

33rd National Statistics Month (NSM) 11th NSM Media Awards Criteria

1. About the National Statistics Month Media Awards

1.1 National Statistics Month (NSM)

Pursuant to the Presidential Proclamation No. 647, “Declaring the Month of October of Every Year as the National Statistics Month,” the NSM is annually observed nationwide. The NSM aims to: (a) promote, enhance, and instill awareness and appreciation of the importance and value of statistics to the different sectors of the society and (b) elicit the cooperation and support of the general public in upgrading the quality and standards of statistics in the country.

Coinciding with the 15th National Convention on Statistics (NCS), this year’s 33rd NSM will carry the theme, “Boosting the Country’s Recovery with Informed Decisions, Better Policies”. Among the highlights of the month-long celebration is to recognize the contribution of media practitioners in the use and widening of public understanding of official statistics.

1.2 NSM Media Awards

The NSM Media Awards aims to recognize the significant role and contribution of media in promoting and popularizing official statistical information by way of featuring data/statistics and other products and services from the Philippine Statistical System in television, radio, print and online news service.

2. Type of Awards

Categories	Type of Award	Coverage
2.1 Individual	Best Statistical Reporting in Print Media	Special feature or editorial type of articles published in print media
2.2 Individual	Best Statistical Reporting in Online Media ¹	Special feature or editorial type of articles published in online media
2.3 TV Program	Best Statistical Reporting in TV Broadcast Media	Segment or documentary program broadcast in TV that discusses economic and social condition with reference to statistical data of PSS
2.4 Radio Program	Best Statistical Reporting in Radio Broadcast Media	Segment or documentary program broadcast in Radio that discusses economic and social condition with reference to statistical data of PSS
2.5 Organization	Best Media Advocate for Statistics	An organization which has the most number of statistical news (online and print) released

¹The online media report refers to a modern approach where institutions or organizations deliver, share, or distribute their newsworthy items via the internet.

3. Criteria for evaluation

The NSM Media Awards winners will be chosen by the Board of Judges who will use the following criteria as basis for their evaluation of entries:

Quality	50%
<ul style="list-style-type: none">- Correctness of interpretation and reliability of statistics being used/shared, and clarity, fairness, brevity, and professionalism in communicating statistics	
Effectiveness and Relevance to the Current time	50%
<ul style="list-style-type: none">- Use of data visualization for greater understanding and/or with clear analysis of statistical data- Impact of the report which bring positive motivation in deeply understanding statistics as it potentially improves the people's lives	
Total	100%

4. Eligibility

For individual award categories (i.e., Best Statistical Reporting in Print Media and Best Statistical Reporting in Online Media), all national and local media practitioners affiliated in Philippine private news organization may join.

Any TV/Radio program aired in the Philippines by Philippine TV/Radio media organization is eligible for Best Statistical Reporting in TV/Radio Broadcast Media Award.

Philippine private news organizations may vie for the Advocate for Statistics Award.

5. Submission of Entries

Applicants can apply or be nominated by accomplishing an application form (downloadable in PSA website) along with the copies of news articles published in printed newspaper and/or online (at least five) and/or TV/Radio segments/documentaries (at least three) aired on television/radio which make use of statistics **during the period of August 2021 to July 2022**. All news articles and TV/Radio segment/documentary submissions should be properly labelled with title of article/segment/program, the name of writer/reporter/s, name of media organization, and date of publication/release.

All entries must be accompanied by evidence illustrating the reach and impact of submitted articles and/or TV/Radio segments/documentary programs such as but not limited to the following:

- a. Number of online shares/views; and/or
- b. Google analytics (number of webpage hits)

Submissions may be done in person, through e-mail, and/or courier. Candidates or nominating party must submit the above-mentioned requirements not later than **05 August 2022, 5:00 PM** to NSM Media Awards Secretariat:

Mr. Ferdinand R. Aquino
Philippine Statistics Authority
Ground Floor CVEA Building, PSA Complex
East Avenue, Diliman, Quezon City
Telephone number: (02) 8462-6600 loc 839
e-mail address: f.aquino@psa.gov.ph
cc: nationalstatmonth@gmail.com

- 5.1 Decisions of the Board of Judges are final. Candidates or representatives by the act of submitting and nominating, the author/writer/producer agree to the immunity of the members of the Board of Judges, the PSA and its employees from any legal suit that may arise from or relative to the conduct of the contest.
- 5.2 By submitting articles/news cuts to the Committee, the author/writer/producer agrees and gives the PSA the right to

use his/her articles/reports as materials for information dissemination/advocacy programs related to any statistical activities without undue disadvantage to the writer/author and/or producer.

- 5.3 Sole entry in a specific category will not automatically make it qualify for the title or award. The entry will still be evaluated by the Board of Judges.
- 5.4 The Board of Judges has the right not to declare any winner and/or may opt to recognize deserving media practitioners for special awards, if deemed necessary.

6. Prizes

A plaque shall be given to each winner during the joint opening ceremony of the 33rd NSM and 15th NCS on 03 October 2022.