

35th National Statistics Month (NSM) Media Awards Criteria

1. About the National Statistics Month Media Awards

1.1 National Statistics Month (NSM)

Under Presidential Proclamation No. 647, “Declaring the Month of October of Every Year as the National Statistics Month,” the NSM is observed annually. The NSM aims to: (a) promote, enhance, and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of 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 practitioners¹ in the use and widening of public understanding of official statistics.

1.2 NSM Media Awards

Commenced in 2009, the 35th NSM Media Awards is now on its 13th year this 2024. 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).

2. Type of Awards

INDIVIDUAL CATEGORY

All national and local media practitioners affiliated with Philippine private news organizations or working as freelancer media practitioners are eligible to join or may be nominated in this category.

¹ A 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.

a. Best Statistical Reporting in Online/Print Media

- A special feature, editorial article, segment, or documentary regarding statistical data of PSS published in local and national newspapers, either online or in print. Entries must NOT be straight news but rather provide value to the reader by offering insights into specific social and/or economic conditions.
- Online media report refers to a modern approach where institutions or organizations deliver, share, or distribute their newsworthy items via social media networks/websites, including podcasts, blogs, YouTube, TikTok, and the like.
- Print media report refers to statistical news articles reported and published in any local or national newspapers.
- All interested participants must submit at least three of their best articles/segments/documentaries as entries, with one entry selected for review/rating.

b. Best Media Statistical Infographic

- A data visualization/infographic utilizing statistical data from the PSS, designed to be easily understood and effectively communicated with users and stakeholders.

TV PROGRAM CATEGORY

Any TV program aired in the Philippines by a Philippine TV media organization is eligible for this category.

a. Best Statistical Reporting in TV Broadcast Media

- A segment or documentary program featuring statistical data of PSS, broadcasted on TV that discusses economic and/or social conditions. ONLY a segment or documentary program with a length of at least 5 minutes will be considered as an entry.
- All interested participants must submit at least three segments/documentary programs broadcasted on TV, with one winning entry selected for review/rating.

RADIO PROGRAM CATEGORY

Any radio program aired in the Philippines by a Philippine private radio media organization is eligible for this category.

a. Best Statistical Reporting in Radio Broadcast Media

- A segment or documentary program featuring statistical data of PSS aired on radio that discusses economic and/or social conditions. Only traditional radio programs that are simultaneously aired on social media e.g. Facebook, YouTube, and Television (TeleRadyo) can join this category. Government radio initiative programs are NOT eligible to join.
- All interested participants must submit at least three of their best segments or documentary programs aired on Radio, with one entry selected for review/rating.

OPEN CATEGORY

All national and local media practitioners, whether individual freelancers, or affiliated with Philippine private news organizations are eligible to join or may be nominated in this category.

a. Best Media Advocate for Statistics

- An article/data visualization/segment or documentary published in print or online, or a report broadcasted on television or radio featuring statistical data of PSS that has made a significant impact influencing lawmakers to create or change policy, or has a catalyst effect on people.
- Any new policy/law with reference to the article OR any proof of people's satisfaction (e.g. survey, testimony).

The reference period of the published articles, graphics, and/or reports to be submitted as entries is from **August 2023 to July 2024**.

3. Criteria for evaluation

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

Quality - 50%

Accuracy and correctness of interpretation of data, use of data sources, clarity, brevity, professionalism, organization, and use of graphic design in communicating statistics.

- *Accuracy and correctness interpretation of data* – conveys truthfulness and reliability of data used.
- *Use of reliable data sources* – supports the facts and information presented; emphasizes the importance and relevance of communicating statistics.
- *Clarity* – complete clarity of thoughts and ideas which enhances the meaning of the message, proper choice of words, unity, coherence, etc.
- *Brevity* – briefness and/or conciseness of the message.
- *Professionalism* – proper choice of words, tone, and style appropriate to the target audience.
- *Organization of the program* – a logical manner of presentation of content which makes the flow smoothly and swiftly; it has a unique data-storytelling concept that leads people to understand complex information.
- *Graphic design* – visually stunning and easily digestible; tells a story and illustrates meaningful information and clear understanding.

Effectiveness and Relevance to the Current Time - 50%

Power to produce an engaging and insightful experience that brings positive motivation in deeply understanding statistics. It could be either of the following:

- *Achieving policy impact* – the article/visual/documentary program has enlightened policymakers which leads to the creation of a policy or ordinance for certain programs and projects of the government.

- *Catalyst effect on people* –proof an overflowing positive feedback/ reaction of people from that of an article/visual/ documentary program (e.g. people's satisfaction, survey, and/or testimony)
- *Audience reach and engagement* – number of reach (likes, views comments, and shares) in social media, newspapers sold, or analytics reports.

4. Point System

1. Best Statistical Reporting in Online or Print Media	
Quality	50%
Accuracy and correctness of interpretation of data	20%
Use of reliable data sources	10%
Clarity	10%
Brevity	10%
Effectiveness and Relevance to the Current Time	50%
Audience reach and engagement	40%
Overall Impact	10%
Total	100%

2. Best Media Statistical Infographic	
Quality	50%
Accuracy and correctness of interpretation of data	20%
Organization	20%
Graphics design	10%
Effectiveness and Relevance to the Current Time	50%
Audience reach and engagement	40%
Overall Impact	10%

Total	100
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3. Best Statistical Reporting in TV Broadcast Media	
4. Best Statistical Reporting in Radio Broadcast Media	
Quality	50%
Accuracy and correctness of interpretation of data	20%
Use of reliable data sources	10%
Organization of the program	10%
Professionalism	10%
Effectiveness and Relevance to the Current Time	50%
Audience reach and engagement	40%
Overall Impact	10%
Total	100%

5. Best Media Advocate for Statistics	
Quality	50%
Accuracy and correctness of interpretation of data	20%
Use of reliable data sources	10%
Organization of the program	10%
Professionalism	10%
Effectiveness and Relevance to the Current Time	50%
Achieving policy impact or Catalyst effect on people	30%
Audience reach and engagement	20%
Total	100%

5. Submission of Entries

- 5.1 Applicants can submit their entries or be nominated by completing an application form available for download on the PSA website or via Google form through this link: https://bit.ly/35NSMMediaAwards_NominationForms.
- 5.2 All entries should be properly labeled with the title of the article/graphic/segment/program, the name of the writer/reporter/s, the name of the media organization, and the date of publication/release as well as web links for proper access.
- 5.3 All entries must be accompanied by evidence illustrating the number of reach (likes, views, comments, and shares) in social media, newspapers sold, or analytics reports.
- 5.4 Submission of entries after the deadline will not be accepted.
- 5.5 An entry can be nominated to only one category. The same entry for more than one category will not be accepted.
- 5.6 The NSM Media Awards Secretariat and Committee reserve the right to proactively search for qualified media nominees if no entry/nominee was submitted/nominated in a particular category.
- 5.7 Submissions may be done in person, through e-mail, and/or by courier. Candidates or nominating party must submit the above-mentioned requirements no later than **05 August 2024, 5:00 PM** to NSM Media Awards Secretariat, thru:

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

Subject: [35th NSM Media Awards] – Name of Nominee

- 5.8 Decisions of the Board of Judges are final. Candidates or representatives by the act of submitting and nominating, the author/artist/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.
- 5.9 By submitting articles/graphics/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.
- 5.10 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.
- 5.11 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. Board of Judges

The Subcommittee on Advocacy and Promotions shall serve as the Board of Judges.

7. Awarding of Winners

A plaque shall be given to each winner during the opening ceremony of the 35th NSM on 01 October 2024.