Introduction

Making Data Meaningful: A guide to writing stories about numbers was prepared within the framework of the United Nations Economic Commission for Europe (UNECE) Work Session on Statistical Dissemination and Communication[1], under the programme of work of the Conference of European Statisticians.[2]

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About this guide

The guide is intended as a practical tool to help managers, statisticians and media relations officers use text, tables, graphics and other information to bring statistics to life using effective writing techniques.

It contains suggestions, guidelines and examples – but not golden rules.

This publication recognizes that there are many practical and cultural differences among statistical offices, and that approaches vary from country to country.

[1] The Work Session on Statistical Dissemination and Communication was held in February 2005. Copies of all papers and a full report of the meeting are available from the UNECE website at http://www.unece.org/stats/documents/2005.02.dissemination.htm.

[2] Information about the Conference of European Statisticians is available from the UNECE website at http://www.unece.org/stats/introces.e.htm.