

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Standardization of Press Release

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Training Course on Development of Dissemination Methods

Kuwait

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Plan

- Press release

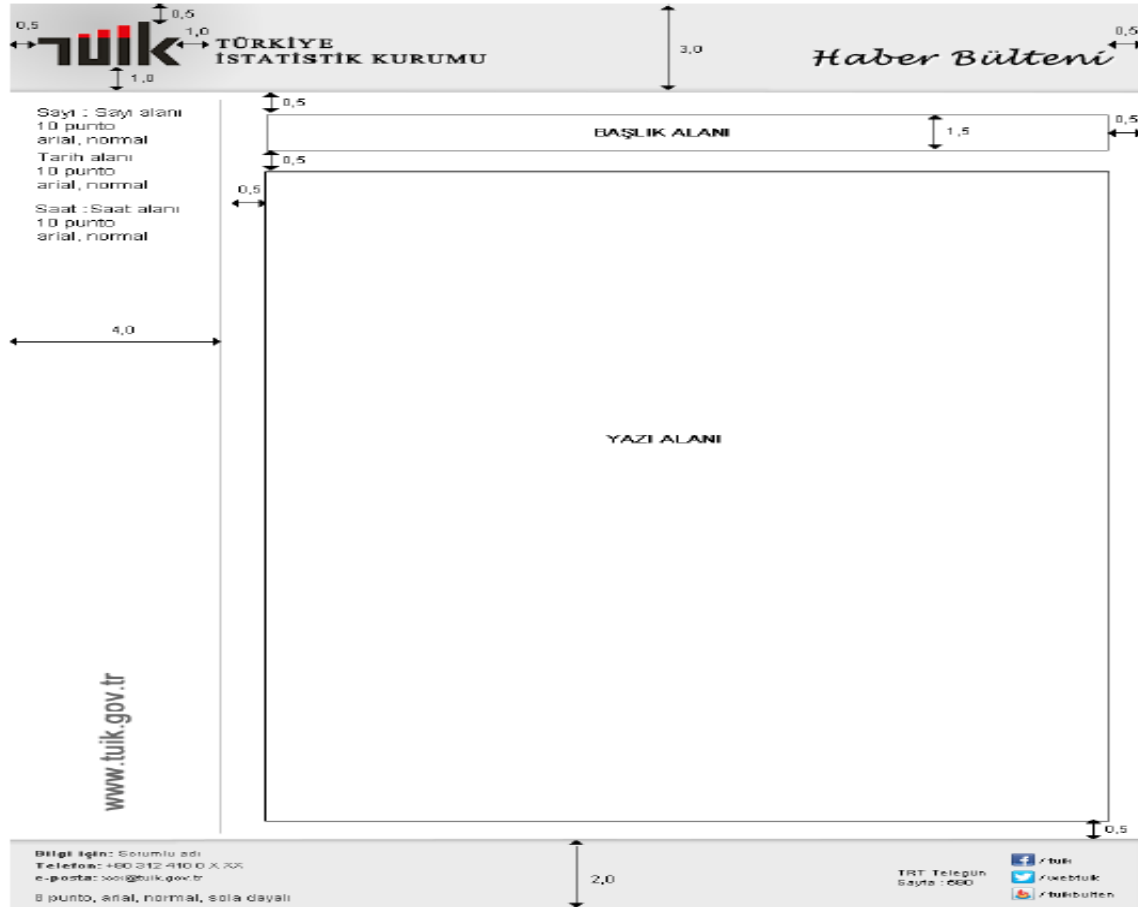
- Press release template
 - Title
 - Spot
 - Paragraph
 - Table
 - Graph
 - Explanation

- Press Release Standards Handbook

Press Release

- Presents the results of censuses, researches and administrative records in summary
- Main target group is media
- Published on TurkStat web page
- Main aim is informing the public
- First notice dissemination tool

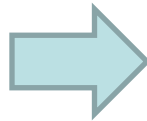
Press Release Template



Sample Press Release


Title

- Short and comprehensive
- Reference period covered



- **Construction Labor Input Indices, II. Quarter: April-June, 2014**
- **Household Labour Force, May 2014**
- **Poultry Production, June 2014**

Spots

- flashy, attractive, explanatory
 - ordered from macro to micro
 - simple past tense
- 
- **Households allocated the highest share to housing and rent expenditures from their budgets**
 - **The monthly average consumption expenditure per household was estimated as 2572 TL**
 - **The share of expenditure types did not change significantly compared to 2012**

Paragraphs

- explains the spots in detail
- short sentences
- five lines at most
- simple past tense



According to the results of 2013 Household Budget Survey; while the expenditures on housing and rent had the highest share in total consumption expenditures with a rate of 25%, the share of expenditures on food and non-alcoholic beverages was 19.9% in overall Turkey. The share of expenditures on health was 2.1% and the share of educational services was 2.4% in total expenditures in Turkey.

