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Forty-ninth plenary session
(Geneva, 11-13 June 2001)

**REPORT OF THE SEPTEMBER 2000 WORK SESSION ON STATISTICAL
OUTPUT FOR DISSEMINATION TO INFORMATION MEDIA**

Note prepared by the Secretariat

1. The meeting was held from 25-27 September 2000 in Voorburg, the Netherlands. It was hosted by Statistics Netherlands. It was attended by participants from Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, Ireland, Israel, Italy, Lithuania, Luxembourg, the Netherlands, Portugal, Romania, Russian Federation, Slovenia, Spain, Sweden, Switzerland, United Kingdom, and United States. The European Commission was represented by Eurostat. A representative of UNSD also attended the meeting.
2. The meeting was opened by Mr. Steven Keuning, Director of Macroeconomic Statistics and Dissemination Division, Statistics Netherlands, who welcomed the participants and wished them success in their work and an enjoyable stay in Voorburg.
3. The provisional agenda was adopted.
4. Mr. Jan Willem Altena (Statistics Netherlands) was elected the Chairman.

ORGANIZATION OF THE SESSION

5. The following substantive topics were discussed at the meeting:
- (i) Media crises management;
 - (ii) Making use of new technological developments to better meet the needs of the media and get their feedback;
 - (iii) How to build a corporate design as a modern information provider?
 - (iv) Costs and benefits to consider when planning to outsource public and media relations work;
 - (v) Improving data sets and information released through the Internet to the media.
6. The topics were discussed on the basis of 20 papers and demonstrations, 5 of which had been jointly prepared by several statistical agencies to convey their accumulated experiences.

FUTURE WORK

7. The participants supported the secretariat proposal to draft the “Handbook on best practices for dealing with the media” and asked the UN/ECE to coordinate the work on the preparation of the Handbook. They further recommended that the agenda for the next Work Session on Statistical Output for Dissemination to Information Media be mainly devoted to reviewing the final draft of the Handbook. Therefore, they proposed the following agenda of the next meeting:
- (i) Review of the final draft of the “Statistics in the media – Handbook on best practices for statistical offices in dealing with the media”;
 - (ii) How does government’s overall media policy influence the way national statistical offices can disseminate information;
 - (iii) Utilisation of new audio-visual, electronic and print technologies by national statistical agencies in disseminating data to the media;
 - (iv) Innovative models of partnership with the private sector in disseminating statistical information to the media.
8. The participants approved the schedule for the preparation of the Handbook as proposed by the Secretariat. The Handbook publication date is planned for the beginning of 2002.
9. The Work Session recommended organising the next meeting in November 2001. The Central Bureau of Statistics of Israel offered to host the meeting.

OTHER BUSINESS

10. The participants expressed appreciation for the hospitality and excellent organisation that Statistics Netherlands had provided for the meeting, and expressed their warm thanks to the organisers.
11. The participants adopted the report of the meeting at its closing session.
12. The more detailed summary of the discussion that took place at the meeting on the five substantive agenda items (see para.5 above) will be prepared before the end of October 2000, and distributed (in English only) to participants and other interested parties, upon request.
