

Quick guides:

When the press contacts Statistics Denmark

For employees:

Front page:

Quick guide to employees – critical cases in the press

What should I as an employee be aware of?

The first signs that a critical case is on its way can be:

- Our methods or credibility is being questioned
- The figures are used in a political context where details and method can be crucial
- We are being asked to find numbers for comparison with numbers of others or to evaluate numbers of others
- Some claim to have been giving access to the numbers before the time of release (9:00:00)

Always inform your head of department if you become aware of problems or mistakes on your field. A proactive approach towards the media is necessary to anticipate critical media coverage.

Do you conclude that a case can turn out critical, please contact the head of communication/journalist in the Dissemination Center.

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What do I as an employee do if I sense a case can become critical?

- Do not answer the journalist right away. Inform that you will call back.
- Consult your head of division/head of department. He/she evaluates whether to involve the Dissemination Center and the National Statistician before questions are answered.

What is my role when a case in my field can become critical?

- You will be involved in covering the problem
- It is important that you are always informed a who is talking to the press

You can find our media politics for critical cases on the intranet under “press”

For heads of departments / head of divisions:

Front page:

Quick guide to head of department and head of division – critical cases in the press

What can I as a head of department / head of division do to prevent a critical case in the media?

Be proactive and inform Dissemination Center if:

- There are mistakes or problems in an area. It can be in figures, method or dissemination
 - There are changes in your area that the press can confuse with mistakes, e.g. a new method, new sources etc.
- Do not wait for the solution to come before informing the Dissemination Center.

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What do I as a head of department / head of division do if I sense a case can become critical?

- Do not talk to the press before you have talked to the Dissemination Center (and maybe the National Statistician)
- *One* spokesperson is announced to avoid confusion and mixed signals.

The critical interview – what to remember?

- Ask carefully about the journalist's fact and where they come from
- If you need time to check the facts of the story, ask for it. If possible, get the questions and facts on e-mail
- Ask about the possibility to read the quotes
- Make a clear deal about deadlines
- Talk to Dissemination Center about the quotes before accepting them

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