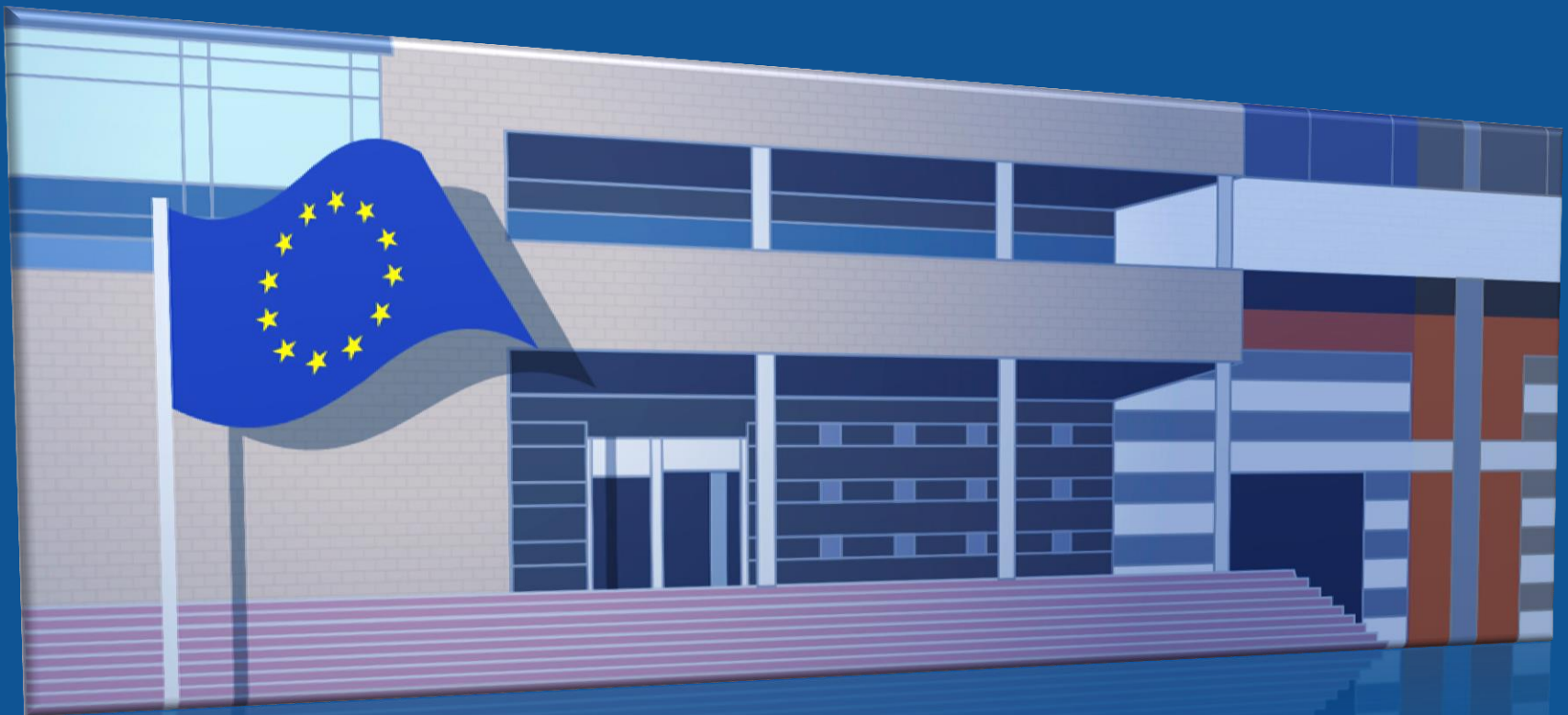




European
Commission

What the media asked for...



Tim Allen, Head of Communication

News Releases

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