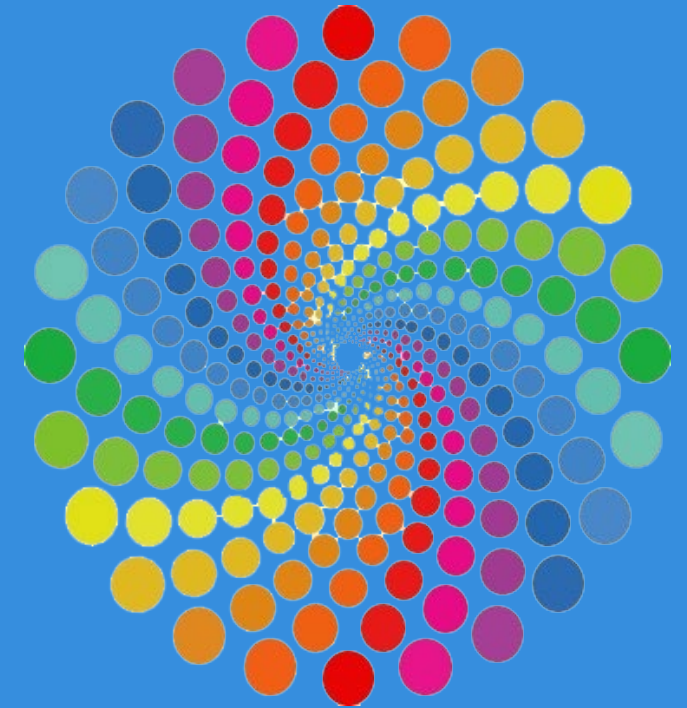


How to engage with the media

Connie Graziadei, UNECE

October 2022



Why is it important to work together?



Statistical organizations engage with & provide information to a variety of audiences



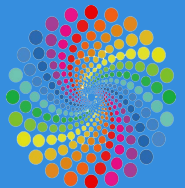
Directly – through targeted releases



Indirectly – through the media



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)



Components to consider

<h2>Media Relations</h2>	<ul style="list-style-type: none">• Dedicated team• Professional point of contact
<h2>Media Spokesperson</h2>	<ul style="list-style-type: none">• Subject matter experts• Media relations training
<h2>Access</h2>	<ul style="list-style-type: none">• Media lock ups• Media monitoring



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

