Customized Dissemination System

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Plan

- History and purpose
- User groups
- Daily press releases
- Press Room press releases
- Monthly press releases’ summary
- Presentation of Turkey-Provinces
- Future works
History and Purpose

• Started at the beginning of 2014

• Purpose => sending customized information to Local Administrative and users by regional offices;
  – at the same time
  – at the same format

• Nearly 25 thousand users
History and Purpose

User Groups
- VK - Governor, Deputy Governor
- BB - Mayor
- M - Member of Parliament
- BY - Regional Manager
- MY - Central Manager
- BSN - Regional Media Institution
- UBSN - National Media Institution
- OD - Union of Chambers
- ÜN - Rector, Dean and Academicians
- MH - Village Headman
- DK - Other User

Number of Users
- VK - 1,268
- BB - 1,102
- M - 547
- BY - 2,410
- MY - 222
- BSN - 4,049
- UBSN - 357
- OD - 837
- ÜN - 10,770
- MH - 283
- DK - 2,495
Daily Press Releases

- Sent to high level administratives everyday
- Linked to the main web page of TurkStat

Example1  Example2  Example3  Example4
Press Room Press Releases

- Sent to Regional Media
- Announced in the Press Room of our web page
- Ready packages to make news directly

Example
Monthly Press Releases’ Summary

- Includes summaries of the Press Releases that disseminated in the month
- Sent to all users except high level administratives

Summary of the Press Releases of March, 2014
Presentation of Turkey’s Provinces

- Monthly presentations that include brief information and graphics about local indicators
- Sent to all local users

Example
شكرا جزيلا