



Palestinian Central Bureau of Statistics

Public Awareness

Introduction

Publication and dissemination of statistical data to different users is highly important for effective utilization of data, surveys, censuses, administrative records and other documents. PCBS has accumulated loads of statistical data, especially the Population and Establishment Census of 1997. However, since the statistical data publication system is still under construction, it is primordial to focus on the improvement of the dissemination process and creation of a comprehensive system that responds to the needs of data users from within and outside PCBS, using modern techniques. It is important to provide clear and easily understandable material are reiterate the relation with users from different sectors via producers-beneficiaries dialogue. All such evolution requires an effective publication action plan.

Publication is a priority and must be via the media that enable users access statistics. The most important channel is PCBS web page, which allows for broader publication and ongoing updating of material. For this reason, PCBS relies mainly on its web page to disseminate data and other material.

Traditional publication methods

PCBS publishes statistical data collected in conducting field surveys or via administrative records an censuses through the following means:

Statistical reports, brochures, posters, pocket leaflets, executive summaries, press reports and fax bulletins.

The project focusing on the analysis and publication of the General Census on Population and Establishments of 1997 will lead to dissemination of in-depth analytical reports.

Data shall be presented in a simplified, easy to understand way with modern technology support. It shall include colored graphs to enable readers make optimal use thereof. PCBS policy is heading now toward minimizing the size of published data and to adding small paragraphs on the statistical analysis. A task force is currently working developing reports and

time series published by PCBS with the objective of proposing methods to enhance statistical outputs and improve overall PCBS activities.

Another task force is preparing a proposal to distribute PCBS publications at lower cost and effort and disseminate them on the means preferred by data users.

It should be noted that PCBS prepared a comprehensive publication guide stating the procedures and standards applicable in preparation of reports until they are sent to the print house. Procedures must be observed for all reports published by PCBS as of 1st January 2000.

Publication on advanced electronic media:

PCBS experience in this regard is summarized as follows:

- **Publication on the Internet**

It is the priority channel of publication since it allows all official statistics users equal, quick and fair access without prioritizing any user. The Internet is the perfect tool because of its influence and spread in addition to low cost. Many details can be published; indeed, PCBS published all of its bulletins from the General Population and Establishments Census of 1997 to users of its page. All material can be downloaded and printed from the same page.

PCBS created its internet site in 1996 to publish official Palestinian statistics. It is the main official source of such statistics. Data is periodically updated. Reliance on the Internet is growing for dissemination of all types of material. The page receives many visitors who can submit different requests that are later processed by the Public Service Department.

- **Publication on CD's**

PCBS uploaded its bulletins and reports on CD's. These series provide easy and fast search tools. The third and most developed series, now under construction, benefited from modern techniques for easier and more attractive navigation. Copies of these series were sent to many agencies in Palestine and abroad.

Dissemination and marketing of statistical products

Producers-Users Dialogue

PCBS depends on a dialogue it initiated with data users, including ministries, governmental and nongovernmental institutions, private sector, research centers and others, to disseminate statistical data. The dialogue also aims to consolidate PCBS relations with different segments and receive their feedback to assess their needs and consult them on different statistical products.

This approach, adopted by PCBS since its inception, proved to be effective through the numerous workshops held in different Palestinian governorates. The Bureau establishes a calendar of yearly program to cover different geographic, economic, demographic and social statistics.

Communication with the media

PCBS depends on printed and audiovisual local and international media to publish its statistical data through:

- Ongoing coverage of its activities and news;
- Dissemination of press releases and reports upon issuance of any statistical publication or bulletin;
- Organization of press conference to announce any achieved statistical theme; and
- Organization of radio, press and TV interviews with PCBS officials.

PCBS enjoys strong and well-established relations with local and international media outlets and journalists who always contact the Bureau for updates on its data and achievements. PCBS also managed a statistical radio program on Voice of Palestine, titled “Statistical Figures”. It is broadcasted twice a week to present the most important statistical data and indicators. PCBS also participates in TV talk shows on local channels to address different statistical topics. It has always endeavored to communicate with media outlets and journalists and organizes for this purpose monthly meetings to cover a selected statistical theme. Invitations are sent to specialized official figures from the PNA to attend the meeting and discuss the selected topic to help media representatives provide comprehensive coverage. PCBS organized meetings on the labor market and unemployment, cost of living, education and other themes. It is always keen to provide interested institutions and individuals with impartial updated official statistics, which it disseminates through various media. PCBS also deemed necessary to establish a statistical media center to help media representatives cover statistical figures locally and abroad. This center publishes and analyzes reports and data to fulfill media requirements on the one hand and satisfy institutional and individual needs on the other.

Exchange, donation, sale and subscription to PCBS publications

- Exchange of publications

One of the marketing tools of the Palestinian official statistics involves increased publication of official statistical reports and prints. Exchange of publications is therefore one of the means used via domestic and international agreements including: agreement with Norwegian Statistics Department, Hamburg Institute, Palestinian Research and Studies Center. Publication exchange agreements with other statistics producers are underway at both national and global levels.

- Donation of publications

Donation of publications is a method used by PCBS to disseminate statistical data via a database linked with local, Arab and international entities. Statistical products are sent to members of this database, reaching the following entities:

Ministries, (civil and military) governmental institutions, associations and research centers, universities, public libraries, media outlets, chambers of commerce, representative offices to the PNA, foreign consulates in Jerusalem, political parties and movements, unions and

syndicates, Palestine embassies abroad, a number of Arab and foreign statistics offices, funding states and agencies of PCBS projects.

- Sale of publications:

Publications are sold using three methods:

- I) Direct sale through the Public Service Department, which provides interested parties with the requested publications and hands them a receipt voucher after payment of price.
- II) Official request sent by fax or via email for which payment is coordinated via the Finance Department
- III) Monthly subscriptions.

- Subscription to publications

PCBS serves a number of subscribers within and outside the Bureau. Although the number is still modest, we are working on increasing our subscribers' base after completion of development of the comprehensive statistical publication system.

Subscription is of two types:

- 1- Subscription to all publications
- 2- Subscription to a selected number of publications.

Organization of fairs to promote statistical products

PCBS organizes yearly fairs of its publications nation-wide. The fairs are hosted by universities and colleges. The Bureau also participates in exhibitions abroad. In such fairs, PCBS offers a 40% discount on the price of its publications to enable all visitors have access to these publications and benefit from them.