

34th National Statistics Month (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.

Among the highlights of the month-long celebration is to recognize the contribution of media practitioners ¹ in the use and widening of public understanding of official statistics.

1.2 NSM Media Awards

Commenced in 2009, the NSM Media Awards is now on its 12th year this 2023. It 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 (PSS) in print, online platforms, television, and radio news service.

¹A person engaged in the writing, editing, or transmitting of news and information to the public, and includes a broadcaster under journalist, editor or publisher of a publication and the manager or proprietor of a publication or broadcasting station.

2. Type of Awards

Categories		Type of Award	Type of Article/Program
2.1	Individual	Best Statistical Reporting in Print Media	A special feature or editorial type of articles with reference to statistical data of PSS published in local and national newspapers. (See 4.3, 4.8)
2.2	Individual	Best Statistical Reporting in Online Media ²	A special feature or editorial type of articles, segment or documentary with reference to statistical data of PSS published in online media platform. (See 4.3, 4.8)
2.3	TV Program	Best Statistical Reporting in TV Broadcast Media	A segment or documentary program with reference to statistical data of PSS broadcasted in TV that discusses economic and/or social condition. (See 4.4, 4.8)
2.4	Radio Program	Best Statistical Reporting in Radio Broadcast Media	A segment or documentary program with reference to statistical data of PSS aired in Radio that discusses economic and/or social condition. (See 4.5-6)
2.5	Individual	Best Media Advocate for Statistics	An article published in print/online or a report with reference to statistical data of PSS broadcasted on television, radio that has made significant impact that influenced lawmakers to create a new/change policy or has a catalyst effect to people (See 4.7, 4.8)

²Online media report refers to a modern approach where institutions or organizations deliver, share, or distribute their newsworthy items via social media networks/websites that includes podcast, blogs, YouTube, TikTok, and the like.

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%
- 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%
- 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 and Requirements

- 4.1 All national and local media practitioners affiliated in Philippine private news organization or working as a freelance media practitioner are eligible to join the Award;
- 4.2 The reference period of the published articles and/or reports to be submitted as entries is from August 2022 to July 2023;
- 4.3 The articles for Best Statistical Reporting for print and online media must not be a straight news but rather provides value to the reader offering insights into a certain social and/or economic condition with supporting proofs of statistical data from PSS;
- 4.4 A segment or documentary program with a length of at least 10 minutes will be considered as entry for the Best Reporting in TV Broadcast Media category. The reporting must be non-fictional primarily for the purposes of inspiring and educating people to a certain social and/or economic condition with supporting proofs of statistical data from PSS. (e.g., *KMJS, I-Witness, Byahe ni Drew, The Probe Team, Pinas Sarap, The Atom Araullo Specials, Rated K*);

4.5 Traditional Radio programs that are simultaneously aired in social media e.g. Facebook, You Tube and in Television (TeleRadyo) may join in the Best Statistical in Radio Broadcast Media category;

4.6 Government radio initiative programs are not eligible to join;

4.7 The winner for the Best Media Advocate for Statistics category may be awarded to an individual freelancer or an individual affiliated with any private media organization;

4.8 Below are the requirements for each type of award:

Type of Award	Requirements
Best Statistical Reporting in Print Media	<ul style="list-style-type: none"> • At least five best articles in published in any local or national newspapers • Analytics (Number of views/shares/webpage hits)
Best Statistical Reporting in Online Media	<ul style="list-style-type: none"> • At least five best articles, segment or documentary published in online media platform • Analytics (Number of views/shares/webpage hits)
Best Statistical Reporting in TV Broadcast Media	<ul style="list-style-type: none"> • At least five segments or documentary program broadcasted in TV • Analytics (Number of views/shares/webpage hits)
Best Statistical Reporting in Radio Broadcast Media	<ul style="list-style-type: none"> • At least five segments or documentary program aired in radio • Analytics (Number of views/shares/webpage hits)
Best Media Advocate for Statistics	<ul style="list-style-type: none"> • An article published in print/online or a report broadcasted/aired on television/radio • Analytics (Number of views/shares/webpage hits) • Any new policy/law with reference to the article or any proof of people's satisfaction (e.g., survey, testimony)

5. Submission of Entries

- 5.1 Applicants can submit or be nominated by accomplishing an application form (downloadable in PSA website).
- 5.2 All entries 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 as well as web links for proper access.
- 5.3 All entries must be accompanied by evidence illustrating the reach and impact of submitted articles and/or TV/Radio segments/documentary programs.
- 5.4 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 **04 August 2023, 5:00 PM** to NSM Media Awards Secretariat, thru:

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: nsm@psa.gov.ph

- 5.5 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.
- 5.6 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.
- 5.7 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.

5.8 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. Awarding of Winners

A plaque shall be given to each winner during the opening ceremony of the 34th NSM on 02 October 2023.