



How relevant is communicating with the media to National Statistical Offices: the IBGE case

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Abstract

The paper discusses how National Statistical Organizations conduct their relations with the media. Taking into account the history and sociology of statistics, The Fundamental Principles of Official Statistics, the information disclosed by the Statistics Division of the United Nations, in addition to IBGE's own experience with the media, it analyzes the extent to which National Statistical Organizations institutionalized how to disseminate the results of their surveys to the general public.

Keywords: IBGE; embargo; media relations; official statistics.