



**Kurdistan Regional Government
Ministry Of Planning
Kurdistan Region Statistic Office**

Policy Of Dealing With Media

November/2014

Kurdistan Region government

Ministry of planning

The Kurdistan Regional Statistics Office

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Introduction

To have Kurdistan Region Statistics Office (KRSO) confidence in media in publishing official statistics and handing it to different users made the KRSO to develop the **policy of dealing with media**. This policy makes a direct and bilateral contact between KRSO and all kinds of media with consideration the present and future needs that can be beneficial to both sides.

We believe the policy of dealing with media is an important step towards improving the official statistics in Kurdistan region to support users of official statistics in planning, policy and decision making.

Some statistical organizations particularly rely on two main tools, **internet and media** in publishing statistics. Despite having rapid improvement in using internet, still, some users use media as a source to have access to statistical information, In other words, Media still is the main tool used by statistics organizations to have the users to have access to statistics data.

Kurdistan Region Statistics Office

Policy of Dealing with Media

Basic Principles:

- Media is the major vehicle for KRSO to reach public stakeholders.
- Statistical publications of KRSO shall be pursuant to statistical calendar.
- The publication of statistics directed to the media by KRSO without any presumption of knowledge of these media about the field of news. This requires the provision of all details to facilitate dealing of media with KRSO's statistical publications.
- KRSO will regularly work on identifying the concerns of various media institutions.
- KRSO will work on strengthening its relationships with various media institutions.
- KRSO will work on enhancing the confidence of media in KRSO's works and statistics.
- Data requests received from media shall have priority.
- This policy shall be published on the website of KRSO.

Guiding Principles

KRSO's policy of dealing with media relies on the following guiding principles:

standards	Provision of clear, defined, transparent and announced standards to deal with media
Contact point	Provision of a main contact point between the press and KRSO and this contact point shall arrange all press meetings
The authorities entitled to deal with media	KRSO's head and those authorized to do so.
The main basis	<ul style="list-style-type: none"> • Present statistical data as they are without mentioning relevant policies • Not to present personal attitudes and opinions • Talk only within your areas of competence
Methods of interacting\ dealing with the media	<ul style="list-style-type: none"> • Press release and press conference • The news
Means of communication with the media	<ul style="list-style-type: none"> • Website • Email • Direct interviews

First: categorize the media organizations and deal with all communities in a reasonable manner

1. Correspondents and news agency

This group likes to take lead in releasing news and speedily providing data for users. What is important about news agency is to rapidly provide news with ability to have access to additional details to make valuable news. This makes the KRSO to recruit several able statisticians to be able to answer any questions that is likely to be asked.

2. The main newspapers and correspondents in the economic field

What separates this group is that this group is interested in monitoring and publishing economic news on a daily basis but no time to search for more details. This leads to make the news like a headline and free of main details. It is KRSO's labor to Provide this group with detailed information on the news to avoid any mistakes that is probably happen by the media.

3. Political correspondents

KRSO should be careful about the time and content of the press release. Sometimes the style and the way that is used to express the press release is more like a story rather than the main news. KRSO should focus on transparency in its work plan and publishing the press release for users.

Second: Communication with the media

1. Customizing updated mailing lists including landline and mobile phone numbers and emails of various media and independent journalists in the country.
2. KRSO disseminates press releases and statistical news through those mailing lists via an email with KRSO domain.
3. Making use of the meetings with the media to continually update the mailing lists.
4. Allowing all contacts in the mailing lists to automatically unsubscribe from the lists.

Third: Statistics Dissemination

1. Statistics will be published according to the publication dates fixed in the statistical calendar whenever possible.
2. Press releases and statistical news shall be provided to all news agencies in the country simultaneously without favoring one of them. It is possible to publish the news through the national news agency which in turn disseminates the news to the rest of news agencies and media institutions at the same time.
3. Press releases and statistical news will be disseminated on the website concurrently with other publication means.

Forth: Strengthening relationships with media

1. KRSO will hold regular meetings with media whenever possible to highlight defined topics like the methodology of producing statistics of the high cost of living and workforce.
2. KRSO will regularly hold meetings whenever possible to publish new statistics to support KRSO's presence in the Region.
3. Specific areas on the website "Media Room" will be dedicated to put media materials like pictures and videos for easy access of media.
4. The readiness of KRSO and its specialized technicians to response to media needs especially following the dissemination of press releases or statistical reports.

Fifth: Enhancing abilities in dealing with media

KRSO will work on:

1. Enhancing capabilities of the employees who deal with media through specialized training courses.
2. Developing clear and defined instructions for the technicians on dealing with media.
3. Developing clear policy and defined procedures to correct wrong published data.
4. Developing clear policy and defined procedures if there is a need to amend the publication dates of statistical outputs.
5. Developing procedures to comment on wrong interpretations of published statistics.
6. Using information and communication technology tools to serve the provision and dissemination of the statistical number.
7. Training technicians on the content by focusing on statistical stories.
8. Communicating continuously with media institutions.

This policy has been adopted on 1 June 2014

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