What the media asked for...

Tim Allen, Head of Communication
Content & Format

• Keep tables constant
• Inform in advance of changes
• Provide links to datasets
• Concrete examples
• Languages help avoid misinterpretation
News Releases

Topics closer to reality

• Current relevant topics
• Commission policies & priorities
• International conferences
• Information on the process leading up to a ruling or a decision
• More on demography, regions & other topics linked to everyday life
News Releases

Dissemination

- Keep embargo
- Commission policies & priorities
- Consider release time
- Better titles for emails
Release Calendars

- Annual calendar useful for long-term planning
- Weekly calendar useful, but should be either sent earlier or include a longer period
- Clearer titles/topics
Access to data and tools

Database

• The database is not intuitive and user-friendly
• Bookmarks useful for regularly needed indicators
• Receive alerts on database updates
Access to data and tools

Apps and interactive tools

- Need to be able to re-use (embed, share, download) infographics, tables and graphs
- Interest in tools based on countries
Media support

- Political comments and quotes via Media Support
- Replies only in English
- Reply just as link to data and not as Excel file
- Media Support is not always well known
- More interviews even if we do not provide analysis or comments
- Official register of analysts and commentators of news releases that they can interview
Others

- Need to have products available in more languages
- Access to material that can facilitate the task of the journalists, e.g. glossary of statistical terms
- Not aware of the range of services available
- Training