Lithuania (9.7% and 9.1%).
The challenge for all of us is: Can we do the same and more?
Communicating information using the inverted pyramid
The inverted pyramid in action
The inverted pyramid

The most newsworthy content
- Headlines, key points and findings

Important details
- Considerations etc

Background
- Methodology etc
What makes newsworthy content?

Who
What
When
Where
Why
(How)
What makes newsworthy content?

Who says so/needs to know/was surveyed?
What have you found/is the key figure or message?
When was the last time the figure was this high or low?
Where does this relate to?
Why did this occur/do we do this?
How will this help society/how did you find it out?
Content ideas for NSI’s

- **Answer the questions** that others cannot
How different are we?

The long term newborn sex ratio in Slovenia (birth rate of boys to girls) is 106 boys to 100 girls.

For 16 years the most common boys' name has been Luka. The most common girls' names are Nikola, Eva, Lana, Sasa and Sasa.

A girl born in Slovenia in 2014 can expect to live 83.7 years and a boy almost six years less (78.0 years).

In 2014, one in five 12-year-olds (19%) and one in six 13-year-olds (17%) in Slovenia were spending more than four hours a day during leisure time during the school week.

In the school year 2014/15, most young women (46%) attended general upper secondary education and most young men (48%) technical upper secondary education.

Of 20 tertiary graduates in 2014 six were women and four were men.

At age 25 one in three women (35%) and one in two men (53%) were employed in 2014.

At age 29 one in three women (36%) and one in two men (55%) were still living with their parents in 2014.

Physical characteristics

- Average height: 165 cm for women, 178 cm for men
- Average weight: 69 kg for women, 85 kg for men

Data refer to the population aged 15+ living in private households in 2014. Source: NESI, BMI
Content ideas for NSI’s

- **Answer the questions** that others cannot

- Set the record straight and **bust myths**
The life of women and men in Europe

2017 edition

At home, at work, at school...

... there are large differences between the lives of women and men in Europe, but there are also similarities. This digital publication The life of women and men in Europe - a statistical portrait aims at comparing women and men in their daily lives. It also shows how similar or different the everyday lives of women and men is in European countries.

The publication includes three chapters:

- Living, growing, ageing... : This chapter focuses on demography and health, including for example data on life expectancy, single mothers and fathers and how we perceive our health. This chapter also shows that, despite our differences, both women and men in Europe are similarly satisfied with their lives.
- Learning, working, earning... : This chapter includes data on education levels, reconciliation of work and family life, full-time and part-time work, the gender pay gap, female and male managers, etc. It highlights not only structural differences but also inequalities between women and men.
- Eating, shopping, surfling, socialising... : This part focuses on nutrition and social habits, leisure activities and online practices, including for example data on smoking and alcohol consumption, body mass index, cinema attendance, use of social networks and online shopping. A final part is dedicated to childcare, housework and cooking.

This digital publication containing short texts, interactive visualisation tools, infographics, photos, etc. has been developed by Eurostat in collaboration with the National Statistical Institutes of the EU Member States and the EFTA countries and is available in most of their official languages.

Go to publication  Test your knowledge
The life of women and men in Europe - Quiz

Health perception (3 / 12)

In the EU, how do women and men perceive their health?

a) Men are more likely than women to perceive their health as "good"

b) Women are more likely than men to perceive their health as "good"

c) Both men and women perceive their health in the same way

Your answer is not correct. The correct answer is: a).
If you would like to get more information about this topic, go to the publication.
Content ideas for NSI’s

- **Answer the questions** that others cannot
- Set the record straight and **bust myths**
- Highlight **change over time**
- Show **global comparisons** and/or **geographic disparities**
- People love **lists** – show rankings of the best and worst
Most common causes of death for the elderly, Slovenia, 2014

1. Heart failure, unspecified
2. Hypertensive heart disease
3. Stroke not specified as hemorrhage or infarction
4. Heart disease due to insufficient blood circulation
5. Cerebral infarction
6. Myocardial infarction
7. Breast cancer
8. Pneumonia
9. Lung cancer
10. Sequela of cerebrovascular disease
11. Aortic valve disorder
12. Fracture of femur (fall)
13. Atherosclerosis (general)
14. Colon cancer
15. Heart failure, congestive

