

**30th  
National  
Statistics  
Month  
(NSM)**

**9th NSM Media  
Awards Criteria**

---



## I. About the National Statistics Month Media Awards

### 1.1 National Statistics Month (NSM)

Pursuant to 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 14<sup>th</sup> National Convention on Statistics, this year’s 30<sup>th</sup> NSM will carry the theme, “Data Innovation: Key to a Better Nation” which signifies the importance of innovation in the provision of quality statistics.

Among the various activities of the month-long celebration is recognizing 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 contributions of the media in promoting and popularizing official statistical information and in their advocacy in featuring data services from the Philippine Statistical System in television, print, and in online news service.



## II. Type of Awards

Categories	Type of Award	Coverage
1. Individual	Best Statistical Reporting in Print Media	Special feature or editorial type of articles published in print media
2. Individual	Best Statistical Reporting in Online Media <sup>1</sup>	Special feature or editorial type of articles published only in online media.
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.
4. Organization	Best Media Advocate for Statistics	An organization which has the most number of statistical news (online and print) released.

- 2.1 Agency affiliates/organization of individual and TV program category winners will also be given an award of recognition.
- 2.2 Entries for Best Media Advocate for Statistics should exemplify qualities of correctness, clarity, fairness, brevity, and professionalism of communications.
- 2.3 A Special Award may be given to an organization that has made innovations in promoting statistics to the public through various media channels.

---

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



### III. Criteria for Evaluation

The NSM Media Awards winners will be chosen by the Board of Judges composed of experts from the government, private sectors, and the academe who are media oriented and users of statistics themselves. The Board of Judges will use the following criteria as basis for their evaluation of entries:

<b>Quality</b> ( <i>Displayed integrity in the explanation and use of statistics</i> )	<b>50%</b>
- Correctness, clarity, fairness, brevity, and professionalism of communications	25
- Significance and relevance to the needs of the country and the Filipino people.	25
<b>Effectiveness</b> ( <i>Raised awareness, understanding, and importance of statistics to what they can be used for, and what statistics methods can achieve</i> )	<b>50%</b>
- Use of data visualization for greater understanding and/or with clear analysis of statistical data	25
- Impact of the report which brings positive motivation in deeply understanding statistics as it potentially improves the people's lives	25

### IV. 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 organizations may join.



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

Philippine private news organizations may vie for the Best Media Advocate for Statistics award.

## V. 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 and/or TV segments/documentaries aired on television which make use of statistics during the period August 2018 to July 2019. All news articles and TV 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.

Candidates or nominating party must submit the above-mentioned requirements (Annex A) not later than **30 August 2019, 5:00 PM** to NSM Media Awards Secretariat. Submissions may be done in person, through e-mail, and/or courier.

**Mr. Oliver P. Chancoco**

Philippine Statistics Authority  
3rd Floor PSA TAM Building, PSA Complex  
East Avenue, Diliman, Quezon City  
Telephone number: (02) 938-5269  
Email address: [o.chancoco@psa.gov.ph](mailto:o.chancoco@psa.gov.ph)

5.1 All entries must be accompanied by evidence illustrating the reach and impact of submitted articles and/or



TV segments/documentary programs such as but not limited to the following:

- Report of testimonials of those who benefitted from the publication of articles/TV programs
- Number of online shares/views
- Analytics (number of webpage hits)

5.2 Decisions of the Board of Judges are final. Candidates or their 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.

5.3 By submitting articles/news cuts to the Committee, the author/writer/producer agrees that all submissions will become the property of the PSA and that the PSA has the right to use materials for information dissemination/advocacy programs related to the any statistical activities without undue disadvantage to the writer/author and/or producer.

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.

## **VI. Prizes**

A plaque and cash award shall be given to each winner during the NSM Opening Ceremonies on 01 October 2019.



## VII. NSM Media Awardees

1 <sup>st</sup> NSMMA	Mr. Roel L. Landingin, <i>Newsbreak Magazine</i>	<i>"The Hidden Job Crisis"</i>
2 <sup>nd</sup> NSMMA	Ms. Iris Gonzales, <i>The Philippine Star</i>	<i>"RP races to meet Millennium Development Goals by 2015"</i>
3 <sup>rd</sup> NSMMA	Ms. Malou C. Mangahas, <i>Philippine Center for Investigative Journalism (PCIJ)</i>	Outstanding Award for Print and TV Broadcast Categories
	Mr. Roderick de la Cruz, <i>Manila Standard Today</i>	Print Straight News Category
	Ms. Karole Ann M. Ilagan, <i>PCIJ</i>	Online Investigative Documentary Category
4 <sup>th</sup> NSMMA	Mr. Francisco Cansino, <i>DZRB-Radyo ng Bayan</i>	Radio Broadcast Category
	Ms. Malou C. Mangahas, <i>PCIJ</i>	Online Investigative Category
	Ms. Iris Gonzales, <i>The Philippine Star</i> Special Assignment Team of GMA News and Public Affairs	Print Straight News Category TV Broadcast Category
5 <sup>th</sup> NSMMA	Mr. Jake Chew Soriano, <i>GMA News Online</i>	Online News Category
	Ms. Cai U. Ordinario, <i>Rappler</i>	Online News Category
	Ms. Mayvelin U. Caraballo, <i>The Manila Times</i>	Print Straight News Category
6 <sup>th</sup> NSMMA	Ms. Apples Jalandoni, <i>ABS-CBN</i>	TV Broadcast Category
	Ms. Angela Lorraine Celis, <i>Malaya Business</i>	Individual for Print
	Ms. Malou C. Mangahas, <i>PCIJ</i> I-Witness (GMA News TV)	Individual for Online Program for Television
7 <sup>th</sup> NSMMA	Gabrielle H. Binaday, <i>The Manila Standard</i>	Individual for Print
	Charisse Jaylissa V. Dela Paz, <i>Rappler</i> I-Witness (GMA News TV)	Individual for Online Program for Television
	Mr. Jasper Y. Arcalas	Individual for Print
8 <sup>th</sup> NSMMA	Ms. Pauline Macaraeg, <i>Entrepreneur Philippines</i>	Individual for Online
	I-Bandila Mo, <i>Radyo Patrol, ABS-CBN</i>	Program for Television
	<i>Business Mirror</i>	Ambassador for Statistics



**Requirements in addition to Application Form**

Type of Award	Requirements
Best Statistical Reporting in Print Media	5 published articles in print
Best Statistical Reporting in Online Media	5 published online articles
Best Statistical Reporting in TV Broadcast Media	Electronic copies of at least 3 aired TV segments/ documentary programs sent via email using Dropbox or Google Drive or in CD/DVD/USB
Best Media Advocate for Statistics	At least 10 published articles (online and print)

**Note:**

1. Coverage of all published articles and aired television programs must be in the period of **August 2018 to July 2019**.
2. All entries must be accompanied by evidence illustrating the reach and impact of submitted articles and/or TV segments/documentary programs such as but not limited to report of testimonials of those who benefitted from the publication of articles/TV programs; number of online shares/views; analytics (number of webpage hits)
3. Submissions may be done in person, through e-mail, and/or courier.