Tables

- simple title with reference period and base year if applicable
- italics not used
- not using too many variables
- no background colours or shading

Tourism income and expenditure, II. Quarter: April–June, 2014

Year	Quarter	Departing visitors			Arriving citizens (Resident in Turkey)		
		Tourism income (Thousand \$)	Number of visitors	Average expenses per capita (\$)	Tourism expenditure (Thousand \$)	Number of citizens	Average expenses per capita (\$)
2013	I	4 648 816	4 773 826	974	1 205 355	1 659 631	726
	II	8 315 789	10 267 778	810	1 286 831	1 835 515	701
	III	11 579 006	16 057 651	721	1 224 441	2 067 830	592
	IV	7 765 380	8 126 971	956	1 536 938	1 962 893	783
	Annual	32 308 991	39 226 226	824	5 253 565	7 525 869	698
2014	I	4 807 836	5 065 759	949	1 365 770	1 728 284	790
	II	8 975 976	10 967 100	818	1 402 783	2 042 086	687
	April	2 103 336	2 573 139	817	403 391	590 790	683
	May	3 146 369	3 863 883	814	481 282	698 631	689
	June	3 726 270	4 530 079	823	518 109	752 665	688

Tables

- detailed tables attached to press releases
- press release title given at the bottom of every table

İstihdam edilenlerin sosyal güvenlik kuruluşuna kayıtlılık durumu, Mayıs 2014

Employment by status in social security registration, May 2014

[15+ yaş - age]

(Bin kişi - Thousand person)

İsteki durum Employment status	Toplam - Total			Erkek - Male			Kadın - Female		
	Toplam istihdam Total employment	Kayıt dışı istihdam Unregistered	Kayıt dışı Unregistered ⁽¹⁾ (%)	Toplam istihdam Total employment	Kayıt dışı istihdam Unregistered	Kayıt dışı Unregistered ⁽¹⁾ (%)	Toplam istihdam Total employment	Kayıt dışı istihdam Unregistered	Kayıt dışı Unregistered ⁽¹⁾ (%)
Toplam - Total	26 538	9 471	35,7	18 564	5 519	29,7	7 974	3 952	49,6
Ücretli veya yevmiyeli Regular or casual employee	17 389	3 471	20,0	12 701	2 424	19,1	4 687	1 047	22,3
İşveren Employer	1 167	169	14,5	1 070	160	15,0	97	9	9,3
Kendi hesabına Self employed	4 603	2 825	61,4	3 888	2 200	56,6	715	625	87,4
Ücretsiz aile işçisi Unpaid family worker	3 379	3 007	89,0	905	736	81,3	2 475	2 271	91,8
Tarım - Agriculture	5 820	4 838	83,1	3 060	2 248	73,5	2 760	2 590	93,8
Ücretli veya yevmiyeli Regular or casual employee	603	508	84,2	376	300	79,8	227	208	91,6
İşveren Employer	54	29	53,7	51	27	52,9	3	2	66,7
Kendi hesabına Self employed	2 248	1 622	72,2	1 974	1 360	68,9	274	263	96,0
Ücretsiz aile işçisi Unpaid family worker	2 915	2 678	91,9	660	561	85,0	2 255	2 117	93,9
Tarım dışı - Non-agricultural	20 718	4 633	22,4	15 504	3 271	21,1	5 215	1 363	26,1
Ücretli veya yevmiyeli Regular or casual employee	16 786	2 963	17,7	12 326	2 123	17,2	4 460	840	18,8
İşveren Employer	1 113	139	12,5	1 019	133	13,1	94	7	7,4
Kendi hesabına Self employed	2 355	1 203	51,1	1 914	840	43,9	441	363	82,3
Ücretsiz aile işçisi Unpaid family worker	464	329	70,9	245	175	71,4	219	154	70,3

TÜİK, Hanehalkı İşgücü Araştırması, Mayıs 2014

TurkStat, Household Labour Force Survey, May 2014

Tablodaki rakamlar, yuvarlamadan dolayı toplamı vermeyebilir.

Figures in table may not add up to totals due to rounding.

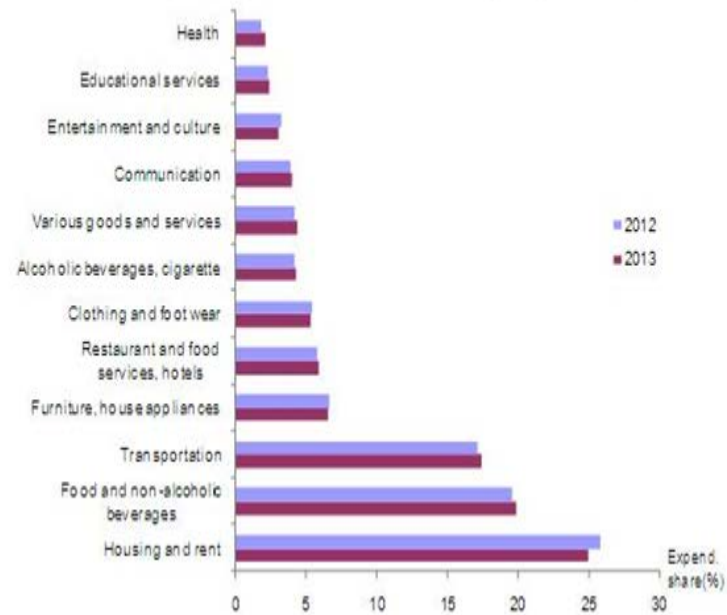
(1) Kayıt dışı: Yaptığı işten dolayı, herhangi bir sosyal güvenlik kuruluşuna kayıtlı olmadan çalışanlar.

(1) Unregistered: Employed persons who were not registered to any social security institutions related to the main job.

Graphs

- simple title with reference period and base year if applicable
- not using too many variables
- using appropriate type of graph for data

Distribution of consumption expenditures of households by expenditure types, Turkey, 2012-2013



Explanations

- footnotes, definitions, methodological explanations, sources included
- detailed explanations like sampling method, sampling volume, applications, classifications used not included, these are given as attached files

EXPLANATIONS

(1) Road motor vehicles handed over are that the owners of them had changed through the notaries for one time or more.

(2) Unknown includes the cars for which the type of fuel field in the licence was entered incorrectly or left blank and electric cars.

Press Release Standards Handbook

- Handbook prepared in 2012
- Applied in press releases since January 2013
- Revised and republished in April 2014
- Monthly reporting for errors



شكرا جزىلا