Rank: 1

Rank: 2

Lung cancer

Rank: 3

Heart failure, unspecified

Rank: 4

Heart disease due to insufficient blood circulation

Rank: 5

Prostate cancer

Rank: 6

Myocardial infarction

Rank: 7

Stroke not specified as hemorrhage or infarction

Rank: 8

Chronic pulmonary disease

Rank: 9

Colon cancer

Rank: 10

Hypertensive heart disease

Rank: 11

Cerebral infarction

Rank: 12

Pneumonia

Rank: 13

Stomach cancer

Rank: 14

Alcoholic liver disease

Rank: 15

Sequela of cerebrovascular disease

Pancreatic cancer

Source: NJZ
Content ideas for NSI’s

- Answer the questions that others cannot

- Set the record straight and bust myths

- Highlight change over time

- Show global comparisons and/or geographic disparities

- People love lists – show rankings of the best and worst

- Correlations (where there is causation!)

- Mine the data and find something hidden in its depths
Content advice

- Work on amazing headlines and key messages that entice and tease
SIMPLY NOT THE SAME
Women and Men from Childhood to Old Age
SIMPPLY NOT THE SAME
Women and Men from Childhood to Old Age
Women and men; the fact is we are different. Always. From early childhood to old age. We are determined not only by biological differences but also by different social roles. In our new publication we made use of statistical data to verify how much we actually differ. This is our fourth publication dealing with this topic; yet it differs from the previous three.

Chapter 1 presents basic data for the total population with infographics and some of the findings. Further on women and men are put into different age periods (children/childhood, youth, adults/adulthood, elderly/old age) seeking similarities and differences between them, pointing out the main characteristics of individual periods and comparing data for Slovenia with data for the other EU-28 Member States.

As always, our new publication is also our invitation to you for further study since the data it presents are only some of the available data.

Although the original Slovene version was issued on the International Women’s Day, the brochure is not intended only for women but also for men, namely for anyone and everyone curious about and wanting to learn how much and in what way women and men are actually different or similar.

[Signature]
Genovefa Ružič
Director-General
Women and men; the fact is we are different. Always. From early childhood to old age. We are determined not only by biological differences but also by different social roles.
Women & Men in Ireland 2016

- Percentage of 25-34 Year Olds with 3rd Level Education: 55.1% Women, 42.9% Men
- Average weekly hours worked in paid employment: 31.7 Women, 39.7 Men
- Percentage in the labour force: 51.5 Women, 67.8 Men

- Numbers looking after Home/Family: 445,500 Women, 9,200 Men
- Life expectancy (years): 83.4 Women, 79.6 Men
- % Aged 18+ who are overweight: 48.4 Women, 63.1 Men

- Numbers of people committed to prison: 2,644 Women, 10,209 Men
- % of Teachtaí Dála (TD’s) in Dáil Éireann: 22.2 Women, 77.8 Men
- % Aged 18+ who binge drink (at least once a week): 6.8 Women, 20.8 Men
- % Aged 15+ who smoke: 20.1 Women, 23.9 Men

- Employment rate %: 59.5 Women, 69.9 Men
- Unemployment rate %: 7.1 Women, 9.8 Men
Content advice

- Work on **amazing headlines** and **key messages** that entice and tease

- Let the **data lead** and don’t assume you know the story – **are there any emerging trends?**

- Add **context** and **challenge yourself** to introduce something to improve the story
1.1 Important milestones in life

In all Member States, women leave their parental home and get married earlier than men...

Our life is filled with different milestones, such as starting school, entering adulthood by leaving the parental home and starting work, getting married, having children, retiring... and there are large differences between women and men.

