

*Series of operational and methodological conferences in response to the COVID-19 pandemic*

## Media Engagement in Official Statistics: How and Why?

7th Conference | Zoom | May 25, 2021 from 2:00 p.m. to 4:00 p.m. (GMT + 3)

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The national statistical systems (NSS) main mission is to collect and collate data as well as produce reliable, relevant quality statistics, and disseminate quantified information on the economic, social and environmental fields of a country and on its citizens. The information generated is critical for planning and decision making. This information contributes to public debate and the development of public policies. In an open and democratic society, the information produced is made available in publications, on the internet and on social media networks. This information is of interest to public authorities, administrations, businesses, researchers, the media, teachers, students, etc. Also, the media represent one of the main route for the transmission of this information and statistics to the public.

Strengthening relations with journalists and media is an objective shared by all NSSs to guarantee better communication and interpretation of the information they produce and disseminate. This is critical for an enabling environment for setting up solid professional networks that allow for more regular and constructive exchanges.

Having realized the importance of setting up solid professional networks, the Economic Commission for Africa in partnership with AFRISTAT, INSEE and PARIS21, organized a videoconference on the 8<sup>th</sup> of October, 2020 on: *“Communicating statistics in times of crisis: the role of national statistical offices in countering disinformation”*. This fifth conference, was held within the framework of virtual meetings involving the four institutions, the virtual nature of the meeting was provoked by the COVID19 outbreak, allowing countries to discuss and share their experiences on the subject via an internet platform.

### Why participate in this webinar?

This webinar responds to the concerns expressed by the participants during the 8<sup>th</sup> of October 2020 conference, particularly on the issues of setting up a communication and media relations service within the NSSs.

The objective of this 7<sup>th</sup> conference: **“Media engagement in official statistics: how and why?”**, therefore, is to share experiences on the different strategies that could be put in place by the producers of official statistics, mainly the national statistical offices, aimed at engaging the

media and journalists as well as exploring the advantages of such engagements for the advancement of the NSSs.

The event will bring together different actors who are contributing and strengthening the NSSs dialogue with the media and journalists. These actors include but are not limited to:

- Data producers working to provide quality, timely, reliable and trusted official statistics and data;
- Journalists working with official statistics and data to tell compelling stories; and,
- Partners who work with national statistical systems.

This conference is also part of the African Centre for Statistics' activities to promote the [Guidelines on establishing a robust user engagement strategy for national statistical systems](#).

The webinar, scheduled for 25 May 2021 from 2:00 PM to 4:00 PM EAT (GMT+3), targets English-speaking participants will be organized in two sessions.

### **Speakers:**

The webinar will be moderated by Zachary Mwangi Chege, former Statistician-General of Kenya and Chair of the 49th and 50th United Nations Statistical Commission

The Panellists are:

- Paul Yaw Seneadza from Ghana Statistical Service who will share the national experience on media engagement in official statistics.
- Wanjohi Kabukuru, an Environmental journalist, editor and media trainer, who will share his experience with producers of official statistics and talk about needs from media.
- Rebecca Jakeway, a communications advisor from the United Kingdom's Office for National Statistics, who will speak about how the UK's statistical organisations work with the media to better promote their work and encourage better use of data for making decisions.
- Tinfissi-Joseph Ilboudo from the Economic Commission for Africa who will present samples tactics for media engagement in official statistics.

### **Registration link:**

Register in advance for this event at:

<https://zoom.us/meeting/register/tJltdeutpjwuE9fyeX7i418WdBPNPyQPvwDe>

After registering, you will receive a confirmation email containing information about joining the meeting.

The website of this event is <https://www.uneca.org/events/acs/media-engagement-in-official-statistics-how-and-why>

### **Contact:**

- Léandre Ngogang, [ngogangwandji@un.org](mailto:ngogangwandji@un.org)