The analyses of these milestones in life show, for example, that on average in the EU in 2016, women left their parental home two years earlier than men (at the age of 25 for women and 27 for men). Women also married earlier in almost all Member States, with an age difference at first marriage of more than 3 years in Bulgaria, Greece and Romania, while it was less than 2 years in Ireland, Lithuania, Portugal and the United Kingdom. Regarding the birth of the first child, women in the EU gave birth on average at the age of 29 in 2015, ranging from around 26 years in Bulgaria, Latvia and Romania to almost 31 years in Spain and Italy.

... and live longer than men

Another significant difference between women and men is life expectancy. In all Member States, women lived longer than men – the average in the EU was 83.3 years for women and 77.9 years for men in 2015, a difference of 5 ½ years. Among the Member States, the difference between women and men ranged from 10-11 years in Latvia and Lithuania to just below 4 years in Denmark, Ireland, Cyprus, the Netherlands, Sweden and the United Kingdom.

1.2 Living together
Content advice

- Work on **amazing headlines** and **key messages** that entice and tease

- Let the **data lead** and don’t assume you know the story – **are there** any emerging trends?

- Add **context** and **challenge yourself** to introduce something to improve the story

- Keep it simple – **show AND tell**
Women more often work part time than men

In EU-28 Member States gender differences are even greater as regards full time employment and part time employment (in Slovenia 35 hours per week or less). The share of women in part time employment is higher than the share of men in all EU-28 Member States.

In 2014, the share of women aged 40-64 in part time employment in Slovenia was 10%, while the share for men was 6%. With these shares Slovenia was among the countries with low shares of part time employment. The share for women working part time was in 2014 the lowest in Bulgaria (3%) and Slovakia (6%) and the highest in the Netherlands (79%), Germany (52%) and Austria (50%). At the same time these three countries recorded the largest differences between the shares of women and men in part time employment.

Men work at unusual hours more often than women. In 2014, two out of three men and over a half of women worked on Saturdays, while almost one in three women and two out of five men worked on Sundays. Almost half of men and two out of five women worked in the evenings and one in four men and one in seven women at night.
Content advice

- Work on **amazing headlines** and **key messages** that entice and tease

- Let the **data lead** and don’t assume you know the story – **are there any emerging trends?**

- Add **context** and **challenge yourself** to introduce something to improve the story

- Keep it simple – **show AND tell**

- Always be **accurate, organised** and **unique**
The most powerful one word question you can ask

Why?
Thinking differently...

GWENT MAN WHO BIT DOG GETS SENTENCED
Saturday 16th June 2014

MAN BITES DOG
Attacker in court after assaults on his partner and her pet

Full story: page 3
The secret to getting people interested

- Share something that’s **new**

- Something that’s **interesting**

- Something that’s **controversial** or **perception-changing**

- Something **relevant** to the particular audience

- Something that supports your own beliefs and you share **passionately**

- Make it **accessible** and/or **layer it**
A powerful two word question you can ask

So what...?
What is your most popular content?
In the UK, it is baby names...

Statistical bulletin:

Baby names in England and Wales: 2016

Most popular first names for baby boys and girls using birth registration data.

This is the latest release

View previous releases

Contact: Nicola Haines

Release date: 26 September 2017

Next release: August/September 2018 (provisional)

Table of contents

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2. Statistician’s comment
3. Things you need to know about this release
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5. Which names entered the top 100 in 2016
6. How do the top 10 names in 2016 compare with 2006?
7. Other and Other most popular names in England and Wales and most English regions
8. Links to related statistics
9. Quality and methodology
Defining success

- Increasing content **dwell times**
- Content **syndication** across outlets and mediums
- Verbatim **quoting** of copy
- **Seeding** stories to the media
- More **shares** than before
- Increasing **social interaction**
- Positive **feedback**
Recap

- **Audience** and their expectations/needs come first

- **Think like a journalist** and front-load your content

- But remember **you’re the expert**; no one knows more than you
Ice cream sold

Shark attacks
Recap

- **Audience** and their expectations/needs come first

- **Think like a journalist** and front-load your content

- But remember **you’re the expert**; no one knows more than you

- Have a relentless curiosity and dig deep. From now on, your most common phrases will be ‘**why?’** and ‘**so what…?**’

- If it’s not a challenge, it’s not worth doing!

- Have fun!
Рахмат сага